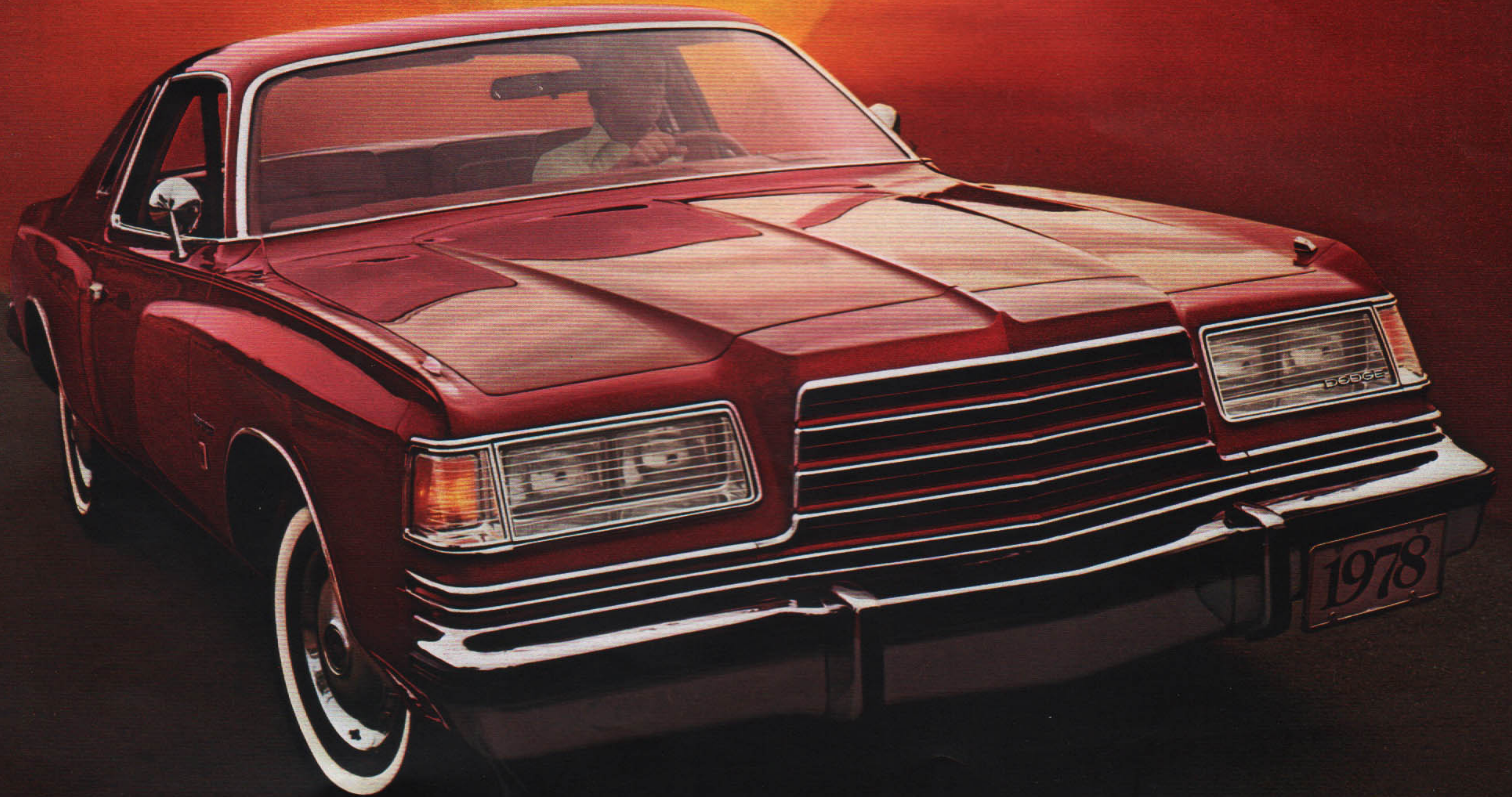


1978  
Dodge

# MAGNUM XE



**MAGNUM XE ... THE TOTALLY PERSONAL APPROACH  
TO DRIVING EXCITEMENT.**

Somebody thought a long, hard time about this new Dodge. Thought about a very special car with a very American way of getting a person who likes to drive where he'd like to go. A car with a uniquely personal environment where relaxing comes as natural as the driving

... where the comfort is exceeded by only one other thing: the quiet.

Magnum XE epitomizes the personal driving machine. Sports-minded looks. With an aerodynamically styled front end that houses clear head lamp covers designed to

retract when the beams come on.

Hefty wheels and hefty tires to help the handling. A substantial look with substantial power ready to serve in an instant. Power from 318 cubic inches of "Electronic Lean Burn" V8 engine. Power

front disc brakes. Power steering. TorqueFlite automatic transmission.

That's a quick look at Magnum XE... the car that makes everything happen the way you want it to happen. Your own private island.



The new Dodge Magnum XE shown in its natural habitat ... the open road.

WHEREVER YOU GO,  
A LOT OF LIVING GOES  
WITH YOU.

Magnum XE interiors reflect the spirit of the car in a number of comfortable and decorative ways. On this page, we give you some splendid examples. Just to show that in Magnum your personal comfort is a prime consideration.

1. This smart, new thin-back low profile bucket seat with adjustable head restraints is standard in the 1978 Magnum XE. Material is soft, tailored vinyl ideally matched to the sporting character of the car. Door panels and shag carpet (also standard in all Magnums) are color-coordinated.

2. This is the optional cloth 60/40 split-bench seat, a luxurious design sure to find favor with those who value the unusual. The seat comes with folding center armrest and passenger side seatback recliner.

3. Genuine leather with vinyl trim is the feature of this optional bucket seat design. Optional console provides additional driver comfort along with standard dual recliners. Seats are White in combination with Blue, Green, Red, Tan, or Black trim accents. An all-Black interior trim stands by itself. A woodtone insert in the upper door trim panel, complete with XE emblem, offers a highly personal touch.

Also available, but not shown, is an optional cloth-and-vinyl bucket seat design with center armrest and dual recliners which maintains the spirit of the Magnum. The carpet area extends up into the lower portion of the door to serve as protection from scuffing.



INTRODUCING MAGNUM  
GRAN TOURING . . .  
A PERSONAL CAR  
TURNS INTO A  
PERSONALITY CAR.

A number of skillful touches—some you can feel, some you can see—turn the Magnum XE into an even more powerful personality—the Magnum Gran Touring\*. On the outside, you'll notice color-keyed fender flares subtly blended into the body metal, big GR60x15 Aramid fiber-belted radial tires with raised white letters and special 15x7 wide Magnum road wheels with functional air slots, deep dish trim rings, bright centerpiece, and bright lug nuts . . . plus heavy-duty shock absorbers.

Inside, there are new engine-turned instrument panel appliques with two-spoke leather-covered wheel and selected firm-feel power steering to emphasize the sporting capability of a fine road car made into a more impressive one.

A wide selection of colors lends further appeal to this extra-special Magnum. They are Pewter Gray Metallic, Starlight Blue Sunfire Metallic, Tapestry Red Sunfire Metallic, Classic Cream, Eggshell White, Bright Canyon Red, and Black.

\*To be publicly introduced in early 1978.

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



## MAGNUM XE OPTIONS ... IF YOU'D LIKE TO MAKE YOUR MAGNUM MORE LIKE YOU.

As you might expect, Magnum XE's options are completely in keeping with its striking new personality and road-worthiness. Here are just a few we think you'd like to consider.

1. **POWER SUN ROOF.** Shown with full halo-style vinyl treatment. A rich textured look enhances Magnum's ready-for-the-road personality. Available in White, Cream, Green, Blue, Black, Tan, Red, and Silver.

2. **T-BAR ROOF.** An increasingly popular roof treatment for those who prefer that wide-open feeling. Ideally suited to Magnum's spirited way of going.

3. **ELECTRONIC SEARCH TUNE AM/FM STEREO RADIO.** Search Tune and digital display. 100 percent solid state design. A frequency synthesizer permits precision tuning without manual control. There's ten-station push button recall. And a new "FM Stereo Only" Search Tune mode, as well as AM and FM modes, can be activated by a switch on the set or a standard foot switch.

4. **TACHOMETER.** For the driver who likes to keep in touch with his engine. Tach measures RPMs. Reading is made easy by white numerals on a black background. An instrument that's quite appropriate to the sporting nature of the Magnum.

5. **40-CHANNEL CB TRANSCEIVER.** A most popular travel companion. The set is integral with an AM or AM/FM stereo radio. A monitor function interrupts the radio program when CB broadcasts on preset channel are within range of set. Microphone plugs into jack on radio face and can be removed and stored in the glove box. A vacuum fluorescent digital display reveals channel numbers. And an automatic tri-band



power antenna is standard with the set. It extends or retracts when the radio or ignition is turned on or off.

6. **ELECTRONIC DIGITAL CLOCK.** Features new vacuum fluorescent digital display and outstanding accuracy. It is located above the glove compartment for easy reading.

7. **FORGED ALUMINUM ROAD WHEEL.** Beautifully suited to the Magnum's personality, these wheels have a very strong styling character, just like the wide section tires they carry.

8. **MAGNUM ROAD WHEEL.** Exclusive 15-inch by 7-inch wheel offers functional air slots, trimmings, bright centerpiece, and lug nuts. Gran Touring Package only.

9. **ALUMINUM FASCIA ROAD WHEEL.** Smart racy good looks with seven-inch width to match the muscle of the Magnum XE.

10. **AUTOMATIC SPEED CONTROL.** An increasingly popular convenience that maintains driver-selected cruising speeds and can help reduce the consumption of fuel. Helps promote more restful driving on long-distance travels. You set speed with the push of a button. Braking disengages the control instantly. "Resume" switch returns car to previously selected speed after braking.

11. **CENTER CONSOLE.** Permits convenient floor mounting for TorqueFlite automatic transmission control. Also provides convenient storage space for maps and other travel items.

12. **TILT STEERING WHEEL.** Seven positions permit comfortable adjustment to suit just about any-size driver. Hand-stitched leather cover option adds to that personal Magnum feel.

### OTHER OPTIONAL EQUIPMENT

Air conditioning • Automatic speed control • Sure Grip differential rear axle • Battery, 500-amp Long Life • Color-keyed seat and shoulder belts • Protective bumper rub strips (front, rear) in color-coordinated Blue, Green, Red, Tan, and Black • Electronic clock with vacuum fluorescent digital display • Console (bucket seats only) • Rear-window electrically operated defroster (includes 100-amp alternator) • Fender-mounted turn signals • Locking gas cap • Floor mats • Tinted glass • Tinted windshield • Light Package • Quarter window louvers (require vinyl roof) • Remote-control left mirror • Remote-control left and right chrome mirrors • Chrome or painted sport mirrors, left and right remote-control • Illuminated visor-mounted vanity mirror • Door-edge protectors • Wheel opening flares (GR60x15 or HR78x15 tires are required) • Pedal dress-up • Power bucket seat (left only) • Power 60/40 seat (left only) • Power trunk release (control in glove box) • Power door locks • Power windows • Power antenna (automatic standard with CB transceivers) • AM radio • AM radio with eight-track tape player (includes four speakers — two front, two rear) • AM radio with CB transceiver and automatic power tri-band antenna • AM/FM monaural radio • AM/FM stereo radio (includes four speakers — two front, two rear) • AM/FM stereo radio with CB transceiver and automatic power tri-band antenna (includes four speakers — two front, two rear) • AM/FM stereo with Electronic Search Tune (includes four speakers, as above) • Single rear seat speaker (only with AM or AM/FM radios) • Heavy-duty front and rear shock absorbers • Luxury three-spoke steering wheel • Leather-covered three-spoke steering wheel • Tilt steering wheel and column • Leather-covered two-spoke steering wheel (tilt required) • Power sun roof, includes

overhead reading lamps (N/A with T-bar roof) • Striping, tape (upper body side, hood, deck and wheel opening) • Tachometer • Trunk dress-up • T-bar roof • Heavy-Duty Trailer-Assist Package • Undercoating includes hood silencer pad • Vinyl roofs (landau- or full halo-style) • Wire wheel covers • Forged aluminum road wheels • Aluminum Fascia road wheels • Deluxe windshield wipers with intermittent wipe.

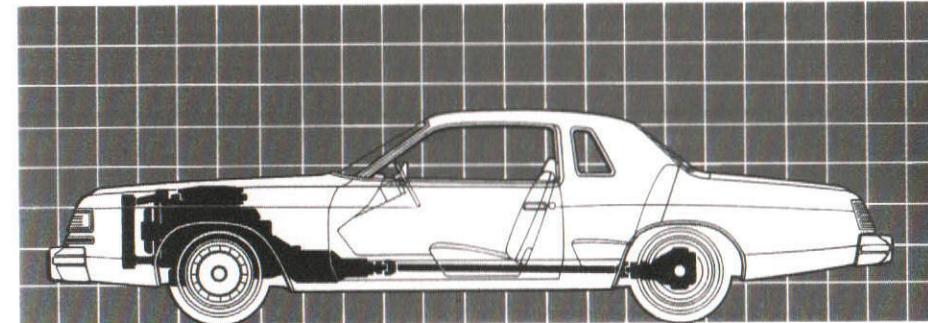
For full details on equipment availability, be sure to consult your Dodge Dealer.

### MAGNUM'S ENGINEERING: BEAUTY DOES GO MORE THAN SKIN DEEP.

**NEW TORQUEFLITE AUTOMATIC TRANSMISSION.** There's a remarkable new lockup clutch feature for 1978 on most TorqueFlite installations. It offers better fuel economy in both city and highway driving. The lockup design is another Magnum plus sure to be appreciated. **WINDSHIELD WIPERS.** New intermittent system is available. Can be programmed to a choice of time delay sequences. Ideal for foggy or misty weather conditions.

**ELECTRONIC LEAN BURN SYSTEM.** It's standard on 318 V8, both two- and four-barrel versions. Also standard on 360 V8 two- and four-barrel engines, except in California and high altitude areas.

*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. Automotive Sales Division 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.*



### MAGNUM 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 Altitude)	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.
ALL (except California and High Altitude)		
STD. 318* 2-barrel	TorqueFlite auto.	2.7 (2.7, Sure Grip)
AVAIL. 360* 2-barrel	TorqueFlite auto.	2.4 (2.4, Sure Grip)
AVAIL. 400* 4-barrel	TorqueFlite auto.	2.4 (2.4, Sure Grip)
AVAIL. 400* 4-barrel HD**	TorqueFlite auto.	3.2 (3.2, Sure Grip)
HIGH ALTITUDE (High Altitude Emission Control System required)		
AVAIL. 360 4-barrel	TorqueFlite auto.	3.2 (3.2, Sure Grip)
CALIFORNIA (California Emission Control System required)		
STD. 318* 4-barrel	TorqueFlite auto.	2.7 (2.7, Sure Grip)
AVAIL. 360 4-barrel	TorqueFlite auto.	2.7 (2.7, Sure Grip)
AVAIL. 360 4-barrel HD**	TorqueFlite auto.	3.2 (3.2, Sure Grip)

\*Includes Electronic Lean Burn System.

\*\*Requires Heavy-Duty Trailer-Assist Package.

## SPECIFICATIONS

### STANDARD EQUIPMENT

Alternator, 60-amp • Ash receiver—front instrument panel and rear • Battery, 325 amps with 318 V8, 440 amps (standard with 360 and 400 V8s only) • Brakes, power front disc/rear drum • Bumper guards, front and rear with bright base • Cigarette lighter • Cleaner air system • Coat hooks • Directional signals • Color-keyed shag carpeting • 318 two-barrel V8 engine • Trunk, vinyl mat • Glove box lock • Hazard warning flashers • Heater/defroster • Hood release, inside • Dual horns • Dual rectangular head lamps with swing-down transparent covers • Instrument panel with simulated woodtone trim • Instrument panel safety padding • Lane-change signal (in turn-signal switch) • Illuminated headlight switch and wiper switch call-outs • Brake system warning lights • Backup lights • Dome light • Parking brake warning light • Selector lever quadrant light (automatic transmission) • Park, turn, and side marker lights • Interior light switch (front door) • Day/night inside rearview mirror • Manual left outside chrome mirror • Bumper

guards, front and rear • Drip rail moldings • Wheel-lip, belt, and hood rear edge moldings • Power steering • Two-way manual front seat adjustment • Unibelt passenger restraint system • Deluxe two-spoke steering wheel • Space Saving spare tire • TorqueFlite automatic transmission • Upper-level ventilation • Deluxe 15-inch wheel covers with XE emblem • Two-speed electric windshield wipers with wiper arm-mounted washers.

### 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 functions when parking brake is on.

### BODY

The Unibody construction method integrates body panels with structural members for overall light weight and strength. The bodies are fastened together with over 4,000 welds. The entire body

is also treated to a seven-step dip-and-spray anticorrosion treatment.

### DIMENSIONS

EXTERIOR (Inches)	
LENGTH	215.8*
WIDTH	77.1
HEIGHT	53.1
WHEELBASE	114.9
TRACK—FRONT	61.9
TRACK—REAR	62.0
INTERIOR (Inches)	
HEADROOM—FRONT	37.7
LEGROOM—FRONT (Max.)	42.4
HIPROOM—FRONT	55.8
SHOULDER ROOM—FRONT	59.2
HEADROOM—REAR	36.6
LEGROOM—REAR (Min.)	32.4
HIPROOM—REAR	57.0
SHOULDER ROOM—REAR	61.0
LUGGAGE COMPARTMENT (Cubic feet)	16.3
FUEL TANK CAPACITY (Gal.)	25.5

\*Includes bumper guards.

### TRANSMISSION

TYPE . . . three-speed TorqueFlite auto-

matic transmission. Improved in 1978 for increased fuel economy (both city and highway) and lower transmission operating temperatures thanks to new TorqueFlite lockup converter. (N/A with heavy-duty engines or in high altitude areas.)

### SUSPENSION

FRONT—Isolated torsion-bar system and antisway bar.

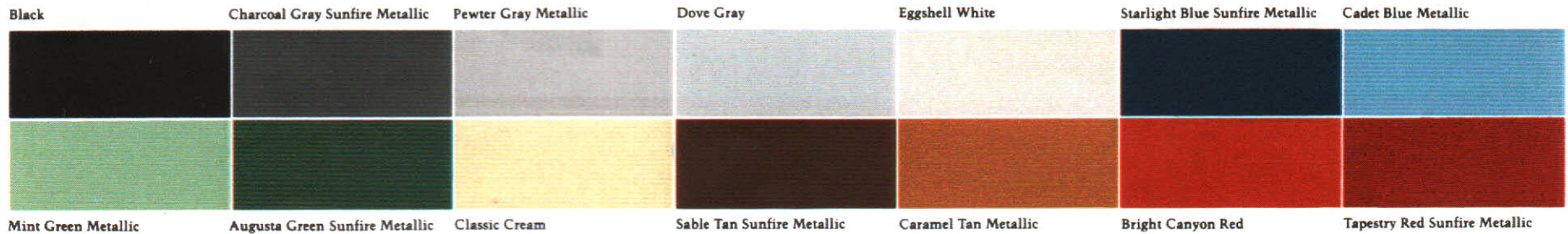
REAR—Asymmetrical leaf springs at each wheel plus an antisway bar.

### TIRE AVAILABILITY\*

STANDARD—FR78x15 glass-belted, radial-ply black sidewall tires  
AVAILABLE—GR78x15 glass-belted, radial-ply black or white sidewall tires  
AVAILABLE—GR60x15 Aramid fiber-belted, radial-ply raised white-letter tires (standard with GT Package)  
AVAILABLE—GR78x15 steel-belted, radial-ply wider white sidewall tires  
AVAILABLE—HR78x15 steel-belted, radial-ply wider white sidewall tires

\*Space Saving spare tire or conventional spare tire available at no charge.

### EXTERIOR COLORS Choice of 14 exterior colors for Magnum XE.



Vinyl roof cover in eight different colors is available at extra cost as landau-style or halo-style in Red, Silver, Cream, Green, Blue, Black, Tan, or White, depending on exterior body color.



Magnum XE.



Magnum GT.

