

1973 DODGE CHARGER



CHARGER SE



CHARGER HARDTOP



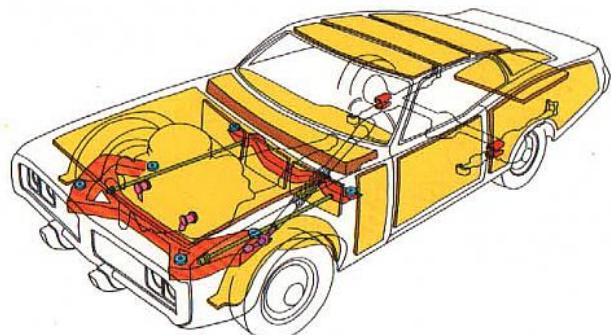
SE "BROUGHAM" INTERIOR. Charger SE's optional Brougham interior includes a cloth-and-vinyl, split-back seat, fold-down center armrest, a simulated wood-grained door trim panel, and assist handles.

1973 CHARGER. BUILT FOR THE "TAKE CHARGE" DRIVER.

If you're the man who sets the pace, Charger is your kind of car. Start with Charger's new Torsion-Quiet Ride—a tight, responsive suspension system. Charger's cockpit approach to interior seating and controls would make a race-car driver feel right at home. And Charger's low profile stands out as a winner even at the starting line. Take your pick of the sporty Charger coupe or hardtop, either Rallye Package, or the luxurious Charger SE. Charger '73—five great ways to take charge of the situation.

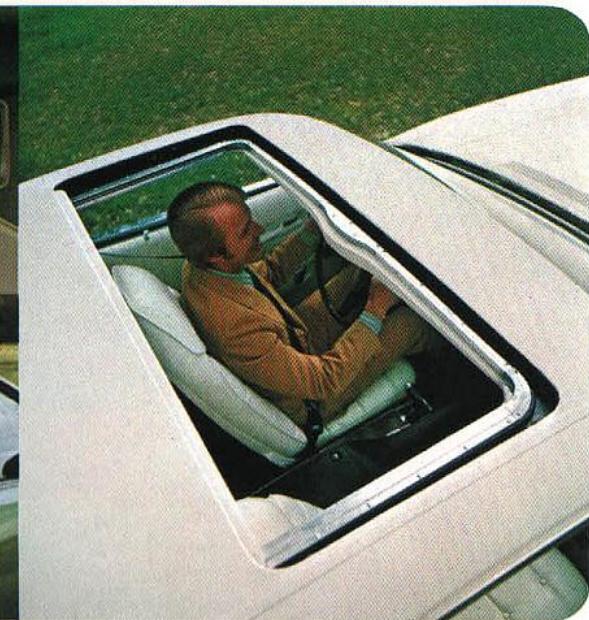
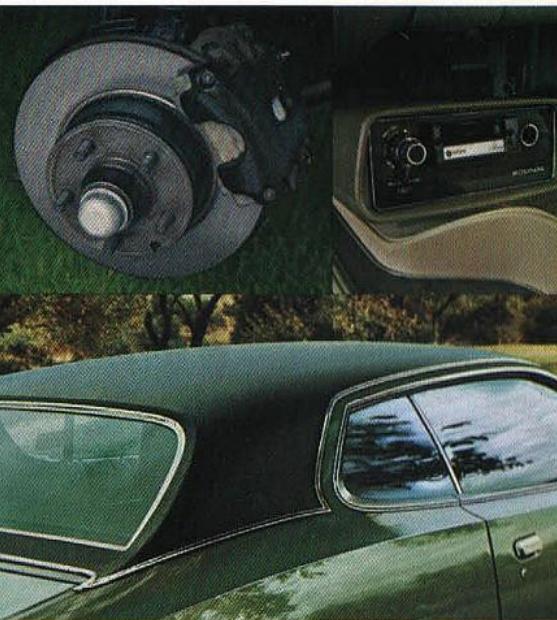
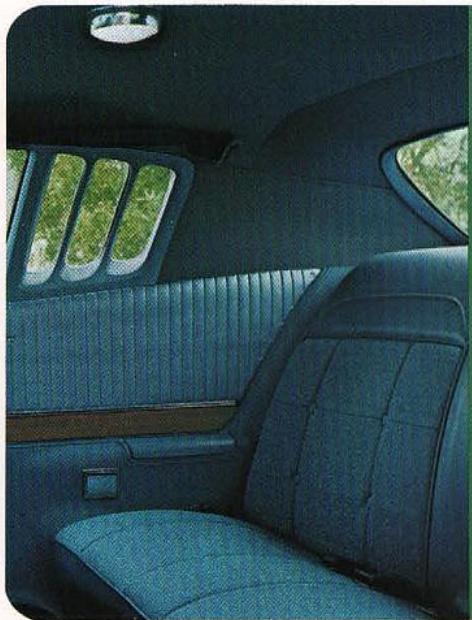
TORSION-QUIET RIDE. Your 1973 Charger has an improved suspension system similar to the one we use on our full-sized Polaras and Monacos. It's called "Torsion-Quiet Ride," and it consists of the following improvements over last year's Charger:

- Isolated front suspension and torsion-bar anchor crossmembers, separated from the body by rubber mounts.
- Rubber iso-clamps around the rear leaf springs to reduce transmission of vibrations and rear axle noises.
- A double-coupling in the steering wheel to reduce road vibrations through the steering wheel.
- Extra sound-deadening materials and additional sealing to help reduce wind and road noises.



CHARGER COUPE.

CHARGER INTERIOR. Once you've settled back into these optional bucket seats, you probably won't want to settle for anything less.



Headroom, legroom, and visibility are SE luxuries your friends won't have to do without. Take a "test-sit" in SE's back seat, and find out what roominess is all about.

Charger is a great way to sit down and be noticed. Coming, going, and gone, Charger's styling makes a lasting impression.

Power front disc brakes, an AM/FM multiplex stereo radio with accompanying tape cassette, and a "Halo" vinyl roof with bright mouldings are only three of the many options you can select to customize your new Charger to your own specifications.

Lift your spirits with a sliding, all-metal sun roof. If you've shopped for sun roofs in the past, you'll probably be pleasantly surprised at the price of this year's Charger sun roof, available on all '73 models equipped with a vinyl roof.

PICK UP THE TEMPO WITH A CHARGER RALLYE PACKAGE.

1973 Charger Rallye—just the package for perking up your new Charger and flexing your driving ego. The Rallye Package is optional on all V8 Charger coupes and hardtops. Outside, you get a mean-looking power bulge hood, hood tie-down pins, black or red "gradated" body side tape stripes, front and rear sway bars, and F70 x 14 tires with raised white letters. Inside, you're in charge, with the Rallye Instrument Cluster—a panel of hooded, circular

gauges with raised white letters, including a speedometer, ammeter, and oil, temperature, and fuel gauges. And under all that racy-looking equipment, there's a softly purring 318 V8 engine, large enough to set the pace on the road, yet economical enough to keep the pit stops under control. (Larger engines are available at extra cost.) Sound like a tempting package? Ask your Dealer for complete details on the '73 Rallye Package.

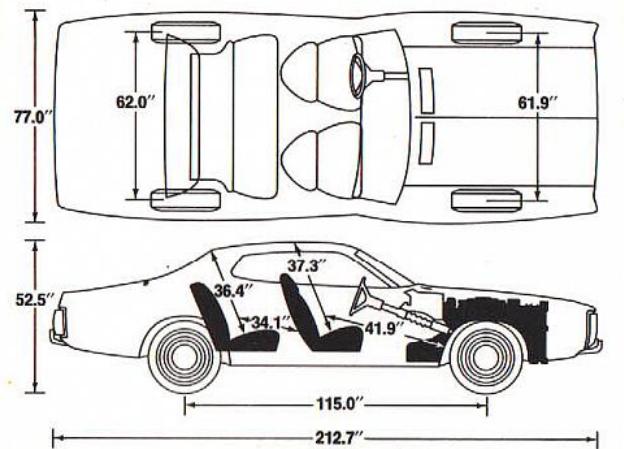


RALLYE COUPE.



RALLYE HARDTOP.

CHARGER DIMENSIONS



LUGGAGE CAPACITY

LADY'S PULLMAN	●
LADY'S WARDROBE	●●
LADY'S OVERNIGHT BAGS	●●●
LADY'S TRAIN CASE	●●
MAN'S TWO-SUITERS	●●●
MAN'S OVERNIGHT BAG	●●
BAG OF GOLF CLUBS	●

STANDARD SPECIFICATIONS

ENGINES:	225 Six (coupe and hardtop), 318 V8
TRANSMISSION:	3-speed manual, fully synchronized, column-mounted shift
SUSPENSION:	Torsion-Quiet Ride, including torsion-bar front suspension and asymmetrical rear leaf springs; front sway bar (SE)
TIRES:	E78 x 14 BSW, bias-belted F78 x 14 BSW (std. on all V8 models except Charger coupe)
WHEELS:	14 x 5.0, black enamel
BRAKES:	Front: Manual disc; rear: 10" x 2 1/2" drum
ELECTRICAL SYSTEM:	Battery: 280-ampere (46-amp-hr) Alternator: 41-amp Electronic Ignition System Transistorized voltage regulator
FUEL TANK:	19.5 gallons
TRUNK CAPACITY:	14.3 cu. ft.

REAR AXLE AVAILABILITY

ENGINE	TRANSMISSION	STD.	OPT.
225 Six	3-speed manual	3.21	3.23
	TorqueFlite	2.94	3.21
318 V8	3-speed manual	2.94	3.21
	TorqueFlite	2.71	3.21

STANDARD EQUIPMENT

INTERIOR FEATURES

All-vinyl front bench seat, available in Blue, Green, and Black on Charger coupe, or in Blue, Green, Parchment, Black, and Gold on Charger hardtop

All-vinyl split-back front bench seat with center armrest, available on Charger SE in Blue, Green, Parchment, Black, and Gold

Seat spacers for height adjustment

Glove box lock

Dome light with front door courtesy switch

Simulated wood-grained instrument panel applique (Charger hardtop and SE)

Color-keyed rubber floor mats (Charger coupe)

Color-keyed carpeting (Charger hardtop and SE; carpeting is optional on Charger coupe in the Deluxe Package only)

Cigarette lighter (Charger hardtop and SE)

Vinyl trunk mat

Simulated wood-grained door trim inserts (Charger hardtop and SE)

Rallye Instrument Cluster (SE)

Inside day/night rearview mirror (Charger hardtop and SE)

Heater/defroster

Front and rear armrests

Front and rear ashtrays

EXTERIOR FEATURES

Dual headlights

2-speed concealed windshield wipers

Single horn (Charger coupe)

Dual horns (Charger hardtop and SE)

Electric windshield washers

Body side paint stripe (SE)

Front and rear bumper guards (bright-base bumper guards are optional on all models)

Fixed louvered quarter window (Charger SE)

Formal vinyl roof, available in Black, Green, and White, with accompanying color-keyed drip mouldings and roof mouldings (Charger SE)

Fixed quarter window (Charger coupe)

Left outside chrome mirror

Sill mouldings (Charger hardtop and SE)

Wheel-lip mouldings (Charger hardtop and SE; optional on Charger coupe in the Deluxe Package only)

Drip-rail mouldings

Belt and hood rear moulding (SE)

Front hood and bumper reveal moulding (SE)

Deck lid and bumper reveal moulding (SE)

Deluxe wheel covers (SE)

Hubcaps (all models except SE)

SAFETY FEATURES

Cleaner Air System with Vapor Saver (gasoline evaporation control system)

Antitheft steering column lock

Backup lights

Breakaway front ashtray

Combination side markers, light reflectors

Dual Braking System

Extra-protection bumper system

Energy-absorbing steering column and wheel

Flush outside door handles

3-point safety belt system with locking retractors

Hazard warning system

Head restraints

"Key-left-in-ignition" warning buzzer

Manual latches on folding front seatbacks

Left outside mirror

Inside rearview mirror with double-ball-joint safety mount (day/night feature std. on Charger hardtop and Charger SE)

Nonoverride door lock on passenger door

Padded instrument panel and sun visors

Parking brake

Parking brake and master cylinder warning light

Safety-Action inside door handles

Safety-Rim wheels

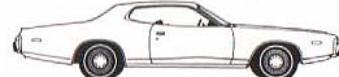
Soft knobs on window cranks

Turn signals with lane-change feature

Windshield wipers and washers



CHARGER COUPE.



CHARGER HARDTOP.



CHARGER RALLYE COUPE.

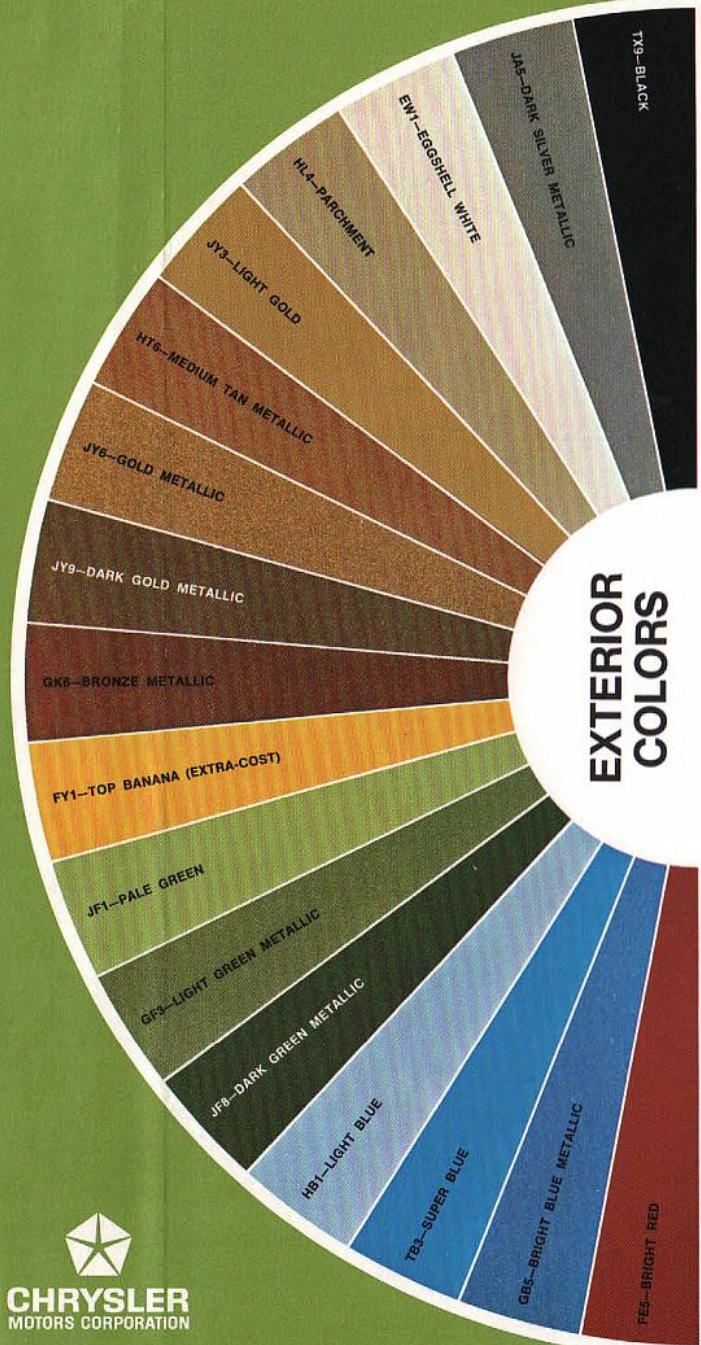


CHARGER RALLYE HARDTOP.



CHARGER SE HARDTOP.

EXTERIOR COLORS



SELECTED CHARGER OPTIONS

340 4-bbl. V8 with bright-tip dual exhausts (Rallye Package only)
 400 2- or 4-bbl. V8
 440 4-bbl. V8, with bright-tip dual exhausts (Rallye and SE)
 Air conditioning (V8 engines only)
 Manual sun roof (requires vinyl roof)
 TorqueFlite automatic transmission
 Electric clock
 Inside hood release
 Rear window defogger
 Deluxe bumper guards
 Power front disc brakes
 Dual outside racing mirrors
 AM/FM multiplex stereo with tape cassette
 AM/FM multiplex stereo radio
 AM/FM monaural radio
 Music Master AM radio
 Rear seat speaker (std. with stereo)
 Front armrest with center seat cushion (requires bucket seats; std. on SE bucket seats)
 Floor console with "Slap Stick" shifter (with bucket seats only; no extra charge on SE)
 Sure Grip differential
 Tinted glass
 Power steering
 Power windows (hardtop and SE)
 "Tuff" steering wheel (requires power steering)
 Undercoating and hood insulator pad
 "Halo" vinyl roof (coupe, hardtop)
 Canopy vinyl roof (coupe, hardtop)
 Deluxe wheel covers (Charger coupe and hardtop)
 Wire wheel covers
 Rallye road wheels
 Magnum road wheels

Day/night inside rearview mirror (std. on Charger hardtop and SE)
 Black vinyl body side moulding (not available with Rallye Package)
 "Gradated" body side tape stripe (Rallye Package)
 Bucket seats (hardtop and SE)
 Rallye Instrument Cluster (Rallye Package and SE)
 Special suspension with front and rear sway bars (available with 4-bbl. engines and with the Rallye Package)
 4-speed floor-mounted manual transmission, with Hurst shifter, Pistol-Grip shift handle, and "Reverse" warning light (available with the 318 V8, 340 V8, or 4-bbl. V8)

OPTIONAL PACKAGES

Light Package. (Includes fender-mounted turn signals, a map and courtesy light, ashtray and glove box lights, an ignition switch light with time delay, trunk light, and a "headlight-on" buzzer.)

Rallye Package. (See inside panel for complete details.)

E-Z Order Package. (Includes a TorqueFlite automatic transmission, power steering, an AM radio, left remote outside mirror, deluxe wheel covers, an inside hood release, the Light Package listed above, 3-speed windshield wipers, undercoating and a hood insulator pad, deluxe bumper guards, whitewall tires, a vinyl roof (standard on SE), and power front disc brakes.)

Deluxe Package. (Available on Charger coupe, this package includes carpeting, dual horns, a deluxe steering wheel, and wheel-lip mouldings.)

Heavy-Duty Package. (Includes extra-wide wheel rims, a heavy-duty suspension, and a maximum cooling system, with a fan shroud, high-capacity radiator, and a coolant reserve system.)

Trailer Wiring Package. (Includes a 7-wire trailer wiring harness, 60-amp heavy-duty Chrysler alternator, and a variable-load turn signal flasher.)

Trailer-Towing Package. (Includes the equipment listed under the Trailer Wiring and Heavy-Duty Packages, plus a heavy-duty 3.23 axle, and an auxiliary transmission oil cooler. This package requires an automatic transmission, power front disc brakes, and G78 x 14 tires.)

Luxury Equipment Package. (This package is available on Charger hardtop and Charger SE only, and includes the following items: air conditioning, tinted glass, an electric clock, power windows, an AM/FM radio, a rear seat speaker, the equipment listed in the E-Z Order Package, plus a rear window defogger, vinyl body side mouldings, and bucket seats with your choice of a center armrest and cushion or a center console on the Charger hardtop and SE, or a "Brougham" cloth-and-vinyl center armrest seat on the Charger SE.)

Extra care in engineering makes a difference in Dodge...depend on it.



customer
care



KEEP YOUR
CAR
"FACTORY NEW"
WITH GENUINE
MOPAR PARTS.

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