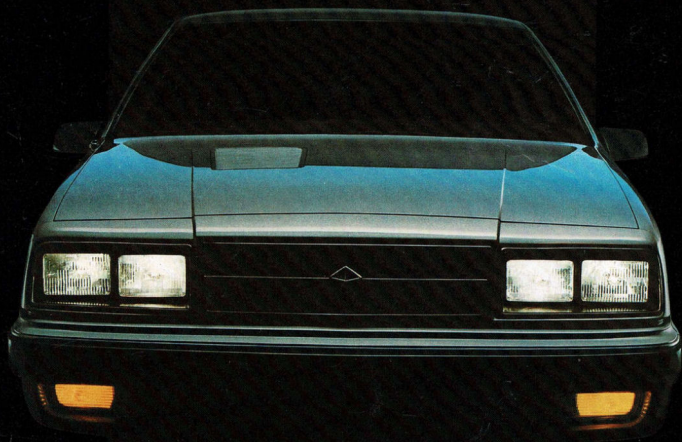


NO. 3 IN THE SERIES
DESIGN

LANCER





LANCER
BY DODGE

THE SUM OF ITS PARTS:

A WORLD CLASS AUTOMOTIVE ACHIEVEMENT.

Lancer. An intelligent car for the intelligent buyer. A computer-precise touring sedan bred for the open road, with design and styling characteristics to challenge the best of the world's touring cars.

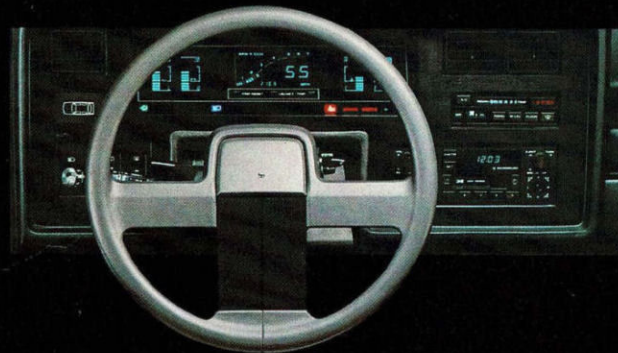
Styling that defies traditional sedan concepts. Lancer imparts motion even while at rest. Sleekly contoured lines run effortlessly from the inset grille and sloping hood with available turbo louvers to the stylized roof line and the sedan-shaped liftback with flush glass.

Lancer is design in its purest form. Minimal drag to slash through the wind.

Black accents and bodyside moldings complement the black front air dam. The Euro styling is enhanced by bodyside and liftback accent stripes, and styled steel wheels with bright trim rings.

The driver is situated in a control area that is a medley of

sculptured flowing lines. The instrument panel houses Lancer's data display clusters. Each internal component was created only after careful consideration of each other



component.

The location of the shift lever and selection of the six critical positions for the available tilt steering wheel were determined only after comprehensive ergonomic comparisons...

the shape and grip surface of the steering wheel were determined by detailed data analysis comparison...even the brightness and adjustment of the electronic instrumentation dis-

plays are a result of the most sophisticated optometric considerations.

The result is ergonomic harmony between the driver and all that lies beyond the grip of the steering wheel.



THE BEST OF ALL THE WORLD IN A WORLD OF ALL THE BEST.

A concept of refined purpose. Of quality engineering and manufacturing. Of an interior that provides you with the best of all worlds.

A world of comfort with performance bucket seats that are virtually self-molding to hold driver and passengers securely in sharp turns and cornering

maneuvers...brake and heel-and-toe accelerator pedal locations that sensibly relate to each other...interior fabrics, materials, and carpet that form a union of both style and purpose.

A world of conveniences and driver-assists integrated into an automotive body as never before. A most stunning automotive design achievement. Lancer, by Dodge.



DODGE LANCER.

A NEW ERA BEGINS.

You are witness to the dawning of a new era in automotive technology and design. An era that has brought world class technology and advanced design together in a singular automotive achievement.

At the advanced Sterling Heights Assembly Plant, Lancer is built with such a quality commitment that Chrysler backs each model with confidence by America's only standard five-year, 50,000-mile Protection Plan*.

You are among the first in the world to preview this remarkable touring sedan. Soon it will be at your nearby Dodge dealer for the official world preview. Until then, we would be happy to answer any questions you might have and provide you with additional product information. Please give us a toll free call today:

DODGE LANCER INFORMATION CENTER/1-800-521-7272*

*From 9 a.m. to 5 p.m. In Michigan: 1-800-482-6838

THREE CHANCES TO WIN A NEW 1985 LANCER

Your *1985 Lancer Portfolio* is specially designed to accommodate three product-information brochures.

This is the final brochure in a series of three. We encourage you to keep all three in the portfolio.

Enclosed with each product brochure you'll find a special *Lancer Introductory Sweepstakes Entry Form*.[†] Accumulate all three and enter them in the sweepstakes to increase your chances of winning a 1985 Dodge Lancer with Turbo Package. See the enclosed Sweepstakes Entry Form for complete details.

*FIVE-YEAR 50,000-MILE LIMITED PROTECTION PLAN. Upon expiration of the normal 12-month/12,000-mile new vehicle limited warranty, limited warranty coverage is extended on power train components, including engine, turbocharging system, transaxle and axle—plus outer panel rust-through protection—to five years or 50,000 miles, whichever comes first. A deductible may be required. Fleet and lease vehicles excluded. See your dealer for details.

[†]Void where prohibited by law.

