

DODGE 71



CHARGER / CORONET

CHARGER



THE LIMITED EDITION CARS ENVY ITS LOOKS... BUT THEY CAN'T TOUCH ITS PRICE. Here it is, America, the 1971 version of the "Great Shape"... styled to stand out from the limited edition cars costing one or two thousand dollars more, but priced right down with standard intermediate hardtops. And now Charger offers a full range of two-doors —for him... for her... for the family—for a lot less than you'd expect. Of course, you still get a lot. Like 24 standard safety features. And new standard features like concealed wipers. Custom-contoured door handles, and ventless side windows for more security. (We're always trying to improve the "shape" you're in.) So go ahead. Pick the Charger that's priced for you. Who cares if your friends think you paid a lot more.

CHARGER

The great shape at standard hardtop prices.
That's hard to top.



The Great Shape hasn't let success go to its price. It's still a beautiful bargain. This is our lowest priced Charger hardtop . . . the standard Charger two-door. It's some standard. And it has some Standard Equipment List. One that includes a color-keyed steering wheel with simulated wood-grained insert and a Keyless Door Locking System. Of course, you can make your Charger just the way you want it by checking Charger's exciting Optional Equipment List. However you want your Charger, you'll be in great shape. So why settle for less when you can have Charger's brand of excitement at intermediate hardtop prices? Charger. There's just no topping it.

COUPE

Here's a Coupe you can cope with.



Welcome, sports lovers, to our lowest priced Charger. Surprised? Thought you would be, but there's even more. Charger Coupe has all-vinyl-covered seats with a big comfortable bench up front. See, your pocketbook isn't the only thing that won't suffer. Sounds like a family sports car, you say . . . now you're catching on. Continuing its economy drive, Charger Coupe offers a gas-dieting 225 Six or the slightly more indulgent 318 V8. Either way, at Charger Coupe's price, your budget won't be couped up.

STANDARD EQUIPMENT, CHARGER AND COUPE: 318-cu.-in. V8 or 225-cu.-in. 6-cylinder engine • 3-speed manual transmission, shift lever on steering column • All-vinyl, front, full-width bench seat • Heater/defroster • 2-speed concealed wipers • Keyless Door Locking System • Foot-operated parking brake • 3-spoke color-keyed steering wheel • Glove box lock • Dome light • Torsion-bar front suspension • Rubber floor mats. CHARGER includes the above with these additions and changes: Color-keyed carpeting • Cigarette lighter • Simulated wood-grained door trim inserts • Simulated wood-grained instrument panel applique • Color-keyed steering wheel with simulated wood-grained insert • Inside day/night mirror.

500

The sporty hardtop that's a real softy inside. It's soft on your budget, too.

If you're the kind who wants your Charger sporty inside as well as outside . . . Charger 500 fills the bill beautifully. Start with vinyl bucket seats, with integral head restraints, comfortably contoured for easy driving. For an extra touch of plushness, simulated wood-grained instrument panel and door trim.

And to continue the theme of your color scheme, color-keyed carpeting and color-keyed steering wheel-with simulated wood-grained insert. Of course, there's more. But we don't want to spoil all your fun. Check out Charger 500 with your Dodge Dealer. He'll give you the whole story.

STANDARD EQUIPMENT, CHARGER 500: 318-cu.-in. V8 • 3-speed manual transmission, shift lever on steering column • All-vinyl bucket seats with integral head restraints • Heater/defroster • 2-speed concealed wipers • Keyless Door Locking System • Foot-operated parking brake • 3-spoke color-keyed steering wheel with simulated wood-grained insert • Glove box lock • Dome light • Torsion-bar front suspension • Color-keyed carpeting • Cigarette lighter • Simulated wood-grained door trim inserts • Simulated wood-grained instrument panel applique, with hooded, circular instrumentation including: 150-mph speedometer, oil pressure and fuel gauges, temperature and alternator gauges • Glove box light • Map/courtesy light • Ashtray light • Side paint stripes • Deluxe wheel covers.



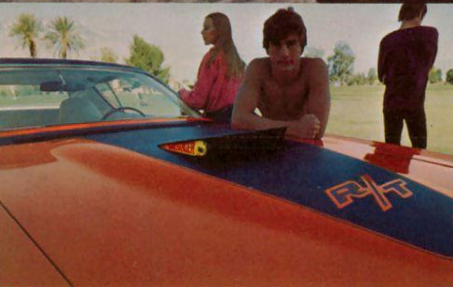
R/T

When this one snarls... they listen.

It's a bold sound. A brawny sound. A defiant sound. The sound of 440 cubic inches of metal muscle ready to move the moment you are. That's the sound of Charger R/T. Sound interesting? Read on. Charger R/T also has some silent partners. A main supporter is the extra-heavy-duty handling package. This includes high-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs with special right rear spring and sway bar, plus heavy-duty

brakes. If you really want to push your performance image, you can order your Charger R/T with front and rear aerodynamic spoilers, special color-keyed racing mirrors, and color-keyed bumpers. Of course, if all this is a little too obvious for you, you can have your Charger R/T in a simpler version... without the performance stripes, if you wish. But Charger R/T's sound will still come in loud and clear.

STANDARD EQUIPMENT. CHARGER R/T: 440 Magnum V8 • TorqueFlite automatic transmission, shift lever on steering column • All-vinyl bucket seat with integral head restraints • Heater/defroster • 2-speed concealed wipers • Keyless Door Locking System • Foot-operated parking brake • 3-spoke color-keyed steering wheel with simulated wood-grained insert • Glove box cck • Dome light • Color-keyed carpeting • Cigarette lighter • Simulated wood-grained door trim inserts • Simulated wood-grained instrument panel applique, with hooded, circular instrumentation including: 150-mph speedometer, oil pressure and fuel gauges, temperature and alternator gauges • Glove box light • Map/courtesy light • Performance hood with blackout treatment • Longitudinal performance stripes • Extra-heavy-duty suspension (includes high-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs with special right rear spring, and sway bar) • Heavy-duty brakes: 11" x 3", front; 11" x 2 1/4", rear • G70 x 14 wide-tread, raised white letter, bias-belted tires • Dual exhausts.



SE

We call it the Special Edition because of the special additions.

This is the Charger that was designed for people who demand personal touches . . . not just touch-ups. Charger SE offers all the extras, all over, and many of them are standard. For openers, there are concealed headlights and a hood release located right on the dash. Inside, a distinctive cloth-and-vinyl split-back bench seat with center armrest. To show you just how plush Charger SE is . . . it even has a carpeted trunk. Really! Plus wheel covers and special sound-silencing insulation. And to top it all off, Charger SE has a very stylish landau vinyl roof in a choice of four tasteful colors. Now that you're getting the idea of what Charger SE is all about, why not discover the rest yourself. You'll find Charger Special Edition is a welcome addition.



STANDARD EQUIPMENT, CHARGER SE: 318-cu.-in. V8 • 3-speed manual transmission, shift lever on steering column • Split-back cloth-and-vinyl bench seat with center armrest • Heater/defroster • 2-speed concealed wipers • Keyless Door Locking System • Foot-operated parking brake • 3-spoke color-keyed steering wheel with simulated wood-grained insert • Glove box lock • Dome light • Torsion-bar front suspension • Color-keyed carpeting, except trunk and spare tire cover carpeting • Cigarette lighter • Simulated wood-grained door trim inserts • Simulated wood-grained instrument panel applique, with hooded, circular instrumentation including: 150-mph speedometer, clock, oil pressure and fuel gauges, temperature and alternator gauges • Glove box light • Map/courtesy light • Ashtray light • Landau vinyl roof • Concealed headlights • Deluxe wheel covers • Ignition switch light with time delay • Instrument panel hoodrelease.

CORONET

THE FOUR-DOOR SEDAN THAT DIDN'T START OUT AS SOMETHING ELSE. THE LOW PRICE WILL START YOU THINKING. Did you ever notice how most four-doors look stodgy, overweight, out of proportion? That's because they started out as two-doors. Dodge Coronet didn't. It was designed and built as a four-door from the ground up. By taking this approach, buyers really want in their cars. Like undisturbed exterior styling lines. The wide solid maximum room door sedan? stance of a true road car. An interior designed for maximum comfort. Is there really any other way to build a four-door sedan? Coronet's price says "no." Think about it.



