



1978
Dodge
Diplomat

No Longer Is Luxury Measured in Inches, Feet, or Pounds.



Dodge is pleased to introduce the 1978 Diplomat... more specifically, the Medallion two-door. With its companion car, the Medallion four-door, it represents the most luxurious choice you can make in this distinguished new series of manageable-sized cars. You will notice that Diplomat's look is dramatic—but not theatrical. There is a contemporary elegance in its shape—far removed from the luxury car of the past that relied so heavily on sheer size to establish its identity.

Diplomat, in any of its very seductive versions, is neither big, nor cumbersome, nor overdecorated. This holds true inside as well as outside. For evidence, we exhibit the superb 60/40 front reclining passenger seat and center armrest finished in genuine leather and vinyl (a Medallion or wagon option). The Medallion's standard counterpart is a rich-feeling cloth-and-velour combination, and you'll find it on both two-door and four-door models. There are seldom-seen touches everywhere on the two-door: assist handles on door pillars, sun visors that fit flush to the header panel when not in use, reading lamps located between the two visors, as well as an unusual number of courtesy lamps and lights.

In total, Diplomat provides an aura of personal enrichment and comfort so tempting you'll want to arrange your own test-drive session.



Some items pictured on vehicles on this and other pages of this catalog are extra-cost options.



Diplomat Medallion: the two-door.



Diplomat Medallion: the four-door.

Sure Proof That Elegant Design Can Also Be Efficient Design.

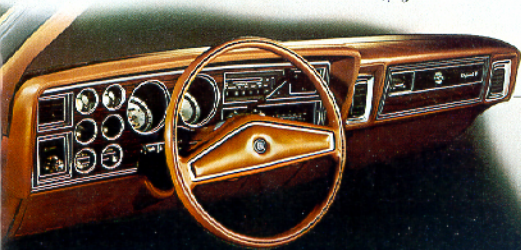


The sense of rightness you will experience in the two-door is just as apparent in the Medallion four-door. First point of reference: the standard 60/40 all-cloth split-bench front seat with fold-down center armrest, separate full track adjustment, and recliner to suit the comfort requirements of the passenger. That's efficiency. But that same seat comes in six rich colors, each color-keyed to a smart door panel design and cut-pile carpeting to meet almost every preference. That's elegance. The same can be said of the standard padded vinyl roof, available in eight striking colors coordinated to exterior and interior treatments.

Tasteful efficiency comes to you also in Diplomat's modular instrument panel. Finished with rich-looking woodtone applique, the panel is easy to read with all gauges deeply inset to minimize reflection and glare. It's easy to use, too. Operational controls are placed at the left, comfort controls at the right, for easy, comfortable use. Other thoughtful touches are standard in the Medallion four-door. A carpeted trunk protects luggage or travel wardrobes. A Spare Saving spare tire with cover is provided to increase an already generous trunk capacity. There are protective bumper strips, two in front and one in rear; with rear bumper guards, and fiber-glass-belted radial-ply tires with smart full-wheel covers. Efficient design, of course. But never offered at the expense of good taste.

Consider, also, Diplomat's new fuel efficient lockup in the torque converter for the optional TorqueFlite automatic transmission with some engines.* Because it eliminates slippage in the torque converter, this new feature promotes more efficient use of fuel.

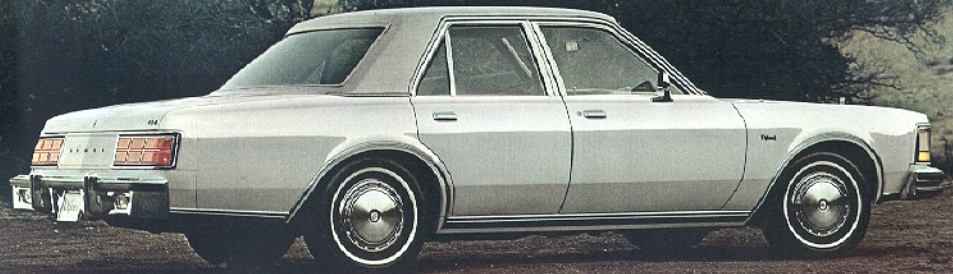
*See Power Team chart, page E3.



Above: Medallion four-door rear seat all-cloth combination of crushed and ribbed velour with fold-down center armrest. Front seat is 60/40 design with armrest, individual seat adjustment, and passenger reclining seatback. Also standard on Medallion two-door.



The Diplomat: the two-door



The Diplomat: the four-door

Two Basic Ways To Reshape Your Thinking about Fine Cars.

The word "basic" seems particularly inappropriate in describing the Diplomats shown on this page. Yet this is where Dodge started to bring its manageable-sized, mid-priced car into reality. Both these cars express the new definition for luxury. Examine them for what they offer in traditional luxury equipment, and you'll get a clearer idea of Diplomat's highly attractive value.

Diplomat provides quiet, comfortable mobility.

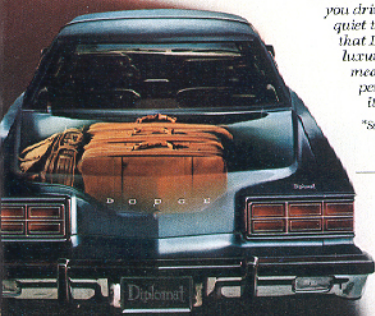
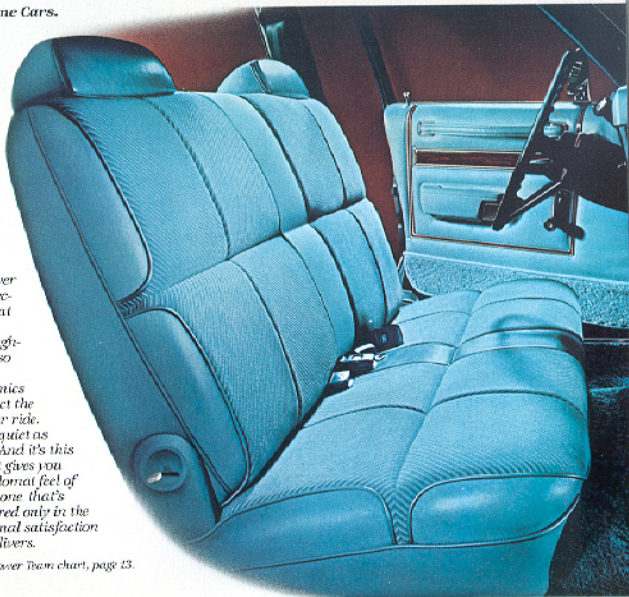
Noise is held to a relaxing minimum. A well-proven 225 Super Six® combines with a four-speed manual overdrive transmission to provide smooth performance, and it is standard. So, too, are power steering and power front disc brakes. There is also an effective system of sound isolation to keep road disturbances at a minimum.

This entails not only sound deadening materials throughout the Diplomat's one-piece Unibody structure, but also such vital areas as engine mounts, suspension parts, exhaust system design, propeller shaft dynamics

—subtle things that might affect the quietness of your ride.

The result is quiet as you drive. And it's this quiet that gives you that Diplomat feel of luxury, one that's measured only in the personal satisfaction it delivers.

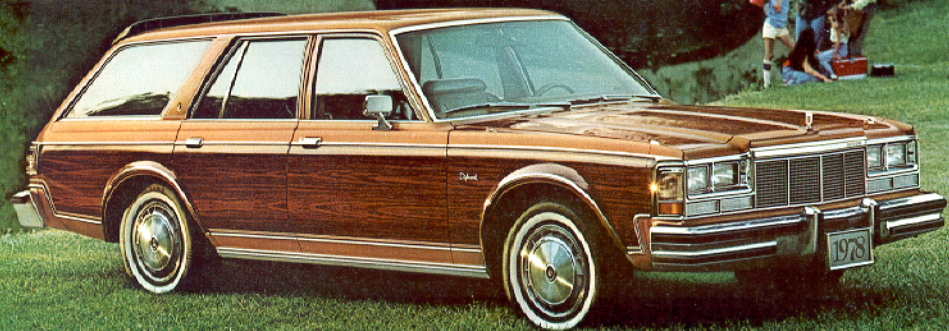
*See Power Team chart, page 13.



Upper left: Optional all-vinyl split-back bench seat with center armrest for Diplomat two-door and four-door. It's standard on the wagon in solid colors.

Above: Standard Diplomat Cortez cloth-and-vinyl bench seat for two-door and four-door.

Be sure to consult your Dodge Dealer about Diplomat's wide choice of equipment and options.



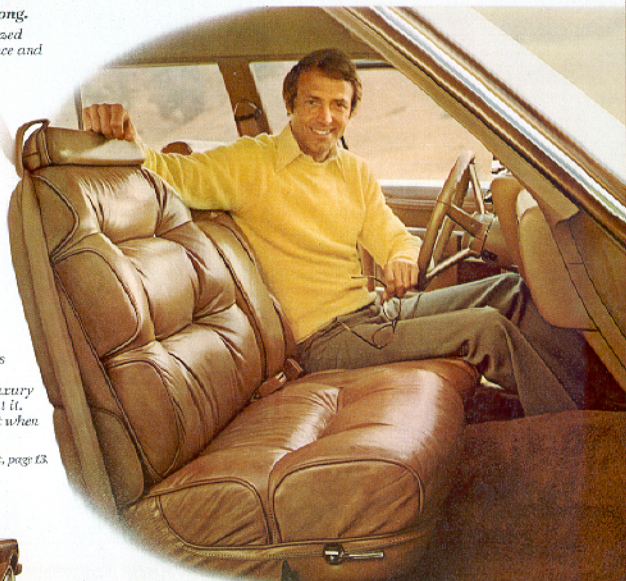
The Diplomat: the wagon.

Call It a Luxury Sedan and You Wouldn't Be Far Wrong.

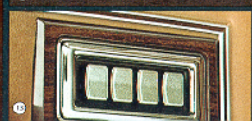
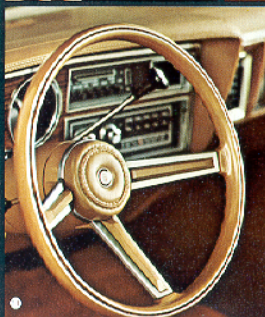
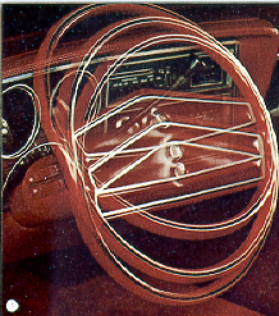
The new Diplomat wagon is an impressively styled and sized automobile. It offers the same kind of four-door convenience and unusually comfortable six-passenger seating you would expect of the two- and four-door models. The entire interior reflects an attention to decor and detail which might lead one to believe its load-carrying capacity plays second fiddle to its luxury. Not so. The elegant carpeted floor is fitted with stainless steel strips in the cargo area to make loading easier—on you and the carpet. The liftgate, as shown below, is counterbalanced by pressurized cylinders and is available with power release (TorqueFlite automatic transmission required). A hinged cargo floor cover conceals the spare tire and jack. Useful lockable storage bins provide further means of safekeeping valuable items . . . like cameras. The Diplomat wagon shown with its luxurious wood-grained exterior panels makes a wonderful servant in other ways, too. Power steering is standard. So are power brakes. A new four-speed manual overdrive standard transmission* is a practical feature. Robust transverse torsion-bar front suspension and heavy-duty rear springs combine with big FR73x15 fiber-glass-belted radials to handle the heavier chores. The new Diplomat wagon.

A luxury sedan when you want it.
A cargo specialist when you need it.

*See Power Team chart, page 13.



Above: Luxurious optional 60/40 leather seating with fold-down center armrest. A rich Verdi cloth 60/40 design in Ton only is also available.



Diplomat May Be Mid-Sized. But Not Its Choice of Personal Options.

1. Leather-wrapped tilt steering wheel is adjustable to seven positions. Great on trips. (TorqueLite required.)
2. Power door locks permit easy locking and unlocking of doors.
3. This is the power-operated tinted glass sun roof. An all-metal design is available. (N/A wagon.)
4. Intermittent windshield wiper feature permits timed automatic wiper use in drizzle or light rain.
5. Forged aluminum road wheels.
6. Illuminated vanity mirror on passenger's sun visor... sure to be appreciated by the ladies.
7. Automatic speed control maintains the speed you select. (TorqueLite transmission required.)
8. Six-way power left-side seat adjusts driving position to suit just about everybody.
9. Electronic Search Tune AM/FM stereo radio eliminates the need for manual fine tuning.
10. Air-conditioning control panel permits easy adjustments of temperature and air flow.
11. Luxury steering wheel features rich woodline inlay trim.
12. Heavy-Duty Trailer-Assist Package is an available option.
13. Power window switch buttons are ready at hand.
14. Electronic clock with vacuum fluorescent digital display.

OPTIONAL EQUIPMENT

Air conditioning, tinted glass recommended. Air deflector (wagons) • Sure Grip differential axle • 500-amp Long Life battery • Color-keyed passenger restraint system belts (standard Medallion) • Front bumper guards • Fluorescent display digital clock • Rear window defroster, electrically heated • Emission Control System and Testing, required on all vehicles registered in California • Emission Control System in high altitude locations • Locking gas cap • Tinted glass, all windows • Cornering lights • Color-keyed floor mats •

Illuminated vanity visor mirror • Remote-control mirror, left (standard on Medallion) • Remote-control mirror, right (Medallion only) • Remote-control mirrors, left and right (N/A on Medallion) • Door-edge projectors • Pedal dress-up (standard on Medallion) • Luggage rack (wagons) • Power bench seat (driver's side) • Power 60/40 split-bench seat (driver's side only—Medallion) • Power deck lift release • Power lifegate release (TorqueLite required, wagons) • Power door locks • Power windows, doors • Radios, AM, AM/FM, AM/FM stereo (includes four speakers; two front, two rear) • AM/FM stereo with eight-track tape (includes four speakers; two front, two rear) • AM/FM stereo with Electronic Search Tune (includes four speakers; two front, two rear) • AM radio with CB transceiver and power tri-band antenna • AM/FM stereo with CB transceiver and power tri-band antenna (includes four speakers; two front, two rear) • Single rear speaker for AM or AM/FM • Power antenna (standard with CB transceivers) • Automatic speed control (TorqueLite required) • Leather-covered two-spoke (tilt steering wheel required) or three-spoke steering wheels • Tilt steering wheel (TorqueLite required) • Luxury three-spoke steering wheel • Power-operated steel sun roof, or glass in five color tints (N/A wagons) • T-bar roof (two-door only) • Heavy-duty suspension (standard wagons) • Undercoating • Premium wheel covers (standard on Medallion) • Wire wheel covers • Forged aluminum road wheels.

BASIC GROUP:

Contains those options most popular with comfort-minded owners. Air conditioning • TorqueLite automatic transmission • Tinted glass, all windows • Landau vinyl roof (two-door only) • AM radio • Whitewall tires • Remote-control mirror, left (standard on Medallion) • Light Package • Deluxe Intermittent Wiper/Washer Package • Undercoating.

LIGHT PACKAGE: Proves a little light can make your driving much more convenient. Fender-mounted turn signal indicators • Trunk or cargo light • Glove box light • Ash receiver light • Map/courtesy light (standard on Medallion) • Ignition switch light with time delay • Headlight and wiper switch light with time delay • Low fuel, high temperature, and low electrical system voltage warning lights • Door ajar warning light • Hoodlights on warning buzzer • Courtesy light under instrument panel, left side (standard on Medallion).

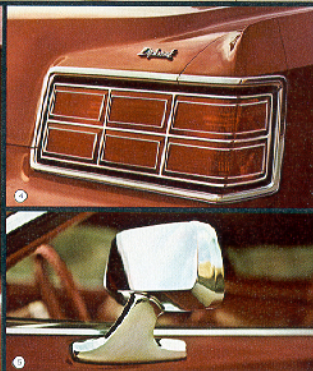
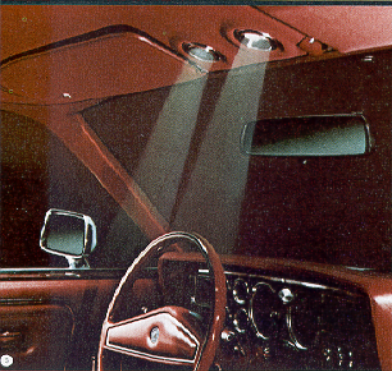
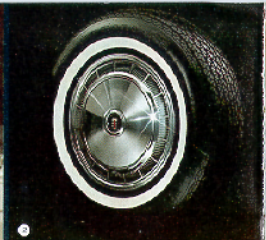
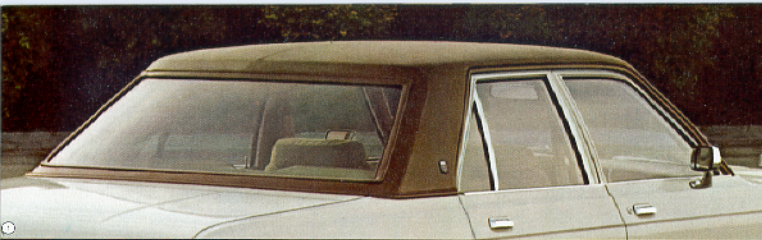
HEAVY-DUTY TRAILER-ASSIST PACKAGE: Ideal choice for the trailering devotee. High-capacity cooling system • Heavy-duty suspension (standard on wagons) including HD rear springs and HD shock absorbers • Variable-load turn signal flasher • Auxiliary transmission oil cooler • Power steering oil cooler • Performance axle ratio, 3.2 • HD 65-amp alternator • 500-amp Long Life battery • Seven-wire harness with jumper.

(Note: Heavy-duty engine, TorqueLite automatic transmission, and 1700cc V6W steel-belted radial tires are required options, though not included in this package.)

A REVIEW OF MOST POPULAR DIPLOMAT FEATURES

	Diplomat	Diplomat Medallion	Diplomat Wagon
325 Super Six with 2-barrel carburetor	S(1)	S(1)	S(1)
Four-speed manual overdrive transmission	S(1)	S(1)	S(1)
Power front disc/rear drum brake system	S	S	S
Power steering	S	S	S
Power lifegate release	N/A	N/A	E/C(2)
Transverse torsion-bar suspension system (front)	S	S	S
Tilt steering wheel	E/C(2)	E/C(2)	E/C(2)
FR70x15 fiber-glass-belted, radial-ply BSW tires	S	S	S
FR70x15 fiber-glass-belted, radial-ply WSW tires	E/C	E/C	E/C
FR70x15 steel-belted, radial-ply WSW tires	E/C	E/C	E/C
Spare Saving spare tire	S	S	N/A
Deluxe wheel covers	S	N/A	S
Premium wheel covers	E/C	S	E/C
Wire wheel covers	E/C	E/C	E/C
Forged aluminum road wheels	E/C	E/C	E/C
Luxury 60/40 front seat with fold-down center armrest	N/A	S	E/C
AM, AM/FM, or AM/FM stereo radio	E/C	E/C	E/C
AM/FM stereo radio with Electronic Search Tune	E/C	E/C	E/C
AM or AM/FM stereo—40-channel CB transceiver with power tri-band antenna	E/C	E/C	E/C
Full padded vinyl roof cover	S(3)	S(3)	N/A
Landau-style vinyl roof cover	E/C(4)	E/C(4)	N/A

(1) N/A—California or high altitude areas. (2) 3-barrel carburetor engine (standard in California and high altitude areas with required TorqueLite transmission). (3) TorqueLite automatic transmission required. (4) Standard on four-door only. (5) Available at extra cost on two-door only. S—Standard, E/C—Extra Cost, N/A—Not available.



The Truest Test of a Luxury Car? Its Standard Equipment.

1. Fully padded vinyl roof is standard on all Diplomat four-door sedans.
2. Premium wheel covers enhance Medallion's simple, elegant look.
3. Typical luxury touch is the reading lamps you'll find in Diplomat and Medallion two-door models.
4. Rear tail lamps blend discreetly with the rear deck design.
5. Medallion's remote-control left outside mirror is one of many quality features available as standard equipment.
6. Solid-state Spark Control Computer is a vital component in Diplomat's Electronic Lean Burn System. Comes with most optional V8 engines.

STANDARD EQUIPMENT—DIPLOMAT: two-door and four-door, and four-door wagon.

POWER: 225 two-barrel Super Six engine with four-speed manual transmission with overdrive, power steering, power front disc/rear drum brake system.

EXTERIOR: Stand-up hood ornament • Attractive chrome-plated grille • Bright-framed dual rectangular head lamps • Integrated front and rear bumper styling • Dual protective bumper rub strips for front bumper, rear bumper guards and rub strip • Bright roof drip moldings (two-doors) • Full padded vinyl roof cover (four-doors; N/A wagons) • Teakwood body side and liftgate applique with body side gold accent stripe (wagons) • Bright quarter-window moldings (two-doors) • Bright upper door frame moldings (four-doors and wagons only) • Wide body sill moldings • Sill molding extensions on lower front fender and rear quarter panel (N/A on wagons) • Bright belt moldings • Lower deck panel stripe (four-doors) • Wraparound tail lamps • Backup lamps recessed in bumper • Full deluxe wheel covers • Spare Saving spare tire (N/A wagons)

• FR78x15 fiber-glass-belted, radial-ply blackwall tires • Transverse torsion-bar front suspension; multileaf isoclamp rear suspension • Dual horns • Underhood silencer pad.

INTERIOR: Cloth-and-vinyl bench seat (two- and four-doors) • All-vinyl split-back bench seat with fold-down center armrest (wagons only) • Door-pull straps • One-piece cloth-covered headliner • Sun visors stored in sculptured cavities in headlining (two-doors) • Rich woodtone trim on instrument cluster and glove box door • Glove box door lock • Windshield header-mounted reading lamps (two-doors) • Color-keyed carpeting on floor and lower door trim panels • Carpeting and steel skid strips on cargo floor (wagons), covered lockable storage bins (wagons).

STANDARD EQUIPMENT—DIPLOMAT MEDALLION: two-door and four-door.

All equipment listed on Diplomat models plus the following.

EXTERIOR: Premium wheel covers • Distinctive dual chrome quarter-window stripes (two-doors) • Body side accent tape stripes coordinated with body color or optional vinyl roof (two-doors) • Body side accent tape stripes coordinated with vinyl roof color (four-doors) • Accent tape stripes on lower deck panel coordinated with body side stripes color (four-doors) • Left-hand remote-control outside mirror.

INTERIOR: Luxurious 60/40 front split-bench seats with reclining passenger side feature • Cloth interior trim, fold-down center armrest • Fold-down rear armrest (four-doors) • Courtesy lights under instrument panel and door • Upper assist handles (four-doors) • Central pillar assist handles (two-doors) • Rear pillar vanity lamps and mirrors (four-doors) • Map reading lamp • Bright pedal trim • Trunk Dress-up Package •

Color-keyed carpeting on floor and lower door trim panels.

POWER TEAM AVAILABILITIES

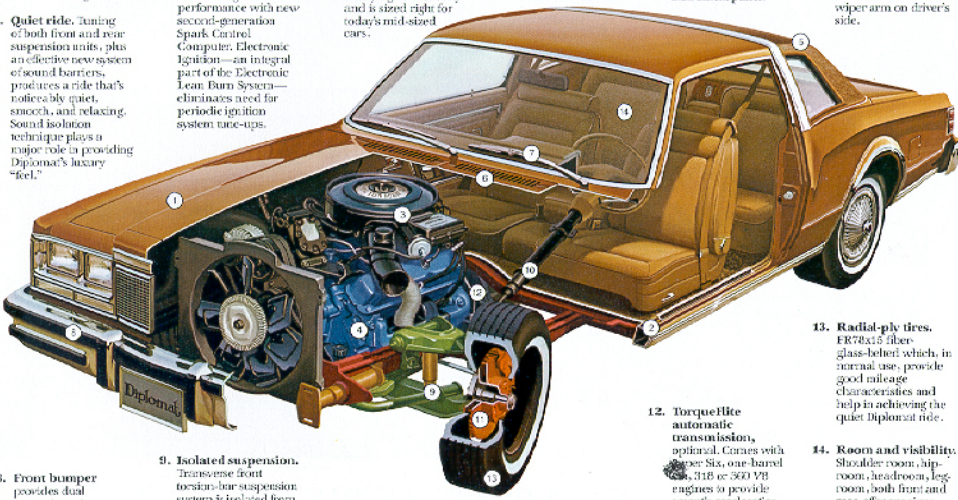
Engine	Four-Speed Transmission (Overdrive)	TorqueFlite Automatic Transmission
All except California and high altitude areas.		
225-2 6-cyl.	Standard	Optional
318-2 8-cyl.	Standard	Optional**
360-2 8-cyl.	N/A	Optional**
360-2 8-cyl. HD	N/A	Optional
High altitude areas.*		
225-1 6-cyl.	N/A	Optional
318-2 8-cyl.	N/A	Optional
360-4 8-cyl.	N/A	Optional
California.**		
225-1 6-cyl.	N/A	Optional
318-4 8-cyl.	N/A	Optional**
360-4 8-cyl.	N/A	Optional**
360-4 8-cyl. HD	N/A	Optional

* Emission Control System required.
 ** Emission Control and Testing required.
 *** Lockup feature standard.

POWER TEAM FEATURES INCLUDE:

Electronic voltage regulator • Carburetor outside air induction system • Nominal service intervals: oil change, six months or 7500 miles; oil filter, 7500 miles for first replacement, 32 months or 15,000 miles thereafter; spark plugs, every 30,000 miles • Coolant recovery system • Engines designed to operate on unleaded fuel only.

Engineering—It's the Heart of Diplomat's Fine Car Manner.

- 1. Unibody construction.** All bodies feature more than 3000 welds to fuse body panels and structural members into one strong unit.
 - 2. Quiet ride.** Tuning of both front and rear suspension units, plus an effective new system of sound barriers, produces a ride that's noticeably quiet, smooth, and relaxing. Sound isolation technique plays a major role in providing Diplomat's luxury "feel."
 - 3. Electronic Lean Burn System.** Included with most optional V8 engines. Offers responsive acceleration and smooth engine performance with new second-generation Spark Control Computer. Electronic Ignition—an integral part of the Electronic Lean Burn System—eliminates need for periodic ignition system tune-ups.
 - 4. Engine, optional.** 318 two-barrel V8 and four-barrel version in California with Electronic Lean Burn System (ELB) provides satisfying "driveability" and is sized right for today's mid-sized cars.
 - 5. Vinyl roof.** Optional Landau styling on two-doors. Fully padded roof standard on all four-doors, except wagons.
 - 6. Upper level ventilation** permits efficient distribution of air from three strategically placed outlets in the instrument panel.
 - 7. Effective windshield wipers** offer two operating speeds. Excellent visibility in inclement weather is due to 16-inch blades and an articulated wiper arm on driver's side.
 - 8. Front bumper** provides dual protective strips; rear bumper offers a single protective strip and bumper guards. Result: high impact resistance.
 - 9. Isolated suspension.** Transverse front torsion-bar suspension system is isolated from the body structure by four rubber isolators. Result is a quiet, well-controlled ride one might expect in larger, costlier cars.
 - 10. Power steering.** Ideally mated to Diplomat's manageable size for ease of parking and traffic maneuverability.
 - 11. Power brakes.** Front disc and rear drum brake system is power-assisted for smooth, easy stops.
 - 12. TorqueFlite automatic transmission,** optional. Comes with either Six, four-barrel or 318 or 360 V8 engines to provide smooth acceleration and is virtually maintenance free.
 - 13. Radial-ply tires.** FR78x15 fiber-glass-belted which, in normal use, provide good mileage characteristics and help in achieving the quiet Diplomat ride.
 - 14. Room and visibility.** Shoulder room, hip-room, headroom, leg-room, both front and rear, offer spacious luxury with mid-sized driving ease. Contemporary style permits wide vista viewing.
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DIMENSIONS: (inches)	DIPLOMAT TWO-DOOR	DIPLOMAT FOUR-DOOR	DIPLOMAT FOUR-DOOR WAGON
Wheelbase	112.7	112.7	112.7
Overall length	204.1	206.1	202.8
Overall width	73.5	73.3	73.3
Overall height	53.3	55.3	55.7
Tread			
Front	60.0	60.0	60.0
Rear	58.5	58.5	58.5
Headroom			
Front	37.5	39.2	39.2
Rear	36.2	37.5	36.7
Shoulder room			
Front	55.4	55.2	55.2
Rear	56.0	53.2	53.2
Legroom			
Front	42.5	42.5	42.5
Rear	34.0	36.6	36.6
Hiproom			
Front	53.6	56.8	57.1
Rear	52.8	56.6	57.0

SAFETY AND SECURITY

SAFETY: Lap and shoulder Unibelt restraint system for driver and right front passenger. The total belt system includes: Dual belt reminder signal—Shoulder belt tension reliever and deaerated tension release—Automatic webbing retraction—Lap belts for all other occupants • Hazard warning flasher • Turn signals with lane change features • Side marker lights and reflectors • Instrument panel color identification and illumination • Backup lights • Front disc brakes • Dual braking system with warning light • Dual throttle return springs • Circuit breakers with automatic reset in windshield wiper and head lamp circuit to protect against extended power loss • Fusible link in main wiring harness to protect wiring against short circuits • Electric multi-speed windshield wipers and electric windshield washers • Energy-absorbing steering column • High penetration resistant windshield • Rotary release floor box latch for impact protection • Padded instrument panel • Padded sun visors • Double

ball joint mounted rearview mirror with soft trim • Side door guard beams • Resilient window crank knobs • Flush design inside door handles • Folding seatback latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Lock buttons override inside door release lever (all except driver's door) • Padded top on front seatback • Fire-retardant interior trim materials • Left outside rearview mirror • Recessed lift-type exterior door handles • Safety-Rim wheels • Visual check system for radiator coolant level • Decals affixed to various parts of the vehicle to alert driver to certain safety precautions. (Examples are: tire pressure decals and station wagon Highgate decals).

SECURITY: Visible vehicle identification number • Steering column lock • Ignition key reminder buzzer • Deck lid lock device hook-in • Separate trunk key (two-doors, four-doors) • Tamper-resistant odometer with etched features • Lockable glove and wagon storage compartments.

DIPLOMAT STANDARD SPECIFICATIONS

ENGINE:	228-cubic-inch, two-cylinder, Super Six engine.* Compression ratio: 8.4:1.
TRANSMISSION:	Floor-mounted four-speed manual with overdrive.*
AXLE RATIO:	3.2 (All other available engines have individual standard ratios.)
SUSPENSION:	Front—isolated transverse torsion-bar suspension with antiway bar; Rear—multileaf spring isolated from body by rubber mounts.
TIRES:	FR76x15, fiber-glass-belted, radial-ply blackwall with 5.5" J wheels; Space Saver spare tire standard (Except on wagons; conventional spare tire optional at no charge).
BRAKES:	Front—10.8" disc; Rear—10" x 2-1/2" drum.
ELECTRICAL SYSTEM:	Battery: 37.5-amp. Alternator: 41-amp. Electronic Lean Burn (ELB) System with second generation Spark Control Computer included with certain optional V6 engines. Solid-state voltage regulator.
FUEL TANK:	19.5-gallon gasoline tank.
TRUNK CAPACITY:	Four-door: 16.2 cubic feet with standard Space Saver spare tire; 14.4 cubic feet with regular spare tire, no extra charge option. Two-door: 16.1 cubic feet with Space Saver spare tire; 14.2 cubic feet with regular spare tire, no extra charge option.
CARGO VOLUME:	Wagon: 73.7 cubic feet with rear seat folded down.
POWER TEAM FEATURES INCLUDE:	Electronic voltage regulator • Carburetor fresh air induction system • Normal service intervals for oil change: 6 months or 7500 miles; oil filter: 7500 miles for first replacement, 12 months or 15,000 miles thereafter • Spark plugs: every 30,000 miles • Coolant recovery system • Engines designed to operate on unleaded fuel only.

*Standard on all models, N/A in high altitude areas and California.

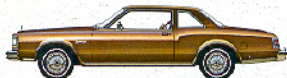
EXTERIOR COLORS* Choice of 13 exterior colors for two- and four-door models. Choice of nine for wagon.†



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



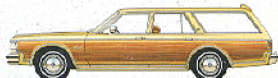
Vinyl roof in eight different colors (N/A on wagons) is standard on full-padded vinyl roof on all four-door models. Landable vinyl roof cover is available on all two-doors at extra cost. White vinyl roof color can be selected with all exterior colors except Door Gray, Pewter Gray Metallic, Charcoal Gray Suede Metallic, or Classic Cream. Blue, Green, Red, Black, Tan, Silver, or Custom vinyl roof colors can be selected, depending on exterior body color.



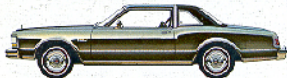
Two-door Diplomat (six-passenger) six-cylinder.



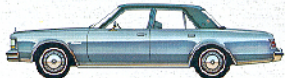
Four-door Diplomat (six-passenger) six-cylinder.



Four-door Diplomat wagon (six-passenger) six-cylinder.



Two-door Medallion (six-passenger) six-cylinder.



Four-door Medallion (six-passenger) six-cylinder.

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