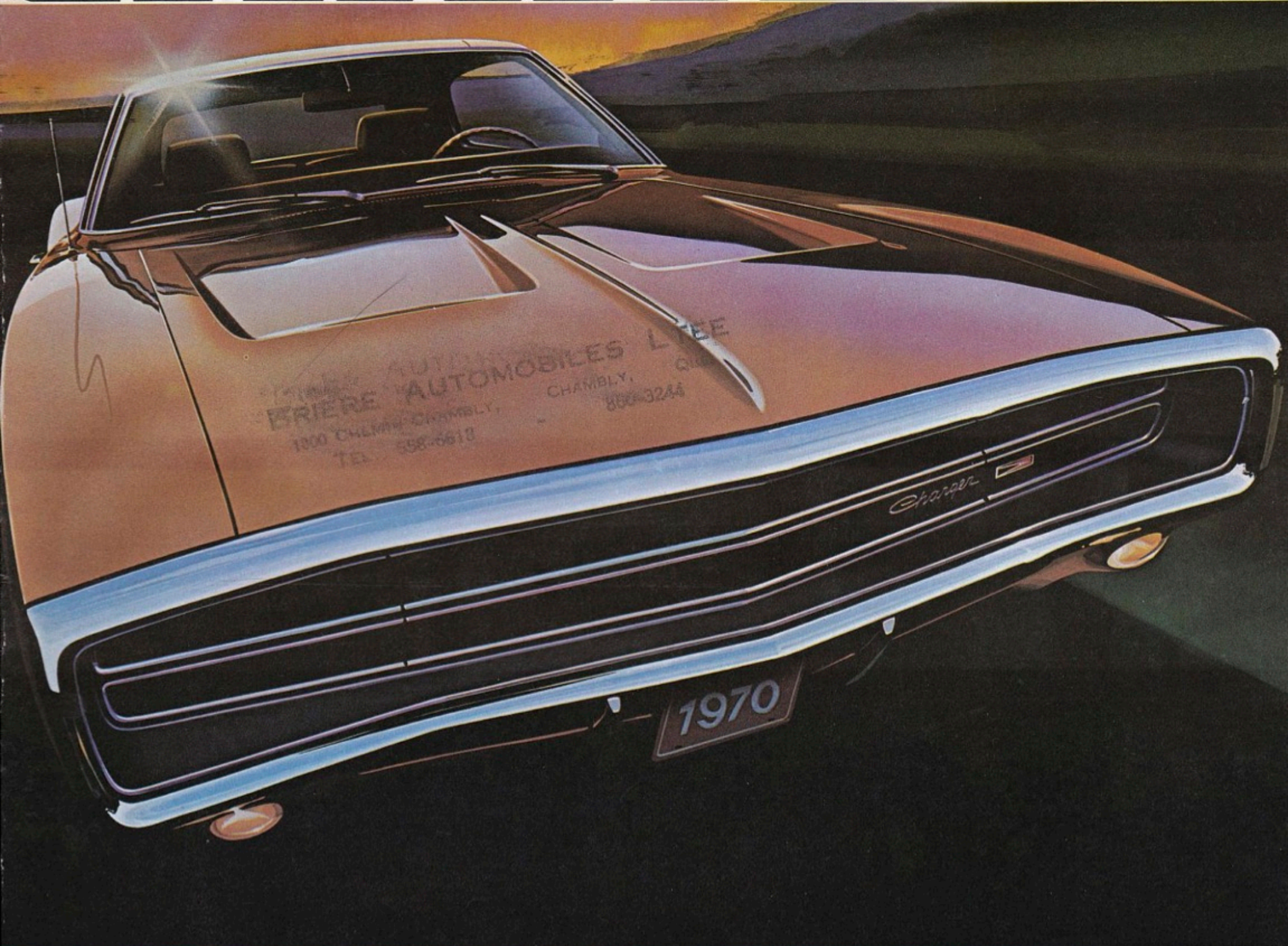


1970 DODGE

# CHARGER



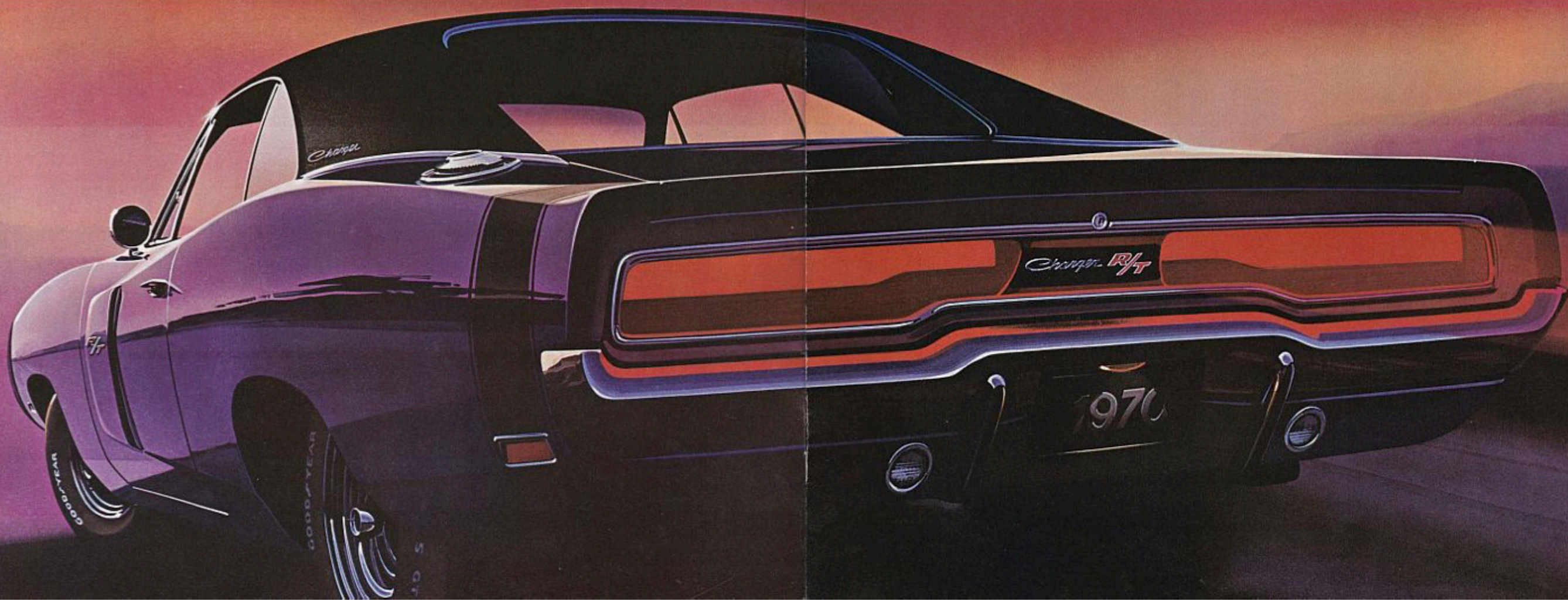
If your pulse quickens when adventure beckons...YOU COULD BE DODGE MATERIAL.

# CHARGER R/T

Leader of the Dodge Scat Pack

The Clean Machine. Super Car. The Magnificent Brute. Here are but a few attempts automotive experts used to translate the pure adventure of the Dodge Charger R/T into simple words. A difficult chore in anyone's terms. Because words can hardly describe the emotion this car evokes. It's a very special machine that takes a special kind of man to own and appreciate one. Up front — a standard 440 cubic inch Magnum V8 with a 4 barrel carburetor. A study in aggressiveness that is not recommended for timid souls. It rides rock steady on its special heavy-duty R/T Rallye Suspension. A bit too stiff for Sunday driving, perhaps, but superb for flat cornering and controlling meandering esses. Over-sized heavy-duty brake drums are standard of course, as are F70x14 wide-tread whitewalls, bumblebee racing

stripes or longitudinal Tape Stripe. Inside, bucket seats. And an instrument panel (that tells you at a glance that Charger is all business). Charger R/T's simulated walnut instrument panel has from left to right, a clock (optional), speedometer, fuel gauge, oil gauge, ammeter and temperature gauge. Notice we said gauges, not lights. A Rallye clock/tach is available. Torqueflite automatic transmission is standard, or if you like to shift for yourself, the slick, full-sync four-speed manual gear box a no-added cost option. That's it . . . except for the ride, the feel, the response and the control. These you can only experience by driving a new '70 Charger R/T. If you can be what this car says . . . you could be Dodge Material. Charger R/T: Success Super Car of the Year.



# CHARGER AND 500



If you want to feel like you're piloting your Charger from a cockpit, try the new tower back bucket seats in the Charger 500. A bench seat is standard on the Charger. Begin with the standard 318 cubic inch V8, and go all the way up to the optional 383 V8 4 barrel on the Charger or Charger 500. Heavy-duty suspension, with HD rear springs and front sway bar and fibreglass-belted tires. To keep this machine looking as competitive as it is, Charger offers disappearing head lights, quick-fill gas cap, rear bumper guards, 3-spoke steering wheel, plus all kinds of other fast moving goodies. Compare Charger with competitive cars costing up to two thousand dollars more. The money you save will be your own. If you don't mind sharing the attentions with a great car — you could be DODGE MATERIAL.



## CONTROL CENTRE

Whether you take to the wheel from the bench seat, standard in Charger or the tower back buckets, standard in the R/T and 500 models, you know you are in charge of a magnificent thoroughbred machine. None of this coloured light stuff for Charger. A full set of gauges sit in on aircraft type instrument panel tells you where it's at — all the time. Charger: a beautiful way to take control.

### CHARGER

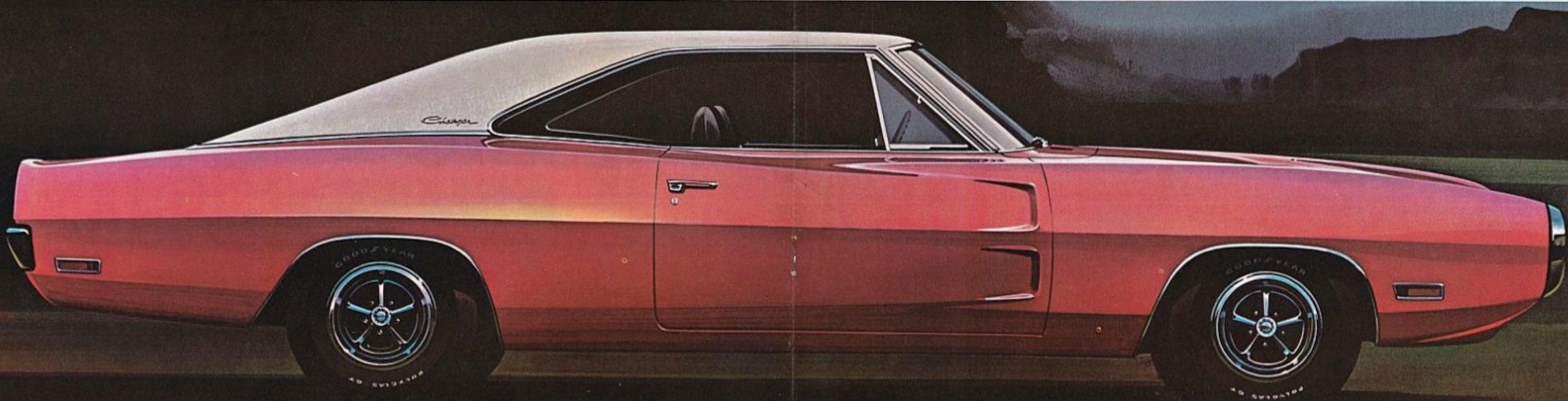
Bench seat standard. All-vinyl. Available in six colour-keyed trim combinations: Blue, green, tan, charcoal black, burnt orange, and white and black. Electric Clock optional.

### CHARGER 500 & CHARGER R/T.

Quarto-textured, all-vinyl tower back seats are standard in both models. Bolsters are finished in Victoria textured vinyl. Available in blue, green, tan, charcoal black, burnt orange and white and black. Cloth and vinyl buckets in black and charcoal also available.

### SE PACKAGE (Charger 500 & R/T.)

The SE Package is optional in both cars. Specify the SE (Special Edition) treatment and you get bucket seats with genuine leather facings, simulated walnut sports steering wheel, pedal dress-up kit, special light group, deep-dish wheel covers and the all-vinyl map and utility pockets on both doors. It is available in blue, green, tan and charcoal black. Aircraft-type instrument panel is finished in simulated walnut texture in all SE packages.



## CHARGER STANDARD EQUIPMENT

1. These items are standard equipment on the Standard Charger model: 318 cu. in. V8 or 225 cu. in. 6-cylinder engine. 3-speed manual transmission; shift lever on steering column. All-vinyl, front, full-width bench seat. Deep-pile carpeting. 3-spoke steering wheel with partial horn ring. Heater/defroster. Cigarette lighter. Self-adjusting brakes. Fibreglass-belted tires. HD suspension, including torsion bars, HD rear springs, and front sway bar. Choice of 13 standard exterior colours. Rear bumper guards. Concealed headlights. Quick-fill gas cap, with hinged cover. Foot-operated parking brake.

2. CHARGER 500 includes the above standard equipment items, except for these changes and additions: All-vinyl front bucket seats (replaces front bench seat). Electric clock. Wheel-lip mouldings. "500" nameplate on front and rear of car.

3. CHARGER R/T includes the Standard Charger and Charger 500 equipment except for these changes and additions: 440 cu. in. Magnum V8, with 4 barrel carburetor and dual exhausts. 4-speed manual with Hurst shifter or Torqueflite automatic transmission. HD drum-type brakes. F70x14 wide-tread white sidewall tires. R/T handling package including special torsion bars, Firm Ride shock absorbers, XHD rear springs and front sway

bar. Bumblebee racing stripes or longitudinal tape stripe.

4. CHARGER SE (Special Edition) includes the following equipment and may be ordered on the Charger 500 and Charger R/T: Genuine leather-and-vinyl front bucket seats. Wood-grained\* sports-type steering wheel. Pedal dress-up. Light group. Deep-dish wheel covers. Woodgrained\* instrument panel (standard on R/T). All-vinyl map and utility pockets in right and left door panels.

## STANDARD SAFETY EQUIPMENT

(All Charger Models)  
Dual Braking System. Turn signals, with lane-change feature. Padded instrument panel. Master cylinder and parking-brake warning light. Windshield washers. Safety-Action inside door handles. Mirror, left, outside rear-view. Retractable front seat belts. Combination side marker lights and reflectors. Soft knobs on window cranks. Energy-absorbing steering column and wheel. Backup lights. Padded sun visors. Windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish. Hazard Warning System (4-way lamp emergency flasher). Safety-Rim wheels. Prismatic, day/night inside rearview mirror with double-ball-joint mount. Rear seat belts (including belt for centre passenger). Front shoulder belts, left and right (rear shoulder belts, optional). Manual latches on front seat-backs. Nonoverride door locks (except driver's door). Steering column with two-way lock; ignition and steering column. Head restraints, front seat only. "Key-left-in-ignition" warning buzzer.

## CHARGER OPTIONAL EQUIPMENT

### ENGINES:

383 cu. in. V8 2 barrel — available Charger and 500  
383 cu. in. V8 4 barrel — available Charger and 500  
440 cu. in. V8 three 2 barrel — available R/T only  
426 cu. in. Hemi V8, two 4 barrel — available R/T only

### TRANSMISSIONS:

4 speed manual  
3 speed Torqueflite automatic  
Sun roof • Console (500 and R/T) • Auxiliary centre front seat with fold down arm rest (500 and R/T) • 6-way manual seat adjuster, driver's side (500 and R/T) • Tinted glass • Mirror, outside left, remote • Air conditioning • Rear window defogger • Electric clock (std. on 500) • 3-speed windshield wipers • Locking gas cap • Undercoating and hood silencer • Radio, pushbutton AM • Radio, pushbutton AM/FM • AM radio with stereo tape deck • Rear seat

speaker • Extra-heavy duty suspension (std. on R/T) • Heavy-duty 1" shock absorbers (std. on R/T) • Woodgrained steering wheel, padded (std. SE models) • Steering wheel with rim mounted horn switch, padded hub • Power steering • Deluxe covers (std. SE models) • Rallye wheels (4) painted argent. • Power windows

• Power brakes • Automatic speed control • Chrome dual exhaust pipe extensions • Engine block heater • Deck lid luggage rack • Bumper guards, front (rear std.) • Lights, map and courtesy, glove box, ash tray, trunk (std. SE model) • Fender mounted turn signal indicators (std. SE models) • Headlamp with time delay (std. SE models) • Ignition light with time delay (std. SE models) • Ignition light with time delay (std. SE model) • 50-amp alternator • Front disc brakes • Hood tie down pins (R/T only) • Your Dodge dealer will be pleased to show you the many comfort and appearance options which add to your driving pleasure.

## COLOURS

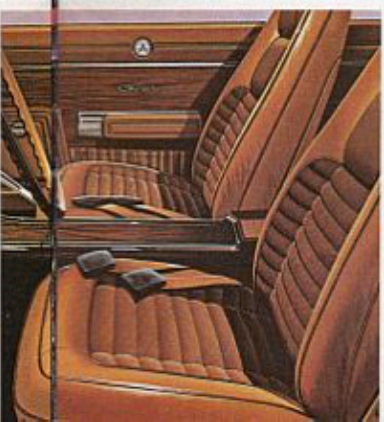
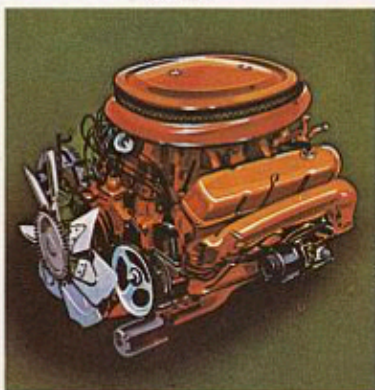
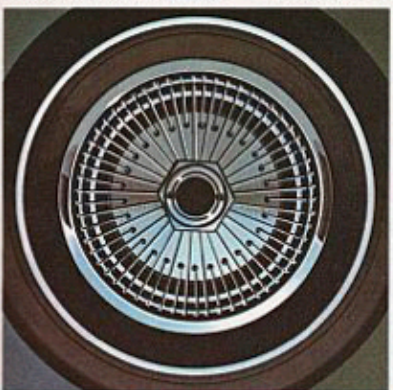
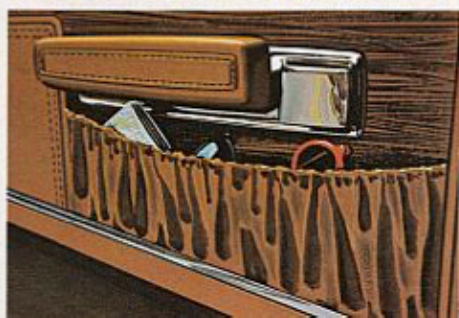
Charger models are available in 13 standard Acrylustré colours, with five wild colour choices at extra cost... Vitamin "C" and Hemi Orange, Super Yellow, Lime Green and Ultra Violet. Black and white are not shown.

Colours shown are representative. Actual colours on metal may vary somewhat.

\*Extra cost.

Displacement/ cylinders	225 cid Six	318 cid V8	383 cid V8	383 cid V8	440 cid V8 Magnum	440 cid V8 Magnum	426 cid V8 Hemi
Bore x stroke (in.)	3.4 x 4.125	3.91 x 3.31	4.25 x 3.38	4.25 x 3.83	4.32 x 3.75	4.32 x 3.75	4.25 x 3.75
Carburetor	1 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	three 2 bbl.	two 4 bbl.
Compression ratio	8.4:1	8.8:1	8.7:1	9.5:1	9.7:1	10.5:1	10.25:1
Exhaust system	single	single	single	dual	dual	dual	dual
Horsepower @ rpm	145@4000	230@4400	290@4400	330@5000	375@4600	390@4700	425@5000
Torque (lbs.-ft.)@rpm	215@2400	320@2400	390@2800	425@3200	480@3200	490@3200	490@4000
Fuel recommended	regular	regular	regular	premium	premium	premium	premium

# FREE



# SPECS

## DIMENSIONS AND CAPACITIES

Wheelbase	117"
Track, front/rear	59.5"/59.2"
Overall length	209.2"
Overall width	76.2"
Overall height	53.5"
Fuel tank capacity	15.8 Imp. gallons

## SUSPENSION

All Charger models (except Charger R/T) have regular torsion bars and ball joints in front, sway bar and HD springs in the rear, and Oriflow shocks at each wheel. Charger R/T comes equipped with Rallye Suspension, a special Handling Package, which includes: HD torsion bars, Firm Ride shocks, XHD sway bar, and XHD rear springs. An

optional Handling Package is offered on the Charger and Charger 500 models. Package includes: XHD sway bar and XHD springs. In addition, as a separate option, Firm Ride shocks are also available.

## TRANSMISSIONS

There are four transmissions available on Charger models.

1. Three-speed manual (column-mounted shifter) standard with 225 Six or 318 V8 only and N.A. with any other engines.
2. Three-speed synchronized manual (floor shift) optional on 383 4 bbl. V8. N.A. with any other engines.
3. Four-speed synchronized manual (floor shift) optional on 383 4 bbl., 440 Magnum, 440 Six Pack, and 426 Hemi only. N.A. other engines.
4. Torqueflite three-speed automatic transmission is standard on Charger R/T models and optional on other Charger models. The selector lever is

column-mounted, except on bucket-seated models equipped with optional centre console.

## REAR AXLE RATIOS

A number of rear axle ratios are offered, at extra cost, with each Charger engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your 1970 Charger delivered with a more suitable ratio.

## TIRES

All Charger models are equipped with fibreglass-belted tires.

Charger, six cylinder models

F78x14 (5.5 JJ Wheels)

Charger, V8 models (except Hemi)

G78x14 (5.5 JJ Wheels)

Charger, R/T models and Hemi models

F70x14 (6.0 JJ Wheels)

## ELECTRICAL SYSTEM

Battery, 12-volt, 6-cell, 46-amp-hr (225

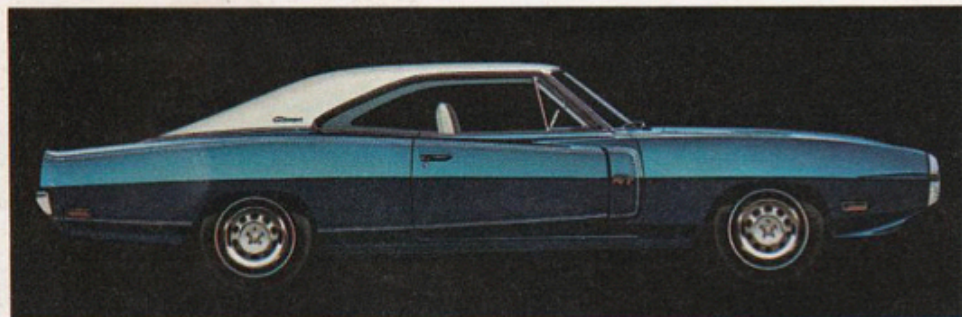
Six and 318 V8). 59-amp-hr (383 V8s). 70-amp-hr (Magnum and Hemi V8s). Alternator, 37-amp with transistorized regulator, standard.

## 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" x 2½", front and rear. Charger R/T brakes are self-adjusting; heavy-duty; 11" x 3", front — 11" x 2½", rear.

Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

**Dodge**  **CHRYSLER**  
CANADA LTD



Charger R/T



Charger SE



Charger 500



Charger

NOTES