

1971 DODGE

Challenger



The Challenger Success Story.

Last year, Challenger was introduced as the only new car in the sports compact field. It was quickly something of a smash. What caught on started with a look. You couldn't find a borrowed curve or line anywhere.

No matter how you ordered Challenger, it came on one of the widest stances in its class for greater handling stability. You also got thicker doors with side-impact protection and recessed handles—

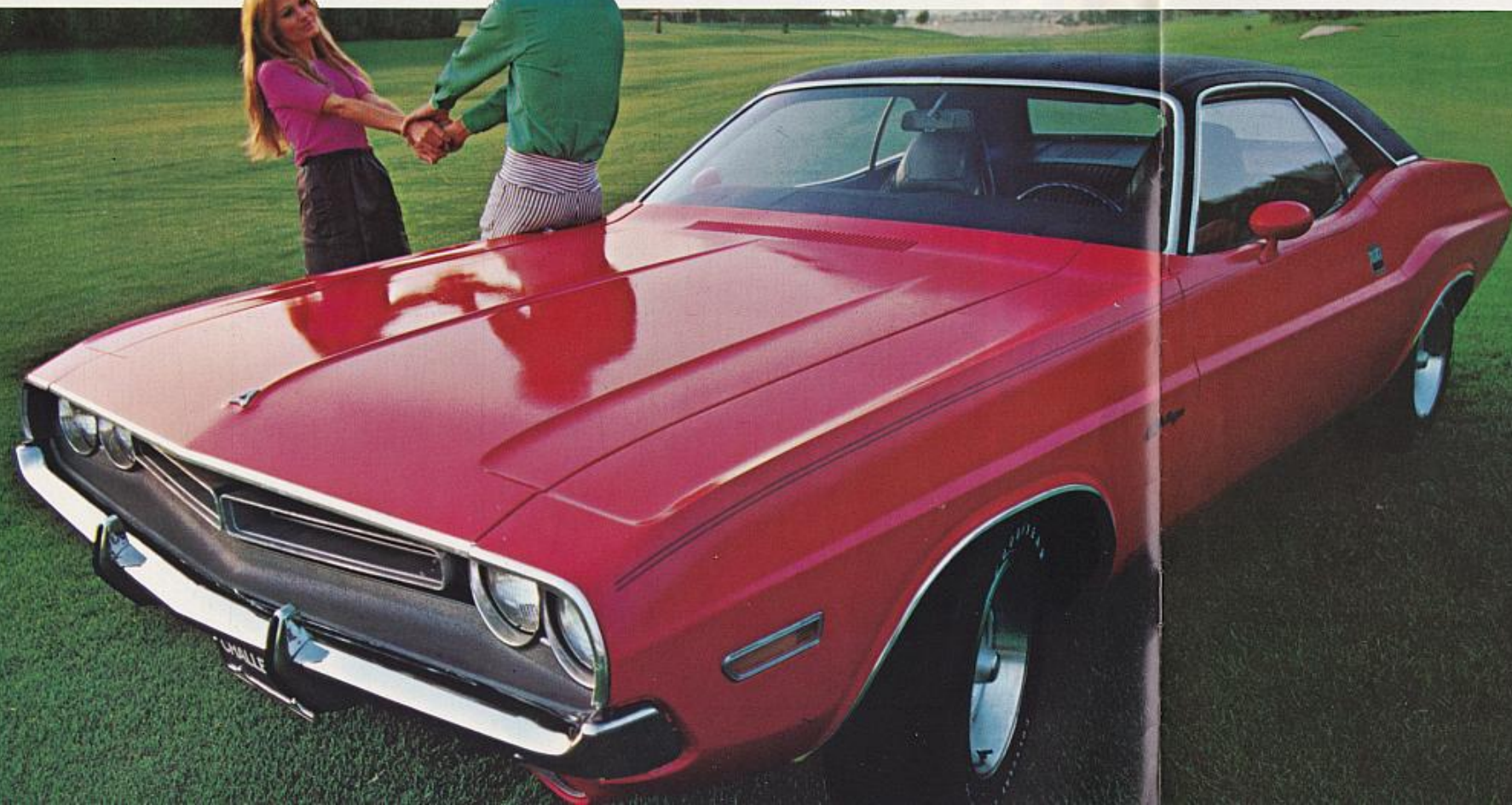
inside and out. The foam-padded, vinyl covered bucket seats came with built-in head restraints. The Standard Equipment List approached the lavish.

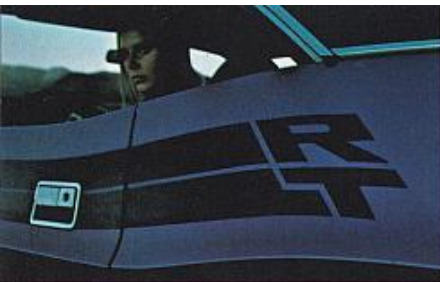
Now the Challenger success story is going for a second edition. 1971 Dodge Challenger. Choose from four exciting models.

New Challenger Coupe. Lowest priced Challenger you can buy. To go along with the economy move, a 198 Slant Six, a lively little engine that runs on regular.

In spite of all the money you save, Challenger Coupe has the looks we've been talking about. In fact, most of what you see in the Challenger, you've got in the Coupe. Only it's priced to help spread a good thing around.

Challenger Hardtop and Convertible. They still have bucket seats with integral head restraints. Colour-keyed carpeting is standard and so's the woodgrain applique on the interior door trim. See the full list of equipment on page 6.



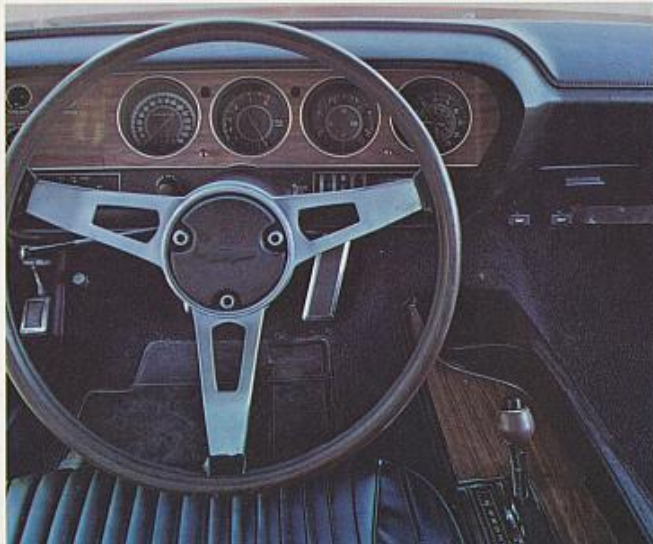


Challenger R/T.

The tough pony car that goes soft on expenses.

Standard power is the 383 four-bbl. Magnum V8. It's been designed to save gas expenses by having it run on regular. The rest of Challenger R/T runs like this: Rallye Suspension Package with heavy-duty torsion bars, heavy-duty rear springs, and front and rear sway bars. And you get the firm tracking of wide-tread tires. The transmission is three-speed synchro with floor-mounted shifter. The Rallye Instrument Cluster check-out is a 150-mph speedometer; trip odometer with push-button reset; tachometer; oil pressure gauge; ammeter; and clock. And the group is set in simulated woodgrain applique.

Options for 1971 include a shaker hood or a fiber-glass hood with a Fresh Air Pack. And you can order the new front and rear spoiler package.





CHALLENGER CONVERTIBLE



CHALLENGER R/T HARDTOP



CHALLENGER COUPE



CHALLENGER HARDTOP

STANDARD EQUIPMENT

Standard equipment common to all Challenger models. Unitized construction • Torsion-bar suspension • 7-stage rust protection • Muffler and tailpipe, aluminized • Foot-operated parking brake • Self-adjusting brakes • Fiberglass-belted tires • Heater and defrosters • Hub caps • Glove box lock.

Challenger Coupe, 198 cu. in. Six or 318 cu. in. V8 engine • 3-speed floor shift manual synchronized transmission • All-vinyl bucket seats with integral head restraints in choice of brite blue, dark green, gold, dark saddle, black or black/white • Ventless door glass • Fixed-position rear quarter windows • 3-spoke black steering wheel with horn button • Deep-pile carpeting, front and rear • Concealed windshield wipers, 2-speed, electric.

Challenger Hardtop and Convertible, 225 cu. in. Six or 318 cu. in. V8 engine • 3-speed floor shift manual synchronized transmission • All-vinyl bucket seats with integral head restraints in choice of brite blue, dark green, gold, dark saddle, black or black/white • 3-spoke simulated woodgrain steering wheel • Ventless door glass • Concealed windshield wipers, 2-speed, electric • Cigarette lighter • Deep-pile carpeting, front and rear.

Challenger R/T. Challenger R/T includes standard equipment listed for the Challenger 2 Door Hardtop and Convertible with these changes and additions: 383 cu. in. Magnum V8 engine (regular fuel) • Heavy-duty suspension with sway bar • Heavy-duty 1" shock absorbers • Heavy-duty brakes • Dual exhaust • Concealed windshield wipers, variable speed, electric • Tachometer, instrument panel mounted • Clock • 150 mph speedometer, woodgrain applique and trip odometer • F70 x 14 white side wall tires • Performance hood • Body side dual tape stripes with R/T name • R/T callout on hood front.

STANDARD SAFETY FEATURES

Seat belts, lap—2 front with retractors, 1 centre front on models with seating for 3 and lap belts for 3 rear seat passengers—Seat belts, shoulder—2 front seat (2 door hardtops) • Energy-absorbing steering column and wheel • Padded instrument panel • Padded sun visors • Padded front seat back • Soft knobs on window cranks • Breakaway ashtray on instrument panel • Prismatic day/night inside rear view mirror (except coupe model) with protective energy absorbing frame • Manual latch on front seat backs • Non-override door locks (except driver's door) • Three-way lock—ignition; steering column, and transmission • "Key-left-in ignition" warning buzzer • Safety-action inside door handles • Mirror, left, outside rear view • Dual braking system • Master cylinder and parking brake warning light • Turn signals (with lane change feature) • Back-up lights • Side-marker lamps • Hazard warning system (4-lamp emergency flasher • Windshield washers • Flush outside door handles • Rear bumper guards • Safety-rim wheels • Head restraints • You can also choose from many optional safety features.

SELECTED CHALLENGER OPTIONS

If you'd care to spend a little extra, here are the extras... Look what you can do to make your car really yours. Today's smaller Dodge cars offer options that range from a recording secretary that plays stereo sound to aerodynamic spoilers, front and rear. The options below are only a few of the many available. Your Dodge Dealer will be glad to assist you in your selection. Airtemp air conditioner • Stereo tape cassette player • AM push-button radio • Front centre console with Torqueflite automatic transmission • Six-way manually adjustable driver's seat • Power brakes and steering • Tinted glass • Collapsible spare tire • Rallye wheels • Wheel covers • Vinyl roof • Sun roof, includes vinyl roof • Bumper guards • Elastomeric front and rear bumpers, colour-co-ordinated with 4 body colours • Dual racing mirrors • Hood tie-down pins • 4-speed manual transmission (optional with 318, 340, 383 Magnum, SixPack or Hemi V8's) • 340 4-bbl. V8 (no extra cost, Challenger R/T) • 383 2-bbl. (except R/T) • 383 Magnum V8 (standard with R/T) uses regular fuel • 426 Hemi V8 (R/T only) • 440 SixPack V8 (R/T only) • Formal Roof Package (includes smaller rear window, Vinyl Roof, Formed Headliner, overhead Console with Door-ajar, Low Fuel and Fasten seat belt warning lights)

Suggested Challenger performance features:

Shaker-type performance hood or fiber-glass hood with Fresh-Air Pack (optional with 340, 383 Magnum, SixPack or Hemi V8's) • Front and rear spoilers • Locking flip-top gas cap • Rear window louvre • Rallye Instrument Cluster, includes 150-mph speedometer; trip odometer with push-button reset; tachometer; oil pressure, fuel, water temperature gauges; ammeter; and clock (standard R/T)

1971 CHALLENGER SPECIFICATIONS

Dimensions and Capacities

(These are 1971 Challenger 2 door hardtop dimensions. Other body styles may vary in some degree.)

Wheelbase.....	110"
Track, front/rear.....	59.7"/61.6"
Overall length.....	191.3"
Overall width.....	76.1"
Overall height.....	50.9"
Fuel tank capacity.....	14.2 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 Orflow shocks at each wheel. Challenger R/T 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.

Part-Accelerator Kickdown Feature

Torqueflite Automatic Transmission

A partial depression of the accelerator in the 10 to 40 mile per hour speed range automatically engages the

Colours

Challenger models are available in 13 standard Acrylustr colors, with five wild color choices at extra cost... Plum Crazy, Green Go, Tor-Red, Butter Scotch and Citron Yella. Colours shown are representative. Actual colours on metal may vary somewhat.

*extra cost

Engines

Displacement	198 cid	225 cid	318 cid	340 cid	383 cid	383 cid	440 cid	426 cid
No. of cylinders	Six	Six	V8	V8	V8	V8	V8	V8 Hemi
Bore and stroke	3.4 x 3.64	3.4 x 4.12	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	4.25 x 3.75
Carburetor	1 bbl.	1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	3.2 bbl.	2.4 bbl.
Compression ratio	8.4:1	8.4:1	8.6:1	10.3:1	8.5:1	8.5:1	10.3:1	10.2:1
Air cleaner	single snorkel	single snorkel	single snorkel	unsilenced	single snorkel	double snorkel	unsilenced	unsilenced
Exhaust system	single	single	single	dual	single	dual	dual	dual
Crankcase	3½ quarts—4 quarts when replacing oil filter on all engines except 440 and 426 when it is 5 and 6 quarts respectively closed crankcase ventilation with cleaner air system standard on all engines							
Coolant	10.8 qts.	10.8 qts.	13.3 qts.	12.5 qts.	12.1 qts.	12.1 qts.	12.9 qts.	13.3 qts.
Gross horsepower @ rpm	125 @ 4400	145 @ 4000	230 @ 4400	275 @ 5000	275 @ 4400	300 @ 4800	385 @ 4700	425 @ 5000
Installed net horsepower @ rpm	105 @ 4400	110 @ 4000	155 @ 4000	235 @ 5000	190 @ 4400	250 @ 4800	330 @ 4700	350 @ 5000
Fuel recommended	regular	regular	regular	premium	regular	regular	premium	premium

passing gear depending on acceleration requirements. This provides for safer city-traffic lane changing. (Not included in maximum performance 440 and 426 CID V8 engines).

Tires

Challenger Coupe.....	7.35x14 (5.0 J Wheels)
Challenger Hardtop & Convertible.....	7.35x14 (5.0 J Wheels)
Challenger R/T.....	F 70 x 14 (6.0 J Wheels)
Hemi models.....	F 60 x 15 (7.0 J Wheels)

Brakes

Challenger 6-cyl. front/rear.....	10 x 2½ V8 front/rear.....
Challenger R/T front.....	10 x 2½
rear.....	11 x 3
Dual brake master cylinder.....	11 x 2½

Electrical

Starter—solenoid shift
37-amp alternator with transistorized regulator
Battery—46-amp hour (198, 225 and 318 engines)
59-amp hour (340, 383 engines)
70-amp hour (440, 426 engines)

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. Acrylustr exterior paint finish assures new car look longer.

Transmissions

There are three transmissions offered on Challenger models.

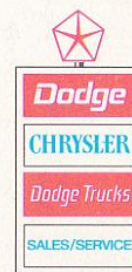
- Three-speed fully-synchronized manual (floor shift), standard with the 198 Six, 225 Six, 318 V8, 340 V8, and 383 4 barrel V8. N.A. with 440 V8 or Hemi V8. Clutch 6-cyl.—9¼" diam. 10½" on 318 V8—11" on 383 V8.
- Four-speed fully-synchronized manual (floor shift), optional with all V8 engines. N.A. with 198 and 225 Six's and 383-2 bbl.
- 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 1971 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.

Dodge


CHRYSLER
CANADA LTD.

DCH-71-E

