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**ICON SETS THE RECORD STRAIGHT WITH THEIR LATEST ICON REFORMER, THE 1975 CHEROKEE, “SAFE FLIGHT”**

**Creators of the Restomod Movement Present a Top-Down Modern Reinterpretation of this Iconic Classic Jeep**

**LOS ANGELES, CA (July 18, 2024) –** ICON 4x4, the pioneering automotive design firm that started the automotive restomod. Now, ICON proudly introduces the latest over-the-top build. This 1975 Jeep Cherokee is part of ICON’s exclusive series of one-off builds, called The Reformers. The Reformer series seeks to play a bit of revisionist history, transcending and elevating classic vehicles with a focus on revolutionizing the drivability, and elevating every detail. In this case, there was also a new design directive: to set the record straight. 1960’s Detroit designers were not that concerned about tribal accuracies, or precise historical references.

The tribal Indian graphic on the factory beltline? Wrong tribe…

The stamped “hide” of the elusive Naugabeast in a western style? Just all wrong…

 A big appeal with these Reformer projects is the opportunity to deeply study the original design priorities. To understand the best and worst of the original design. Then, to expand on that premise from the ICON perspective.

ICON started with an all original 1975 Cherokee, and 1965 Jeep Gladiator. Lead designer and ICON founder, Jonathan Ward, picked his favorite elements from these different evolutionary steps in Jeep history, to create something truly unique and special.

I addition to ICON, Jonathan also has a luxury leather goods brand, J.Ward Collection, and an apparel brand called Campfire Coats. Leveraging these expertise’s and communities, Jonathan did a deep dive on traditional Cherokee traditional textile and clay arts, and the distinct symbolism ingrained in each pattern and detail.

After months of research and consulting with tribal leaders, it was discovered that a traditional pattern that is often seen in the Cherokee tradition, is an abstract of an eagle feather, representing “safe flight”. When a tribal member left on a perilous journey, rest assured that his water vessel and blanket would include this design. This became an obvious design choice, starting with the graphic down the side of the body, and extending through many other details in the vehicle (including gauges, coat hooks, door trim and more).

For the interior design, Jonathan sourced two of his favorite leathers (instead of using vinyl, as original). The principal leather for the interior is from Moore & Giles, was chosen for its olfactory benefits, and incredibly soft feel. The second is from Wickett & Craig, the oldest tannery in North America, in business since 1867. This vegetable tanned leather is traditionally used for saddles. It was the perfect leather to choose for the hand tooled seat and door panel details. Again, with an eye to traditional art forms, Jonathan chose to have master craftsman, Trajan Vieira, hand carve this leather in the Sheridan style, popularized in the early 1900’s in Wyoming. Leather trimmed wool carpets, Alcantara headliner, bespoke gauges, dash knobs and trim… all truly bespoke. Art on wheels.

Mechanically, this Cherokee sits on a one-off Art Morrison chassis featuring coil-over suspension, hydroboosted Brembo brakes, Fox-Racing adjustable Nitrogen charged shocks and tunable sway bars. Power comes from a HEMI 6.4 V8 that delivers 485 H.P, 475 TRQ through a custom-built GM 4L85E transmission and Atlas II transfer case. Currie Industries ICON-specific Dana high pinion axle assemblies (44 front, Extreme 60 rear) with ARB locking differentials. The rubber finally meets the road with BF Goodrich All-Terrain K02 Tires and ICON Old School Forged 18' Aluminum rims with dog dish stainless hub caps.

Modern conveniences such as power windows and door locks, Digital audio system with Focal Utopia speakers, and LED interior lining are all designed to be stealth. This helps maintain a timeless vibe for a vehicle that should be enjoyed for decades to come.

Founder Jonathan Ward explains, “What an honor! What a fun project. Commissioned by an multi-ICON owner with whom we share a great deal of trust, this client invited us to “go farther”. With great leeway and faith, such an opportunity is a dream for custom vehicle designers. I really enjoyed expanding my knowledge of the many art forms involved, and traditions honored.”

For more information on the all-new 1975 ICON Cherokee “Safe Flight” and their other builds please visit [www.icon4x4.com](http://www.icon4x4.com) or call 818-280-3333.

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**Specifications**

**Chassis**

One-off Art Morrison design featuring coil-over Nitrogen charged Fox Racing adjustable shocks, Eibach coils.

**Axles**

Custom built Currie Industries Dana 60 rear, Dana 44 front, high pinion. 4:10 Ratio.

**Brakes**

ICON Brembo Hydroboost assisted. 6-piston front, 4-piston rear. Dedicated parking brake calipers.

**Wheels & Tires**

ICON custom forged aluminum 18” wheels, hand spun stainless hub caps, BF Goodrich A/T KO2 285/65/18

**Engine**

Mopar crate 6.4 fuel injected HEMI SRT8 485 H.P., 475 Torque

**Transmission**

Special build GM ¾ ton 4L80E

**Transfer Case**

Atlas II part-time 4x4, two speed, shift-on-the-fly

**Electrical**

ICON in-house built, to MIL spec.

**Steering**

1-ton arms & ends, PSC power steering box

**Interior**

Seating – Black Moore & Giles leather paired with Wickett and Craig veg tanned saddle leather. Hand tooled by Mercury Leatherworks in traditional Sheridan design. Trimmed by Sid Chavers.

Flooring – German wool square weave, hemmed in leather.

Headliner – Gray Alcantara. Custom design.

Gauges – Redline Gauge Works, design by ICON, original housing, all new internals.

HVAC- Vintage Air Gen IV. Custom vents by ICON.

All Interior hard trim (wing window handles, knobs, escutcheons, arm rests, column bits, coat hooks, sill plates, cargo floor runners, door interior trim) designed by ICON.

Lighting- indirect, diffused LED.

**Exterior**

Custom Porsche Chalk paint, Bentley black roof. Hand painted Cherokee (eagle feather abstract) side graphic in black and blood red.

All Exterior hard trim (grill, badges, emblems, intake bowls, handles, mirrors, taillight housings…) designed by ICON, machined 6061 aluminum.