

1978 Chrysler Cordoba



Cordoba

Very personal. Very formal.
The very picture of style.



For the person of independent taste and demanding standards, there is an automobile that stands apart. An automobile of immense distinction and impressive individuality... dedicated to the principle of personal motoring.

This is the matchless spirit of Cordoba... arriving in 1978 fresh from its triumph as the most successful new personal sized luxury car in the last five years. Yet new in brilliant new ways, with styling touches to capture your



eye, your imagination, your personal sense of identity. And still, Cordoba comes to you at an attractive, attainable price for such a superbly equipped and outstandingly designed road car.

Cordoba's sweeping, forward-reaching stance projects a very satisfying sense of proportion... punctuated by the splendid grille texture and dual rectangular head lamps, as well as an elegant new rear deck and taillight design. You can make the look even more unique with Cordoba's magnificent new optional wheel covers, with the classic hub and Cordoba crest at centerpoint. But for people who like to start at the top, Cordoba's fabulous roof options offer some highly original ways to express your individuality. There's the Crown roof in padded elk-grain vinyl, with distinctive opera windows and rear window treatment, and a warm, glowing up-and-over band of light. The



Lighted vanity mirror. An intimate option.

choice of Halo or Landau vinyl roof with elegant opera windows and slender opera lamps... and the two "convertible" options—the glamorous power sun roof or the exciting T-bar roof with lift-out tinted glass panels that open up a new world of driving pleasure for you!

Inside, your personal satisfaction takes many forms. The cashmere-like



Some items pictured on vehicles in this catalog are extra cost options. See chart on back cover for engine and Lean Burn System availability restrictions in California and high altitudes.

and ribbed velour standard all-fabric split-bench seat with fold-down center armrest . . . or such options as: the Super Soft all-vinyl bench seat with center armrest . . . the unsurpassed richness of soft, beautifully detailed Corinthian leather bucket seating . . . or cloth-and-vinyl 60/40 split-bench seats with passenger-side recliner. And what's more personal than Cordoba's range of optional accessories, highlighted by the soft hand-stitched leather covered 3-spoke or tilt steering wheels . . . or the new Electronic Search Tune AM/FM stereo radio that seeks a new station at the touch of a button!

Works on AM, FM, or FM Stereo. Select your band and push the search button. The radio locks on the station. No manual fine tuning. Or, touch the search button for another choice. In this, and in so many ways, Cordoba options match your lifestyle.

1978 Cordoba. So responsive to your tastes. So responsive to your commands. You'll sense immediately a very real, very personal communication between you and Cordoba. In handling and ride, in agility and smoothness, enhanced by the standard Chrysler 400 V-8* with computer-controlled Electronic Lean Burn

System that fires precisely, performs smoothly.

Then, for better fuel utilization and more efficient operation than previously, combine the standard smooth TorqueFlite Automatic Transmission with the new lock-up torque converter¹ that provides direct mechanical linkage between the engine and the rear axle when the transmission shifts to drive.

You know what you like and what you want. And now you know Cordoba. In 1978, don't let anything come between you and this beautiful, uniquely personal automobile.

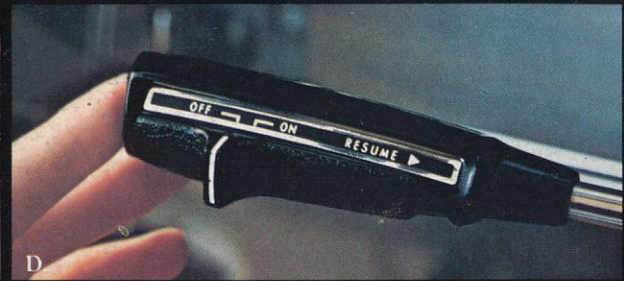
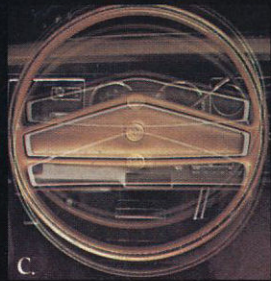


A. Optional patterned velour cloth with vinyl accents on the 60/40 split-bench seat with fold-down center armrest and reclining passenger seat.
 B. Standard low-back bench seat with adjustable headrests and fold-down center armrest. In Cortez ribbed velour and Whittier cloth.

*See special engine availability notice on back cover. ¹Standard, except not available at high altitudes or with Heavy-Duty Package.

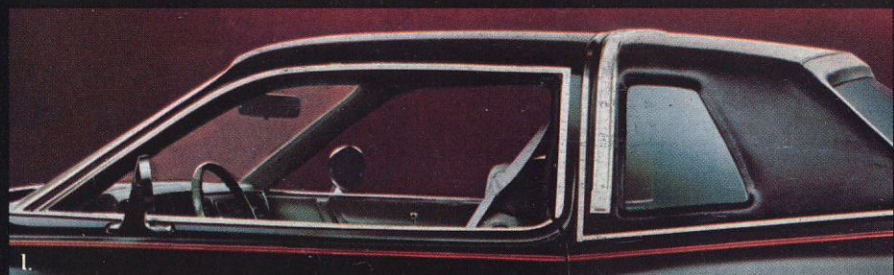
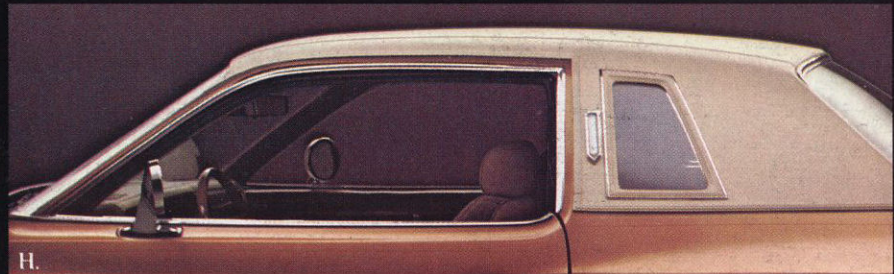
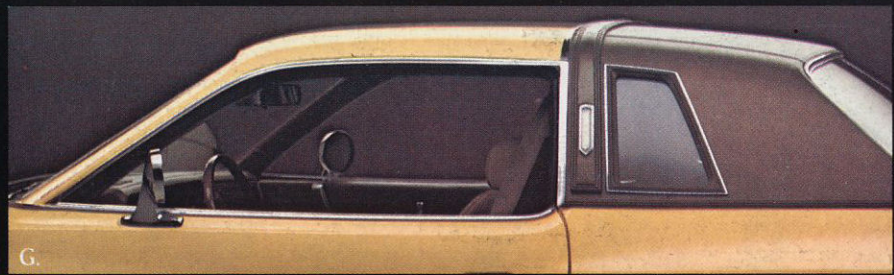


1978 Cordoba with optional Landau vinyl roof.



POWER

Seats • Windows • Door Locks
• Deck Lid Release • Sun Roof



A

B

C

D

E

G

H

I

F

J

K

Features and Options

A. Sure to be a 1978 hit with CB fans is the new optional in-dash mounted CB transceiver with AM or AM/FM stereo. Comes with automatic retractable Tri-band power antenna.

B. Optional AM/FM stereo radio with push-button Electronic Search Tune feature, for superb sound without manual fine tuning.

C. Optional Tilt Steering Wheel adjusts to seven positions, up and down, to give you a just right position of the wheel, and makes it easier to slip under the wheel.

D. Optional Automatic Speed Control lets you select and hold a steady speed for driver ease in highway driving. Particularly restful on long-distance drives.

E. Cordoba's instrumentation with highly visible easy-to-read circular dials and gauges, and Tilt steering wheel with rich simulated rosewood inserts.

F. Optional carpeted trunk treatment includes a cover for the standard Space Saving spare tire.

G. Optional Landau vinyl roof with distinctive quarter windows and elegant opera side lamps.

H. Impressive optional Halo full-vinyl roof with opera windows and opera side lamps.

I. Luxurious optional padded elk-grain Crown roof, with opera windows, special rear window treatment, and distinctive "over-the-top" illuminated light band.

J. Fabulous optional T-bar roof, with lift-out tinted glass panels that leave your Cordoba wide open for fresh new fun and sun. Also shown is the optional padded hand-stitched leather steering wheel cover.

K. Power sun roof is a new option for '78. Matching body color, this power panel operates at a touch of a switch located between the front reading lamps.

Personal Choices

Air conditioning • Sure-Grip differential • Battery, 500 amp., Long-Life • Bench seat, 60/40 split, in ribbed velour cashmere-like cloth-and-vinyl trim, and reclin-

ing feature on passenger side • Bench seat, Super Soft all-vinyl with center armrest • Bucket seats in genuine Corinthian leather or ribbed velour-and-vinyl with passenger recliner • Bumper protective rub strips, front and rear (color-keyed) • Clock—vacuum fluorescent electronic digital • Color-keyed seat belts • Console • Electric heated defroster, rear window • Emissions control system and testing, California N95 • Emissions control system, High Altitude N96 • Gas cap, locking • Glass, tinted • Cornering lights • Light package • Mats, accessory floor • Mirror, chrome, remote control left • Mirror, remote control, left and right (also dual sport-styled mirrors in chrome or painted)¹ • Illuminated visor vanity mirror • Door edge protectors • Pedal dress-up • Power bench seat • Power bucket seat or 60/40 split bench—left seat only • Power windows • Power door locks • Power deck lid release • Radio—AM or AM/FM • Radio—AM or AM/FM stereo w/CB transceiver • Radio—AM/FM stereo • Radio—AM or AM/FM stereo w/8-track stereo tape • Radio—AM/FM stereo Electronic Search Tune • Rear speaker, single • Antenna, automatic power • Roofs: "Halo" full-vinyl roof with opera windows and opera side lamps; "Landau" vinyl roof with opera windows and opera side lamps; "Crown" padded elk-grain vinyl roof with unique opera window and backlite and "over-the-top" illuminated light band, unique roof and belt moldings, body side and upper deck accent tape stripe; "T-bar" roof² with lift-out tinted glass panels; new power operated "sun roof" with overhead reading lamps • Conventional spare tire • Automatic speed control • Tilt steering wheel (available Corinthian leather-covered) • 3-spoke leather covered steering wheel • Heavy-duty trailer-assist package³ • Heavy-duty shock absorbers • Heavy-duty suspension • Tachometer • Trunk dress-up • Undercoating (includes hood silencer pad) • Premier wheel covers • Forged aluminum road wheels • Wire wheel covers • Intermittent windshield wipers.

¹Available in most colors.

²Not available with Halo roof.

³HR78 x 15" steel-belted radial tires and H.D. engine reqd.

Standard of Quality

Power Steering • Power Brakes: front discs, rear self-adjusting drums • 400 cu. in. V-8 with 4-bbl. carburetor* • Torque-Flite automatic transmission • Catalyst emission control system • Electronic Lean Burn System • 60-amp. alternator • 25.5 gallon fuel tank • Dual horns • Calibrated shock absorbers • Computer-selected rear springs, front and rear sway bars • 15" wheels with GR78 x 15 fiberglass-belted radial-ply black sidewall tires • Front and rear bumper guards • Hood medallion with unique Cordoba crest • Wide sill moldings with front and rear extensions • Wheel opening moldings • Bright windshield roof rail moldings • Bright windshield roof rail moldings • Bright opera windows with unique side opera lamps • 18" wiper blades with wiper-mounted washers • Oil pressure, temperature, alternator, fuel gauges, and low fuel warning light • Parking brake warning light • 12" inside rearview day/night mirror • Inside hood release • Upper-level ventilation • Luxury 3-spoke steering wheel with Cordoba crest • Soft cashmere-like ribbed velour cloth-and-vinyl bench seat with center armrest • Luxury padded door trim with carpeted lower panels and seat backs • Color-keyed shag pile carpeting in passenger compartment • Luxury wheel covers • Fender mounted turn signals • Glove box lock • Cigarette lighter.

*See special engine availability notice on back cover.

Standard Safety Features

Unibelt restraint system • Shoulder belt tension reliever release and door actuated tension release • Hazard warning flasher • Turn signals with lane change feature • Side marker lights and reflectors • Back-up lights • Disc brakes • Dual braking system with warning lights • Dual throttle return springs • Circuit breakers for wipers and headlamps • Electric windshield wipers and washers • Energy absorbing steering column • High penetration resistant windshield • Padded instrument panel, sun visors, and top on front seat

back • Double ball joint mounted rearview mirror with soft rim • Side door guard beams • Folding seat back latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Lock buttons override inside door release lever • Fire retardant interior trim materials • Left outside rearview mirror • Safety rim wheels.

1978 Cordoba Colors

1. Dove Gray
2. Pewter Gray Metallic
3. Charcoal Gray Sunfire Metallic
4. Cadet Blue Metallic
5. Starlight Blue Sunfire Metallic
6. Tapestry Red Sunfire Metallic
7. Mint Green Metallic
8. Augusta Green Sunfire Metallic
9. Caramel Tan Metallic
10. Sable Tan Sunfire Metallic
11. Classic Cream
12. Spinnaker White
13. Formal Black



NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Chrysler Dealer for accurate color chips.

Chrysler Engineering

Power Steering. Standard on Cordoba. Gives you a fine sense of control—yet works easily. Only 3.5 turns of the steering wheel needed to move the front wheels from full-left to full-right.

Unibody Construction. This is one of the strong points Chrysler engineering has built its reputation on! Using more than 4000 welds, body panels and structural members are fused into one unit. It's a totally strong, solid structure.

TorqueFlite Automatic Transmission. Rugged and reliable! And completely maintenance-free under normal driving conditions: no band adjustments, no fluid or filter replacement is recommended.

Torsion Bar Suspension. The underlying reason for Cordoba's fine stability and road sense. Road shocks are partially absorbed by the twisting action of the torsion bar. Rubber isolated front cross-member and torsion bar cross-member in combination with oval rear spring eye bushings, large rubber iso-clamps and front and rear sway bars, produce Chrysler's famous Torsion-Quiet Ride.

Power Brakes (front disc, rear drums). Standard on Cordoba. Disc brakes have excellent fade-resistance. Rear brake drums are self-adjusting. Cordoba has separate hydraulic systems for front and rear wheel brakes. In case of damage to one of the lines, the other line functions independently to bring the car to a stop.

The standard 400 V-8† with Electronic Lean Burn System. The respected performance of Lean Burn engines is a combination of free-breathing carburetor—plus large intake and exhaust systems, Chrysler's ingenious Electronic Lean Burn System is standard on 318 and 400 V-8s . . . it fires with computer precision for responsive performance at any demand.

7-Step Rust and Corrosion Protection. Every car is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked to a glossy, lasting luster.

Long Oil Change Interval. Your 1978 Cordoba requires little maintenance under normal driving conditions. The oil change interval is 7500 miles, or six months' driving. It's another example of Chrysler engineering maintenance advances.

Standard Specifications

Engine	400-4 8-cyl. with Electronic Lean Burn System†
Transmission	TorqueFlite automatic
Suspension	Front: Torsion bars; Rear: Asymmetrical leaf springs Front and rear sway bars
Brakes	Front: power disc; Rear: 10" x 2½" drum
Electrical System	Battery: 325 amp (318 CID), 440 amp (360 & 400 CID); Alternator: 60 amp; Electronic Ignition System; Transistorized voltage regulator
Fuel Tank	25.5 gallons
Trunk Capacity	16.3 cu. ft. with standard Space Saving spare tire; 14.7 cu. ft. with conventional spare tire

Wheels and Tires

Tires	Wheels	Availability
FR78 x 15" glass-belted, radial-ply black sidewall	15x5.5J	Standard*
GR78 x 15" glass-belted, radial-ply black sidewall	15x5.5J	Standard
GR78 x 15" glass-belted, radial-ply white sidewall	15x5.5J	Optional
GR60 x 15" aramid-belted, radial-ply raised white letters	15x6.5J	Optional
GR78 x 15" steel-belted, radial-ply wider white sidewall	15x5.5J	Optional
HR78 x 15" steel-belted, radial-ply wider white sidewall	15x5.5J	Optional**

*With 318 CID & 360 CID engines only. **Minimum size required with H.D. package.

Engine and Rear Axle Availability

Engines	Transmission (Sure-Grip)	Axle Ratios*	Engines	Transmission (Sure-Grip)	Axle Ratios*
All states except California and high altitude.			California (N95** required). Also available in states other than California.		
318-2 8-cyl. ELB	TorqueFlite	2.7	318-4 8-cyl. ELB	TorqueFlite	2.7
400-4 8-cyl. ELB	TorqueFlite	2.4	360-4 8-cyl.	TorqueFlite	2.7
400-4 8-cyl. H.D. ¹	TorqueFlite	3.2	360-4 8-cyl. H.D. ¹	TorqueFlite	3.2
High Altitude—over 4000' (N96** required). Also available in low altitude areas.			ELB—Electronic Lean Burn. *Optional Sure-Grip ratio is the same. **N95/96 Rqd. emissions control system & testing. ¹ Requires A36 H.D. Pkg.		
360-4 8-cyl.	TorqueFlite	3.2			

1978 Cordoba Dimensions

Wheelbase	114.9"	Overall Height	53.1"	Front Shoulder Room	58.0"
Front Track	61.9"	Front Leg Room	42.6"	Front Hip Room	55.8"
Rear Track	62.0"	Front Head Room	37.7"	Rear Shoulder Room	61.0"
Overall Length	215.8"	Rear Leg Room	32.1"	Rear Hip Room	57.0"
Overall Width	77.1"	Rear Head Room	36.6"		

Chrysler Electronics

The computer-controlled Electronic Lean Burn System is standard on Chrysler 318 and 400 V-8s . . . the engines that think!

ELB's special distributor uses a magnetic pickup to initiate a timing circuit in the spark control computer. This pickup also senses engine speed. Other sensors relay information on engine operating conditions so the computer can adjust the timing with split-second accuracy. Your car reacts with smoothness and responsiveness.

The ELB System also includes the famous Chrysler Electronic Ignition, so there are no points and condenser to replace. Helps give you quick, sure starting, even on the coldest mornings and allows spark plug life of 30,000 miles in normal service.

Electronic Voltage Regulator. Maintenance-free! Its electronic circuitry is sealed in tough epoxy—shock-resistant, moisture-resistant and extremely durable. **Long-Life Battery.** The best battery you can buy. This optional 500-amp battery requires only that you keep the water at proper level. Its long, reliable service is assured by heavy-duty construction, with a thermally insulated shield to protect against excessive engine heat.

High-Speed Starter. For quick, reliable starts, this 1.8 hp. starter motor is standard on Chrysler's 360 and 400 V-8s. Rubber-isolated clutch contributes to the starter's durability.

†NOTICE ON AVAILABILITY OF 400 CUBIC INCH ENGINE. The 400 cubic inch engine is not expected to be available until October 1, 1977. See your dealer concerning alternate engine availabilities.

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