



1970

DODGE

Challenger

*Enter Challenger '70.
The sports car with the big difference.*



Somebody had to build a little bigger, bolder, hotter sports compact at a price people could afford. Dodge did. This is Challenger. Priced to compete with the rest of the field. But Challenger is not the end . . . it's only the beginning.



SE for the formal type.

Dodge thoughtfully introduces the little limousine. Why not? Who ever said that everybody who wants a quick, nimble, "won't drive you to the poor house" kind of car is too young to vote? With this idea in mind, Dodge added enough room in the back seat to make it liveable, a formal small-rear-window hardtop roof, honest-to-goodness real leather facings on the bucket seats, matching trim on the doors, and a kind of "Look what I've got that you haven't got" overhead console with low-fuel, door-ajar, and seat-belt-reminder warning lights.

The vinyl-covered roof and the unobtrusive SE medallion say you paid a little more than the kid down the block. But considering what you get, it's not that much more. You have enough choice in the engine and accessory department to fill this page, but Dodge thought the pictures were more important. Full details follow.

Maybe you have never considered a little limousine. Honestly, why not? And why not now? Challenger SE. Author of that new best seller . . . *Going Formal Can Be Fun.*

Overhead console, with SE models only.



Special Edition crest.



Nine-gauge lineup including trip odometer, tach, oil-pressure gauge, and clock.

The SixPack. It snarls, it quivers, it leaps vast prairies at a single bound.



Challenger R/T with optional SixPack shown in Go-Mango.*

Three two-barrel carburetors, special intake, Daytona-type four-speed transmission, and Rallye Suspension, moulded around a race-ready 440 V8. They lurk under an optional shaker-type fresh air scoop. Supported by full gauges, contoured buckets with integral head restraints, and fiber-glass-belted rubber. This is the stuff that image is made of.

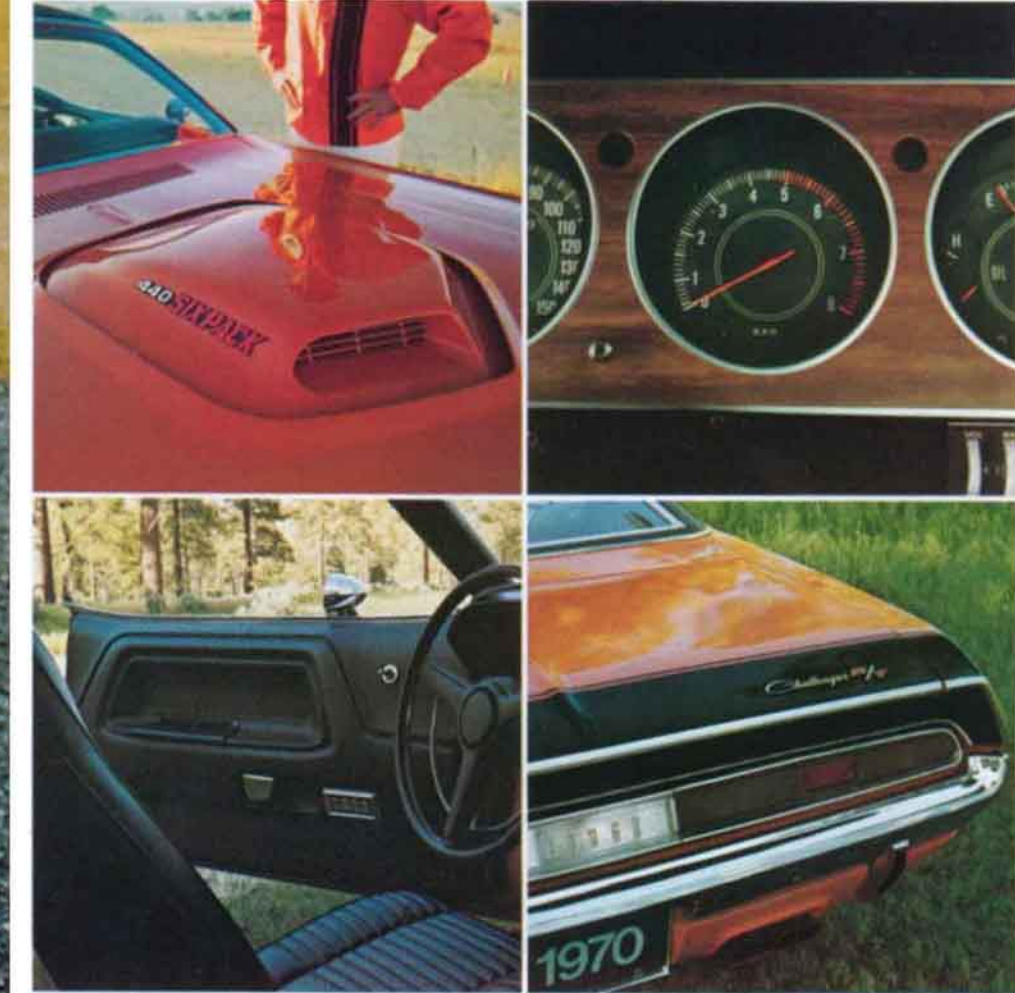
For the more modest, or perhaps the more thrifty, type, Challenger R/Ts can be had with the more restrained standard 383 Magnum, full-synchro three-speed, including a new R/T hood with NASA-type scoops. This one, like the SixPack, includes tach and electric clock as standard equipment.

To boot, you get a little more room in the back seat, a little newer styling, a little wider stance than was common, a little thicker door with integral armrests, and perhaps just the slightest trace of a sneer on your lips.

Challenger R/Ts offer stripes as standard equipment . . . but you don't have to take them. Why not let folks wonder for a while? One more thing. The Hemi is still offered. Optional, at extra cost of course. But when you're talking that kind of "go" . . . what else is there?

"Shaker" hood? Yes, functional scoop attached directly to carbs "shakes" at idle.

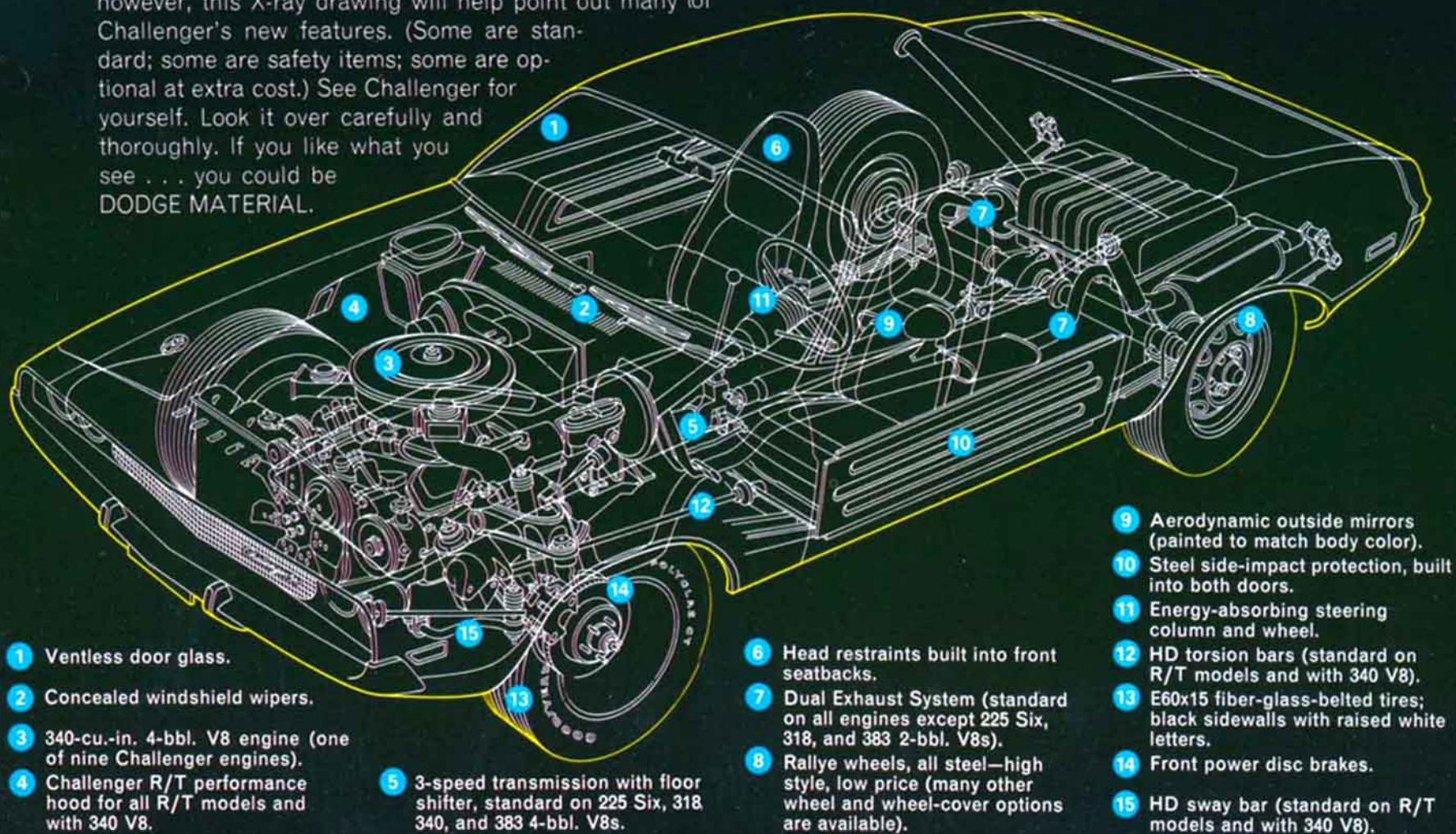
Great-looking tach comes with Rallye Instrument Cluster (standard on R/T models).



Challenger Engines. The new Dodge Challenger offers nine engine availabilities; more than any other model in the entire Dodge line. This chart lists much of the information you need to pick the engine most suited for your new Challenger. Your Dodge Dealer can answer any further questions concerning engine, transmission, and rear axle availability. (Ask him to let you drive Challenger, too.)

displacement/ cylinders	225 cid Six	318 cid V8	340 cid V8	383 cid V8	383 cid V8	383 cid V8 Magnum	440 cid V8 Magnum	440 cid V8 SixPack	426 cid V8 Hemi
bore and stroke (in.)	3.4x4.125	3.91x3.31	4.04x3.31	4.25x3.38	4.25x3.38	4.25x3.38	4.32x3.75	4.32x3.75	4.25x3.75
carburetor	1-bbl.	2-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	three 2-bbl.	two 4-bbl.
compression ratio	8.4:1	8.8:1	8.8:1	8.7:1	9.5:1	9.5:1	9.7:1	10.5:1	10.25:1
air cleaner	single snorkel	single snorkel	unsilenced	single snorkel	double snorkel	double snorkel	double snorkel	unsilenced	unsilenced
exhaust system	single	single	dual	single	dual	dual	dual	dual	dual
crankcase	4 quarts on all engines—5 quarts when replacing oil filter								
coolant	13 qts.	18 qts.	18 qts.	15 qts.	15 qts.	15 qts.	16 qts.	16 qts.	17 qts.
horsepower @ rpm	145 @ 4000	230 @ 4400	275 @ 5000	290 @ 4400	330 @ 5000	335 @ 5200	375 @ 4600	390 @ 4700	425 @ 5000
torque (lbs.-ft.) @ rpm	215 @ 2400	320 @ 2000	340 @ 3200	390 @ 2800	425 @ 3200	425 @ 3400	480 @ 3200	490 @ 3200	490 @ 4000
fuel recommended	regular	regular	premium	regular	premium	premium	premium	premium	premium

Some of the new features that Challenger offers are immediately apparent. Others are built-in, concealed, and not so readily seen. Obviously, it's not possible to point out all of Challenger's design innovations in a single illustration; however, this X-ray drawing will help point out many of Challenger's new features. (Some are standard; some are safety items; some are optional at extra cost.) See Challenger for yourself. Look it over carefully and thoroughly. If you like what you see . . . you could be DODGE MATERIAL.



1 Ventless door glass.

2 Concealed windshield wipers.

3 340-cu.-in. 4-bbl. V8 engine (one of nine Challenger engines).

4 Challenger R/T performance hood for all R/T models and with 340 V8.

5 3-speed transmission with floor shifter, standard on 225 Six, 318, 340, and 383 4-bbl. V8s.

6 Head restraints built into front seatbacks.

7 Dual Exhaust System (standard on all engines except 225 Six, 318, and 383 2-bbl. V8s).

8 Rallye wheels, all steel—high style, low price (many other wheel and wheel-cover options are available).

9 Aerodynamic outside mirrors (painted to match body color).

10 Steel side-impact protection, built into both doors.

11 Energy-absorbing steering column and wheel.

12 HD torsion bars (standard on R/T models and with 340 V8).

13 E60x15 fiber-glass-belted tires; black sidewalls with raised white letters.

14 Front power disc brakes.

15 HD sway bar (standard on R/T models and with 340 V8).



Challenger two-door hardtop



Challenger R/T two-door hardtop



Challenger SE two-door hardtop

*If
you're the kind of person this car says you are,
you could be
Dodge Material.*



Challenger convertible



Challenger R/T
SE two-door hardtop



Challenger R/T convertible