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# 1974 CHARGER





## CHARGER '74.

### HOW TO ASSERT YOURSELF BEAUTIFULLY.

The look of Charger. Pleasingly arrogant. Leaving an image that speaks well of itself . . . and of you and your tastes. But looks are only part of Charger's personality. Because with all Charger's sporty flair, there's still room in the back for growing families—an idea most sporty cars have left behind. Plus Charger follows in the true Dodge tradition with Unibody construction and torsion-bar suspension. And front disc brakes are standard on all five Charger models. Talk about options? Start with the sporty Charger coupe or hardtop, and go creative. Take command with the Charger Rallye Package . . . and notice the looks of respect. Or for the luxury-minded, there's the plush Charger SE pictured at the left. Charger SE . . . built for the demanding few. For the individual who's determined his car will in no way merely mingle with others, Charger SE assures him of that with its formal vinyl roof and distinctive louvered quarter windows. Luxury is complete with plush carpeting, embossed door panel trim, Rallye instrument cluster, and more. Whichever Charger you choose for 1974, coupe, hardtop, Rallye, or Charger SE . . . expect to be noticed.



# EVERYTHING YOU'VE ALWAYS WANTED TO KNOW ABOUT CHARGER. AND A FEW THINGS YOU NEVER EXPECTED.

## STANDARD EQUIPMENT

### INTERIOR

All-vinyl front bench seats	•	•	•
All-vinyl or cloth-and-vinyl front bench seats	•	•	•
All-vinyl front bench seats with center armrest	•	•	•
Manual front disc brakes	•	•	•
Cigarette lighter • Color-keyed carpeting	•	•	•
Color-keyed rubber floor mats	•	•	•
Vinyl trunk mats • High-speed starter • Heater/defroster	•	•	•
Single horn	•	•	•
Wood-grained vinyl applique instrument panel	•	•	•
Rallye instrument panel cluster	•	•	•
Inside double-ball-joint rearview mirror	•	•	•
Inside day/night rearview mirror	•	•	•
3-spoke steering wheel with horn in spokes and hub	•	•	•
3-spoke steering wheel with wood-grained vinyl insert	•	•	•

### EXTERIOR

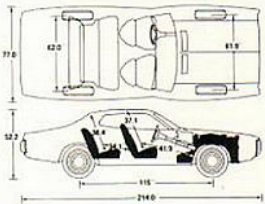
Arm-mounted electric windshield washers • 2-speed wipers	•	•	•
Deluxe wheel covers	•	•	•
Fixed quarter window	•	•	•
Formal vinyl roof with fixed lowered quarter window	•	•	•
Hubcaps	•	•	•
Outside left rearview mirror • Drip rail moldings • Bumper guards	•	•	•
Wheel-lip moldings • Body side paint stripe	•	•	•
Sill moldings • Belt and hood rear moldings	•	•	•
Front hood, decklid, and bumper reveal moldings	•	•	•
Standard suspension with front sway bar	•	•	•

### SAFETY EQUIPMENT

Anti-theft steering column lock	•	•	•
Backup lights	•	•	•
Breakaway front ashtray	•	•	•
Combination side markers, light reflectors	•	•	•
Dual Braking System with warning light	•	•	•
Energy-absorbing bumper systems	•	•	•
Energy-absorbing steering column and wheel	•	•	•
Passenger restraint system with starter interlock	•	•	•
Hazard Warning Light System	•	•	•
Head restraints	•	•	•
"Key-ignition" warning buzzer	•	•	•
Manual latches on folding front seatbacks	•	•	•
Outside left mirror	•	•	•
Inside rearview mirror with double-ball-joint safety mount	•	•	•
Nonoverride door locks, except driver's door	•	•	•
Padded instrument panel and sun visors	•	•	•
Parking brake with warning light	•	•	•
Safety-Action inside door handles	•	•	•
Safety-Rim wheels	•	•	•
Side door steel guard beams	•	•	•
Turn signals with lane-change features	•	•	•
Windshield wipers and washers	•	•	•

Charger SE's optional trio cloth-and-vinyl seat with fold-down center armrest.

## DIMENSIONS



## STANDARD SPECIFICATIONS

ENGINE:	295 Six (N/A Calif.), 318 V8 (SE)
TRANSMISSION:	3-speed manual, fully synchronized, column-mounted shift
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar
TIRES:	E78 x 14 bias-belted BSW (coupe) F78 x 14 bias-belted BSW (std. on all base V8 models except coupe)
WHEELS:	14 x 5.0
BRAKES:	Front: manual disc Rear: 10" x 2 1/2" drum
ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 41-amp (6-cyl.); 50-amp (V8) Electronic Ignition System Transistorized voltage regulator
FUEL TANK:	19.6 gallons
TRUNK CAPACITY:	16.7 cu. ft.

## REAR AXLE AVAILABILITY

ENGINE	TRANSMISSION	STANDARD	OPTIONAL
295 Six	3-speed manual	3.21	3.23/3.56
	TorqueFlite automatic	2.94	3.21/3.23/3.56
318 V8	3-speed manual	2.94	3.21/3.23/3.56
	TorqueFlite automatic	2.71	3.21/3.23/3.56

**EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN DODGE... DEPEND ON IT!**  
There are important engineering differences offered in every Dodge car made in this country. Differences that are basic to the way we build our cars. Differences that could help you choose your next car.

**ELECTRONIC ENGINE TESTING**—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep substandard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

**USE OF ELECTRONICS**—Dodge offers such Space Age electronic advancements as Electronic Ignition, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional Electronic Security Alarm System.

**TORQUEFLITE TRANSMISSION**—Rugged and dependable. With no recommended fluid replacement, filter replacement, or band adjustment under normal driving conditions.

**ELECTRONIC IGNITION**—Standard on every Dodge built in the U.S.A., our proven Electronic Ignition System delivers up to 35 percent more starting voltage than conventional systems to help you start in any kind of weather.

**TORSION-BAR SUSPENSION**—Standard on all Dodge cars made in the U.S.A., our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

**UNIBODY CONSTRUCTION**—The body panels and structural members on all Dodges are fused into one unit by more than 4,000 tough welds for strength and durability.



The louvered look of luxury quietly announces Charger SE.



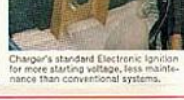
Optional heated rear-window defroster gives ice the brush-off... electrically.



"Cool 1" with Charger's optional air conditioning.



Optional AM/FM radio.



Charger's standard Electronic Ignition for more starting voltage, less maintenance than conventional systems.



For the fresh air feeling of a convertible, order Charger's optional sliding metal sun roof.



Optional automatic speed control for long-distance cruising automatically maintains the speed you select.



Optional Aztec cloth-and-vinyl bucket seats come with plush gold shag carpeting. Aztec bench seat also available on all Charger hardtops.



Charger's Rallye instrument cluster tells it like it is. Standard on SE and part of the optional Rallye Package on other models.

## TAKE COMMAND WITH A CHARGER RALLYE PACKAGE.

The Charger Rallye Package, available on all V8 Charger coupes and hardtops. The perfect option for those who like to stand apart from the rest of the pack. For the man in command. Here's what's included: Black body side tape stripes • Power bulge hood • Hood tie-down pins • Rear sway bars • G70 x 14 tires with raised white letters • Rallye instrument cluster with speedometer, ammeter, and oil, temperature, and fuel gauges • 318 2-bbl. V8 engine. (Larger engines available at extra cost.) Have we tickled your ego yet? See your Dodge Dealer for complete details on the '74 Rallye Package.



CHARGER RALLYE COUPE



CHARGER RALLYE HARDTOP

CHARGER 5 DOOR HARDTOP

## OPTIONAL EQUIPMENT

360 V8 with dual exhausts (Rallye Pkg. only)	•	•	•
400 V8 with single or dual exhausts (NA in California)	•	•	•
440 V8 with dual exhausts (Rallye Pkg. only except SE)	•	•	•
Air conditioning (V8 engines only) • Electric clock	•	•	•
Bucket seats • Body side tape stripe (white)	•	•	•
Automatic speed control (power disc brakes, auto. trans and V8 req'd.)	•	•	•
Power front disc brakes	•	•	•
Cigarette lighter (standard on Charger hardtop and SE)	•	•	•
Console (with bucket seats only; no extra charge on SE)	•	•	•
Center armrest (with bucket seats; standard on SE)	•	•	•
Rear window defogger • Rear window electric heat defroster	•	•	•
Sure Grip differential • Tinted glass—all windows	•	•	•
Protective rubber floor mats • Inside hood release	•	•	•
Blackout hood paint (Rallye Package only)	•	•	•
Outside left remote-control racing mirror	•	•	•
Dual racing mirrors (left remote-control, right manual)	•	•	•
Inside day/night rearview mirror (standard on Charger and SE)	•	•	•
Black vinyl body side moulding (NA with Rallye Package)	•	•	•
Sill moldings (std. on SE)	•	•	•
Front hood, deck lid, and bumper reveal moldings (std. on SE)	•	•	•
Body side paint stripe (std. on Charger hardtop and SE)	•	•	•
Power steering • Power windows • Black deck lid tape stripe	•	•	•
Music Master AM radio • AM/FM monaural radio • AM/FM multiplex stereo radio	•	•	•
Rear seat speaker (standard with stereo)	•	•	•
Deluxe 3-spoke steering wheel • "Tuff" steering wheel	•	•	•
Rallye suspension with front and rear sway bars (standard with 4-bbl. engines and Rallye Package)	•	•	•
Heavy-duty suspension	•	•	•
Manual sun roof (with vinyl roof only)	•	•	•
Tachometer (with Rallye instrument cluster only)	•	•	•
"Grazed" body side tape stripe (red or gold)	•	•	•
4-speed manual transmission, floor-mounted with Hurst shifter, pistol grip handle, and "reverse" warning light (avail. with 318, 360, and 400 V8 engines only)	•	•	•
Torqueflite automatic transmission • Upper level ventilation	•	•	•
Undercoating and hood insulator pad	•	•	•
Canopy vinyl roof • "Halo" vinyl roof	•	•	•
Deluxe wheel covers (standard on SE)	•	•	•
Wire wheel covers • Rallye road wheels with chrome rim ring (14")	•	•	•
Magnum road wheels with chrome trim ring	•	•	•
Chrome road wheels (15") with GR 20x15 tires only	•	•	•
3-speed windshield wipers	•	•	•

## OPTIONAL PACKAGES

**BROUGHAM PACKAGE (SE only):** • Bucket seats or bench seat with center armrest • Electric clock • Deluxe soft rim steering wheel. **E-Z ORDER PACKAGE (NA Charger coupe):** • Automatic transmission • Power steering • AM radio • Left, outside remote-control racing mirror • Deluxe wheel covers • Inside hood release • Light Package • 3-speed wipers • Undercoating and hood insulator pad • Deluxe bumper guards • Whitewall tires • Vinyl roof • Power front disc brakes. **LUXURY EQUIPMENT PACKAGE (NA Charger coupe):** • E-Z Order Package • Air conditioning • Tinted glass • Electric clock • Vinyl body side moulding (NA on SE) • Power windows • AM/FM radio • Rear seat speaker • Deluxe steering wheel • Automatic speed control. **PERFORMANCE AXLE PACKAGE (V8 engines only):** • 3.55 axle ratio • Sure Grip differential • Maximum Cooling Package. **RALLYE PACKAGE (NA Charger SE):** See inside for complete details. **DELUXE PACKAGING (Charger coupe only):** Wheel-lip moldings • Cigarette lighter • Inside day/night rearview mirror • Carpet. **LIGHT PACKAGE:** Fender-mounted turn signals • Map and courtesy light • Ashtray light • Glove box light • Ignition switch light with time delay • Trunk light • "Headlights-on" buzzer. **TRAILER-TOWING PACKAGES:** See back cover. **HANDLING PACKAGE:** • 15" chrome-styled road wheels • Front and rear sway bars (Package requires G70x15 steel-belted radial tires).

Standard Charger interior features olive-vinyl full-volume foam seatbacks.





## 1974 CHARGER SELECTOR



CHARGER SE



CHARGER 2-DOOR HARDTOP



CHARGER 2-DOOR COUPE



CHARGER RALLYE 2-DOOR COUPE



CHARGER RALLYE 2-DOOR HARDTOP

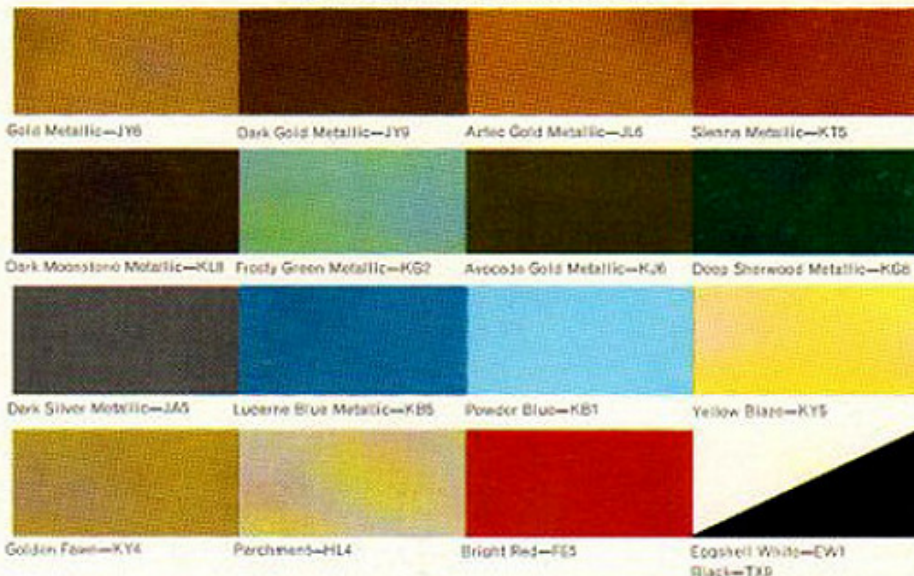
### COMPLETE TRAILER-TOWING PACKAGES.

Now you can order your new Charger factory-engineered for trailering. We've eliminated the search for piece-by-piece components by offering the most complete trailer-towing packages in Dodge history. And you can drive out of your Dealer's showroom ready to tow up to 6,000 pounds total trailer weight! Depending on what you plan to tow, choose either the light or heavy trailer-towing package. Either offers heavy-duty suspension, wide 14 x 6.0 wheels, built-in 7-wire trailer wiring harness and 7-pin A.T.A. connector, and variable-load turn signal flasher. The light trailer-towing package offers a load-carrying trailer hitch for loads up to 2,000 pounds total trailer weight. The heavy package features a 6,000-pound-capacity load-distributing hitch platform plus the following additional equipment: • Maximum cooling system • Auxiliary transmission oil cooler • 3.23 to 1 ratio rear axle • Trailer electric brake controller • 65-amp alternator • High-amp battery • Dual battery charging unit. Whatever you plan to tow, from trail bikes to travel trailers, Dodge comes ready to tow . . . and go. Depend on it!

**ADDITIONAL REQUIRED EQUIPMENT:** For safe, efficient trailer-towing operation, an automatic transmission, power front disc brakes, and larger tire sizes are required with some Dodge trailer-towing packages. Consult your Dealer for the correct tire size for your new Charger.



### 1974 EXTERIOR COLORS.



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



customer  
care



KEEP YOUR  
CAR  
FACTORY NEW  
WITH GENUINE  
MOPAR PARTS

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