

D A Y T O N A

1988

DODGE



A car and a concept.

The car: Daytona. The concept: a symmetry of performance, ride, handling, and braking—all at a price that'll look great from where you're sitting.

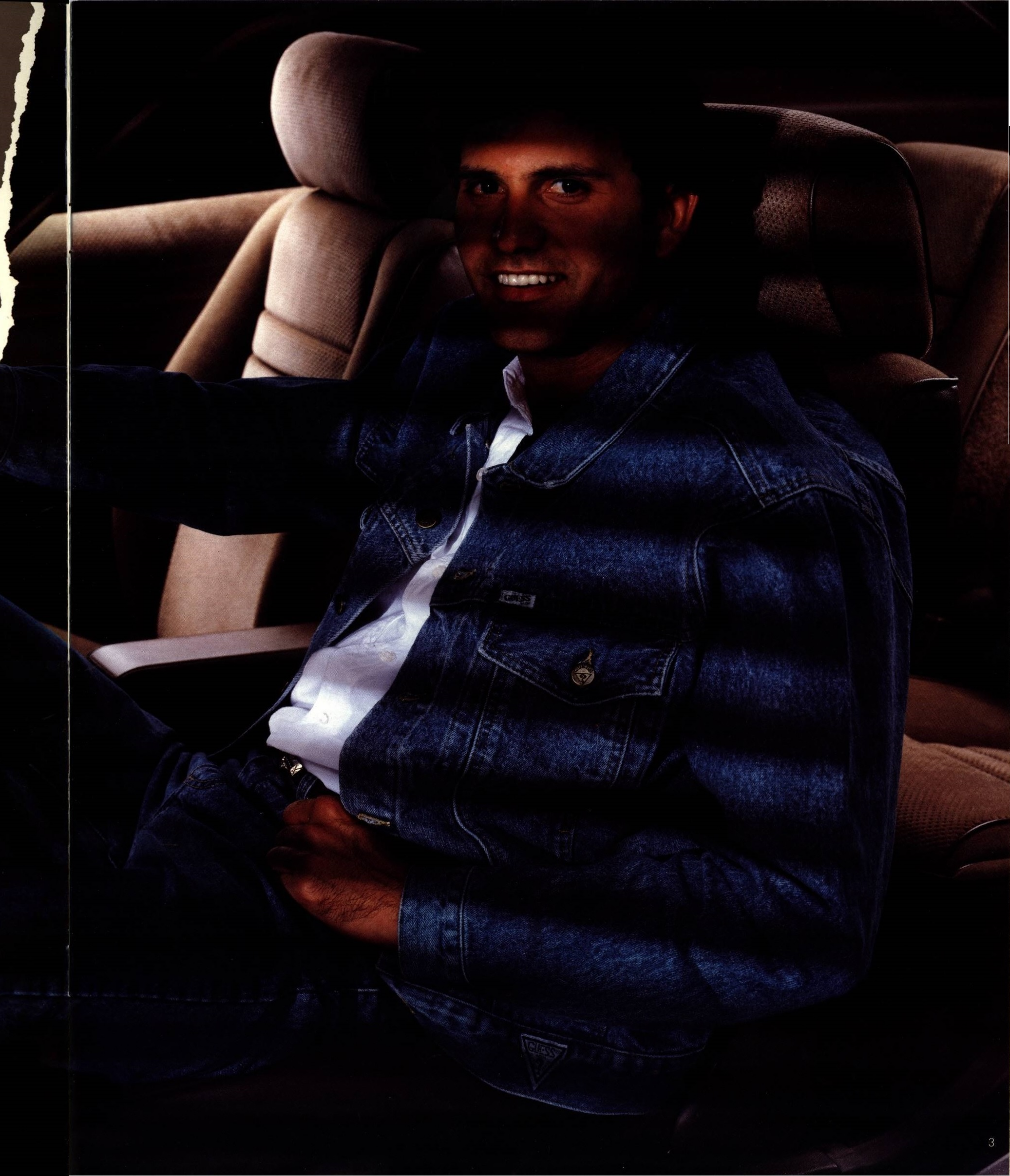
The interpretation of the concept in its most affordable form is the Highline Daytona with its smooth, electronically fuel-injected 2.5-liter engine.

For those who prefer their performance in the lap of luxury, there's Daytona Pacifica, with its uncommonly spirited Turbo I engine.

And if you're looking for the only sports car in the world that gives you 174 intercooled turbo horses, a true competition suspension, alloy wheels and high-performance rubber, four-wheel discs, the superior traction of front-wheel drive, plus our 7/70 Protection Plan as described on the back cover...it's gotta be the 1988 Dodge Daytona Shelby Z.

ABOUT THIS CATALOG. SINCE THE TIME OF PRINTING, SOME OF THE INFORMATION YOU'LL FIND IN THIS CATALOG MAY HAVE BEEN UPDATED. ASK YOUR DEALER FOR DETAILS.

SOME OF THE EQUIPMENT SHOWN OR DESCRIBED THROUGHOUT THIS CATALOG IS AVAILABLE AT EXTRA COST.



Affordable performance meets functional luxury.

Virtually every attribute that a driver expects to find in a sports car today can be found in the Daytona from Dodge, the performance division of Chrysler.

Consider, for example, design sophistication.

The smooth contours of Daytona's shape encompass concealed headlights and broad-banded taillights. Additionally, the Daytona Pacifica makes a performance statement with aerodynamically sculpted ground effects at the sides and a functional rear spoiler.

Of course, one owns a sports car for the thrill of handling as much as to admire its sleek appearance.

And with standard four-wheel disc power-assisted brakes and power-assisted steering, gas-charged shocks,



and all-weather performance tires, Daytona Pacifica practically sticks to concrete when you hit the road.

In the Pacifica, a tauter handling suspension is specially calibrated for cornering prowess. Performance-tuned

springs provide agility and stability. And larger antisway bars minimize vehicle roll during road maneuvers on curves, turns and all types of terrain.

The power plants that motivate both these precision-built

automobiles have established new performance parameters in America for the competition to follow.

A 2.5-liter engine with balance shafts provides Daytona a V-8-like smoothness, but with the economy of a four.

And now all Daytona engines have friction-reducing roller camshaft followers for greater efficiency of operation on city streets as well as on highway straightaways.

The engines in both the Daytona and the Pacifica offer the magic of electronic fuel injection—single-point in the Daytona's 2.5-liter engine; multipoint in the Pacifica's Turbo I.

The final attribute required by a sports car owner is a driver's compartment with performance ambience.

All Daytona models give you more than you might expect, as you will learn in the next section on this car's attractive and ergonomically excellent interior.

The Daytona is shown at left in Light Pewter Pearl Coat, and Pacifica is shown above in Black Cherry Pearl Coat.



The undeniable ability to hold a driver.



From dash to doors to performance seats, the inner Daytona encapsulates its driver with ergonomic excellence.

Performance bucket seats, standard in the Daytona Shelby Z, have aggressive side and hip bolsters to hold you in place during serious cornering maneuvers.

And the standard Enthusiast driver's seat in the Daytona Pacifica features an 18-way

power adjustment to allow fine-tuning of the comfort level.

The full set of electromechanical instruments, standard in all Daytona models, is geared to your reach and vision.

Even small-item storage for coins, cassettes, and cups, and controls for the shifter, heater, and radio are positioned to be fingertip-handly in the standard full-length center console.

And the beautifully functional



interiors of both the Pacifica and the Shelby Z are equipped with the new Chrysler Infinity I Sound System with cassette tape player. Among this user-friendly system's numerous standard features are eight Infinity brand speakers in six locations whose response is precisely tailored to the acoustical requirements of the interior compartment.

Attesting to the refinement of the Pacifica's accommodations are two additional amenities: air conditioning, and an overhead console with electronic compass, outside tem-

perature display, extra storage compartments, and more.

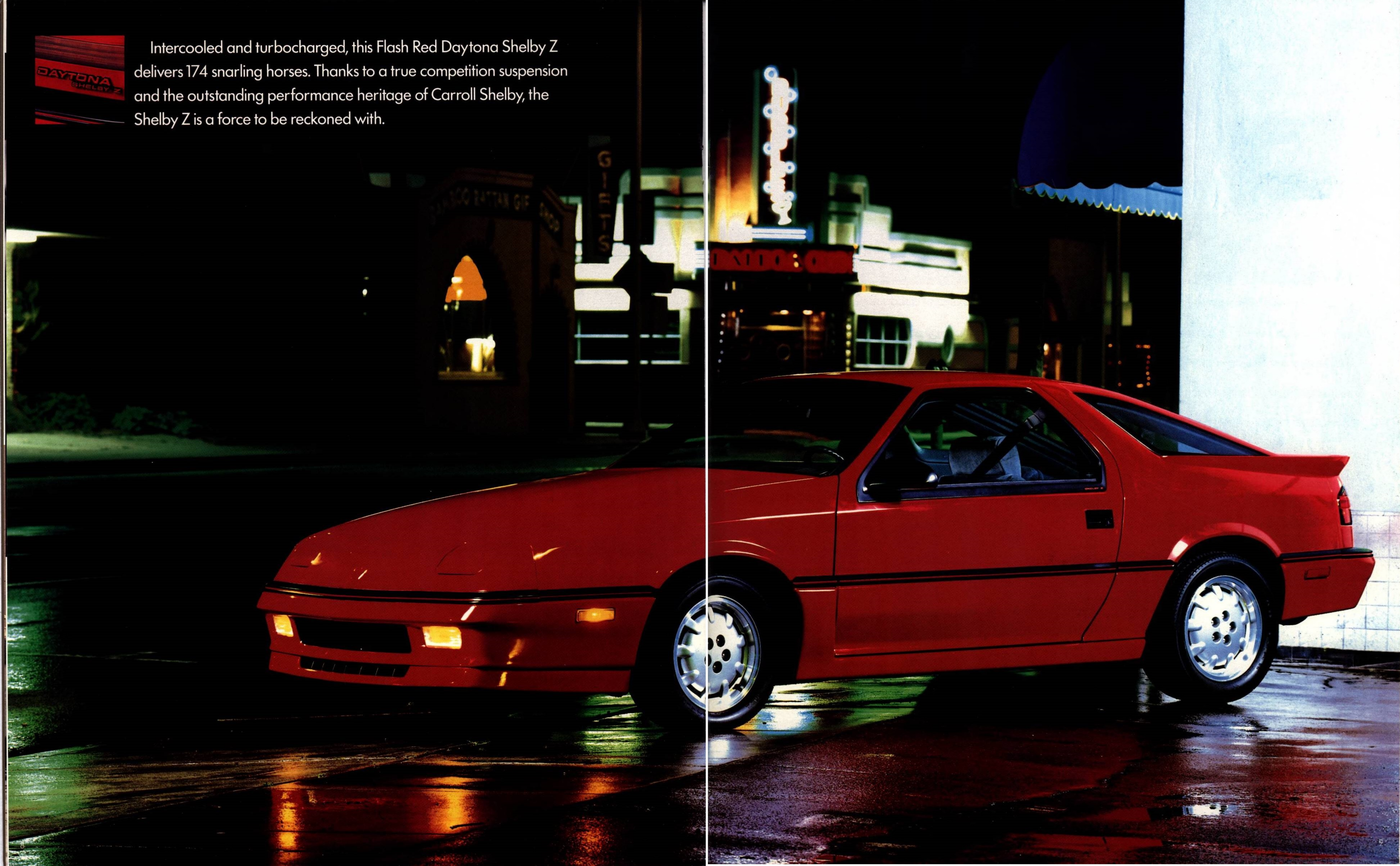
A sport steering wheel in all Daytonas is new for 1988, with thickly padded sure-grip leather wrapping standard in the luxurious Daytona Pacifica interior.

No matter what model you choose, you can count on the interior of Daytona for pure driving function without gimmicky distractions from the business at hand.

The Daytona Shelby Z interior, shown here in Charcoal with optional performance leather front seating surfaces.



Intercooled and turbocharged, this Flash Red Daytona Shelby Z delivers 174 snarling horses. Thanks to a true competition suspension and the outstanding performance heritage of Carroll Shelby, the Shelby Z is a force to be reckoned with.



Driving to be the best in the world.

Because "good enough" isn't enough at Dodge, Daytona has evolved into a world-competitive sports car.

Meticulously constructed at Chrysler Motors' industrial state-of-the-art St. Louis Assembly Plant, high technology equipment and modern manufacturing processes combine to ensure that the level of fit and finish is exceedingly high.

One hundred and ninety-six robots—operated by workers who care—make certain Daytona is precision-built.

Lasers and special cameras are used to measure all dimensions for an exacting fit between body panels.

And through a seven-stage process each Daytona is fully immersed in a rust-preventing solution for longer body life.

So confident is Dodge of the quality of this car that even the turbocharger on available models is fully backed by our 7/70 Protection Plan as described on the back cover.



Which brings up the subject of Daytona's arsenal of advanced automotive componentry and power plants.

A low-inertia turbocharger, installed in the Turbo I engine, improves performance. The intake manifold has been retuned for better low-end response and higher output acceleration. Daytona engines now feature roller camshaft followers for quieter, more efficient operation.

The Daytona Shelby Z was born to perform.

With the Daytona Shelby Z, Dodge continues to lead in turbo engine technology. In its Turbo II engine, the inter-cooler (which lowers the temperature of intake air from the turbocharger, resulting in higher engine output) is an air-to-air type rather than the less efficient air-to-water variety.

To handle the added torque, the Shelby Z employs the

Getrag gear set, one of the finest five-speeds ever created.

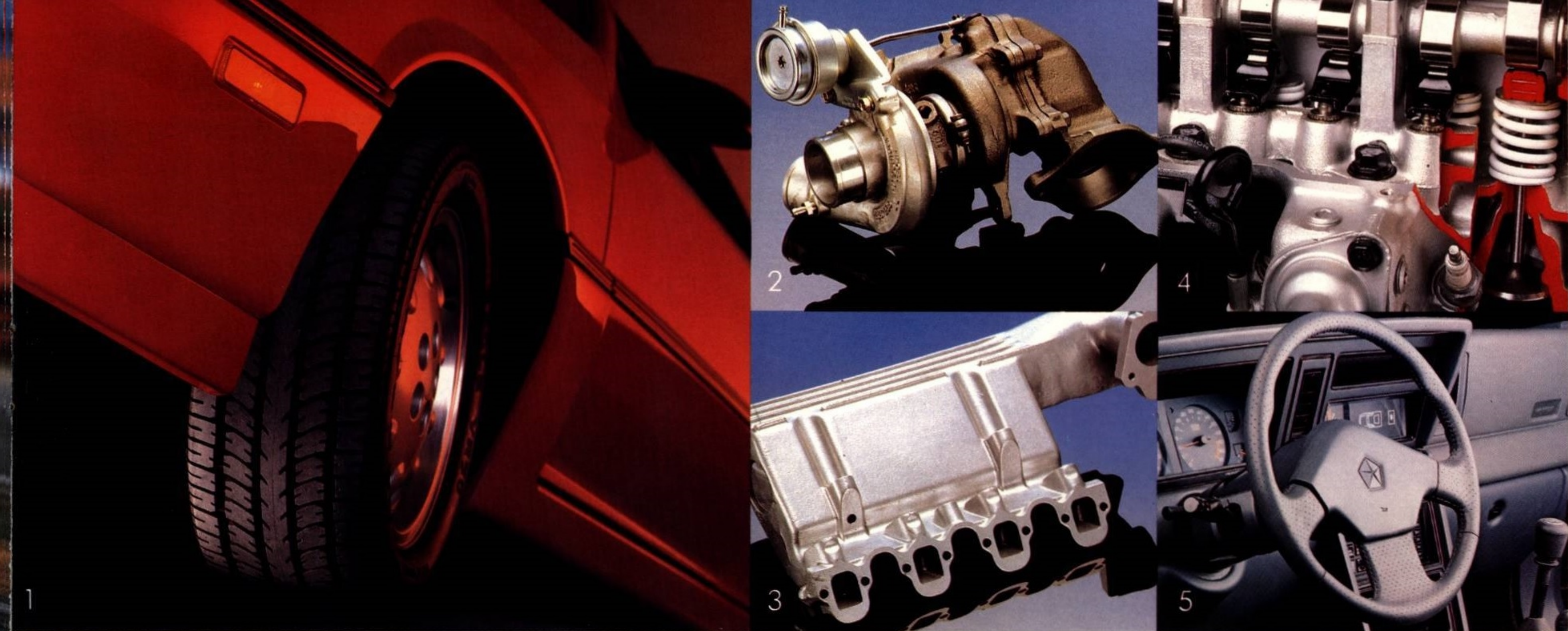
The brakes are four-wheel disc on the Daytona Shelby Z as well as on the Daytona Pacifica, for safe, sure stops.

Shelby's performance suspension, featuring race-tuned springs and specially tuned gas-charged shocks, gives the car a flat-tracking sense of command.

Moreover, the Shelby's unidirectional, speed-rated tires may be the world's best. They're mated to 15-inch by 6.5-inch cast aluminum road wheels.

Every Daytona is a marvelous piece of engineering. The proof is yours with the simple act of twisting a key.

1. The optimum footprint of the Shelby Z's tires.
2. The low-inertia turbocharger of the Turbo I engine.
3. The Turbo I's new dual-tuned intake manifold.
4. New friction-reducing roller camshaft followers.
5. Daytona Pacifica's leather sport steering wheel.
6. The smooth-shifting, fingertip-handly five-speed.
7. The Shelby Z's soul-stirring Turbo II engine.



The features and options are yours.

C/S Performance Package—Brand-new for 1988, this special package gives your Daytona the “enthusiast’s touch.” It includes the Turbo I engine and performance suspension for enhanced response; four-wheel disc brakes for greater stopping power; Shelby Z wheels and wider 15-inch tires; a rear deck spoiler; performance exhaust; turbo boost gauge; and special decals and badging.

Compact disc player—Eliminate hiss, crackles, and “pops” with this option available on the Pacifica and Shelby Z.

Infinity II Sound System—This powerful system includes an AM stereo*/FM stereo radio with eight equalized Infinity brand speakers; cassette tape player, five-band graphic equalizer, electronic tuning, and much more. (Optional on Pacifica and Shelby Z. Late availability.)

Air conditioning†—A four-speed blower, four adjustable air outlets, and bi-level ventilation enable you to adjust the level of comfort inside Daytona. (Standard on Pacifica.)

Passive restraint system—For added security, the Daytona interior compartment comes equipped with a passive torso belt to restrain the upper body, collapsible knee bolsters to cushion the lower torso, and active or manually operated lap belt. (Not available with T-Bar Roof Package.)

Heated power mirrors—Power remote control mirrors are electrically heated to clear fog, ice and snow for improved visibility and safer driving. Includes fingertip location of controls. (Standard on Pacifica.)



Automatic transaxle—Available on all models with either the 2.5-liter engine or the Turbo I engine.

T-Bar Roof Package—Package includes antitheft locks; protective vinyl storage bags; special cargo area tie-down straps; power windows; dual black-finish heated power remote control mirrors (standard on Pacifica); black trim around the windows and doors; special cloth-covered headliner; and illuminated visor vanity mirrors (standard on Pacifica; package deletes overhead console on Pacifica).

Tilt steering wheel—Increases the ease of entry to and exit from your car. (Standard on Pacifica and Shelby Z.)

Hidden headlights—This example of Daytona’s design sophistication is standard on all models.

Cast aluminum road wheels—Enhance your Daytona with cast aluminum 14-inch by 5.5-inch wheels. (Other unique aluminum wheels; standard on Shelby Z and Pacifica.)

Sun, Sound, Shade Package—Includes rear window louvers; sun roof with solar-filtered glass panel; storage bags with cargo area tie-down straps; and either the sophisticated Infinity I Sound System in the Daytona...or Infinity II Sound System in the Pacifica and Daytona Shelby Z. (Late availability on Infinity II Sound System; package deletes overhead console on Pacifica.)

Chrysler Purchase Assistance Program for the Physically Challenged

Cash rebates up to \$500 are available for qualified adaptive driving devices on 1988 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

*Some AM stereo broadcasting may not be compatible with this radio.
†There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.

Standard and Optional Equipment

Daytona Shelby Z			
Daytona Pacifica			
Daytona			
Air Conditioning ¹	P	S	P
Battery—500-ampere	S	S	S
Brakes—Four-wheel disc: power-assisted	P	S	S
Brakes—Vented disc front; drum rear: power-assisted	S	NA	NA
Chimes—Headlights on; key in ignition; seat belt warning	S	S	S
Compact Disc Player (CD)—Operates through radio (cup holders deleted)	NA	E	E
Console—Overhead: dome lamp; electronic compass; garage door opener and sunglass storage; map/reading lights; outside temperature display	NA	S	NA
Console—With center armrest and hidden storage, ash receiver, cassette holder, cigar lighter, coin holder, cup holders, heater controls, radio, shifter	S	S	S
Corrosion Protection—Urethane coating on lower body panels; extensive use of galvanized steel	S	S	S
Defroster—Rear window: electric	S	S	S
Door Locks—Power	P	P	P
Exhaust System—Performance-tuned, with bright exhaust tip	P	S	S
Exhaust System—Stainless steel	S	S	S
Footrest—Driver's left foot	S	S	S
Fuel Filler Door—Remote release	S	S	S
Gauge—Turbo vacuum/boost	P	S	S
Glass—Tinted: all windows	S	S	S
Headlight System—Concealed	S	S	S
Headlights—Halogen: dual	S	S	S
Heater and Defroster—With bi-level ventilation and side window demisters	S	S	S
Instrument Cluster—Electromechanical: includes 125 mph speedometer, tachometer, trip odometer; gauges for electrical system voltage, engine coolant temperature, engine oil pressure, fuel level; turn signals; warning lights for brake system, high beams on, low engine oil pressure, check engine; seat belt unfastened	S	S	S
Instrument Cluster—Electronic: includes analog display for tachometer; digital displays for speedometer, odometer, trip odometer, fuel; selectable three-function gauge for electrical system voltage, engine coolant temperature, engine oil pressure; warning lights for brake system, high beams on, check engine, seat belt unfastened; turn signals; U.S. or metric readouts	NA	E	NA
Insulation—Premium sound: silencers in cargo compartment, floor, rear wheelhousings	NA	S	P
Liftgate Release—Remote	S	S	S
Lights—Cargo area; dual map/reading; glove box; ignition switch time delay; underhood	P	S	S
Lights—Door courtesy (two)	NA	S	NA
Mats—Floor (front): fitted, color-keyed	P	S	P
Message Center—Graphic display: door ajar, liftback ajar, low fuel, low washer fluid	S	S	S
Mirrors—Exterior, manual remote control, left and right	S	NA	S
Mirrors—Exterior, power remote control, left and right: heated	P	S	P
Mirrors—Interior, passenger side and driver side visor vanity; drivers side includes map pocket	S	NA	S
Mirrors—Interior, passenger side and driver side visor vanity: illuminated	P	S	P
Multifunction Control Lever—Mounted on steering column; includes switches for turn signals, day/night flash/pass feature and lane-change feature, headlight dimmer, intermittent windshield wiper/washer	S	S	S
Navigator—Electronic travel computer with eleven functions	NA	S	NA

Daytona Shelby Z			
Daytona Pacifica			
Daytona			
Radio—AM stereo ² /FM stereo, with electronic tuning; integral digital clock; six-speaker sound	S	NA	NA
Radio—AM stereo ² /FM stereo, premium: electronic tuning; with memory scan, up-and-down seek-and-scan, Dynamic Noise Reduction ³ ; electronic cassette tape player and Chrysler six-speaker system; integral digital clock	E	NA	NA
Radio—Chrysler Infinity I Sound System, AM stereo ² /FM stereo: electronic tuning; with memory scan, up-and-down seek-and-scan, Dynamic Noise Reduction ³ ; electronic cassette tape player and Infinity equalized eight-speaker system; integral digital clock	P	S	S
Radio—Chrysler Infinity II Sound System, ⁴ AM stereo ² /FM stereo: electronic tuning; with memory scan, up-and-down seek-and-scan, Dynamic Noise Reduction ³ ; electronic cassette tape player, Dolby B ⁵ Noise Reduction and five-band electronic graphic equalizer, Infinity equalized eight-speaker system; integral digital clock	NA	E	E
Speed Control—Electronic	E	P	E
Spoilers—Lower bodyside, sill	NA	S	S
Spoilers—Rear liftback and quarter panel extensions: body color	P	S	S
Steering—Rack-and-pinion, maximum control: power-assisted	P	S	S
Steering—Rack-and-pinion quick-ratio, firm-feel: power-assisted	S	NA	NA
Steering Column—Tilt	P	S	S
Steering Wheel—Euro-sport three-spoke: leather-wrapped	NA	S	E
Steering Wheel—Euro-sport three-spoke: soft-feel rim	S	NA	S
Sun Louver—Rear window	E	E	E
Suspension—Maximum performance: performance-tuned shocks, spring rates and large antisway bars	NA	NA	S
Suspension—Performance-handling: gas-charged dual-path front Iso-Struts; higher control gas-charged rear shocks with front solid/rear tubular antisway bars; increased spring rates	P	S	NA
Suspension—Sport: dual-path Iso-Strut front, trailing arm rear; front solid/rear tubular antisway bars; gas-charged shocks	S	NA	NA
Tire—Spare: conventional; includes cast aluminum wheel	NA	E	NA
Tire—Spare: compact, limited service	S	S	S
Tires—P185/70R14 steel-belted radial black sidewall (set of four)	S	NA	NA
Tires—P205/60R15 steel-belted radial all-weather performance black letter (set of four)	P	S	NA
Tires—P225/50VR15 unidirectional steel-belted radial speed-rated performance-handling raised black letter (set of four)	NA	NA	S
Tonneau Cover	E	S	P
Wheels—14-inch styled steel (set of four)	S	NA	NA
Wheels—Road: 14-inch cast aluminum five-spoke (set of four)	E	NA	NA
Wheels—Road: 15-inch by 6-inch cast aluminum (set of four)	NA	S	NA
Wheels—Road: 15-inch by 6½-inch cast aluminum (set of four)	P	NA	S
Windows—Power	E	P	P
Windshield Wipers—With intermittent wipe and electric washers	S	S	S
Wiper—Liftback: with fixed intermittent wipe and electric washer	E	E	E

S—Standard. E—Extra cost. NA—Not available. P—Package only.
¹There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.
²Some AM stereo broadcasting may not be compatible with this radio.
³Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.
⁴Late availability. 1987 Ultimate Sound System with Infinity speakers will be used until Chrysler Infinity II Sound System is available.
⁵Dolby B is a trademark of Dolby Laboratories.

Standard Safety Features

- Antitheft labeling on fourteen major components
- Antitheft liftback lock
- Backup lights
- Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied)
- Double ball-joint rearview mirror mount
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Dual throttle return springs
- Electric windshield washers
- Energy-absorbing instrument panel and sun visors
- Energy-absorbing steering column or steering wheel
- Fade-resistant vented front disc brakes
- Flashing front side marker lights
- Front seat head restraints
- Glare reduction measures for instrument panel, steering wheel and windshield wipers
- Glare reduction measures for windshield header and roof
- Hazard warning flasher system
- Headlight and wiper circuit breakers with automatic reset
- Ignition and steering column lock
- Impact-actuated fuel supply shutdown relay
- Inside and outside rearview mirrors
- Interlocking door latches
- Key left in ignition warning
- Non-override door locks (except driver's door)
- Passive restraints (except on models with T-bar roof) for the driver and right front passenger, lap belts for all other passengers
- Recessed inside door release handles
- Reinforced windshield header and roof
- Resilient window crank knobs
- Rotary glove box lock
- Safety-Rim wheels
- Seat belt reminder system
- Seatback latches on folding front seats
- Shatter-resistant glass
- Side door beams
- Side marker lights and reflectors
- Supplemental center high-mounted stoplight
- Turn signals with lane-change feature and day/night flash/pass feature

Optional Packages

Daytona Popular Equipment Discount Package (Available on base Daytona only)

- Air conditioning*
- Dual power remote control heated mirrors*
- Fitted front floor mats*
- Light Package*
- Tilt steering column*

Popular Equipment Discount Package Without Air Conditioning (Available on base Daytona only)

- Dual power remote control heated mirrors*
- Fitted front floor mats*
- Light Package*
- Tilt steering column*

Lights and Locks Discount Package (Available on base Daytona only)

- Driver and passenger illuminated visor vanity mirrors*
- Headlight extinguish time delay*
- Illuminated entry system*
- Power door locks*

Turbo I Engine Package (Available on base Daytona only)

- 2.2-liter EFI Turbo I engine*
- Performance-handling suspension*
- P195/70R14 steel-belted radial all-weather performance tires*
- Performance-tuned stainless steel exhaust system with bright tip*
- Turbo boost gauge*
- "Turbo" decals*

Premium Cargo Treatment Package

(Available on Daytona Shelby Z; standard on Daytona Pacifica)

- Additional cargo compartment carpeting on wheelhousings*
- Cargo tie-down straps*
- Rear sun visors*
- Special sound insulation*
- Tonneau cover*

Automatic Transaxle Package (No-charge option on Daytona Shelby Z; not available with Turbo II engine)

- 2.2-liter EFI Turbo I engine*
- Electronic speed control
- Three-speed automatic transaxle*

Daytona Shelby Z Popular Equipment Discount Package (Available on Daytona Shelby Z only)

- Air conditioning*
- Dual power remote control heated aerostyle mirrors*
- Fitted front floor mats*
- Power door locks*
- Power windows*

Luxury Equipment Discount Package (Available on Daytona Pacifica only)

- Electronic speed control*
- Headlight time delay switch*
- Illuminated entry system*
- Power door locks*
- Power windows*

C/S Performance Package (Available on Daytona only)

- 2.2-liter EFI Turbo I engine*
- C/S badging*
- Fifteen-inch by 6.5-inch road wheels*
- Maximum control steering*
- P205/60R15 steel-belted radial all-weather performance tires (set of four)*
- Performance handling suspension*
- Performance-tuned exhaust with bright tip*
- Power-assisted four-wheel disc brakes*
- Rear deck spoiler*
- Turbo boost gauge*
- Turbo decals*

Sun/Sound/Shade Discount Package (Package not available with rear wiper/washer option. Standard overhead console on Pacifica deleted with this package)

- Chrysler Infinity I Sound System* (Daytona only)
- Chrysler Infinity II Sound System (Pacifica and Shelby Z only)
- Rear window louvers
- Sun roof with storage bag and cargo area tie-down straps* (tie-down straps are standard on Daytona Pacifica)

T-Bar Roof Package (Standard overhead console on Pacifica deleted with this package)

- Driver and passenger illuminated visor vanity mirrors* (standard on Daytona Pacifica)
- Dual power remote control heated mirrors* (standard on Daytona Pacifica)
- Power windows*
- Removable glass roof panels with antitheft locks and two storage bags with special cargo area tie-down straps* (tie-down straps are standard on Daytona Pacifica)

*Available in package only.

Certain models, packages, and options are subject to specific restrictions, requirements, or late availability. Consult your dealer for current ordering information.

Dimensions, Weight and Capacities	Daytona	Daytona Pacifica	Daytona Shelby Z
Length	179.2"	179.2"	179.2"
Width	69.3"	69.3"	69.3"
Height	50.1"	50.1"	51.3"
Wheelbase	97.0"	97.0"	97.0"
Turning Diameter	34.3" [†]	40.7'	40.7'
Curb Weight (estimated)	2,698 lb	2,841 lb	2,830 lb
Cargo Capacity*	17.1/33.0	17.1/33.0	17.1/33.0
Passenger Capacity	4	4	4
Fuel Capacity (gallons)	14	14	14

*Rear seatback up/rear seatback down. 140.7 feet with C/S Performance Package.

Daytona Power Train Chart¹

Type	Displacement	Bore & Stroke	Compression Ratio	Horsepower	Torque	Transaxle Availability
				SAE Net @ RPM		
Four-cylinder multipoint electronic fuel injection inter-cooled Turbo I ² ; standard Daytona Shelby Z	2.2-liter (135 CID)	3.44" x 3.62"	8.0:1	174 hp @ 5,200	200 lb-ft @ 2,400	High-capacity five-speed close-ratio manual overdrive (2.74 OTGR): standard Daytona Shelby Z
Four-cylinder multipoint electronic fuel injection Turbo I ² ; standard Daytona Pacifica; optional Daytona; no-cost option Daytona Shelby Z	2.2-liter (135 CID)	3.44" x 3.62"	8.0:1	146 hp @ 5,200	170 lb-ft @ 2,400	Five-speed close-ratio manual overdrive (2.51 OTGR): standard Pacifica; optional Daytona
						Three-speed automatic (3.02 OTGR): optional Daytona Pacifica and Daytona; no-cost option Daytona Shelby Z ³
Four-cylinder single-point electronic fuel injection: standard Daytona; not available otherwise	2.5-liter (153 CID)	3.44" x 4.09"	8.9:1	96 hp @ 4,400	133 lb-ft @ 2,800	Five-speed close-ratio manual overdrive (2.51 OTGR): standard Daytona
						Three-speed automatic (3.02 OTGR): optional Daytona

OTGR—Overall top gear ratio. ¹Emissions controls and testing required at extra cost on all vehicles registered in California; not available otherwise. ²Trailer towing is not recommended for vehicles equipped with turbocharged engine, and such use may damage engine and invalidate warranty. Premium unleaded fuel is recommended. ³Turbo I engine replaces Turbo II engine when automatic transaxle is specified for Daytona Shelby Z.



Exterior Paint Colors Daytona

Claret Red Pearl Coat**

Black Cherry Pearl Coat

Flash Red

Dark Pewter Pearl Coat†

Light Pewter Pearl Coat**†

Twilight Blue Pearl Coat**†

Black

Radiant Silver†

Bright White

Daytona Shelby Z

Flash Red

Daytona Blue

*Extra cost.

†Not available with C/S Performance Package.

Due to printing limitations, the colors shown will vary slightly from actual hues. See your Dodge dealer for accurate color chips.

Clear Coat finish is standard on every 1988 passenger car built by Chrysler Motors.

Interior Trim

Standard on Daytona. Cloth with vinyl trim low-back bucket seats with manual seatback recliners and two-way adjustable head restraints. Available in Charcoal, Twilight Blue, Bordeaux, Taupe.

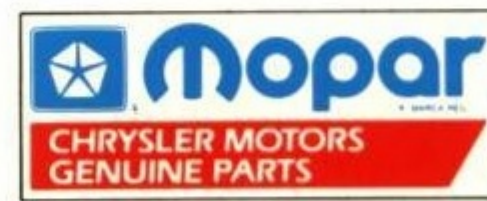
Standard on Daytona Shelby Z. Cloth low-back performance bucket seats with reclining seatbacks. Increased lateral supports, inertia latches and four-way adjustable head restraints. Available in Charcoal, Bordeaux, Taupe.

Standard on Daytona Pacifica, optional on Daytona Shelby Z. Cloth with vinyl trim Enthusiast bucket seats. Driver's seat has 18-way power for thigh, lumbar, seatback supports and lateral adjustments. Front seats have four-way adjustable head restraints and manual seatback recliners. Available in Charcoal, Twilight Blue (except Shelby Z), Bordeaux, Taupe.

Optional on Daytona Pacifica and Daytona Shelby Z. Corinthian leather with vinyl trim Enthusiast bucket seats. Driver's seat has 18-way power for thigh, lumbar, seatback supports and lateral adjustments. Front seats have four-way adjustable head restraints and manual seatback recliners, (leather-wrapped steering wheel included on Shelby Z). Rear seats are simulated leather. Available in Charcoal, Twilight Blue (except Shelby Z), Bordeaux, Taupe.

Consider Leasing

Many of today's new car prospects are wisely considering leasing as an alternative to buying. Leasing a new Dodge Daytona usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new car purchase. Ask your dealer for details.



MOPAR parts are engineered by Chrysler Motors for use in your new Dodge Daytona. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.

All product illustrations and specifications are based on current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Form No. 81-205-8018

8/87(275M)

Litho in U.S.A.

"There is a new spirit at Dodge. A spirit to create the very best total performance automobiles built in America. This new enthusiasm is visibly apparent in the excitement and dedication shared by all who are associated with the name Dodge. Building on the remarkable achievements of the past, Dodge is constantly redefining automotive concepts with daring and exciting new approaches in transportation.

This spirit is also reflected in the complete confidence we have in the products we sell. Our unprecedented 7/70 Protection Plan is testimony that our ultimate goal is to satisfy you with our products, our attitudes, and our service.*

If you are a person who enjoys the driving experience, there is a whole new spirit of excitement awaiting you behind the wheel of a 1988 Dodge automobile."

Lee A. Iacocca

***7/70 Power Train Limited Warranty**

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles, whichever comes first. A deductible applies. See your dealer for a copy of the warranty. Government, law enforcement, limousine, taxi, and export vehicles excluded.

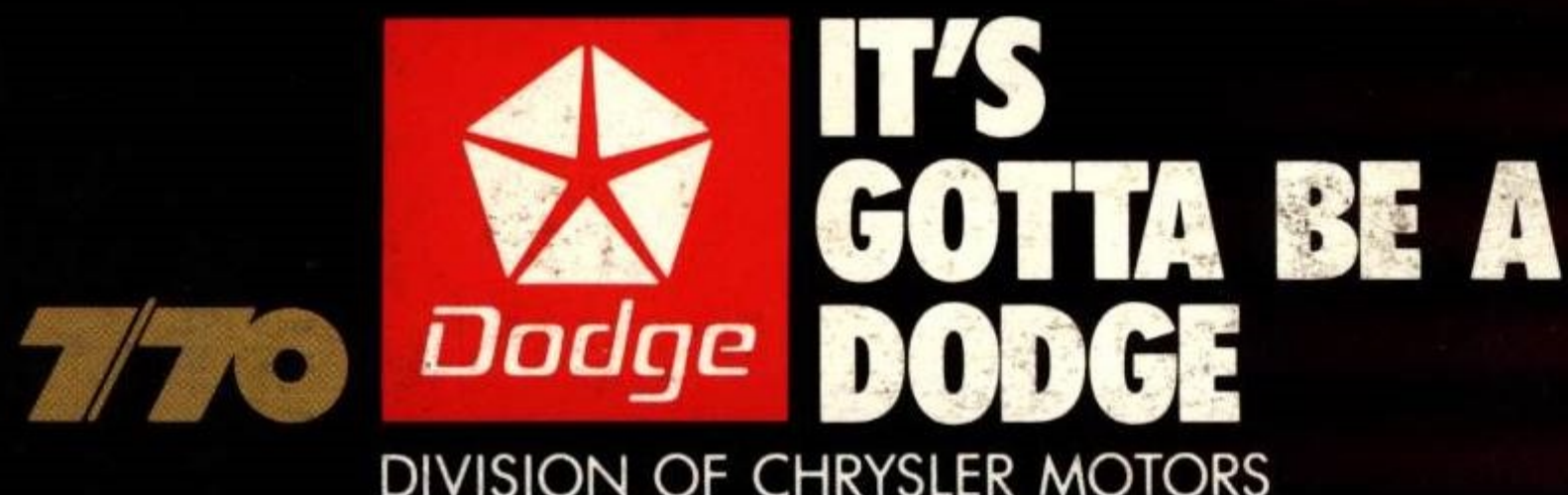
7/100 Anti-Corrosion Limited Warranty

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles, whichever comes first. See your dealer for a copy of the warranty.

Optional Service Contract

Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

Buckle up for safety.



"There is a new spirit at Dodge. A spirit to create the very best total performance automobiles built in America. This new enthusiasm is visibly apparent in the excitement and dedication shared by all who are associated with the name Dodge. Building on the remarkable achievements of the past, Dodge is constantly redefining automotive concepts with daring and exciting new approaches in transportation.

This spirit is also reflected in the complete confidence we have in the products we sell. Our unprecedented 7/70 Protection Plan is testimony that our ultimate goal is to satisfy you with our products, our attitudes, and our service.*

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Lee A. Iacocca

***7/70 Power Train Limited Warranty**

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles, whichever comes first. A deductible applies. See your dealer for a copy of the warranty. Government, law enforcement, limousine, taxi, and export vehicles excluded.

7/100 Anti-Corrosion Limited Warranty

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles, whichever comes first. See your dealer for a copy of the warranty.

Optional Service Contract

Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

Buckle up for safety.

