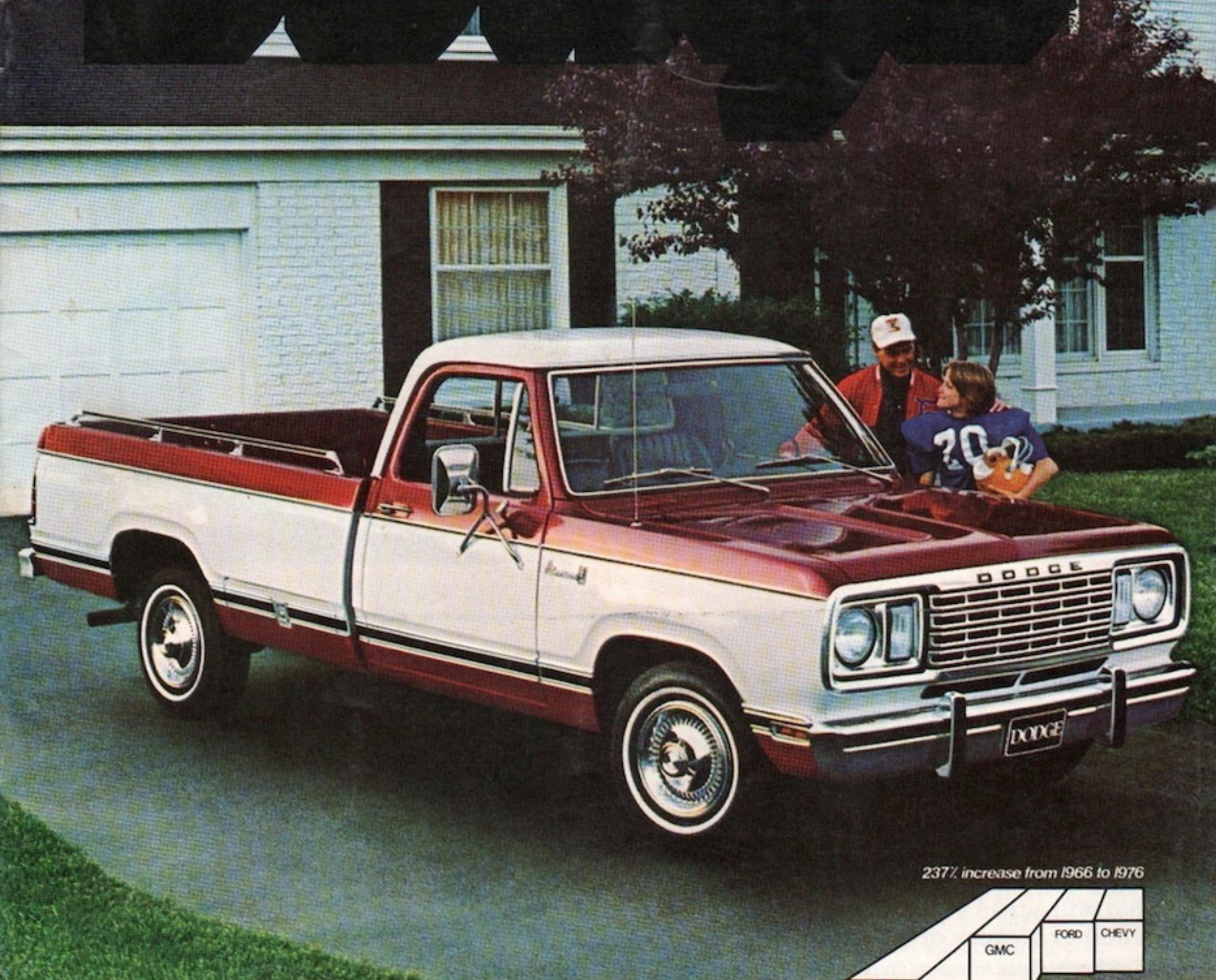
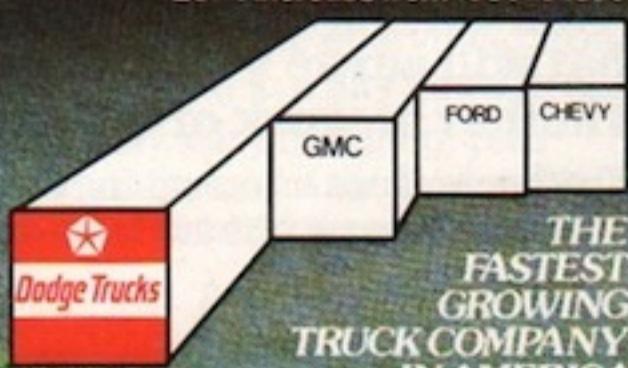


# DODGE

PICKUP TRUCKS '78



237% increase from 1966 to 1976



THE  
FASTEST  
GROWING  
TRUCK COMPANY  
IN AMERICA.



## Choice is a big part of Dodge pickup value.

Old-time (or first-time) truckers—look to America's fastest growing truck company\* for the one pickup that will serve you best—whether at work or at play.

Whether you use a pickup for work, recreation, or as a second car—or

for all these things—you can select the *right* pickup to use, right here.

And if you've never bought a truck before, so much the better. Because you've got Dodge quality going for you and a long-standing reputation for value you can trust, as you make your selection.

Here are the "basics" of your big Dodge choice in pickups!

**THIRTY MODELS.** Choose from four series of two-wheel-drive models, D100, D150, D200, D300 and a wide range of Gross Vehicle Weight Ratings, from 5,000 to 10,000 pounds.

Four-wheel-drives are also available in the W150 and W200 series.

**THREE CAB TYPES.** Most models give you a selection of three cab types: three-passenger Conventional Cab, five-passenger Club Cab, and six-passenger Crew Cab.

**CHOICE OF BODIES.** You can get either a 6½-foot or an eight-foot pickup with Sweptline or Utiline.

**THREE BASIC TRIM LEVELS.** The levels of style, comfort, and convenience include the Adventurer SE with many extras, a smart Adventurer, plus a Custom to add to the choice.

\*237% increase from 1966 to 1976.

W150 CUSTOM CONVENTIONAL CAB pickup on the job, at left. With options including five-slot chrome disc wheels, whitewall tires, and bright finish exterior mirrors.

D100 ADVENTURER version of Dodge's all-purpose Conventional Cab pickup, below. Equipped with options like wheel covers, bright rear bumper, cargo box rails, and two-tone paint treatment.



## Built for him... and her. Dodge Conventional Cab pickups.

For the man who wants to move anything from cement blocks to sports gear. Plus ride and handling to ease a lady through her chores.

They're the most popular Dodge pickups because they give people what they want and need: All-around use-value for jobs, recreation, or as a second car, at moderate cost.

If, for example, you need a pickup for work and nothing else, this one will work like nothing else. You get just what you require, starting with tough construction (see pages eight and nine) that can save on the job. A big choice of models, two- or four-wheel drive, with components such as frame, springs, and axles that are tailored to the work.

And a Dodge Conventional Cab pickup makes an ideal after-hours vehicle, as well. You can get a suspension system built to carry big payloads (including camper bodies) and give a smooth ride the whole family will like. And a big choice of comfortable, stylish interiors—Adventurer SE, Adventurer, or Custom (see pages 10 and 11). Plus options that include everything from air conditioning to a Sky Lite sun roof.

Versatility, easy handling, plus dependability make the Dodge pickup an ideal vehicle for work or play.

**CLUB CAB.** Extra space for people or gear. Shown here, D100 Adventurer Club Cab model with options like Sky Lite sun roof, rear vision mirrors, premium wheel covers, and whitewalls.



**CREW CAB.** Room for six, plus a big-cargo body. Shown here, W200 Custom Crew Cab with options including two-tone paint, big rearview mirrors, and step-type rear bumper.



## Dodge conquers inner space... Club and Crew Cab pickups.

**Get extra family space inside, whether you're trailering or hauling a big camper body. Or extra space for a crew, with room for all their gear in the back.**

**CLUB CAB.** You get 34 cubic feet of additional space inside; enough for two extra passengers, if you order jump seats. And you can carry a lot of extra gear, even with the jump seats installed. That added space makes the Club Cab an ideal trailer-towing vehicle with room inside for a small family. And it adds to the truck's value as a second car, or work vehicle, as well. You'll enjoy the smooth ride and easy handling; and new features for '78 such as optional tilt steering wheel and new bucket seats. And if you'd like, select an optional Sky Lite roof.

**CREW CAB.** This one provides space for six riders—more room inside than in most passenger cars. And as much convenience; four big doors, for example, so you can get in or out easily. At the same time, you get a full-sized pickup box in back. You get extra *utility*, for people and payloads, pleasure and profit. If your hauls are extra-rugged, go with Dodge four-wheel drive, backed up by Dodge pickup toughness. Select from three interiors and options such as air conditioning and CB radio.



DYNA-TRAC, with dual rear wheels and 10,000-pound GVW. Shown above, D300 Adventurer Sweptline with Dyna-Trac. With optional step-type bumper and rear vision mirrors.

UTILINE, for basic working convenience and value. At left, D100 Custom Utiline pickup equipped with options like H70x15B tires, five-slot chrome wheels, and bright rear bumper.

## For jobs either big or small... Dyna-Trac and Utiline pickups.

Here's what you want and need to get more work done: Extra Dyna-Trac support for the biggest loads or Utiline convenience with side running boards.

DYNA-TRAC. Dodge performance, durability, style, and comfort in a pickup that provides added working ability due to dual rear wheels plus a 6,900-pound rear axle. A combination that enables you to take on bigger loads, as indicated by Dyna-Trac's 10,000-pound GVWR. And move those loads with exceptional traction and stability. On or off the road, whether you're working around a farm, construction site, or vacationing with a big slide-on camper body. You can get a Dyna-Trac with your kind of cab: Conventional, Club, or Crew.

UTILINE. This is the Dodge pickup with handy side running boards, to make cargo loading or unloading easier. That's *practical*, but Utiline can be luxurious as well. Choose from stylish, durable Adventurer SE, Adventurer, or Custom interiors. Benefit from a wide choice of engines and from the seasoned-wood pickup floor, with steel skid strips for sliding bulky items in or out. Practical new taillights that contain tail, stop, turn, and backup lamps in one assembly.



**MACHO POWER WAGON.** Dodge full-time four-wheel-drive performance, with a new look to match! Shown with optional Sky Lite roof.



**WARLOCK.** Style and performance that are ready for anything you are. Available in either two- or four-wheel drive. Shown with optional 10-15LT-B tires.

## Want some fun in your truckin'? **Macho Power Wagon and Warlock.**

**Two Adult Toys, fresh out of America's fastest growing truck company. Mainly for kicks, they're tough trucks, as well.**

**MACHO POWER WAGON.** If you're looking for excitement on wheels, this is it! There's Dodge full-time four-wheel drive, with 318-cubic-inch V8 power, to drive you *wild*—almost anywhere off the road. A roll bar over the pickup box. Plus a bright, bold appearance to match the spirited performance: Special decal trim for body side, tailgate, and hood; special two-tone paint; black-painted bumpers; painted spoke road wheels. Bucket seats, power steering, tinted glass, and 10-15LT-B tires. New *Macho* excitement from Dodge!

**WARLOCK.** Just watching one can be a lot of fun. Bright exterior paint (Bright Canyon Red, Medium Green Sunfire Metallic, Formal Black, Citron Green Metallic, Sunrise Orange), gold tape stripes, real oak sideboards, chrome-plated running boards, chrome wide sport wheels and fat tires. But the good times really start when you're behind the wheel and moving, in a stylish, bucket seat. Under a Sky Lite sun roof, your CB radio at hand. (Options.) Hauling the gang and their gear in a truck that's *tough*, too. *Warlock* is now!

W150 CUSTOM CONVENTIONAL CAB POWER WAGON with options that include good-looking white-painted spoke wheels, the added traction of 10-15LT-B tires, rear vision mirrors, and step bumper.



## They'll pull you through every time. **Power Wagon pickups.**

There's over 40 years of four-wheel-drive experience behind them. A real tradition, and it's getting stronger every year.

Once Dodge Power Wagons were work vehicles, pure and simple. But today more and more people are buying them for the fun of it—campers, fishermen, rock hounds, outdoorsmen of all kinds. And because of the same basic Power Wagon advantages that appeal to builders or farmers—ruggedness, versatility, and an advanced, versatile four-wheel-drive system.

It's a system that works for you *full time*, in any driving situation. Off the road, you get deep-biting traction, automatically, to dig out of mud or snow.

On the road, there's a quiet, stable ride, with firm footing on slippery pavement.

And the system works so easily you'll hardly know it's there. No longer does the driver have to lock or unlock the front freewheeling hubs. He (or she) simply shifts the Control Lever into one of five positions, to get performance that suits the situation.

Dodge full-time four-wheel drive comes in a big choice of Power Wagons: Conventional, Club, and Crew Cabs. Another reason for their popularity.

# Inner strength where it really counts. Dodge pickup construction.

Whether you intend to use your Dodge pickup for work or recreation, or both, the features pointed out here are of special importance. They add up to extra years of low-cost, reliable transportation—and help add to resale value when the time comes to trade. Here are basic reasons why Dodge pickups give people what they want and need.

**WIDE RANGE OF REAR SUSPENSIONS.** Available with spring capacities of from 1,520 pounds to 3,650 pounds, to suit the job.

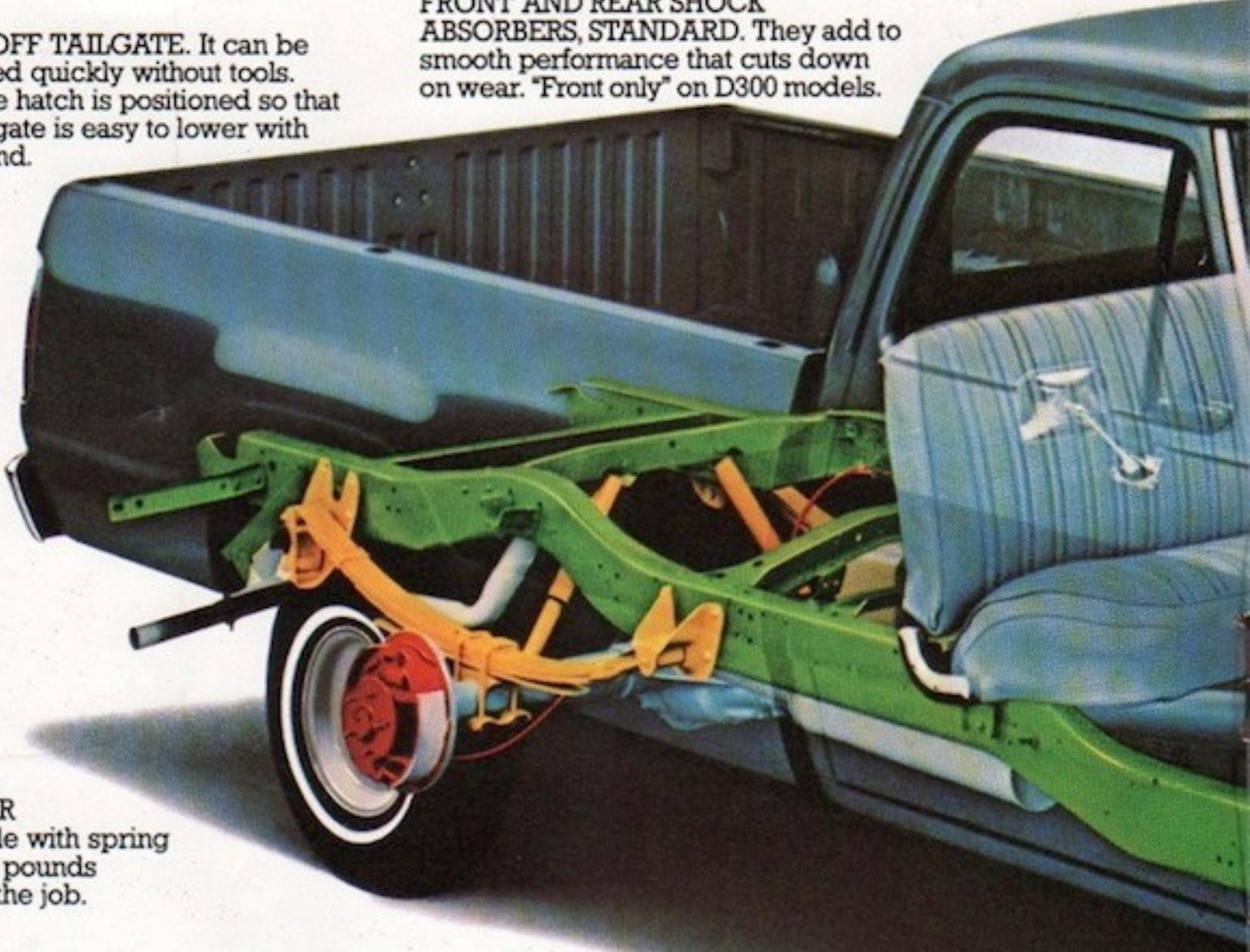
**THE RIGHT REAR AXLE.** Big-payload strength, from husky 3,300-pound-capacity axle in D100 to 6,900-pound-capacity axle in D300.

**DOUBLE-WALL, RUSTPROOFED PICKUP BOX.** Long-lasting ruggedness is provided by welded steel construction, with double-wall box sides to add to rigidity and help prevent cargo dents from marring the exterior wall. Galvanized steel in floor inner side panels, wheelhousings, stake pockets, floor cross sills, and inside corner panels inhibits rust. (Sketch shows antirust treatment: blue, galvanizing; red, special zinc-rich primer; white, normal primer.) Drains help eliminate areas where water might be trapped. Vinyl sealers help protect wheelhousings and rear corner seams from moisture.



**EASY-OFF TAILGATE.** It can be removed quickly without tools. Release hatch is positioned so that the tailgate is easy to lower with one hand.

**FRONT AND REAR SHOCK ABSORBERS, STANDARD.** They add to smooth performance that cuts down on wear. "Front only" on D300 models.

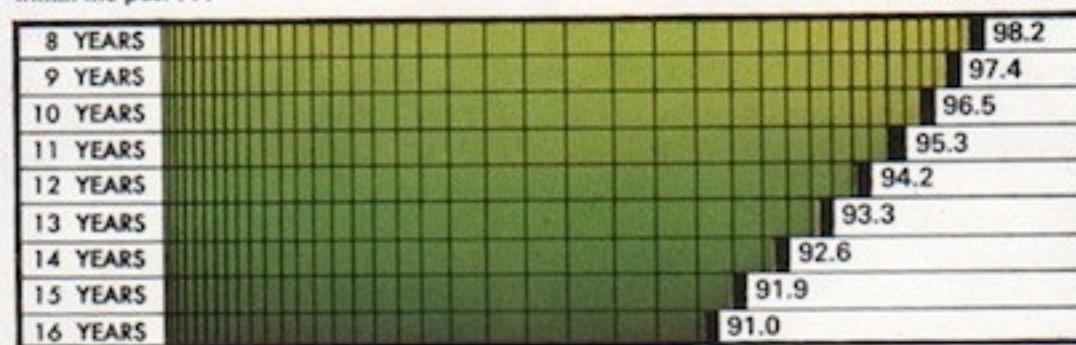


Dodge value is long-lasting value. Evidence: A high percentage of Dodge trucks registered over the past sixteen years are still in use.

## Percent of Dodge trucks currently registered.

Of all those Dodge trucks registered within the past . . .

This percent is still registered.\*



\*Source Registration Figures: R. L. Polk & Company. Trucks registered as of 7/1/76.

## Durable Dodge pickup engines.

Here's Dodge dependability for workdays or holidays: A broad choice of popular, time-tested power plants.

(See pages 14 and 15 for availability.)

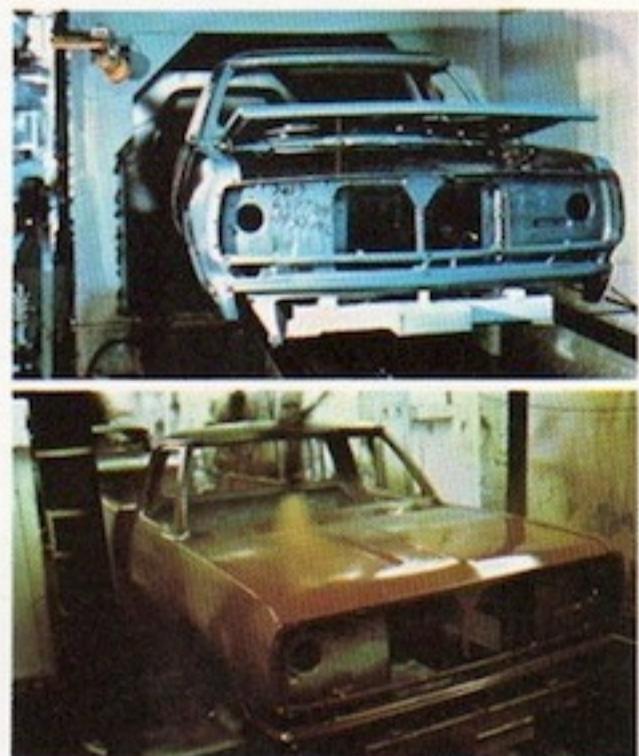
**NEW 225-CUBIC-INCH SUPER SLANT SIX, STANDARD.** For 1978, this proven Dodge truck power plant comes equipped with two-barrel carburetion that contributes to pickup performance and driveability. Durability features include overhead valve design, 30-degree tilt cylinder block, tin-plated aluminum alloy pistons, and modular cast-iron crankshaft. An engine that's built to last and provide top performance in tough service.





**EXCELLENT VISIBILITY.** Large glass area windshield gives the driver a wide view ahead. Rear window is angled, to reduce glare and reflection.

**RIGID HOOD.** With double spring hinges, stabilizer, and reinforcements to minimize shake and add to ruggedness.



**ALLOVER RUST PROTECTION.** During assembly, a special phosphate coating is applied to both the cab and body. And special zinc-rich primers are added. Cab seams are protected by a vinyl sealer.

**DURABLE PAINT.** Baked enamel formulated to resist scratching, chipping, weathering, and to help keep your pickup looking like new longer.

**HUSKY STANDARD TRANSMISSION.** A three-speed for most six-cylinder models, synchronized in all gears for smooth performance. A three-speed constant-mesh for most V8s with extra gear strength. (See pages 14 and 15 for availability.)

**UGH FRAME.** Built of high-quality 100 psi steel to help assure maximum truck durability. Cab-center design allows for lower mounting, easy entry and exit.

**RECIRCULATING BALL STEERING.** For exceptional durability and steering ease. Recirculating balls reduce friction. Power steering is optional.

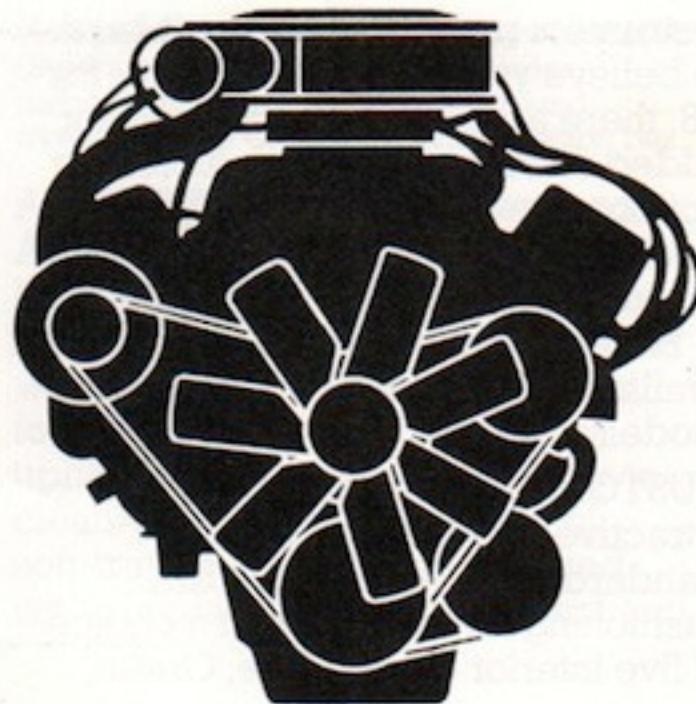
**JOB-MATCHED FRONT SPRINGS.** Capacities from 1,340 pounds to 2,250 pounds, to accommodate specific hauling needs.

**FRONT DISC BRAKES.** For smooth stopping power plus resistance to fade.

**INDEPENDENT FRONT SUSPENSION** (two-wheel-drive models). Sturdy strut-controlled coil springs absorb road impacts at each front wheel, individually, for bump-leveling ride and handling ease. System can be adjusted on passenger car front-end alignment equipment.

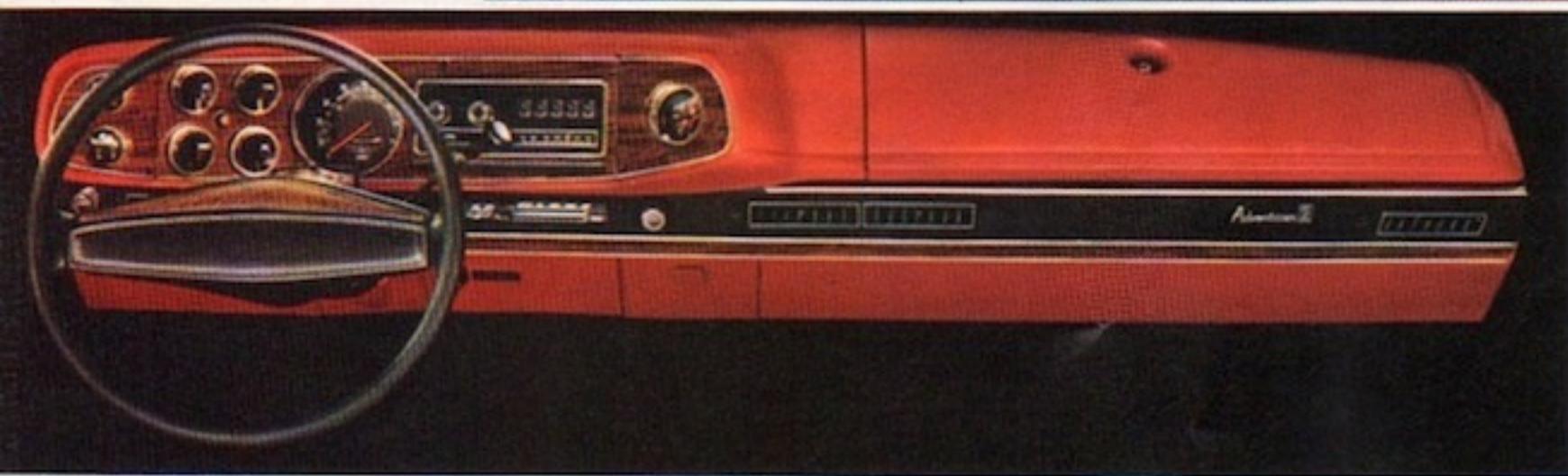
**FOUR OPTIONAL V8S.** Choose the 318-cubic-inch V8 for light-duty work or recreation that can take full advantage of rugged, high-performance V8 power. Built-to-last features include I-beam steel connecting rods with aluminum bearings and Steel Strut pistons with chrome-plated top ring.

Plus three bigger V8s: 360-, 400-,\* and 440-cubic-inch engines offering greater horsepower and torque for heavier loading or towing requirements.



**NEW OPTIONAL 243-CUBIC-INCH DIESEL SIX.\*** Designed to give an extra measure of savings on fuel and maintenance, with 20:1 compression ratio, special starting and shutdown controls, and two 70-amp-hr batteries. Available with four-speed manual or automatic transmission. If you plan to run your Dodge pickup long and hard in rugged work or recreational service, this could be your answer to lowest costs. (See your Dodge Dealer for availability.)

\*Not available in California.



**ADVENTURER SE.** Standard cloth-and-vinyl seat trim, in a choice of four colors. Plus all the features described below.

**ADVENTURER SE INSTRUMENT PANEL.** Instruments are positioned for convenient viewing. And you get an attractive horn bar and medallion. (Some instruments shown are optional at extra cost.) The Adventurer and Custom panels come with an argent trimmed faceplate.

## An inside story with plenty of interest...

Style, comfort, and durability—they're all yours to choose in a wide range of interior designs and colors.

The look and feel of this interior has turned a lot of Dodge pickups into second cars. There's a stylish

instrument panel that makes it hard to believe you're in a truck. And, for '78, there are many new reasons for added driving enjoyment, including options like the seven-position tilt steering column and new Club Cab bucket seats.

Here are your basic selections, available on all 1978 Dodge pickup models:

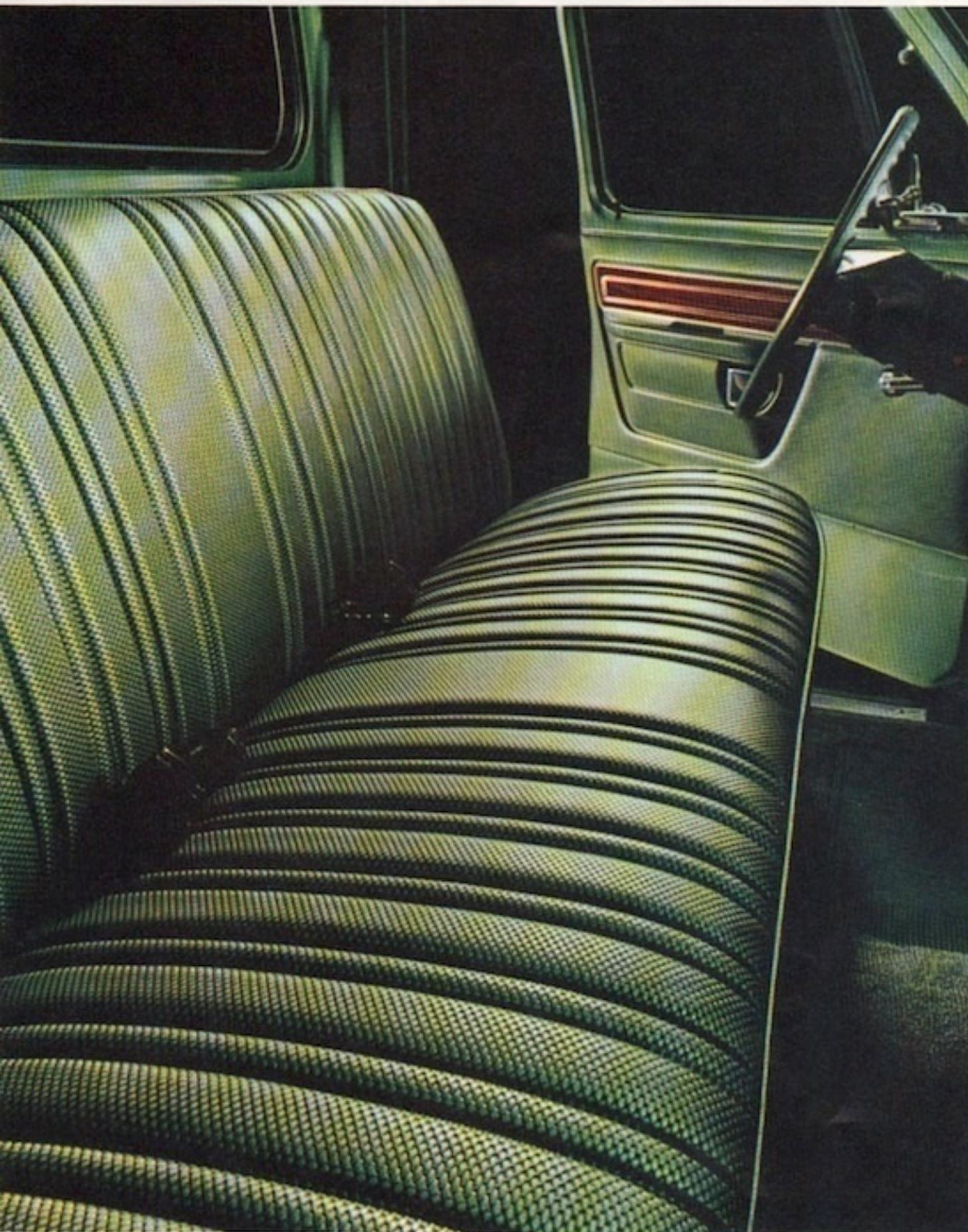
**CUSTOM.** It gives you tough, attractive all-vinyl upholstery, standard. With full-depth foam cushioning for comfort and a choice of five interior colors: Blue, Green,

Saddle, Red, and Black.

**EXTERIOR:** Front fender nameplate, bright grille and front bumper, bright finish exterior mirrors, painted hubcaps.

**ADDED FEATURES:** Color-keyed padded instrument panel, color-keyed seat and door trim, black rubber insulated floor mat, padded sun visor, 10-inch inside day/night rearview mirror, and Custom nameplates on instrument panel.

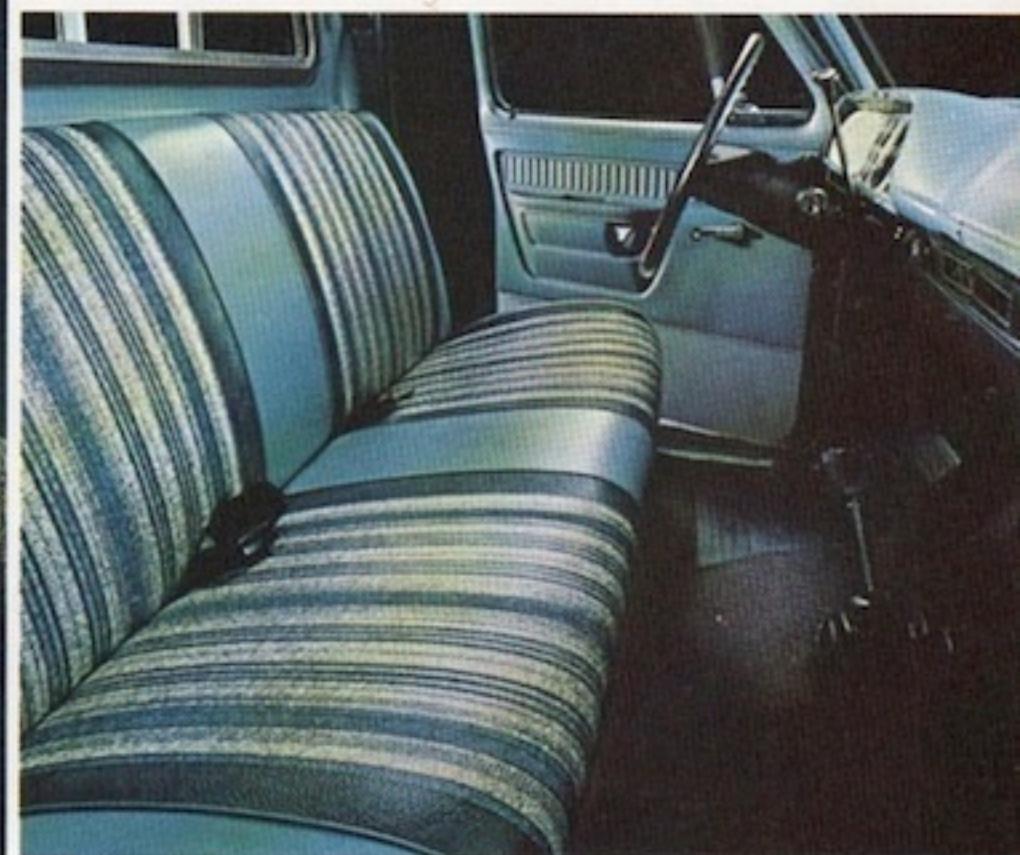
**ADVENTURER.** The standard pleated all-vinyl seat is good-looking and comfortably padded with deep foam. Designed for rugged use and easy cleaning. Advantages you get, as well, with the optional Adventurer



**CLUB CAB BUCKET SEATS.** Low-back seats in deluxe vinyl or cloth and vinyl. Available in Blue, Green, Saddle, and Red. Optional at extra cost.

**ADVENTURER.** Standard all-vinyl seat, with deep foam padding. See below for complete interior and exterior.

**CUSTOM.** Standard all-vinyl upholstery in five colors. See below for features.



patterned cloth-and-vinyl seat. Instrument panel provides an argent and bright-trimmed faceplate. Interiors, with attractive door trim, are available in Blue, Green, Saddle, Red, and Black.

**INCLUDED FEATURES IN ADDITION TO, OR IN LIEU OF, CUSTOM FEATURES:**  
Color-keyed carpeting, cigarette lighter, color-keyed inner rear trim panel (Club Cab), Adventurer nameplate on instrument panel, bright seatback hinge cover, bright door trim plate with wood-grained insert, wood-grained insert on horn pad. **EXTERIOR:** Bright taillight bezels (Sweptline), windshield molding, hubcaps, backlite molding, drip rail molding, body upper side molding

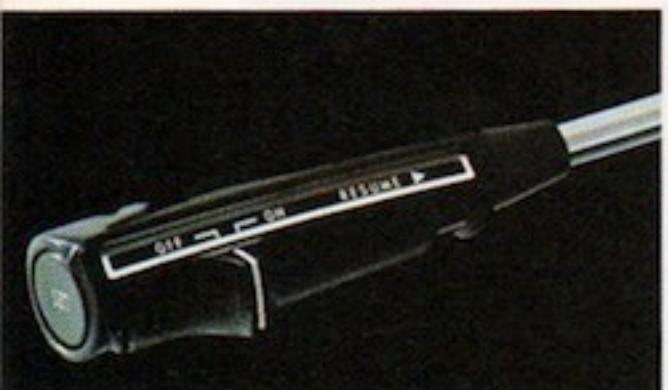
(Sweptline), tailgate upper and lower molding (Sweptline), Adventurer front fender nameplate, quarter window surround molding (Club Cab), vent wing division bar.

**ADVENTURER SE.** The standard Adventurer SE seat provides luxurious cloth-and-vinyl trim. All-vinyl seat trim is optional. Either way, you get the comfort of thick foam cushioning and durable upholstery that lasts and is easy to clean. And there's the luxury of soft-trimmed doors, color-keyed, with simulated rosewood insert and

grab handle. Plus an SE instrument panel with distinctive nameplate. Select from four interior colors: Blue, Green, Saddle, and Red.

**INCLUDED FEATURES IN ADDITION TO, OR IN LIEU OF, ADVENTURER FEATURES:** Oil pressure gauge, Convenience Package, Adventurer SE nameplate on instrument panel, rosewood instrument cluster, bright door-sill scuff plates, white headliner and sun visors, color-keyed cowl side trim panels. **EXTERIOR:** Body side lower molding, Adventurer SE front fender nameplate, bright wheel-lip moldings, Protection Package, dual electric horns. **Sweptline only:** Tailgate surround molding, tailgate insert applique, "Dodge" tailgate nameplate.

# Options you can order for your Dodge pickup.



**AUTOMATIC SPEED CONTROL.** An option that can make Dodge pickup driving even easier and more economical on long trips. You simply set your speed at the pace you prefer; it will stay on that setting until the brake pedal is applied.



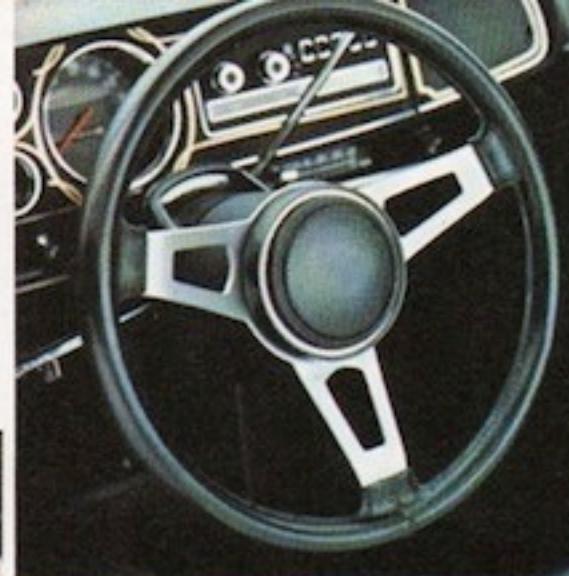
**BRIGHT FINISH 7½-INCH x 10½-INCH EXTERIOR REAR VISION MIRRORS** are optional for left and right sides on all cab models.



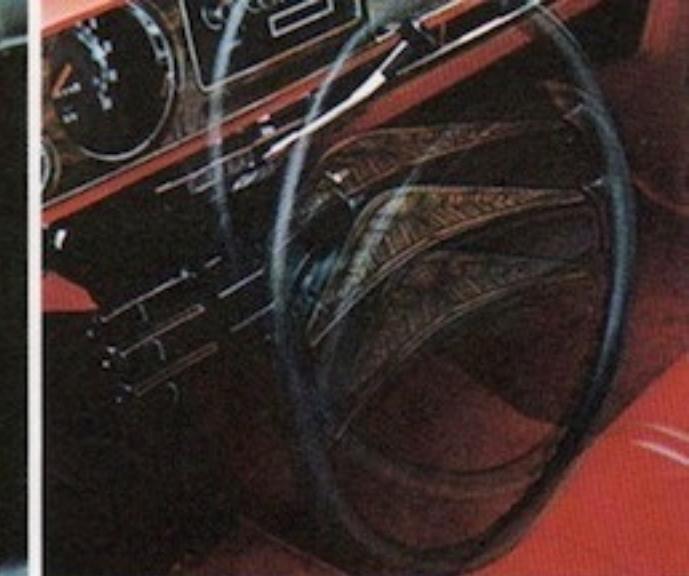
**NEW LIGHT-DUTY TRAILER-TOWING PACKAGE.** With 1½-inch diameter hitch ball, for trailers up to 2,000 pounds gross weight.



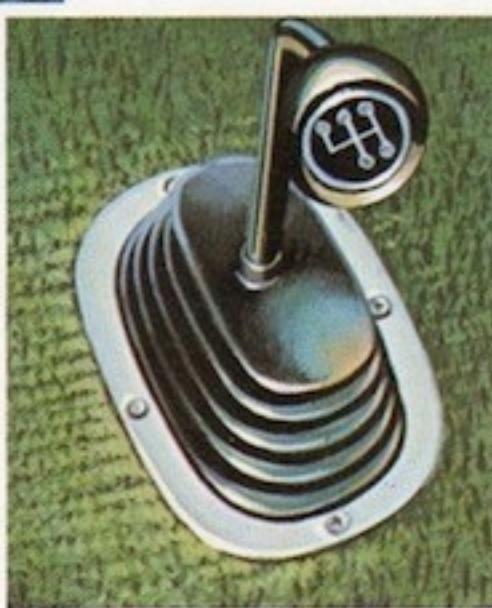
**TOOL BOX.** Easy to reach under the pickup box. It's a handy place to stow tools and equipment. And it provides a lock for security. Available with eight-foot Sweptline pickup box.



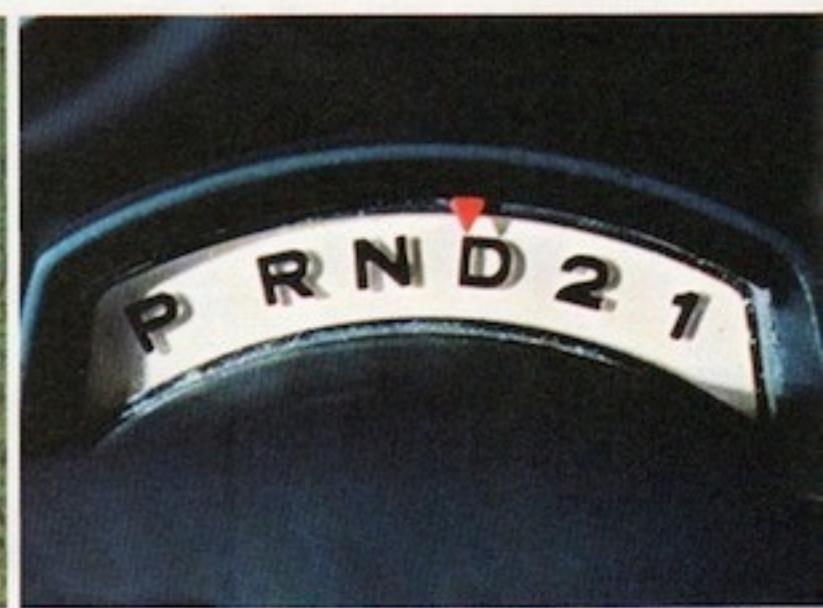
**NEW "TUFF" STEERING WHEEL.** A sporty three-spoke wheel with stain-chrome-finish spokes and black rim. Available with power steering.



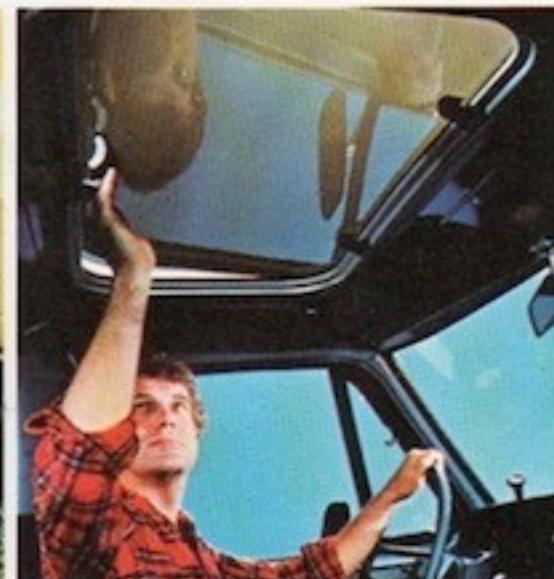
**NEW TILT STEERING COLUMN.** For your driving comfort, steering wheel can be quickly adjusted to one of seven different positions. Available with power steering and automatic transmission.



**OVERDRIVE FOUR-SPEED TRANSMISSION.** On highway runs, it can improve fuel economy significantly. Available on D100 and D150 models. (Not available in California or with 360 and larger V8 engines.)



**LOADFLITE AUTOMATIC TRANSMISSION.** Enjoy shift-free driving with this proven three-speed automatic that adds to smooth performance.



**SKY LITE ROOF.** A bright new idea for pickup motoring enjoyment: Tinted safety glass overhead that lets in light. And air, if opened slightly.

Or remove it completely, if you'd like. Enjoy the feeling of the outdoors as you drive. (You get a handy vinyl container, standard, to protect the glass panel after you've removed it.)

## Optional bucket seats to personalize your Dodge pickup.

High-back Command bucket seats for Club Cabs, not shown, are available in cloth and vinyl only, with Adventurer and Adventurer SE interiors.



**CONVENTIONAL CAB BUCKET SEATS.** Low-back bucket seats, with all-vinyl upholstery, are available in Custom, Adventurer, and Adventurer SE interiors. In Black only.

**CLUB CAB REAR JUMP SEATS.** With full-depth foam padding and attractive vinyl trim. They give the Club Cab five-passenger-capacity.



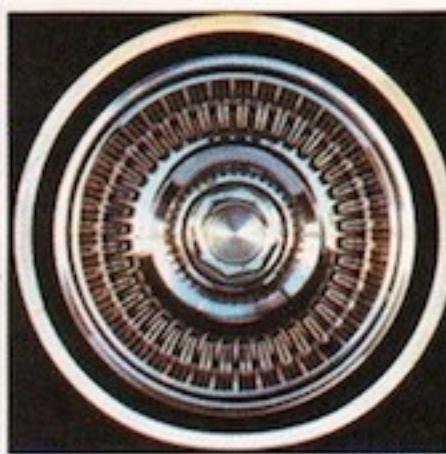


**NEW RADIO CHOICE, INCLUDING STEREO/CB.** Order an AM radio with 40-channel CB or an AM/FM stereo with 40-channel CB. Other available radios include AM, AM/FM, AM/FM stereo, AM/FM stereo with eight-track tape.

**SLIDING REAR WINDOW.** So you can add to interior ventilation. Exterior cargo light above the window is included in optional Convenience Package.



**AIR CONDITIONING.** Factory-installed air can be ordered, to add to your driving pleasure on workdays or holidays. It's designed to provide both cooling and heating, for year-round comfort.

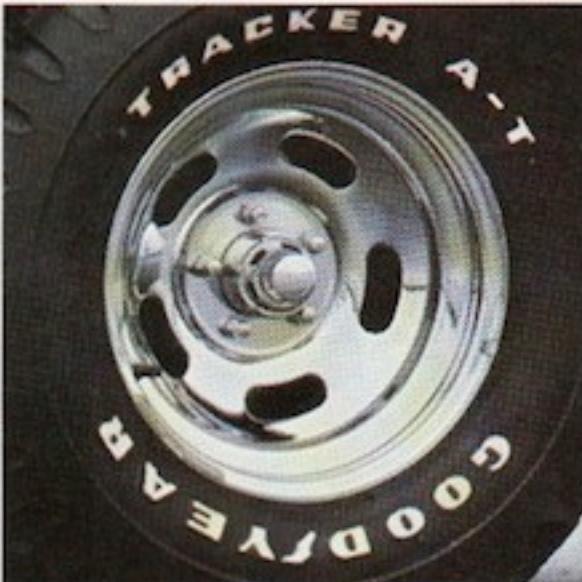


**PREMIUM WHEEL COVERS.** Add style with bright 15-inch or 16.5-inch wheel covers. New bright hubcaps for 16.5-inch wheels are also available.

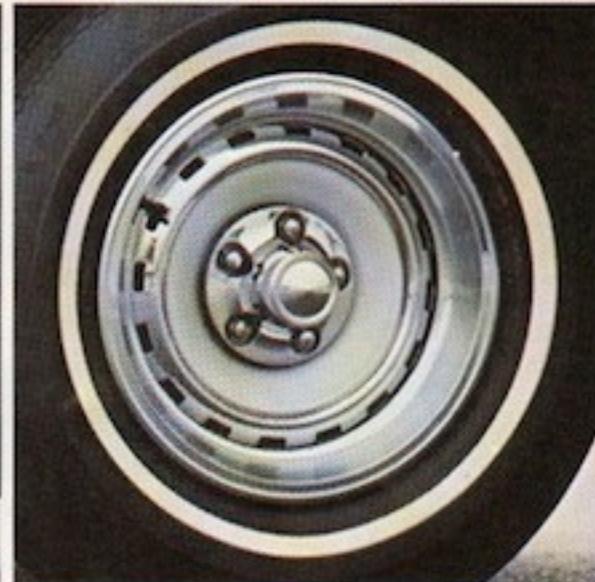
**PICKUP BOX SIDE RAILS.** Stylish bright metal rails that make convenient handholds as well as secure cargo tie-down points.



White-painted spoke wheels.



Five-slot chrome deep-dish wheels.



Chrome styled wheels.

**ROAD WHEELS.** Select from three types, to add to sporty appearance: white-painted eight-inch-wide eight-spoke wheels, five-slot eight-inch-wide chrome deep-dish wheels, or six-inch-wide chrome styled wheels.

## Easy Order Package.

- All Sweptline pickups.
- Automatic transmission
- Dual electric horns (standard Adventurer SE)
- Cigar lighter (standard Adventurer and Adventurer SE)
- Upper body side and tailgate molding (standard Adventurer)
- Power steering
- AM radio
- Two-Tone Paint Procedure #1
- Protection Package (standard Adventurer SE)
- Oil pressure gauge (standard Adventurer SE)
- Rear bumper, bright finish.

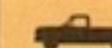
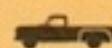
## Luxury Package.

- All Sweptline pickups with Adventurer or Adventurer SE Package. Not available with 225, six-cylinder engine, AM radio, Monotone or Two-Tone Paint Procedures #1, #2, #3.
- Automatic transmission
- Dual electric horns (standard Adventurer SE)
- Power steering
- AM/FM radio
- Protection Package (standard Adventurer SE)
- Oil pressure gauge (standard Adventurer SE)
- Rear bumper, bright finish
- Air conditioning
- Tinted glass, windshield and all windows
- Automatic speed control
- Electronic clock
- Glide-out spare tire carrier
- Two-Tone Paint Procedure #4.

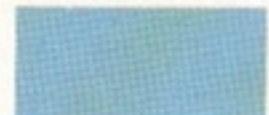
## Additional standard features:

- Armrests
- Bright finish front bumper
- Dashliner, insulated
- Door lock (left and right side)
- Floor mat, black rubber with padding
- Glove box and door
- Grille, bright finish
- Heater, fresh air with defrosters
- Horn, single electric
- Jack, axle-type
- Directional signals, Class "A"
- Courtesy light and switch
- Dome light
- Side marker lights and reflectors
- Backup and license plate lights
- Traffic hazard warning switch
- Seat belts
- Padded sun visors
- Full-width rear window
- Windshield washer, dual jet
- Windshield wipers, electric two-speed.

# Select your Dodge pickup: model, cab type, body,

MODEL	D100				D150				CONV. CAB
	CONV. CAB		CLUB CAB		CONV. CAB		CLUB CAB		
COMPONENTS	115" WB	131" WB	133" WB	149" WB	115" WB	131" WB	133" WB	149" WB	131" WB
SWEPTLINE MAX. PAYLOAD* (LBS.)									
UTILINE▲ MAX. PAYLOAD* (LBS.)			—	—			—	—	
CHASSIS CAB MAX. BODY/PAYLOAD* (LBS.)	—	—	—	—			—	—	
STD. ENGINE OPT. ENGINE	225 SIX 318 V8, 360 V8				225 SIX 318 V8, 360 V8, 400 V8, 440 V8, 243 DIESEL				
STD. TRANS. OPT. TRANS.	MANUAL 3-SPEED MANUAL 4-SPEED (DIR. OR O.D.), AUTOMATIC				MANUAL 3-SPEED MANUAL 4-SPEED (DIR. OR O.D.), AUTOMATIC				

## 14 exterior colors, including seven metallic paints.



Light Blue



Mint Green  
Metallic



Bright Yellow



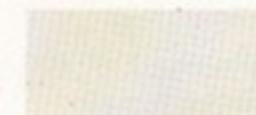
Light Tan



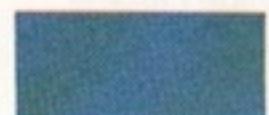
Sunrise Orange



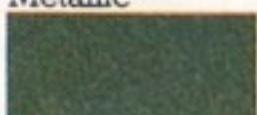
Canyon Red  
Sunfire Metallic



White



Medium Blue  
Metallic



Medium Green  
Sunfire Metallic



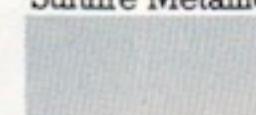
Citron Green  
Metallic



Bright Tan  
Metallic



Bright Canyon  
Red



Light Silver  
Metallic

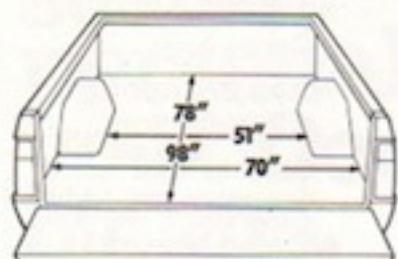


Formal Black

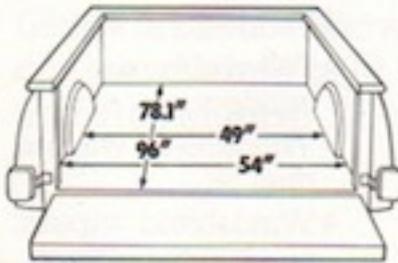
Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.

## Four pickup body sizes.

Sweptline and Utiline boxes either 6½- or eight-feet long.



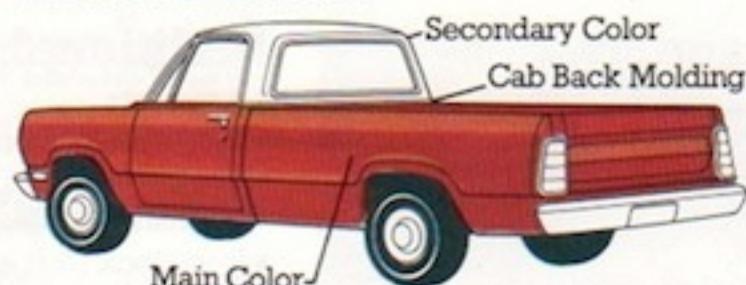
Sweptline body



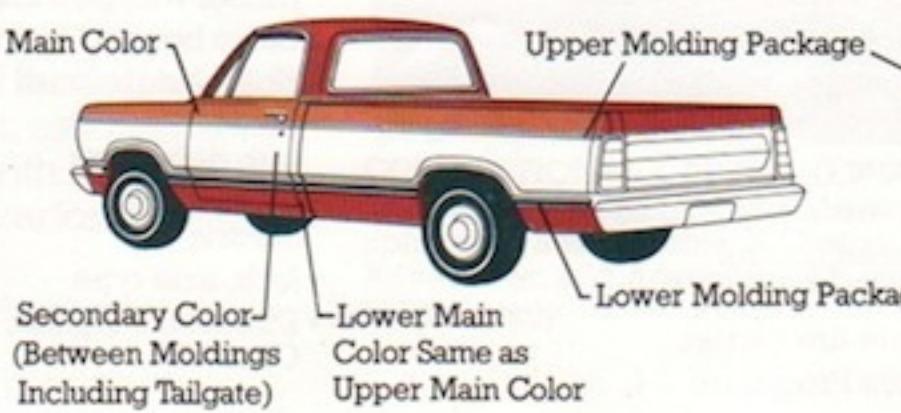
Utiline body

## Four exterior paint procedures. PAINT, TWO-TONE—includes moldings as shown.

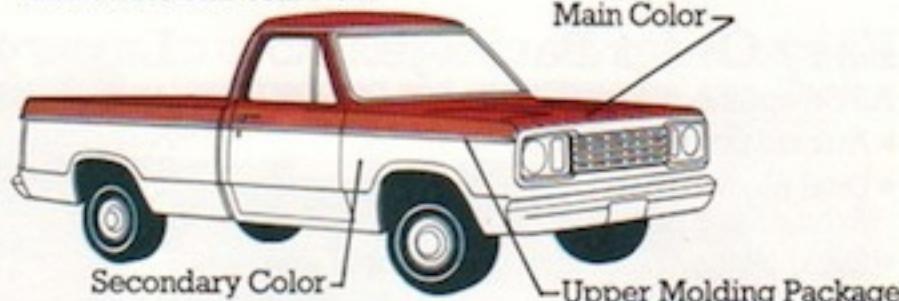
PAINT PROCEDURE No. 1



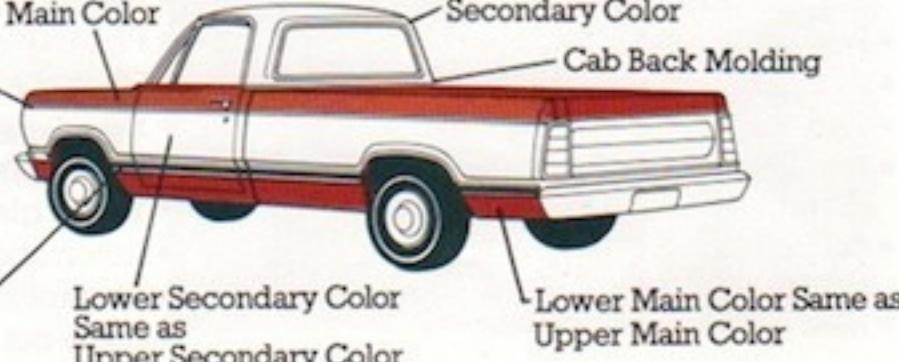
PAINT PROCEDURE No. 3



PAINT PROCEDURE No. 2



PAINT PROCEDURE No. 4



# power team.

D200			D300					
CLUB CAB	CREW CAB		CONV. CAB			CLUB CAB	CREW CAB	
149" WB	149" WB	165" WB	131" WB	135" WB	159" WB	149" WB	165" WB	
4745	3785	4380	5710	—	—	5555	5045	
—	—	—	—	5120	4670	—	—	
—	4100	4770	—	6070	5930	5950	5545	
225 SIX 318 V8, 360 V8, 400 V8, 440 V8, 243 DIESEL	225 SIX 318 V8, 360 V8, 400 V8, 440 V8							
MANUAL 3-SPEED MANUAL 4-SPEED (DIR.), AUTOMATIC	MANUAL 4-SPEED (DIR.) AUTOMATIC							

NOTE: Not all models, engines, or transmissions are available in the state of California or with high altitude certification. See your Dodge Dealer for restrictions.

MODEL (1)	D100	D150	D200	D300
STD./MAX. GVW—LBS.	5000/5500	6100	6200/9000	6600/10000
WHEELBASE—INCHES	115 131 133* 149*	115 131 133* 149*	131 149* 149† 165†	131 149* 165†
FRAME SECTION MODULUS	2.86 2.86 4.57 5.02	2.86 2.86 4.57 5.02	3.88° 5.02 5.02° 6.56	5.02 5.47 6.56
SPRINGS, FRONT—CAP. @ GRD. (2)	1340 1440 1440 1440 1440 1540 1540 1540	1440 1540 1540 1540	1465 1465 1645 1915 1565 1565 1715	1690 1690 1915
SPRINGS, REAR—CAP. @ GRD. (3)	1520 1520 1520 1520 1820 1820 1820 1820	1820 1820 1820 1820	2175 2175 2175 2820 2725 2725 2725 2750§	3650 3650 2900 3650
AXLE, FRONT—CAPACITY	3000		3300 3300 3300 4000 4000# 4000# 4000#	4000
AXLE, REAR—CAPACITY	3300		5500 5500 5500 6200 6200# 6200# 6200#	6900
RATIOS (4)	2.71*, 3.2*, 3.55*		3.54*, 4.10*	4.10, 4.56, 4.88*
BRAKES—SIZE, INCHES FRONT DISC REAR DRUM VACUUM BOOSTER	11.75 X 1.25 10 X 2.5 11 DIA. SINGLE		12.82 X 1.19 12.12 X 2°, 12 X 2.5, 12 X 3 9 DIA. DUAL	12.82 X 1.19 12 X 3 9 DIA. DUAL
TIRES—B/W STANDARD MAXIMUM AVAILABLE	G78 X 15B L78 X 15B		8.00—16.5D 9.50—16.5E	8.00—16.5C# 8.00—16.5E
WHEELS	5-STUD—15 X 5.5 15 X 6.0 ROAD 15 X 8.0 SPORT		8-STUD—16.5 X 6.0 16.5 X 6.75	8-STUD—16.5 X 6.0 16.5 X 6.75

## ITEMS SHOWN IN RED ARE OPTIONAL EQUIPMENT

(1) All D100 models include Evaporative and Exhaust Emission Control System. All D150, D200, and D300 models include Heavy-Duty Exhaust Emission Control System. Optional Emission Reduction Control System is required on all models registered in the state of California. Optional high altitude certification is required on all D100 models registered in areas over 4,000 feet in altitude.

(2) Optional front springs with higher capacities are available with optional engines on some models.

(3) Some optional rear springs have higher capacities than those shown—however, they are included with optional GVWs as required.

(4) All ratios shown are not available for all areas and vary according to engine and transmission combinations. See your Dealer for details.

\*Club Cab model. †Crew Cab model. §Includes 585-pound auxiliary.

○5.47 SM frame and 12x3 rear brakes included with 9000-pound GVW.

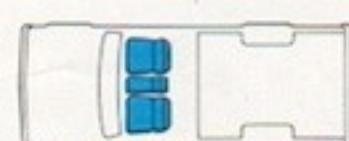
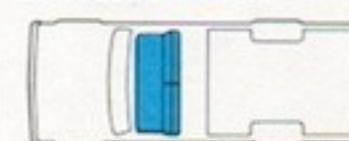
#Optional axles available only as part of Maximum GVW Package.

•This ratio also available with optional antispin differential.

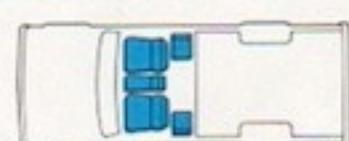
♦8.00—16.5D dual rear standard with 8.00—16.5C front tires.

## Three cabs, five seating arrangements.

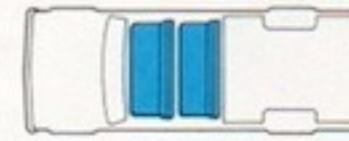
**Conventional Cab:** Bench seat or bucket seats.



**Club Cab:** Front bench seat plus rear jump seats.  
Or choose bucket seats in front.



**Crew Cab:** Bench seats, front and rear.



■Maximum payloads are based on 6-cylinder engine with minimum required load-carrying components—they should be reduced by weight of occupants and any other optional equipment.

▲Stake bodies available for 135"- and 159"-wb D300 models.



**Got a trailer  
to tow?  
Dodge pickups  
can take it.**

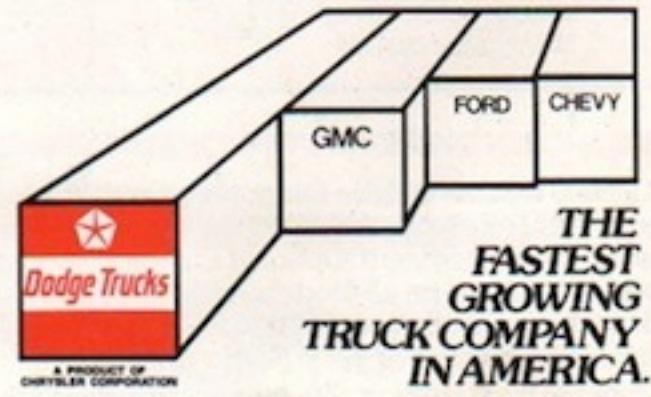
**New Trailer-Towing  
Packages for '78.**

They're available optionally for all 1978 Dodge pickups—Conventional Cab, Club Cab, Crew Cab models, two- or four-wheel drive. For lighter trailers, up to 2,000 pounds gross weight, you can get a light-duty package that includes a seven-inch

section step bumper and 1½-inch-diameter hitch ball. Or for bigger trailers, up to 10,000 pounds gross weight, select a new heavy-duty package with load-equalizing hitch.

For complete information on trailer-towing equipment, ask your Dealer for the 1978 Dodge Truck Trailer-Towing Catalog.

237% increase from 1966 to 1976



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 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.