

'71 DODGE TRUCKS

LIGHT-DUTY MODELS

BOLD NEW ADVENTURER SE

The new Dodge Adventurer Special Edition is a big, bold, and handsome truck that lives up to its split personality reputation. With simulated wood-grained side and tailgate paneling and Special Edition medallion on the outside, and a posh interior that includes new, deep vinyl side pockets and color-keyed interior, the Adventurer SE is ready to take its place among Dodge's many fine passenger cars. But under the elegant exterior and fine craftsmanship of the cab interior lies the heart of a hard worker. The big 225-cubic-inch Slant Six and more powerful 318 V8 are rugged workhorses that can produce a full day's work. Add the standard 3-speed manual transmission, which is as powerful as optional 3-speeds found on other makes, and dependable Chrysler engineering . . . and you have a combination that stands above the competition's.

STANDARD EQUIPMENT ADVENTURER SE ONLY

EXTERIOR

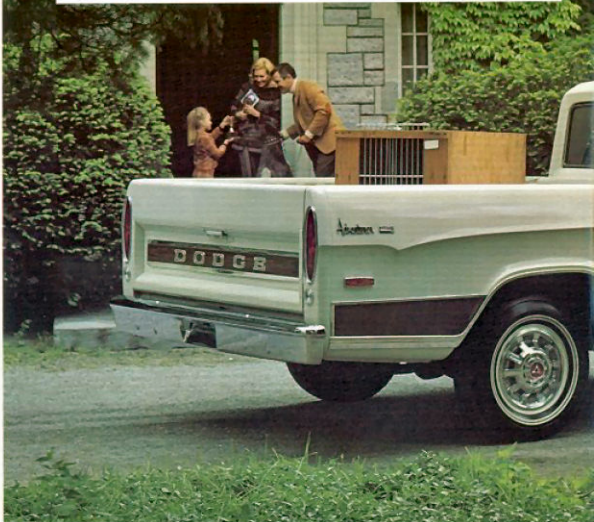
- Simulated wood-grained side paneling and bright moulding
- Simulated wood-grained tailgate plaque
- "Adventurer SE" nameplates on cargo box
- Bright gas cap
- "Delta" hood ornament
- Bright drip-rail moulding
- Bright outside mirror
- Bright hubcaps
- Bright bumpers
- Bright taillight bezels
- Bright windshield and rear window trim.

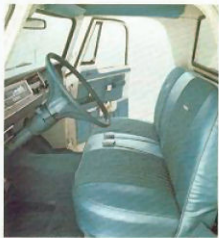
INTERIOR

- Vinyl side-door pockets
- "SE" medallion on glove box door
- Full-foam bench-style seat (vinyl-and-nylon trim) and medallions in seatback
- Simulated wood-grained instrument cluster faceplate
- Color-keyed carpeting (Black, Blue, or Green)
- Bright-finish scuff plate
- Glare-reducing instrument cluster trim
- Cigar lighter
- Additional sound and weather insulation
- Foam core headliner with bright trim moulding
- Color-keyed horn bar
- Vinyl trim on doors with "Adventurer" nameplates
- Choice of four interior trim colors (Beige, Black, Blue, or Green).

THE DODGE LINEUP OF SPLIT PERSONALITY PICKUPS

1971 is really the year of the Dodge pickup. Six models to pick from . . . each with its own split personality that makes it ready to work—and work hard—or indulge in a bit of play. It all depends upon you. This year, Dodge has a pickup that will suit every need and desire. From the bold new Adventurer SE for the sports-minded . . . to the very aptly named Upline for the utility-minded. Examine all of the fine pickups on the following pages and you'll understand what we mean when we say that Dodge pickups are from the "Tough Truck" people . . . for people who want tough trucks.





ADVENTURER SE INTERIORS

The Adventurer SE offers you four fabric colors in bench seat and trim options. Also available is the optional bucket-seated interior. The bucket seats are all-vinyl and full-foam padded, offer excellent leg support, and come equipped with a center console and concealed storage tray. Bucket seats are available on all other Sweptline pickup models except the Sweptline Special.



HANDSOME NEW ADVENTURER SPORT

The new Dodge Adventurer Sport carries on the tradition of expert Chrysler styling and engineering. It's a tough truck that will do the work. And its handsomeness and styling will make you proud to take it anywhere. The Adventurer Sport has a unique brushed-aluminum tailgate plaque and horizontal character stripe that allows it to stand apart from the ordinary.

The rich interior is color-keyed to suit your taste and has a handsome, simulated wood-grained instrument faceplate cluster, full-foam bench-style seat, and deep vinyl pockets on the doors.

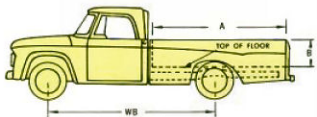
STANDARD EQUIPMENT ADVENTURER SPORT ONLY— EXTERIOR:

• "Adventurer Sport" nameplates on cargo box • Tailgate plaque • Horizontal character stripe • Bright gas cap • Character line side stripe • "Delta" hood ornament • Bright drip-rail moulding • Bright outside mirror • Bright hubcaps • Bright front bumper • Bright mouldings—wheel-lip, drip-rail, and sill • Bright taillight bezels • Bright Mylar windshield and rear window trim •



INTERIOR:

Full-foam bench-style seat (vinyl-and-nylon trim) • Vinyl side-door pockets • Simulated wood-grained instrument cluster faceplate • Color-keyed rubber floor mats (Black, Blue, or Green) • Bright-finish scuff plate • Cigar lighter • Additional sound and weather insulation • Foam core headliner with bright trim moulding • Color-keyed horn bar • Bright door mouldings • Choice of four interior trim colors (Beige, Black, Blue, or Green) •





NEW DODGE ADVENTURER

A smooth-looking, smooth-performing beauty on and off the job. With such Sweptline standard features as a full-width rear window, and a wide-opening tailgate to the big, full-depth, double-wall cargo box that protects the outside of the body from inside knocks and bumps. A comfortable, well-appointed cab interior. And Dodge "Cushioned-Beam" Suspension that handles the hard bumps easily, and gives a boulevard ride everywhere. Adventurer's lineup of standard equipment is impressive, even to the surprisingly rich standard interior.

STANDARD EQUIPMENT ADVENTURER ONLY—

EXTERIOR:

"Adventurer" nameplates on cargo box • Bright upper moulding • Bright taillight bezels • Bright Mylar windshield trim •

SWEPTLINE DIMENSIONS

MODEL	D100*	D200*
Wheelbase (WB)	114"	128"
Nominal inside length	61½"	8'
Inside length (A)	78½"	98½"
Inside width (max.)	70"	70"
Width between wheelhoists	49"	49"
Height—top of sides and tailgate (B)	20"	20"
Capacity—(water level) cu. ft.	58.3	75
Stake pockets—size (in.)	2½ x 1½	2½ x 1½
—center to center, sides	74½"	51½"–43½"
—center to center, back	67½"	67½"

*Dimensions also apply to Dodge Adventure pickups.

INTERIOR:

Full-foam bench-style seat (vinyl-and-nylon trim)
 • Color-keyed rubber mats (Black, Blue, or Green)
 • Bright-finish scuff plate • Cigar lighter • Additional sound and weather insulation • Foam core headliner with bright trim moulding • Color-keyed horn bar • Bright door mouldings • Choice of 4 interior trim colors (Beige, Black, Blue, or Green) •



NEW DODGE CUSTOM

The new Dodge Custom Sweptline pickup shown here in the snazzed-up "Dude" Sport Trim Package is designed for people who want a "Tough Truck" built by Dodge and a sport truck that will have the looks to make heads turn.

The new "Dude" Trim Package (on 128"-WB models only) includes: Body "C" stripe in black or white • "Dude" decal on cargo box • "Dodge" tailgate decal • Bright tail lamp bezel • Body color on the outside mirror arm and gas cap • Bright hubcaps • Wheel rings (D100).



SASSY NEW SWEPTLINE SPECIAL

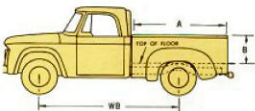
Strictly for the economy-minded who want to get the job done. Equipped with a rugged 198-cubic-inch Six engine and manual 3-speed transmission, the Sweptline Special is a tough truck that will work all day on regular gas. Chrysler engineering and Dodge toughness are built-in standard features of the Sweptline Special.





DODGE UTILINE PICKUP

What makes the Utiline different from other Dodge pickups? It has honest-to-goodness running boards! One on each side. The Utiline is a solid, traditional-style pickup that a lot of people think is just exactly the truck for them. Its box floor is of seasoned hardwood protected by steel skid strips. And Utiline pickups are available in three box lengths—6½-, 8-, and 9-foot—and a wide range of payload capacities (to 3,750 pounds) on Models D100, D200, and D300 chassis. Model D300 Utiline has a straight side rail frame, four-speed transmission, and front Oriflow shock absorbers on its Standard Equipment List. Interiors, both standard and optional, are the same as the Sweptline pickup's.



UTILINE DIMENSIONS

MODEL	D100	D200	D300
Wheelbase (WB)	114"	128"	128"
Nominal inside length	65"	8'	9'
Inside length (A)	79½"	96"	106"
Inside width (max.)	54"	54"	54"
Width between wheelhousings	49"	49"	49"
Height—top of sides and tailgate (B)	20"	20"	20"
Capacity—(water level) cu. ft.	47.25	58.5	66.0
Stake pockets—size (in.)	2½ x 1½	2½ x 1½	2½ x 1½
—center to center, sides	74½"	92½"	107"
—center to center, back	57½"	57½"	57½"



DODGE CREW CAB

Here is a doubly versatile vehicle with a passenger capacity of six up front and the full cargo-carrying capacity of a pickup in back. Whether you need a lot of passenger room for family or for business, the Dodge Crew Cab provides it. And provides it at an economical price since Dodge Crew Cabs are factory production models, not semi-custom jobs. You can order yours with a 6'9" or 8-foot cargo box, a Sweepline or Utliline body, conventional drive (D200 or D300) or four-wheel drive (W200), or on a larger Dodge model. Interiors, both Custom and optional Adventurer, are the same as in other Dodge pickup models.

Almost like looking into a conventional cab and seeing double. Two additional seat belts are provided, of course. And the same four color-keyed upholstery choices are available. Upholstery in the standard interior comes in blue, green, beige, or black vinyl. In the optional interior the upholstery is vinyl and nylon over a full-depth foam rubber bench seat and foam-padded seatback. Other optional interior features are a color-keyed rubber floor mat with jute backing, floor sill moulding, dash liner, cigarette lighter, color-keyed horn bar, and additional cab insulation.



DODGE STAKE MODELS

Dodge Truck versatility is notably extended by these stake models for both low- and medium-tonnage chassis, because they can haul bulky, heavy loads, and they load easily from both back and sides because of their removable racks. Dodge stake models come on D300 as well as W300 four-wheel-drive Power Wagon chassis. They are also available on D400, D500, and W500 medium-duty models.

Here's why Dodge stake bodies have such a wonderful reputation for exceptional durability. Cross sills, floor sills, rub rail, and the raised skid strips are made of steel. Stake pockets and hardware are placed outside the body to keep the load space clear and unobstructed. All models have twin rear racks to make loading easy and fast. The 9'6" foot body has the feature of swing-out racks on the sides.





CAMPER CAP BY WINNEBAGO



CAMPER BODY BY AMERIGO



CAMPER BODY BY WARD MFG.



CAMPER BODY BY CAVE-MAN

RECREATIONAL VEHICLES

For people who consider travel to be somewhat more than getting quickly from point "A" to point "B" on the nearest freeway, Dodge builds a complete line of vehicles for the leisurely paced. If you like the sounds of wildlife but don't really find a sleeping bag comfortable, like living free of the whine of motel reservation clerks, and think a spur-of-the-moment weekend jaunt is just the thing, a Dodge Camper is the be-all and end-all for you. And the Dodge lineup is so extensive, you'll be sure to find just the one to fit your means. Choose any way you want to go, and Dodge is sure to have it for you. If you don't see exactly what you want on these pages, take a good look at the Dodge Sportsman Wagon catalog for other kinds of Dodge recreational vehicles. Above right is the Dodge D200 Camper Special. The over-the-cab portion of the camper body is there to provide additional sleeping space. There, in itself, is a very good reason why this could be the model of your choice.

Other variations on the Dodge outdoor living theme are to be seen on this page. To the right, at the bottom, is a Dodge D300 chassis-cab unit with a chassis-mount body. Unlike the slide-on body, which can readily be removed so the pickup can be used for other things, the chassis-mount becomes a permanent part of the unit. At upper left, on a Sweptline pickup, is a lightweight inexpensive "shell-top" camper. The "shell-top" is just what the name implies: a metal- or fabric-covered top that can be furnished and equipped just the way you desire. The fourth illustration on the page is another version of a slide-on camper body mounted on a W200, 4-wheel-drive Camper Special Sweptline pickup.

ENGINES AND TRANSMISSIONS



Dodge pickup and stake models have a full range of engines to pick from for 1971. From the economical 198 Slant Six, standard in the Sweep-line Special only, to the 225 Slant Six and 318 standard V8. For additional power and performance for the most rugged types of work, a 383-cubic-inch V8 is offered as an extra cost option.

225 SLANT SIX

The standard engine on most light-duty pickups, chassis-cabs, Crew Cabs, platforms, and stakes. Developing 140 horsepower from 225 cubic inches, it provides ample power for hard service and long runs. Its mechanical features include a drop-forged crankshaft (shot-peened), and roller timing chain.



318 V8

A 210-horsepower standard V8 on D and W models. Among its premium features you'll find a drop-forged crankshaft, free-turning exhaust valves, drop-forged I-beam connecting rods, rotary-type oil pump, oil filter element, and silent chain camshaft drive. The compression ratio is 8.8 to 1.



383 V8

One of the most rugged and powerful engines in the light-duty field. The ideal engine for heavily loaded campers where the going is rough and a lot of performance is needed. Features of this 383-cubic-inch V8 are hydraulic valve lifters; vibration damper; drop-forged crankshaft; 18-inch fan; 12-inch clutch; and 59-amp heavy-duty battery. Available as optional equipment on most light-duty models shown in this catalog.

Engines illustrated here are painted and chrome plated for display purposes.

COLUMN-MOUNTED 3-SPEED SYNCHRO-SHIFT

Standard on D100 and D200. This rugged truck transmission has a low first-gear ratio for quick and easy starts under load. It's designed to do the work and give long, trouble-free transmission life.



COLUMN-MOUNTED 3-SPEED AUTOMATIC

Now with a column-mounted selector lever, the Load-Flite 3-speed automatic transmission is optional on D100, D200, D300, W100, and W200 Models. A thoroughly work-proven unit, the Load-Flite is a remarkably smooth and trouble-free transmission.



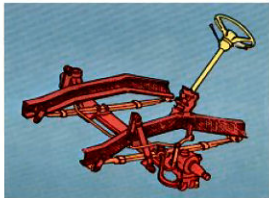
4-SPEED EXTRA-HEAVY-DUTY SYNCHRO-SHIFT

With a choice of wide- or close-spaced ratios, Four-speed wide-spaced NP435 is standard on Models D300 and W300. Four-speed close-spaced NP445B is optional on all light-duty models. An exceptionally rugged transmission, with extra capacity and long life.



"CUSHIONED-BEAM" SUSPENSION

Now you can have riding and handling qualities you neither expect nor find in a truck. Smooth, quiet, stable Dodge "Cushioned-Beam" Suspension is standard on all D100 and D200 light-duty Dodge trucks. You'll like its soft ride, its exceptional steering ease, and the stability it gives on corners.



STANDARD AND OPTIONAL EQUIPMENT

STANDARD EQUIPMENT

D100, D200, D300 CHASSIS-CAB, PICKUP, CREW CAB, STAKE, PLATFORM

- 120-hp, 198-cu.-in. Dodge Slant Six engine (Sweptline Special)
- 140-hp, 225-cu.-in. Dodge Slant Six engine (6-cyl. models)
- 210-hp, 318-cu.-in. Dodge V8 engine (8-cyl. models)
- 3-speed synchro-shift transmission (4-speed on D300)
- Self-adjusting brakes
- Driver-adjusted hand brake
- Front and rear side marker lights and reflectors
- Front and rear identification and clearance lights (D300 stake and platform)
- Paint-finish front bumper
- Paint-finish hubcaps (D100, D200)
- Full-width rear window
- Vinyl seat upholstery
- Color-keyed interiors
- 6-way-adjustable bench seat
- Dual armrests (four on Crew Cab)
- Dispatch box
- Ashtray
- High-level ventilation
- Fresh Air heater/defroster
- Shoulder belt anchors
- Spare wheel (single rear wheel models)
- Mechanical axle jack and wheel wrench
- Cleaner Air System
- Bright-finish grille (D100, D200) (Except Sweptline Special)

OPTIONS

D100, D200, D300 CONVENTIONAL PICKUP, CREW CAB, STAKE, PLATFORM, AND CHASSIS-CAB

- Dash-integrated air conditioning (D Models and Power Wagons)
- Power steering
- Vinyl roof (D100, D200 only, except Crew Cab)
- Antispin differential
- Wheel covers (D100 only)
- 258-hp, 383-cu.-in. V8 engine
- Four-speed transmission (standard on D300)
- Loadflite three-speed automatic transmission (column-mounted)
- Heavy-duty instrument cluster with tachometer
- Oil pressure gauge
- Full-depth foam seat in standard cab
- Color-keyed bucket seats with center console, color-keyed carpeting over fuel tank
- Third seat belt
- Two shoulder belts
- Wheel-lip and sill moulding*
- Dual electric horns
- Dual long-arm adjustable braced, or Jr. West Coast mirrors
- Double-face directional signals
- Cab corner lights†
- Identification lights†
- Hydraulic jack (3-ton)
- Box-mounted spare tire carrier
- Undercoating

*Sweptline only.
†Standard, D300 Models.

VINYL ROOF
(D100 ONLY)



WHEEL COVERS
(D100 ONLY)



ANTISPIN
DIFFERENTIAL



POWER STEERING



DASH-
INTEGRATED
AIR
CONDITIONING



DODGE LIGHT-DUTY TRUCK SPECIFICATIONS

	D100	D200	D300
AIR CLEANER	DRY-TYPE (6-CYL. AND V6) 1-QUART OIL-BATH (6-CYL. AND V6)(x)		1-QT. OIL-BATH (6-CYL.) DRY-TYPE (V6) 1-QT. OIL-BATH (V6)(x)
ALTERNATOR	12-VOLT, 37-AMP 50-AMP OR 60-AMP		
AXLE, FRONT—CAPACITY	1-BEAM 2,800 LBS. 3,000 LBS. 3,000 LBS.(y) 2,800 LBS.		
AXLE, REAR—CAPACITY	SEMIFLOATING HYPOID FULL-FLOATING HYPOID		
RATIOS (TO 1)	1,600 LBS. 3.23, 3.55, 3.51	5,000 LBS. 2.54, 4.1, 4.56	7,500 LBS. 4.1, 4.56, 4.86, 5.67
BATTERY	12-VOLT—46-AMP-HOUR, 55-AMP-HOUR(z), 70-AMP-HOUR		
BRAKES, SERVICE	HYDRAULIC DUAL BRAKING SYSTEM WITH WARNING LIGHT		
SIZE—FRONT	11 IN. X 2.25 IN.	12.12 IN. X 2 IN.	12.12 IN. X 2 IN.
—REAR	10 IN. X 2.5 IN.	12.12 IN. X 2 IN.	13 IN. X 2.5 IN.
TOTAL LINING AREA	239.4 SQ. IN.	205.4 SQ. IN.	237.9 SQ. IN.
BRAKES, POWER	VACUUM, 8.34-IN. DIAMETER	VACUUM, 8.8-IN. DIAMETER	
CLUTCH	SINGLE-PLATE, DRY DISC		
DIAMETER AND AREA ENGINE	9.25 IN.—77.8 SQ. IN. 10 IN.—100.6 SQ. IN. 6 CYL.(z) 6 CYL.	11 IN.—123.7 SQ. IN. 12 IN.—150 SQ. IN. 358 V6; OPT., 6-CYL. 363 V6	11 IN.—123.7 SQ. IN. 12 IN.—150 SQ. IN. 6-CYL., 358 V6 363 V6
ENGINES—6-CYL.—V6	120-HP, 190(x)	140-HP, 225	
	210-HP, 338; 250-HP, 363		
FUEL TANK CAPACITY	23 GAL.	25 GAL.; 23-GAL. AUXILIARY(y)	
LOCATION	STANDARD TANK, INSIDE CAB, BEHIND SEAT		
SHOCK ABSORBERS	GRIFLOW		
	FRONT AND REAR	HEAVY-DUTY REAR	FRONT, REAR
SPRINGS, FRONT—CAPACITY (AT PAD/GROUND)	1,025/1,200 LBS. 1,250/1,450 LBS. V6	1,025/1,200 LBS. 1,250/1,450 LBS. V6 1,500/1,700 LBS.(y)	1,250/1,450 LBS. 1,500/1,700 LBS. 1,800/1,900 LBS.
SPRINGS, REAR—CAPACITY (AT PAD/GROUND)	1,300/1,300 LBS. 1,400/1,400 LBS. 1,750/2,000 LBS.	1,600/1,600 LBS. 1,850/2,200 LBS. 2,500/2,500 LBS.	2,000/2,400 LBS. 2,000/2,300 LBS. 2,600/4,000 LBS.
STEERING	WORM AND ROLLER		
	POWER STEERING		
TRANSMISSION	3 SPD. SYN. (A230)(z), 3 SPD. SYN. (A230)(z)(y) 4 SPD. SYN. (NP430)(z), 4 SPD. SYN. (NP440)(z)	4 SPD. SYN. (NP430)(z) 4 SPD. SYN. (NP440)(z) 3 SPD. LOADFLITE	
AUTOMATIC	3 SPD. LOADFLITE		
TIRES			
FRONT AND SINGLE REAR	G78-15-B (4PR)	8.00-16.5-D (4PR)	8.00-16.5-D (4PR)
MAX. AVAIL.—FRONT AND SINGLE REAR	5.30-16-C (4PR)	8.50-16.5-D (4PR)	9.50-16.5-D (4PR) 7.50-16-D (4PR)
WHEELS AND RIMS—NO. AND TYPE	5, 5-STUD DISC	4, 8-STUD DISC	4, 8-STUD DISC

(a) N.A. with 363 V6 engine.
 (b) Standard on Crew Cab.
 (c) Included with 363 V6 engine.
 (d) Available with 5-cyl. engine only.
 (e) D350 Sweptline only.
 (f) Wide-spaced ratio only.

(g) Close-spaced ratio only.
 (h) Available with V6 engines only.
 (i) Wide-spaced ratio.
 (j) Close-spaced ratio.
 (k) Sweptline Special only.

EQUIPMENT IN RED—OPTIONAL AT EXTRA COST.
 All models include a Cleaner Air System as standard equipment.
 SEE YOUR DODGE DEALER FOR DETAILS.

Dodge Trucks



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