

SEE
JOHN HARDER

'68 Charger

What a great way to catch **DODGE** *fever*



There may be better looking cars...
but not yet.



What do you call a car that looks like a Mach 2 jet on wheels, that comes fully equipped with a 318 V8 and bucket seats with fold down armrest, and still wears a price tag that means six out of every ten new car buyers can stop dreaming and start driving?

Charger.

The car that doesn't need the chrome treatment to look new. The car that doesn't need the expensive option treatment to treat you properly. Bucket seats, deep carpeting, disappearing headlights, clock, and twenty-three safety items are all standard.

Charger.

The kind of car you always wanted but thought you couldn't afford. Only now you can.

Charger.

It's waiting for you. What are you waiting for?



There may be more exciting machines... but not on wheels.

Behind the wheel. That's where you really turn on the excitement. Let's look around. (And everything we're going to talk about is standard.)

First, the seats. Rather unusual. A new kind of bucket that lets you seat three. The buckets themselves are, of course, vinyl covered, deeply

foam padded, and individually adjustable. And lurking beneath that nifty, flip-up centre armrest (picture below) is a nice, soft centre cushion. Armrest up, and you've got plenty of foam padded comfort for three.

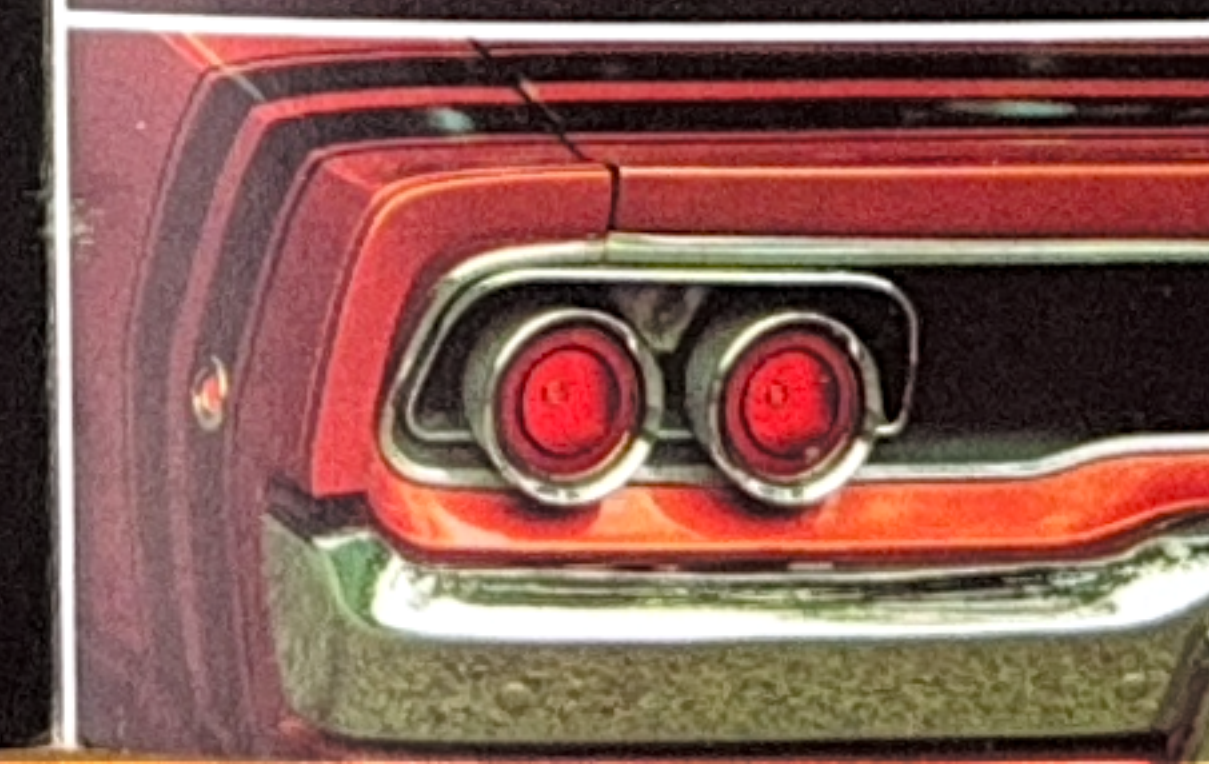
And now a nice item called the driver's kangaroo pouch. Located on

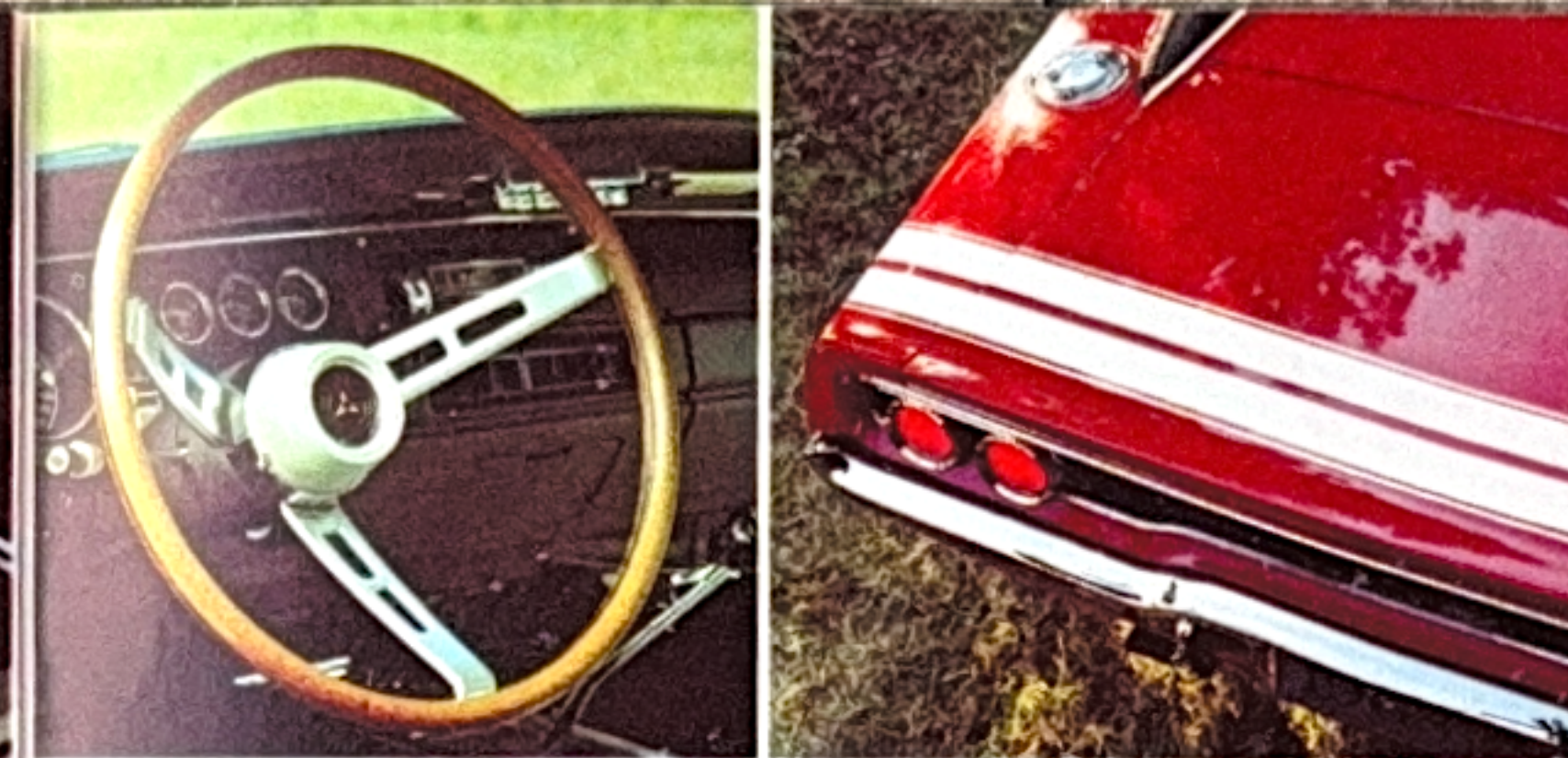
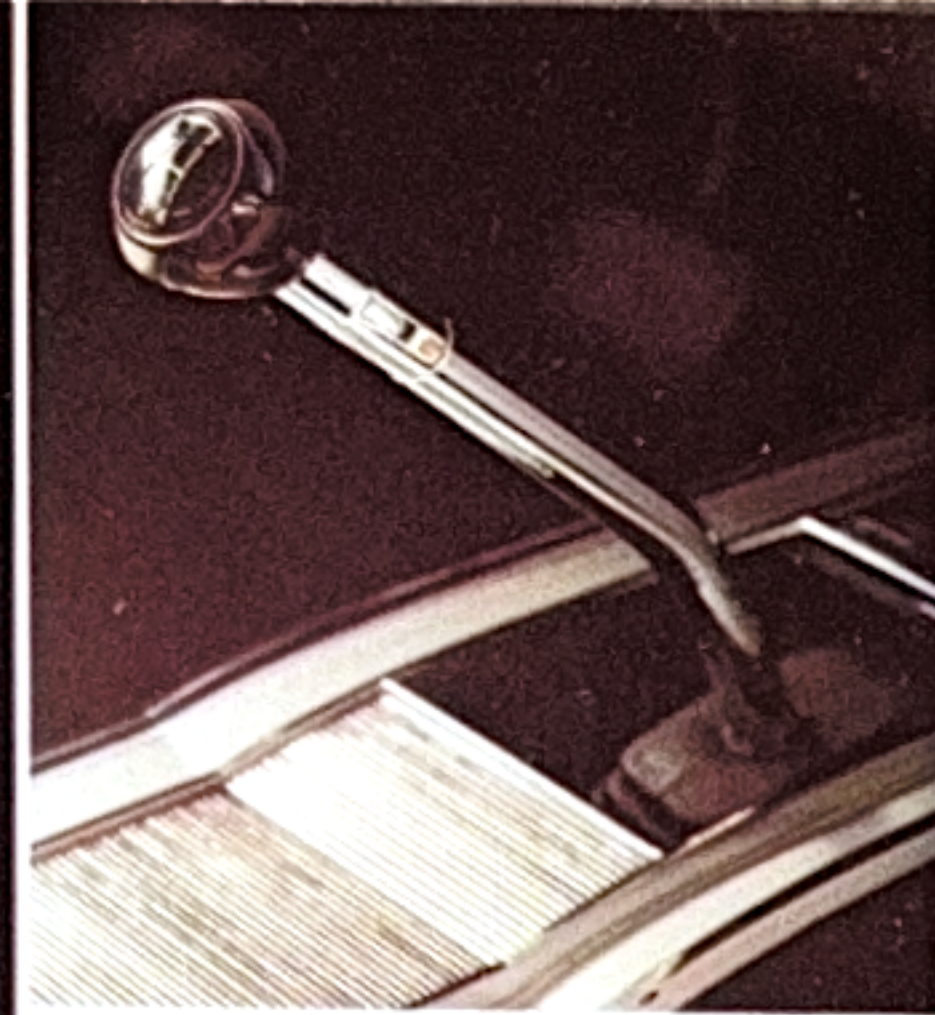
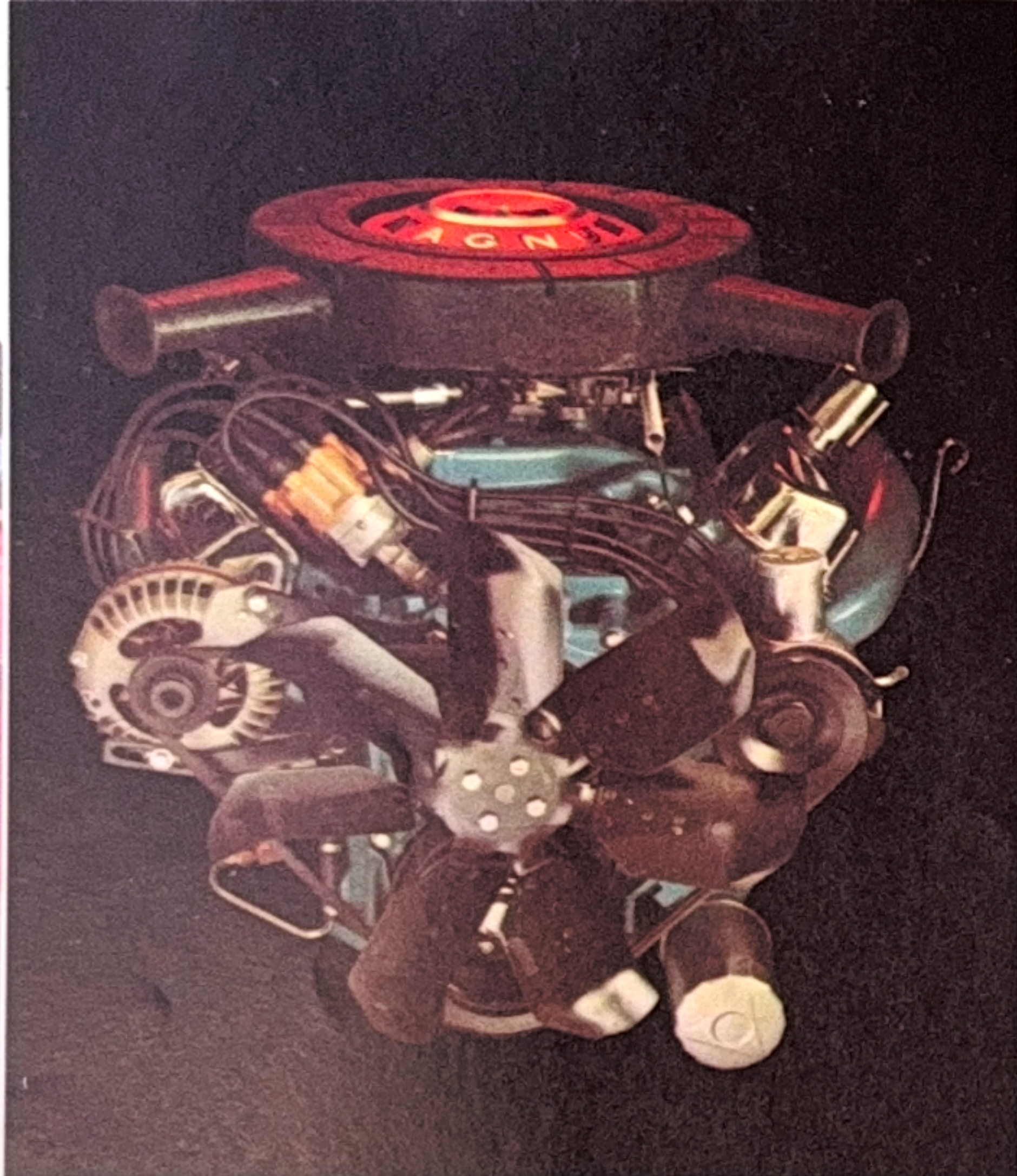
the left door — handy for maps and things. Charger's hideaway headlights look as good open as they do closed. Open automatically when you turn the lights on. Close when you turn them off.

Quick release gas cap. Can't come off. Can't get lost. Looks great.

Charger's dash has plenty of it. Deeply padded. Matt black. With readably round dials and numbers. Aircraft type switches.

O.K., you've got the picture. Now turn the key and light up 318-cubic-inches of lightning. Listen to that low-throated rumble. That's excitement!





First on the option list is an entire car ...Charger R/T

The R stands for "Road" and T for "Track". (You're starting to get the idea.) The standard engine is a thundering 440-cubic-inch Magnum V8 with all sorts of performance features, including a low restriction air cleaner that sounds like a hundred banshees holding a sing-in. It operates either through the slickest automatic in the business or a brute of an optional four-speed with synchromesh. The beefed-up suspension is solid as an oak chopping block. Red line tires, buckets, console, oversized brakes and bumblebee stripes are included. If you don't want to be too obvious, you can order your Charger R/T without the stripes.

Following is a partial list of some of the ordinary (ordinary?) Charger and Charger R/T options.

The 426-Hemi. There's only one. It's optional on Charger R/T. If you don't know all about it already, see the specifications section.

Tach/Rallye Clock. Located right next to the speedometer, where you want it. Large enough so you can read it.

Mag-styled Covers. Gives you the look of mags, the durability of steel. Modestly priced.

Chrome Road Wheels. The real McCoy. Classic design. Triple-plated finish on a solid steel wheel.

Wood-grained Steering Wheel. Comfortably textured with man-sized feel. Cut out, stainless steel spokes with recessed, deeply padded hub.

Console. With a glove compartment and bullseye courtesy light is optional on Charger and Charger R/T. Other options include: air conditioning, a full range of power assists stereo tape deck, AM-FM radio, padded head rests.

23 STANDARD SAFETY FEATURES

Back up lights • Side marker lights • Brake warning light • Hazard warning flasher system • Self-adjusting braking system, dual master cylinder • Impact absorbing steering column • Impact absorbing front-seat backs • Recessed instruments and controls • Recessed instrument panel ashtray • Padded dash (top and bottom) • Padded sun visors • Soft plastic window crank knobs • Non-override door levers • Safety inside door handles • Front-seat back latch • Outside mirror — left • Safety-mounted rear view mirror, inside, prismatic • Two-speed electric windshield wipers • Windshield washers • Safety Rim wheels • Lap seat belts, two sets front, two back • Glare reduction surface on windshield wipers • Glare reduction surface on instrument panel top

Colours. Both Chargers are available in 16 standard Acrylustre-finish colours, plus an extra-cost Silver Metallic finish.

SPECIFICATIONS

DIMENSIONS: Wheelbase, 117". Overall length, width, height — 208.0"/76.6"/53.2". Track; front/rear, 59.5"/59.2".

ENGINES: Standard on Charger 318 V8 (2bbl.), 230 horsepower. Single exhaust. Uses regular fuel. Optional 383 V8 (2bbl.) 290 hp. Single exhaust. Uses regular fuel. Optional 383 V8 (4bbl.) 330 hp. Dual exhausts. Requires premium fuel. Optional (Charger R/T only) 426 V8 (dual 4bbl.) 425 hp. Dual exhausts. Dual rocker arm shafts. Hemispherical combustion chambers. Requires premium fuel. Standard on Charger R/T 440 Magnum V8 (4bbl.) 375 hp. Dual exhausts. Requires premium fuel.

TRANSMISSIONS: 3-speed manual (column-mounted shift), std. w/318 V8 only. TorqueFlite 3-speed automatic (selector, column-mounted), std. on Charger R/T with Magnum V8 — optional with 318 V8 and 383 V8s. Console-mounted selector with optional center console. 4-on-the-floor (all forward speeds sync.) optional with 383 V8s, Magnum V8 and Hemi V8.

SUSPENSION: Charger has heavy-duty suspension. Torsion bar in front, Oriflow shocks at each wheel. R/T Handling Package includes special torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs, and antisway bar.

BRAKES: Hydraulic, servo-contact, self-energizing, with bonded linings. Parking brake is foot-operated, hand-released — mechanically actuating shoes on each rear wheel. Charger brakes are self adjusting; 10"x2½", front and rear. Charger R/T brakes are manually adjustable: heavy-duty 11"x3", front, 11"x2½", rear.

TIRES: Charger, 7.35x14, 5.5JK wheel.

Charger R/T, F70x14 Red Streak, wide oval, 5.5JK wheel.

ELECTRICAL SYSTEM: Battery, 12-volt, 6-cell, 48-amp-hr (318 V8). 59-amp-hr (383 V8s). 70-amp-hr (Magnum & Hemi V8s). Alternator, 37-amp, standard.

REAR AXLE RATIOS: A number of ratios are offered with each Charger engine/transmission team. Each ratio has been carefully chosen to provide a balance of performance and economy. For specialized applications, your Dealer can order your Charger or Charger R/T delivered with a more suitable ratio.

HEATER: Fresh-air. Mounted on dash panel inside car, contains heater case, a centrifugal fan and air control doors.

BODY DESIGN FEATURES: Unitized body construction combines maximum strength with minimum weight. Rust proofing protection includes 7-stage deep dip treatment, splash shields beneath front fenders, galvanized sill panels. Acrylustre exterior paint finish assures new car look longer.

Doors are weather tight, yet close easily. Each door has a two-position door check. Safety-designed, inside door handle is easy and convenient to operate, works in much the same manner as the buckle of a seat belt, and is a preventative against accidental opening. Road noise is effectively isolated with liberal use of sound deadening materials.

MAINTENANCE FEATURES: 4,000 miles or 3 months between oil changes, 36,000 miles between lubrications, self-adjusting brakes.

CUSTOMER CARE WARRANTY: Protects against defects in materials and workmanship for 24 months or 24,000 miles on the total car and 5 years or 50,000 miles on the power-train/suspension/steering.

Colours





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.



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