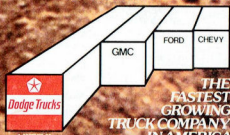


Dodge

RAMCHARGER '78



237% increase from 1966 to 1976



THE
FASTEST
GROWING
TRUCK COMPANY
IN AMERICA

Ramcharger. Stylish, sturdy, ready for anything you are!

For extra rust protection, a special phosphate coating is applied to the body. Special primers, too. Vinyl sealers protect seams.

Front and rear shock absorbers are standard. Heavy-duty shocks, optional.

Optional steel roll bar provides added protection for passengers on rugged off-road treks.

Front stabilizer bar is standard in AW100 four-wheel drive, optional on AD100 two-wheel drive. Heavy-duty stabilizer bar is optional on AW100.

Big choice of power plants includes standard Six plus four optional V8s. (See back cover for details and restrictions.)



High 3,300-pound capacity rear axle supports heavy cargoes.

Truck-tough frame is made of high-quality 36,000 psi steel with 2.86 section modulus.

Dual hydraulic brake system, front disc brakes, and vacuum brake booster are all standard.

STANDARD DIMENSIONS			
Wheelbase	106.0"	Front track (AD100)	65.6"
Overall length	184.6"	Front track (AW100)	65.9"
Front overhang	33.4"	Rear track	63.4"
Rear overhang	45.2"	Fuel tank cap	24 gal.
Overall width	79.5"		35 gal. opt.

Double-wall steel construction in vital areas, such as body sides and tailgate, adds to structural strength. So do sturdy box-section sills, door pillars, and cowl.

Some items pictured on this catalog are extra-cost options.

Husky 2,880-pound-capacity independent front suspension in AD100, 3,280-pound-capacity leaf spring front suspension in AW100.

Call it a car, a truck, a recreational vehicle. It's all that—and more than any one of them.

Here's the ultimate all-purpose vehicle, designed to give you what you want and need for chores or enjoyment. With the style of a station wagon and the durability of a truck. You get a roomy, rugged interior you can load up with whatever a workday or weekend requires—building supplies, tools, grocery bags, camping gear . . . you name it. Or add the optional front and rear bench seats, so up to six people can ride in comfort. Ramcharger features easy handling and parking, with a short turning diameter, to delight every driver in the family. And an equally pleasing interior choice that includes

many options: New tilt steering column, new three-passenger bench front seat, new front bucket seats, a choice of new radio/CB combinations, and many more. In fact, there are all sorts of ways to tailor Ramcharger to your personal requirements. Choose the optional painted steel hardtop with standard or two-tone body paint—or select a Dealer-installed vinyl softtop. Get a new Trailer-Towing Package. And to take full advantage of Ramcharger's ruggedness and wide-track stability, you can go with the AW100 model that provides Dodge's advanced full-time four-wheel drive.

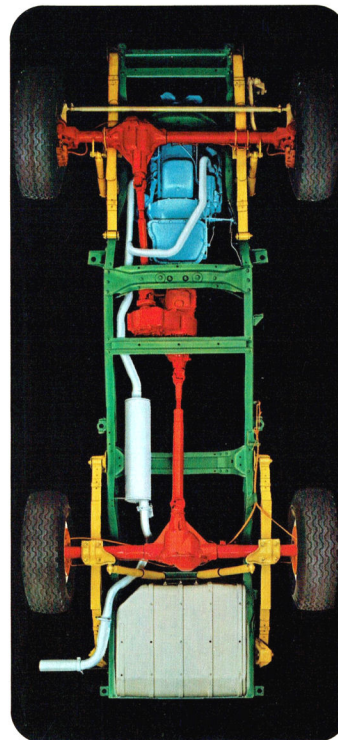
Get Dodge full-time four-wheel drive for full-time performance advantages.

Off the road, you get deep-biting traction to dig out of mud or snow—or challenge a mountain. And because this is full-time four-wheel drive, there are on-road advantages, as well, like added traction on slippery pavement. Yet the ride is quiet and stable.

Special interaxle differential in transfer case.

It delivers proportionalized driving power to both the front and rear axles. And enables the wheels on one axle to travel at a different rate of speed than the wheels on the other axle. The result is four-by-four performance that works for you in a wide variety of driving situations. And this feature also helps to minimize strain on drive train components. The Dodge transfer case is also used by other American truck manufacturers for their full-time four-wheel-drive applications.

And this advanced system is easy to use. You don't have to shift in or out of four-wheel drive, because you've got it all the time. Also, there's no need to get out and lock or unlock front freewheeling hubs when moving on or off the road. Just shift the control lever into one of five positions: The one that will provide the kind of performance, versatility, and ease that make the AW100 Ramcharger an ideal answer to added enjoyment in the great outdoors.



New Hurst shift lever has positive position detents in the shift mechanism to add to shifting control.



FOR EXTREME LOW-TRACTION TERRAIN (SNOW, MUD, SAND): Shift into LOW LOC. You get maximum drive power, with the interaxle differential disengaged. Front and rear axles are connected, with equal torque to both axles at 2.0:1 gear reduction.

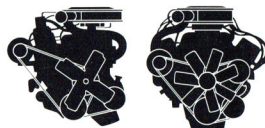
FOR MAXIMUM DRIVE POWER WHEN DRIVING OR TOWING IN MOUNTAINS OR ON HILLY TERRAIN: Shift into LOW. Interaxle differential is engaged, providing power to both axles at 2.0:1 gear reduction.

FOR OPERATION OF POWER TAKEOFF: Shift into NEUTRAL. Vehicle is stationary; transfer case is disengaged from both front and rear axles.

FOR NORMAL DRIVING, ON OR OFF THE ROAD: Shift into HIGH. The engaged interaxle differential provides equalized power to front and rear axles in direct drive.

FOR ADDED OFF-ROAD TRACTION AND DRIVE POWER: Shift into HIGH LOC. Interaxle differential is disengaged. Equal torque is delivered to both axles in direct drive.

Select the power that matches your driving requirements.



225-CUBIC-INCH SUPER SLANT SIX.* For '78, this proven Dodge power plant provides two-barrel carburetion that contributes to fleet performance and driveability. Durability features include overhead valve design, 30-degree tilt cylinder block, tin-plated aluminum alloy pistons, and cast-iron crankshaft. **OPTIONAL 318-CUBIC-INCH V8.** For chores or recreation that can take full advantage of rugged, high-performance V8 power. Built-to-last features include I-beam steel connecting rods with aluminum

bearings and Steel Strut pistons with chrome-plated top ring. **OPTIONAL 360-CUBIC-INCH, 400-CUBIC-INCH,* AND 440-CUBIC-INCH** V8s.** They provide greater horsepower and torque for heavier loading or towing requirements. With durable features such as valve-in-head design, nodular iron five-bearing crankshaft, four-barrel Thermo-Quad carburetor (440 V8), and Tri-Flow muffler.

*Not available in California.
**Not available with two-wheel-drive models.

Outside, inside, and under the hood, Ramcharger gives you choices. So you can go your own way.



AD100 RAMCHARGER SE (shown above) has independent front suspension to give a carlike ride. Optional hardtop roof features easy-lift tailgate.

AW100 RAMCHARGER SE (shown at left) is a go-anywhere vehicle with class. New Trailer-Towing Packages optional.

RAMCHARGER FOUR BY FOUR (shown at right) features full-time four-wheel drive plus a Macho Package of sporty extras.



You can get what you want and need to personalize your Ramcharger, for maximum enjoyment and utility value.

Go two-wheel drive, if you'd like.

Perhaps your idea is to take advantage of Ramcharger's people-and-payload-carrying ability in places where two-wheel drive will do the job—on streets and highways, primarily. In that case, you'll get the advantage of Dodge independent front suspension, for an extra measure of carlike riding comfort.

Go hardtop, softtop—or no top.

If you like the feel of a sturdy roof overhead, order a rugged double-wall steel top (optional). In a color that matches the body, or in black or white vinyl-textured paint. It can be removed to give you the open air driving pleasure of a convertible. Or you might prefer a sporty softtop, conveniently held in place by snaps; and with side and rear windows that can be rolled up. It's a Dealer-installed option.

Go all-out for fun, in a sporty, special Ramcharger Four by Four.

It gives you the go-anywhere performance of Dodge full-time four-wheel drive, plus a Macho Package of extras that can turn a trip to the supermarket into an adventure: Bold body and tailgate decals, painted spoke or chrome disc road wheels, husky 10-15LT-B tires, and power steering. What a way to go!

Go trailering with a new Trailer-Towing Package that's tailored to your towing.

If your trailer is under 2,000 pounds gross weight, select the optional towing package with seven-inch section step bumper and 1½-inch-diameter hitch ball. Or, for trailers as heavy as 6,000 pounds gross weight, there's an optional heavy-duty package with load-equalizing hitch. Your Dodge Dealer can assist you in selecting the right package for your needs.

Go with interiors that suit your people-and-cargo-carrying needs.

Go with two bucket seats up front—or the new optional three-passenger split-back front seat—and you've got a lot of cargo space in back. At the same time, you can order an optional three-passenger rear bench seat that's easy to remove when desired. That will give you seating for five or six people, depending on your front seat selection.

You can be your own interior decorator.

STANDARD RAMCHARGER INTERIOR INCLUDES: Deluxe vinyl bucket seats for driver and front passenger • Color-keyed instrument panel • Color-keyed door trim panels with armrests • Color-keyed padded sun visors • Black soft-touch vinyl steering wheel and horn pad • 10-inch rearview mirror • Full-width black rubber driver compartment floor mat.

RAMCHARGER SE INTERIOR includes the following, in addition to, or in lieu of, standard Ramcharger features: Cloth-and-vinyl bucket seats for driver and passenger • Fully soft-trimmed doors, color-keyed, with simulated rosewood insert, grab handle, and carpeting on lower portion • Lockable console with removable beverage chest (with bucket seats) • Bright instrument panel trim molding with wood-grained insert • Bright instrument cluster faceplate with wood-grained applique • Front compartment carpeting, color-keyed • Horn pad with wood-grained insert • Rear side inner trim panels with wood-grained trim and bright molding • Bright door sill tread plate • Color-keyed spare tire cover (not available with outside spare tire carrier) • Convenience Package: 10-inch day/night rearview mirror, glove box lock and light, ashtray light, and inside hood release.

With optional hardtop only.



NEW BUCKET SEATS. Here's full-foam-padded comfort as you like it, in four styles. Select the standard Ramcharger, and you get new low-back deluxe vinyl seats with Vanguard vinyl inserts. Or optionally, new low-back deluxe cloth-and-vinyl seats with Trombley Stripe cloth inserts (the standard seats). If you select Ramcharger SE with hardtop roof. Optional in the SE model are either new low-back deluxe vinyl seats with Vanguard-grain vinyl inserts (shown at left), or new high-back Command cloth-and-vinyl seats with Trombley Stripe cloth inserts (shown above).



NEW THREE-PASSENGER FRONT SEAT. (At left.) Order this spacious split-back seat, available optionally for six-passenger-carrying capacity when the optional rear bench seat is in place. Upholstery is smart, rugged vinyl; available in Blue, Green, Red, and Saddle.

OPTIONAL REAR SEAT. (At right.) To carry three more people in back, order this big, easy-to-clean rear bench seat. It can be removed quickly when you need the space for cargo. Styled to match front seats, in a variety of colors.



Ramcharger features, standard and optional.



SNOWPLOW PACKAGE, factory-installed option on four-wheel-drive models. Sno-Commander Package includes power angling blade and power blade lift.



FUSES IN GLOVE BOX, standard, make fuse replacement more convenient.



SKY LITE SUN ROOF, optional with hardtop. Tinted safety glass overhead. Can be opened for air or removed.



SPORT ROAD WHEELS, optional. Either chrome five-slot disc or eight-spoke white-painted wide road wheels... or chrome styled wheels.



AUTOMATIC SPEED CONTROL, optional. Set your pace at the speed you prefer; it will stay there, automatically, till the brake is applied.

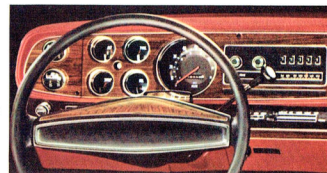


NEW TILT STEERING COLUMN, optional. It quickly adjusts to one of seven different positions, for your comfort.



NEW CB RADIO, optional. Order an AM radio with 40-channel CB, or an AM/FM/MX stereo with 40-channel CB. Also available: AM, AM/FM, AM/FM/MX stereo radios, and AM/FM/MX stereo with eight-track tape.

SE INSTRUMENT PANEL with standard speedometer, oil pressure gauge, ammeter, temperature and fuel gauges. Options include clock or tach, vacuum and voltmeter gauges.



LOADFLITE AUTOMATIC TRANSMISSION, optional. For smooth performance and no-shift driving.

OTHER STANDARD FEATURES:

- Side marker lights
- Seat belts
- Inside spare tire mounting
- Heater/defroster
- Power front disc brakes
- Dual armrests
- Bright-finish bumpers and grille
- Map and courtesy light
- Color-keyed sun visors
- Electric two-speed windshield wipers
- Dual-jet windshield washer

ADDITIONAL OPTIONS:

- Tinted glass
- Step-type rear bumper
- Power steering
- Low-mount sideview mirrors
- Bright hubcaps
- Wheel covers
- Protection Package
- Body Molding Package
- Skid plates
- 63- and 117-amp alternators
- Luxury Package
- Easy Order Package
- 35-gallon fuel tank
- Deluxe heater.



EASY-LIFT TAILGATE, provided with optional hardtop roof. Pneumatic cylinders assist opening and closing.



INSIDE HOOD RELEASE. To help protect engine compartment against tampering. Optional.



VINYL SOFTTOP Dealer-installed option. Roll-up windows aid ventilation.

Ramcharger Specifications

SPECIFICATIONS	AD100 (2-WHEEL DRIVE)	AW100 (4-WHEEL DRIVE)
ENGINES	225*, 318, 360, 400*	225*, 318, 360, 400*, 440
CLUTCH—DIAMETER	11"	11"
—AREA	123.7 SQ. IN.	123.7 SQ. IN.
TRANSMISSIONS	3-SPEED MANUAL 3-SPEED AUTOMATIC	3-SPEED MANUAL NP435 4-SPEED MANUAL NP445 4-SPEED MANUAL 3-SPEED AUTOMATIC
TRANSFER CASE	—	NP203 (FULL TIME) 2-SPD
AXLE, FRONT—TYPE	IFS	SPICER 447-B-1
—CAPACITY	3000 LBS.	3500 LBS.
AXLE, REAR—TYPE	CHRYSLER	CHRYSLER
—CAPACITY	3000 LBS.	3000 LBS.
—RATIOS	3.25, 3.5†, 3.9†	3.5, 3.2, 3.9*
SPRINGS, FRONT—LENGTH, WIDTH	COIL IFS 1440 LBS.	48" x 2.5" LEAF TYPE 1640 LBS.
—CAPACITY @ GRND.		
STABILIZER BAR, FRONT—DIA.	1.0"	1.0"
SPRINGS, REAR—LENGTH, WIDTH	52" x 2.5" 1820 LBS.	52" x 2.5" 1820 LBS.
—CAPACITY @ GRND.		
SHOCK ABSORBERS, FRONT & REAR—DIA.	1.0", 1.18"	1.0", 1.18"
STEERING—TYPE	RECIRCULATING BALL	RECIRCULATING BALL
—TURNING DIA.	37.3"	36.9"
TIRES, FRONT AND REAR—(STD.) —OPTIONAL SIZES	H78-15/B G78-15/D L78-15/B, L878-15/B, H878-15/B 7.00-15/C, 7.00-15/D H70-15/B	H78-15/B G78-15/D L78-15/B, L878-15/B, H878-15/B 7.00-15/C, 7.00-15/D 10-15LT/B
WHEELS, FRONT AND REAR (5-STUD DISC) CHROME STYLED ROAD TYPE STEEL-SPOKE, WHITE-PAINTED SLOT, DISC, CHROME	15" x 5.5" 15" x 6.0" 15" x 6.00" 15" x 6.00"	15" x 5.5" 15" x 6.0" 15" x 6.00" 15" x 6.00"
BRAKES, SERVICE—TYPE	HYDRAULIC DUAL BRAKING SYSTEM WITH POWER ASSIST DISC—11.75" DIA. ROTOR DRUM—11" x 2.5"	HYDRAULIC DUAL BRAKING SYSTEM WITH POWER ASSIST DISC—11.75" DIA. ROTOR DRUM—11" x 2.5"
—FRONT —REAR		
BRAKES, PARKING—TYPE	REAR WHEEL, INTERNAL EXPANDING	REAR WHEEL, INTERNAL EXPANDING
—CONTROL —AREA	FOOT PEDAL 106.4 SQ. IN.	FOOT PEDAL 106.4 SQ. IN.
FRAME—TYPE AND SECTION MOD.	DROP CENTER 2.86	DROP CENTER 2.86
ELECTRICAL—ALTERNATOR —BATTERY	48-AMP, 63-AMP, 117-AMP 12-VOLT 48-AMP-HR, 55-AMP-HR, 70-AMP-3HR 500-AMP—LONG LIFE	48-AMP, 63-AMP, 117-AMP 12-VOLT 48-AMP-HR, 55-AMP-HR, 70-AMP-3HR 500-AMP—LONG LIFE

ALL FIGURES SHOWN IN RED ARE OPTIONAL EQUIPMENT.

Note: Optional Emission Reduction Control System is required with all models registered in the state of California.

▲ Not available in California.

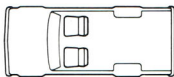
○ Some transmissions are restricted for use with certain engines. See your Dodge salesman for details.

† Optional with 6-cyl. only.

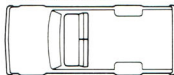
○ Standard with V8 (except with manual transmission in Calif.).

Standard with 6-cyl. and optional with V8.

Seating as you like it:



For two people, bucket seats up front.



Or three people, with new bench front seat.



For five people, bucket seats up front, bench seat in back.

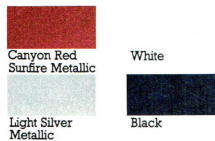


For six people, new split-back bench seat up front, bench seat in back.

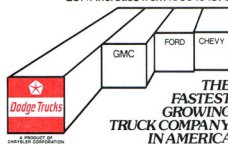
14 exterior colors, including seven metallic paints.



Due to occasional printing irregularities, the colors shown may vary slightly from actual hues.



237% increase from 1966 to 1976



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