



THIS YEAR, DODGE IS TURNING UP THE FEVER.

DODGE *fever*





DODGE CHARGER

Never before have so many paid so little for so much. Last year, a respected automotive magazine compared Charger with four competitive cars costing up to two thousand dollars more. Charger won. Last year, fifty thousand owners of competitive makes compared Charger with their old favorites. Charger won.

Charger is the kind of car most people would sacrifice anything to own. Fortunately, they won't have to. If you're skeptical, check the price first. It won't even slow you down.



DODGE CHARGER R/T

Super shape...with the aggressive Dodge 440-cu.-in. Magnum V8 under the hood. Rock-steady on its special heavy-duty R/T Rallye Suspension. Controlled by oversized heavy-duty drum brakes. Bucket seats and your choice of either the full synchromesh 4-on-the-floor or 3-speed TorqueFlite automatic transmission are standard equipment.



DODGE CHARGER S E

"S E" for "Special Edition." This is the Charger for the man who knows the feel of real leather when he sits on it. Available on either the standard Charger or R/T chassis. It's all here. And all standard.

Genuine leather and vinyl foam-padded front buckets, sports-type steering wheel, convenience Light Package, simulated wood-grained instrument panel inserts, hood-mounted turn signal indicators, deep-dish wheel covers and pedal dress-up mouldings.



THE
NICEST THINGS
ABOUT
A CHARGER
ARE THE
EXTRAS
YOU DON'T
PAY EXTRA FOR.



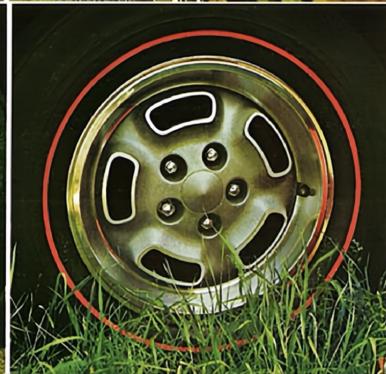
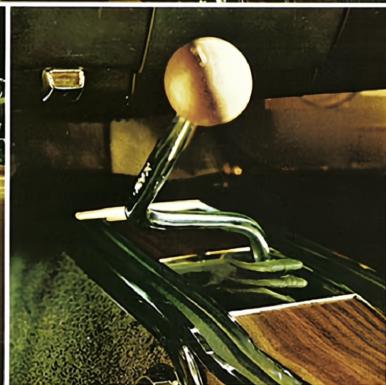
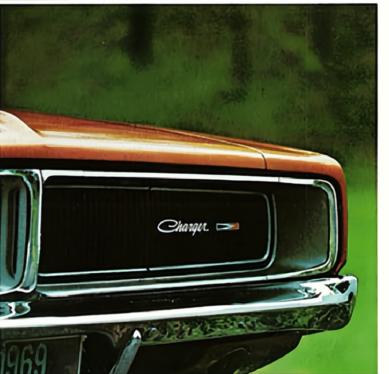
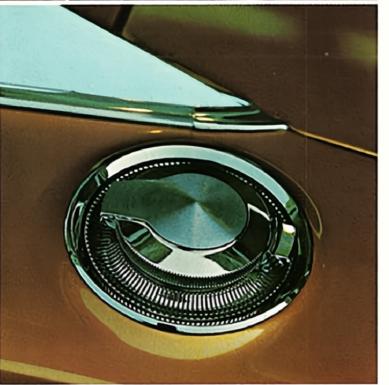
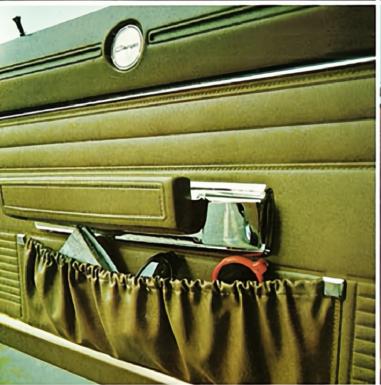
STANDARD EQUIPMENT

1. These items are standard equipment on the "standard" Charger model:
 318-cubic-inch V8 (or 225 Six)
 Three-speed manual transmission
 All-vinyl front bucket seats
 All-vinyl map and utility pockets,
 in right- and left-door panels
 Deep-pile carpeting (front and rear)
 Sports-type steering wheel with
 padded hub and partial horn ring
 Heater/defroster
 Electric clock with automatic
 regulator
 Cigarette lighter
 Self-adjusting brakes
 Heavy-duty suspension, including
 torsion bars, heavy-duty rear
 shock absorbers, front sway bar
 Choice of 13 standard exterior colors
 Front and rear bumper guards
 Wheel lip mouldings
 Concealed headlights
 Quick-fill gas cap.

2. The Charger SE (Special Edition) includes the above standard equipment items, except for these changes and additions:
 Genuine leather and vinyl front
 bucket seats
 Sports-type simulated wood-grained
 steering wheel with padded hub*
 Deep-dish wheel covers* (hubcaps
 are standard on regular
 Charger models)
 Hood-mounted turn signal indicators*
 Simulated wood-grained-finish
 instrument panel trim
 Charger "Light Group"** (includes
 ashtray light, glove box light,
 map light, trunk compartment
 light, time-delay ignition switch
 light, and head-lamp-on
 reminder—it buzzes when door
 is opened).

3. The Charger R/T includes the standard Charger equipment, except for these changes and additions:
 440-cubic-inch Magnum V8, with
 4-barrel carburetor and dual
 exhausts with chromed tips
 TorqueFlite automatic trans-
 mission*
 Heavy-duty manually adjustable
 brakes*
 F70x14 Red Line wide-tread tires*
 R/T Handling Package, including
 special torsion bars, Firm Ride
 shock absorbers,* extra heavy-
 duty rear springs, and front sway bar
 Bumblebee racing stripes.
 Note: Charger R/T models can
 also be ordered with the SE
 (Special Edition) equipment
 listed above.

*Starred items are also available, at
 extra cost, on other Charger models.



OPTIONAL EQUIPMENT

Many of the nice touches Charger offers are items that you might normally consider as "options"—yet they're included as standard equipment. However, Dodge does offer a very handsome selection of Charger optional items. We've listed them, in groupings called "Comfort and Convenience," "Appearance" and "Perfor-
 mance"—on page 10. Here are
 some of the highlights for 1969:

(THE DASH) The simulated wood-grained instrument panel identifies this as a Charger "SE" (Special Edition), with genuine leather and vinyl front bucket seats—the "SE" is available on the standard Charger as well as the R/T chassis.

(THE SEAT) This is our new Dodge Custom-Comfort seat. It does just about everything a driver could want to do—that is, move up and down, tilt forward and backward, as well as adjust for legroom. You can adjust it for over 100 different seating positions. This option is offered on all Charger models, at a cost far below what you'd expect to pay for a power seat. Ask your Dealer to let you try one for size.

(THE STICK) The name stamped on the side reads "Hurst." Top name in shifters. The new design places the knob about 4 inches closer to the driver, right at hand for fast, clean travel through the gears. When you order your Charger with 4-on-the-floor, you can get it in the optional center console, as shown here, or right on the floor for standard bucket seats or optional buckets with center cushion and fold-down armrest.

(THE WHEELS) Notice we said "wheels"—not "wheel covers." (We offer the covers, too.) The wheel on the left is our chromed steel road wheel. The lug nuts are real—the spokes are real. These wheels are optional, but only with the 4-on-the-floor. On the right, our new cast-aluminum road wheel. Again, everything you see has function—the nuts and the wheel itself are the McCoy. These aluminum jobs are available with 15-inch tires only, by the way.

(THE REST) The three different kinds of wheel covers, the four different radio and stereo-tape options, the new rear deck, luggage rack, rear window defogger, power windows, Trailer-Towing Package, and many more are all listed on page 10. Makes interesting reading.

*4-on-the-floor available with 393 4-bbl. V8, 440 Magnum V8, and 426 Hemi V8 only.

SPECIFICATIONS

DIMENSIONS

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

SUSPENSION

Charger has heavy-duty suspension and Oriflow shocks at each wheel. Charger R/T has a Special Handling Package and heavy-duty shocks.

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, 7.35 x 14, 5.5JK wheel on six-cylinder model only. 7.75 x 14 with 318-cubic-inch V8. Charger R/T, F70 x 14 Red Line wide-tread, 5.5JK wheel.

ELECTRICAL SYSTEM

Battery, 12-volt, 6-cell, 48-amp-hr (225 Six and 318 V8), 59-amp-hr (383 V8s), 70-amp-hr (Magnum & Hemi V8s). Alternator, 37-amp, standard.

TRANSMISSIONS

Three-speed manual (column-mounted shift), standard with 318 V8 or 225 Six only. TorqueFlite three-speed automatic (selector, column-mounted), standard on Charger R/T with 440 Magnum V8—optional with 318 V8, 383 V8s and 225 Six. Console-mounted selector with optional center console. 4-on-the-floor (all forward speeds sync.) with Hurst shifter optional with 383 4-bbl. V8, 440 Magnum V8 and 426 Hemi V8.

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, at extra cost.



DODGE CHARGER



DODGE CHARGER SE



DODGE CHARGER R/T

OPTIONS

COMFORT AND CONVENIENCE

Airtemp air conditioner
Rear window defogger
Charger offers four different radio options:
Musical Master AM radio
Astrophonic AM deluxe radio
Solid-state AM-FM radio
AM radio with eight-track stereo-tape player and three instrument-panel-mounted speakers for "orchestra shell" fidelity

Right seat speaker
Power steering
Power brakes
Power windows
Automatic speed control
Tinted windshield
Tinted windshield and windows
Lockable gas cap (concealed beneath quick-fill cap, which is standard)
Undercoating and hood insulation
Right, outside rearview mirror
Left, inside remote-control rearview mirror
Front center cushion/fold-down armrest
Custom color-keyed vinyl head restraint, front seats, left and right
Six-way manually adjustable driver's seat
Rear shoulder belts, left and right
Three-speed, electric windshield wiper (two-speed, standard)
Luggage rack on rear deck lid

APPEARANCE

Front center console
Three-speed simulated wood-grained steering wheel with padded hub and full horn ring
Sports-type simulated wood-grained steering wheel with padded hub (standard in Charger SE)

F70x14 Red Line tires (standard on Charger R/T)
F70x15 Red Line tires (standard on Charger R/T)

Vinyl roof covering (in choice of black, white, affair, green, antique, or tan)

Delux wheel covers
Deep-dish wheel covers (standard on Charger SE)

"Mag"-type wheel covers
Chromed steel road wheels (14" wheels only)

Cast aluminum road wheels (15" wheels only)

Turn signal indicators mounted directly in forward part of hood (standard on Charger SE)

White sidewall tires
Door edge protector moldings
Color-keyed floor mats
Sill moldings

PERFORMANCE

383 (2-bbl.) V8 engine (regular fuel)
383 (4-bbl.) V8 engine
426 (two 4-bbl.) V8 engine (Only on Charger R/T)
TorqueFlite automatic transmission (standard on Charger R/T)
Four-speed manual transmission with Hurst shifter (with all engines, except 225 Six, 318 and 383 2-bbl. V8s)
Sure Grip differential
Electric clock/tachometer (clock alone is standard)
Front disc brakes (available with either 14" or 15" wheels)
Heavy-duty brakes (standard on Charger R/T)
Firm Ride shocks (standard on Charger R/T)
F70 x 14 Red Line tires (standard on Charger R/T)
Trailer-Towing Package
Performance Axle Package

TRAILER-TOWING PACKAGE
Required for towing trailers with a loaded gross weight of 2,000 lbs. and not exceeding 4,000 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 200 lbs. (Hitch not supplied by Dodge.)

Basic equipment includes:
Maximum cooling system with high-capacity radiator, Large transmission oil cooler. Seven-blade fan. Fan shroud. Hood seal. Heavy-duty performance axle, 3.23 ratio. Heavy-duty brakes (standard on Charger R/T). Heavy-duty turn signal flasher. Heavy-duty stoplight switch. The following extra-cost equipment is also required: TorqueFlite automatic transmission.

Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty 70-amp-hr battery, with rubber separators and battery heat shield. Power brakes and disc brakes. Power steering. Air conditioning. 383-cubic-inch V8 (2-bbl. or 4-bbl.). Note: Trailer-Towing Package not available with 225 Six or 426 Hemi V8 engine.

CHARGER LIGHT GROUP

(Standard in Charger SE)
Ashtray light
Clove, bee, light
Map light
Trunk compartment light
Time-delay ignition switch light (This is a little delay switch that leaves your ignition switch light "on" for a short time after the car doors are closed. It lets you find the ignition switch in the dark without switching on the interior lights.)
Head-lamp-on reminder (buzzer)

CHARGER RADIO GROUP

Music, AM radio
Power steering
Power brakes
Three-speed windshield wipers
Deep-dish wheel covers
Left, outside remote-control mirror

Some options, such as Airtemp air conditioner, automatic speed control, disc brakes, console, clock/tach and Trailer-Towing Package, are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

SAFETY EQUIPMENT

■ Dual Braking System
■ Turn signals
■ Padded instrument panel
■ Master cylinder/parking brake warning light
■ Windshield washers
■ Safety-Action inside door handles
■ Left, outside rearview mirror
■ Retractable front seat belts
■ Side-impact reflectors
■ Seat knobs on wheel cranks
■ Cleaner Air System
■ Energy-absorbing steering column and wheel
■ Backup lights
■ Padded sun visors
■ Windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish
■ Hazard Warning System (light and flasher)
■ Safety-Rim wheels
■ Prismatic, day/night, inside rearview mirror with double-ball-joint safety mount
■ Rear seat belts (including belt for center passenger)
■ Front shoulder belts, left and right
■ Manual latch on front seatbacks
■ Padded front seatbacks
■ Nonoverdrive door locks

EXTERIOR COLORS

MEDIUM BLUE METALLIC
BRIGHT BLUE METALLIC
LIGHT BLUE METALLIC
BRIGHT TURQUOISE METALLIC
DARK GREEN METALLIC
LIGHT GREEN METALLIC
GOLD METALLIC
LIGHT BRONZE METALLIC
YELLOW
RED
SILVER METALLIC
WHITE OR BLACK
COPPER METALLIC
DARK BRONZE METALLIC
CREAM
BRIGHT RED
MEDIUM GREEN METALLIC

All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.