

1971 DODGE Challenger



The Challenger Success Story.

Last year, Challenger was introduced as the only new car in the sports compact field. It was quickly something of a smash. What caught on started with a look. You couldn't find a borrowed curve or line anywhere.

No matter how you ordered Challenger, it came on one of the widest stances in its class for greater handling stability. You also got thicker doors with side-impact protection and recessed handles—

inside and out. The foam-padded, vinyl covered bucket seats came with built-in head restraints. The Standard Equipment List approached the lavish.

Now the Challenger success story is going for a second edition. 1971 Dodge Challenger. Choose from four exciting models.

New Challenger Coupe. Lowest priced Challenger you can buy. To go along with the economy move, a 198 Slant Six, a lively little engine that runs on regular.

In spite of all the money you save, Challenger Coupe has the looks we've been talking about. In fact, most of what you see in the Challenger, you've got in the Coupe. Only it's priced to help spread a good thing around.

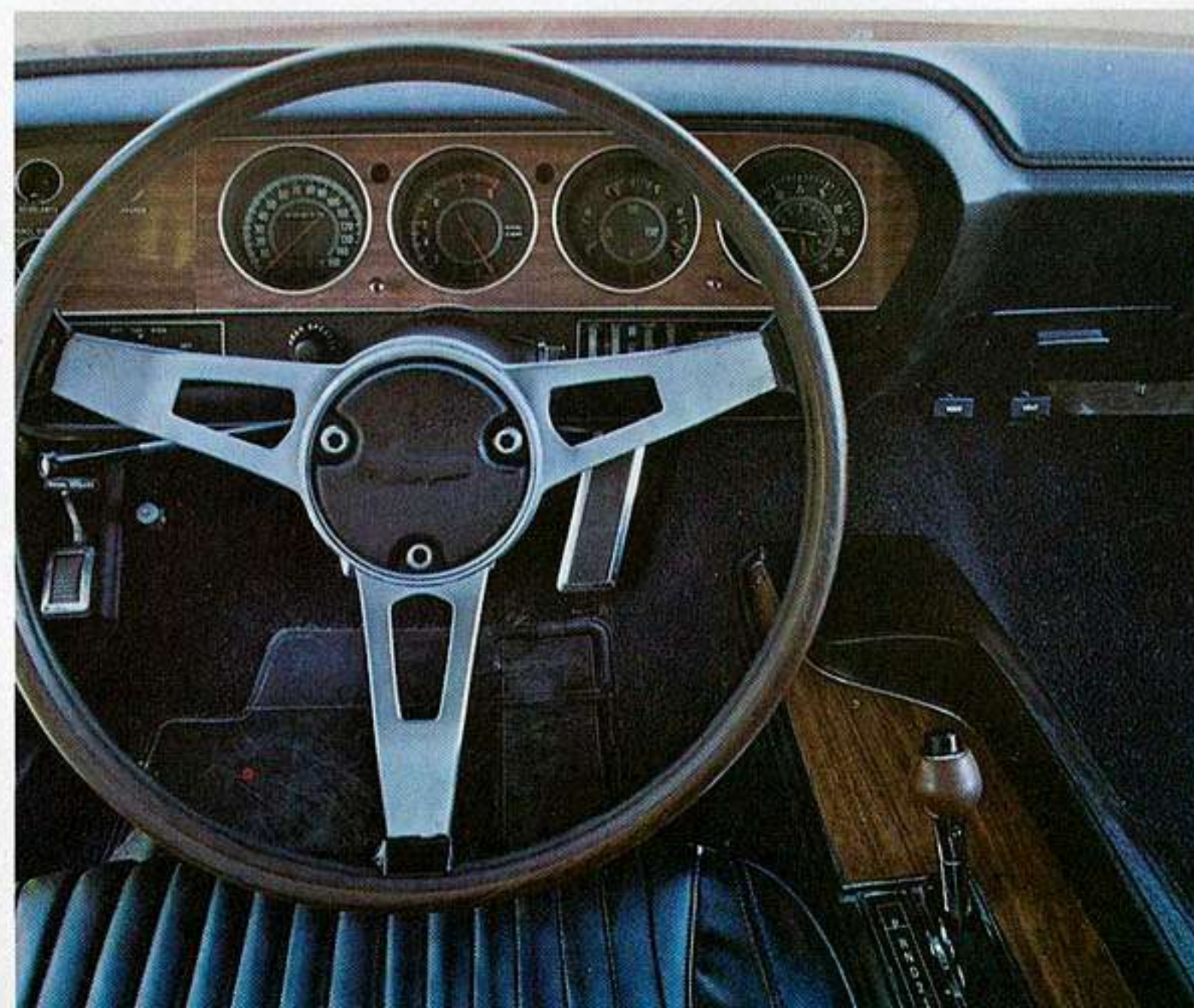
Challenger Hardtop and Convertible. They still have bucket seats with integral head restraints. Colour-keyed carpeting is standard and so's the woodgrain applique on the interior door trim. See the full list of equipment on page 6.

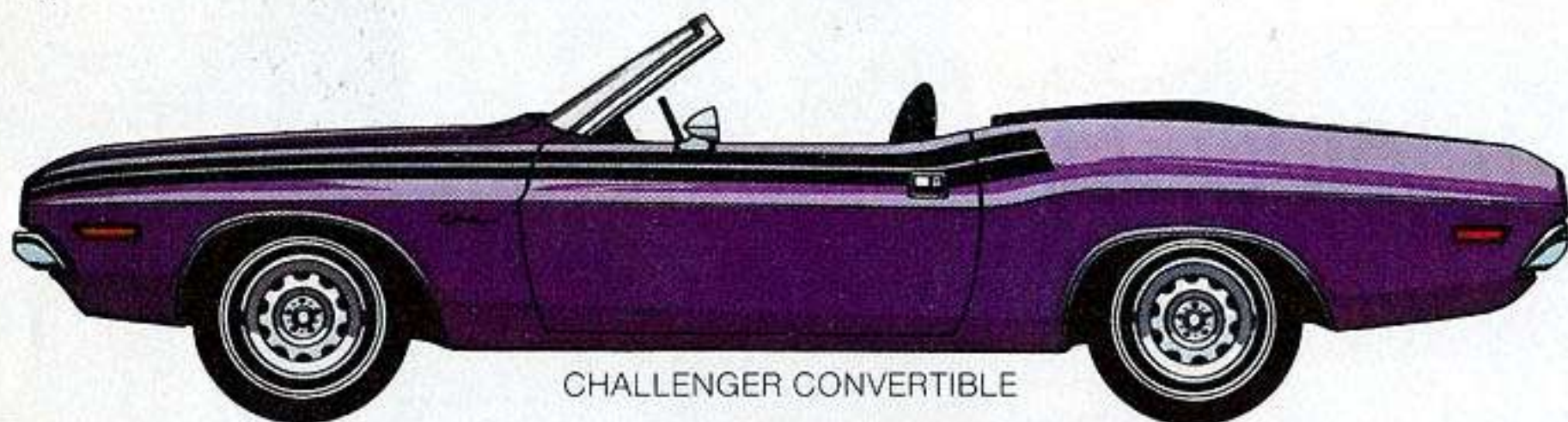


Challenger R/T. **The tough pony car that** **goes soft on expenses.**

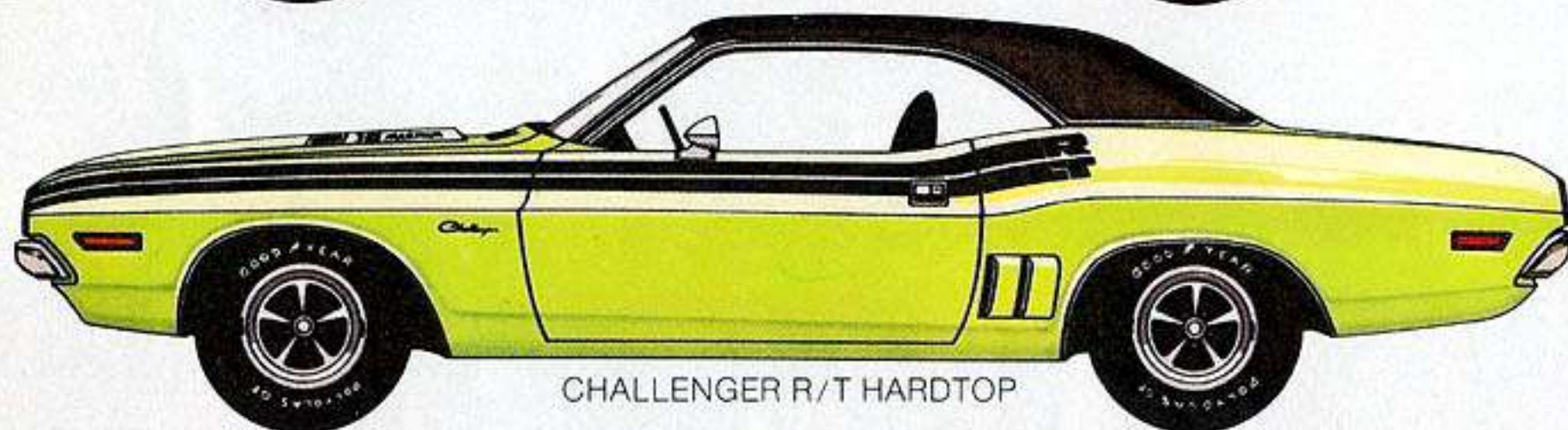
Standard power is the 383 four-bbl. Magnum V8. It's been designed to save gas expenses by having it run on regular. The rest of Challenger R/T runs like this: Rallye Suspension Package with heavy-duty torsion bars, heavy-duty rear springs, and front and rear sway bars. And you get the firm tracking of wide-tread tires. The transmission is three-speed synchro with floor-mounted shifter. The Rallye Instrument Cluster check-out is a 150-mph speedometer; trip odometer with push-button reset; tachometer; oil pressure gauge; ammeter; and clock. And the group is set in simulated woodgrain applique.

Options for 1971 include a shaker hood or a fiber-glass hood with a Fresh Air Pack. And you can order the new front and rear spoiler package.

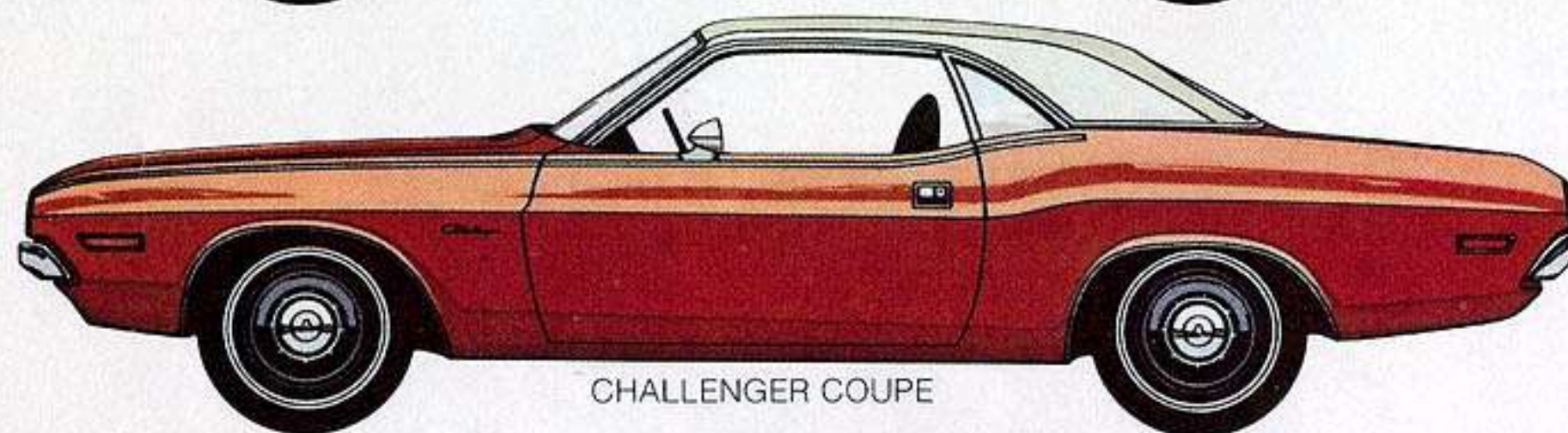




CHALLENGER CONVERTIBLE



CHALLENGER R/T HARDTOP



CHALLENGER COUPE



CHALLENGER HARDTOP

STANDARD EQUIPMENT

Standard equipment common to all Challenger models. Unitized construction • Torsion-bar suspension • 7-stage rust protection • Muffler and tailpipe, aluminized • Foot-operated parking brake • Self-adjusting brakes • Fiberglass-belted tires • Heater and defrosters • Hub caps • Glove box lock.

Challenger Coupe. 198 cu. in. Six or 318 cu. in. V8 engine • 3-speed floor shift manual synchronized transmission • All-vinyl bucket seats with integral head restraints in choice of brite blue, dark green, dark saddle, black or black/white • Ventless door glass • Fixed-position rear quarter windows • 3-spoke black steering wheel with horn button • Deep-pile carpeting, front and rear • Concealed windshield wipers, 2-speed, electric.

Challenger Hardtop and Convertible. 225 cu. in. Six or 318 cu. in. V8 engine • 3-speed floor shift manual synchronized transmission • All-vinyl bucket seats with integral head restraints in choice of brite blue, dark green, gold, dark saddle, black or black/white • 3-spoke simulated woodgrain steering wheel • Ventless door glass • Concealed windshield wipers, 2-speed, electric • Cigarette lighter • Deep-pile carpeting, front and rear.

Challenger R/T. Challenger R/T includes standard equipment listed for the Challenger 2 Door Hardtop and Convertible with these changes and additions: 383 cu. in. Magnum V8 engine (regular fuel) • Heavy-duty suspension with sway bar • Heavy-duty 1" shock absorbers • Heavy-duty brakes • Dual exhaust • Concealed windshield wipers, variable speed, electric • Tachometer, instrument panel mounted • Clock • 150 mph speedometer, woodgrain applique and trip odometer • F70 x 14 white side wall tires • Performance hood • Body side dual tape stripes with R/T name • R/T callout on hood front.

STANDARD SAFETY FEATURES

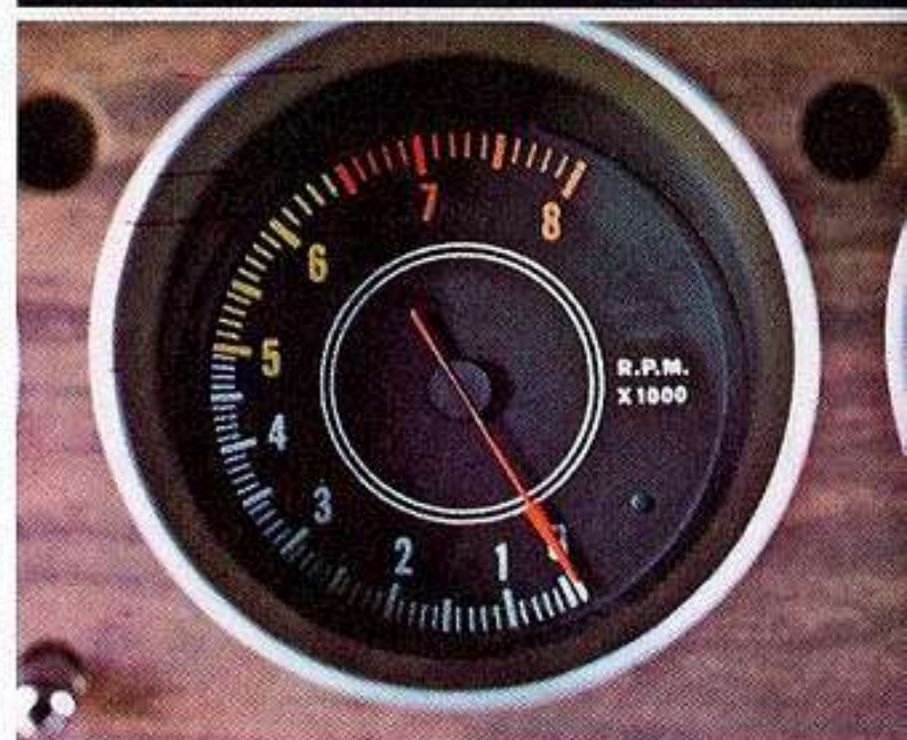
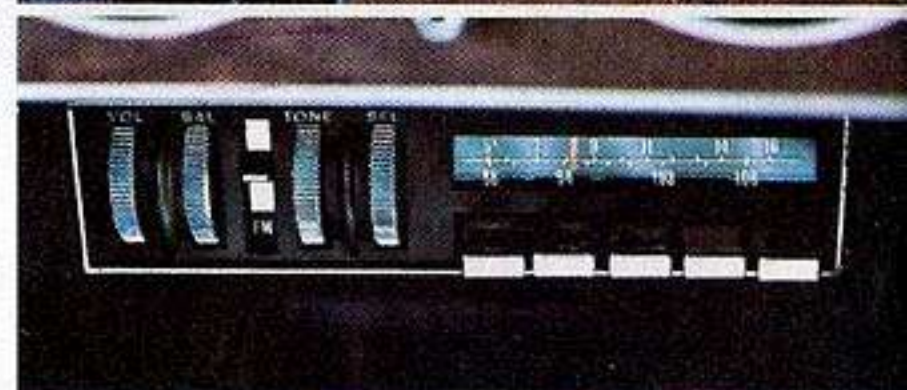
Seat belts, lap—2 front with retractors, 1 centre front on models with seating for 3 and lap belts for 3 rear seat passengers—Seat belts, shoulder—2 front seat (2 door hardtops)

- Energy-absorbing steering column and wheel • Padded instrument panel • Padded sun visors • Padded front seat back • Soft knobs on window cranks • Breakaway ashtray on instrument panel • Prismatic day/night inside rear view mirror (except coupe model) with protective energy absorbing frame • Manual latch on front seat backs • Non-override door locks (except driver's door) • Three-way lock—ignition, steering column, and transmission • "Key-left-in ignition" warning buzzer • Safety-action inside door handles • Mirror, left, outside rear view • Dual braking system • Master cylinder and parking brake warning light • Turn signals (with lane change feature) • Back-up lights • Side-marker lamps • Hazard warning system (4-lamp emergency flasher) • Windshield washers • Flush outside door handles • Rear bumper guards • Safety-rim wheels • Head restraints • You can also choose from many optional safety features.

SELECTED CHALLENGER OPTIONS

If you'd care to spend a little extra, here are the extras...

Look what you can do to make your car really yours. Today's smaller Dodge cars offer options that range from a recording secretary that plays stereo sound to aerodynamic spoilers, front and rear. The options below are only a few of the many available. Your Dodge Dealer will be glad to assist you in your selection. Airtemp air conditioner • Stereo tape cassette player • AM push-button radio • Front centre console with Torqueflite automatic transmission • Six-way manually adjustable driver's seat • Power brakes and steering • Tinted glass • Collapsible spare tire • Rallye wheels • Wheel covers • Vinyl roof • Sun roof, includes vinyl roof • Bumper guards • Elastomeric front and rear bumpers, colour-co-ordinated with 4 body colours • Dual racing mirrors • Hood tie-down pins • 4-speed manual transmission (optional with 318, 340, 383 Magnum, SixPack or Hemi V8's) • 340 4-bbl. V8 (no extra cost, Challenger R/T) • 383 2-bbl. (except R/T) • 383 Magnum V8 (standard with R/T) uses regular fuel • 426 Hemi V8 (R/T only) • 440 SixPack V8 (R/T only) • Formal Roof Package (includes smaller rear window, Vinyl Roof, Formed Headliner, overhead Console with Door-ajar, Low Fuel and Fasten seat belt warning lights)



NOTES



Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

Dodge  **CHRYSLER**
CANADA LTD.

DCH-71-E

