

If you want more run
for your money...
join the Pack.

THE 1971 DODGE SCAT PACK



Demon 340 ... it's a tough little devil.

Charger Super Bee ... only the performance is premium.

None genuine without this seal.

CHARGER R/T

This car was designed strictly for adults.

A Charger R/T doesn't need anything but the shape it's in to tell you what it is. The king.

The one that has the whole job done right.

Check the credentials. 440 Magnum, dual exhausts, bright tips.

Full instrumentation.

Extra-heavy-duty suspension.

The automatic that can take it is standard, three-speed TorqueFlite.

The buckets have built-in head restraints. The dash has simulated wood-grained panels. The windshield wipers are hidden. Concealed headlights are optional. So is a little device

that washes them with a brush.

Still, it's the way it all goes together that counts. Balance. The extra leaf in the right rear spring to handle the torque. Easily adjustable torsion bars, heavy-duty brakes. Don't worry about it. You get 'em. Standard.

STANDARD EQUIPMENT

440 Magnum V8 □ Performance hood with blackout treatment □ Ventless door glass (43" radius) □ Glove box lamp and lock □ 150-mph speedometer □ Full instrumentation with fuel, temperature, alternator and oil pressure gauges □ Cigarette lighter □

Heater/windshield defroster with 3-speed fan □ Simulated wood-grained door and instrument panel trim inserts □ Color-keyed carpeting □ Vinyl bucket seats with integral head restraints □ Transistorized regulator □ TorqueFlite automatic transmission □ Extra-heavy-duty suspension (includes high-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs with special right rear spring, and sway bar) □ Heavy-duty brakes: 11" x 3", front; 11" x 2½", rear □ G70x14 wide-tread, raised white letter, bias-belted tires □ Dual exhausts.



Styled road wheel with chromed trim ring



Ramcharger hood



Tachometer

CHARGER Super Bee

Even with a 383 Magnum...it's a regular gas.

Hey, man. It's easy to own a super set of wheels if you have a super budget to feed it with. Check?

On the other hand, if you think about it for a while, maybe you could find another place to use the green. If you had some left over. And here's how you get it.

Super Bee, the great-looking piece of man's iron that knows how to live on a budget. Start with a 383 Magnum that's learned to like regular. Plus a power-to-weight ratio that combines handling, stopping, and the ability to leave quickly. Add heavy-duty suspension, super brakes, F70 x 14 bias-

belted skins, and the floor-mounted full-synchro three-speed. That's some motor.

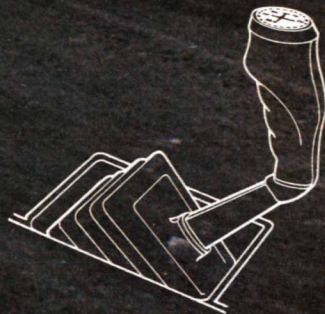
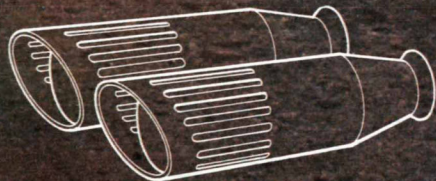
And boy, is it great when you have enough left over to take it out Saturday nights. There are a lot of nice, good-thinking reasons to buy a Super Bee. So ignore the fact that it looks like tomorrow and runs like it's all down hill.

Sure you will.

STANDARD EQUIPMENT

383 Magnum V8 (uses regular fuel)
☐ Performance hood with blackout treatment ☐ Ventless door glass (43"

radius) ☐ Simulated wood-grained door trim panel inserts, instrument panel applique and Rallye Instrument Cluster with 150-mph speedometer and oil pressure gauge ☐ Heater/windshield defroster with 3-speed fan ☐ Carpeting ☐ Rallye Suspension Package (includes heavy-duty torsion bars, heavy-duty rear springs, sway bar, and heavy-duty shock absorbers) ☐ 3-speed fully synchronized transmission with floor shift ☐ Heavy-duty brakes: 11" x 3", front; 11" x 2½", rear ☐ F70x14 wide-tread, white sidewall, bias-belted tires ☐ Dual exhausts.



CHALLENGER R/T

It ain't Attila the Hun, but it ain't Mary Mild either.

This sharp-looking piece of iron is designed to run on regular gas. Do not think, however, that this indicates that you'll have to beat it with a whip to get it out of the garage.

Challenger R/T is more than a respectable performer. The 383 Magnum touches a very impressive horsepower figure and stays there with a minimum of tuning. The suspension is done right, the shift is full-synchro and floor-mounted, the interior is still a little roomier and better-looking than some others you've seen, and the Standard Equipment List is darn near as long as the options.

A guy could drive one of these to work without blowing the budget, or take it to the local sanctioned strip without blowing his image. That's not an easy combination to come by these days.

Challenger R/T. Even on regular gas, it's quicker than the average bear. A few words for the hearty . . . 340, 440 SixPack, Hemi. (See your Dealer.)

STANDARD EQUIPMENT

383 Magnum V8 (uses regular fuel)
□ 3-speed manual fully synchronized with floor-mounted shift lever □ Vinyl

front bucket seats with integral head restraints □ Simulated wood-grained door inserts □ Rallye Instrument Cluster—includes 8,000-rpm tach, 150-mph speedometer, trip odometer with push-button reset, oil pressure gauge, clock, and simulated wood-grained trim and steering wheel □ Dual exhausts □ F70x14 wide-tread, white sidewall, bias-belted tires □ Rallye Suspension Package (includes heavy-duty torsion bars, heavy-duty rear springs, and front sway bar) □ Rear sway bar □ Performance hood with detachable plates □ Brakes: 11" x 3", front; 11" x 2½", rear.



Luggage rack

Tachometer

Quick-fill gas cap

Rallye wheel and E60 tire

CHALLENGER T/A

End of the road for the Do-It-Yourself Kit.

This is one car where the list of standard equipment is longer than the list of options. Hey, man, this isn't the beginning of something great, it's the driving end.

Big bias-belted skins in front, bigger ones in back. The good shift, Hurst style. Power discs up front; drums, heavy-duty, in the rear. Dual exhausts with low restriction mufflers, chrome side exit megaphones.

Challenger T/A. Just the way you'd do it yourself. If you had the time. And the money. Yeah, the money. Frankly, it would probably cost you more to do it yourself. So why bother

with do-it-yourself dreams? Check out this bargain for the man who'd rather be moving than building.

Check out the Standard Equipment List carefully. You'll find that everything is in order. From engine to drive train, Dodge puts it all together for you.

STANDARD EQUIPMENT

340 4-bbl. V8 □ TorqueFlite automatic transmission or 4-on-the-floor fully synchronized manual transmission □ Fiber-glass hood with Fresh Air Pack □ Hood pins □ Special Rallye Suspension (includes rear sway bar, larger front sway bar, heavy-duty shock ab-

sorbers, increased camber of rear springs) □ Rear duck tail □ Low-restriction dual side exit exhaust with megaphones □ Tires: E60x15, front; G60x15, rear; raised white letters □ 15x7.0JJ wheels □ Power front disc brakes with special semimetallic pads; 10" rear drums □ 3.55 axle ratio—8¾ ring gear □ Vinyl front bucket seats □ Deep-pile carpeting □ Simulated wood-grained door trim inserts □ Locking flip-top gas cap □ Flush outside door handles □ T/A body side tape stripes □ Grille and deck panel blackout.



DEMON 340

...the performance is a lot more than painted on.

Some people today seem to be building performance cars for your kid sister. They offer a brand-new stripe, but the same old Six.

Dodge kids you not. This may be our lowest priced performance car, but you'd never know it from the way it keeps up with the big boys.

This year, you get our high-revving small V8. With new frenched rear lights and a clean-looking grille. All this runs on heavy-duty torsion-bar-sprung Rallye Suspension; heavy-duty shocks; big brakes; and a slick, full-synchro floor-mounted box. Add a readable speedometer with resettable

trip indicator and a sanitary, roomy, all-vinyl interior, and you're ready to roll.

Demon 340. Compared to some of the other new ones you've seen, it's a nice honest car . . . with a nice honest price.

STANDARD EQUIPMENT

340-cu.-in. 4-bbl. V8 (premium fuel)

□ Vinyl front bench seat—Blue, Tan or Black □ Body side tape stripe—Black or White only □ Ventless door glass □ Custom-contoured outside door handles □ 2-speed windshield wipers □ Dome lamp □ 150-mph

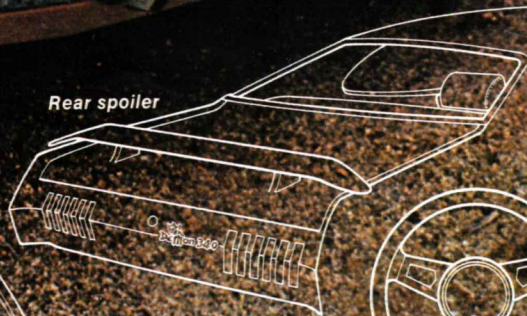
speedometer, with trip odometer □ Fuel, alternator, temperature, and oil pressure gauge □ Cigarette lighter □ Heater/windshield defroster with 2-speed fan □ Transistorized regulator □ 3-speed manual transmission, fully synchronized with floor-mounted shift lever □ Rallye Suspension Package (includes heavy-duty torsion bars, heavy-duty rear springs and sway bar with heavy-duty shock absorbers) □ Brakes: 10" x 2 1/4", front; 10" x 1 3/4", rear □ E70 x 14 wide-tread, bias-belted tires □ 14 x 5.5J wheels □ Dual exhausts □ 17-gallon fuel tank.



Hood pins



Dual scoop hood



Rear spoiler



"Tuff" steering wheel

Join one of the fastest growing performance car clubs. Dodge Scat Pack Club.

Dodge Scat Pack Club. Quickly getting to be the "in" performance car club. Want in? Easy—just fill out the coupon below. Mail it in with \$5.95 for a full year's membership. You'll soon receive the big Dodge Scat Pack Club Package. A group of goodies that would retail for twice as much as the membership fee. And the Club doesn't stop here. You can run with the Scat Packers. The Dodge Scat Pack Club has active chapters from coast to coast. Ask your participating Dodge Dealer about joining.

DODGE SCAT PACK CLUB PACKAGE:

- 1. Illustrated tune-up tips four-page folder.** Describes how you can get more out of your performance car. Be sure to indicate on the coupon which engine your Dodge is equipped with so that we may send you the correct folder.
- 2. Hustle Stuff parts catalog,** fully illustrated. More than 50 pages.
- 3. Pocket-Pack, all-weather racing jacket,** with full-color, mod car designs. Jacket includes pockets and zipper, plus drawstring for snug fit.



- 4. Official Club blazer patch.** Embroidered "Bee" cloth emblem. Red, white, black. 3" diameter.
- 5. "Scat Packers, Unite!" bumper sticker,** self-adhesive, with Club emblem. Day-Glow® orange. 3½" x 14".
- 6. Official Club identifier folder.** Four pages of Dodge Scat Pack Club accessories. Special discounts on all

items—like mugs, pillows, cushions, pen and pencil sets, lighters, jackets, and key chains. Price list included.

- 7. Dodge Scat Pack Club outside/inside car decal.** Chrome foil. Red, white, black. 6" diameter.



- 8. Wallet-sized membership card.** Good at Club gatherings everywhere.
- 9. Scat Speaks.** An illustrated quarterly featuring Club news, service and tuning tips, plus special sections entitled "Question and Answer Bag," "Driver Profile," and "Customizing Tips." Scat Speaks also offers Club-member discounts on accessories.
- 10. 1971 Auto-Racing Guide.** This 100-page booklet gives complete details about oval, road-course, and drag

racing. Additional sections include top drivers, past and present; sports car and racing terms; Rally information; records; latest racing results; driving tips; and how you can get started in racing. Also included are 1971 racing schedules.

11. Monthly Dodge Performance News.

Four informative pages about Dodge racing action across the country. Besides keeping up on the latest Dodge wins, you'll be reading about the men—and, sometimes, women—who drive the championship Dodges.



MEMBERSHIP APPLICATION

DODGE SCAT PACK CLUB

Enclosed is \$5.95 for one year's membership. I understand that you will send me all the Club materials and that I will be a member in good standing of the Dodge Scat Pack Club.

Please print or type.

Name _____

Address _____

City _____ State _____ Zip _____

Age of applicant _____ Model and year of Dodge I own _____

Engine _____ Signature _____

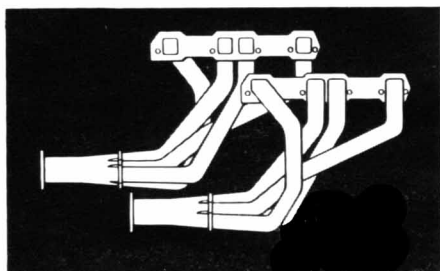
Mail to: Scat Headquarters
P.O. Box 611
Detroit, Michigan 48221

Jacket size _____

Hustle Stuff for the Dodge Scat Pack. Complete 1971 Performance Parts Catalog.



Yes, we're in the parts business. And business is busier than ever. More parts, packages, and tech info for 1971. Lots of new items for show or go. "HUSTLE STUFF IS HERE!" offers about all you're looking for. It's loaded with meaningful technical data that you can sink your socket wrenches into. Included are many illustrations that clearly answer your question, "What's in it for me?"

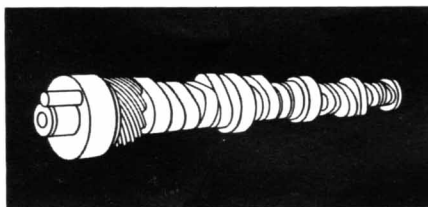


And the price is only \$1.50. Free, if you're a member of the Dodge Scat Pack Club.

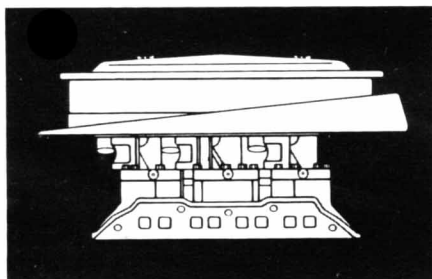
The Hustle Stuff catalog is prepared to help you modify your Dodge engine for greater performance while retaining streetability. Parts in kits are also available. They allow you to up-

date an older Dodge, enabling it to perform the same as the latest muscle cars. In addition, the catalog offers a wide selection of show parts to personalize your Dodge, giving it a look that's distinctively yours.

You'll find many modifications which may be accomplished with basic tools—such as bolt-on induction components and simple carburetor modifications. If you want to modify your engine for sanctioned racing, additional information is available at your Dodge Dealer's.

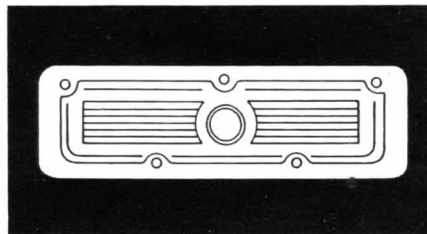


Many of the show and go parts we produce ourselves. Other equipment is made by leading names in the performance field. Dodge works closely with these manufacturers in order to make sure their parts do the most effective job in Dodge cars. For instance, you have a choice of shifters

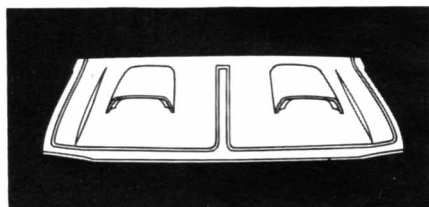


from Hurst, performance cams from Racer Brown and Iskenderian, plus Hooker headers, Edelbrock manifolds, Holley and Carter carburetors.

So order your catalog now. Then sit back and build a dream machine that's all your own. For a wild start . . . wild tubes. Exhaust headers. Computer designed for maximum torque efficiency. And snappy shifting is brought to you by Hurst. Meanwhile,



in the engine room: oil pump kit, heavy-duty distributor, high-output camshaft, performance crankshaft, heavy-duty valve springs, valve keepers, competition piston ring set, transistor ignition, and hood-mounted electric tachometer. And to drop a name: Holley dual-quad manifold with competition carburetors which develop proven power increase. Drive train parts run like this: heavy-duty clutch disc, "super-tuff" ring and pinion, and high-performance axle shaft.



To put a little beauty on the beast, you can order goodies like a choice of three types of super stock road wheels and chrome-plated valve covers. And if you want to cool it beautifully, order cold air hood scoops. "HUSTLE STUFF IS HERE!" has it all. Make sure you've got it. Ask for the new Hustle Stuff catalog at your Dodge Dealer's.

Dodge



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Performance Insert

8/70 Printed in U.S.A.

Run with the **Dodge Scat Pack**

