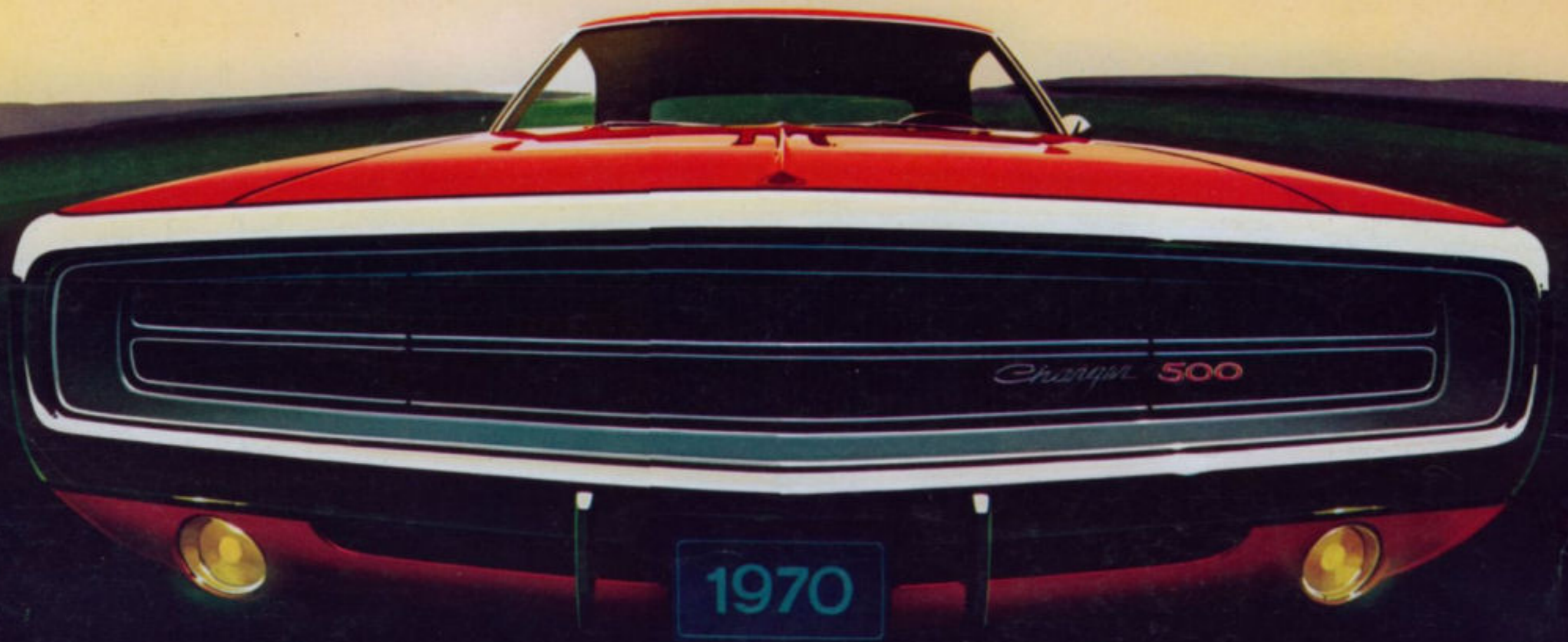


1970 DODGE

CHARGER



If you've ever finished first...you could be **DODGE MATERIAL.**

CHARGER

1970 DODGE

Sooner or later, you're going to get yours . . . Charger, that is. And why not? It's everybody's idea of what a family-sized sports car should be. Take a good look at that new massive front end and rakish continental-style bumper. You can tell it's a Charger a block away. So can everybody else. And here's good news for those of you who've longed for



Charger's brand of excitement *and* bench seats: Now you can have both! All-vinyl bench seats in Charger. A small but noteworthy concession to the man who has everything — including a family. A quick glance at the standard equipment list on page 10 reassures you that just about all the other goodies you expect to get with Charger are still there. Mother warned you there would be cars like the sensational new 1970 Dodge Charger. Little did she know!

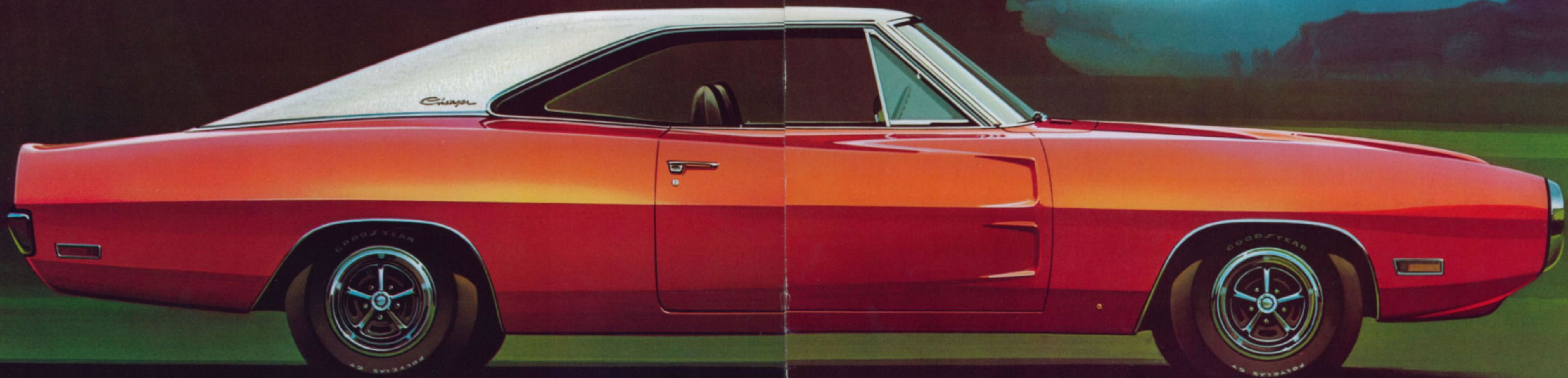


CHARGER

1970 DODGE

If you crave bucket seats in your new Dodge Charger, ask the man for Charger 500. What do you get besides buckets? Stand back, sports fans, while we lay it on you. The Charger 500 includes a quick 318-cubic-inch V8. Options run all the way up to a 383 four-barrel V8. Heavy-duty suspension, with HD rear springs, front sway bar, and fiber-glass-belted tires. And sporty equipment? You want sporty equipment? Charger 500 offers disappearing headlights, quick-fill gas cap (both standard), plus many other items that run from here to page 10. Charger 500. Compare it with competitive cars costing a lot more. The money you save will be your own.

500



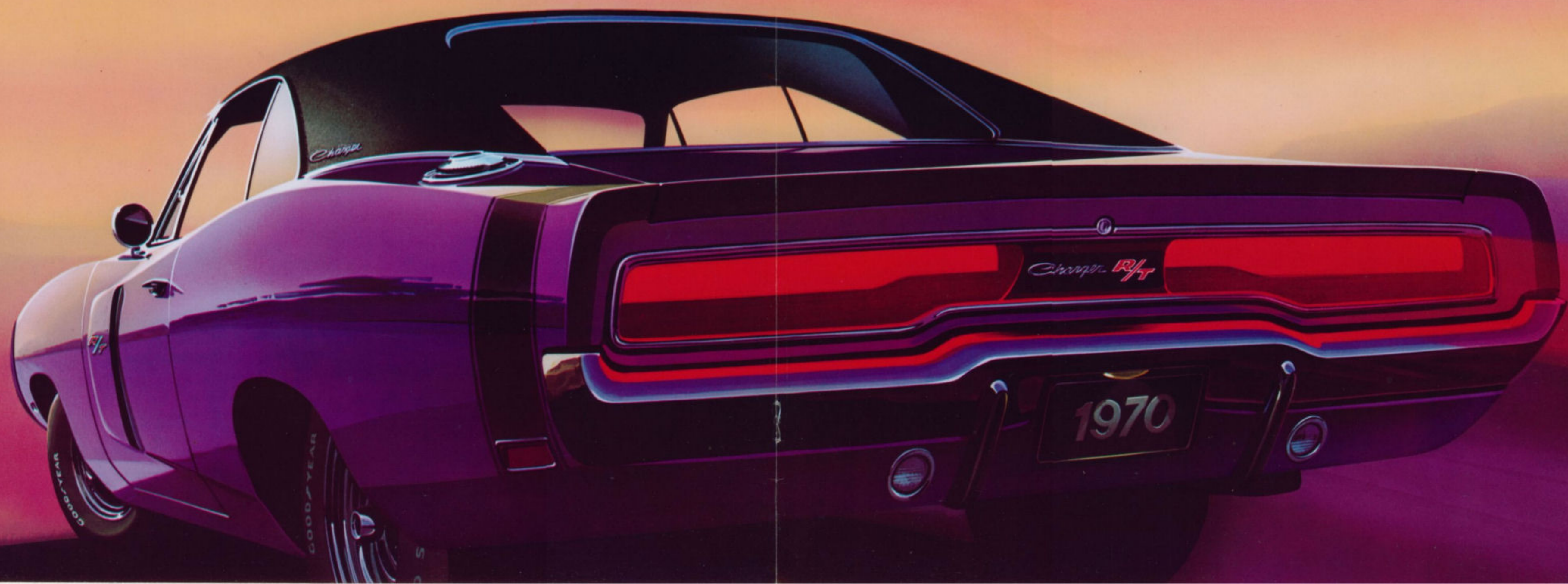
CHARGER R/T

1970 DODGE



The Clean Machine. The Supercar. The Magnificent Brute. These are but a few of the superlatives used by automotive experts to describe the Dodge Charger R/T. By any measure, it's a special kind of personal car. Up front—a 440-cubic-inch Magnum V8 with a four-barrel carburetor. A study in aggressiveness that is not recommended for timid souls. It rides rock steady on its special heavy-duty R/T Rallye Suspension. Superb for flat cornering and controlling meandering esses. Oversized heavy-duty drum brakes are standard, of course, as are F70x14 wide-tread whitewalls and a choice of bumblebee racing stripe or a longitudinal tape stripe. And to make those stripes stand

Charger R/T: Success Supercar of the Year.



STANDARD EQUIPMENT

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
 Fiber-glass-belted tires
 HD suspension, including torsion bars, HD rear springs, and front sway bar
 Rear bumper guards
 Concealed headlights
 Quick-fill gas cap, with hinged cover
 Foot-operated parking brake
CHARGER 500 includes the above standard equipment items, except for these changes and additions:
 All-vinyl front bucket seats (replace front bench seat)
 Electric clock
 Wheel-lip mouldings
 "500" nameplate on front and rear of car

CHARGER R/T includes the standard Charger and Charger 500 equipment except clock (optional) and these changes and additions:

440-cu.-in. Magnum V8, with 4-barrel carburetor and dual exhausts
 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 bar
 Bumblebee racing stripe or longitudinal tape stripe
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
 Simulated walnut sports-type steering wheel
 Pedal dress-up
 Light Group
 Deep-dish wheel covers
 Simulated walnut instrument panel (standard on R/T models)
 All-vinyl map and utility pockets, in right and left door panels

OPTIONAL EQUIPMENT

COMFORT AND CONVENIENCE

Airtemp air conditioner
 Automatic speed control
 Front center cushion with fold-down armrest (with bucket seats only)
 Head lamp time delay with lamp-on reminder
 Locking gas cap
 Luggage rack on rear deck lid
 Mirror, left, outside, remote-control
 Mirror, right, outside
 Power brakes
 Power steering
 Power windows
 Rear seat speaker
 Radio, Astrophonic AM deluxe
 Radio, solid-state AM-FM
 Radio, Music Master AM
 Radio, AM with 8-track stereo-tape player and three instrument-panel-mounted speakers
 Rear shoulder belts, left and right (rear lap-type belts are standard)
 Rear window defogger
 6-way manually adjustable driver's seat (with bucket seats only)
 3-speed electric windshield wipers (standard on R/T models)
 Tinted windshield
 XHD Rallye Suspension and windows
 Undercoating and hood insulation

APPEARANCE

Bright tip exhausts
 Color-keyed floor mats
 Door-edge protectors
 Electrically operated, sliding steel sun roof (requires optional vinyl roof covering, also)
 Front center console (with bucket seats only)
 Front bumper guards
 Hood performance paint treatment (available on R/T models only)
 Hood tie-down pins (R/T models only)
 Steering wheel with "Rim Blow" horn
 Steering wheel, simulated walnut sports-type
 Sill mouldings
 Chromed steel Rallye wheels (14" or 15")
 Chromed steel road wheels (14" only)
 Wheel covers: deep-dish, wire-wheel style, and deluxe (all 14")
 Vinyl roof (available in Black, White, Green, or Gator Grain)
 Wheel-lip moulding (N.A. Charger)
 White sidewall tires
 Black sidewall tires with raised white letters

PERFORMANCE

(225 Six and 318 V8 are standard

engines on most Charger models. 440 Magnum V8s standard on Charger R/T.)

383 2-bbl. V8
 383 4-bbl. V8
 440 SixPack V8 (R/T models only)
 426 Hemi two-4-bt. V8 (R/T models only)
 TorqueFlite 3-speed automatic transmission (standard R/T models)
 4-speed manual transmission with Hurst shifter (available 383 4-bbl., 440 Magnum, 40 SixPack, 426 Hemi only)
 3-on-the-floor manual transmission (available 383 4bbl. only)
 Sure Grip differential
 Tachometer and electric clock
 Front disc brakes require power brake option)
 Heavy-duty drum-type brakes (standard on R/T models)
 Firm Ride shock absorbers (standard on R/T models)
 Trailer-Towing Package (see your Dealer for details)
 Performance Axle Packages
 XHD Rallye Suspension (standard on R/T models)

RADIO GROUP

Radio, Music Master AM
 Deep-dish wheel covers (standard on SE models)
 Mirror, left, outside, remote-control
 Power brakes
 Power steering
 3-speed wipers (standard, R/T)

LIGHT GROUP*

Head-lamp-on reminder buzzer
 Lights: Ashtray
 Glove box
 Hood-mounted turn signals
 Ignition with time delay
 Map
 Trunk

SEAT BELT GROUP*

Buckle stowage brackets
 High-styled push-button buckles, color-keyed
 Instrument panel "Fasten Seat Belt" light with time delay
 Loop guides on belt ends
 *These items available in groups only.

DODGE AUTOMATIC SPEED CONTROL

Add extra pleasure to your highway travel with our automatic speed control. It's so simple to operate

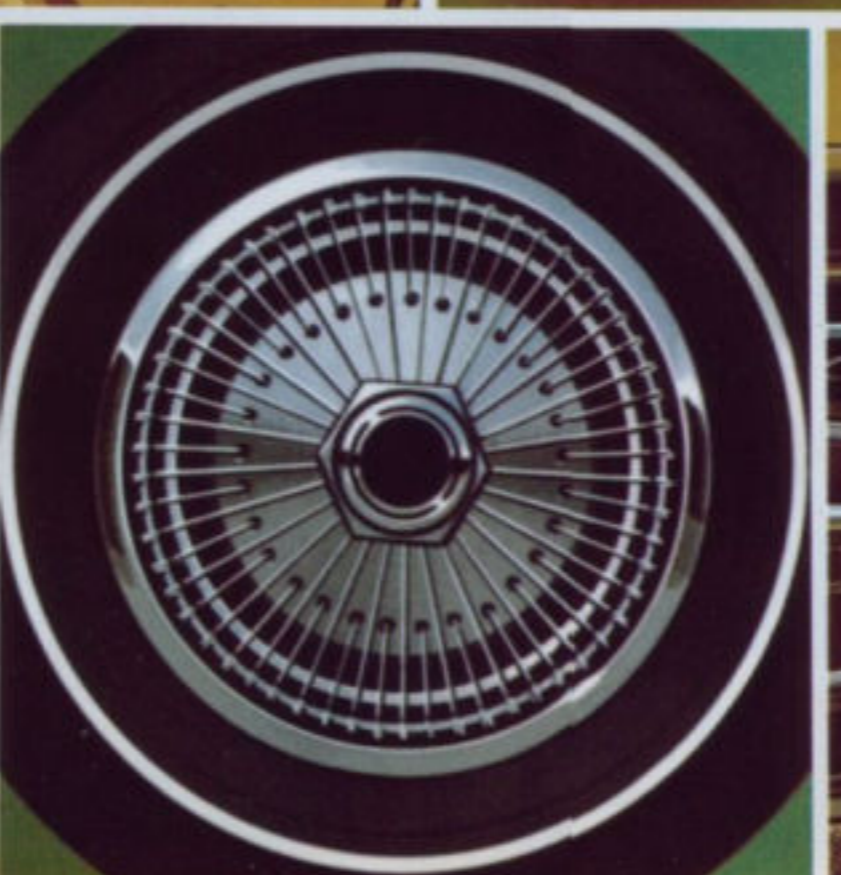
and takes so much muscle strain out of long-trip driving. Set the control to desired speed. The speed is held there, precisely, uphill and down, until you tap the brake pedal. To resume speed, just twist the knurled knob on the end of the turn signal wand, and you're back on "automatic." Available on most Charger models at extra cost. Some options, such as Airtemp air conditioners, automatic speed control, console, disc brakes, performance axle equipment, tires and wheels of specific designs, Trailer-Towing Package, and floor-mounted manual transmissions, are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

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 rearview
 Front seat belts
 Combination side marker lights and reflectors
 Soft knobs on window cranks
 Energy-absorbing steering column and wheels
 Backup lights
 Padded sun visors
 Windshield wipers, electric; parallel-action blades with glare-reducing finish
 Hazard Warning System (4-lamp emergency flasher)
 Safety-Rim wheels
 Prismatic, day/night, inside rearview mirror with double-ball-joint mount
 Rear seat belts (including belt for center passenger)
 Front shoulder belts, left and right (rear shoulder belts, optional)
 Manual latches on front seatbacks (except standard Charger)
 Nonoverride door lock, passenger side
 Steering column with three-way lock: ignition, steering, and transmission
 Head restraints, front seat only
 "Key-left-in-ignition" warning buzzer

WHEELS
 1970 DODGE
WHEELS
WHEELS
WHEELS



EXTERIOR COLORS

*Optional at extra cost.

Plum Crazy (FCT)*	Light Green Metallic (FF)
Sublime (FJ)*	Dark Green Metallic (EFB)
Go-Mango (EK)*	Dark Burnt Orange Metallic (FKS)
Hemi Orange (EV)*	Beige (BL)
Banana (FY)*	Dark Tan Metallic (FTB)
Light Blue Metallic (EBB)	White (EW)
Bright Blue Metallic (EBB)	Black (TKR)
Dark Blue Metallic (EB)	Cream (DY)
Bright Red (FE)	Light Gold Metallic (FY)