



1978
Dodge
Charger SE



1978 Charger SE two-door Specialty Hardtop.

CHARGER SE

The classic road car from Dodge that's been designed to move you . . . totally. Certainly in more ways than one. Charger is a beautifully understated car. Beautifully proportioned, too. Gleaming, tastefully applied bright trim sets off the finely styled sheet metal. And there are many other refined touches that add to the whole Charger SE image. Like the simple elegance of the grille and the formal stand-up hood ornament that adds the correct finishing touch to this road car classic.

And when you move into Charger . . . Charger moves you. Interior appointments are what you would expect in a machine with Charger's individual nature. They include either the standard bench seat trimmed in pleated cloth and vinyl, or optional bucket seats. Whichever you prefer, the result is the same: a comfortable blend of style and function.

Of course, you can tailor your Charger SE to your specific tastes. With such options as a leather-covered tilt or three-spoke steering wheel, air conditioning, and a wide choice of radios—including a remarkable electronic Search Tune radio or a new 40-channel CB transceiver/entertainment radio combination. And our electronic clock with a new vacuum, fluorescent digital display with dual level day/night lighting. There's a new windshield wiper with an intermittent wipe feature that's sure to please. If you like your driving by sunlight or starlight, you can choose the exciting T-bar roof with tinted glass roof panels that can be conveniently stored in the luggage compartment. Or you might consider the new power sliding metal sun roof. Add to these other optional roof treatments like the landau- or halo-styled vinyl roofs in eight exciting colors that add so much to the Charger SE personality.

Charger SE power combinations are certainly tuned to the times, as well. The

standard power is the 318 V8 two-barrel engine with Electronic Lean Burn System* and automatic transmission. For even better response, you can option all the way up to a 400* V8 four-barrel engine.

The TorqueFlite automatic transmission has been improved for 1978 with a new lockup torque converter.* This translates into improved city and highway fuel economy, a lower transmission operating temperature, and less engine speed during highway driving.

Charger SE chassis features include isolated torsion-bar front suspension plus multileaf rear springs. And for added stability, front and rear antisway bars. Power front disc brakes are also a standard feature, along with FR78x15 glass-belted, radial-ply black sidewall tires. A Heavy-Duty Trailer-Assist Package, heavy-duty suspension, forged aluminum road wheels, even Aramid fiber-belted, radial-ply tires are just some of the many available options for Charger SE.

Charger SE, the well-bred road car from Dodge. A moving experience—and always ready to prove it.

**See Power Teams chart for more specific availabilities.*

1. The electronic Search Tune AM/FM radio features digital display and 100 percent solid-state design.
2. Standard bench seat trimmed in pleated Regency cloth and vinyl.
3. The T-bar roof is an increasingly popular option.
4. Optional electronic clock with new vacuum, fluorescent digital display.
5. Console is available with optional bucket seats.
6. Optional tilt steering wheel.
7. Optional AM/FM stereo with CB transceiver.
8. All-vinyl optional bucket seats with optional center console.

Some items pictured on vehicles on this and other pages of this catalog are extra-cost options. Your Dealer has full details on all Charger options.



Charger Standard Equipment

Alternator, 60-amp • Ash receivers, front and rear • Battery, 325 amps standard (440 amps with optional engines) • Brakes, power front disc/drum brakes • Bumper guards, front and rear • Cigarette lighter • Heater/defroster with upper level ventilation • Coat hooks • Directional signals • Color-keyed shag carpeting • 318 two-barrel engine • Trunk mat • Lockable glove box • Hazard warning flashers • Inside hood release • Dual horns • Instrument panel with safety padding and simulated woodtone trim • Lane change features in turn signal • Headlight switch with foot-operated hi-low beam control • Windshield wiper control • Brake system warning light • Backup lights • Parking brake warning light • Transmission gear selector lever light • Side marker lights and reflectors • Fender-mounted turn-signal indicators • Day/night inside rearview mirror • Driver's side chrome mirror • Roof drip, belt, windshield, backlite, hood rear, hood ornament, and wheel-lip moldings • Keyless door locking system • Power steering • Two-way manual front seat adjustment • Unibelt passenger restraint system with tension reliever and door-actuated tension release • Deluxe two-spoke steering wheel • Space Saving spare tire • TorqueFlite automatic transmission • Deluxe wheel covers • Two-speed electric windshield wipers with wiper arm-mounted washers • Bench seat trimmed in Regency cloth and vinyl • Deluxe door trim panels • Deluxe Sound Package • Antisway bars, front and rear.

Body

The Unibody construction method integrates body panels with an integral frame for overall light weight and strength. The bodies are assembled on fixtures and fastened together with over 4,000 welds for precision panel alignment. The entire body is treated to a seven-step dip-and-spray treatment.

Electrical System

Alternator: 60-amp.
Battery: 325-amp on 318 V8; 440-amp on optional V8.
Electronic Lean Burn System—standard on all engines except 360-4V and 360-4V HD. Electronic Ignition System (standard on all engines)—incorporated in the Electronic Lean Burn System. Transistorized voltage regulator.

Transmission

Type . . . Three-speed TorqueFlite automatic transmission with new lockup torque converter.
Lockup converter feature is not available in high altitude areas or on heavy-duty engines with Heavy-Duty Trailer-Assist Package.

Suspension

Front—Isolated torsion-bar system and a front antisway bar.
Rear—Multileaf springs at each wheel plus an antisway bar.

Tire Availability

Standard*: FR78x15 glass-belted, radial-ply black sidewall.
Available: GR78x15 glass-belted, radial-ply black or white sidewall. GR60x15 Aramid fiber-belted, radial-ply raised white letter. GR78x15 steel-belted, radial-ply wider white sidewall. HR78x15 steel-belted, radial-ply wider white sidewall.

*Space Saving spare tire; conventional spare tire available at no extra cost.

Wheel Covers and Wheels

Standard: Deluxe wheel covers.
Available: Wire wheel covers and forged aluminum wheels.

Brake System

Front: Power disc. Rear: Power drum.
Dual braking system with separate brake-fluid reservoirs in the master cylinder for both front and rear brake systems. Also a brake-fluid pressure loss warning light which also functions when parking brake is on.

Exterior Colors

Black • Charcoal Gray Sunfire Metallic • Pewter Gray Metallic • Dove Gray • Eggshell White • Starlight Blue Sunfire Metallic • Cadet Blue Metallic • Mint Green Metallic • Augusta Green Sunfire Metallic • Classic Cream • Sable Tan Sunfire Metallic • Caramel Tan Metallic • Tapestry Red Sunfire Metallic.
See your Dodge Dealer for accurate color chips.

Dimensions

Exterior (inches)	Interior (inches)
Length 215.3*	Headroom, front 37.7
Width 77.1	Legroom, front (maximum) . . . 42.6
Height 52.9	Headroom, rear 36.6
Wheelbase 114.9	Legroom, rear (minimum) . . . 32.1
Track, front 61.9	Luggage compartment
Track, rear 62.0	(cubic feet) 16.3
	*Includes bumper guards. Fuel tank capacity (gals.) . . . 25.5

Charger Optional Packages

Basic Group includes: Air conditioning • Tinted glass all windows • Landau vinyl roof • AM radio • Light Package • Remote-control left outside mirror • Deluxe windshield wipers with intermittent wipe feature • Undercoating with hood silencer pad • Black vinyl body side molding • Standard-size whitewall tires.
Note: Vinyl roof, radios, whitewall tires, and mirrors may be upgraded.

Heavy-Duty Trailer-Assist Package includes: Heavy-duty 65-amp alternator • High-capacity cooling system • Heavy-duty suspension (front and rear shocks and rear springs) • Variable load turn signal flasher • Auxiliary transmission oil cooler • Performance axle ratio (3.2) • 500-amp Long Life battery • Seven-wire harness with jumper • Extra-wide wheel rims • Power steering oil cooler. (Must order: 400-4 HD V8 engine (states below 4,000 feet); 360-4 HD V8 engine (California); 360-4 V8 engine (high altitudes); and HR78x15 steel-belted, radial-ply wider white sidewall tires.)

Light Package (part of Basic Group) includes: Trunk, glove box, and ash receiver lights; Ignition switch light with time delay; headlight-on warning buzzer.

Engine Specifications

Designation	318 V8 Engine	360 V8 Engine	400 V8 Engine
Type	Overhead valve, 90° V8	Overhead valve, 90° V8	Overhead valve, 90° V8
Carburetor	2-barrel, 4-barrel (California)	2-barrel, 4-barrel (California & high alt. areas)	4-barrel
Bore & stroke (inches)	3.91 x 3.31	4.00 x 3.58	4.34 x 3.38
Cubic-inch displacement	318.0	360.0	400.0
Compression ratio	8.5:1	8.4:1	8.2:1
Recommended fuel	Unleaded Regular	Unleaded Regular	Unleaded Regular

Power Teams

Engine	Transmission	Axle Ratio Std.	Avail.
<i>All (except California and high altitudes)</i>			
Std. 318* 2-bbl.	TorqueFlite auto.	2.7	(2.7, Sure Grip)
Avail. 360* 2-bbl.	TorqueFlite auto.	2.4	(2.4, Sure Grip)
Avail. 400* 4-bbl.	TorqueFlite auto.	2.4	(2.4, Sure Grip)
Avail. 400* 4-bbl. HD **	TorqueFlite auto.	3.2	(3.2, Sure Grip)
<i>High altitude (High Altitude Emission Control System required.)</i>			
Avail. 360 4-bbl.	TorqueFlite auto.	3.2	(3.2, Sure Grip)
<i>California (California Emission Control System required.)</i>			
Std. 318* 4-bbl.	TorqueFlite auto.	2.7	(2.7, Sure Grip)
Avail. 360 4-bbl.	TorqueFlite auto.	2.7	(2.7, Sure Grip)
Avail. 360 4-bbl. HD **	TorqueFlite auto.	3.2	(3.2, Sure Grip)

*Includes Electronic Lean Burn System.

**Requires Heavy-Duty Trailer-Assist Package.

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