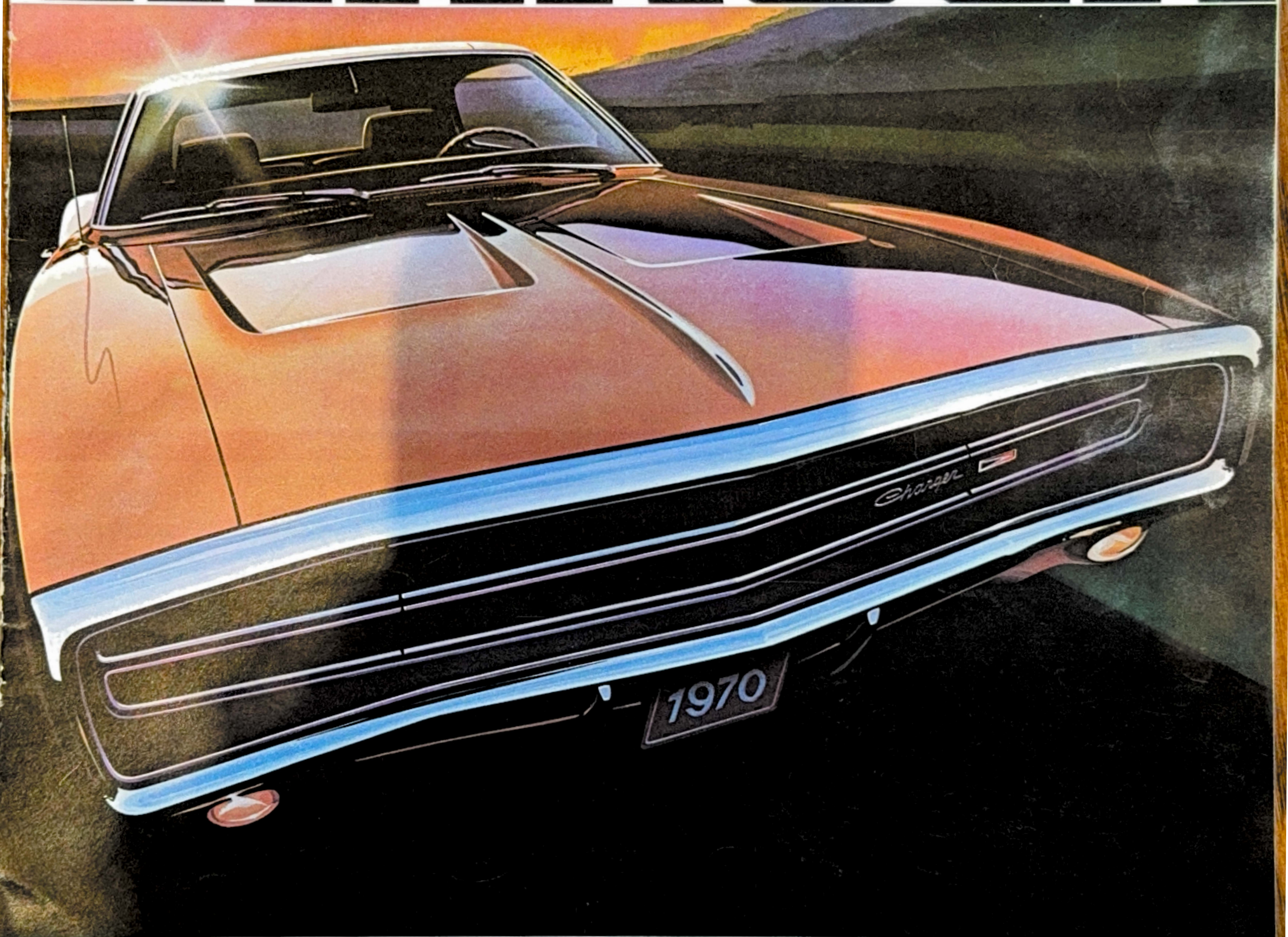


CHARGER

1970 DODGE



If your pulse quickens when adventure beckons...YOU COULD BE DODGE MATERIAL.

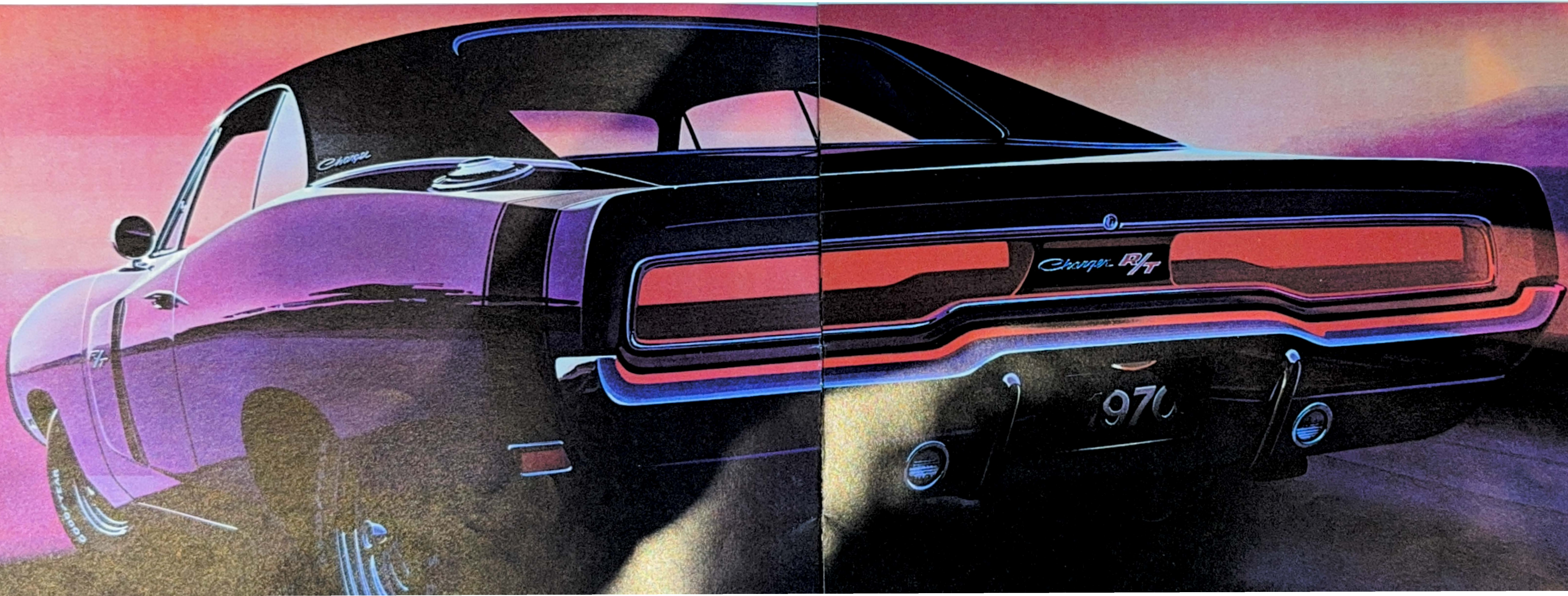
CHARGER R/T



Leader of the Dodge Scat Pack

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CHARGER AND 500



If you want to feel like you're piloting your Charger from a cockpit, try the new tower back bucket seats in the Charger 500. A bench seat is standard on the Charger. Begin with the standard 318 cubic inch V8, and go all the way up to the optional 383 V8 4 barrel on the Charger or Charger 500. Heavy-duty suspension, with HD rear springs and front sway bar and fiberglass-belted tires.

To keep this machine looking as competitive as it is, Charger offers disappearing head lights, quick-fill gas cap, rear bumper guards 3-spoke steering wheel, plus all kinds of other fast-moving goodies. Compare Charger with competitive cars costing up to two thousand dollars more. The money you save will be your own. If you don't mind sharing the attention with a great car — you could be DODGE MATERIAL.



CONTROL CENTRE

Whether you take to the wheel from the bench seat, standard in Charger or the tower back buckets, standard in the R/T and 500 models, you know you are in charge of a magnificent thoroughbred machine — one of his coloured high stuff for Charger. A full set of gauges sit in on aircraft type instrument panel tells you where you're at — all the time. Charger — a beautiful way to take control.

CHARGER

Bench seat standard. All-vinyl. Available in six colour-keyed trim combinations: Blue, green, tan, charcoal black, burnt orange, and white and black. Electric Clock optional.

CHARGER 500 & CHARGER R/T

Quar o-textured, all-vinyl tower back seats are standard in both models. Bolsters are finished in Vicoria textured vinyl. Available in blue, green, tan, charcoal black, burnt orange and white and black. Cloth and vinyl buckets in black and charcoal also available.

SE PACK (Charger 500 & R/T)

The SE Package is optional in both cars. Specify the SE (Special Edition) treatment and you get bucket seats with genuine leather facings, simulated aluminum sports steering wheel, pedal dress-up kit, special light group deep-dish wheel covers and the all-vinyl map and utility pockets on both doors. It is available in blue, green, tan and charcoal black. Aircraft-type instrument panel is finished in simulated aluminum urethane in all SE packages.

CHARGER
STANDARD EQUIPMENT

1. These items are standard equipment on the Standard Charger model: 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. Deep-pile carpeting. 3-spoke steering wheel with partial horn ring. Heater/defroster. Cigarette lighter. Self-adjusting brakes. Fibreglass-belted tires. HD suspension, including torsion bars, HD rear springs, and front sway bar. Choice of 13 standard exterior colours. Rear bumper guards. Concealed headlights. Quick-fill gas cap, with hinged cover. Foot-operated parking brake.

2. CHARGER 500 includes the above standard equipment items, except for these changes and additions: All-vinyl front bucket seats (replaces front bench seat). Electric clock. Wheel-lip mouldings. "500" nameplate on front and rear of car.

3. CHARGER R/T includes the Standard Charger and Charger 500 equipment except for these changes and additions: 440 cu. in. Magnum V8, with 4 barrel carburetor and dual exhausts. 4-speed manual with Hurst shifter or Torqueflite automatic transmission. HD drum-type brakes. F70x14 wide-tread white sidewall tires. R/T handling package including special torsion bars, Firm Ride shock absorbers, XHD rear springs and front sway

**Simulated, mar-resistant material.*

bar. Bumblebee racing stripes or longitudinal tape stripe.

4. CHARGER SE (Special Edition) includes the following equipment and may be ordered on the Charger 500 and Charger R/T: Genuine leather-and-vinyl front bucket seats. Wood-grained* sports-type steering wheel. Pedal dress-up. Light group. Deep-dish wheel covers. Woodgrained* instrument panel (standard on R/T). All-vinyl map and utility pockets in right and left door panels.

STANDARD SAFETY EQUIPMENT

(All Charger Models)
Dual Braking System. Turn signals, with lane-change feature. 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. Combination side marker lights and reflectors. Soft knobs on window cranks. 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 (4-way lamp emergency flasher). Safety-Rim wheels. Prismatic, day/night inside rearview mirror with double-ball-joint mount. Rear seat belts (including belt for centre passenger). Front shoulder belts, left and right (rear shoulder belts, optional). Manual latches on front seat-backs. Nonoverride door locks (except driver's door). Steering column with two-way lock; ignition and steering column. Head restraints, front seat only. "Key-left-in-ignition" warning buzzer.

CHARGER
OPTIONAL EQUIPMENT

ENGINES:

383 cu. in. V8 2 barrel — available Charger and 500
383 cu. in. V8 4 barrel — available Charger and 500
440 cu. in. V8 three 2 barrel — available R/T only
426 cu. in. Hemi V8, two 4 barrel — available R/T only

TRANSMISSIONS:

4 speed manual
3 speed Torqueflite automatic
Sun roof • Console (500 and R/T)
• Auxiliary centre front seat with fold down arm rest (500 and R/T)
• 6-way manual seat adjuster, driver's side (500 and R/T) • Tinted glass • Mirror, outside left, remote • Air conditioning • Rear window defogger • Electric clock (std. on 500) • 3-speed windshield wipers • Locking gas cap • Undercoating and hood silencer • Radio, pushbutton AM • Radio, push-button AM/FM • AM radio with stereo tape deck • Rear seat

speaker • Extra-heavy duty suspension (std. on R/T) • Heavy-duty 1" shock absorbers (std. on R/T) • Woodgrained steering wheel, padded (std. SE models) • Steering wheel with rim mounted horn switch, padded hub • Power steering • Deluxe covers (std. SE models) • Rallye wheels (4) painted argent. • Power windows

• Power brakes • Automatic speed control • Chrome dual exhaust pipe extensions • Engine block heater • Deck lid luggage rack • Bumper guards, front (rear std.) • Lights, map and courtesy, glove box, ash tray, trunk (std. SE model) • Fender mounted turn signal indicators (std. SE models) • Headlamp with time delay (std.

SE models) • Ignition light with time delay (std. SE models) • Ignition light with time delay (std. SE model) • 50-amp alternator • Front disc brakes • Hood tie down pins (R/T only) • Your Dodge dealer will be pleased to show you the many comfort and appearance options which add to your driving pleasure.

COLOURS

Charger models are available in 13 standard Acrylustre colours, with five wild colour choices at extra cost . . . Vitamin "C" and Hemi Orange, Super Yellow, Lime Green and Ultra Violet. Black and white are not shown.

Colours shown are representative. Actual colours on metal may vary somewhat.

**Extra cost.*

