

1978 DODGE

# Diplomat

Presents international class at a Canadian mid-price



FOUR-DOOR SEDAN

TWO-DOOR SPECIALTY HARDTOP





*Four-Door Sedan*

*Two-Door Specialty Hardtop*



## **DIPLOMAT . . . MID-SIZE ELEGANCE**

Ever since its introduction in the spring of 1977, the Diplomat story has been one of success and acceptance. The classic styling of both the two-door specialty hardtop and four-door sedan help place the Diplomat in a styling niche all its own.

But stand-out styling isn't all Diplomat offers. The newest Diplomat offers you a lot of the out front thinking that has always been a Chrysler engineering trademark. For example, selected body and chassis components have been redesigned, modified or eliminated to make the Diplomat a lighter, more fuel-efficient automobile to meet the demands of the times. Another example: corrosion prevention. In addition to the seven-step dip-and-spray rust inhibitor process Diplomat is given, new uses of galvanized steel and urethane primer-sealer help make Diplomat the most rust-resistant car we have ever made.

There's a lot that's new on this latest Diplomat. There's a new 3.7 litre (225 cu. in.) "Super Six" engine and a new 5.9 litre (360 cu. in.) 2-barrel, 8-cylinder engine that features Chrysler's famed, fuel-efficient Electronic "Lean-Burn" System. Also available is a 5.2 litre (318 cu. in.) 4-barrel, 8-cylinder engine that includes the "Lean-Burn" feature. New this year, too: a lock-up clutch in the torque converter used with automatic transmissions that helps deliver better fuel economy, lower transmission temperatures and less engine speed during highway operation.



*Standard Cloth and Vinyl Bench Seat*



*Optional all Vinyl Bench Seat*

Inside Diplomat, new cloth and vinyl bench seats are standard. Seats feature the new thin-back design that delivers more knee room for rear passengers without sacrificing front seat comfort. Also available is a vinyl bench seat with centre armrest in six colours for the Diplomat sedan, ten colour combinations for the hardtop.

There's a lot more that's new on the Dodge Diplomat for '78. See your dealer for all the details.



INTERIOR FEATURES

A. VINYL ROOF

Want to top off your Diplomat with a real touch of styling class? This new optional cream colour vinyl roof is the answer. It's as good looking as it is easy to clean, durable, too. Another available Diplomat topping is a sporty T-bar roof for the hardtop. A sharp styling touch that opens up to let the sunshine in.

B. TRUNK ROOM

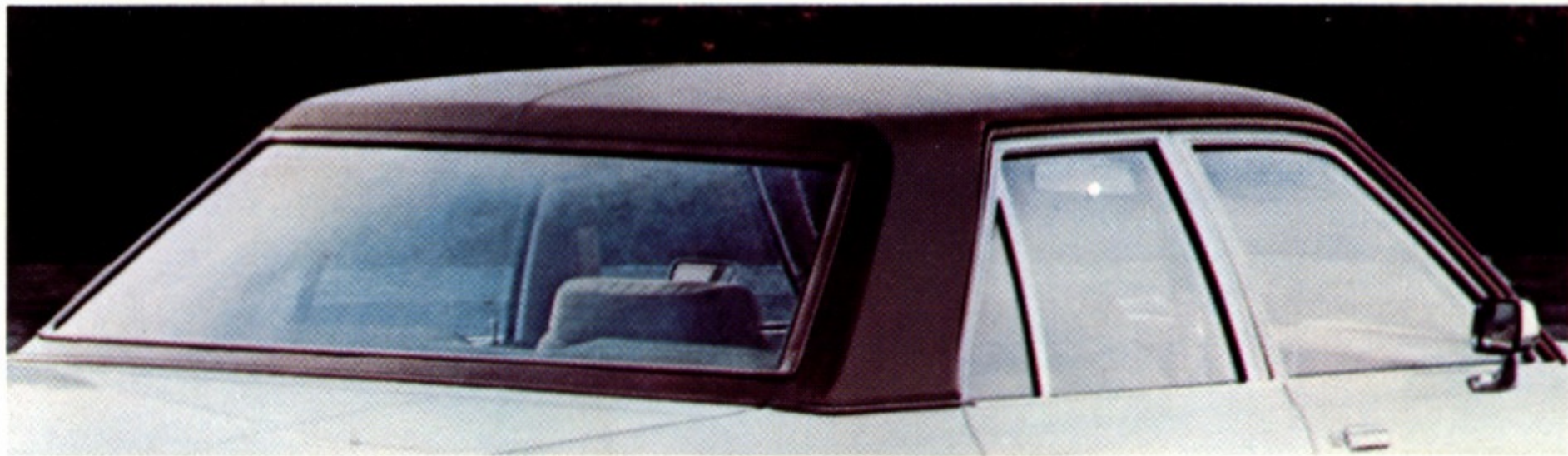
Open up that Diplomat deck lid and all you see is space . . . *usable space* . . . 462 dm<sup>3</sup> (16.3 cu. ft.) for specialty hardtops and 470 dm<sup>3</sup> (16.6 cu. ft.) for sedans. Just about whatever it is you want to carry, there's a space here to carry it. Diplomat doesn't make you travel light.

C. COURTESY LIGHTS

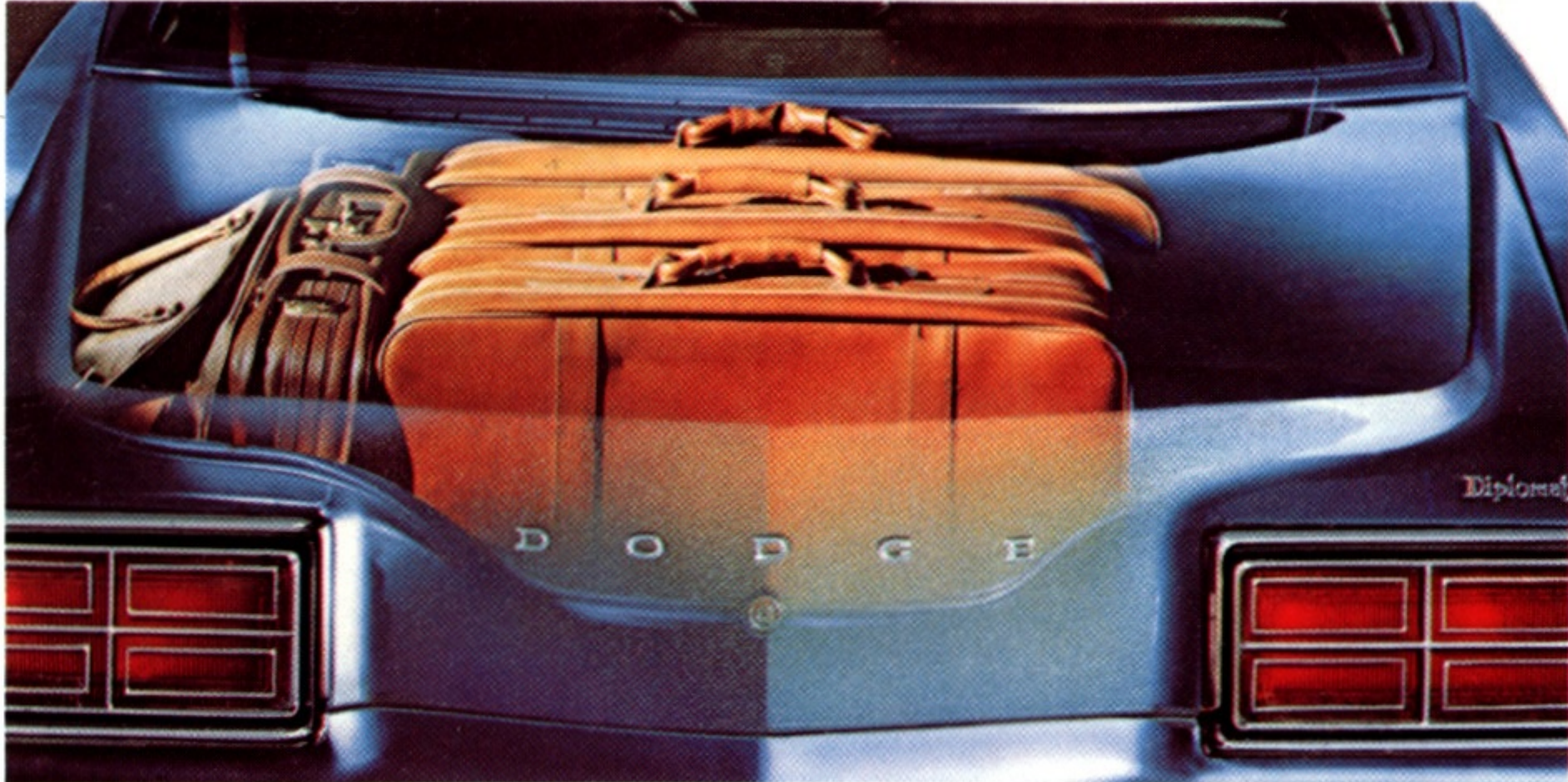
Shed some light on the subject. And Diplomat does. Dome light, glove box light, ash tray light . . . when it's after dark, you don't have to be in the dark in Diplomat.

D. INSTRUMENT PANEL

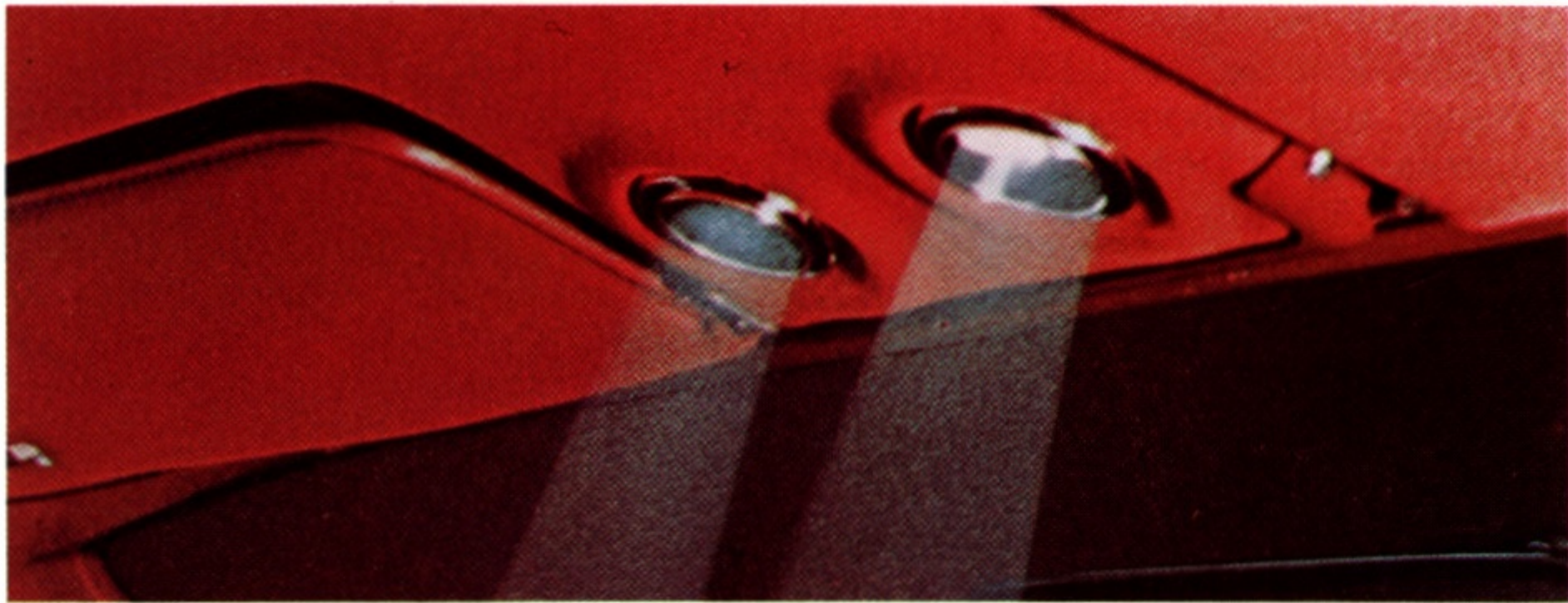
*Distinctive.* That's the only word to describe Diplomat's control centre. Instruments are easy to reach, gauges easy to read. It's easy to service, too, thanks to its modular construction. And if you want to put something different into that instrument panel, try a citizens band 40-channel (CB) transceiver available for both AM and AM/FM stereo radios.



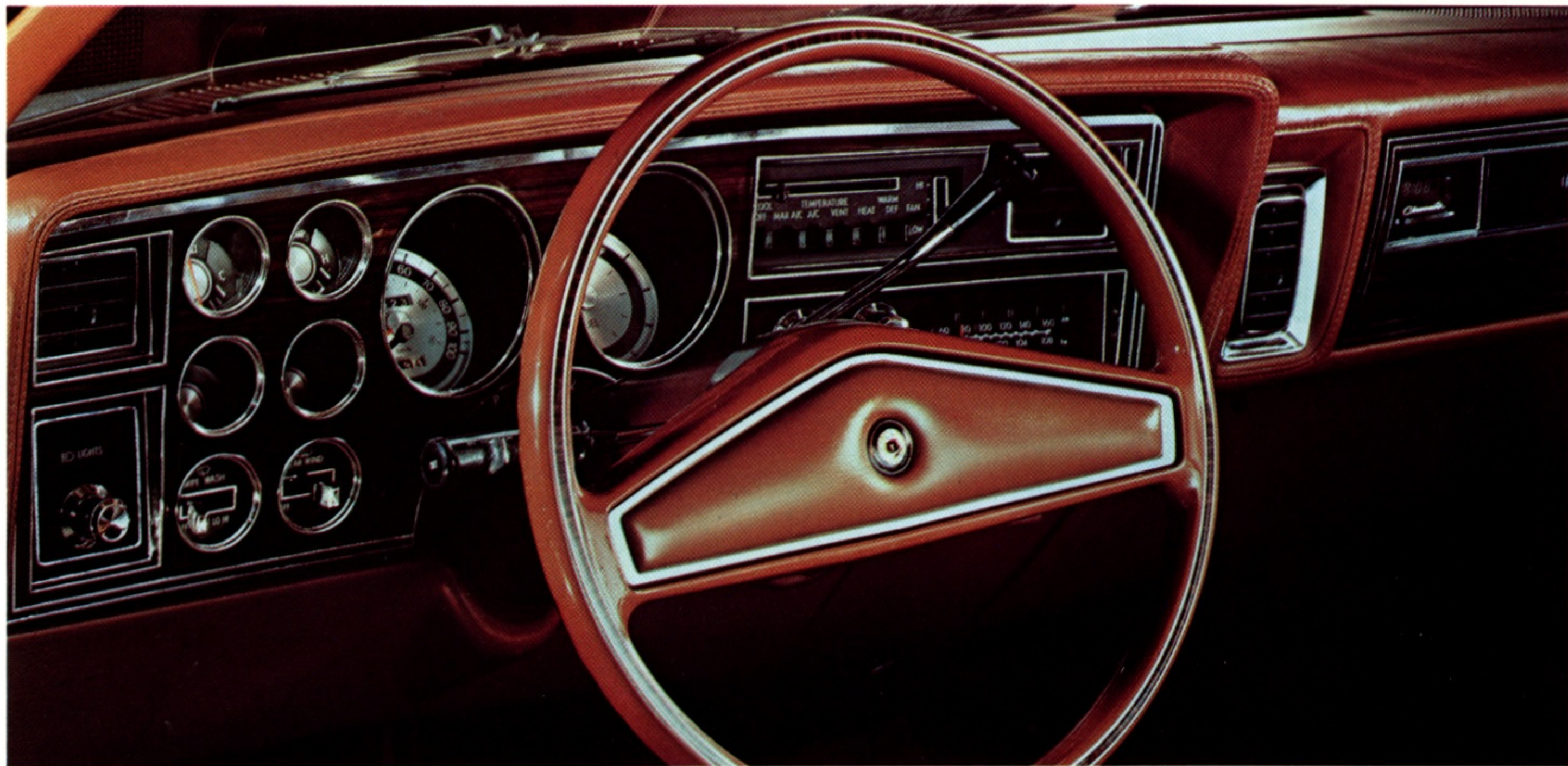
A.



B.



C.



D.

Dodge Diplomat

Selected Standard Equipment

- ALTERNATOR—41 amp. with transistorized voltage regulator
- ANTI-FREEZE—Glycol base —35°
- \*ARMRESTS—Front and rear, padded
- ASH RECEIVERS—Instrument panel and rear armrests.
- BATTERY—375 amp.
- \*BODY—Unibody construction combines body and frame into one solid, strong unit. Seven-stage rust inhibitor
- \*BRAKES—Dual braking system. Front—Power disc Rear—Drum
- \*BUMPERS—Hydraulic bumper system sustains barrier impacts at speeds up to 8 km/h (5 m.p.h.), front and rear
- CATALYTIC EXHAUST SYSTEM
- CIGAR LIGHTER
- COAT HOOKS—Left and right side, of special soft plastic
- COOLANT RESERVE SYSTEM
- DOOR CHECKS—2-position on all doors
- \*DOORS—Safety action inside door handles. Non-protruding. Keyless locking system. Non-override door locks (except driver's door)
- EMISSION CONTROLS—Closed crankcase ventilation. Air preheat. Evaporative control and charcoal canister. Automatic vacuum spark advance, exhaust gas recirculation and electric-assist choke
- FLOOR CARPETS
- HEADLINING—Formed perforated hardboard covered with foam backed knit nylon
- HEATER/DEFROSTERS—With upper level ventilation
- HOOD RELEASE—Conveniently located below the instrument panel
- HORNS—Dual
- IGNITION—Electronic ignition system eliminates breaker points and condenser. Reduces tune-ups and emissions. Provides easier starting
- \*INSTRUMENT PANEL AND CONTROLS—Woodgrain instrument panel includes a "cockpit style" cluster design padded, variable intensity lights, key-left-in ignition warning buzzer, master cylinder and park brake warning indicator, glove box lock, seat belt warning light for driver only

- LIGHTS—Dual rectangular headlights, taillights, stoplights and backup lights, side marker lights and reflectors, dome light with door courtesy switches, turn signal lights with lane change feature, 4-way emergency flasher
- \*LOCKS—Anti-theft ignition and deck lid
- \*MIRRORS—Outside, rear view left. Inside, balljoint prismatic mirror mounted with energy-absorbing lip around edge of glass
- PAINT—13 colours in durable, sparkling Acrylustre finish
- \*SEATS—Cloth and vinyl bench with driver and passenger head restraints. Foam pads and flame-resistant materials. Seat-back latches on 2-door models, energy-absorbing front seat back
- \*SEAT BELTS—Combined lap and shoulder unbelt system for driver and front outboard passenger with tension reliever release. Lap belts for all remaining passengers. Automatic retractors or adjustable tip with buckle for other seating positions. Seat belt reminder light and buzzer for driver.
- \*SIDE IMPACT—Protection beam in doors
- SPARE TIRE—Space-saver tire
- SPEEDOMETER—Dual calibrated (km/h and MPH) with metric predominant. Distance recorder (odometer) reads in kilometres
- \*STEERING—Power with impact-absorbing wheel and steering column, steering column lock, 2-spoke steering wheel with padded horn bar
- \*SUN VISORS—Left and right, padded swivel type
- SUSPENSION—Big car ride. Front anti-sway bar. Torsion bars front. Leaf springs rear and Oriflow shock absorbers. Entire front suspension and the front engine mounts are attached to the structural crossmember which is isolated from the unitized body by four rubber mounts
- TRANSMISSION—"Overdrive-4" manual floorshift
- VINYL ROOF—(Padded) 4-door sedans
- \*WHEELS—381 mm (15") safety-rim
- WHEEL COVERS
- WINDOWS—Ventless side windows
- \*WINDSHIELD—Heavy laminated glass prevents inside shattering
- \*WINDSHIELD WASHERS—Dual electric

- \*WINDSHIELD WIPERS—Dual with overlap wipe pattern
- \*Safety Features

Selected Optional Equipment

- AIR CONDITIONING
  - ALTERNATOR—65 amp.
  - AUTOMATIC SPEED CONTROL
  - BATTERY—500 amp. Long Life
  - BUMPER GUARDS—Front
  - CLOCK—Electronic digital with fluorescent display
  - CORNERING LIGHTS
  - ELECTRIC HEATED REAR WINDOW
  - DEFROSTER—Includes 65 amp. alternator
  - ENGINE BLOCK HEATER
  - GLASS—Tinted all windows
  - LOCKING FUEL FILLER CAP
  - MIRRORS—Left or dual outside remote control. Illuminated inside vanity mirror
  - PACKAGES—There are many special package options available, some of which are: Light Package, Heavy-Duty Trailer Assist Package, Deluxe Insulation Package, Deluxe Wiper Washer Package (Intermittent Wiper System) and Air Conditioning Value Package. See your dealer for full details
  - POWER ASSISTS—Seats, windows, door locks deck lid release and antenna
  - RADIOS—AM or AM/FM pushbutton, AM or AM/FM multiplex with 8-track stereo tape, AM/FM multiplex pushbutton with dual rear seat speakers, AM or AM/FM with 40-channel CB receiver
  - ROOF, "T" BAR—Includes see-through removable panels (Specialty Hardtop)
  - SUN ROOF—Power operated—choice of glass or steel panel
  - SURE-GRIP DIFFERENTIAL—Rear axle
  - TILT STEERING WHEEL
  - VINYL ROOF—Landau type—hardtops
  - WHEEL COVERS—Wire wheel covers and premier wheel cover
  - WHEELS—Forged aluminum road wheels
- THERE ARE MANY OTHER OPTIONS AVAILABLE. SEE YOUR DEALER FOR FULL DETAILS**

Seat Availability

Model	Standard Seat	Material	Optional Seat	Material
Diplomat	Bench	Cloth and vinyl	Bench with centre armrest	Vinyl



Dodge Diplomat — Basic Specifications

Model Availability	Two-Door Specialty Hardtop	Four-Door Sedan
Diplomat	X	X

Exterior Dimensions	Two-Door Specialty Hardtop		Four-Door Sedan	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Wheelbase	2863	112.7	2863	112.7
Overall Length (a)	5184	204.0	5235	206.1
Overall Width	1867	73.5	1862	73.3
Overall Height	1354	53.3	1405	55.3
Track — Front	1524	60.0	1524	60.0
— Rear	1486	58.5	1486	58.5
Road Clearance	124	4.9	124	4.9
Approximate Shipping Weight—6-cyl. —Kilograms	1550		1570	
—Pounds		3421		3466

(a) Includes bumper guards.

Interior Dimensions	Two-Door Specialty Hardtop		Four-Door Sedan	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Effective Headroom — Front	953	37.5	996	39.2
— Rear	920	36.2	953	37.5
Effective Legroom — Front	1080	42.5	1080	42.5
— Rear	864	34.0	930	36.6
Shoulder Room — Front	1407	55.4	1402	55.2
— Rear	1422	56.0	1402	55.2
Hiproom — Front	1412	55.6	1443	56.8
— Rear	1341	52.8	1438	56.6

Luggage Compartment	Two-Door Specialty Hardtop		Four-Door Sedan	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Loading Height	615	24.2	752	29.6
Usable Space Estimated (dm <sup>3</sup> ) (cu. ft.)	462	16.3	470	16.6

Engine and Transmission Specifications

Engine Specifications	Standard 6-Cylinder	Optional 8-Cylinder		
Displacement (litres) (cu. in.)	3.7 225	5.2 318	5.2 318	5.9 (a) 360 (a)
Bore (millimetres) (inches)	86 3.4	99 3.91	99 3.91	102 4.00
Stroke (millimetres) (inches)	105 4.12	84 3.31	84 3.31	91 3.58
Installed Net Power (kW @ R.P.M.) (H.P. @ R.P.M.)	80 @ 3600 110 @ 3600	105 @ 4000 140 @ 4000	120 @ 4000 160 @ 4000	115 @ 3600 155 @ 3600
Installed Net Torque (N.m @ R.P.M.) (Pd./Ft. @ R.P.M.)	245 @ 2000 180 @ 2000	330 @ 1600 245 @ 1600	330 @ 2000 245 @ 2000	365 @ 2400 270 @ 2400
Compression Ratio	8.4:1	8.5:1	8.5:1	8.4:1
Carburetor	1-2 Barrel	1-2 Barrel	1-4 Barrel	1-2 Barrel
Air Cleaner	Silenced	Silenced	Silenced	Silenced
Catalytic Exhaust System	Standard	Standard	N.A.	Standard
Exhaust	Single	Single	Single	Single
Fuel Required	Unleaded	Unleaded	Leaded or Unleaded	Unleaded
Electronic "Lean-Burn" System	N.A.	Standard	Standard	Standard
Transmission Application by Engine				
"Overdrive-4" Manual — Floor Mounted	Standard	Standard	N.A.	N.A.
Torqueflite 3-Speed Automatic	Optional	Optional	Optional	Optional
Engine Application by Model				
Diplomat	Standard	Optional	Optional	Optional

(a) A 5.9 litre (360 cu. in.) heavy-duty engine with non-catalytic exhaust system (uses leaded or unleaded fuel) is standard with the Heavy-Duty Trailer Assist Package. Ask your dealer for full details.  
Also available is a 5.9 litre (360 cu. in) engine with non-catalytic exhaust system (uses leaded or unleaded fuel) equipped with a Canadian Emission Package. Ask your dealer for full details.  
N.A.—Not available.

Standard Chassis Specifications

ENGINE DISPLACEMENT — 6 Cylinder			3.7 litre	225 cu. in.
BRAKES	Type	Disc Front, Drum Rear	Standard	Standard
	Size (mm)	Disc Brakes, Front Wheels	274 x 182	10.84" x 7.16"
		Drum Brakes, Rear Wheels	254 x 64	10" x 2.5"
CAPACITIES	Fuel Tank		73.9 litres	16.3 gallons
	Engine Crankcase		3.7 litres	3.3 quarts
	Cooling System with Heater		15 litres	13.2 quarts
REAR AXLE RATIOS		Standard Ratio	3.2:1	3.2:1
STEERING RATIOS	Power	Gear Ratio	15.7:1	15.7:1
		Overall Ratio	18.7:1	18.7:1
		Wheel Turns, Lock-to-Lock	3.5	3.5
	Turning Diameter Curb-to-Curb		12.4 metres	40.7 feet
SUSPENSION	Type	Torsion Bar	Front	Front
		Leaf Spring	Rear	Rear
	Rear Spring	Length	1473 mm	58.0"
		Number of Leaves	4	4
"OVERDRIVE-4" MANUAL TRANSMISSION			Standard	Standard
WHEELS AND RIMS	Rim Size		5.5JJ	5.5JJ
	Tire Size (Glass Belted Radials)		FR78 x 15	FR78 x 15

Chrysler Engineering Excellence brings you  
Diplomat's "Lean-Burn" Engine that thinks



Computer control permits an exceptionally lean part-throttle fuel/air mixture (18:1). The computer continuously monitors engine operations and adjusts to changing conditions. Result—good performance and responsive acceleration.

"Lean-Burn" provides:

- Smooth engine warm-ups
- Improved engine performance and acceleration
- Improved smoothness in all phases of engine operation—regardless of weather conditions
- Improved gasoline mileage at cruising speeds
- Reduced emissions—even before they reach the exhaust system
- Less hose and emission-control "hardware"
- Reduced maintenance



Ask for a demonstration!



## DODGE DIPLOMAT OPTIONS

- A. **SUN ROOF.** Open up your driving world with this power-operated sun roof. Easy to operate. Helps give you that "open convertible" feeling.
- B. **SPEED CONTROL.** The long trip accelerator foot rest. Works automatically. Simply pre-select your cruising speed and speed control holds it there until you brake, accelerate or disengage it. Makes maximum use of fuel, too, by holding a steady pace.
- C. **WINDSHIELD WIPERS.** Intermittent wipe system is available this year. This convenience feature is designed for use during a drizzle, mist or light rain. Wiper switch is easily adjusted for long or short delay, according to weather conditions. Features faster high-speed operation when needed. Streakless, too.
- D. **POWER DOOR LOCKS.** Ideal for letting passengers in or out without reaching or stretching and for keeping children securely in. Single control on each front door locks or unlocks all doors.
- E. **TILT STEERING WHEEL.** The ideal way to fit the steering wheel to the needs of every-sized driver in the family. Adjusts to fit the reach and comfort needs of all. Moves out of the way for easy entry and exit.
- F. **VANITY MIRROR.** Conveniently located on the passenger's sun visor. Ideal for taking "one last look" in the mirror to see if all's right with your appearance.
- G. **STEREO RADIO.** New electronic AM/FM stereo radio with search control and light-emitting diode digital display. 100 percent solid-state design. A precision tuning frequency synthesizer eliminates the need for manual fine tuning. Also features push-button memory for 10 stations and a "FM stereo only" search mode in addition to AM and FM search modes.
- H. **DIGITAL CLOCK.** The electronic clock that's precision plus. It always works and it's always on time. Accurate to plus or minus one minute a month. That's keeping time!



A.



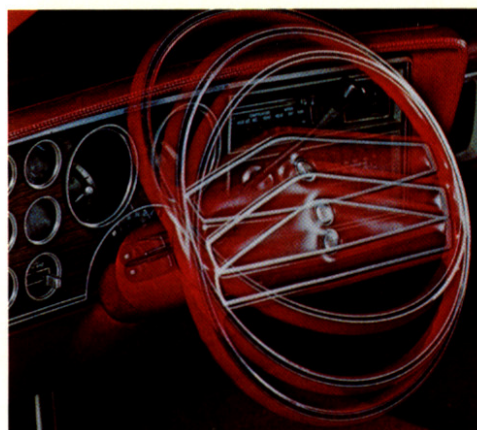
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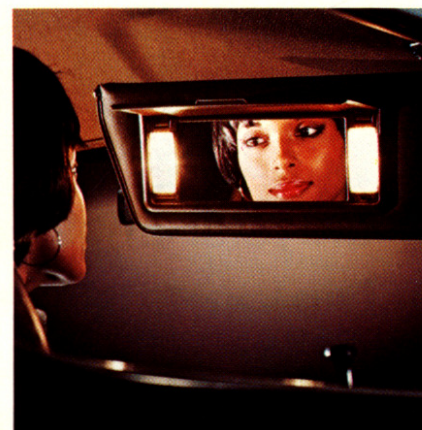
C.



D.



E.



F.



G.



H.



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