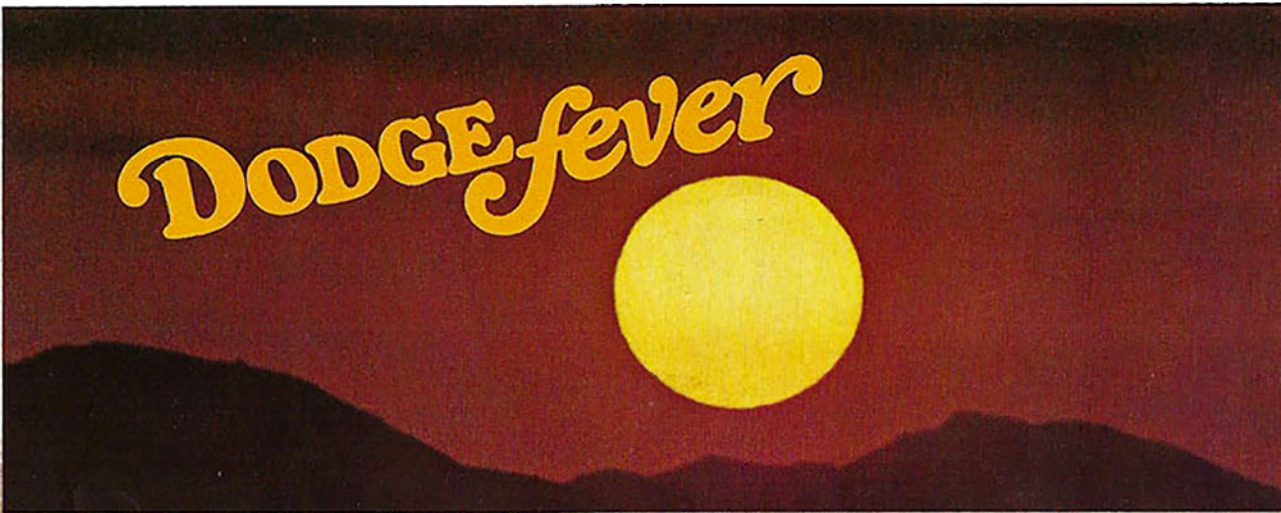


The Charger World.

One touch, and you've got it.



There may be better-
looking cars...
but not yet.

Down the road slips a new low shape, and you can feel the Fever setting in. The more you look, the harder you fall. For Charger. Every man's dream. Wearing the shape of tomorrow and a price tag that means you can have it today. Watch it, you're getting Dodge Fever . . . and there's only one cure.

Charger.
The car that looks like a Mach 2 jet on wheels, that comes fully equipped with buckets up front, room for three in the back, plenty of trunk space, and a lively V8 as standard equipment. Charger . . . the car that means that even a guy with a family can live a little . . . and love it.



Charger.
The car that doesn't need the chrome treatment to look new. The car that doesn't need the expensive option treatment to treat you properly. The foam-padded bucket seats, the deep carpeting, the disappearing headlights, the clock, the lively V8, and the new safety items are all standard.

Charger.
The kind of car you always wanted but thought you couldn't afford. Only now you can. And from the clean low sweep of the hood to the flip of the impudent spoiler on the rear deck, you wouldn't change a line of it if you could. One look, and you know. This is your car.



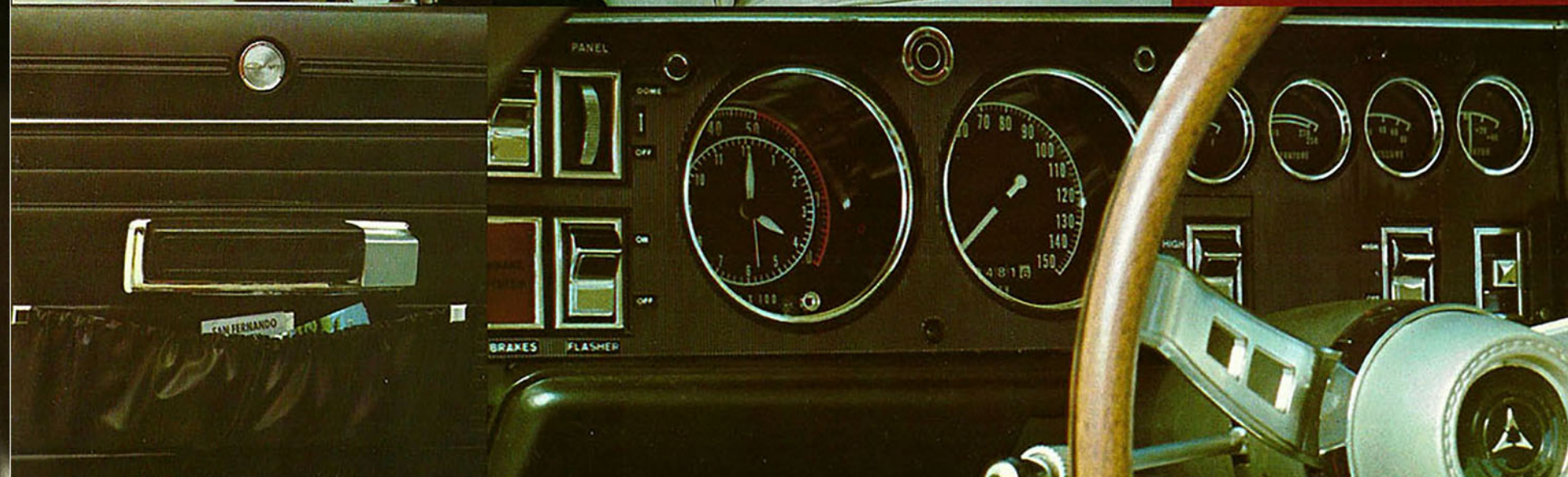
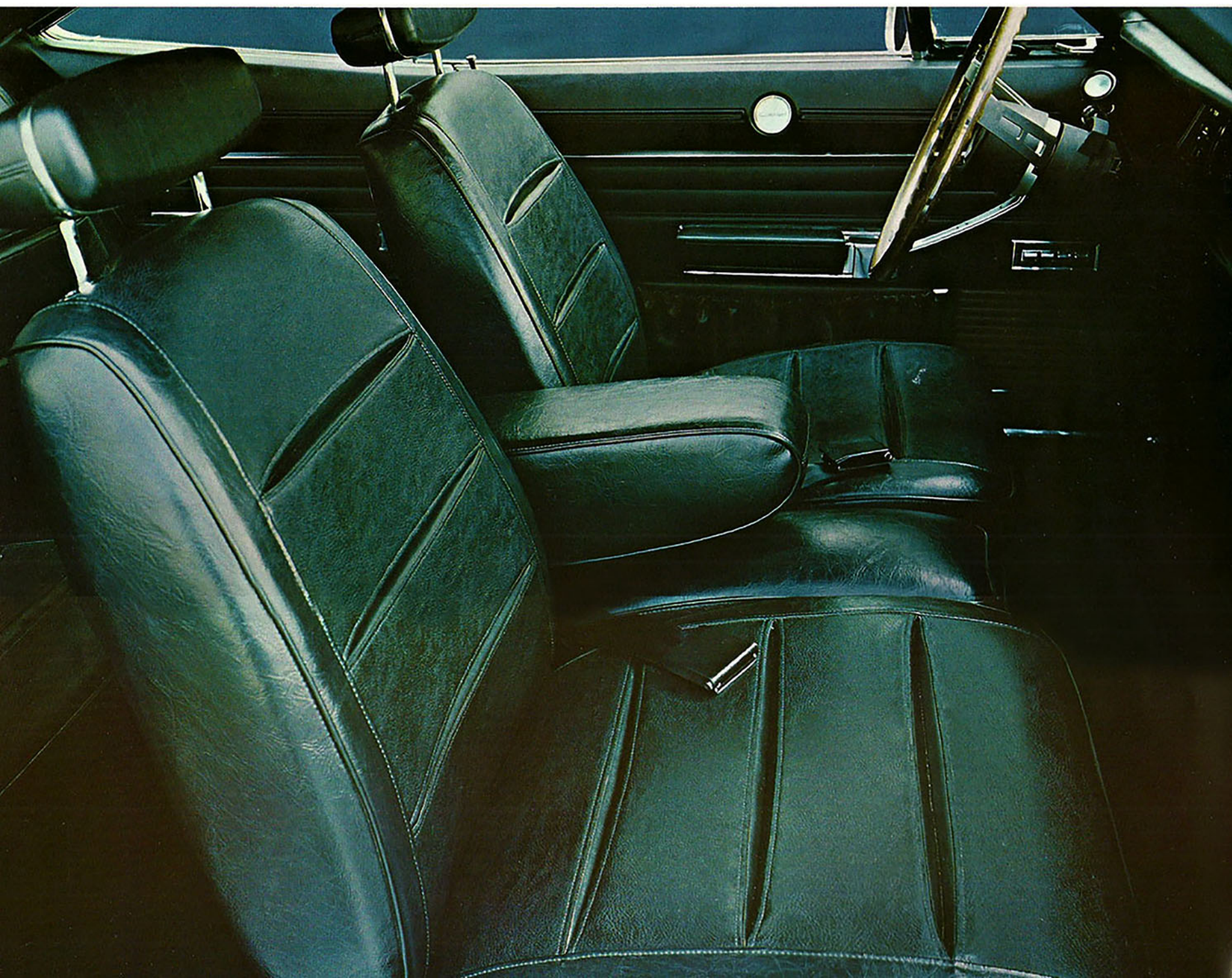
The nicest standard item
is the way it makes you feel.

A new kind of bucket seat that lets you seat three. The buckets themselves are, of course, vinyl-covered, deeply foam-padded, and individually adjustable. And lurking beneath that nifty flip-away center armrest is a nice soft center cushion. Armrest up, you've got plenty of foam-padded comfort for three. Custom head restraints optional.

Nice items called door pockets. Located on both door panels. Oddly enough, where you can reach them. Perfect places for everything from the genuine Italian shades to the Michelin Touring Guide of Europe.

Buckets. These are standard on all '68 Charger models. Order head restraints if you want them. Either way, you get man-sized, foam-padded comfort. Charger's dash has plenty of it. Padded. Matt black. With readably round dials and numbers. Aircraft-type switches. Shown here with optional clock/tach (clock, alone, is standard).

Hideaway headlights look as good open as they do closed. Open automatically when you turn the lights on. Close automatically when you shut them off. Simple, what? Quick-fill gas cap. Great-looking, quick-acting, and the generous chrome lip protects your finish against encounter with careless pump jockeys.



There may be more
exciting machines...
but not on wheels.

What is it like to own a Charger R/T? The moan from the low restriction air cleaner sounds like a hundred banshees holding a sing-in. The suspension is as solid as an oak chopping block. Somebody's done the complete job with an extra leaf in the right rear to control the torque, heavy-duty shocks, and a determined sway bar to control the curves.

Speedometer and optional clock/tach* are happily large enough to read, matt black, and located right in front of the driver where they belong. A 440-cubic-inch Magnum V8 is standard. It operates through either the slickest automatic in the business (also standard) or that brute of a four-speed with synchromesh you can't beat with a club.

Red Streaks, bucket seats, oversized brakes, and bumblebee paint stripe are included. The seats are for sitting, the view over the down-sloping hood is exceptional, and the steering wheel is large enough to get a grip on. All in all, it's quite a road car.



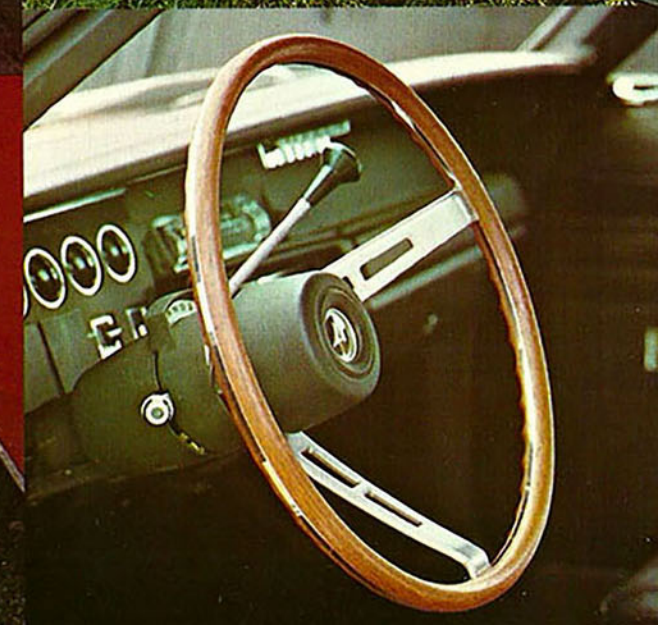
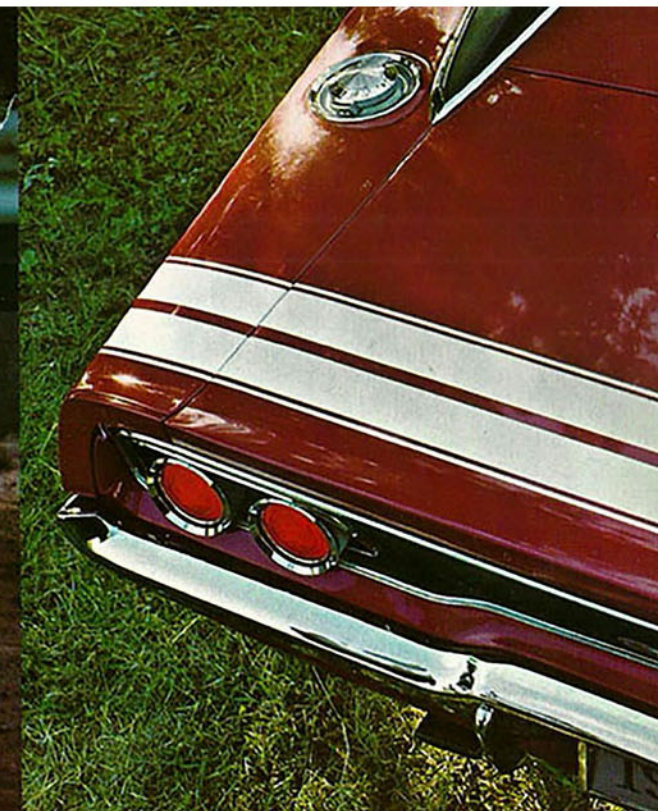
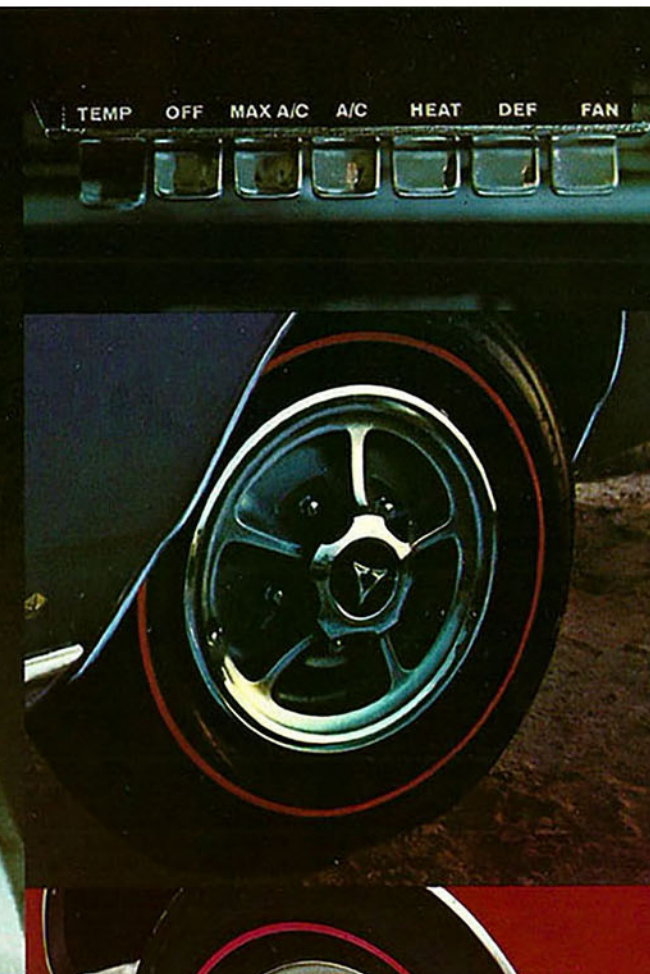
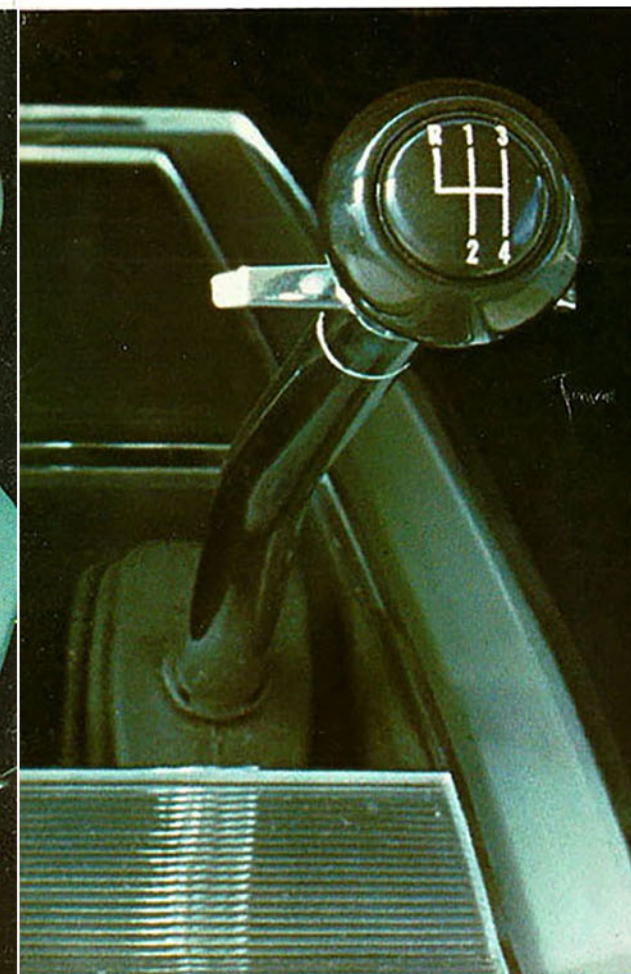
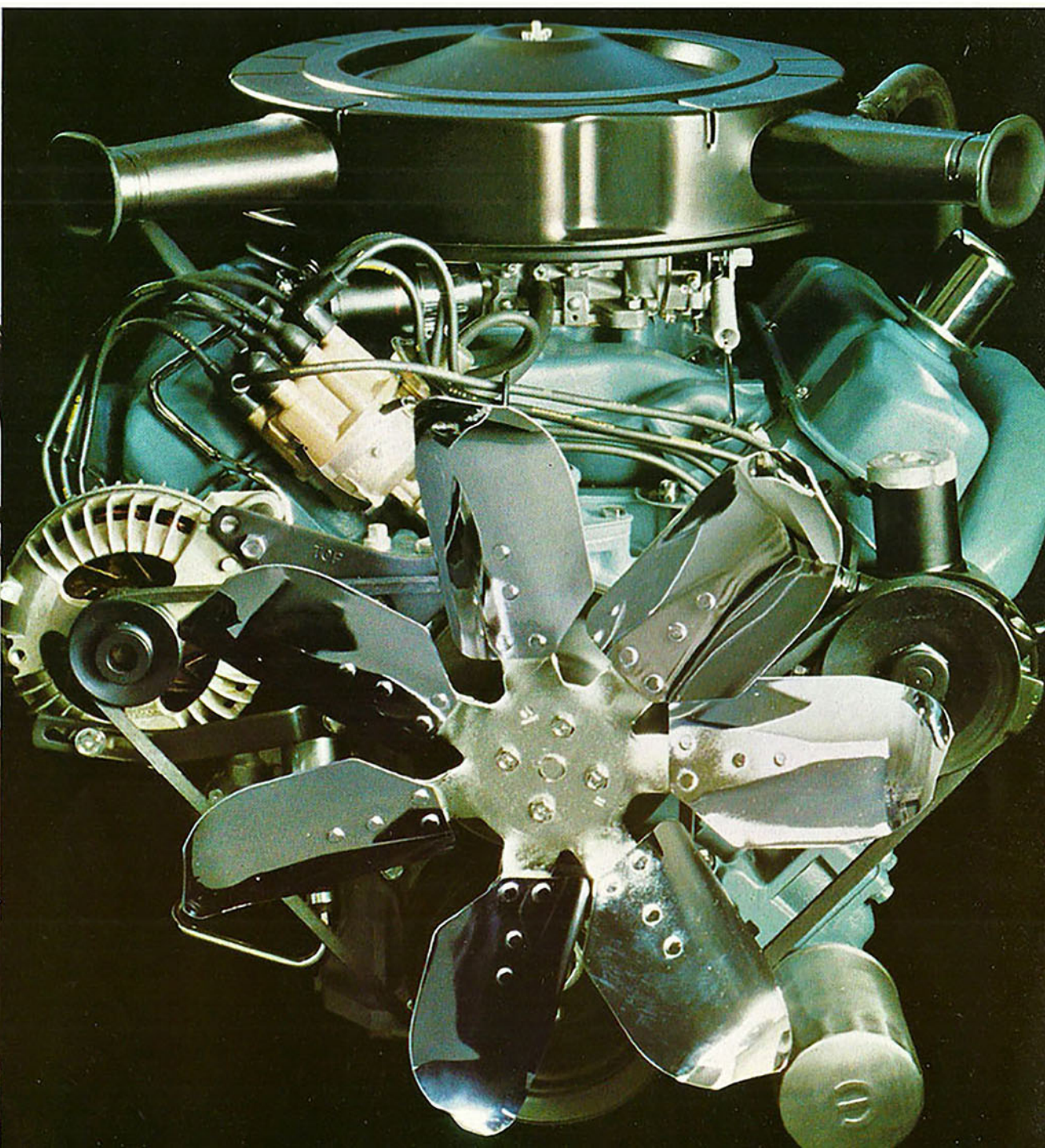
A man's car should reflect
something of himself.
The option is yours.

Improved 383 V8. What's new about Dodge's famous 383-cu.-in. V8? Plenty. New heads with 10% larger intakes. A new manifold that breathes as easily as a miler on the first lap. Four-barrel pot and low restriction dual exhausts. What does all this add up to? 330 hp @ 5000 rpm and 425 lbs.-ft. of torque @ 3200. It also adds up to a mill that is tractable around town and doesn't need a mechanic in constant attendance to keep it purring. It's a lot of engine at modest additional cost. You can even get it with a 2-bbl. carb, if you want.

Three-on-the-tree or four-on-the-floor . . . Charger shifts either way. Conventional three-speed manual column-mounted. (318 V8 only.) TorqueFlite on the column or on the optional console. Four-on-the-floor either with or without console. **Clock/tach.** Large enough so you can read it. Located right next to the speedometer where you can find it. Clock contains electrically wound mechanism with sweep second hand.

Air conditioning. Fully integrated with heater. Positive push buttons offer a choice of closed circuit cooling, fresh air cooling, heat defrosting. **Mag-styled covers.** If you want the "look" of mags with the durability of steel wheels, these are your answer. Finished in matt with contrasting bright spokes. **Chromed road wheels.** Four per set. The real McCoy. Gleaming, hard-chrome finish on a solid steel wheel of classic design. Complete with plated lug nuts.

Striped for action. Charger R/T gives you two choices at no additional cost. Bold, brash bumblebee stripes on the tail as shown below. Or, at your discretion, no stripe at all. **Simulated wood-grain wheel.** Comfortably textured with man-sized feel. Cut-out stainless steel spokes with recessed, deeply padded hub.



Charger

Charger standard equipment includes:

318-cubic-inch V8
3-speed manual transmission
all-vinyl bucket seats (front)
deep-pile carpeting
3-spoke steering wheel, with padded
hub and partial horn ring
heater/defroster
electric clock
cigarette lighter
ashtray light

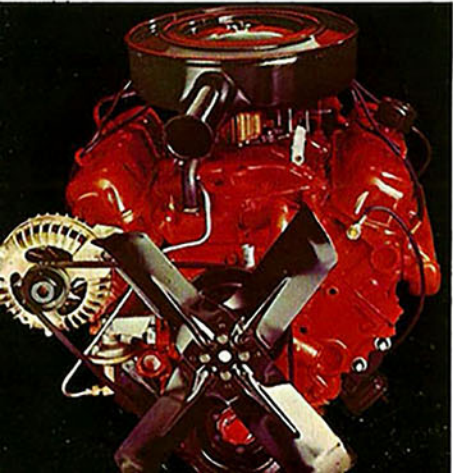
self-adjusting brakes
heavy-duty suspension, including
torsion bars, heavy-duty
rear springs and sway bar
choice of 16 standard exterior colors
front and rear bumper guards
wheel-opening mouldings
concealed headlights
quick-fill gas cap



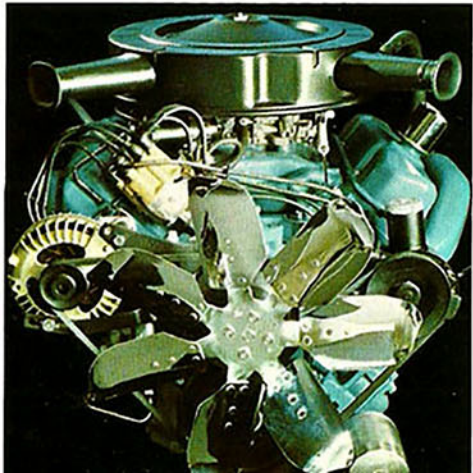
Dimensions: Wheelbase, 117". Overall length, width, height—208.0"/76.6"/53.2". Track; front/rear, 59.5"/59.2". **Suspension:** Charger has heavy-duty suspension, Oriflow shocks at each wheel. Charger R/T has a Special Handling Package, heavy-duty shocks. **Brakes:** Hydraulic, servo-contact, self-energizing, with bonded linings. Parking brake is foot-operated, hand-released—mechanically actuating shoes on each rear wheel. Charger brakes are self-adjusting; 10"x2½", front and rear. Charger R/T brakes are manually adjustable; heavy-duty; 11"x3", front—11"x2½", rear. **Tires:** Charger, 7.35x14, 5.5JK wheel. Charger R/T, F70x14 Red Streak, 5.5JK wheel. **Electrical System:** Battery, 12-volt, 6-cell, 48-amp-hr (318 V8). 59-amp-hr

(383 V8s). 70-amp-hr (Magnum & Hemi V8s). Alternator, 37-amp, standard. **Transmissions:** 3-speed manual (column-mounted shift), std. w/318 V8 only. TorqueFlite 3-speed automatic (selector, column-mounted), std. on Charger R/T with Magnum V8—optional with 318 V8 & 383 V8s. Console-mounted selector with optional center console. 4-on-the-floor (all forward speeds sync.) optional with 383 V8s, Magnum V8 and Hemi V8. **Rear Axle Ratios:** A number of ratios are offered with each Charger engine/transmission team. Each ratio has been carefully chosen to provide a balance of performance and economy. For specialized applications, your Dealer can order your Charger or Charger R/T delivered with a more suitable ratio.

318-cu.-in. V8, standard on Charger



383-cu.-in. V8, 2-bbl. or 4-bbl., optional on Charger



Charger R/T

Charger R/T includes many of the standard items that the regular Charger offers (such as):

bucket seats, 3-spoke steering wheel, heater/defroster, electric clock, cigarette lighter and ashtray light, front and rear bumper guards, wheel-opening mouldings, concealed headlights, exterior color choice, and the quick-fill gas cap. In addition, the following items are standard equipment on Charger R/T: 440-cubic-inch Magnum V8, with

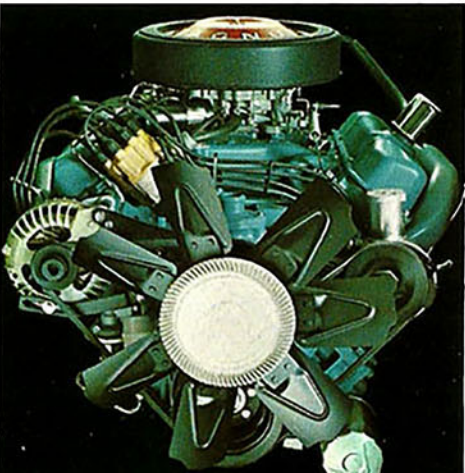
4-barrel carburetor and dual exhausts with chromed tips
TorqueFlite automatic transmission
heavy-duty, manually adjusted brakes
F70x14 Red Streak tires
R/T Handling Package, including special torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs, and sway bar
bumblebee racing stripes



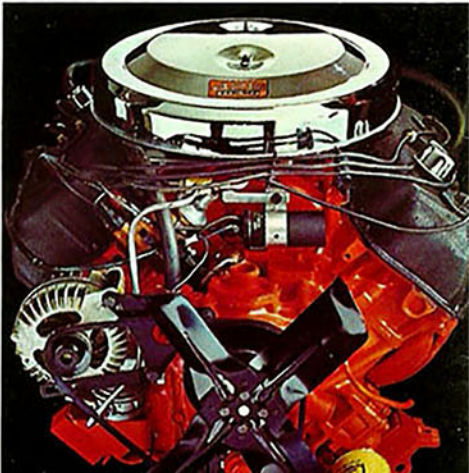
displacement	318-cu.-in.	383-cu.-in.	383-cu.-in.	440-cu.-in. Magnum	426-cu.-in. Hemi
no. of cylinders	V8	V8	V8	V8	V8
bore x stroke (in.)	3.91 x 3.31	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.25 x 3.75
tappets	hydraulic	hydraulic	hydraulic	hydraulic	mechanical
carburetor	2-bbl.	2-bbl.	4-bbl.	4-bbl.	two 4-bbl.
compression ratio	9.2:1	9.2:1	10.0:1	10.1:1	10.25:1
air cleaner	silenced	silenced	double snorkel	unsilenced	unsilenced
exhaust system	single	single	dual	dual	dual
crankcase capacity	4 qts.*	4 qts.*	4 qts.*	4 qts.*	5 qts.*
coolant capacity	18 qts.	17 qts.	17 qts.	18 qts.	18 qts.
horsepower @ rpm	230 @ 4400	290 @ 4400	330 @ 5000	375 @ 4600	425 @ 5000
torque (lbs.-ft.) @ rpm	340 @ 2400	390 @ 2800	425 @ 3200	480 @ 3200	490 @ 4000
fuel recommended	regular	regular	premium	premium	premium

*Add 1 extra quart when replacing oil filter.

440-cu.-in. Magnum V8, standard on Charger R/T



426-cu.-in. Hemi V8, two 4-bbl., optional on Charger R/T



Optional Equipment

Comfort and Convenience Options:

Air conditioning (n.a. with Hemi V8)
Rear window defogger
Charger offers three different radio options:
AM radio
AM deluxe radio
AM radio with 8-track stereo-tape player and 3 instrument-panel-mounted speakers for "orchestra shell" fidelity
Rear seat speaker
Power steering
Power brakes
Power windows
Auto Pilot Automatic Speed Control (n.a. with Hemi V8)
Requires auto. transmission; power brakes required with 383 V8s, 440-Magnum V8
Tinted windshield
Tinted windshield and windows
Lockable gas cap (concealed beneath quick-fill cap, which is standard)
Hood insulation and undercoating
Right, outside rearview mirror
Left, outside, remote-control rearview mirror
Front, center seat belts
Rear, center seat belts
Front shoulder belts, left and right
Rear shoulder belts, left and right
3-speed, electric windshield wiper (2-speed, std.)

Appearance Options:

Front center console
3-spoke steering wheel with padded hub and full horn ring
3-spoke simulated wood-grained steering wheel with padded hub
F70x14 Red Streak tires (std., on Charger R/T)
Silver Metallic exterior paint
Vinyl roof covering (in choice of black, antiqued white or antiqued green)
Deluxe wheel covers
Deep-dish wheel covers
"Mag"-type wheel covers
Chromed road wheels (14" wheels only)
Turn signal indicators mounted directly in forward part of hood
White sidewall tires

Performance Options:

383 (2-bbl.) V8 engine (regular fuel)
383 (4-bbl.) V8 engine
426 (two 4-bbl.) Hemi V8 engine (Charger R/T only)
TorqueFlite automatic transmission (std., Charger R/T)
4-speed manual transmission (with all engines, except 318 V8)
Sure Grip differential
Electric clock/tach (clock, alone, is standard)
Front disc brakes (available with either 14" or 15" wheels)
Heavy-duty brakes (std., Charger R/T)
Heavy-duty shocks (std., Charger R/T)
F70x14 Red Streak tires (std., Charger R/T)
Trailer-Towing Package (n.a. with Hemi V8)

Charger Trailer-Towing Package

Required for towing trailers with a loaded gross weight of 2,000 lbs. and not exceeding 4,000 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 200 lbs. (Hitch not supplied by Dodge.)
Basic equipment includes: Maximum cooling system with high-capacity radiator. Larger transmission oil cooler. Larger 7-blade fan. Fan shroud. Hood seal. Heavy-duty performance axle, 3.23 ratio. Heavy-duty brakes (std., Charger R/T). Heavy-duty turn signal switch. Heavy-duty spotlight switch.
The following extra-cost equipment is also required: TorqueFlite automatic transmission. 7.75 x 14 tires (except Charger R/T—F70x14).

Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty, 70-amp-hr battery, with rubber separators and battery heat shield. Power brakes or disc brakes. Power steering. Air conditioning. 383-cubic-inch V8 (2-bbl. or 4-bbl.). Note: Package not available with 426 Hemi V8 engine.

Charger Light Package

Glove box light
Map and courtesy light
Trunk compartment light
Time-delay ignition switch light
(This is a little delay switch that leaves your ignition switch light "on" for a short time after the car doors are closed. It lets you find the ignition switch in the dark without switching on the interior lights.)

Charger and Charger R/T include these items as standard safety equipment:

- Dual Braking System
- turn signals
- padded instrument panel (upper and lower pads)
- master cylinder/parking brake warning light
- windshield washers
- Safety-Action inside door handles
- left, outside, rearview mirror
- retractable, front seat belts
- side marker lights
- soft knobs on window cranks
- Cleaner Air System
- energy-absorbing steering column and wheel
- backup lights
- padded sun visors
- windshield wipers, 2-speed, electric; parallel action blades with glare-resistant finish
- Hazard Warning System
- Safety-Rim wheels
- prismatic, day/night, inside rearview mirror with double-ball-joint safety mount
- rear seat belts
- manual latch on front seatbacks
- padded front seatback
- nonoverride door locks

Warranty

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Dodge, Chrysler, Plymouth or Imperial Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: Change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A) have an authorized Dodge, Chrysler, Plymouth or Imperial Dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered

owner must have an authorized Dodge, Chrysler, Plymouth or Imperial Dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage. Above warranty not applicable to cars equipped with 426-cu.-in. Hemi V8 engines. The warranty for a Hemi V8-powered vehicle is for 12 months or 12,000 miles, and applies to the original retail purchaser only, provided the car is not subjected to any extreme operation or modified in any manner.

Exterior Colors

Dark Blue Metallic

Bright Blue Metallic

Light Blue Metallic

Dark Turquoise Metallic

Racing Green Metallic

Medium Green Metallic

Light Green Metallic

Medium Gold Metallic

Medium Tan Metallic

Beige

Bronze Metallic

Yellow

Burgundy Metallic

Red

Silver Metallic (Optional, at extra cost)

White or Black

The beginning.



customer
care

Dodge



CHRYSLER
MOTORS CORPORATION

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