

Announcing the exclusive new

Li'l RED TRUCK

Meat the new Li'l RED TRUCK from Dodge, the truly "customized" pickup that'll stir excitement among even the most avid "trick-truck" enthusiasts. Best of all, it comes fully equipped from the factory. No need to seek out expensive local customizers and special-equipment suppliers. It's delivered to you ready-to-roll.

The Li'l RED TRUCK is an adult toy for the young at heart . . . for anyone who drives for the pure pleasure of it. This Dodge D150 Adventurer model, with a Utiline body style, is built on a 115" wheelbase. The exterior is Bright Canyon Red. Inside, red or black interior trim. There are gold accent tape stripes on the wheel openings. Raised white outline letter radial tires with steel chrome five-slot disc wheels. Special dual exhaust system with chrome-plated vertical tailpipes

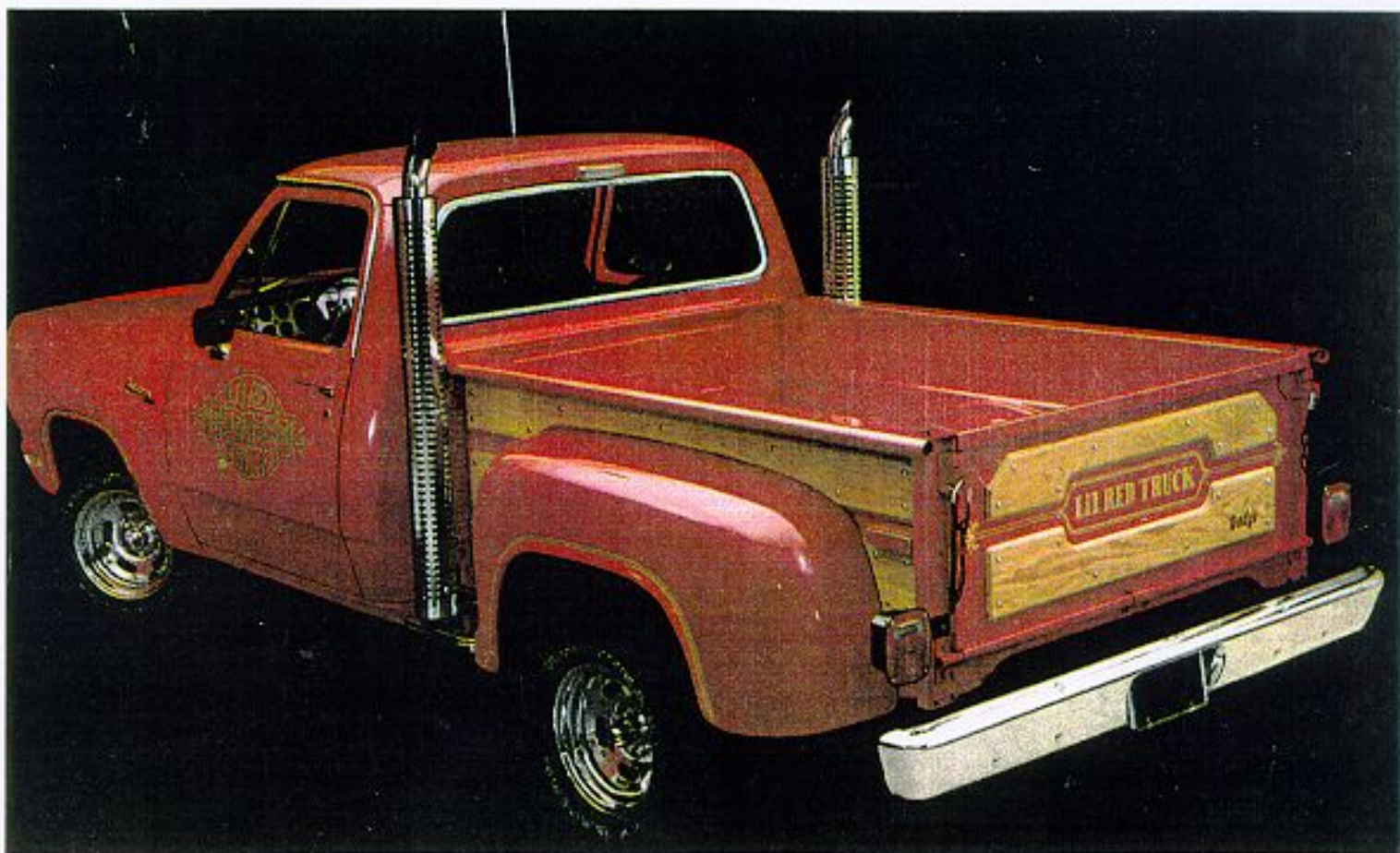
and heat shields are mounted behind the cab.

And, speaking of chrome, you'll find it everywhere . . . chrome-plated valve covers, air-cleaner cover, side steps. Even the bolt heads that attach the applied oak panels to cargo-box sides and tailgate. There's a gold eye-catching Li'l RED EXPRESS TRUCK decal on the side doors and a gold Li'l RED TRUCK decal on the tailgate, as well.

Other features include a 360 V-8 engine with four-barrel carburetor, automatic transmission, power steering, Convenience Package, oil-pressure gauge, bright rear bumper and "tuff" steering wheel, too!

The new Dodge Li'l RED TRUCK will turn a lot of heads . . . a limited-edition pickup with chrome-plated good looks. Only Dodge has it. So, live a li'l . . . a Li'l RED TRUCK, that is!

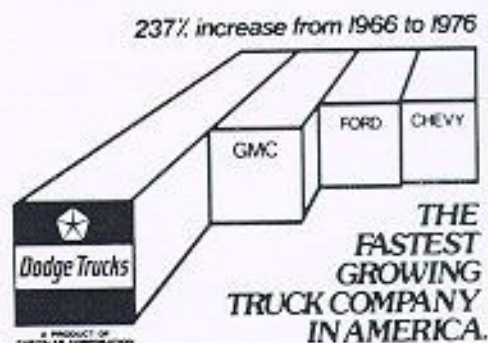
... the factory-customized pickup from Dodge.



Li'l RED TRUCK Equipment

- D150 model pickup, 115" wheelbase
- Utiline body style (GH3)
- Bright rear bumper (MD3)
- Bright Canyon Red exterior paint (PY3442)
- Red or black interiors
- Bench or bucket seats
- Adventurer package required (YA1)
- Gold accent tape stripes for front and rear wheel openings.
- 6100 pounds G.V.W. (YW4)
- 360 V-8, 4-barrel carburetor (EH1)
- 3.55:1 rear axle ratio
- Automatic transmission required (FA3)
- Power steering required (ST1)
- AM/FM/MX stereo radio required (LM2)
- Oil-pressure gauge (LB2)
- Convenience Package (YF1)
- Dual mufflers with chrome-plated vertical tailpipes and heat shields
- Chrome-plated valve covers
- Chrome-plated air-cleaner cover

- Chrome-plated side steps
- Oak Utiline body-side and tailgate body trim panels with chrome-headed bolts
- Gold decals—tailgate and doors
- "Tuff" steering wheel
- Chrome five-slot disc road wheels—15x7 front, 15x8 rear, no spare.
- Raised white outline letter radial tires—GR60x15 front, LR60x15 rear, no spare.
- Air conditioning—including tinted glass—available as an option.



The Li'l RED TRUCK is the hottest-looking pickup on the market . . . custom-built by Dodge, for you! It's the latest Adult Toy From The Fastest Growing Truck Company in America.

The Li'l RED TRUCK is not available in California, Florida, Maryland, Oregon and Washington, and does not meet special db (A) noise standards in certain localities. See your dealer for full details.

AUTOMOTIVE SALES DIVISION



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