



If you've got a spirit
that refuses to be tamed...
YOU COULD BE
DODGE MATERIAL

DODGE *Challenger*

Challenger

Here it is, now I know I love it. The totally new Challenger is a machine that looks exciting sitting still. It's a machine you just have to look at to know it's a real beauty.

Sit in the new tower-belt seat and you have to be in deep serious trouble. You may never want to get out again. No matter how you look at it, the Challenger is a machine that looks exciting sitting still. It's a machine you just have to look at to know it's a real beauty.

So now that Challenger is going to live up to everything the styling promised, you know that somebody finally built a car that's hard not to buy, in other words. Unless your nerves are a little shaky, the steel in a Mustang 440 crankshaft don't turn on the ignition. Because once you do, you just have to fall in love.





Challenger SE

Because Challenger is all business. And even with the S/E (Special Edition) model of posh goodies, it still looks as road-hungry as ever. Sort of a performance-minded limousine. With the S/E model you get the formal small rear window roof, of course. And that means a little more backseat room. You also get genuine leather on your tower back bucket seats, simulated walnut on the dash and door trim, along with an overhead console with low-fuel, door-ajar, and seat-belt-reminder warning lights. Outside you get a vinyl roof, and an S/E medallion to let the world know you've got a Challenger "Special Edition".

Even with the formal roofline, it's difficult to make the Challenger look sedate. This is one car that just won't sit still for that kind of thing.



Challenger RT

Support this with a full set of contoured buckets with integral head restraints, Fibreglass belted tires and deep-dish steel wheels. Pack it all into the leanest, lithest looking body shell any car ever had, and you've got Challenger R/T.

For the more modest, Challenger R/T's can be had with the somewhat more restrained 383 Magnum, full-synchro three-speed, including a new R/T hood with NASA type scoops. This one, like the Six Pack includes Tach and electric clock as standard equipment. If you wish, you can have R/T racing stripes at no extra cost. Or the Hemi 426, at a slight extra expense. But with Hemi performance under the hood, who needs stripes?

Three barrel carburetors, Hi-performance transmission, Rallye Suspension, and a race-ready 440 V8 lurking under a fresh air scoop that pokes through the hood.



STANDARD EQUIPMENT

Challenger
318 cu. in. V8 engine or 225 cu. in. 6-cylinder engine • 3-speed manual synchronized transmission, on the floor • All-vinyl bucket seats with integral head restraints • 3-spoke simulated woodgrain steering wheel • Ventless door glass • Concealed windshield wipers, 2-speed, electric parallel action, with glare-reducing finish • Heater-defroster • Cigarette lighter • 15 gallon fuel tank • Deep-pile carpeting • Glove box lock • Foot-op r d parking brake

Challenger R/T
Challenger R/T includes standard equipment listed above except for these changes and additions: 383 Magnum V8 engine • Heavy-duty brake drums • Rallye instrument cluster (includes clock, tachometer, tripodometer, variable/speed wipers and electric washers, 150 mph speedometer and oil pressure gauge) • F70x14 black sidewall tires with raised white letters • Longitudinal tape stripe (optional at no extra cost, N.A. with longitudinal thin dual paint stripe or bumble-bee stripes).

Challenger SE
(Special Edition) can be ordered either as a Challenger or Challenger R/T and includes the following equipment: Vinyl roof covering • Formal roof styling • Overhead interior console with warning lights • Genuine leather and vinyl bucket seats.

STANDARD SAFETY FEATURES

Flush outside door handles • Rear bumper guards • Dual braking system • Turn signals • Padded instrument panel • Master cylinder and parking brake warning light • Windshield washers • Safety-action inside door handles • Mirror, left, outside rear view • Retractable front seat belts • Breakaway ashtray on instrument panel • Soft knobs on window cranks • Energy-absorbing steering column and wheel • Backup lights • Padded sun visors • Hazard warning system (4-lamp emergency flasher) • Safety-rim wheels • Prismatic day/night, inside rear view mirror with double-ball jo nt safety mount • Front shoulder belts, left and right (except convertibles) • Rear seat belts • Manual latch on front sea backs • Padded front seat back • Non-overrid door loc (except driver's door) • Three-way lock, ignitio steering column, and transmission • Combination ide-marker lights and reflect

COLOURS

Challenger models are available in 13 standard colours, with five wild colour choices at extra cost. Vitamin "C" and Hemi Orange. Super Yellow, and Ultra Violet. Two-tone combinations are optional at extra cost on Challenger and Challenger R/T, 2-door hard-tops. Colours shown are representative. Actual colour on metal may vary somewhat.
** extra cost*

OPTIONALS

318 cu. in. V8 4 b r r l
383 cu. in. V 2 b r l
383 cu. in. V8 b l (Std. R/T)
AIR A L R/T O
440 cu. in. /8 arr l
0 cu. in. 8 3 2 b l
42 c in H m l , 2-4 b r r e l
For detail p cific on c cov r)

Transmission 3 p d Torqueflit u om tic
4-speed manual,
Hurst Shifter with p ol rip

5 performance axle p L ht p ckage
to ng • Rallye instrum ter • Heavy-duty brakes •
D brakes, front • P (uir d i h disc brake)
• Console • 50-amp alternator • 70 bat ery • Tinted
glass • Mirror, ou o • R ci r r
window defogger • r cond ioning (no th
certain engines) • Loc ap • Underco ting and
hood pad • Map and t • Li ht or glo bo
ash tray, trunk • Fen d turn signal ndica or
(Challenger only) • H me d warning
buzzer • Ignition switch li i h tim Bump r
guards, front and rear • D c lid lu g ger c • En ne
bo ck heater • Automatic peed con ro • T ch t r
(available only in Rallye ins rum nt clust r) • Ramc rg r
hood • AM radio, push-button • A vith t r o pe A /FM
multiplex radio • Rear seat speaker • Heavy-du y u p nsion
with sway bar (standard on R/T) • H -duty 1 ' shoc \
absorbers • Power steering • 3- po odgr ined rim
blow steering ewh l r • De p dish
wheel cover • l co 1 nd 15 Rally
- Col r w' infli or (Std con r -
ib ws Pow r conv rt bl o Your
Dodg l p s d o ut ma yoth r
co o nd pp r nc dd to our dri in
pleasur



Challenger R/T 2-door hardtop



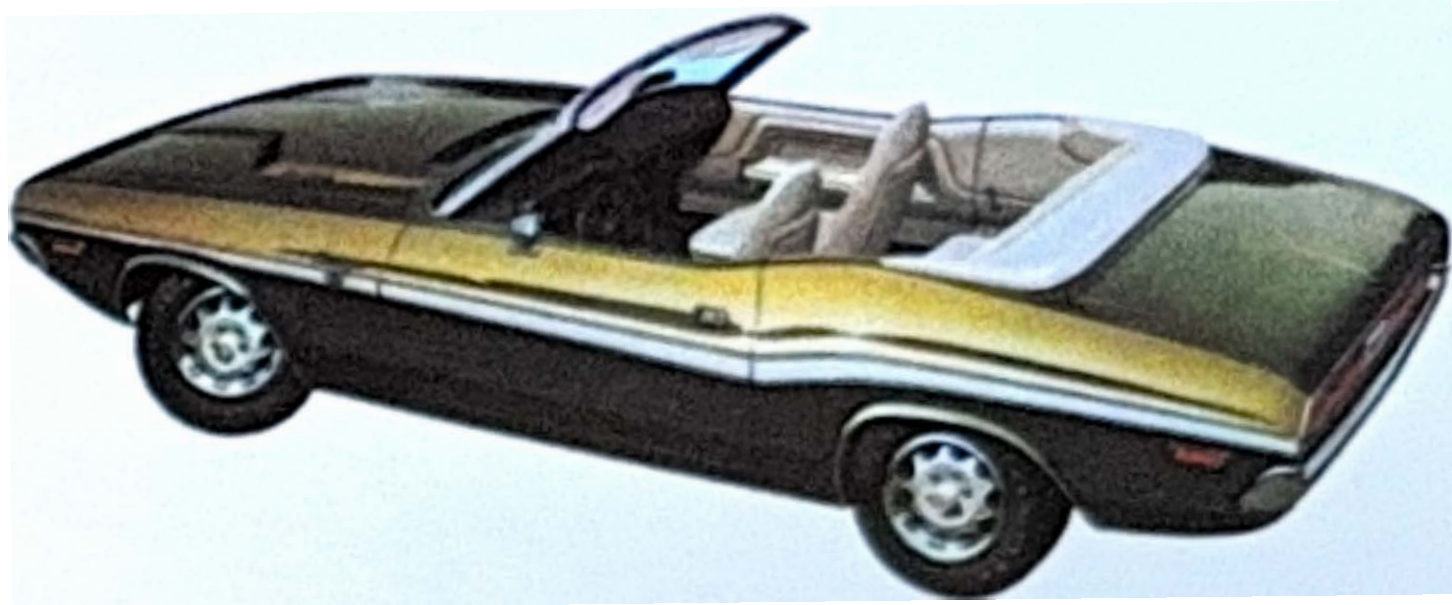
Challenger SE 2-door hardtop



Challenger R/T SE 2-door hardtop



Challenger R/T Convertible



Challenger Convertible



Challenger 2-door hardtop



1970 CHALLENGER SPECIFICATIONS

Engines



Dimensions and Capacities

(These are 1970 Chrysler 2-door sedan dimensions)
Other body styles may vary in some dimensions
Wheelbase 110"
Track front/rear 59.7"/60.7"
Overall length 191.3"
Overall width 76.4"
Overall height 51.1"
Fuel capacity 15 Imperial gallons

Suspension

All Challenger models (except Challenger R/T) have independent front suspension bars and ball joints in front, asymmetrical torsion bars in rear and Oriflow shock absorbers on each wheel.
Challenger R/T (as well as models equipped with the 300 8 Package) comes equipped with Rallye Suspension which includes: HD torsion bars • Sway bar • and Disc brakes.
Optional Suspension Package is offered on other Challenger models. Package includes: Sway bar and HD springs. In addition as a separate option Firm Ride suspension is also available on Challenger and Challenger models.

Tires

All Challenger models are equipped with fibreglass-

Displacement	25	18 cid	0	8	8	0	0	2
Cylinders	6	8	8	8	8	8	8	8
Bore and stroke	4.12	4.13	4.13	4.13	4.13	4.13	4.13	4.13
Compression ratio	8.1	8.8	10.5	8.7	8.7	8.7	8.7	8.7
Valves	16	16	16	16	16	16	16	16
Oil capacity	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Coolant	0.8	13.3	13.3	12.3	2.3	2.3	12.3	2.3
Horsepower @ rpm	5 @ 4000	230 @ 4000	275 @ 4000	200 @ 4400	335 @ 5200	375 @ 6000	390 @ 7000	25 @ 5000
Torque (lb.-ft.) @ rpm	25 @ 2000	320 @ 2000	300 @ 3200	390 @ 2800	25 @ 3000	480 @ 3200	90 @ 3200	490 @ 3000
Fuel consumption	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0

body styles.
All Challenger models with standard six or 318 V8
Challenger R/T E78x14 (5.0 JJ wheels)
Challenger with 40 V8 F70x14 (6.0 JJ wheels)
Hemi models E60x15 (7.0 J wheels)
F60x15 (7.0 J wheels)

Brakes

Challenger 6-cyl. front/rear 10 x 2 1/2
V8 front/rear 10 x 2 1/2
Challenger R/T front 11 x 3
rear 11 x 2 1/2
Dual brake master cylinders

Electrical

Starliner - solenoid shift
37-amp alternator with resistor
Battery - 6-amp hour (225 and 180 line)
59-amp hour (380 line)

Body Design Features

Challenger models feature new type of energy absorbing steering column, impact beams in the doors and roof reinforcement for rollover protection. Unitized construction provides maximum strength for minimum weight.

includes 7-stage deep dip treatment, galvanized steel panels, Acryluc rear exterior paint finish assures long life.

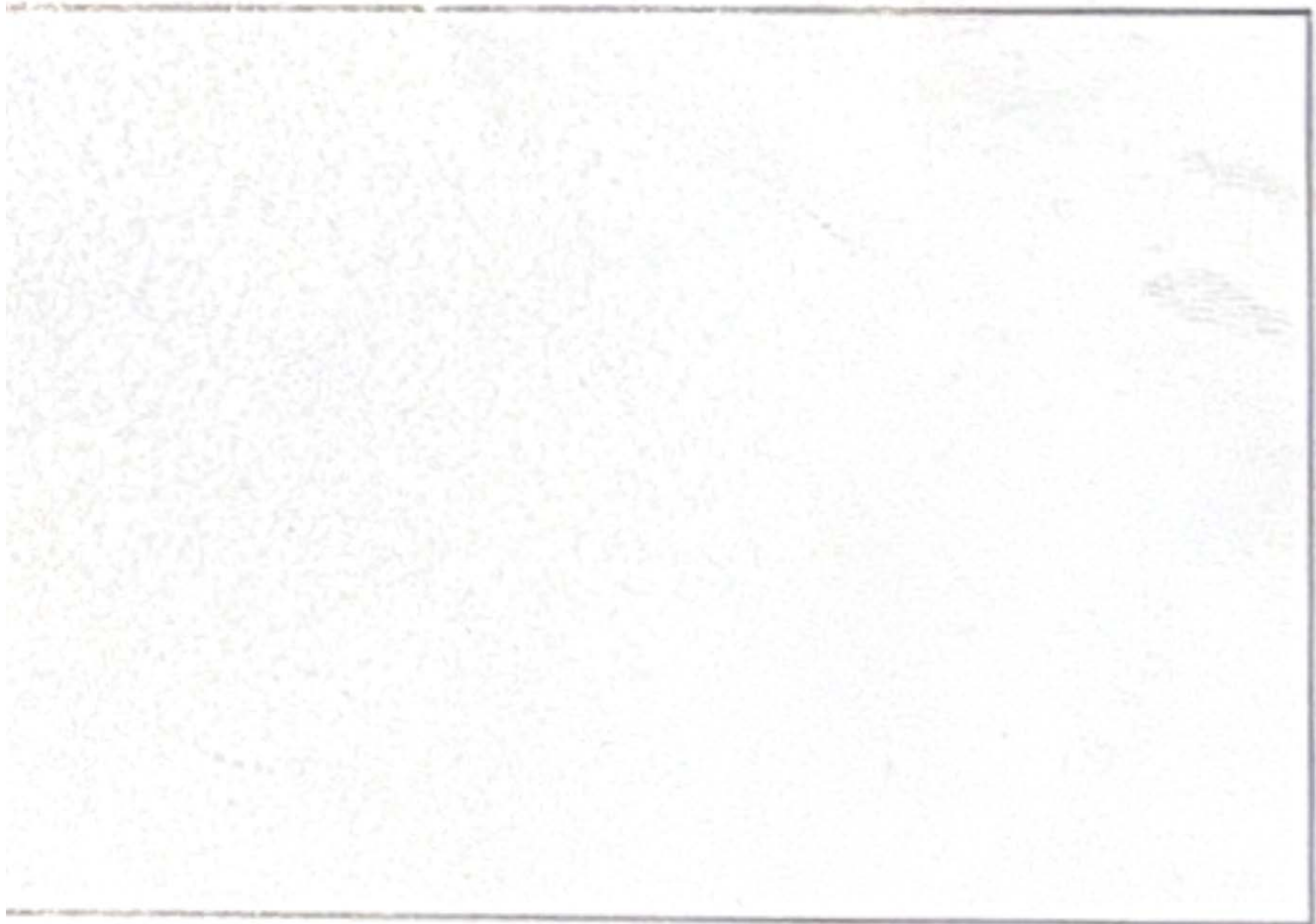
Transmissions

There are three transmissions offered on Challenger models.
1. Three-speed synchronized manual (floor shift), standard with the 225 Six, 318 V8, 300 8 and 383 V8. Also with 440 V8's or Hemi V8. Clutch 6-cyl. — 9 1/4" diam. 01" on 300 8 V8 — 1" on 383 V8.
2. Four-speed synchronized manual (floor shift) optional with all V8 engines.
N.A. on 225 Six.
3. Torqueflite three-speed automatic transmission (see column-mounted except on optional console-equipped models) Optional in all engines.

Rear Axle Ratios

A number of rear axle ratios are offered as extras with each Challenger engine and transmission. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, more specialized applications are available. For more information, order your 1970 Challenger with a suitable ratio.

Notes



Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on already produced vehicles. Pictures, names, colors, sizes, so optional equipment available at extra cost.

