

1970 DODGE

# CHARGER



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



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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!





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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

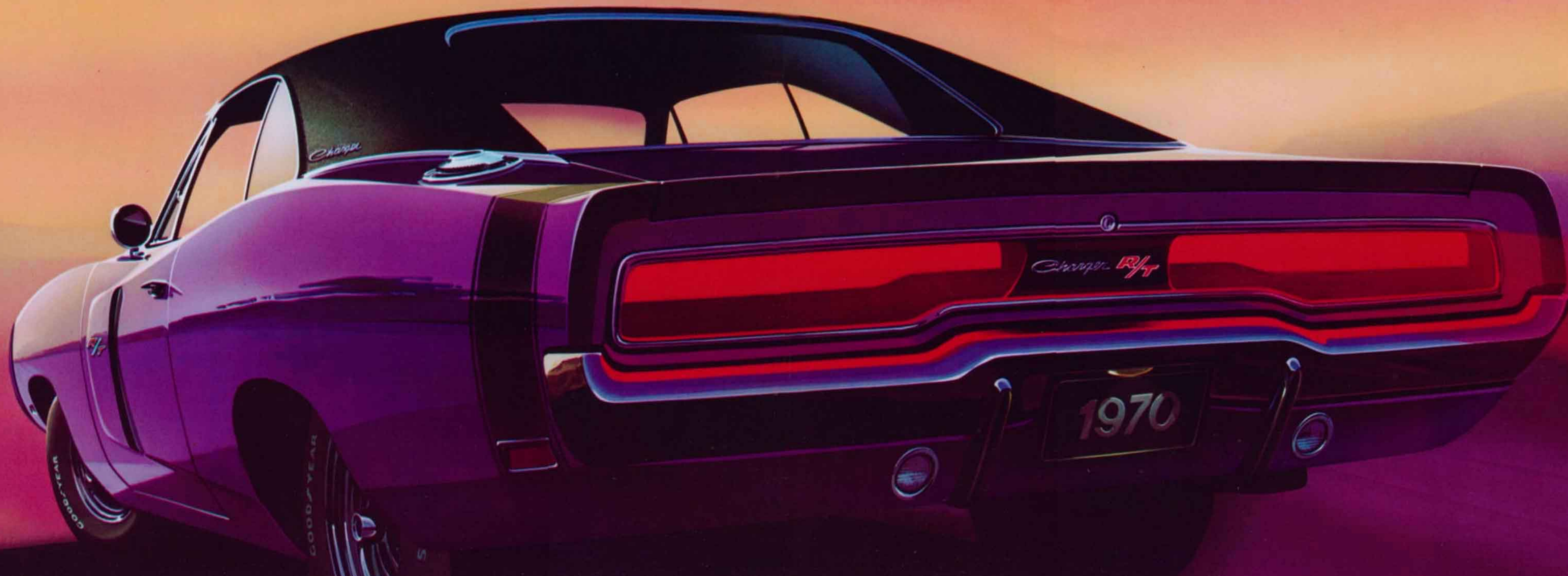
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The Clean Machine. The Supercar. The Magnificent Brute. These are but a few of the superlatives used by automotive experts to describe the Dodge Charger R/T. By any measure, it's a special kind of personal car. Up front—a 440-cubic-inch Magnum V8 with 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

out, order your Charger with one of the new (optional) colors: Plum Crazy (pictured below), Banana, Sublime, Go-Mango, or Hemi Orange. Inside, bucket seats. And the instrument panel? Charger R/T's simulated walnut instrument panel has, from left to right, a clock (optional), speedometer, fuel gauge, oil gauge, ammeter, and temperature gauge. Notice we said gauges, not lights. A Rallye clock/tach is optional. TorqueFlite automatic transmission is standard, with the full-synchro four-speed manual gearbox a no-added-cost option. That's it, except for the ride, the feel, the response, and the control. These you can only experience by driving a '70 Charger R/T.

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  
Tinted windshield 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 mosCharger 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 eectric clock  
Front disc brakes require power brake option)  
Heavy-duty drum-type brakes (standard on R/T models)  
Firm Ride shock asorbers (standard on R/T models)  
Trailer-Towing Package (see your Dealer for details)  
Performance AxlePackages  
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

EXTERIOR COLORS

\*Optional at extra cost.

Plum Crazy (FC7)*	Light Green Metallic (FF4)
Sublime (F25)*	Dark Green Metallic (EF8)
Go-Mango (EK3)*	Dark Burnt Orange Metallic (FK3)
Hemi Orange (EV2)*	Beige (BL1)
Banana (FY1)*	Dark Tan Metallic (FTB)
Light Blue Metallic (EB3)	White (EW1)
Bright Blue Metallic (EB5)	Black (TX9)
Dark Blue Metallic (EB7)	Cream (DY3)
Bright Red (FE3)	Light Gold Metallic (FY4)



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