



1981 Dodge

Imports

Colt/Challenger/Dodge D50 Pickup

Colt

... a fuel efficient, front-wheel-drive offering.

If your main consideration is fuel economy, you can be sure you get it with Colt. Compare your present car's fuel consumption with Colt's and you'll appreciate the dollar savings. Contributing to even greater savings, Colt's 4-cylinder 1.4-litre engine uses less expensive regular, leaded gasoline.

If you like the advantages of front-wheel-drive, you'll get them all with Colt. And, this well-proven design has been tested and proven in billions of customer-driven kilometres.

If you like a base-price car to be well equipped, you're going to love Colt. Four-speed transmission, electrically-heated rear window, power front disc brakes, steel-belted radial tires, and more, are all standard with Colt.

If you have a yen for a great handling, fun-to-drive, small car, Colt's the ticket. One test drive on the road, through curves in city traffic, and in parking situations, and you'll realize Colt is a winner on more than just fuel economy.

Buy or lease a Dodge Colt ... a most fuel-efficient front-wheel-drive car.



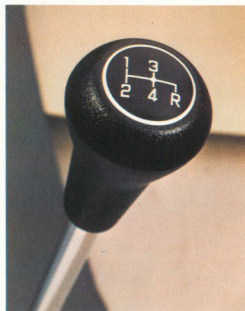
Dodge Colt Custom



Dodge Colt Deluxe



Dodge Colt



Colt Interiors are colour coordinated in a variety of durable fabrics. Colt features all-vinyl front bucket seats in cashmere. Colt Deluxe offers all-vinyl buckets in a choice of blue, red, cashmere, or black. Colt Custom provides tweed cloth-and-vinyl bucket seats in four colours. All models include dual reclining seat backs.

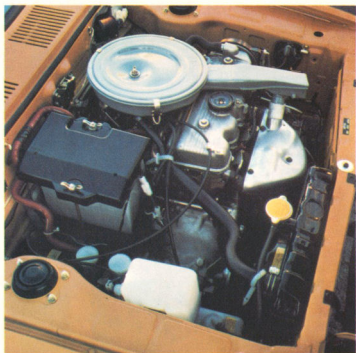
Digital Clock is an optional feature that dresses up your Colt Custom instrument panel. Quiet in operation, has both minute and hour reset.



AM/FM/MX Stereo Radio provides unusually true-to-life sound and reception. Whatever your choice of radio fare, this four-speaker receiver makes the going great! (Colt Custom and Deluxe)

Engines . . . Economy Plus . . .

Colt models may be equipped with one of two fuel-efficient 4-cylinder engines, both of which are able to run on regular (leaded) gas. The 1.4-litre engine is rated at 54 kW (73 H.P.) and the 1.6-litre hemi-head engine with overhead camshaft at 61 kW (82 H.P.) In combination with Colt's small size and slight weight these powerplants provide more than enough power for highway merging situations and the quick pickup demands of city commuting. The fact that engine weight is concentrated over the main drive wheels means Colt models display excellent traction and amazing road stability in all weather conditions.



Handling Package. Optional on Colt Custom models this "performance minded" package makes your Colt hatchback even more nimble on the road. Stiffer front and rear shock absorbers, a larger front stabilizer bar and additional rear stabilizer bar plus a quicker steering ratio all contribute to making your Colt more responsive to the wheel.



Optional Automatic Transmission. Three-speed, exceptionally smooth and quiet, designed to team perfectly with the Colt 1.6-litre engine. (Colt Custom and Deluxe)



"Super Shift" Manual Transmission is the popular 4 x 2 "Twin Stick" design. You get four-speed operation plus the ability to select either of two final-drive ratios for extra fuel economy and performance.





Challenger

Challenger steps out front in 1981 with the 2.6-litre Mitsubishi "Silent Shaft" engine. Its spirited performance and road-hugging traction also delivers the fuel economy that's so important for the eighties. Challenger complements this easy-driving story with power front disc brakes and power steering as standard equipment. Other standard features of this "complete car" include an AM/FM/MX stereo radio, intermittent-speed wiper/washer, dual electric remote control mirrors, rear seat entry system with "memory" feature, remote fuel filler release.

Challenger's new instrument panel is a modern marvel of high visibility and utility. All of the necessary instrumentation is there, plus a tachometer and a digital clock. Oil, ampere and temperature gauges let you know instantly and accurately what's going on. And this purposefulness is carried out in other ways, too, such as a rear window defroster, and side window defrost outlets, inside deck-lid and hood release, door courtesy lights, floor console with centre armrest and stowage bin.



Optional AM/FM/MX Radio with cassette



Challenger Interiors feature a new stripe velour upholstery in gray, blue or spice accented with vinyl trim. Front bucket seats have adjustable headrests, dual reclining seatbacks, passenger-side seat with "memory" feature, and driver's-side lumbar support. New floor console has a centre armrest, right side of the two padded sun visors has a vanity mirror. Interiors are colour-keyed to the three two-tone exteriors.



Instrument Cluster includes oil, ampere and temperature gauges, tachometer, trip odometer, speedometer all arranged for highest visibility and usefulness.

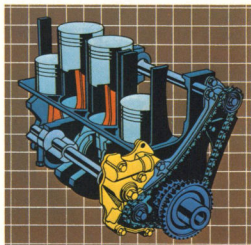


Standard Digital Clock is quiet, accurate and easy to read, day or night. Has separate hour and minute reset.

New Power Sun Roof (optional) adds to the sporty good looks of your Challenger while providing extra ventilation.



Challenger's "Silent Shaft" Engine is a modern marvel of engineering ingenuity. This 2.6-litre Mitsubishi power plant not only provides excellent fuel economy with regular leaded gasoline, it also has a "Silent Shaft" counter-balancing system that virtually eliminates engine vibration.



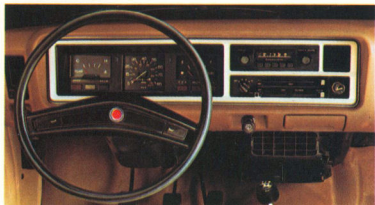
Dodge D50 does a full day's work and then some

A remarkable value in the way it looks and the way it works, the tough Dodge D50 does a day's work on a half-day's "pay". Durable chassis construction features provide a smooth ride for cargo and passengers, and the generous payload capacity lets you do a variety of hauling jobs. What's more, the fuel-efficient 2.0-litre "Silent Shaft" engine provides smooth dependable performance even when loads are heaviest. Teaming up with this engine are the standard four-speed transmission or the optional automatic transmission. Check out a Dodge D50 now. You'll find it gives you a lot of truck for a little money!



Cargo capacity—Don't let that compactness fool you. Dodge D50 handles a 693 kg (1525 lb.) maximum payload. It proves that size doesn't equate with strength or durability. With that payload D50 will do many jobs now being handled by a full-sized pickup.

D50 Instrumentation does its part, and more, to ease the work of all-day driving and hauling. Everything is grouped and arranged to provide quick visibility and the at-a-glance information you need. Controls, too, are a part of this convenience team that add so much to the value of this feature-packed truck.



D50 Interior. Rugged all-vinyl bench seat provides plenty of comfort and room. The seat is easy to clean and rugged enough to take the kind of usage expected in a working vehicle. This small truck is for real . . . it's tough!



Rear Step Bumper. Makes it easier to get in and out of the pickup box—especially when loading and unloading cargo. (Optional)

Standard Equipment Features

- ADJUSTABLE STEERING COLUMN**—(except Colt models)
- ***BODY**—Unibody construction combines body and frame into one solid strong unit.
- ***BRAKES**—Power, disc front, drum rear
- ***BUMPER GUARDS**—Front and rear (Colt models)
- ***BUMPERS**—Chrome (Colt "Deluxe" and "Custom" 3-Door Hatchbacks). Colour-keyed, energy absorbing, urethane covered (Challenger). Argent with black rubber ends (D-50)
- CARPETING**—Colour-keyed (except D-50) and Challenger
- CIGARETTE LIGHTER**
- CONSOLE**—Floor mounted, (Colt "Custom" and Challenger)
- CORROSION PROTECTION**—Seven-stage anti-corrosion process. Extensive use of galvanized steel in exposed areas.
- DIGITAL CLOCK**—(Challenger)
- HEATER/DEFROSTER**—with forced air ventilation
- HOOD RELEASE**—Conveniently located inside
- IGNITION**—Electronic Ignition System eliminates breaker points and condenser. Reduces tune-ups and emissions. Provides easier starting (Challenger and D-50 models)
- ***LIGHTS**—Single, rectangular headlights (Colt and D-50). Dual, rectangular headlights (Challenger). Tailights, stoplights and backup lights, side marker lights and reflectors. Turn signal lights with lane change feature, 4-way emergency flasher. Ash tray light (except D-50). Passenger Entry System (Challenger)
- ***LOCKS**—Anti-theft ignition and break-in resistant trunk lock (except D-50). Glove box lock (Challenger). Fuel filler door (except D-50)

- MIRRORS**—Left, racing type. (Colt models). Dual, racing type in black (D-50). Dual, racing type, electric (Challenger). Inside balljoint-mounted, prismatic day/night (Challenger). Not prismatic on all other models.
- QUARTER WINDOWS**—Louvers (Challenger), Flipper type (Colt)
- RADIO**—AM (D-50), AM/FM/MX Stereo (Challenger)
- ***SEAT BELTS**—Combined lap and shoulder Unibelt system for driver and outboard passenger, with tension reliever release. Lap belts for all remaining passengers.
- SEATS**—Reclining buckets with headrests (Colt and Challenger models) Bench seat (D-50)
- STEERING**—Rack-and-pinion (Colt models), Power (Challenger)
- STEERING WHEELS**—Black 2-spoke with horn bars in spokes (Colt and Colt "Deluxe"). 2-spoke with horn bars in spokes (D-50), Sport type (Colt "Custom") and Padded Sport type (Challenger)
- ***SUN VISORS**—Left and right padded **TINTED GLASS**—(except Colt 3-Door Hatchback)
- TIRES**—Black sidewall, steel-belted radials (Challenger and Colt models). Black sidewall, bias ply (D-50)
- TRANSMISSION/TRANSAXLE**—Front-wheel-drive transaxle on all Colt models. Transmission on all other rear wheel drive models. (See Transmission Specification charts)
- TRIP ODOMETER**
- WINDSHIELD WIPERS/WASHERS**—2-speed (Colt and D-50), intermittent wipe (Challenger)

- WHEELS**—Styled steel Road wheels (Colt "Custom" and Challenger)
- ***Safety Features**

Selected Optional Equipment

- AUTOMATIC SPEED CONTROL**—(Challenger)
- BUMPER GUARDS**—Front (D-50)
- BUMPERS**—Rear step, low-lustre black (D-50)
- CLOCK**—Electronic digital (Colt "Custom")
- FLOOR MATS**—Colour-keyed, front (except D-50)
- HORNS**—Dual (all Colt models)
- LUGGAGE ROOF RACK**—(all Colt models)
- MOULDINGS**—Body side, pickup box top edge and wheel lip (D-50). Vinyl body side (Colt models)
- PACKAGES**—Several options available on these import models may be ordered in the form of a less expensive (overall) package deal some of which are: the "S" Package (D-50), Handling Package (Colt models), Road Wheel Package (Challenger). See your dealer for full details.
- POWER STEERING**—(D-50)
- RADIOS**—AM (all Colt models), AM/FM/MX (Colt "Deluxe" and "Custom" models), AM/FM/MX cassette and 6 speakers (Challenger)
- SUN ROOF**—Power. (Challenger).
- WHEEL TRIM RINGS**—(All Colt models and D-50)
- WIPER/WASHER**—Rear (Colt "Deluxe" and "Custom" models)
- Ask your dealer for the complete story on the many other Dodge Import options available.*

Transmission Availability

Model	4-Cylinder*			
	1.4-litre	1.6-litre	2.0-litre "Silent Shaft"	2.6-litre "Silent Shaft"
Colt 3-Door Hatchback —4-Speed Manual	Standard	N.A.	N.A.	N.A.
Colt "Deluxe" 3-Door Hatchback —4 x 2 "Super Shift" Manual —3-Speed Automatic	Standard N.A.	N.A. Optional	N.A. N.A.	N.A. N.A.
Colt "Custom" 3-Door Hatchback —4 x 2 "Super Shift" Manual —3-Speed Automatic	N.A. N.A.	Standard Optional	N.A. N.A.	N.A. N.A.
Challenger 2-Door Coupe —5-Speed Manual —3-Speed Automatic	N.A. N.A.	N.A. N.A.	N.A. N.A.	Standard Optional
D50 Custom —4-Speed Manual —3-Speed Automatic	N.A. N.A.	N.A. N.A.	Standard Optional	N.A. N.A.

N.A.—Not Available.

Engine Availability

Model	4-Cylinder*			
	1.4-litre	1.6-litre	2.0-litre Silent Shaft	2.6-litre Silent Shaft
Colt 3-Door Hatchback	Standard	N.A.	N.A.	N.A.
Colt "Deluxe" 3-Door Hatchback	Standard (1)	Optional (2)	N.A.	N.A.
Colt "Custom" 3-Door Hatchback	N.A.	Standard	N.A.	N.A.
Challenger 2-Door Coupe	N.A.	N.A.	N.A.	Standard
D50 Custom	N.A.	N.A.	Standard	N.A.

* All engines produced by Mitsubishi Motors Corporation. N.A.—Not Available.

(1) N.A. with Automatic Transmission. (2) Required with Automatic Transmission; N.A. with Manual Transmission.

COLT/CHALLENGER/D50 BASIC SPECIFICATIONS

D50 Specifications

	D50 Pickup	
	millimetres	inches
Wheelbase	2780	109.4
Overall Length (a)	4690	184.6
Box Length (inside @ floor)	2070	81.5
Overall Width	1650	65.0
Box Width (inside @ floor)	1630	64.2
Overall Height (b)	1540	60.6

D50 Specifications

	D50 Pickup	
Curb Weight—Kilograms	1180	
—Pounds		2601
Gross Vehicle Weight Rating		
—Kilograms	1839	
—Pounds		4045
Payload (including driver and passenger)—Kilograms	690	
—Pounds		1525

(a) Includes bumper guards.

(b) Based on driver and passenger load.

Interior and Exterior Dimensions


	Dodge Colt 3-Door Hatchbacks		Dodge Challenger 2-Door Coupe	
	millimetres	inches	millimetres	inches
Wheelbase	2300	90.6	2530	99.6
Overall Length (a)	3985	156.9	4712	185.5
Overall Width	1585	62.4	1675	65.9
Overall Height (b)	1270	50.0	1340	52.8
Track—Front	1370	53.9	1375	54.1
—Rear	1340	52.8	1355	53.3
Curb Weight (Est.)—Kilograms	843*		1245	
—Pounds		1858*		2745
Effective Headroom—Front	935	36.8	935	36.8
—Rear	915	36.0	900	35.4
Effective Legroom—Front	1030	40.6	1045	41.1
—Rear	755	29.7	880	34.6
Shoulder Room—Front	1295	51.0	1315	51.8
—Rear	1330	52.4	1295	51.0
Hip Room—Front	1310	51.6	1350	53.1
—Rear	1100	43.3	1045	41.1
Usable Luggage Capacity—dm ³		184 (c)		262
—cu. ft.		6.5 (c)		9.27

* Weight quoted for Colt 3-Door Hatchback, Colt "Deluxe" curb weight is 851 kg (1876 lbs.).

Colt "Custom" curb weight is 886 kg (1953 lbs.).

(a) Includes bumper guards. (b) Based on 2 passenger load.

(c) With the rear seat back up. With the rear seat back down capacity is 648 dm³ (22.9 cu. ft.).



**CHRYSLER
PROTECTION PLAN**

An optional service contract that covers your vehicle for 5 years or 80,000 kilometres, whichever occurs first, against major power train repair bills. See your Dealer for complete details.



BUY, RENT
OR LEASE

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