

1971 Dodge

CHARGER / CORONET





CHARGER SE

We call it the special edition because of the special additions.

Here it is, the 1971 version of the "Great Shape"...all new and coming at you with a full range of two-door hardtops on a 115" wheelbase for him, for her, for the whole family. Prices? They're right down with the intermediate hardtops.

Charger SE has all the extras...all over, and many of them are standard. Like concealed headlights and a very stylish landau vinyl roof in a choice of four colours. Inside, a very comfortable cloth and vinyl split back bench seat with centre armrests. And get this, Charger SE even has carpeting in the trunk. Add rallye road wheels and you're beginning to get the picture. Charger SE. The SE stands for Special Edition and that's just what it is.

CHARGER S/E STANDARD EQUIPMENT

318 cu. in. V8 engine • 3-speed manual synchronized transmission • Cloth and vinyl bench seat with centre arm rest in choice of brite blue, dark green, black or gold • Canopy vinyl roof in choice of black, white, green or gold • Concealed headlamps • Canopy roof accent stripe • Deluxe wheel covers • Instrument panel with woodgrain finish • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • Clock • Instrument panel hood release • 150 m.p.h. speedometer • Deep-pile carpet • Cigarette lighter • Glove box, ash receiver, trunk, ignition, map lamps.

Equipment common to all models and standard safety equipment are listed on page 14.





CHARGER R/T

When this one snarls... they listen.

When 440 cubic inches snarls, let's face it, they have to listen. That's the sound of Charger R/T. Sound interesting? Some other interesting facts about Charger R/T include an extra-heavy-duty handling package. High-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs, sway bar and heavy-duty brakes. You can dress up your performance image all the way with front and rear aerodynamic spoilers, special colour-keyed racing mirrors and colour-keyed bumpers. Charger R/T. Bold...brawny...beautiful.

CHARGER R/T STANDARD EQUIPMENT

440 cu. in. Magnum V8 engine
• 4-speed manual transmission • Dual exhaust • All-vinyl bucket seats with integral head restraints in choice of dark green brite blue, dark saddle, black, black/gunmetal, black/white or gold • Performance hood with R/T decal • Body tape stripe, black • Heavy-duty suspension with sway bar • Heavy-duty 1" shock absorbers • Instrument panel with woodgrain finish • 150 m.p.h. speedometer • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • Deep-pile carpet • Cigarette lighter • Glove box, ash receiver, map lamps.

Equipment common to all models and standard safety equipment are listed on page 14.



CHARGER SUPER BEE

The car you can swing with at a price you can swing.

And in this corner...Super Bee. Looks like a great contender, and it is. With a punch like a 383 Magnum V8 that runs on regular gas it has to be. Match this to a three-speed fully synchronized transmission with a floor-mounted shift, Rallye Suspension package, special Super Bee stripes and a special performance hood and you'll know your Charger Super Bee has to be a winner. First round to last.

CHARGER SUPER BEE STANDARD EQUIPMENT

383 cu. in. V8 engine (regular fuel).
• 3-speed floor shift manual transmission • Dual exhaust • All-vinyl bench seat in choice of brite blue, dark green, dark saddle, black, black/white or gold • Performance hood • Heavy-duty suspension with sway bar • Heavy-duty 1" shock absorbers • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • 150 m.p.h. speedometer • Instrument panel with woodgrain finish • Deep-pile carpet • Hood Super Bee decal • Hup caps • Cigarette lighter.

Equipment common to all models and standard safety equipment are listed on page 14.



CHARGER 500

**The Sporty hardtop
at the family man's price.**

Family-sized room in a sporty hardtop! Whoever heard the likes. And get this, Charger 500 is priced right down with the intermediates, just for people like you in mind. If you want your Charger sporty inside as well as outside... Charger 500 fills the bill beautifully. Start with vinyl bucket seats, with integral head restraints, simulated wood-grain instrument panel, colour-keyed carpeting... and the list goes on. Charger 500, the family man's answer to those swinging singles and at a family man's price.

CHARGER 500 STANDARD EQUIPMENT

318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bucket seats with integral head restraints in choice of brite blue, dark green, dark saddle, black, black/gunmetal, black/white or gold • Body paint stripe • Wheel covers • Instrument panel with woodgrain finish • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • 150 m.p.h. speedometer • Deep-pile carpet • Cigarette lighter • Glove box, ash receiver and map lamp.

Equipment common to all models and standard safety equipment are listed on page 14.



CHARGER

The great shape at intermediate hardtop prices.

This is our lowest priced Charger hardtop, but you could never tell by looking at it. Inside or outside, top to bottom, it's beautiful all the way. And you can order your Charger any way you want it, with a list of options as long as your arm. Check out Charger, excitement standing still and at intermediate hardtop prices. There's no way you can top it.

STANDARD EQUIPMENT
225 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat in choice of brite blue, dark green, dark saddle, black, black/white or gold • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • Deep-pile carpet, colour-keyed • Cigarette lighter • Dual horns • Hub caps.

Equipment common to all models and standard safety equipment are listed on page 14.



CHARGER COUPE

Here's a Coupe you can cope with.

Welcome sports lovers, to the lowest priced Charger. Surprised? Thought you would be, but wait, there's more. Take a peek inside a Coupe, and note the all-vinyl covered seats and the big beautiful bench up front. Then let your eyes wander to the sporty three-spoke steering wheel. The 1971 Charger Coupe has a price that says "Now!" Stop dreaming and start driving...you can't afford not to be DODGE material.

STANDARD EQUIPMENT
225 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat in choice of blue, tan or black • Fixed-position rear quarter window • 3-spoke steering wheel with padded horn button • Rubber floor mats • Single horn • Hub caps.

Equipment common to all models and standard safety equipment are listed on page 14.





CORONET BROUGHAM

The contemporary limousine. Sensible in size. Moderate in price.

O.K., luxury lovers, now it's your turn, because luxury is what Coronet Brougham is all about. This is the all new car that wrote the book on style, room and comfort. Like the seats. Rich cloth and vinyl covering full width split-back bench with a centre armrest,

soft, as they are sumptuous. Or in the instrument panel, a functional cluster surrounded by a rich woodgrain finish. Outside, Brougham is all good looks, a classic style veering to the sporty. Like all Coronet models it comes on a just-right 118" wheelbase for easy parking and

handling. Outfit your Brougham from a long, long list of options and you'll find that this year **YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL.**



CORONET BROUGHAM STANDARD EQUIPMENT

318 cu. in. V8 engine • 3-speed manual-synchronized transmission • Cloth and vinyl bench seat with centre arm rest in choice of dark blue, dark green, black or gold • Body paint stripe • Wheel covers • Instrument panel with woodgrain finish • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • 150 m.p.h. speedometer • Deep-pile carpet • Cigarette lighter • Glove box, ash receiver, map lamp and rear door dome lamp switches.

Equipment common to all models and standard safety equipment are listed on page 14.



CORONET CUSTOM

The four-door sedan with a plan.

The plan was to make Coronet Custom a little plusher, a little nicer, a little richer. It began with simulated woodgrain door trim inserts and instrument panel applique. Lush colour-keyed carpeting was added. And to accent the colour theme, colour-keyed three-spoke steering wheels were specified. To cover the soft foam seats, elegant cloth and vinyl materials were selected. Sound as if you might be indulging yourself too much? Don't believe it. Coronet Custom's low price was part of the plan, too.

CORONET CUSTOM 4 DOOR SEDAN, 2 AND 3 SEAT STATION WAGONS STANDARD EQUIPMENT

225 cu. in. Six (available sedan and 2 seat Wagon) or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • Cloth and vinyl bench seat in sedan in choice of dark blue, dark green, black, or gold • All-vinyl bench seat in wagons in choice of dark blue, dark green, dark saddle or black • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • Deep-pile carpet, colour-keyed • Cigarette lighter • Dual horns • Hub caps • Station wagons feature 2-way tailgate which opens/closes with window in up position.

CORONET DELUXE

A Coronet Deluxe 4-Door Sedan is also available...
a little less plush at a lower price but still
all Coronet.



CORONET DELUXE 4 DOOR SEDAN AND 2 SEAT STATION WAGON STANDARD EQUIPMENT

225 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat in choice of dark blue, dark saddle or black • 3-spoke steering wheel with padded horn button • Colour keyed rubber floor mats • Hub caps • Cigarette lighter • Station wagon features 2-way tailgate which opens/closes with window in up position.

Equipment common to all models and standard safety equipment are listed on page 14.



Coronet Crestwood Wagon interiors...
all-vinyl bench seat is standard with tower seat backs and folding centre armrest.

Coronet's Dual action tailgate opens like a door without first having to lower the tailgate window. Or you can lower the tailgate in the conventional way. An optional roof air deflector (shown below on Crestwood) keeps dust and dirt off the tailgate window.



CORONET WAGONS

Families on the go will find a welcome wagon here.

Coronet is the reasonably sized wagon. Reasonable enough to have a 118-inch wheel-base so it can manoeuvre easily in and out of parking places or around other cars in heavy traffic. Reasonable enough to have a four-by-eight-foot carrying space in back. But after all, isn't that what you'd expect from a family wagon? And that's what Coronet is—a real family wagon. Complete with a tailgate that swings down or out. For extra convenience, the window doesn't have to be rolled down when you open the tailgate out. Then there's the tailgate Auto-Lock that's standard on all three-seat wagons. Great safety device when you have the kids in the back. Popular optional features include a roof mounted air deflector that helps keep the rear window clean during bad weather and a lockable rear luggage compartment. And because families have different versions of trimmings and prices—Coronet Deluxe, Coronet Custom, and Coronet Crestwood. Coronet Deluxe is available in six-passenger models, the others in six or nine. The choice is yours.

CORONET CRESTWOOD 2 AND 3 SEAT STATION WAGONS STANDARD EQUIPMENT
318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat with centre arm rest in choice of dark blue, dark green, dark saddle or black • Simulated woodgrain paneling on side of body and tailgate • 2-way tailgate which opens/closes with window in up position • Wheel covers • Instrument panel with woodgrain finish • 3-spoke steering wheel with three horn blowing switches and padded woodgrain insert • 150 m.p.h. speedometer • Deep-pile carpet • Cigarette lighter • Glove box, ash receiver, map and rear door dome lamp switches.

(For standard equipment on Coronet Deluxe and Custom wagons see page 11.)

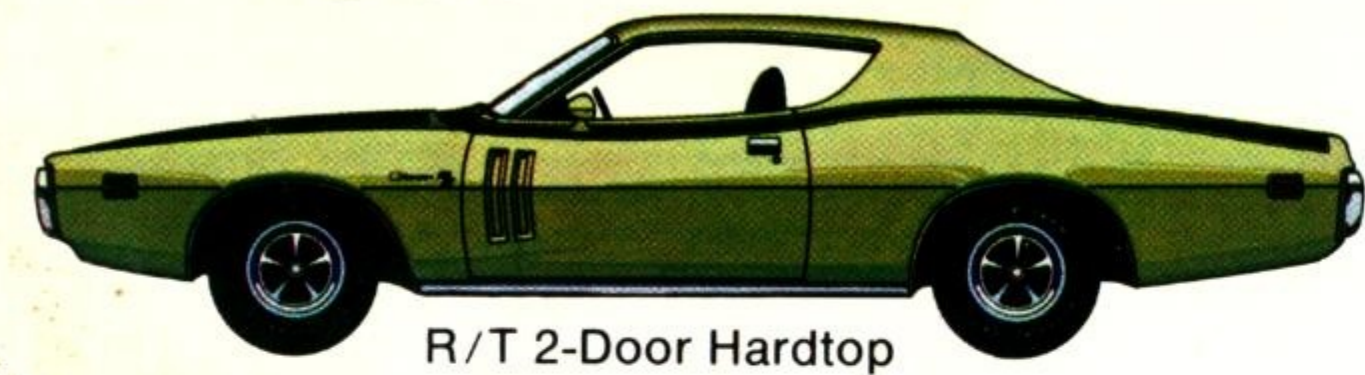
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CORONET DELUXE

CORONET CUSTOM

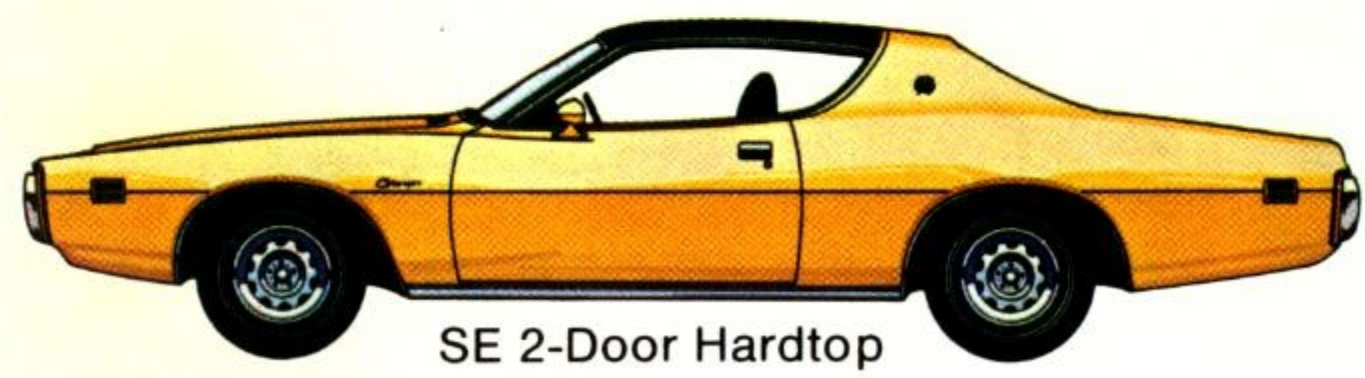
CHARGER



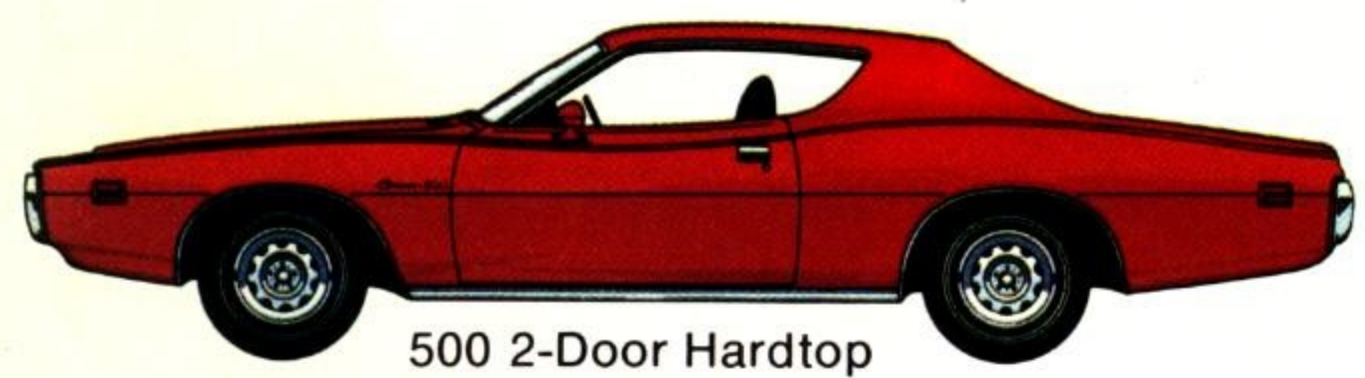
R/T 2-Door Hardtop



Super Bee 2-Door Hardtop



SE 2-Door Hardtop



500 2-Door Hardtop



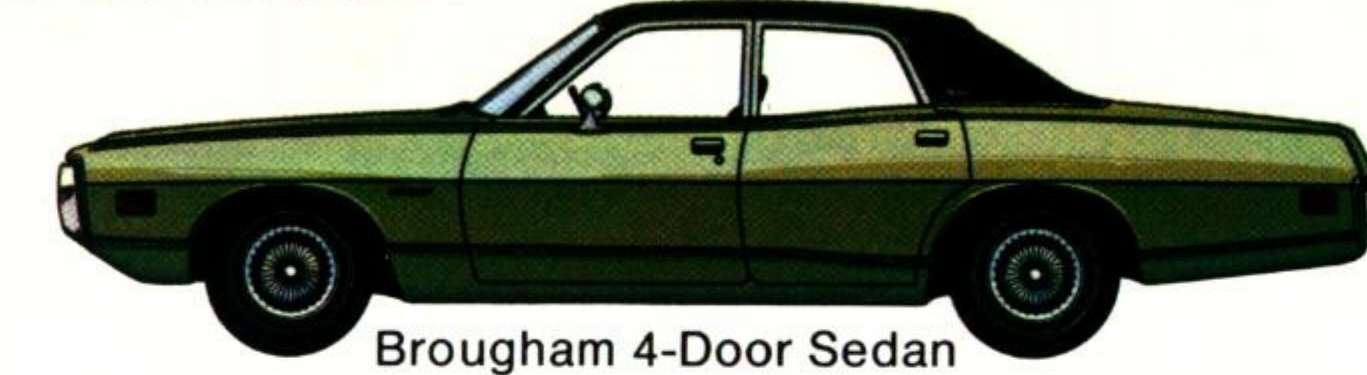
Charger 2-Door Hardtop



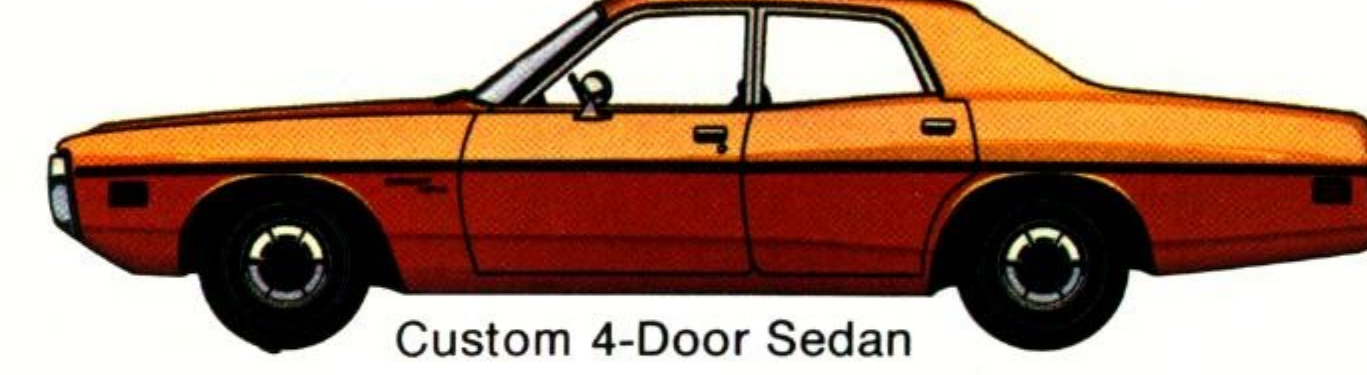
Charger Coupe

COLOURS
Charger/Coronet models are available in 13 standard Acrylustr colors, with 5 wild color choices at extra cost...Plum Crazy, Green Go, Tor-Red, Butter Scotch and Citron-Yellow. Two-tone combinations are optional at extra cost on all models except Charger SE and Coronet Crestwood. Colors shown are representative. Actual colors on metal may vary somewhat.

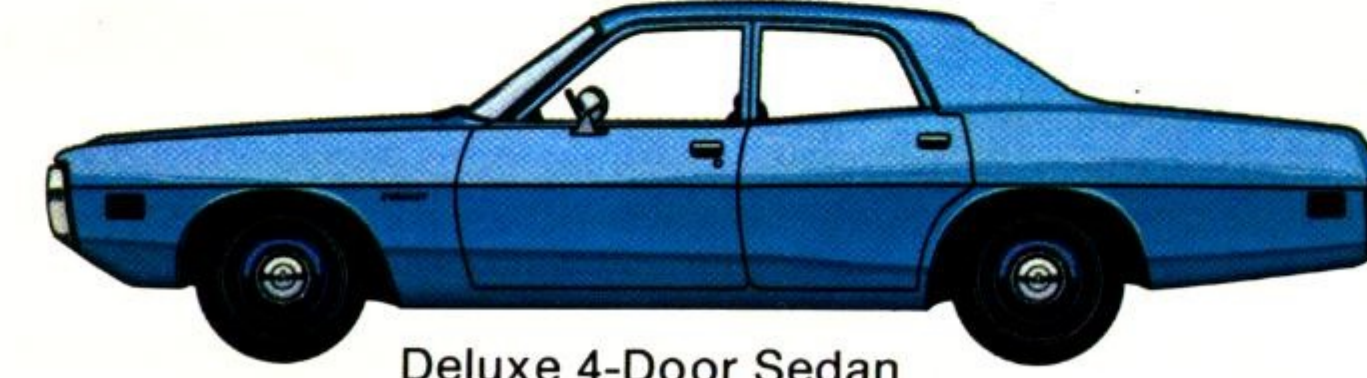
CORONET



Brougham 4-Door Sedan



Custom 4-Door Sedan



Deluxe 4-Door Sedan



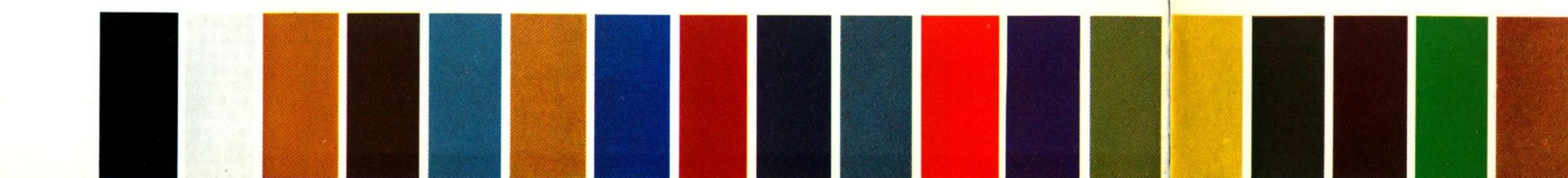
Crestwood 6 and 9 Passenger Wagons



Custom 6 and 9 Passenger Wagons



Deluxe 6 Passenger Wagon



CHARGER/CORONET STANDARD SAFETY EQUIPMENT

Seat belts, lap—2 front with retractors, 1 centre front on models with seating for 3 and lap belts for 3 rear seat passengers—Seat belts, shoulder—2 front seat • Energy-absorbing steering column and wheel • Padded instrument panel • Padded sun visors • Padded front seat back • Soft knobs on window cranks • Breakaway ashtray on instrument panel • Prismatic day/night inside mirror with protective energy absorbing frame (except Charger Coupe) • Manual latch on front seat backs • Non-override door locks (except driver's door) • Three-way lock—ignition, steering column, and transmission • "Key-left-in ignition" warning buzzer • Safety-action inside door handles • Mirror, left, outside rear view • Dual braking system • Master cylinder and parking brake warning light • Turn signals (with lane change feature) • Back-up lights • Side-marker lamps • Hazard warning system (4-lamp emergency flasher) • Windshield washers • Head restraints • Safety-rim wheels • Part-accelerator kickdown feature (Torqueflite Automatic)
You can also choose from many optional safety features.

STANDARD EQUIPMENT COMMON TO ALL CHARGER/CORONET MODELS

Unitized construction • Torsion-bar suspension • 7-stage rust protection • Ventless door glass • Concealed windshield wipers, 2-speed, electric • Heater and defrosters • Muffler and tailpipe, aluminized • Foot-operated parking brake • Self-adjusting brakes • Fibreglass-belted tires • Glove box lock.

CHARGER/CORONET OPTIONAL EQUIPMENT

Engines:
383 V8 2-bbl. (not available Super Bee and R/T)
383 V8 4-bbl. (standard Super Bee not available R/T)
440 V8 4-bbl. (standard R/T optional Super Bee and SE only)
440 V8 3-2 bbl. (Optional Super Bee and R/T only)
426 V8 4-bbl. (optional Super Bee and R/T only)

Transmissions:
4-speed Manual (not available with Six or 2-bbl. V8's.
Torqueflite Automatic (Standard on R/T)

Charger/Coronet models offer a full range of options for your extra enjoyment. You can order items from a Multiplex AM/FM Stereo with cassette and recording microphone to an automatic speed-control system. Here are listed some of the more popular items available. For a more extensive listing, ask your dealer.

Airtemp air conditioning • Chromed steel road wheels • Luggage rack on rear deck lid (2-door models only) • Disc Brakes, front • Power brakes • Performance axle packages • Power steering • Power windows (n/a Coupe) • Trailer towing package • Vinyl roof.

Radios:
Several sound systems are available on all models. Ask your dealer for details.

Special Station Wagon Options:
Luggage rack—adjustable type • Dual action tailgate power window • Auto-lock dual action tailgate (standard 3 seat wagons) • Rear window cleaning vane • Rear compartment lock.

Special Charger Options:
Backlight louvers (available R/T, Super Bee, SE only) • Front and rear spoilers • Hood tie down pins • Front and rear bumpers painted body colour (not available SE) • Concealed headlights (standard SE, optional Super Bee, R/T).

CHARGER/CORONET SPECIFICATIONS

	Dimensions and Capacities:	
	4 Door Sedan	2 Door Hardtop
Wheelbase	118.0"	115"
Track, front and rear		
(8 cyl.)	59.7"/62.0"	59.7"/62.0"
Overall length	207.0"	205.4"
Overall height	53.8"	52.3"
Overall width	78.6"	79.1"
Fuel tank capacity	17.5 Imp. gal.	

(Dimensions for other body styles may vary in some degree)

Suspension:
All models (except Charger R/T and Super Bee) have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. Charger R/T comes equipped with a special Handling Package, which includes: HD torsion bars • Firm Ride shocks • Sway bar and XHD rear springs. Super Bee comes equipped with Rallye Suspension including HD torsion bars, HD rear springs and sway bar.

An optional Rallye Suspension Package includes: Sway bar and HD springs. In addition, as a separate option, Firm Ride shocks are also available.

Transmissions:
Four transmissions are offered for Charger/Coronet models.
1. Three-speed manual (column-mounted shifter) standard with 225 Six of 318 V8 only and is N.A. with any other engines.
2. Three-speed synchronized manual (floor shift), standard on the 340 & 383.4 bbl. V8 Super Bee, and optional on other 383.4 bbl. V8 models only. N.A. with any other engine.
3. Four-speed synchronized manual (floor shift) optional on 383.4 bbl., 440 Magnum, 440 Six Pack, and 426 Hemi, only. N.A. other engines.
4. Torqueflite three-speed automatic transmission (selector, column-mounted except on optional console equipped models), standard on R/T models and optional on all other engines.

Rear Axle Ratios:
A number of rear axle ratios are offered, at extra cost, with each engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy.

However, for specialized applications, your Dodge Dealer can order your 1971 Coronet or Charger delivered with a more suitable ratio.

Tires:
All models are equipped with fibreglass-belted tires. All six cylinder models and Charger Coupe—E78 x 14 (5.0 J Wheels). All V8 models (except Charger Coupe, Super Bee, R/T, Hemi)—F78 x 14 (5.0 J Wheels). All Station wagons—H78 x 14 (5.5 JJ Wheels). Charger Super Bee—F70 x 14 (6.0 JJ Wheels). Charger, R/T, and Hemi models—G70 x 14 (6.0 JJ Wheels).

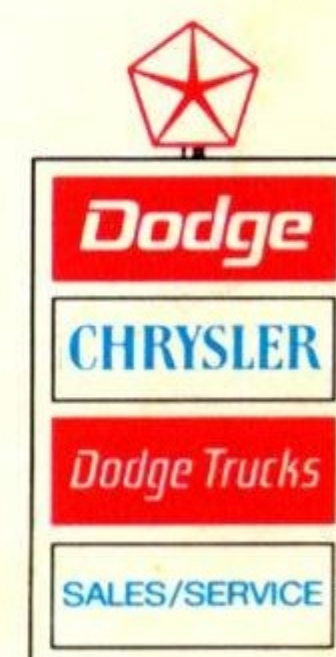
Electrical System:
Battery; 12-volts, 6-cell. 46-amp-hr (225 Six, 318 V8) 59-amp-hr (383 V8's). 70-amp-hr (440 Magnum V8, Hemi V8). Alternator: 37-amp with transistorized regulator is standard on all models.

Brakes:
Hydraulic, servo-contact, self-energizing with bonded linings • Dual Braking System • Parking brake is foot-pedal-operated with hand-release lever—mechanically actuating shoes on each rear wheel • Master cylinder/parking brake warning light is standard on all models.
6-cyl. models front/rear 10 x 2 1/2
V8 models front/rear 10 x 2 1/2
(ex. Super Bee, R/T and wagons) 11 x 3
Super Bee, R/T, Wagons Front 11 x 3
Rear 11 x 2 1/2

Heater:
Fresh-air. Mounted on dash panel inside car, contains heater case, a centrifugal fan and air control doors.

Body Design Features:
Unitized body construction combines maximum strength with minimum weight. Rustproofing protection includes 7-stage deep dip treatment, splash shields beneath front fenders, galvanized sill panels. Acrylustr exterior paint finish assures new car look longer.
Curved side glass and concealed windshield wipers. Station Wagon tailgate opens and closes without opening window.
Road noise is effectively isolated with liberal use of sound deadening materials.

ENGINES	Displacement/ cylinders	225 cid Six	318 cid V8	340 cid V8	383 cid V8	383 cid V8	440 cid V8 Magnum	440 cid V8 Magnum	426 cid V8 Hemi
	Bore x stroke (in.)	3.4 x 4.12	3.91 x 3.31	4.04 x 3.31	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75	4.25 x 3.75
	Carburetor	1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.	three 2 bbl.	two 4 bbl.
	Compression ratio	8.4:1	8.6:1	10.3:1	8.5:1	8.5:1	9.5:1	10.3:1	10.3:1
	Exhaust system	single	single	dual	single	dual	dual	dual	dual
	Crankcase	3 1/4 quarts—4 quarts when replacing oil filter on all engines except 440 and 426 where it is 5 and 6 quarts respectively closed crankcase ventilation with cleaner air system standard on all engines							
	Gross Horsepower @ rpm	145 @ 4000	230 @ 4400	275 @ 5000	275 @ 4400	300 @ 4800	370 @ 4600	385 @ 4700	425 @ 5000
	Installed net hp @ rpm	110 @ 4000	155 @ 4000	235 @ 5000	190 @ 4400	250 @ 4800	305 @ 4600	330 @ 4700	350 @ 5000
	Fuel recommended	regular	regular	premium	regular	regular	premium	premium	premium



Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

Dodge