

If you want more run
for your money...
join the Pack.

THE 1971 DODGE SCAT PACK

Dodge 340 — It's a tough little devil.

Charger Super Bee — ... only the performance is premium.

None genuine without the seal.



CHARGER R/T

This car was designed strictly for adults.

A Charger R/T doesn't need anything but the shape it's in to tell you what it is. The long

The one that has the whole job done right.

Check the credentials. 440 Magnum, dual carburetors, bright tips. Full instrumentation.

Extra-heavy-duty suspension.

The automatic that can take it in standard. Three-speed TorqueFlite.

The buckets have built-in head restraints. The dash has simulated wood-grained panels. The windshield wipers are hidden. Concealed headlamps are optional. It is a little device

that works them with a touch.

Well, it's the way it all goes together that counts. Balance. The extra lead in the right rear spring to handle the torque. Easily-adjustable torsion bars, heavy-duty brakes. Don't worry about it. You got 'em. Standard.

STANDARD EQUIPMENT

440 Magnum V8 • Performance hood with blacked treatment • Ventless door glass (21" radius) • Glass top (top and side) • 150 mph speedometer • Full instrumentation with fuel, temperature, distributor and oil pressure gauges • Cigarette lighter •

Heater (air/diesel) defroster with 3-speed fan • Simulated wood-grained door and instrument panel trim inserts • Color-keyed carpeting • Wheel locked hubs with integral lock cylinders • Transmission regulator • TorqueFlite automatic transmission • Extra-heavy-duty suspension includes high-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs with special right rear spring and sway bar • Heavy-duty brake: 11" x 13" front, 11" x 7 1/2" rear • 57614 whitewall, steel white letter, disc-bolted steel • Dual exhausts.



Third-year wheel with simulated wood cap



Performance 1500



Tachometer

CHARGER Super Bee

Even with a 383 Magnum...it's a regular gas.

Hey, man, it's easy to own a super set of wheels if you have a super budget to feed it with, Chaz?

Oh, the other hand, if you think good is for a while, maybe you could find another place to use the green. If you had some left over. And here's how you get it.

Super Bee, the great-looking piece of man's iron that forces you to live on a budget. Start with a 383 Magnum that's believed to be regular. Plus a power-to-weight ratio that combines handling, stopping, and the ability to leave quickly. Add heavy-duty suspension, super brakes, F50 x 13 tires

built skins, and the floor-mounted full synchro three-speed. That's some man.

And hey, is it great when you have enough left over to take your Saturday night. There are a lot of nice, good-thinking reasons to buy a Super Bee. So ignore the fact that it looks like tomorrow and run like it's all down hill.

Sure you will.

STANDARD EQUIPMENT

383 Magnum V8 (200 regular fuel)
Performance hood with blackout treatment
Ventless door glass (2/3)

radius
O Simulated wood-grained door trim panel inserts, instrument panel applique and Rallye instrument Cluster with 168-mph speedometer and oil pressure gauge
O Heater/ windshield defroster with 3-speed fan
O Carpeting
O Rallye Suspension Package (includes heavy-duty torsion bars, heavy-duty rear springs, sway bar, and heavy-duty shock absorbers)
O 3-speed fully synchroized transmission with four shaft
O Heavy-duty brakes, 13" x 2", front; 11" x 2 1/2", rear
O F50x13 wide-tread, white sidewall, black-belted tires
O Dual exhausts.



Racing mirror



Straight exhaust pipe



Racing wheel and 13" tire



Pistol grip

CHALLENGER R/T

It ain't Attila the Hun, but it ain't Mary Mild either.

This sharp-looking piece of iron is designed to run on regular gas. Do not think, however, that this indicates that you'll have to heat it with a whip to get it out of the garage.

Challenger R/T is more than a no-nonsense performer. The 383 Mag motor sports a very impressive frame-power figure and stays there with a minimum of fading. The suspension is close right, the shift is sub-optimal and floor-mounted, the interior is still a little roomier and better-looking than some other year's cars, and the Standard Equipment List is darn near as long as the spoons.

A guy could drive one of these to work without blowing the budget, or take it to the local sandwich shop without losing his image. That's not an easy combination to come by these days.

Challenger R/T, even on regular gas, it's quicker than the average bear. A few words for the hearty . . . 340, 440 SixPack, Ram. (See your Dealer.)

Standard Equipment

383 Magnum V8 (over regular fuel)
□ 3-speed manual fully synchronized with floor-mounted shift lever □ Vinyl

front loaded seats with integral head restraints □ Simulated wood-grained door inserts □ Plastic Instrument Cluster—includes 3,000-rpm tach, 150-mph speedometer, mph-ometer with push-button reset, oil-pressure gauge, clock and simulated wood-grained trim and steering wheel □ Dual exhausts □ F3000, wide-track, white paint □ Decalated trim □ Plastic Suspension Package—includes heavy-duty torsion bars, heavy-duty rear springs, and front lower bar □ Rear sway bar □ Performance hood with distinctive pinstriping □ Brakes: 11" x 17", front; 11" x 21 1/2", rear.



Luggage rack



Tachometer



Quick-fill gas cap



Wedge wheel and 600 tire

CHALLENGER T/A

End of the road for the Do-It-Yourself Kit.

This is one car where the list of standard equipment is longer than the list of options. Hey, man, this isn't the beginning of something great, it's the ending also.

Big two-bolted spindles in front, bigger ones in back. The good stuff. Hard-steel frame. Power doors up front, drums, heavy-duty, in the rear. Dual exhausts with conventional mufflers, chrome side exit magpipes.

Challenger T/A. Just the way you'd do it yourself. If you had the time. And the money. Yeah, the money. Frankly, it would probably cost you more to do it yourself. So why bother

with do-it-yourself dreams? Check out this bargain for the man who'd rather be moving than building.

Check out the Standard Equipment List carefully. You'll find that everything is included. From engine to drive train, Dodge put it all together for you.

STANDARD EQUIPMENT

240-6-cyl. 160 Torqueflite automatic transmission or 3-on-the-floor fully synchronized manual transmission Fiberglass hood with fresh air Pack Hood pins Special Rally Suspension includes rear sway bar, longer front sway bar, heavy-duty shock ab-

sorbers, increased number of rear springs) Rear track bar Low-restriction dual side exit exhaust with magpipes Tires: 606x15, front 606x15, rear; raised white letters 15x7.5J wheels Power front disc brakes with special cast-iron alloy pads, 107 rear drums 3.55 axle ratio-184 ring gear Vinyl front bucket seats Deep-pile carpeting Simulated wood-grained door trim inserts Locking flip-top gas cap Floor-mounted door handles T/A body side tape stripes Grille and deck panel blackout.



DEMON 340

...the performance is a lot more than painted on.

Some people today seem to be building performance cars for your kid's sake. They offer a brand-new stripe, but the ride is flat.

Looks like you got. This may be our lowest priced performance car, but you'll never know it from the way it feels up with the big boys.

This year, you get our high-revving small V8, with new Frenched rear lights and a rear-loading grille. All this runs on heavy-duty torque-torquing Bally Suspension, heavy-duty shocks, big brakes, and a slick, full-optional floor-mounted box. Add a readable speedometer with readable

trip indicator and a sanitary, roomy, all-steel interior, and you're ready to roll.

Demon 340. Compared to some of the other cars, does this one look like a nice honest car? ... with a nice honest price.

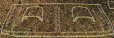
STANDARD EQUIPMENT

340 cc. V8, 4-110, 98 (Premium Fuel) □ Vinyl floor mats (left—blue, right—black) □ Body side tape stripe—black or white only □ Heatless door glass □ Custom-contoured vinyl-upholstered door handles □ 3-speed windshield wipers □ Dome lamp □ 100 mph

speedometer, with trip odometer □ Fuel, oil-pressure, temperature, and oil pressure gauges □ Cigarette lighter □ Radio/windshield defroster with 3-speed fan □ Transmission regulator □ 3-speed manual transmission, fully synchronized with floor-mounted shift lever □ Bally Suspension Package (includes heavy-duty torsion bars, heavy-duty rear springs and lower bar with heavy-duty shock absorbers) □ Brakes: 10" x 7 1/2", front; 10" x 1 1/2", rear □ 270 x 18 wide-track, low-bellied tires □ 14 x 5.51 wheels □ Dual exhausts □ 17 gallon fuel tank.



Front drive



Rear suspension

Rear springs



Rear wheel and tire

Join one of the fastest growing performance car clubs. Dodge Scat Pack Club.

Dodge Scat Pack Club. Quickly getting to be the "in" performance car club. Want in? Easy—just fill out the coupon below. Mail it in with \$5.95 for a full year's membership. You'll soon receive the big Dodge Scat Pack Club Package. A group of goodies that would retail for twice as much as the membership fee. And the Club doesn't stop here. You can run with the Scat Packers. The Dodge Scat Pack Club has active chapters from coast to coast. Ask your participating Dodge Dealer about joining.

DODGE SCAT PACK CLUB PACKAGE:

- 1. Illustrated tune-up tips four-page folder.** Describes how you can get more out of your performance car. Be sure to indicate on the coupon which engine your Dodge is equipped with so that we may send you the correct folder.
- 2. Hustle Stuff parts catalog,** fully illustrated. More than 50 pages.
- 3. Pocket-Pack, all-weather racing jacket,** with full-color, mod car designs. Jacket includes pockets and zipper, plus drawstring for snug fit.



- 4. Official Club blazer patch.** Embroidered "Bee" cloth emblem. Red, white, black. 3" diameter.
- 5. "Scat Packers, Unite!" bumper sticker,** self-adhesive, with Club emblem. Day-Glow® orange. 3½" x 14".
- 6. Official Club identifier folder.** Four pages of Dodge Scat Pack Club accessories. Special discounts on all

items—like mugs, pillows, cushions, pen and pencil sets, lighters, jackets, and key chains. Price list included.

- 7. Dodge Scat Pack Club outside/inside car decal.** Chrome foil. Red, white, black. 6" diameter.



- 8. Wallet-sized membership card.** Good at Club gatherings everywhere.

9. Scat Speaks. An illustrated quarterly featuring Club news, service and tuning tips, plus special sections entitled "Question and Answer Bag," "Driver Profile," and "Customizing Tips." Scat Speaks also offers Club-member discounts on accessories.

- 10. 1971 Auto-Racing Guide.** This 100-page booklet gives complete details about oval, road-course, and drag

racing. Additional sections include top drivers, past and present; sports car and racing terms; Rally information; records; latest racing results; driving tips; and how you can get started in racing. Also included are 1971 racing schedules.

- 11. Monthly Dodge Performance News.**

Four informative pages about Dodge racing action across the country. Besides keeping up on the latest Dodge wins, you'll be reading about the men—and, sometimes, women—who drive the championship Dodges.



Allison Wins Atlanta 500



How I'll Face 'Line Back'



MEMBERSHIP APPLICATION

DODGE SCAT PACK CLUB

Enclosed is \$5.95 for one year's membership. I understand that you will send me all the Club materials and that I will be a member in good standing of the Dodge Scat Pack Club.

Please print or type.

Name _____

Address _____

City _____ State _____ Zip _____

Age of applicant _____ Model and year of Dodge I own _____

Engine _____ Signature _____

Mail to: Scat Headquarters
P.O. Box 611
Detroit, Michigan 48221

Jacket size _____

Hustle Stuff for the Dodge Scat Pack. Complete 1971 Performance Parts Catalog.



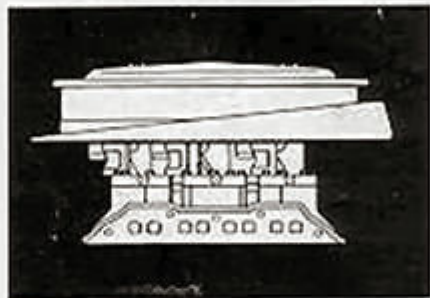
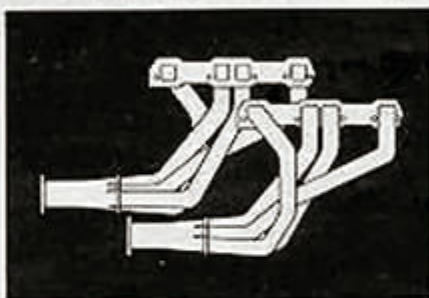
Yes, we're in the parts business. And business is busier than ever. More parts, packages, and tech info for 1971. Lots of new items for show or

go. "HUSTLE STUFF IS HERE!" offers about all you're looking for. And the price is only \$1.50. Free, if you're a member of the Dodge Scat Pack Club.

For a wild start... wild tubes. Exhaust headers. And snappy shifting is brought to you by Hurst. Meanwhile, in the engine room: oil pump kit, heavy-duty distributor, high-output camshaft, performance crankshaft, heavy-duty valve springs, valve keepers, competition piston ring set, transistor ignition, and hood-mounted electric tachometer. And to drop a

name: Holley dual-quad manifold with competition carburetors. Drive train parts run like this: heavy-duty clutch disc, "super-tuff" ring and pinion, and high-performance axle shaft.

To put a little beauty on the beast, you can order goodies like a choice of three types of super stock road wheels and chrome-plated valve covers. And if you want to cool it beautifully, order cold air hood scoops. "HUSTLE STUFF IS HERE!" has it all. Make sure you've got it. Ask for the new Hustle Stuff catalog at your Dodge Dealer's.



Dodge



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Run with the Dodge Scat Pack

