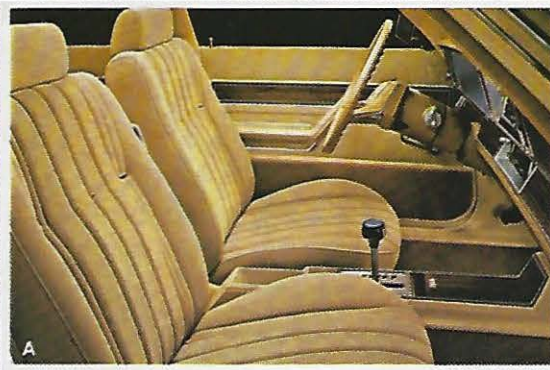




To make sure that America's not going to get pushed around anymore,
Dodge offers a complete lineup of front-wheel-drive models, plus a
wide selection of full-size, mid-size and specialty-sport models that gives
The New Chrysler Corporation a projected 1981 Corporate Average Fuel
Economy (CAFE) of 25.5 MPG—the highest rating of America's Big Three.

1981 DODGE... AMERICA'S FRONT-WHEEL DRIVE LEADER



**Introducing
Dodge Aries K...
America's first full line
of fuel-efficient,*
six-passenger,
front-wheel-drive cars.**

Meet the all-new Dodge Aries ... two-door, four-door and wagon ... the six-passenger, fuel-efficient, front-wheel-drive cars for the Eighties. Crisp, clean and angular in styling and design for maximum space efficiency and fine aerodynamics. Handsome, yet practical. A two-door that can

seat six comfortably. A four-door that can carry a driver, five passengers and luggage across the country. A wagon with remarkable cargo capacity for its size.

These cars are powered by The New Chrysler Corporation's remarkable new 2.2-liter, overhead-cam, Trans-4 engine. A

four-cylinder engine built so well and tested so thoroughly that you can count as much on its reliability as its efficiency. Millions of dollars and countless man-hours went into its development. Seventy-three separate checks are made even before the new Trans-4 goes into an Aries!



Aries' quality extends beyond the engine to encompass the entire car. Each Aries must meet the high standards demanded by Chrysler's Quality Assurance Program. Aries is built in America's most modern automobile assembly plants with advanced manufacturing techniques like auto-

mated welders and computerized parts tracking and handling systems. The quality of workmanship is checked every step along the way. Cars are selected at random and evaluated for fit, finish and function. If they fail to make the grade, they are not released for sale or delivery.

- A. Aries' optional Premium cloth and vinyl bucket seats. Shown with optional center console.
- B. Aries SE four-door sedan in Light Seaspray Green Metallic.
- C. Aries SE four-door wagon in Sun Light Yellow.
- D. Aries SE's handsome, functional instrument panel. . . Shown with optional air conditioning, AM/FM cassette player and luxury steering wheel.
- E. Aries SE two-door sedan in Pearl White

***EPA estimates for Aries two- and four-door sedans.**

25 EPA EST MPG **41** ESTIMATED* HWY

Aries Wagon: [24] EPA EST mpg/40 Estimated Hwy California [24] EPA EST mpg/39 Estimated Hwy Sedans. [24] EPA EST mpg/38 Estimated Hwy Wagons. Use estimated mpg numbers for comparison. Actual mileage may vary depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate

**Dodge Aries K...
quality engineered
to meet the needs of a
fuel-conscious America.**

Want some idea of what the American car of the future is going to be like? Take a good, hard look at the 1981 Dodge Aries. It offers right now the type of design and the kind of engineering that just about every American car will have in a few years. Standard features available only in some of the very finest imports:

1. Lightweight rear suspension tracks true over rough-road surfaces for a smooth ride and precise handling.

2. Rear torsion tube acts as sway bar to limit body roll in cornering.

3. Low-rate coil springs with long travel to soften the ride.

4. Three-point rear suspension includes transverse track bar to resist deflection forces in turns.

5. Long-travel shock absorbers optimize handling and ride comfort.

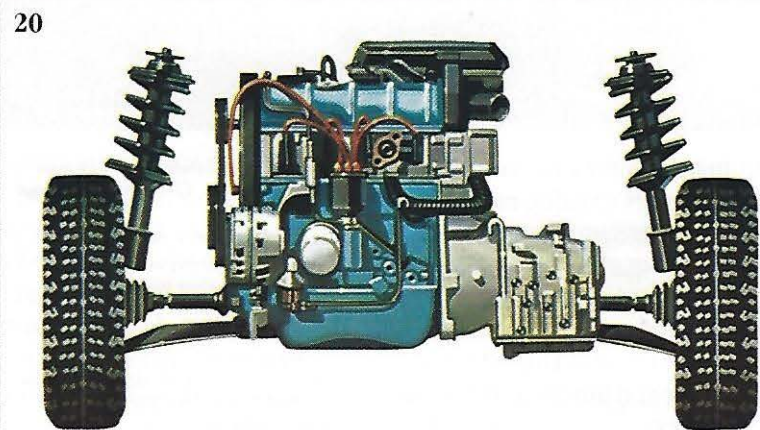
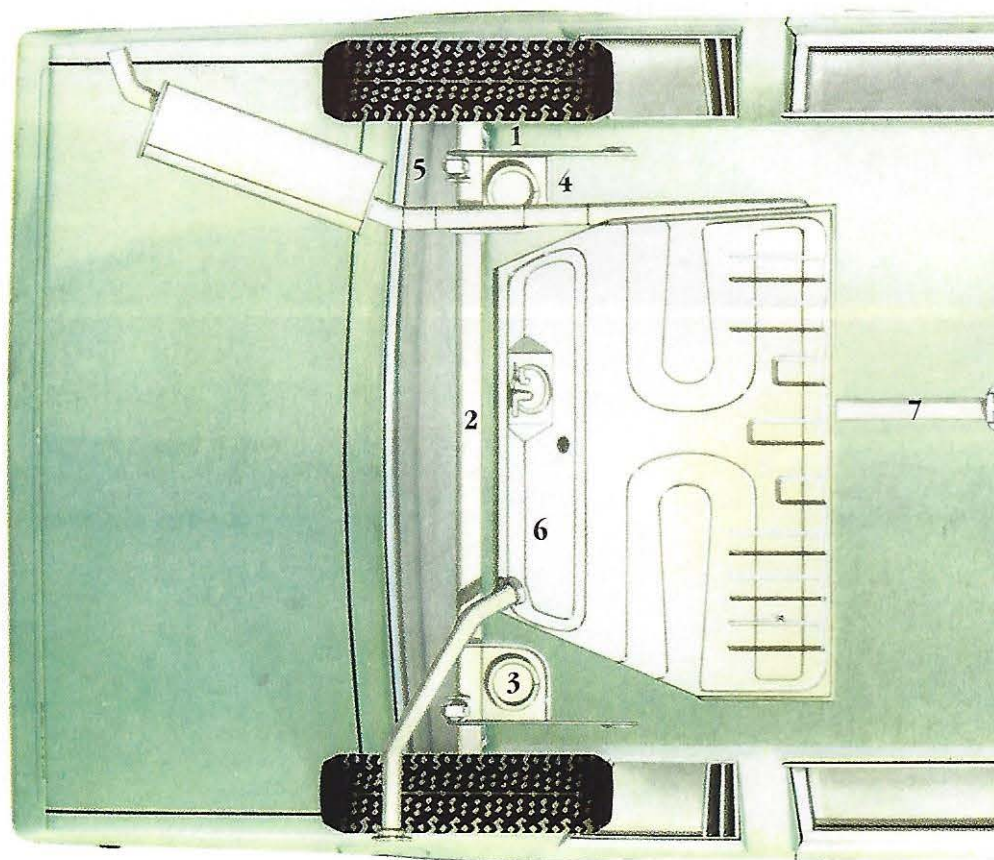
6. 13-gallon fuel tank located in safe inboard location for good weight distribution.

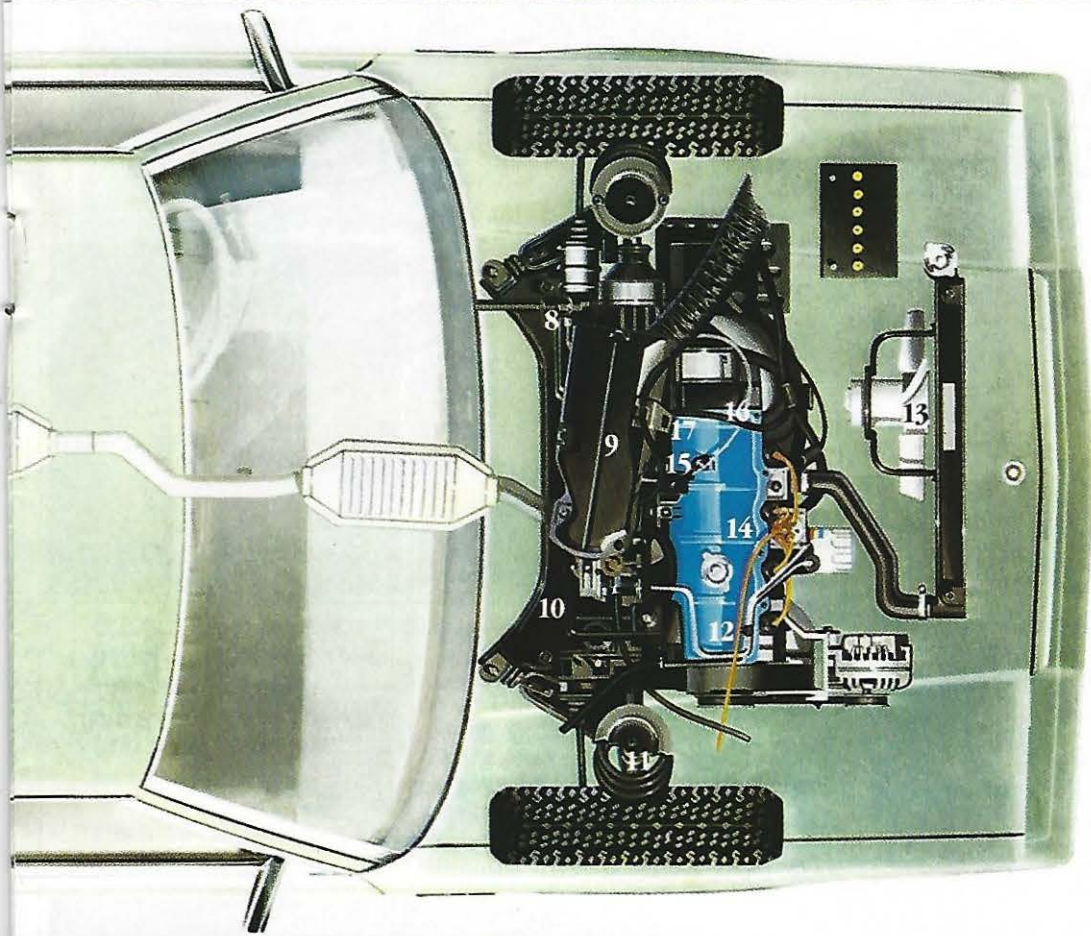
7. Exhaust system is centrally positioned to minimize intrusion into passenger compartment floor area.

8. Precise rack-and-pinion steering is lighter than the recirculating ball design found in many rear-wheel-drive cars.

9. Fully independent drive system... its reduced unsprung weight is comparable to that of the rear suspension to produce good handling and ride.

10. Iso-Strut front suspension helps reduce brake dive and maintain wheel camber over rough surfaces.





11. Front coil spring/shock absorber units save weight and provide long wheel travel for a smooth ride.

12. Engine is mounted transversely to save space and is slanted at a 12 degree angle to lower hood profile for better visibility and aerodynamics.

13. Electric radiator fan provides optimum operating efficiency.

14. The engine abounds with low-maintenance and no-maintenance features to save time and money in servicing.

15. New Trans-4 engine is a modern overhead-cam design with innovative, maintenance-free, mini valve lash adjusters.

16. Manual transaxle is fully synchronized in all forward gears. An automatic transaxle is also available.

17. Differential is integral with transmission casing for minimum weight.

18. Aries' Direct Power System provides a more direct transfer of engine power than in rear-drive cars to improve efficiency, reduce loss of power and provide good traction through snow and on slippery road surfaces.

19. Aries' remarkable 2.2-liter, Trans-4, overhead-cam engine... it's lightweight, quiet, reliable and efficient.

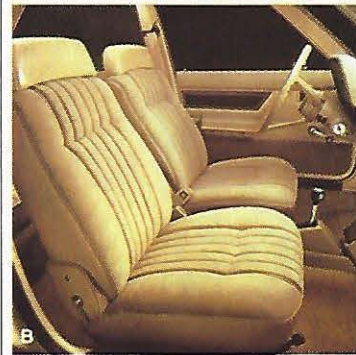
20. Aries' major power train components are placed in a single package up front to save weight and space.

21. Room for six adult passengers and their luggage... that's what you'll find inside Aries.





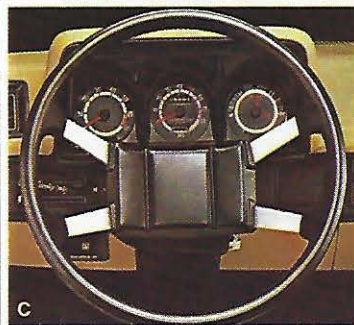
A. Omni with the Custom Exterior Package in Spice Tan Starmist.
 B. Omni's Optional Premium Interior.
 C. Omni's Rallye instrument cluster and four-spoke sport steering wheel. Standard on Euro-Sedan, optional on other Omni models.
 D. Omni "Miser" in Daystar Blue Metallic.
 E. Omni with the Euro-Sedan Package in Black.



**Omni...
 the first and
 still one of the finest
 front-wheel-drive
 mileage makers.**

Consider our 1981 Dodge Omni for a minute. Its transverse-engine, front-wheel-drive design gives Omni interior room to spare for five adult-size passengers... with four doors to get them in and out with a minimum of fuss, and a convenient rear hatch and folding rear seats to turn back-seat space into cargo space.

Omni is built with computers and precise automated welders in one of this country's most modern assembly plants and is powered by one of two four-cylinder engines... the standard 1.7-liter or the optional Chrysler-designed-and-built 2.2-liter Trans-4.



Rallye instrument cluster and sport steering wheel.

Omni "Miser"

Meet the highest mileage, lowest priced Omni for '81*... with a specially calibrated version of our 1.7-liter engine and a special 2.69 overall top gear ratio. ("Miser" is not available in California.)

28 EPA EST. MPG **43** ESTIMATED* HWY

*Although all Omnis were rated by the EPA as shown above, a special "Miser" model with a specially-calibrated engine, special top gear ratio and limited options availability, got 40 EPA EST. mpg, and 47 Estimated Hwy. California 2.2 L engine: 24 EPA EST. mpg, 39 Estimated Hwy. (3.2 L engine not available in California). 1.8 L engine: 28 EPA EST. mpg, 36 Estimated Hwy. Actual mileage may vary depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimates.

**Omni Euro-Sedan...
 the ready-to-rally
 four-door.**

Omni Euro-Sedan sets the pace with a decidedly sporty nature highlighted by blacked-out accent trim, P175/75R13 black sidewall steel-belted radial tires, cast-aluminum road wheels, plus a sport interior with corded-cloth bucket seats,





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024... the upbeat little number with the fine-tuned front-wheel-drive delivery and a lot of miles per gallon.

This is the car you've been waiting for... if the car you want combines front-wheel drive with a remarkable array of refined engineering features, is built with high-grade material under quality-controlled conditions in one of the country's most advanced manufacturing plants, and promises to provide an efficient, yet altogether exhilarating ride.

The 024's superbly streamlined, aerodynamically designed body actually helps curb wind resistance on the highway to improve gas mileage. So from its sleek front end to its roomy rear, you'll get an extraordinary ride without overextending your fuel budget.

Now, beneath the 024's bold corrosion-resistant sheet metal surface, you'll find, all standard, precision rack-and-pinion steering for smooth handling; sure-stopping front disc brakes; an efficient 1.7-liter overhead-

cam engine; Iso-Strut independent front suspension for stability, and front-wheel drive for assured road-holding and maneuverability through rain and snow.

Open the door. Inside, you'll find plenty of room for you and a quartet of passengers. And there's plenty of standard equipment for the money... like a four-speed floor-mounted shifter, a four-spoke sport steering wheel, an AM radio, inside hood release, and tinted glass windshield. That's the upbeat 024. Take it away.

DeTomaso — DeDodge... a little Italy, a lot of America.

One glimpse and you'll agree. Dodge DeTomaso demands that rare sort of attention more often reserved for fancy foreign imports.

We captured this European aura by going directly to the source. One of Europe's finest automotive stylists was commissioned to design the DeTomaso's one-of-a-kind Appearance Package.

A front air dam, wheel flares, unique louvered rear quarter windows, brushed-finish transverse

roof band, rear spoiler and new 14-inch cast-aluminum wheels... all these are standard styling features.

High-back black corded cloth-and-vinyl bucket seats, a Rallye

Package combines front-wheel drive with a smooth four-speed manual transmission, power front disc brakes, steel-belted radial-ply tires, a special sport suspension, and



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instrument cluster, four-spoke leather-wrapped sport steering wheel, "DeTomaso" in the windshield tint band and on the front floor mats, and a special instrument panel plaque... are all inside.

Our DeTomaso's Performance

Chrysler Corporation's brand-new Trans-4, 2.2-liter, overhead-cam engine.

Our unmistakable DeTomaso — backed by American know-how, crafted in the finest European tradition — translates into the very special car you've been waiting for.

A. & B. 024 with the Sport Appearance Package in Pearl White/Flat Black and Vivid Blue Stormist/Flat Black.

C. Dodge DeTomaso in Graphic Red.

EPA ratings for 024 with 1.7 L engine and 4-speed manual transaxle.

27 EPA EST MPG **41** ESTIMATED* HWY

*California 2.2 L engine. [24] EPA EST mpg, 39 Estimated Hwy (1.7 L engine not available in California). Use estimated mpg numbers for comparison. Actual mileage may vary depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.



C



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**Challenger...
command performance.**

Its bold European-look sports sleek new lines, large wraparound taillamps and two-tone exterior paint.

Sit in the spacious cockpit. Prepare yourself for the ultimate drive. Check the smoothness of the 2.6-liter Silent Shaft power plant. View a full complement of instruments. Now set the power-operated racing mirrors and you're ready to leave the others behind.

Command the precise power-assist steering. Confidence rides with steel-belted radials, full coil suspension and a standard front disc/rear drum or optional four-wheel disc braking system; both power assisted.

Headroom, legroom, and luggage space have been improved for 1981. The handsome interior pampers you with body-hugging front bucket seats that recline at the touch of a hand. Velour cloth seat and door trim panel inserts and an adjustable driver's-side lumbar support add extra comfort when the road is long. And the smooth, quiet ride allows full enjoyment of the standard four-speaker, AM/FM stereo radio. That's the 1981 Dodge Challenger.

**Dodge Colt...
traditional mileage leader.**

Colt for 1981 is a classic example of why Mitsubishi engineering is respected the world over for fuel efficiency, durability and comfort. All three Colt models—basic Colt, Colt Deluxe and Colt Custom—offer this inherent value. Colt's front-wheel-drive and transverse-mounted engine and transaxle provide the stability and traction needed to reach any destination... regardless of most road conditions. The standard 1.4-liter overhead-cam, four-cylinder MCA-JET engine provides frugal efficiency* and surprising power. And unlike other economy cars, Colt is more than practical... it's useful. There are surprising amounts of head, shoulder and leg room to make even long drives comfortable. And the rear cargo area holds up to 22.9 cubic feet with the back seat down.

Colt RS: efficiency and a whole lot more. The Colt RS takes the Colt Custom and adds even more sportiness—from the Red and Black two-tone paint to the Yellow and Orange accent stripes. Now, attack any road with a 1.6-liter MCA-JET four-cylinder



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der engine, sure-footed front-wheel-drive and the nimble Rallye Handling Package. Tour in the standard RS comfort and reclining front bucket seats with sports car feeling.

**Dodge Ram 50...
born to perform, built to last.**

If you're looking for sporty styling in a tough little pickup, look no further than the Ram 50 Sport. A 2.6-liter Silent Shaft engine offers torque and muscle, while the five-speed manual overdrive transmission delivers economy. It handles tough jobs in great style.

As you open the door, you'll find high-back vinyl bucket seats with luxurious cord velour inserts and

matching inserts in the door trim panels. Grab hold of the sport-styled steering wheel as you view the gauge-filled instrument panel and center console.

All Dodge Ram 50 pickups are built to take whatever you and the road can dish out. These pickups are built to "Ram-Tough" specifications designed for the American needs of durability, performance, comfort and economy. Rugged enough for the gravel pit, yet sharp enough for a night on the town.

- A. Dodge Challenger in Red and Silver.
- B. Dodge Ram 50 Sport Big Horn in Medium Crimson Red/Pearl White.
- C. Dodge Colt RS in Red and Black.

***EPA ESTIMATES**

DODGE CHALLENGER with 2.6 L engine and 5-speed manual transmission.

20 EPA EST MPG 30 ESTIMATED* HWY

DODGE RAM 50 with 2.0 L engine and 4-speed manual transmission.

22 EPA EST MPG 31 ESTIMATED* HWY

California: 21 EPA EST mpg, 29 Estimated Hwy.

DODGE COLT with 1.4 L engine and 4-speed manual transmission.

37 EPA EST MPG 50 ESTIMATED* HWY

California: 34 EPA EST mpg, 45 Estimated Hwy.

*Use estimated mpg numbers for comparisons. Actual mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimates.



C



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1981 Dodge Diplomat... it's what quality and value are all about.

1981 Diplomat Sport Coupe.

What sets it apart from other mid-size cars? A commitment to quality that's readily apparent everywhere you look.

First and foremost, judge its outward appearance — not just its graceful lines and styling refinements, mind you, but things more subtle, yet telling. Check the fit and finish at every turn. Dodge does — time after



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time — during assembly and after, just before delivery to dealers... and customers.

Explore further. You'll find the same quality workmanship apparent inside this Diplomat's surprisingly spacious interior.

The real test of any car, however, is on the road. Test drive a new Diplomat Sport Coupe. Note the response of the proven standard Slant Six power plant, an engine that has been constantly refined over many years and millions of miles to make it one of the most dependable ever built.

You'll also notice the smooth-shifting, wide-ratio automatic transmission, standard power steering, power brakes and radial tires that make this Diplomat handle and perform like the quality mid-size car that it is.

Diplomat Four-Door... the sensible family friend.

A four-door should be a practical car — solid, secure and long-lived. This Diplomat Salon is all that and more. Consider its construction: solid Unibody — built with galvanized sheet metal and other corrosion-resistant materials. The front suspension is easily adjustable for quick service. The ignition system is electronic for even quicker starts.

It all adds up to an admirable combination of engineering and assembly that reflects the quality inherent in Diplomat's basic design. Sensible? Very much so. But then Dodge... and you... wouldn't have it any other way.

Diplomat wagon... a very practical way to carry on.

This is a very special mid-size wagon. That's because it's a member of the Diplomat family. It's plush and practical. It's full of style, taste, quality and value. It's smart and bright and contemporary. But surrounding it all is the convenience of four doors, full six-passenger seating and mid-size station wagon capacity. In fact, with the rear seat folded



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down, you've got 73.3 cubic feet of useful cargo area.

You expect a wagon to be a worker. And work this wagon does. It was built for it — under the watchful eye of Dodge's tough quality control program. Diplomat wagons — all Diplomats, for that matter — are selected at random as they come off the assembly line or as they wait to be shipped. They're checked for fit, function and appearance... before they are delivered to the dealers' or customers' hands. If they don't make the grade, they're sent back. It's as simple as that. That's the only way to ensure a well-built, quality car.

A. Diplomat Sport Coupe in Baron Red/Pearl White.

B. Diplomat Medallion four-door in Daystar Blue.

C. Diplomat Salon two-door's optional cloth-and-vinyl bucket seat interior.

D. Diplomat Salon Wagon in Spice Tan Starmist.

EPA ratings for Diplomat two- and four-door models.

18 EPA EST MPG **22** ESTIMATED* HWY

California: [17] EPA EST mpg, 25 Estimated Hwy. Use estimated mpg numbers for comparison. Actual mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.



D



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**1981 Dodge Mirada...
the sporty,
personal mid-size.**

Just once in your life you should know the satisfaction of owning and driving a truly remarkable American car—a car that has been specifically designed for the American driver and the American road; built to high standards of quality; designed with the aid of computers; constructed of corrosion-resistant materials, and checked and rechecked through every stage of assembly.

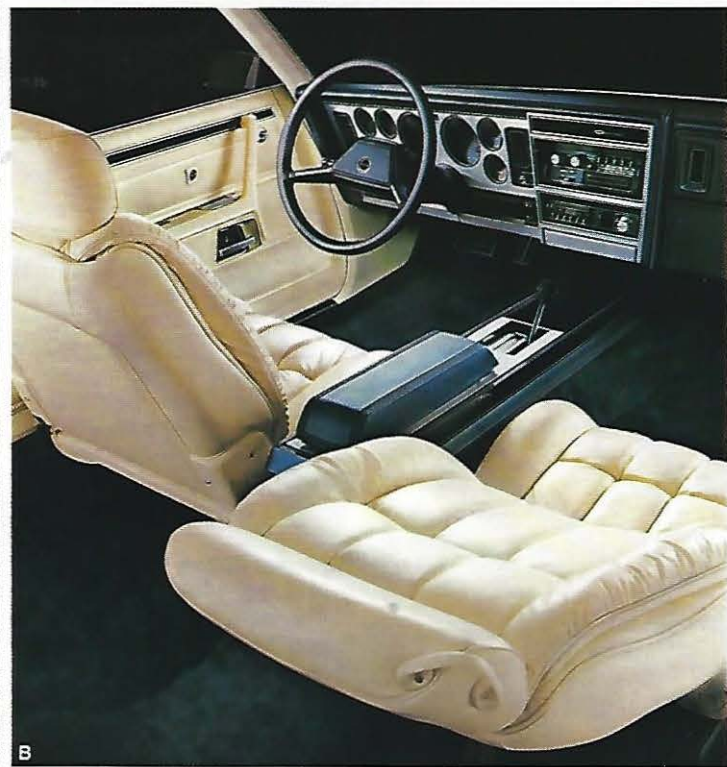
Miradas are randomly selected before shipment to dealers and tested for fit, function and appearance. So it should come as no surprise that a high degree of craftsmanship is apparent in Mirada's every detail.

Slip behind the wheel. Lean back in the form-fitting bucket seats. Scan the many easy-to-read gauges and easy-to-reach controls before you. And prepare yourself for the unique driving experience that is Dodge Mirada.

Even in its most affordable form, Mirada is a unique collection of sensations—the sensation of perfect proportion and line, both inside and out; the sensation of standard cloth-and-vinyl bucket seating that wraps you in luxury and comfort, and the sensation of quality materials, workmanship and design everywhere you look.

Take Mirada's instrument panel, for instance. Behind the standard three-spoke sport steering wheel, you'll find other standard fare such as a rich-looking brushed-aluminum applique, informative gauges, a handy trip odometer, locking glove box and AM radio.

If your driving ambitions lean more toward the sporting, you might want to consider several selections from Mirada's long list of options: like a 5.2-liter (318) V-8 engine; the Sport Handling or Roadability Packages that include special chassis features designed to make Mirada's road manners even more refined; a leather-wrapped rim steering wheel;



B



C

a sun roof; wire wheel covers or forged-aluminum road wheels—all meant to be additions to what is, in its most basic form, a well-engineered, well-built and well-equipped quality automobile. One offering quality and dependability... as well as driving excitement unmatched by any previous mid-size Dodge.

A. Mirada in Nightwatch Blue with CMX Package that includes a Cabriolet roof.

B. Mirada optional leather-and-vinyl seating.

C. 1981 Dodge Mirada in Burnished Silver Metallic.

18 EPA EST. MPG **24** ESTIMATED* HWY

*Use estimated mpg numbers for comparison. Actual mileage may vary depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.

**1981 St. Regis...
it moves quietly, softly,
with a touch of grace
and definite luxury.**

It's a beautiful way to close off the outside world. Just being inside St. Regis is something special—the quiet, the comfort, and the luxury. Quality surrounds you in excellence of design, tasteful selection of materials, careful attention to detail. But most importantly, St. Regis signifies outstanding value, because the 1981 St. Regis offers a higher appointment level and more standard equipment than last year's model!

For 1981, St. Regis' luxury includes interior details that mean more value... value such as cloth-and-vinyl seat trim with folding center armrest in front passenger compartment—and full foam seating for six passengers.

For 1981, we set high quality standards for St. Regis: engineering excellence... a commitment to quality materials... inspecting and re-inspecting at various stages of production... corrosion-resistant materials... and above all, a degree of workmanship befitting the ultimate Dodge—a car that can hold its own against just about any other luxuriously appointed full-size

model.

St. Regis instrumentation means luxury, too, with trip odometer, temperature, fuel and alternator gauges, and a multifunction control lever that contains headlamp beam selector, turn signals plus windshield washer and wiper controls. You're in full command with the two-spoke steering wheel, power steering, and TorqueFlite automatic transmission. Tinted glass adds to your privacy and comfort. Standard luxuries make up the St. Regis legend... and there's more:

St. Regis styling means St. Regis class! With its full-length padded vinyl roof and body-side accent

stripes merely the beginning, the list goes on: distinctively styled premier wheel covers, radial-ply white sidewall tires, and power brakes with front discs.



You'll want to add your own special touches, too: luxury options that include air conditioning with semi-automatic or manual temperature control, AM/FM stereo radio with



electronic Search-Tune feature, an electronic digital clock with LED display and space-age accuracy, automatic speed control and a power sun roof — all optional — all yours for the asking! And St. Regis options can get personal with luxurious 60/40 cloth-and-vinyl seats, a lighted vanity mirror, and wire wheel covers.

See your dealer for the St. Regis that suits your requirements—and remember, being inside St. Regis is truly something special.

A. 1981 Dodge St. Regis in Nightwatch Blue.

B. St. Regis' distinctive new padded vinyl roof.

C. St. Regis' standard cloth-and-vinyl interior.

D. St. Regis' very handsome and very complete instrument panel.

17 EPA EST MPG **22** ESTIMATED* HWY

*EPA estimates California: 318 4-bbl. V-8, [16] EPA EST mpg/24 Estimated Hwy. Use estimated mpg numbers for comparison. Actual mileage may differ depending upon speed, weather and trip length. Actual mileage will probably be lower than highway estimates.



This is the year of the Dodge Ram Pickup... the toughest pickup we've ever built.

Consider the all-new Dodge Ram pickup for 1981. It's the toughest of a long line of tough Dodge pickups—also the best looking, and certainly the most comfortable—with a long list of convenience and appearance options that add to its overall value, plus many standard features like a newly designed instrument panel.

1981 is also the year of choice in Dodge pickups—with four interior trim levels, plus the new Big Horn Package; three cab types, two types of pickup boxes, Sweptline and Utiline, both available in 6-1/2- and 8-foot lengths; two-wheelers and four-wheel-drive models. Your Dodge Truck dealer has a Ram Tough 1981 Dodge pickup just right for you.



Dodge Van also offers new optional quad Command bucket seats for four, and a new Convert-A-Bed which unfolds to the size of a double bed. Drive a Dodge Van soon. We think you'll agree that a Ram Tough Dodge Van fits your style.

*Based on cubic capacity calculated by SAE standard HSJ 1100a.

Dodge Wagon... the Ram Tough way to travel easy.

Get ready for a wagon that's right for the times... a wagon that's Ram Tough inside and out... a wagon that offers elegance, comfort and surprising economy. Dodge wagons are also right for the times when it comes to versatility and a choice of sizes—from the agile 109.6-inch wheelbase, eight-passenger Mini-Ram Wagon to the 127.6-inch wheelbase 15-passenger Maxiwagon.



Ram Tough Dodge Van... America's toughest competitor.

You name it, Dodge has a Ram Tough Van sized right for you, equipped the way you want it. There are three models to choose from: the B150, B250 and B350. There are two wheelbases: the 109.6-inch and the 127.6-inch, with a wide variety of payload capacities. The Maxivan is the one to specify if you need the carrying capacity of America's roomiest* van.

Ramcharger... Ram Tough versatility in a new package.

The Dodge Ramcharger has an all-new look for 1981... new styling front and rear; new wrap-over roof treatment; color-keyed upholstery choices, and new instrument panel.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Corporation reserves the right to make changes from time to time without notice or obligation in prices, specifications, colors and materials and to change or discontinue models. Certain models, packages and options are subject to specific restrictions, requirements and late availability. See your dealer for the latest information.

BUY OR LEASE A DODGE OR DODGE TRUCK.



A PRODUCT OF THE NEW CHRYSLER CORPORATION

30-Day/1,000-Mile Satisfaction Money-Back Guarantee

If within 30 Days/1,000 Miles (whichever comes first) you are not completely satisfied with your new Chrysler Corporation vehicle purchased for personal use from a participating dealer, bring it back in good condition and with no metal damage. Once your dealer receives clear title he'll refund your money less finance and insurance charges and less the difference, if any, between the trade-in refund value (as shown on the "Trade-In Refund Agreement") and the trade-in value allowed on the retail sales contract. One refund per customer. See your participating dealer for details.

