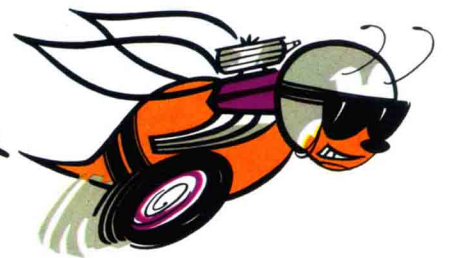




Run with the *Dodge Scat Pack*



THE CARS WITH THE BUMBLEBEE STRIPES

CHARGER R/T

THE CLEAN MACHINE

You're the driving expert.
If you're a pro, drive like one—safely.

There are cars you buy because of one look. A piece of sculpture. Shaped like a Mach 2 jet on wheels. And from the long, low-hung, clean snout rolling inquisitively along the ground to the impertinent flip of the spoiler on the rear deck, you wouldn't change a line of it if you could.

There are cars you buy because of a throaty rumble deep down inside that makes you vaguely uneasy to be standing still.

There are cars you buy because the suspension treats an angled grade crossing in the rain with studied insolence. Because the four-speed box changes cogs with the precision of a sharp ax striking soft pine. And because just sitting in it, you know it's right, and just the way you want it, and if you don't get it, you'll hate yourself every time you think about it.

Charger R/T is such a car. People who don't understand cars might say, "It's kind of cute." Cute? With a 440-Magnum as standard equipment? It is your duty to make sure they are all sold before that kind of person gets his hands on one. To help you, we've kept the price nice and low.

1. GROUND RULES.

You can't corner in midair. But then that's what the special springs, shocks, sway bar, and oversized anchors are for. To keep you grounded when you need it most. (They're all standard; hope we haven't spoiled the fun for the do-it-yourself crew.) Front discs optional.

2. SEAT YOURSELF. IT'S YOUR CHOICE.

Standard front seats on R/T are deep, snug, foam-padded, vinyl-trimmed buckets. And for a modest extra cost we'll go you one better. With a cushion-plus-fold-down-armrest between the buckets if you like extra company up front. Still another option is a center console you can have with either the three-speed automatic or four-speed manual transmission and console-mounted selector. Now, what's your choice?

3. STORE IN THE DOOR.

A pocket located on each door where, amazingly enough, you can reach it. Great place for the genuine Italian shades and a tour guide.

4. STRIPED FOR ACTION.

Here's a kind of cocky way to show your colors. Wrapped boldly around the tail like a bumblebee. The problem is that it tells everybody just what you're pushing. If that bothers you, order yours with no stripes at all.

5. CHARGER'S DASH HAS PLENTY OF IT.

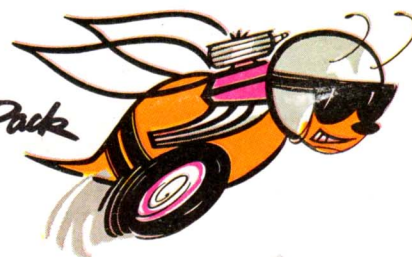
In an era when dashes start looking like soda fountains, welcome news. Matt black. With numbers yet. And readably round dials. And an optional tach also round, readable, and mounted on the dash with clock in the center.

One look, and you've got
DODGE fever



Run with the Dodge Scat Pack

CHARGER R/T The Clean Machine.



Dodge Charger R/T for '68, most exciting of the super cars. With all this standard equipment:

- 440-cubic-inch Magnum V8 engine—biggest standard engine in any super car
- Choice of a rugged four-speed manual or shiftable three-speed automatic box
- Heavy-duty torsion bars, sway bar and shocks
- Heavy-duty (11-inch) brakes
- An extra leaf in the right rear spring to tame the torque
- F70 x 14" Red Line wide tread tires
- Disappearing headlights
- Foam-padded, vinyl-trimmed bucket seats up front
- Full instrumentation (no idiot lights)
- Electric clock
- Bumblebee stripe

Optional: Dodge's formidable Hemi 426 that pours out 425 bhp @ 5000 rpm and 490 lbs.-ft. of torque @ 4000 rpm.

Next step is to see Charger R/T and put it through its paces. The first few feet in Charger R/T will change your idea of cars completely.

SPECIAL OFFER

Write: Dodge Scat Pack HQ, Dept. J, PO Box 604, Detroit, Michigan 48221.

Send me the Scat Pack decals, lapel badges and catalog of goodies. Here's my quarter.

Name _____

Address _____

City _____ State _____ Zip _____

Car Owned: Make _____ Model _____ Year _____

RACING JACKET

Show your stripes right away. Order your special all-nylon, red Scat Pack racing jacket. Comes in sizes for everyone! Men: S-M-L-XL-XXL. Women: S-M-L. Children: 6-8-10-12-14-16. Send \$9.95 for each jacket (check or M.O.) to Hughes-Hatcher-Suffrin, Shelby at State, Detroit, Michigan 48226.

Dodge





RAMROD

DODGE CHARGER R/T

There you were with your plug wrench clenched in a set of badly battered knuckles, wiping the other paw on the back of your jeans, when this black maw of a grille attached to a wingless Mach 2 jet throbs up. "Ha," you scoff. "Bet he has to beat it with a whip to even get it out of the garage." With a snick that can only mean close-coupled four-speed and a howl that says 440 cubes

of mean, it disappears. Charger R/T just arrived. End of the road for the do-it-yourself kit, Charlie.

STANDARD R/T EQUIPMENT

- 440 CID, 375-HP (4-bbl.) V8
- Dual Exhausts
- HD Suspension Package
- HD Brakes
- F70 x 14 Wide-Treads

OPTIONAL

- The Hemi—425 HP

DRIVE SAFELY. IT'S CONTAGIOUS.

Dodge



CHRYSLER
MOTORS CORPORATION



Dodge Scoot Pack ... the cars with the Bumblebee stripes



BEAUTIFUL SCREAMER

CHARGER R/T

American guts with more than a touch of Old World class. With something very un-Old World-like under its bonnet. 440 cubes worth of rippling muscle. Plus a suspension that knows its way through the esses, as if the car were on rails. Heavy-duty torsion bars, sway bar and shocks, plus an extra torque-taming leaf in the right rear spring. And heavy-duty brakes with 11-inch drums. And a whole batch of goodies, including foam-padded, vinyl-trimmed front buckets and disappearing headlights. Not to forget looks that nobody else has got around to yet. All that's standard, by the way. Every bit of it.

But, alas, Charger R/T has some drawbacks. It's comfortable, quiet, tractable around town, and it has enough room for a couple of friends in the back.

Oh, well, you can't have everything.

STANDARD CHARGER R/T EQUIPMENT

- 440-cid Magnum (4-bbl.) V8, 375 hp
- Choice of 3-speed automatic or 4-speed manual
- Dual Exhausts
- HD suspension ● HD shocks ● HD brakes
- Dodge Charger Rallye instrument panel
- F70 x 14 Wide-Treads.

OPTIONAL

- The Hemi—425 hp.

DRIVERS WHO LAST PUT SAFETY FIRST.



Dodge



Dodge Scoot Pack ... the cars with the Bumblebee stripes



What's striped for action



...built for comfort



...and has a lot of dash?

Charger R/T...the only car that looks as good as it goes.



Dodge



No wonder Charger sales are up more than 250%* over last year's. Where else can you get a shape you can tell a block away, hidden headlights, deep foam buckets in luxurious deep-pleated vinyl, and that great-looking dash with the readable dials? Not to mention an electric clock that really works, a racing gas cap, and handy door pockets for maps and things. Plus that combination of agility and comfort that's hard to match.

The car shown above is an R/T—in our new spring color, Charger Green Metallic. In Dodge lingo, R/T means you get a 440 Magnum V8, special rallye suspension, oversized police-type brakes, and your choice of shift-able three-speed automatic or four-on-the-floor, all at no extra cost. Which, all added up, means just about the greatest piece of machinery on four wheels. About the bumblebee stripes: Whether or not they go on

your R/T is up to you.

Options? Air conditioning, 8-track stereo-tape player, Auto Pilot speed control, rear window defogger—the works. But you'll still pay less for a car equipped the way you want because more of the things you want are standard equipment.

Satisfied with a 250% sales increase? Good heavens, sir! We haven't even warmed up yet.

*Model year as of March 1, 1968.

It's your turn for

DODGE fever



THE SILKEN SNARL

DODGE CORONET R/T

It sits on its nice fat Red Lines like a leech. There's a nasty-looking bulge in the hood, and an insulting rumble out the rear, and underpinnings as stiff as a board to get you going the other way with authority. The instruments are very sanitary. The price, surprisingly modest. The name is Coronet R/T. You can push around town all week, and nobody will know the difference. Except you. And that's what makes the difference.

STANDARD R/T EQUIPMENT

- 440 CID, 375-HP (4-bbl.) V8
- Dual Exhausts
- HD Suspension Package
- HD Brakes
- F70 x 14 Wide-Treads

OPTIONAL

- The Hemi—425 HP

DRIVE SAFELY. IT'S CONTAGIOUS.



Dodge



CHRYSLER
MOTORS CORPORATION

Dodge Scoot Pack ... the cars with the Bumblebee stripes



RUMBLE BEE

Want to start something?

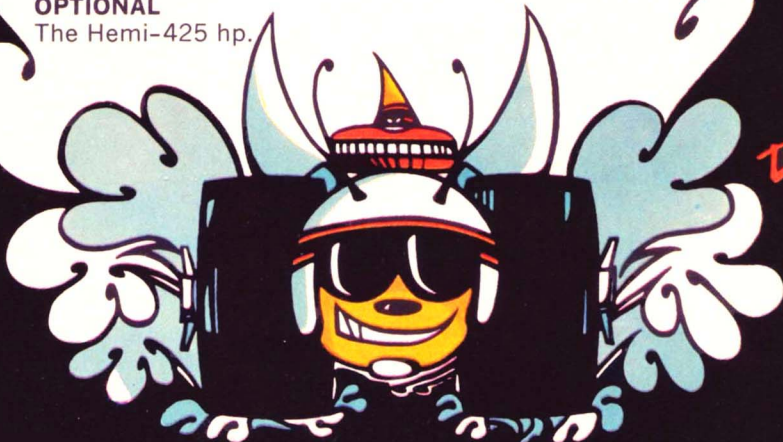
Try a hot-cammed 383-cube mill in a light coupe body. Just for kicks, throw in the heavy-duty suspension, oversized brakes, a brute of a hood, bumblebee stripes—the works. It's tough. Check the price. Good news! Dodge has started something all right. Super Bee. Why sit there dreaming when you could be running? See the man with the cars with the bumblebee stripes. Your Dodge Dealer.

STANDARD SUPER BEE EQUIPMENT

- Special 4-bbl. 383-cid V8 (has the 440 Magnum V8 heads, valve gear, hot cam, and manifolds), 335 hp at 5200 rpm
- Dual exhausts ● 4-on-the-floor manual with HD clutch
- HD suspension ● HD shocks ● HD brakes ● Dodge Charger Rallye instrument panel ● F70 x 14 Wide-Treads.

OPTIONAL

The Hemi-425 hp.



Dodge Scoot Pack
... the cars with the Bumblebee stripes

DRIVE SAFELY—
SPEED CONTESTS BELONG ON THE STRIP

Dodge

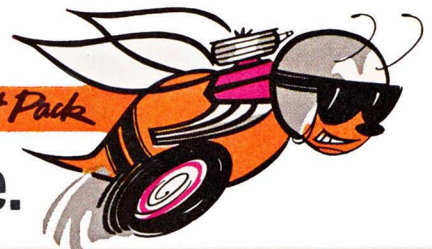


Dodge



Announcing: CORONET "SUPER BEE" Scat Pack performance at a new low price.

Run with the Dodge Scat Pack



Beware the hot cammed, four-barreled 383 mill in the light coupe body. Beware the muscled hood, the snick of close coupled four-speed, the surefootedness of Red Lines, Rallye-rated springs and shocks, sway bar and competent eleven-inch drums. Beware the Super Bee. Proof you can't tell a runner by the size of his bankroll.

These specifications are published for the uncommon interest:

POWERPLANT: Standard: 383 CID V8. Carb: 4-bbl. Compression ratio: 10:1. Special camshaft: Lift (Intake, .450; Exhaust, .465). Duration (Intake, 268°; Exhaust, 284°). Overlap: 46°. Valves, hydraulic (Intake, 2.08 head dia.; Exhaust, 1.74). Intake manifold: Equal length four branch low-restriction type. Exhaust: Dual. Horsepower: 335 at 5200 RPM. Torque: 425 lbs.-ft. at 3400 RPM. 10.2 pounds per horsepower. (Dry.) Air cleaner, unsilenced, both standard and optional V8.

Optional: Hemi 426 CID V8. Hemispherical combustion chambers. Carb: dual, 4-bbl. Compression ratio: 10.25:1. Camshaft lift (Intake, .490; Exhaust, .480). Duration (Intake, 284°; Exhaust, 284°). Valves (Intake, 2.25 head dia.; Exhaust, 1.94). Intake manifold: Cast aluminum dual level with heat shield. Exhaust manifold: Special cast-iron low-restriction exhaust headers. Horsepower: 425 at 5000 RPM. Torque: 490 lbs.-ft. at 4000 RPM.

TRANSMISSION: Standard: Four-speed full synchromesh manual. Ring block synchromesh. Floor-mounted shift. Gear ratios with std. eng.: 1st, 2.66; 2nd, 1.91; 3rd, 1.39; 4th, 1.00.

Optional: TorqueFlite Automatic three-speed. Column-mounted shift. Gear ratios: 1st, 2.45; 2nd, 1.45; 3rd, 1.00.

SUSPENSION: Heavy-duty springs and shocks, all four wheels. .94-inch dia. sway bar standard.

BRAKES: Heavy-duty standard on all four wheels. 11-inch drums, cast iron. Shoes: 11"x3", front; 11"x2½", rear. Lining area: 234.1 sq. in. Front discs optional. Self-adjusting Bendix type. Swept area, 387.8 sq. in.

ADDITIONAL OPTIONS: High-performance axle package consisting of 3.55 axle ratio with Sure Grip. High-capacity radiator, 7-blade slip-drive fan with shroud.

INSTRUMENTATION AND APPOINTMENTS: Padded Rallye-type dash standard, matte black, includes circular speedometer, oil and temperature gauges, electric clock. Matching tach optional. Matte black grille, power hood, Red Line wide-tread tires, seat belts, front shoulder belts, carpeting, foam seats, bumblebee striping and special ornamentation standard. Vinyl roof optional.

RACING JACKET OFFER Show your stripes right away. Order your special all-nylon, red Scat Pack racing jacket. Comes in sizes for everyone! Men: S-M-L-XL-XXL. Women: S-M-L. Children: 6-8-10-12-14-16. Send \$9.95 for each jacket (check or M.O.) to Hughes-Hatcher-Suffrin, Shelby at State, Detroit, Michigan 48226.

SPECIAL OFFER Write: Dodge Scat Pack HQ, Dept. B, PO Box 604, Detroit, Michigan 48221. Send me the Scat Pack decals, lapel badges and catalog of goodies. Here's my quarter.

Name _____
Address _____
City _____ State _____ Zip _____
Car Owned: Make _____ Model _____ Year _____

Three quick ways to catch

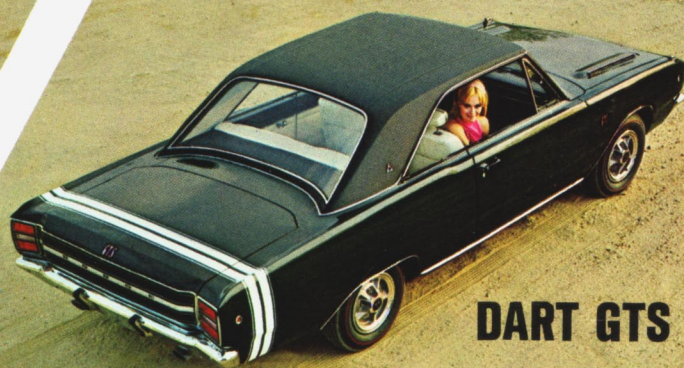
DODGE fever



CHARGER R/T



CORONET R/T

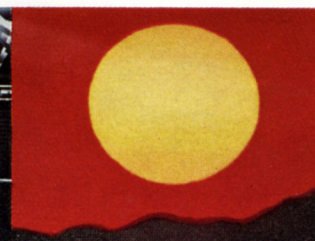


DART GTS



Run with the Dodge Scoot Pack

THE CARS WITH THE BUMBLEBEE STRIPES



here's more.

If it takes more than a brand-new style to turn you on,

Congratulations

...you've got

DODGE fever

'68 Dodge Charger. What a great shape to be in.

Tired of all those look-alike shapes around you? The ones that surround you at every traffic light? Why not take a look at Dodge Charger for 1968? Then take a good look at all the goodies that meet you when you open Charger's door. This one's different, inside and out. Outside, you've already seen. Inside, all business. Up front, foam-padded

bucket seats to coddle you. Matt-finished instruments with black faces, white numbers and needles. Meant to be read often. Two deep and handy door pockets for all the paraphernalia that usually collects under your feet. A range of four engines to suit your driving needs. (Up to the 440-cubic-inch Magnum V8 in Charger R/T.) Switches that

do interesting things, like make the concealed headlights appear on command. In short, a car with everything you need to make you take an interest in cars again. And the price makes Charger doubly easy to take. Low enough to give you a high case of Dodge Fever. Got the Fever? Now stop at your nearby Dodge Dealer's and sign up for the cure.



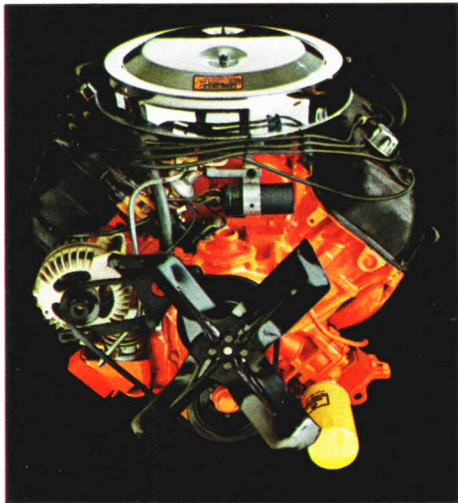
Dodge



CHRYSLER
MOTORS CORPORATION

Drive safely. It's also contagious.

HERE'S WHAT MAKES THE SCAT PACK RUN.

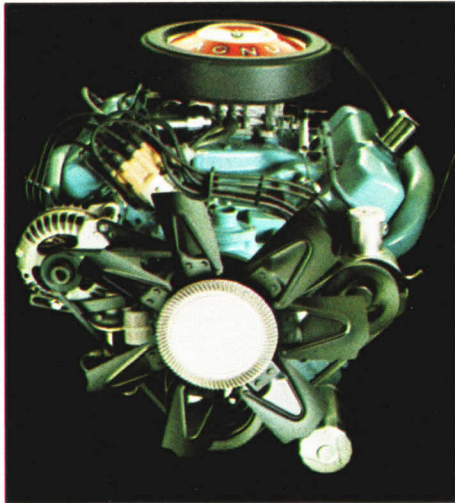


426

HEMI DUAL 4-BBL. V8

Horsepower.....425 @ 5000 rpm
Torque (lbs.-ft.) 490 @ 4000 rpm
Compression Ratio.....10.25
Recommended Fuel....Premium
Exhaust Type.....Dual

Optional for Charger R/T, Coronet R/T.

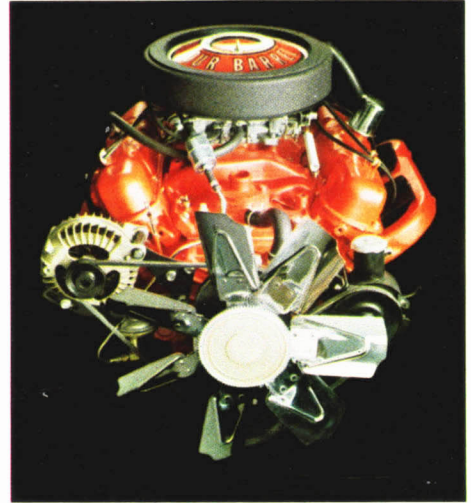


440

MAGNUM 4-BBL. V8

Horsepower.....375 @ 4600 rpm
Torque (lbs.-ft.) 480 @ 3200 rpm
Compression Ratio.....10.1
Recommended Fuel....Premium
Exhaust Type.....Dual

Standard for Charger R/T, Coronet R/T.



340

4-BBL. V8

Horsepower.....275 @ 5000 rpm
Torque (lbs.-ft.) 340 @ 3200 rpm
Compression Ratio.....10.5
Recommended Fuel....Premium
Exhaust Type.....Dual

Standard for Dart GTSport.

Dodge



Hey, Cat, Show Your Scat!



SPECIAL OFFER

Send today
for your
SCAT PACK materials—

- 6" Decal
 - 4" Decal
 - Two Scat Pack Lapel Badges
 - Catalogue of Other Scat Pack Materials
- Just 25¢ for postage and handling.

CUT OUT AND MAIL TODAY!

TO: Dodge Scat Pack HQ.
P.O. BOX 604
Detroit, Michigan 48221

☐ Yes, please send me the two Scat Pack decals, lapel badges and catalogue of other Scat Pack Goodies. Enclosed is my 25¢ for postage and handling.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CAR OWNED: MAKE _____ MODEL _____ YEAR _____