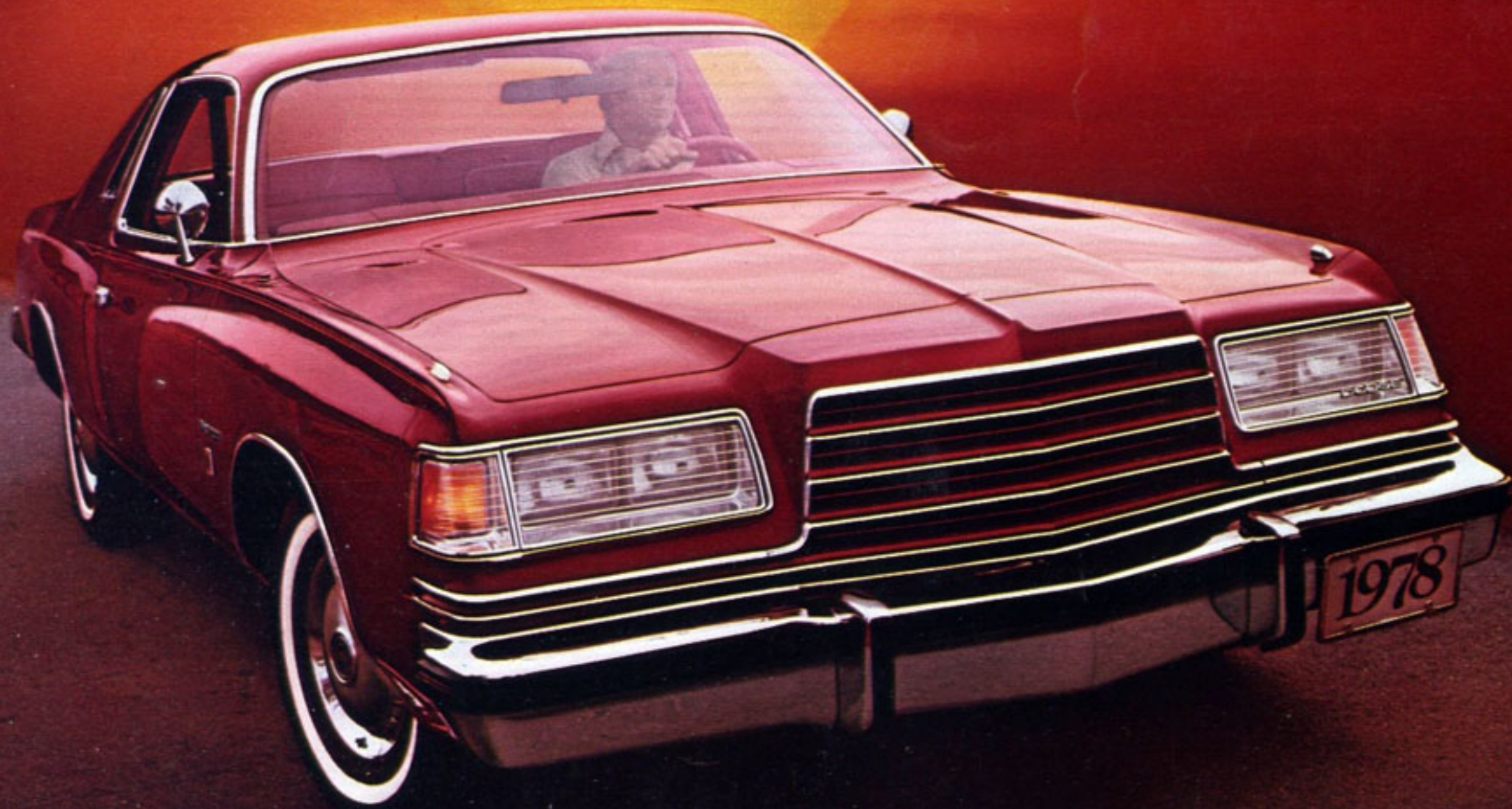


1978 DODGE CHALLENGER



ASPEN
DIPLOMAT
MAGNUM XE
MONACO
CHARGER SE
COLT
CHALLENGER



Aspen SE two-door coupe.



Diplomat Medallion: the two-door.



Aspen's Custom interior for coupes and sedans.



Aspen. The right size, the right price, and the most popular Dodge in history.

One of the reasons Aspen is so popular is that it can do so many things very well.

Take ride and handling. Aspen's Unibody construction has been fitted with isolated transverse torsion-bar suspension. And a front anti-sway bar. And asymmetrical leaf springs in the rear.

Or take performance. Aspen's coupes and sedans are powered by a 225 Six (Super Six on wagons), and they are teamed with a three-speed manual transmission. Or you can order a four-speed manual overdrive for additional highway cruising efficiency. And, of course, TorqueFlite automatic is available.

Then, consider comfort and convenience. Aspen's standard interiors have been fitted with cloth-and-vinyl or all-vinyl bench seats, color-keyed carpeting, front armrests, two-speed windshield wipers, and a lot more.

And finally, consider choice. Aspen offers a variety of body styles, special packages, and options.

Both Aspen sport coupe and Aspen sedan offer well-appointed Interior and Exterior Custom Packages and even more luxurious Special Edition Packages. And for the enthusiast, there are several sports packages available on the coupes: the R/T, the R/T Sport Pak, and the Super Coupe.

Finally, there's Aspen wagon for those who need a small car that will handle a big 73.1 cubic feet of cargo. And it's available with Custom Exterior or SE Interior and Exterior Packages, too.

When you think about it, there's an Aspen to suit the needs of just about anyone. Little wonder that Aspen has become the most popular Dodge in history.



Aspen four-door sedan with SE Packages.



Aspen wagon with SE Packages.

Diplomat. It measures up to most luxury cars in everything but price.

Diplomat is offered in two beautiful series: the standard Diplomat and the more elegant Diplomat Medallion. Cars that offer luxury in a most alluring size and price.

There's also an all-new Diplomat wagon. It rides on the same 112.7-inch wheelbase as its two- and four-door brethren. Which makes it amazingly maneuverable for a vehicle capable of hauling 72.7 cubic feet of cargo.

All Diplomats receive their standard power via the 225 Super Six with two-barrel carburetion. And all afford the advantages of a standard four-speed manual overdrive transmission.

Driving convenience is further enhanced by power steering, power front disc/rear drum brakes, and a modular instrument panel

that places operational controls within easy driver reach.

Underway, Diplomat's smooth, quiet ride is assisted by isolated transverse torsion-bar front suspension along with FR78x15 glass-belted radial-ply tires.

And sound-deadening materials have been strategically placed throughout its one-piece Unibody structure.

If you're looking for an added note of luxury and convenience, you should consider Diplomat Medallion. Here you will find the comfort of 60/40 front seats with fold-down armrest and passenger-side recliner, rich carpeting, reading lamps between the sun visors on two-door models, and much more.

Some items pictured on vehicles on this and other pages of this catalog are extra-cost options.



Diplomat Medallion: the four-door.



Diplomat wagon.



Magnum XE.





Magnum's optional leather-and-vinyl bucket seats.



Monaco Brougham's standard cloth-and-vinyl bench seat.

Magnum XE. You don't have to be extravagant to be adventurous.

This is the new Dodge Magnum XE.

From the aerodynamic horizontally barred grille and shielded head lamps, to the sleek look of its flanks, Magnum exudes fine road car charisma.

Magnum is powered by a hefty 318 V8 with Electronic Lean Burn System and features TorqueFlite automatic transmission. The driver is further assisted by power front disc/rear drum brakes and power steering.

Magnum also appears in a special Gran Touring version. It includes such items as heavy-duty shocks, wheel flares, and fat GR60x15 Aramid-belted raised white letter radial-ply tires fitted to 15x7 special steel road wheels.

But there's more to Magnum's nature than an aptitude for the road. Because here you

will also find a richly appointed luxury car. Magnum XE offers several interiors. All of them intelligently arranged for optimum driver comfort and convenience. All-vinyl bucket seats are standard. Or you may choose optional cloth-and-vinyl with center armrest, or leather with vinyl trim, center armrest and dual recliners. All are contoured to hug you with support for long-distance driving comfort. If you prefer, a cloth-and-vinyl 60/40 split-bench seat with center armrest and passenger-side recliner is also available. And underfoot, deep shag carpeting covers the floor and lower door panels.

Something else you'll like is Magnum's accommodating list of options. Everything from a textured vinyl roof to a 40-channel CB transceiver with AM or AM/FM stereo radio is available. And there's a lot more to boot.



Magnum GT. To be publicly introduced in early 1978.

Monaco. Other mid-sized cars seem to come up short.

Monaco is one mid-sized car that still is a mid-sized car. That means honest room for six passengers and luggage.

Let's begin by considering the two- and four-door models. Each affords the choice of a standard Monaco or more elegant Monaco Brougham.

Power is provided by the highly regarded 225 Super Six which works in combination with a proven three-speed, column-mounted manual transmission. TorqueFlite automatic is available, if you so choose. And power front disc/rear drum brakes are standard.

One of the nicest things about Monaco is that it handles with such agility. In part, this is due to a suspension design that incorporates front torsion bars as well as a front antisway bar.

Inside, Monaco is fitted with smartly styled bench seats covered in rich Regency cloth-and-vinyl. Or you may select the optional 60/40 seating with a passenger-side recliner on Monaco Brougham or Crestwood wagon models.

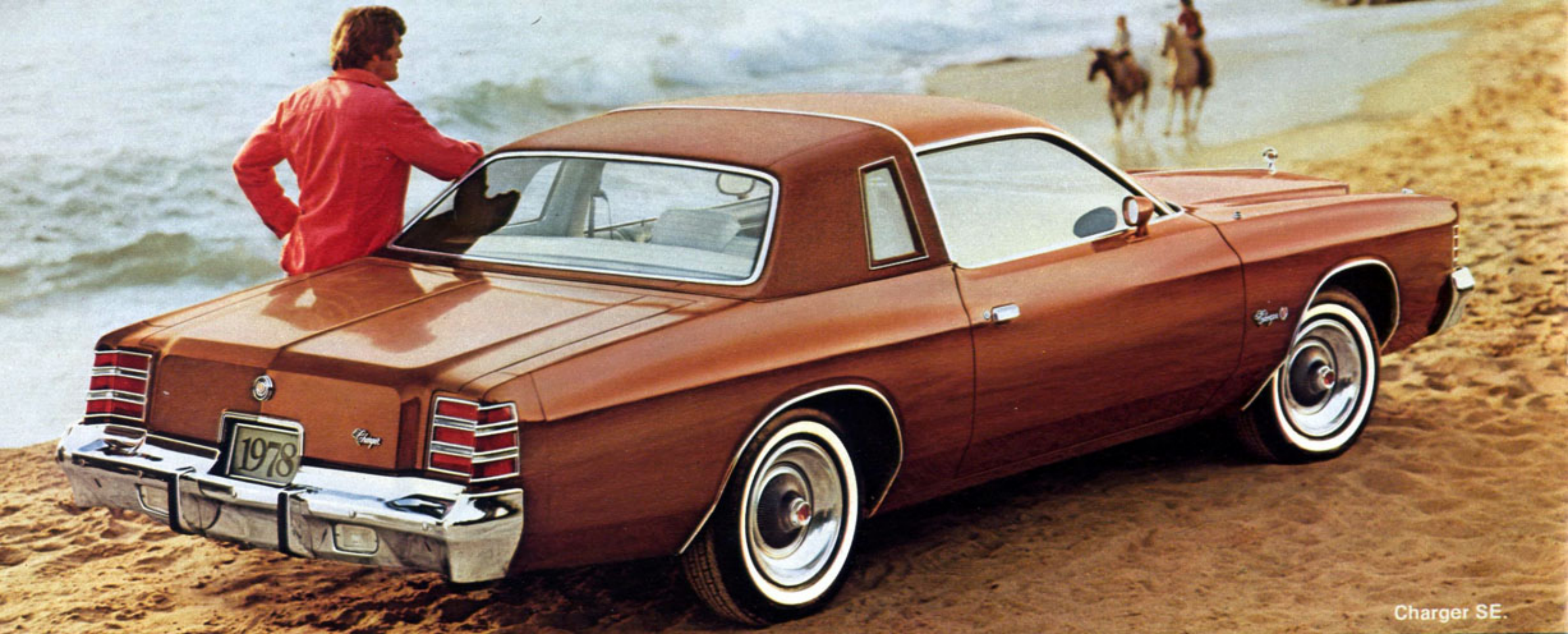
Monaco offers the versatility of two- or three-seat wagons, too. There's a standard edition as well as a more luxurious Monaco Crestwood. Both are powered by a big 360 V8. Both feature TorqueFlite automatic transmission, power steering, and power brakes. The three-seater can accommodate either eight passengers or 85.5 cubic feet of gear. While the two-seat version provides an additional 5.2 cubic feet of concealed cargo space. If you're looking for a car with *real* room, you can count on Monaco to provide a size and shape to suit your fancy.



Monaco Brougham two-door hardtop.



Monaco Crestwood wagon.



Charger SE.



Colt wagon with Estate Package.



Charger's optional all-vinyl bucket seats.



Colt wagon's convenient liftgate

Charger SE. Elegance and road car manners make it a rare one.

Indeed, this is a rare breed of car. Charger SE offers all the elegance of a personal luxury hardtop. Yet, it's a car that still welcomes a stretch of winding road.

The standard power source is a 318 V8 with Electronic Lean Burn System (except in high altitude areas). For those who desire more power, 360 or 400 V8s are available. All three transmit their power through TorqueFlite automatic transmission which features a new lockup torque converter on most V8 engines.

Charger's suspension is a study in sophistication, too. Features include isolated torsion bars up front and multileaf rear springs. Front and rear antisway bars also afford superb roadability. As do Charger's radial-ply tires.

Inside, you may select standard bench or optional bucket seating. Each is available with six-way power control to provide easy on-the-road adjustment. To manipulate all this sophistication, you may also specify an optional leather-wrapped steering wheel, with or without tilt feature.

In fact, there are a lot of nice ways to personalize your Charger. You can select from a T-bar roof with tinted glass panels, power sliding metal sun roof, AM/FM stereo radio with push-button programming and Electronic Search Tune, and a lot of other refinements that make Charger a unique and truly rare driving experience.

Colt. A little Dodge goes a long way.

And it goes a long way in a lot of areas. For example, Colt's standard features include reclining front bucket seats. An adjustable steering column. A rear window defroster. Trip odometer. All-around tinted glass. Even a locking fuel door. And more.

There's an abundance of inner beauty, too. The standard engine is a 1.6 litre overhead cam four-cylinder with hemispherical combustion chambers. And a 2.6 litre is available on the all-new Colt wagon* and wagon with Estate Package. Both feature the new MCA-Jet System that utilizes a jet valve in the cylinder chambers to induce an extra-lean mixture for more efficient combustion. The result is improved fuel economy—especially in city driving.

The rugged 1.6 litre engine works in conjunction with a standard four-speed manual or

available TorqueFlite automatic transmission. And wagons equipped with the 2.6 litre engine offer an optional five-speed manual.

The suspension on coupes and sedans includes coil springs at front and leaf springs at rear. On wagons, you'll find coil springs at all four wheels. And the brakes are power front disc/rear drum.

One more thing, Colt offers all this small-car sophistication in a variety of configurations ranging from coupes, to four-door sedans, to the beautiful new Colt wagon.

You can even order a more luxuriously appointed Colt Custom coupe with road wheels, a woodtone-trimmed floor console, and a sports steering wheel.

The long and short of it comes down to this: Dodge Colt is a lot of little car for the money.

*Colt wagon will be publicly introduced in late 1977.



Colt Custom two-door with Red and White Package.



Colt M/M four-door sedan.

An exciting new GT import from Dodge. The Challenger.



Plaid cloth bucket seating.



Challenger. An exciting new international event.

The engine. A standard 1.6 litre overhead cam four-cylinder with two-barrel carburetion. It features both Silent Shaft design and the new MCA-Jet System for more efficient combustion, cleaner burning, and improved fuel economy.

The transmission. A floor-mounted five-speed manual or available TorqueFlite automatic.

The suspension. Coil springs and MacPherson struts up front. Four-link coils with a straight live axle in back. And power front disc/rear drum brakes.

The cockpit. Standard bucket seats with reclining backs and concealed adjustable headrests. A soft sports steering wheel. And carpeting throughout.

The instrumentation. Center console with transmission shift, parking brake, and power controls for

exterior racing mirrors. Overhead console with pivotal reading lamp, digital clock, and three-way dome light. Main rallye cluster with speedometer, tachometer, oil, fuel, temperature, and ammeter gauges. And a trip odometer.

Optional packages. The Basic Package receives a larger 2.6 litre engine, power disc brakes at all four wheels, power steering, and 195/70HRx14 raised white letter radial-ply tires. The Premium Package can only be ordered with the Basic Package and enhances your driving enjoyment with an AM/FM stereo radio and tape player, power windows, and intermittent-wipe windshield wipers.

There's only one way to sum it all up: Challenger is everything an exciting GT import should be.

Chrysler engineering—designed for the open road.

New lockup torque converter. An exclusive lockup clutch is now featured on some domestically built 1978 Dodge cars equipped with TorqueFlite automatic transmission. The lockup operates when the transmission shifts into third gear and disengages below approximately 30 mph or whenever the transmission downshifts into a lower gear. The result is an improvement in both city and highway fuel economy.

Electronic Lean Burn System. Many of the V8-powered 1978 Dodge cars feature the Electronic Lean Burn System. It's designed to offer responsive acceleration and smooth engine performance with a new second-generation solid-state Spark Control Computer (except on Colt and Challenger models). And part of the system is Electronic Ignition, which

eliminates the need for periodic ignition system tune-ups.

Unibody construction. All Dodge cars feature Unibody construction. Thousands of welds are used to fuse body panels and structural members into a single strong unit.

Weight reduction. Extra pounds have been pared from Aspen, Diplomat, and Monaco for 1978. This was accomplished by eliminating weight in such areas as the windshield, inner body panels, interior trim, and bumpers. This kind of thoughtful engineering can help improve fuel efficiency.

For a more complete list of features and options, consult individual Dodge car catalogs. For engine and transmission availability in your area, consult your Dodge Dealer.

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