

# THE WHOLE DODGE CAR CATALOG



**"Hey, that's my Dodge!"**



# A

## A Dodge for every driver.

If this book looks like no car catalog you've ever seen before, it's because this book is like no car catalog you've ever seen before. It's an A to Z lap around the whole Dodge Car company. So fasten your seat belt for a once-around-the-track.

First, a quick look at our starting lineup. As you can see, there's a Dodge for every driver. Not to mention a driver for every Dodge. (Oops! We just did.)



Colt Hatchback



Colt



Omni 4-door



Omni 034



Challenger



Aspen



Diplomat



Magnum XE



St. Regis



Sportman



Ramcharger



## ASPEN

A Dodge history-maker. From day one, Aspen has been one of our most popular models ever. No surprise to us. Not the way Aspen does so many things so well. Like carry people and cargo. And perform ably with its standard 225-1 bbl. six-cylinder engine and three-speed manual or optional TorqueFlite automatic transmission (automatic transmission only in California). And ride smoothly with a suspension that uses torsion bars in front and multileaf springs in the rear. Plus afford you such a wide choice of exterior packages, interior appointments, and options that you practically design Aspen yourself. And make history in the bargain.



### Automatic Speed Control

Set it and forget it. This convenient option promotes driver relaxation and fuel economy on long trips by maintaining the selected cruising speed.

### Automatic Transmission (see TorqueFlite)

5-500-50,000. A lucky lottery number? No, a set of winding battery numbers. The 500-ampere Long-Life battery, optional on most

# B

### Back Seat Driver's License

Once obtained, it is often refuted, but can never be revoked.

### Battery, Long-Life

5-500-50,000. A lucky lottery number? No, a set of winding battery numbers. The 500-ampere Long-Life battery, optional on most



Dodges, is the only original-equipment battery to offer a 5-year or 50,000-mile limited warranty.

# C

Car of the Year. Seems like we just sat down after accepting the 1978 Motor Trend Car of the Year Award for Aspen when they called us up there again to take

delivery of the '78 award for Omni. (Who's complaining?)

### CB Radio

Our 40-channel CB transceiver, available on St. Regis, Magnum XE, Diplomat, Aspen, Ramcharger, Sportsman, Dodge Van, and all regularize pickup trucks, comes integral with an AM or AM/FM stereo radio, plug-in microphone, and digital display.

**Air Conditioning**  
Maximum cool. St. Regis and Magnum XE offer new optional manual and semi-automatic

temperature-control air-conditioning systems of 26% greater capacity and rapid cool-down rates.

and fixed-length tri-band antenna. Everything but the "handle."

## CHALLENGER

The form measures up to the challenge of the open road. Challenger is an extraordinary blend of GT looks and feel. With the technology to match. The standard 2.6-litre overhead-cam Mitsubishi MCA-Jet engine is coupled to a 5-speed manual or optional Torque-Flite automatic transmission. Suspension is coil-type with road-seasoned MacPherson-type struts up front; four-link coils and a live axle in the rear. Braking is provided by the standard power front disc/rear drum system or an optional system that boasts power discs on all four wheels. Challenger. An apt description for car and driver.



## Chimes

Say goodbye to buzzers. They've given way to chimes on the Challenger, St. Regis, and Colt wagon.

## Chromeprotection

Question: If bumpers protect your car, who protects your bumpers? Dodge does. Several Dodge models, including the new St. Regis shown at right, feature bumper rub strips.



## Chronometer

To be perfectly accurate, Webster defines a chronometer as "a highly accurate kind of clock." Ours is accurate to within a month and features vacuum fluorescent digital display.



Some items shown on vehicles in this brochure are extra-cost options.

**COLT**

There's a new Colt in the Dodge corral that's a real front runner. Introducing Colt hatchback. With a front-wheel drive system that helps it run straight and true even when the track's wet. And a remarkable Twin-Stick transmission (see TWIN-STICK) that helps it go farther, without refueling. Rest assured, too, the Colt coupes, sedans, and wagons are back. As classy and colorful as ever. With all those easy-to-take standard extras. Dual reclining front bucket seats. Adjustable steering column. Rear window defroster. Trip odometer. Tinted glass all around. And the 1.6-litre MCA-Jet engine that's as frisky as it is thrifty. Colt. Lively. Likely. Likeable.

**Command Bucket Seats**

Take command. The reclining high-back Command bucket seats of the Royal Sportsman SE Package can be ordered with optional swivel-seat feature.

**Compact Spare Tire**

Spare room. There's more of it in the trunk of your St. Regis, Magnum XE, Diplomat, Aspen, or Omni thanks to the standard compact spare tire and wheel.

**Courtesy Lights**

It's pretty difficult to think of a place we don't offer them. Depending on the model, you'll find them under the instrument panel, on the headliner and doors, and inside the glove box, trunk, and even the ash tray.

**D**

pounds, the Dodge D-50 is all truck. And yet . . . well . . . something else.

**D-50**

Meet the rookie member of our truck roster. But don't let the rookie status fool you. With a payload capacity of 1,400

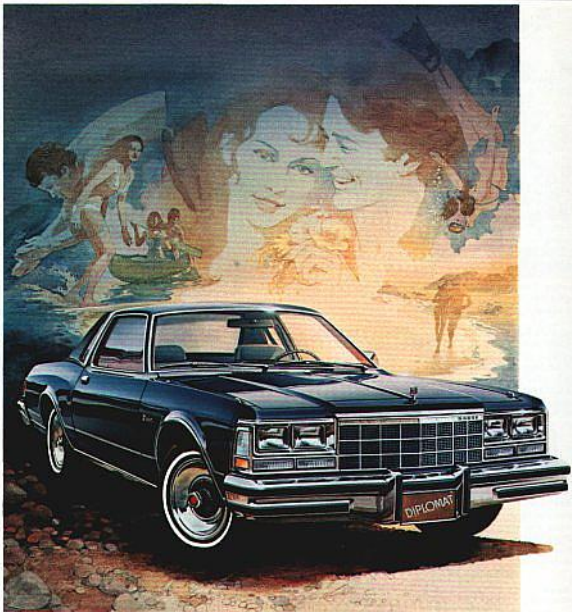
able in the standard Dodge Van and in some Dodge pickups for lower fuel and maintenance costs. (Sorry, late availability and not offered in California.)

**Diesel**

D, too, is for the diesel! you can get in a Dodge. A 243-cubic-inch six-cylinder diesel engine is avail-

**DIPLOMAT**

Since we first introduced it, the Diplomat has been a very exceptional kind of car. A car whose virtues are matched only by its value. No matter what degree of elegance you choose to give it, the Diplomat remains sensible. Whether you select the Medallion, the Salon, or the Diplomat model. Their very standard features set them apart. A fully padded vinyl roof on 4-door Salons and Medallions. Color-keyed carpeting. Woodtone instrument panel trim. Power steering and power front disc brakes. Four-speed manual overdrive transmission. A trip odometer. Smooth-riding front transverse torsion bar/rear multileaf spring suspension. The list goes on and on, Diplomat. Easily within reach. And reason.



**Dodge**

*Horace and John Dodge, brothers in blood and mechanical genius, got us started way back in 1915. We've been carrying on their good name in things mechanical ever since.*

**Dodg'em Car**

*What your daughter Kathy thinks the family Diplomat is the first time you take her for a driving lesson.*



**Doors**

*A door is a door. Except, of course, on Dodge Vans where—wouldn't you know it—even the doors are job-rated.*

**Driving Pool**

*The "fair share" system of fighting the freeways that invariably has you performing the honors in the season's worst storms.*

**Door Latches, Quiet**

*Shown at left is an optional power door lock, but the next sound you hear will be the sound of St. Regis' new "quiet" door latches being latched—again.*

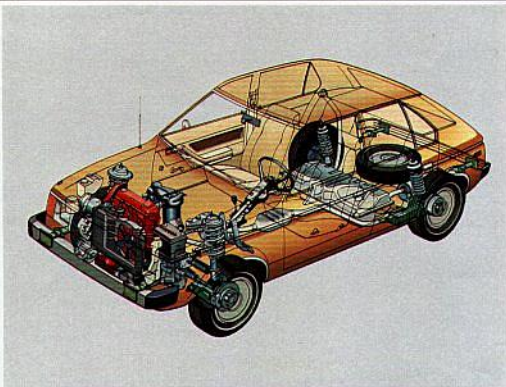
## E

**Engineering**

Dodge has been an integral part of the Chrysler Corporation's engineering tradition that has introduced such advancements as power steering, the first practical standard equipment alternator and electronic ignition on all domestically built cars and trucks.

**Engineering, Omni**

Front-wheel drive, transverse-mounted engine, rack-and-pinion



steering, four-wheel independent suspension, and engine compartment diagnostic plug for quick electrical checks. Add it all up and it spells "Omniscience."

**Engines**

Dodge has 'em. From the 1.4-liter MCA-Jet 4-cylinder engine in Colt hatchback to the 360-cubic-inch V-8 that's optional in St. Regis, Magnum XE, Diplomat and Aspen.

## F

**Fastest Growing Truck Company in America**

Fastest growing, because from 1967 to 1977 we've registered a 357% increase in truck sales!



Fire...  
Where's The  
The grand prize  
question the officer  
asks—good for  
3 points and a date  
with a judge.

**Front-Wheel Drive**

This featured attraction on Omni, Omni 024, and Colt hatchback helps these little Dodges maintain their footing in rain or snow.

## G

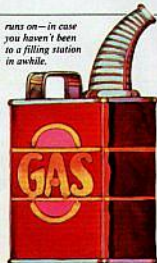
runs on—in case you haven't been to a filling station in awhile.

**Galvanized Steel**

For anti-corrosion protection, St. Regis features the most extensive use of galvanized steel we've ever employed on a regular-size car.

**Gas**

The stuff your Colt hatchback



## H

**Hatchback/Hatch Play**

Dreamed up by your 5th grade hatchback Danny who thinks your new Omni 024 hatchback is the team equipment car.

**Headlamp Covers**

And now, this catalog's first restriction in print: the distinctive, transparent headlamp covers on Magnum XE and St. Regis retract when the beams are turned on.

**Head Restraints**

Heads you win. Challenger headrests fit flush into the front bucket seats until they're adjusted to the personal prefer-

ence of driver and passenger.

**"Hey, that's my Dodge!"**

Hey, they're playing our song.

**High-Strength Steel**

For improved fuel economy through weight reduction, Omni 4-door has 70 components of high-strength steel. It adds up to 170 pounds. 15% of the total steel used in the car!

## I

**Independent Suspension**

Omni features Iso-Strut coil with an anti-sway bar in front, trailing-arm coil with an anti-sway feature in the rear. Independent all around. A little like your thinking.

**Independent Suspension**

What you have when you suspect

your daughter Annie is about to assert her independence by buying a new Aspen after her first week on her very first job.

**Intermittent Wipers**

We interrupt this catalog for a word about wipers. With this handy option available on most models, wipers can be set for delays of 2 to 15 seconds.

# J

**Jack, Tire**  
Another Dodge first. The St. Regis' sill-mounted, "scissors-type" jack marks the first industry usage of that kind on a regular-size domestically built car.

**Jack (Brother-In-Law)**  
Smiling Jack, who drops by like clockwork on Saturday mornings to borrow your Dodge Van when you've already made camping plans... then has the nerve to ask if you wouldn't mind helping him move a "little" furniture in it.

# K

**Keys**  
The things you seldom see on weekends between your wife's garage sale junkies, Maureen's dance classes, and Johnny's dates.

**Kilometer**  
The smaller numbers on your speedometer that say you're doing 80 when you're only going 50.

# L

**Laminar Roof**  
Diplomat Medalion offers one that incorporates a new format opera window. Bravo!



# M

## MAGNUM XE

The exhilaration that was driving is back. More moving than ever. Magnum XE. Wherever it goes, it leaves an impression that is not soon forgotten. No small wonder. Its appearance alone would suffice to stimulate. The view from the front is reminiscent of a motoring great from the past, while the profile is decidedly—and dramatically—today. Out back, new tail-lamp lenses set off the rear deck and complete the picture of classic road car. There's also a provocative variation on this thrilling theme: Magnum with the optional Gran Touring Package. In either version, Magnum lives up to the look. Power from a 318- or optional 360-cubic-inch V-8 is transmitted through a smooth Torque-Flite automatic transmission to hefty wheels, hefty tires, steering and front disc brakes are, as you would expect, power. But so much for car terms. Turn the key. It's the only real way of coming to terms with Magnum XE.



**Leather (Upholstery)**  
A Magnum XE, Diplomat Medalion, and Diplomat wagon option: genuine leather seating.

**Leather-Covered Steering Wheel**  
Another St. Regis, Magnum XE, and Diplomat comfort option. The feel of this hand-stitched cover will make keeping both hands on the wheel a pleasurable matter.

**Lock-Up Torque Converter**  
More engineering know-how here. A lock-up clutch in the torque converter on many of our TorqueFlite automatic transmissions—optional on most Dodge domestic passenger cars—produces a direct mechanical drive for better fuel

economy at cruising speeds.

**Lumbar Supports**  
Ride right. Adjustable lumbar supports on Challenger's bucket seats cushion the small of your back and help you assume a comfortable seating posture.





**MAXIVAN**

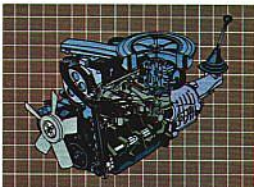
Dodge's haul-around great. Payload capacities of up to 4,585 lbs. and a cargo length of over 13 feet. And talk about a capacity for work, Maxivan means business. With sturdy double-opening side doors or an optional sliding door. Grooved cargo floor for easy loading. And flat-top wheel wells you can stock cargo on. Maxivan. A van of means by all means.

**MAXI-WAGON**

Another great way to haul off and let yourself go is with the Dodge Sportsman Maxiwagon, the wagon for big wagon lovers.



**MCA-Jet Engine**  
Challenger, Colt, and D-50 engines utilize a "jet" (or third) valve developed by Mitsubishi of Japan that swirls an extra-lean mixture of fuel and air in the combustion chamber for improved fuel economy.

**Memory Seat-Return**

Powers of recall. A unique walk-in adjuster with "memory" returns the passenger seat to a neutral position after rear seat passengers have entered. What's more, the driver's-side seat (shown) features a remote trunklid release.

**Mike, Removable**

For security purposes, the mike on your optional CB transceiver can be removed and stored in the glove box.

**Mike, Unremovable**

Your 8-year-old son Mike who cannot be removed from behind your CB mike.



**Mirrors,**

**Aerodynamic**  
Look back at the crowd with Challenger's dual electric power-remote, body-colored racing mirrors. Or the flag-type manual mirrors on St. Regis, Omni 024 hatchback, and Colt hatchback.

**N**

**Nameplates**

Again, the whole 1979 Dodge car lineup:

St. Regis

MAGNUM

Diplomat

ASPEN

Challenger

Omni

Colt

RAMCHARGER

Sportswagon

**New**

Take a bow, St. Regis, Omni 024 hatchback, Colt hatchback, and D-50 pickup.

**No-Fault**

Invented years ago by your Aunt Flo who, to hear her tell it, has never been at fault in any one of her twenty-three traffic accidents.

**O**

**"Oh my Omni!"**

Commonly shrieked expression of glee by proud owners on delivery of their new Omni.



**OMNI**

Here's the one that has America smiling. But then, Americans have waited a long time for a little car like Omni 4-door, so it's really not surprising the way they're showing their appreciation. How can you not like a little car that can do it all? You name it. Omni 4-door does it. Carries four full-size passengers in comfort—even gives them each their own door. Gets a grip on rain-slippery roads with its front-wheel drive. And hauls things. Omni 4-door. The all-around car for all around.



**OMNI 024**

More cause to celebrate, America. There's a new Omni to do it all. A spirited 2+2 hatchback. Omni 024. With more things going for it than a summer's day. Or at least as many. Take standard equipment. Strictly topflight. AM/FM radio. Rear window defroster. Power hatchback release. Front disc brakes. Rack-and-pinion steering. Radial-ply fiberglass-belted whitewall tires. And, naturally, front-wheel drive. Omni 024. Once you've experienced its spirit, you'll want to start the celebration.

### Open Road Handling Package

Look sharp. Feel firm. This optional St. Regis package features firm-feel power steering and suspension, and extra-wide road wheels.

### Overhead Console

Reach for the top. An aircraft-type overhead console on Challenger features a digital clock, three-way dome light switch, and pivotal reading lamp.

## P

### Power

If it's power you're after, Dodge offers an impressive list of optional power accessories, depending on the model you choose: power antenna, brakes, door locks, seats, steering, sun roof, deck release, and windows.

### Power Wagons

Dodge's popular four-wheel drive Power Wagons leave their tracks everywhere. (That's what 40 years of 4-wheel drive experience will do for you.) And there's no need to get out and lock or unlock the front hubs of these tough "four-runners" since they're in the "4WD" mode full-time.

## Q

### Quiet

The sound of silence...so peacefully apparent in St. Regis' comfortable ride.



## R

### Radio, Electronic Search Tune

Tune in. Search out. One of several radios available in St. Regis, Magnum XE, and Diplomat. AM/FM Search Tune modes search out the frequency range.

### RAMCHARGER

It's hard to say which came first — the backroads or Ramcharger. With its full-time four-wheel drive, wide-track stability, and sturdy construction, this one is built to challenge the badlands in style. For 1979, there's a new grille and redesigned front hood, but there can be no mistaking Ramcharger. Like you, it's ready and rarin'.

### Ready-To-Order Form

This convenient checklist in most Dodge car catalogs enables you to check off exactly what you want on your next car. Options, engine, transmission, interior and exterior trim. Pick and choose.

### Red & White Special

Popular Colt coupe model that sports a red-and-white exterior and interior motif, including red vinyl roof and white buckets with red accents.

### Red & White Special II

The citation your wife gets for parking her white Colt next to a fire hydrant she swears wasn't there ten minutes ago.

# S

## ST. REGIS

The name itself implies distinction. We were well aware of that when we named it. And that's precisely the point St. Regis makes so beautifully. We purposely set high standards, and we attained each and all of them. From the design of a car of minimum weight but maximum six-passenger accommodation. To the impeccably high level of interior appointment. Too, the St. Regis is, we believe, the equal in riding comfort of any car we've ever made. St. Regis. An important new statement in automobile art and engineering.

### Safety

*If they gave out medals for safe-conduct, we'd qualify. Here are just a few of the standard safety features on most of our cars: energy-absorbing steering wheel or column, dual braking system, head restraints, side door beams, and safety door latches.*

### Silent Shaft Engine Design

*Another Mitsubishi innovation. Two counter-balancing shafts in Colt (except hatchback), Challenger and D-S's Silent Shaft engines substantially reduces noise and vibration caused by piston movements and explosive cylinder shocks.*



**St. Regis**

Something the kids never do on the ride to Grandma's house.

**Smart Steak**

Get smart. The turn-signal lever on St. Regis, Omni, and Colt also includes the headlamp dimmer and windshield washer/wiper controls. Automatic speed control can be added at extra cost on St. Regis and Colt wagon (with optional 2600cc engine and automatic transmission).

**Sport**

What your son is when he lets you "borrow" your car for the evening.

**SPORTSMAN**

You might call Sportsman the first wonder of the wagon world. Or you might simply want to call it—your own. With the comfort it gives the whole gang and the space it gives all their gear, it's like having an airport "limo" without the airport. Choose available seating for five, eight, twelve, or fifteen passengers in the Maxiwagon. (Hey, Maxi, follow that Dodge.)

**Sport Suspension**

Enables the do-it-all Omni's to "out-do" themselves on road or track.

**Sport Suspension**

The red, white, and blue suspensions they got you for your birthday this year because you outgrew the belt they got you last year.

**STATION WAGONS**

Dodge keeps those wagons rolling. Diplomat, Aspen, and Colt all have station wagon models. There's even a new Aspen sport version. Cargo volumes range up to 73.1 cubic feet; cargo lengths to nearly 7 feet.

**Steering Wheels**

To your left are some of the standard and optional wheels on the Dodge steering committee.

**Sun Roof**

You can go one-up with the sun with this illuminating option that's available on St. Regis, Magnum XE, Diplomat, Omni, Colt hatchback, Sportsman wagon, Ramcharger, Dodge Van, and most pickups.



# T

**Tape Player, 8-Track**

This unit, integral with an AM/FM stereo or AM radio and available on most Dodges, allows you to bring along the music that best moves you.



**T-Bar Roof**

*That convertible feel is alive and well and available on Magnum XE, Diplomat, and Aspen.*

**Tension Reliever, Automatic**

*With this standard convenience feature on St. Regis, Magnum XE, Diplomat, and Aspen, your seat belt is retracted automatically when you open the door.*

**Tension Reliever, Semi-Automatic**



*The time-out you call during your son Steve's driving lesson in your new Omni.*

**Tonneau Cover**

*An optional vinyl-coated polyester cover behind the rear seat of your Omni 024 hatchback hides cameras and other valuables. Pull the "shade" and breathe easier.*

**TorqueFlite Automatic Transmission (LoadFlite for Dodge Truck)**

*A smoothie from the word "go" and the letter "D" on your shift console. One of the most famous names in transmissions and, we're convinced, one of the best.*

**Travel Lounge**

*Welcome to the Sportsman Lounge. With this optional Travel Seating Package, you can reverse the forward bench seat and install the*



*six-place wood-tone-finished table that's provided. Or stow the table and lower the front bench and—bingo!—you have a cushy lounge. Now lower both bench seats and—ready for this?—you have a 54" by 76" bed. Pleasant dreams.*

**Trip Odometer**

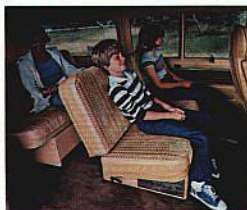
*Want to know the distance from Portland, Maine, to Portland, Oregon? Or Hollywood, California, to Hollywood, Florida? Set the standard trip odometer in your Colt, Challenger, Diplomat, or St. Regis at "000" and have a nice trip.*

**Trunk Dress-Up**

*Diplomat Medallion's exacting attention to standard detail even extends inside the trunk where a fully carpeted floor protects your luggage. (Optional on St. Regis, Magnum XE, and Aspen.)*

**Twin-Stick Transmission**

*A Colt hatchback exclusive. Two sticks—one for "PERFORMANCE!" one for "ECONOMY." One for pep, the other for your pocketbook. Four speeds with overdrive for each of them—eight forward speeds in all! Whoever thought driving could be this much fun? Naturally, Dodge.*



# U

**Unibody Construction**  
Like *TorqueFlite*, a real source of pride with us. Our Unibody method of construction integrates body panels with structural members for overall strength and light weight.



# V

**Vanity Mirrors, Lighted**  
A delightful option for the light of your life. And Diplomat Medallion 4-doors feature standard lighted rear-pillar vanity mirrors for passengers to admire the view.



**Vans**  
A Dodge truck specialty. Year after year, van after van.

**Vinyl Roofs**  
Dodge offers nearly as many of these as they do cars. In fact, Diplomat Medallion and Salon 4-door models feature a fully padded vinyl roof standard.



# W

**Wheels**  
Roll call. Cast-aluminum, forged-aluminum, and styled-steel road wheels—and wire wheel covers—are available, depending on the model, to keep you rollin' strong. And speaking of road wheels, the stamped-aluminum ones optional on *St. Regis* models are a first for regular-size American cars.



# X

**XE (see Magnum XE)**

# Y

**You**  
You have been a real sport for reading this far just to find out about our zinc-rich primer.



# Z

**Zinc-Rich Primer**  
This corrosion-resistant coating is applied to the critical areas of our cars and trucks not already protected with one- or two-side galvanized steel. (Now that you know, we ask you not to reveal the ending of this book to your friends.)

# The Whole Dodge Car Lineup.



St. Regis



Colt Coupe



Magnum XE



Colt Sedan



Diplomat 2-door



Colt Wagon



Diplomat 4-door



Colt Hatchback



Diplomat Wagon



Omni 024



Aspen Coupe



Omni 4-door



Aspen Sedan



Sportsman



Aspen Wagon



Ramcharger



Challenger

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**BUY OR LEASE A DODGE, AND SAY, "HEY, THAT'S MY DODGE!"**