



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

DODGE *Challenger*

Challenger

Here it is. Low, lean, close to the ground, and fast. The totally new Challenger for 1970. It's a machine that looks exciting sitting still. It's a machine you just have to look at to make your heart beat faster.

Slide into the new tower-back seat and you have to be in deep serious trouble. You may never want to get out again. Now, place one hand on the wheel, wrap the other around the Hurst four-speed pistol grip shift, let your eyes rove the stark beauty of the instrument gauges, and you just know.

You know 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. One other thing. Unless your nerves are as cold as the steel in a Magnum 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-operated 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 joint safety mount • Front shoulder belts, left and right (except convertibles) • Rear seat belts • Manual latch on front seat backs • Padded front seat back • Non-override door locks (except driver's door) • Three-way lock, ignition, steering column, and transmission • Combination side-marker lights and reflectors.

COLOURS

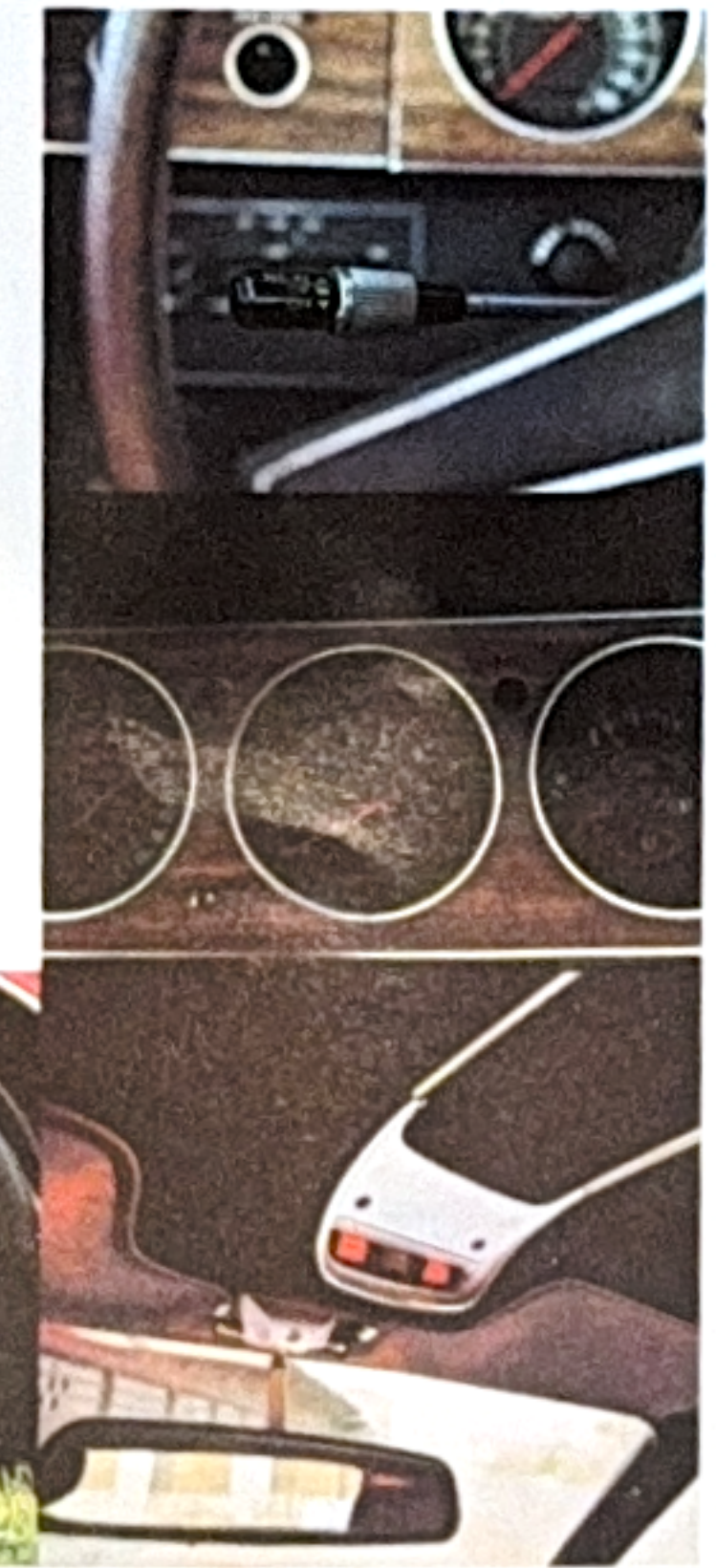
Challenger models are available in 13 standard Acrylustré colours, with five wild colour choices at extra cost . . . Vitamin "C" and Hemi Orange. Super Yellow, Lime Green and Ultra Violet. Two-tone combinations are optional at extra cost on Challenger and Challenger R/T, 2 door hard-tops. Colours shown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

OPTIONS

Engines: 340 cu. in. V8, 4 barrel
383 cu. in. V8, 2 barrel
383 cu. in. V8, 4 barrel (Std. R/T)
AVAILABLE R/T ONLY
440 cu. in. V8, 4 barrel
440 cu. in. V8, 3 - 2 barrel
426 cu. in. Hemi V8, 2 - 4 barrel
(For detailed specifications see back cover)

Transmission: 3-speed Torqueflite automatic
4-speed manual,
Hurst Shifter with pistol grip

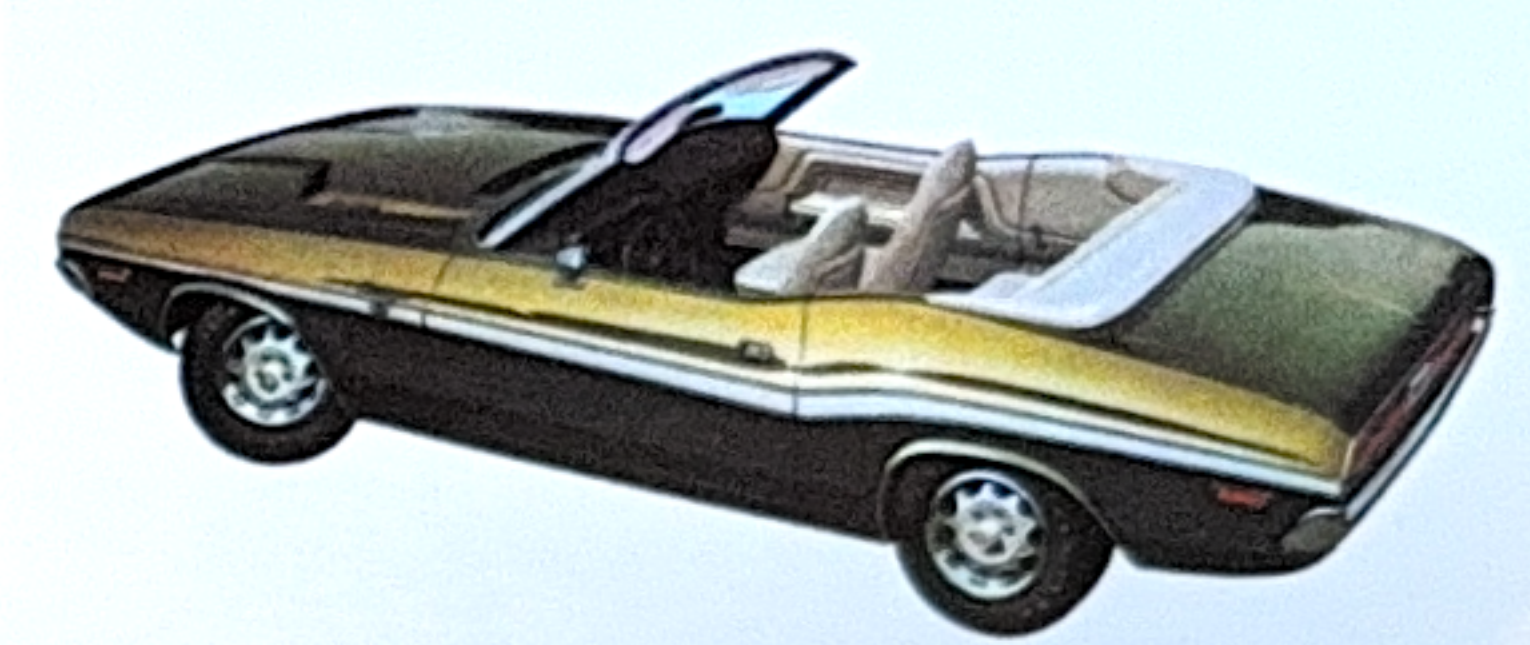
5 performance axle packages • Light package • Trailer towing • Rallye instrument cluster • Heavy-duty brakes • Disc brakes, front • Power brakes (required with disc brakes) • Console • 50-amp alternator • 70-amp battery • Tinted glass • Mirror, outside left remote • Racing mirror • Rear window defogger • Air conditioning (not available with certain engines) • Locking gas cap • Undercoating and hood pad • Map and courtesy light • Lights for glove box, ash tray, trunk • Fender mounted turn signal indicators (Challenger only) • Headlamp time delay with warning buzzer • Ignition switch light with time delay • Bumper guards, front and rear • Deck lid luggage rack • Engine block heater • Automatic speed control • Tachometer (available only in Rallye instrument cluster) • Ramcharger hood • AM radio, push-button • AM with stereo tape • AM/FM multiplex radio • Rear seat speaker • Heavy-duty suspension with sway bar (standard on R/T) • Heavy-duty 1" shock absorbers • Power steering • 3-spoke woodgrained rim blow steering wheel • Deluxe wheel covers • Deep dish wheel covers • Wire wheel covers • 14" and 15" Rallye wheels • Collapsible spare tire with inflator (Std. convert-ibles) • Power windows • Power convertible top • Your Dodge dealer will be pleased to show you the many other comfort and appearance options which add to your driving pleasure.



Challenger R/T 2 Door Hardtop



Challenger R/T Convertible



Challenger SE 2 Door Hardtop



Challenger Convertible



Challenger R/T SE 2 Door Hardtop



Challenger 2 Door Hardtop



1970 CHALLENGER SPECIFICATIONS

Engines



Displacement	225 cid	318 cid	340 cid	383 cid	383 cid	440 cid	440 cid	426 cid
No. of cylinders	Six	V8	V8	V8	V8	V8 Magnum	V8	V8 Hemi
Bore and stroke	3.4 x 4.125	3.91 x 3.31	4.04 x 3.31	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75	4.25 x 3.75
Carburetor	1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.	3,2 bbl.	2,4 bbl.
Compression ratio	8.4:1	8.8:1	10.5:1	8.7:1	9.5:1	9.7:1	10.5:1	10.25:1
Air cleaner	single snorkel	single snorkel	unsilenced	single snorkel	double snorkel	double snorkel	unsilenced	unsilenced
Exhaust system	single	single	dual	single	dual	dual	dual	dual
Crankcase	3¼ quarts on all engines—4 quarts when replacing oil filter							
Coolant	10.8 qts.	13.3 qts.	13.3 qts.	12.3 qts.	12.3 qts.	12.3 qts.	12.3 qts.	12.3 qts.
Horsepower @ rpm	145 @ 4000	230 @ 4400	275 @ 5000	290 @ 4400	335 @ 5200	375 @ 4600	390 @ 4700	425 @ 5000
Torque (lbs.-ft.) @ rpm	215 @ 2400	320 @ 2000	340 @ 3200	390 @ 2800	425 @ 3400	480 @ 3200	490 @ 3200	490 @ 4000
Fuel recommended	regular	regular	premium	regular	premium	premium	premium	premium

Dimensions and Capacities

(These are 1970 Challenger 2 door hardtop dimensions. Other body styles may vary in some degree.)

Wheelbase	110"
Track, front/rear	59.7"/60.7"
Overall length	191.3"
Overall width	76.4"
Overall height	51.4"
Fuel tank capacity	15 Imperial gallons

Suspension

All Challenger models (except Challenger R/T) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel.

Challenger R/T (as well as models equipped with the 340 V8 Package) comes equipped with Rallye Suspension, which includes: HD torsion bars • Sway bar • and HD rear springs.

An optional Suspension Package is offered on other Challenger models. Package includes: Sway bar and HD springs. In addition, as a separate option, Firm Ride shocks are also available on Challenger and Challenger R/T models.

Tires

All Challenger models are equipped with fibreglass-

belted tires.

All Challenger models with std. six or 318 V8

Challenger R/T	E78x14 (5.0 JJ wheels)
Challenger with 340 V8	F70x14 (6.0 JJ wheels)
Hemi models	E60x15 (7.0 JJ wheels)
	F60x15 (7.0 JJ wheels)

Brakes

Challenger 6-cyl. front/rear 10 x 2½
V8 front/rear 10 x 2½

Challenger R/T front 11 x 3
rear 11 x 2½

Dual brake master cylinder

Electrical

Starter - solenoid shift

37-amp alternator with transistorized regulator

Battery - 46-amp hour (225 and 318 engines)

59-amp hour (383 engine)

Body Design Features

Challenger models feature a new type of energy absorbing steering column, side impact beams in the doors, and roof reinforcements for roll-over protection. Unitized construction provides maximum strength for minimum weight. Rustproofing protection

includes 7-stage deep dip treatment, galvanized sill panels. Acrylustre exterior paint finish assures new car look longer.

Transmissions

There are three transmissions offered on Challenger models.

1. Three-speed synchronized manual (floor shift), standard with the 225 Six, 318 V8, 340 V8, and 383 V8. N.A. with 440 V8's or Hemi V8. Clutch 6-cyl. — 9¼" diam. 10½" on 318 V8 — 11" on 383 V8.
2. Four-speed synchronized manual (floor shift), optional with all V8 engines. N.A. with 225 Six.
3. Torqueflite three-speed automatic transmission (selector lever is column-mounted except on optional console-equipped models). Optional with all engines.

Rear Axle Ratios

A number of rear axle ratios are offered, at extra cost, with each Challenger engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your 1970 Challenger delivered with a more 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 vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.