

Dodge

SPORTSMAN WAGONS '78



MEET THE FAMILY WAGON OF THE FUTURE.

The '78 Sportsman wagon: Dodge's smart new answer to Space Age family transportation. A family limousine, in effect, designed around the modern concept that every inch of vehicle size must be *functional*. A concept that makes the most of inner space, to give you more comfort, convenience, visibility, and special features that

add to your enjoyment of family life. And, as you can see, the appearance of this new Sportsman wagon is equally up-to-date—assured by new styling inside and out that makes hauling your gang and all its gear more pleasurable than ever before. Read all about it on these pages. The future of family transportation starts right here!



New Royal Sportsman SE interior. Practicality never looked, or felt, so good. In addition to the added room, comfort, and visibility of this optional package, you get new reclining high-back Command bucket seats in textured velour with vinyl side facings and inboard folding armrests. Or, these seats can be ordered optionally with reclining swivel design and dual armrests. Seat upholstery, seat belts, instrument panel, lower trim panels,

headliner, and sun visors are furnished in matching shades of Blue, Saddle, or Red. Interior decor also includes vinyl door and side panels with simulated wood-grained trim and front door pull strap; color-keyed carpeting, carpeted engine cover, spare tire cover, and headliner in the driver and passenger compartment; simulated wood-grained applique on lower face of instrument panel; and horn pad with simulated wood-grained insert.

127-INCH-WHEELBASE SPORTSMAN. THE POPULARITY LEADER—WITH MORE REASONS TO BE POPULAR.

Inside the '78 Sportsman, space does more for you, in a vehicle that's also easy to drive and handle. Every inch of the big interior has been utilized to its best advantage, and one result is added comfort. There is increased pass-through room up front, because the engine cover is four inches shorter. Maxiwagon, the biggest wagon on the market, is roomier this year, with a full eight inches more length. This means better seat spacing in the fifteen-passenger models with more stretch-out room between the front bucket seats and the first bench seat; more space, in fact, between

all the seats.

New larger windows give you a panoramic view of the passing scene. Rear side windows are deeper, as are the windows in side and rear doors. In Maxiwagon, new wraparound rear quarter windows add 960 square inches to total glass area. A Sky Lite sun roof is available for the driver's compartment (for all five- and eight-passenger models) and the passenger compartment (for 127-inch-wheelbase five- and eight-passenger models only), to let even more of the outdoors in. What a way to experience the open road!



Here's what you can get with the Royal Sportsman Package option. A choice of three different seats with color-coordinated interiors in Blue, Saddle, Red, or Green. New low-back deluxe all-vinyl bucket seats are included in the package. Nonreclining high-back Command bucket seats (shown above) with striped cloth seating area, vinyl facings, and inboard folding armrests are optional. These seats

with swivel bases and dual armrests are also optional. The Royal Sportsman interior also includes simulated wood-grained instrument panel applique, vinyl color-keyed headliner in driver and passenger compartment, color-keyed spare tire cover, vinyl door and side panels with simulated wood-grained trim, color-keyed carpeting, and more.

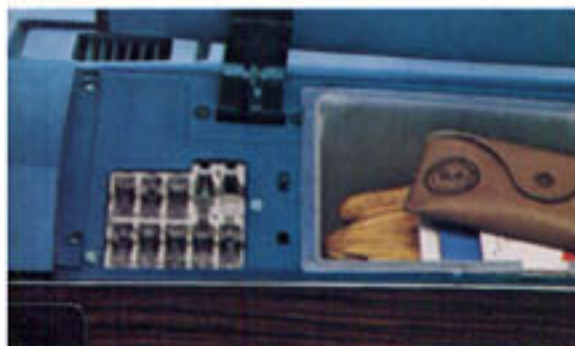


New features make the most of inner space. Start with the new color-keyed instrument panel styled for the family limousine. Included with simulated wood-grained applique on Royal Sportsman and Royal Sportsman SE Packages. It provides maximum utility, as well as easy servicing of gauges from the front of the panel, with provisions for new optional air-conditioning outlets and fluorescent display digital clock.

But that's only the beginning. The new color-keyed steering column is equipped with a combined starter and ignition switch and a steering column lock to protect

against theft. A new 16 1/4-inch steering wheel, with soft-vinyl rim, is provided with manual steering. The new color-keyed engine cover is narrower and shorter, to increase footroom and pass-through space. New body insulation in most models adds to interior quiet. Optional Light Package courtesy lights turn on automatically when front and side doors are opened.

And with all that, you also get a new suspended accelerator pedal, so it's easier to clean the floor. There's also a new foot-operated parking brake that's easier to use.



For even more convenience, here's the use box location: right under the glove box floor, to speed up servicing.



Quick-release three-passenger bench seats can be removed or installed in a jiffy, by simply lifting the release levers.



NEW TRAVEL SEATING PACKAGE can become your "home away from home." Two three-passenger bench seats with fold-down seatbacks replace conventional passenger seats. Optional in eight-passenger B200 and B300 Royal Sportsman (in Saddle or Blue upholstery) and Royal Sportsman SE (in Saddle or Red upholstery).

FOR YOUR DINING CONVENIENCE, the forward bench seat can be reversed and a six-place table quickly installed. It's easy to do, requires no tools. The tabletop features a wood-grained finish with four cup depressions. And legs swing out for support. When not in use, the table stows neatly out of the way, between the front seat and side panel.

MAKE IT A LOUNGE AND ENJOY UNMATCHED TRAVELING COMFORT. A simple lowering of the front bench seat and you've got it . . . space to stretch out as you go, on soft-but-firm urethane foam cushioning. Upholstery is either striped cloth (blue or saddle) or textured velour (saddle or red), depending on the model you select.

TURN IT INTO A BED. TO HELP CUT YOUR COST OF LIVING ON THE ROAD. By lowering the rear seatback, you get a big 54-inch by 76-inch bed that's extra-comfortable because of resilient urethane foam construction, supported by flat metal panels underneath. Storage area is provided beneath the seats—a place to stow your bedding and other equipment.

Room with a view. Whether you're inside or out, the '78 Sportsman wagon offers newness that will please your eye in many ways. Through a stylish new exterior that includes smart new paint-filled body moldings, new larger taillights and side marker lamps, plus new optional

body striping and two-tone paint treatments. And there's more glass area, adding to style as well as visibility: New rear side windows that are as much as 600 square inches bigger on 127-inch-wheelbase models; bigger windows in side and rear doors; new standard

wraparound rear quarter windows for Maxiwagon. If you'd like the added ease of a sliding side door, it's now optional on any Sportsman model you select. You can also choose the standard full-width rear door, a Dodge exclusive, or the optional double rear doors. There are

a lot of reasons why the '78 Dodge Sportsman is a new breed of family wagon—see and try it for yourself! Shown above: '78 Royal Sportsman Maxiwagon (foreground) and 109-inch-wheelbase Royal Sportsman SE.



1978 DODGE SPORTSMAN WAGON. A WHOLE NEW WAY OF EXPERIENCING THE OPEN ROAD.

Available in a wide range of models, the 127-inch-wheelbase Sportsman can handle a wide range of chores. You can get standard seating for five, or optional seating for eight, twelve, or fifteen passengers. Choose from a complete assortment of optional new interiors (Royal Sportsman SE, Royal Sportsman, Custom Sportsman, or Sportsman) depending on your requirements. And there's new comfort, convenience, and visibility; options include the Travel Seating Package, Sky Lite sun roof, fluorescent display digital clock, and new intermittent windshield wipers.

Also, you get standard features that help make all '78 Sportsman wagons ideal for every imaginable use: smooth independent front suspension ride, stout power from a proven 225 Super Six (B100 and B200 only), and power front disc brakes. They add up to easy handling that every kind of driver will enjoy. Shown at right: Royal Sportsman SE wagon with optional two-tone paint,

wheel-lip moldings, front bumper guards, whitewall tires, and full wheel covers.

New bigger Maxiwagon. If you want all the interior room you can get, choose America's biggest wagon—over eighteen feet long this year. That's eight inches longer than ever before. You can take as many as fifteen people, with four bench seats behind the front seats (see seating options below). This year, new wraparound rear quarter windows add to both rearward vision and eye appeal.

Agile 109-inch-wheelbase Sportsman. Its extra-compact size makes for easy handling; yet there's a lot of room inside. Enough for eight passengers with optional seating packages; seating for five is standard. Get the added convenience of an optional sliding side door; plus the interior choices and new features that make '78 Sportsman a true advancement in a new era of transportation.

BASIC SPORTSMAN WAGON FEATURES THAT ADD TO COMFORT, CONVENIENCE, PERFORMANCE, LONG LIFE.

Independent front suspension. It contributes to riding smoothness and helps protect driver and passengers from jolts. New rubber isolation pads reduce transmission of road noise.

New 225-cubic-inch Super Six, standard on B100 and B200, with two-barrel carburetion that contributes to performance and driveability. Long-life features include overhead valve design, 30-degree tilt cylinder block, tin-plated aluminum alloy pistons.

Extra-convenient servicing. The engine is easy to "get at," through the wide-opening hood. Components such as engine oil and transmission fluid dipsticks, battery, and radiator are right at your fingertips.

Big fuel tank, standard. It holds 22 gallons, so you can put more miles between fuel stops. Or order an even bigger 36-gallon optional tank.

Power front disc brakes. Designed for smooth, easy, dependable stops; standard on all models.

Rustproofing, to help make the new appearance last longer. A heavy galvanized coating protects parts which are most exposed to moisture and road salt. Also, the body gets an extra-durable finish, starting with a five-stage zinc phosphate wash, to prepare it for the primer coat. Then baked high-gloss acrylic enamel paint is applied for protection and beauty.

CHOOSE YOUR SEATING, FROM FIVE TO FIFTEEN PASSENGERS.



Standard five-passenger seating, with individual front bucket seats and three-passenger rear bench seat. (All models.)



Optional eight-passenger seating, with additional bench seat. (109-inch- and 127-inch-wheelbase B200 and B300.)



Optional twelve-passenger seating, with two additional bench seats. (127-inch-wheelbase B300 with 7100-lb. GVW Package.)



Optional fifteen-passenger seating, with three additional bench seats. (B300 Maxiwagon with 7700-lb. GVW Package.)



Sportsman and Custom Sportsman seats are good-looking and durable. Both feature the same easy-to-clean plaid vinyl upholstery and are available in Blue, Green, or Saddle. Custom Sportsman interior also includes instrument panel lower skirts, white headliner in driver and passenger compartment, and color-keyed floor mat.

New vent window security. For added protection of the interior, front door vent windows provide a positive detent latch, which locks in place when rotated to the full-closed position.

New style and protection. New color-keyed steering column is equipped with a combined starter-ignition switch—and a steering column lock to protect against theft. An ignition switch light with time delay is included in the optional Light Package.

New side and side door windows are easy on the eyes. Windows you can open, smartly styled with metal-edged glass and new concealed "piano" hinges. Order optional Sunscreen glass that reduces heat and glare and adds to visibility (comes with tinted windshield and front door side glass).

SPORTSMAN WAGON OPTIONS. Giving the people what they want—and what they need.



New Sky Lite sun roof. Another reason why Sportsman is an extra-enjoyable family wagon. Sunscreen glass overhead lets in light. And air, if opened slightly. Yet you're protected from too much light; total solar energy transmission is reduced by seventy percent, compared to ordinary glass. Factory-installed Sky Lite sun roof is available for the driver's compartment of all five- and eight-passenger models; and for the passenger compartment of five- and eight-passenger 127-inch-wheelbase models.



Complete air conditioning. For added cooling of the passenger compartment, an auxiliary rear air conditioner is available with V8 engines. It can be ordered with an auxiliary rear heater, as well.



Choice of radios. Instrument panel-mounted radio options are: AM, AM/FM, AM/FM/MX stereo, AM/FM/MX stereo/eight-track tape, AM/40-channel CB transceiver, AM/FM/MX stereo/40-channel CB transceiver.

CB radio. 40-channel CB radio features include digital CB channel display, monitor mode to override AM or FM reception, squelch control to mute



background noise, and mast antenna. CB microphone and lead are detachable.



Automatic speed control. On long-distance trips, you simply set your speed where you want it. It will stay at that speed until you release the control or apply the brakes.



New vacuum fluorescent display digital clock. An added note of quality for your family limousine interior. Located near the center of the instrument panel, its blue-green vacuum fluorescent display is easily visible,

right or day. Solid-state construction eliminates moving parts; helps assure silent operation and high reliability. Designed for minimum drain on the battery and crystal-controlled accuracy to within sixty seconds a month.



Road wheels. For even more Sportsman wagon style, select from three optional wheels: six-inch-wide chrome styled sport wheels (shown above) and seven-inch-wide white-painted steel spoke or chrome five-slot disc sport wheels.



Antispin differential. An option for extra-rough going. It helps you through mud or snow, by sending the driving power to the rear wheel with the most traction.



New Trailer-Towing Packages. For almost any sized trailer you plan to tow, you can get the right equipment for your 1978 Dodge Sportsman wagon—the right hitch, battery, alternator, wiring harness, and more. Select from two

packages: Trailer-Towing (trailers up to 2,000 pounds gross weight) with Dealer-installed ball hitch, or Heavy-Duty Trailer-Towing (trailers up to 7,000 pounds gross weight) with Dealer-installed tow bar hitch.



Four available V8s. Take your pick, depending on how much added power performance you desire: a 318 cubic-inch V8, or one of three bigger V8s, 360, 400,* and 440 cubic inches, offering greater horsepower and torque for extra loading or towing requirements.

*Not available in California.



Automatic transmission. Select Sportsman wagon's popular LoadFlite transmission. Or a four-speed manual overdrive transmission (see back cover for applications) designed to provide improved highway fuel economy.

Additional options

- Easy Order Package (automatic transmission, Convenience Package, Two-Tone Paint Procedure #1, AM radio, bright front and rear bumpers with bumper guards, dual 5-inch x 7-inch bright mirrors, power steering with 15-inch diameter wheel, front and side door scuff pads, bright wheel covers, and door-operated dome light switches)
- Luxury Package (automatic transmission, Convenience Package, Light Package, Two-Tone Paint Procedure #2, AM/FM radio, power steering with 15-inch-diameter wheel, front and side door scuff pads, premium wheel covers (B100 and B200), bright wheel covers (B300), air conditioning, automatic speed control, tinted glass, front door edge protectors, high-back Command bucket seats, and front and rear bumper guards)
- Convenience Package (cigarette lighter, glove box lock, 10-inch day/night rearview mirror, and in-cab actuated hood lock release)

- Light Package (ignition switch light with time delay, glove box light, cigarette lighter light, door-operated dome light switches, and front and side door courtesy lights)
- Insulation Package
- Upper Side and Rear Exterior Molding Package
- Lower Side Exterior Molding Package
- Tape Stripe Package—white or gold
- Alternator—63-amp
- Battery—59-amp-hr, 70-amp-hr, or 800-amp Long Life
- Tinted glass—windshield only or all windows
- Front and rear bright-finish bumpers (standard with Royal Sportsman SE and Royal Sportsman Packages)
- Front and rear bumper guards
- Deluxe heater
- Dual electric horns
- Bright-finish hubcaps
- Cigarette lighter
- Passenger compartment headliner
- Interior day/night prismatic mirror
- Increased cooling
- Oil pressure gauge and trip odometer
- Power steering
- Heavy-duty shock absorbers
- High-back Command bucket seats for driver and front passenger
- Sunscreen windows
- Premium wheel covers
- Digital clock
- 36-gallon fuel tank
- Dual 7½-inch x 10½-inch exterior mirrors.

Standard Sportsman features

- Black-and-argent-finish grille
- Exterior dual 5-inch x 7-inch painted mirrors
- Painted hubcaps
- Front and rear painted bumpers
- All-vinyl seat trim
- Padded sun visors
- Black floor mat and white headliner in front compartment
- Sportsman nameplate.

Custom Sportsman features

(In addition to or in lieu of those shown for standard Sportsman)

- Bright-finish hubcaps
- Color-keyed padded floor mat and white headliner throughout
- Vinyl door and side trim panels
- Bright tail-lamp bezels
- Cigarette lighter
- Fiber-glass window trim
- Custom Sportsman nameplate.

Royal Sportsman features ▲

(In addition to or in lieu of those shown for Custom Sportsman)

- Lower Side Exterior Molding Package
- Bright molding around grille
- Dual bright-finish 5-inch x 7-inch mirrors
- Bright-finish front and rear bumpers
- Dual electric horns
- Color-keyed carpeting throughout
- Vinyl-covered headliner throughout

- Padded instrument panel with vinyl simulated wood-grained insert
- Deluxe vinyl seat trim
- Vinyl-trim side panel with simulated wood grain
- Added insulation
- Bright-finish windshield molding
- Bright-finish side and rear window molding
- Royal Sportsman nameplate
- Spare tire cover.

Royal Sportsman SE features ▲

(In addition to or in lieu of those shown for Royal Sportsman)

- Color-keyed cloth-and-vinyl door and side trim panels with carpeting below
- Carpeted engine cover
- High-back Command deluxe cloth-and-vinyl bucket seats with inboard fold-down armrests and matching bench seats
- Royal Sportsman SE nameplate.

▲—Royal Sportsman and Royal Sportsman SE Packages available only on 127-inch-wheelbase models.

Additional standard equipment

- Air cleaner—dry-type
- Alternator—48-amp
- Antifreeze
- Armrests—driver and front passenger
- Ashtray—driver's compartment
- Battery—48-amp-hr
- Bumpers—front and rear, painted
- Power disc brakes—front
- Passenger compartment doors—side, double; rear, single
- Door locks—all, except rear doors
- Electronic Ignition System
- Floor mat—driver and passenger compartment
- Fuel tank—22 gallons
- Glove box with door
- Headliner—driver's compartment
- Heater—Fresh Air with defroster
- Horn—single electric
- Hubcaps—painted
- Jack—axle-type (B300); bumper-type (B100 and B200)
- Lights—backup; combined side marker lights and reflectors, front, amber (2) and rear, red (2); dome, driver and passenger compartment
- Mirrors, exterior—dual, painted, 5-inch x 7-inch
- Mirror, interior
- Oil filter—throwaway-type
- Oil pressure indicator light
- Seats—front, low-back buckets for driver and passenger with seat belts and retractors; rear, three-passenger bench with seat belts
- Shock absorbers—front and rear
- Spare tire carrier
- Sun visors—padded
- Traffic hazard warning switch
- Windshield washers—wiper arm-mounted
- Windshield wipers—two-speed.

1978 Sportsman Wagon Specifications

MODEL	B100 SPORTSMAN WAGON			B200 SPORTSMAN WAGON & MAXIWAGON		B300 SPORTSMAN WAGON & MAXIWAGON		
	4800	5200	5500	6100	6400 ^B	6700	7100	7700
GVW (lbs.)^A	4800	5200	5500	6100	6400 ^B	6700	7100	7700
AXLE CAPACITY (lbs.)								
Front	3100	3100	3100	3100	3100	3300	3300	3300
Rear	2800	2800	3300	3300	3850	5500	5500	5500
SPRING RATING (lbs.)								
Front—(225 Six; 318, 360 V8s) Std./Opt.	1540/1615	1540/1615	1540/1615 ^K	1540/1615 ^C	1615/1690	1645/1720 ^I	1645/1720 ^I	1720/1725
Front—(400, 440 V8s) Std./Opt.	—	—	—	1690	1690	1720/1725	1720/1725	1720/1725
Rear—Std./Opt.	1170/1480	1480/1660	1480/1660	1660/1810	1930	2020/2570	2020/2570	2570
BRAKES (in.)								
Front Disc	11.75 x 1.25			11.75 x 1.25		12.82 x 1.19		
Rear Drum	10 x 2.5			11 x 2.5		12 x 2.5		
Booster	9.00 Dual			9.00 Dual		9.00 Dual		
SHOCK ABSORBER DIA. (in.)								
Front—Std.	1.0	1.0	1.0	1.0	1-3/16	1.0	1.0	1.0
—Opt.	1-3/16	1-3/16	1-3/16	1-3/16	—	1-3/16	1-3/16	1-3/16
Rear—Std.	1.0	1.0	1.0	1.0	1-3/16	1.0	1.0	1.0
—Opt.	1-3/16	1-3/16	1-3/16	1-3/16	—	1-3/16	1-3/16	1-3/16
TIRE SIZE	E78-15B	F78-15B	G78-15B	H78-15B	L78-15C	8.00-16.5D	8.00-16.5D	8.00-16.5E
WHEEL RIM SIZE (in.)	5.50	5.50	5.50	5.50	6.50	6.00	6.00	6.00
ENGINE—Std.	225 Six			225 Six ^D		318 ^I		
—Opt. V8s	318, 360			318, 360, 400 ^{EC} , 440 ^C		360, 400 ^E , 440		
TRANSMISSION—Std.	3-Spd. Manual			3-Spd. Manual		3-Spd. Automatic		
—Opt.	4-Spd. Overdrive ^{EF} , 3-Spd. Automatic			4-Spd. Overdrive ^{EF} , 3-Spd. Automatic				
STEERING—Std.	Manual			Manual ^H		Manual		
—Opt.	Power			Power		Power		

A—GVWs greater than 6100 lbs. are not available with 109" wb. Refer to chart on center spread for GVW requirements with various seating arrangements.
 B—Requires V8 engine.
 C—Ratings shown for 225 Six and 109" wb V8; 127" wb ratings for V8s are 1615/1690.
 D—Not available with 127" wb 225 Six models in California.
 E—Not available in California.

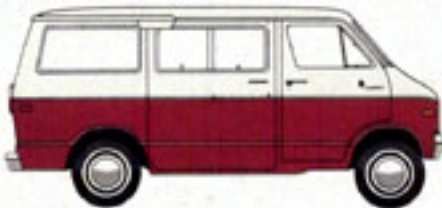
F—Available only with 225 Six or 318 V8.
 G—Not available with 109" wb.
 H—Power steering required with 6400-lb. GVW.
 I—Extra-heavy-duty spring (1725-lb. rating) also available.
 J—318 V8 not available with 7100- or 7700-lb. GVW in California.
 K—Ratings shown for 109" wb; 127" wb ratings are 1615/1690.

14 exterior colors, including seven metallic paints.

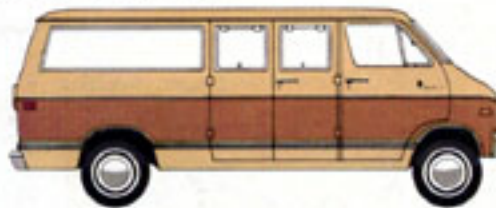


Due to occasional printing irregularities, the colors shown may vary slightly from actual hues.

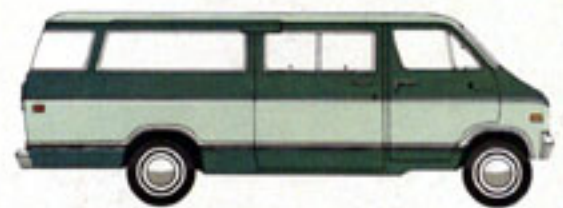
Optional Sportsman Wagon Paint Procedures:



Paint Procedure #1: Upper and lower (80/80) two-tone paint.



Paint Procedure #2: Midsection in one color, remainder of body in a second color.



Paint Procedure #3: Roof and midsection in one color, remainder of body in a second color.

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