

1978 Dodge *Challenger*



Presenting an exciting international event:
THE NEW CHALLENGER BY DODGE.

The challenge of the open road—it's something that's been bred into the car enthusiast since rubber first touched pavement. It's a challenge that demands a new sophistication to match the changing times in which we live and drive. A sophistication that's readily apparent in every aspect of the new Dodge Challenger.

Challenger's a new kind of car for a new kind of driving. Equally at home on winding mountain roads, crowded city streets, and wide-open stretches of superhighway. A GT that's sophisticated in design without being overcomplicated and difficult to maintain. Spirited enough for adventurous driving, yet refined

enough to provide the security and comfort of a luxuriously appointed interior. In short, a true sports car in the Grand Touring tradition. With seating for four, plus handling and performance that will make just about any roadway seem like the shortest distance between two points.

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



The new Dodge Challenger shown in the Silver and Charcoal two-tone exterior.

The Challenger's challenge:
FIND A BETTER-EQUIPPED GT FOR THE PRICE.



Challenger's standard
bucket seat interior.
Shown in
gray plaid cloth.



Challenger's unique sporting flavor is the result of a blending of some of the finest engineering ingredients available. It begins with your choice of either a standard 1.6 litre or, with the Basic Package, an optional 2.6 litre overhead cam four-cylinder engine that promises . . . and delivers . . . spirited performance, yet is surprisingly quiet and smooth-running, thanks to its exclusive Silent Shaft design.

You'll find either engine linked up to a definitely sporty five-speed manual transmission that's mounted on the floor and designed to let you take the curves or the straightaways with equal aplomb. (A TorqueFlite automatic transmission is available on both engines, except in high altitude areas.)

Fat 195/70HRx14 radial-ply tires, in standard black or available raised white letter configuration, are set on crisply styled 14-inch cast aluminum wheels a Formula One champion could love. The suspension? Completely in character, of course. With coil springs and legendary MacPherson struts up front—four-link coils with a straight live axle in back. As in any well-bred GT, stopping is as important as going. So a power front disc rear drum braking system is standard. With a four-wheel disc power



braking system available in the Basic Package.

Lest you think we expended all of our budget on Challenger's finely proportioned exterior and finely engineered running gear, we proudly present Challenger's finely appointed interior. You'll find the front seats very comfortable, of course. Just the right amount of lateral support. But there's more. They recline. They offer lumbar supports and concealed adjustable headrests. And, on the passenger seat, a unique walk-in adjuster with a memory. Move the adjuster handle and the seat returns to its previous position after your rear seat passengers have entered or exited.

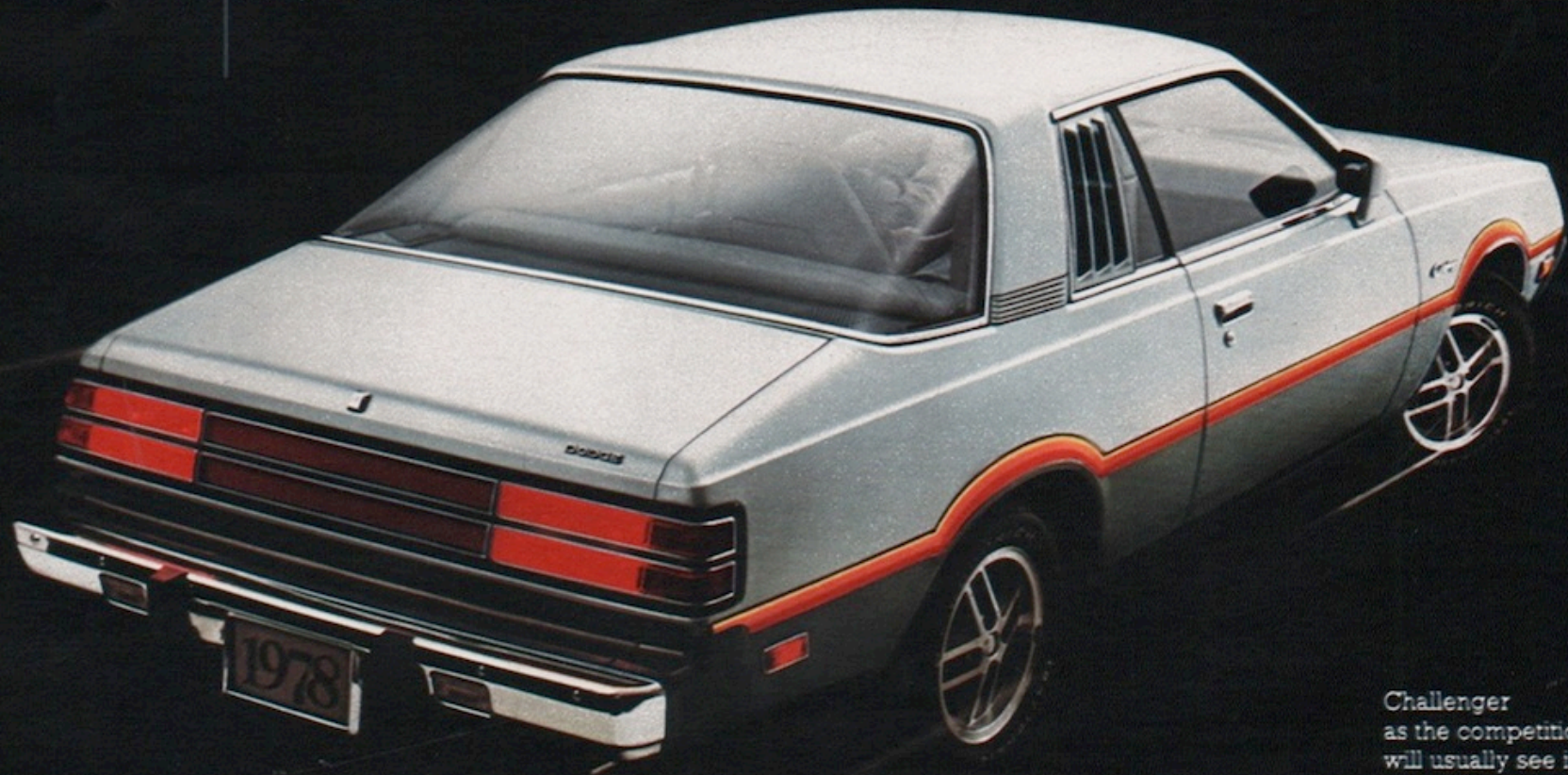


Before you is a thick color-keyed sport steering wheel that tilts and complete instrumentation befitting

Challenger's Grand Touring nature. On the steering column, you'll find a single lever containing turn indicator, headlight dimmer, and windshield wash/wipe controls. Power flow-through ventilation and tinted glass all around are designed to keep you cool.

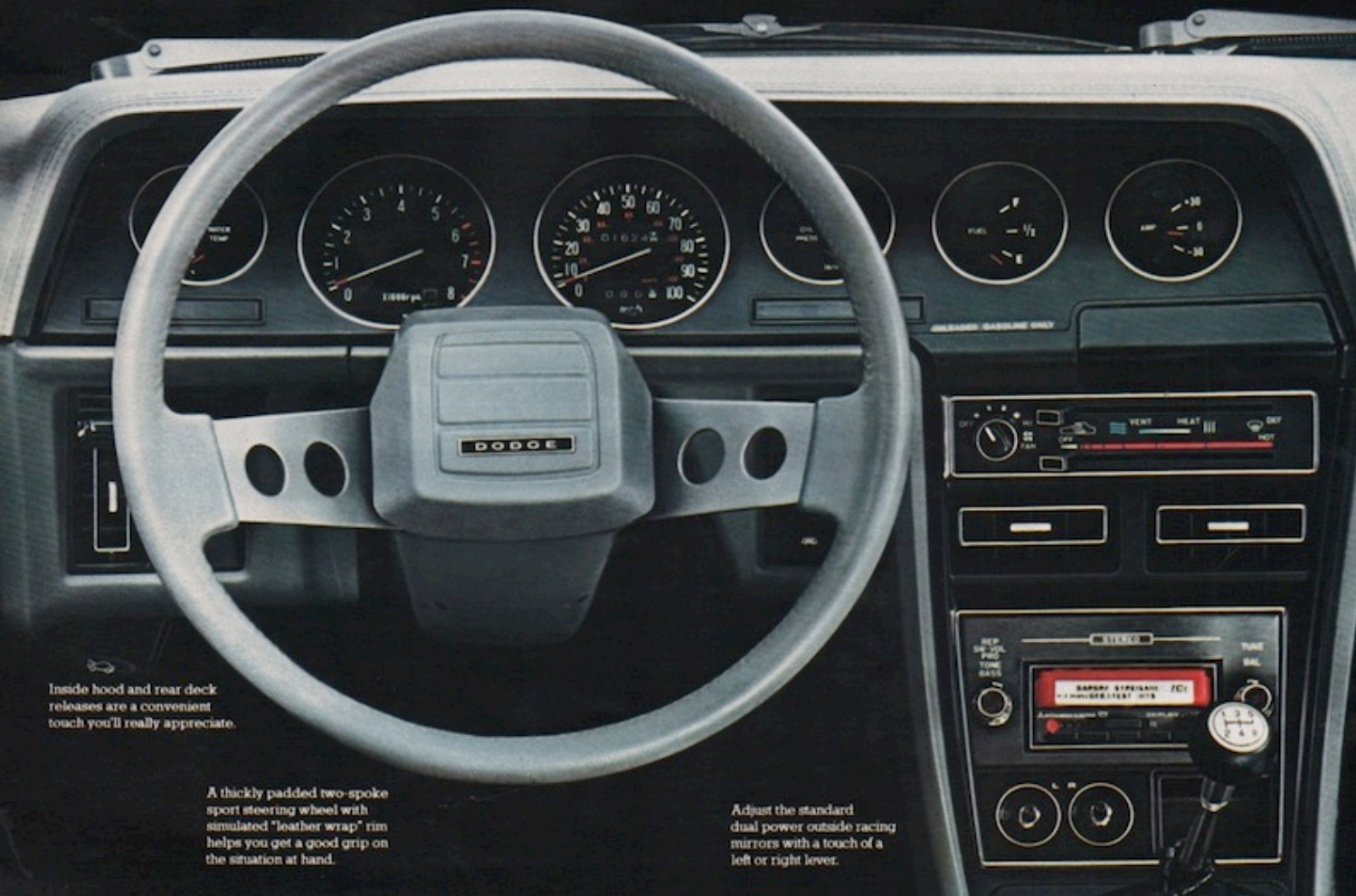


Soothing chimes have replaced the annoying buzzer for ignition key and seat belt reminders. All that and much more await you in an interior that's been designed as much for the sports-minded driver as for the undeniable lover of luxury and convenience.



Challenger as the competition will usually see it.

Challenger's Control Center:
THERE'S A NEW ADVENTURE ALWAYS WITHIN YOUR REACH.



Inside hood and rear deck releases are a convenient touch you'll really appreciate.

A thickly padded two-spoke sport steering wheel with simulated "leather wrap" rim helps you get a good grip on the situation at hand.

Adjust the standard dual power outside racing mirrors with a touch of a left or right lever.

Easy-to-read instrumentation includes speedometer, tachometer, temperature, oil, fuel, and ammeter gauges, and a resettable trip odometer.

AM/FM radio and AM/FM stereo with tape system are available for the best in on-the-road entertainment.

What's a GT without a five-speed? Challenger's gives you smooth, precise shifting for spirited city and country driving and low-rpm highway cruising.

SPECIFICATIONS

(Below) Challenger's overhead console with pivotal reading lamp, digital clock, and three-way dome light switch.



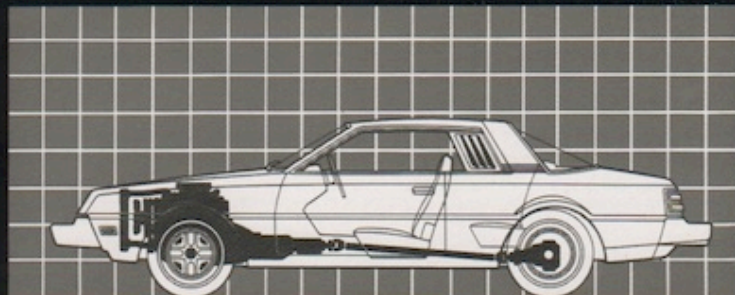
Standard Equipment

Quad rectangular head lamps • Wrap-around tail lamps with red simulated rear applique lens • Tri-color full-length, body side tape stripes • 195/70HRx14 radial-ply blackwall tires • Cast aluminum road wheels • Bright windshield, belt, roof drip, deck, and rear window moldings • Body-colored quarter window louvers • Dual power remote-control, body-colored racing mirrors • Door key cylinder lamps • Front and rear bumper guards • Energy-absorbing bumpers • Reclining bucket seats with lumbar support and concealed adjustable headrests that disappear when not in use • Two-spoke sports steering wheel • Integral center console with transmission shift lever, ashtray, parking brake, center vents for ventilation, and mirror controls • Five-speed, floor-mounted manual transmission with overdrive • Sports car instrumentation includes tachometer, temperature, oil, fuel, and ammeter gauges along with a resettable trip odometer • Adjustable tilt steering column • Power flow-through ventilation • Inside hood release • Day/night inside rearview mirror • Electric rear window

defroster • Inside deck lid release • Overhead console includes pivotal reading light, digital clock, and dome light with three-way switch • Color-keyed loop pile carpeting • Chimes instead of buzzer for ignition key and seat belts • Cigarette lighter • Dual horns • Two-speed windshield wipers • Tinted glass all around • Wiper/washer control and head lamp dimmer switch located on turn signal lever • 1.6 litre Silent Shaft engine • Unitized body construction • Locking fuel filler door • Single exhaust system • Power front disc/rear drum brake system • Front suspension with coil springs and MacPherson strut—rear suspension four-link coil • Alternator • Battery • Deluxe Insulation Package • Heater/defroster • Side marker lights • Parking brake • Turn signals.

Optional Equipment Packages
Basic Package: 2.6 litre Silent Shaft engine • Power steering • Power four-wheel disc brakes • 195/70HRx14 raised white letter radial-ply tires.
Premium Package: (Basic Package required) AM/FM stereo with tape system (includes four speakers, two front and two rear) • Power windows • Intermittent wipers with wipe feature.

Other Optional Equipment
Air conditioning • AM/FM (not available with Premium Package) • Automatic speed control (available only with 2.6 litre engine with automatic transmission) • TorqueFlite automatic transmission (not available in high altitude areas).



Challenger Safety Equipment
Collapsible steering wheel and column • Collapsible rearview mirror • Breakaway ashtray • Ignition switch and steering wheel lock • Dual brake system • Separate fuses for headlights • "Fasten seatbelts" warning light and chimes • Flush inner and outer door handles • Padded front pillar, sun visor, dash panel, door trim panel, and roof rail • Parking brake warning light • Side-guard door beams in the doors for protection against side impact • Tire tread wear indicators • Two-stage door checks • Energy-absorbing bumper system with rubber bumper guards.

Transmission
Type: Five-speed manual transmission
Gear ratios: 9th (0.85) • 4th (1.00) • 3rd (1.32) • 2nd (2.00) • 1st (3.22).

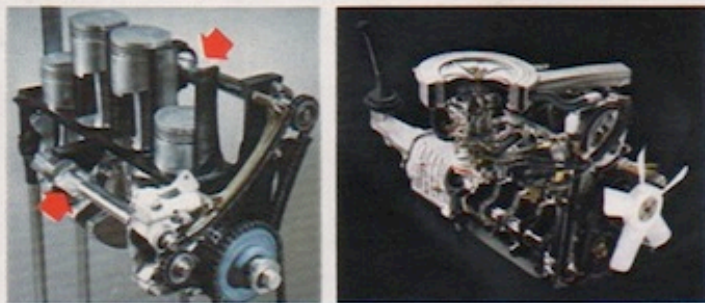
Dimensions

Exterior (inches)	
Length	183.1*
Wheelbase	99.0
Width	65.9
Height	51.8
Track—front	53.9
Track—rear	53.3
Interior (inches)	
Headroom—front	36.4
Legroom—front (max.)	40.6
Shoulder room—front	51.2
Hiproom—front	52.8
Headroom—rear	35.0
Legroom—rear (min.)	32.5
Shoulder room—rear	51.0
Hiproom—rear	52.4
Luggage capacity (cubic feet)	10.4
Fuel tank capacity (gal.)	15.9
Turning diameter (curb-to-curb)	33 feet

*Includes bumper guards.

Challenger's unique engine story: 1.6 AND 2.6 LITRES OF CLEAN-BURNING, SMOOTH-RUNNING POWER.

The addition of counterbalancing shafts (left) and a jet-controlled super-lean combustion system account for the smoothness and efficient combustion of Challenger's engines.



Engines

Designation:	1.6 litre Silent Shaft with MCA-Jet System	2.6 litre Silent Shaft with MCA-Jet System
Type:	Four-cylinder overhead cam	Four-cylinder overhead cam
Carburetor:	Two-barrel	Two-barrel
Bore & stroke:	3.03 x 3.09	3.6 x 3.9
Compression ratio:	8.5	8.2
Recommended fuel:	Unleaded regular	Unleaded regular

Power Teams

Engine	Transmission	Axle Ratio
Std. 1.6 litre Silent Shaft	Five-speed manual	4.22
	TorqueFlite automatic (available except high altitude areas)	3.909
Avail. 2.6 litre Silent Shaft	Five-speed manual (standard)	3.308
	TorqueFlite automatic (available except high altitude areas)	3.308



Both Challenger's standard 1.6 litre engine and optional 2.6 litre engine (available with Basic Package in November) feature a new MCA-Jet System. They utilize a "jet" valve in the cylinder chamber, in addition to the regular intake and exhaust valves. This jet valve induces an extra-lean mixture to be injected at subsonic speed for more efficient combustion. Which, in turn, results in cleaner burning and greater all-around efficiency.

The four-cylinder engine has always been a great power plant for small nimble cars . . . except for a couple of things. Namely, noise and vibration. The kind that are easily transmitted to a car's interior. Also the kind that are especially annoying at high speeds or on long trips. This noise and vibration are caused by piston movements and explosive shocks in the cylinders. To virtually eliminate these problems, our engineers added two counterbalancing shafts. These shafts rotate in opposite directions to compensate for the up-and-down vibration and rolling force inherent in the four-cylinder engine design. The result? A quiet, smooth-running engine.

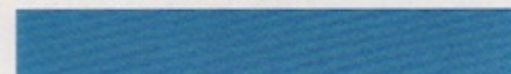
Both the standard 1.6 litre and optional 2.6 litre engines feature a two-barrel carburetor, single exhaust, five-bearing crankshaft, aluminum cylinder heads, hemispherical combustion chambers, overhead cam, and automatic choke. Test-drive one in a new Challenger today.

1978 Challenger Colors*

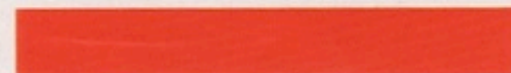
Exterior



Two-tone Silver/Charcoal.



Bright Blue Metallic.



Spitfire Orange.

Multicolored full-length body side tape stripes:

Blue/Light Blue/White with Bright Blue.
Red/Orange/Yellow with Spitfire Orange.
Red/Orange/Yellow with two-tone Silver/Charcoal.

Interior

Gray plaid cloth with two-tone Silver/Charcoal exterior.
Cashmere plaid cloth with Spitfire Orange exterior.
Blue plaid cloth with Bright Blue Metallic exterior.

*Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.

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