

**DODGE NOTES ON:**

# **A NEW CAR FOR A NEW CAREER**



## A NOTE TO THE READER

These notes are prepared to save you, the graduating student, time and effort in making a decision on how to best acquire a new car for your new career.

You'll be shown how leasing is one of the best ways for a young person like yourself to get into a new car with a minimum cash outlay.

To make it easy for you to lease a new car, Dodge Division of Chrysler Corporation has developed a special program for new college graduates and graduate students completing their academic training. The program is called the College Graduate Gold Key Lease Plan, and has these attractive benefits:

- No down payment
- Low monthly payments
- No service problems

The evaluations in this booklet have been compiled by experts who are intimately familiar with each of the vehicles, and provide timely help in your choice of personal transportation.

As a graduating student, you are aware of the importance of preliminary research and how it can prepare you for making a decision based on the findings, your own personal needs and your attitudes. Cost, which is often a determining factor in decision-making, is presented in this booklet as a means of helping you select the vehicle best suited to your situation.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional at extra cost. Chrysler Corporation 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 Dodge dealer for the latest information.

## A NEW CAR FOR A NEW CAREER

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**There are many more great Dodge vehicles to consider—and they're all at your Dodge dealership, including:**

- Dodge Aries: two-door, four-door and station wagon models
- Dodge Ram pickup trucks, Ram 50

- pickup, Rampage Sport pickup, Ram vans and wagons, Ramcharger sport utility, and the new Mini Ram Van
- Dodge Colt, Colt Vista and Conquest; built by Mitsubishi Motors Corporation and imported for Dodge

## Q&A: EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT LEASING...

**"How can I hope to have a new car for my new career—I don't even have a down payment?"**

Take the way that more and more intelligent people take: lease a new car!

**"Is leasing better for me?"**

It can be better for you because it requires no down payment, and monthly lease payments are often lower than car loan payments.

**"I just received my degree, and started a new job—am I still eligible to lease a new car?"**

Yes, with Dodge's new College Gradu-

ate Gold Key Lease Plan. Look at these advantages:

- NO DOWN PAYMENT
- SMALL SECURITY DEPOSIT (like you'd need to rent an apartment or a house)
- LOW MONTHLY PAYMENTS

You qualify for this program if you're a graduate of a four-year college curriculum and have verifiable permanent employment. You should also be able to furnish three personal references (not relatives or former employers), and have no derogatory credit record.



Base Charger

**Charger—  
It gives you a run  
for your money.**

- 1.6-liter four-cylinder engine
- Four-speed manual transaxle
- Front-wheel drive
- Seating for five
- Cloth-and-vinyl low-back front bucket seats
- Fold-down rear seat for 32.4 cubic feet of cargo space
- Liftgate  **34** EPA EST MPG, 49 estimated highway.†

†Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. California:  **32** EPA EST MPG, 49 estimated highway.

**Even with NO DOWN PAYMENT,  
you can lease a base model Dodge  
Charger for about:**

**\$141.73\***  
per month

\*Monthly payment based on Manufacturer's Suggested List Price. Taxes, title and registration fees not included. NO DOWN PAYMENT. Refundable security deposit of \$150.00, and \$141.73 first month's payment in advance required. Total of 48 monthly payments of \$141.73 totaling \$6,803.04. At end of lease you are responsible only for excess wear and tear, and for mileage in excess of 15,000 miles per year at 8¢ per mile. No option to purchase. Payment does not include insurance. However, taxes, title, registration fees and insurance can be included in your monthly payment. See dealer for details.

## Dodge Omni— Transportation That's Anything But Basic.

- 1.6-liter engine
- Front-wheel drive
- Four-speed manual transaxle
- Power front disc brakes and self-adjusting rear drum brakes
- Rack-and-pinion steering
- Five-door hatchback
- Seating for five
- Cloth-and-vinyl low-back front bucket seats with dual recliners
- Fold-down rear seat
- Electronic fuel control system
- 34** EPA EST MPG, 49 estimated highway.†

**Even with NO DOWN PAYMENT,  
you can lease this base model Omni  
for about:**

**\$126.65\***  
per month

\*Monthly payment based on Manufacturer's Suggested List Price. Taxes, title and registration fees not included. NO DOWN PAYMENT. Refundable security deposit of \$150.00, and \$126.65 first month's payment in advance required. Total of 48 monthly payments of \$126.65 totaling \$6,079.20. At end of lease you are responsible only for excess wear and tear, and for mileage in excess of 15,000 miles per year at 8¢ per mile. No option to purchase. Payment does not include insurance. However, taxes, title, registration fees and insurance can be included in your monthly payment. Omni GLH will be higher. See dealer for details.

Base Omni



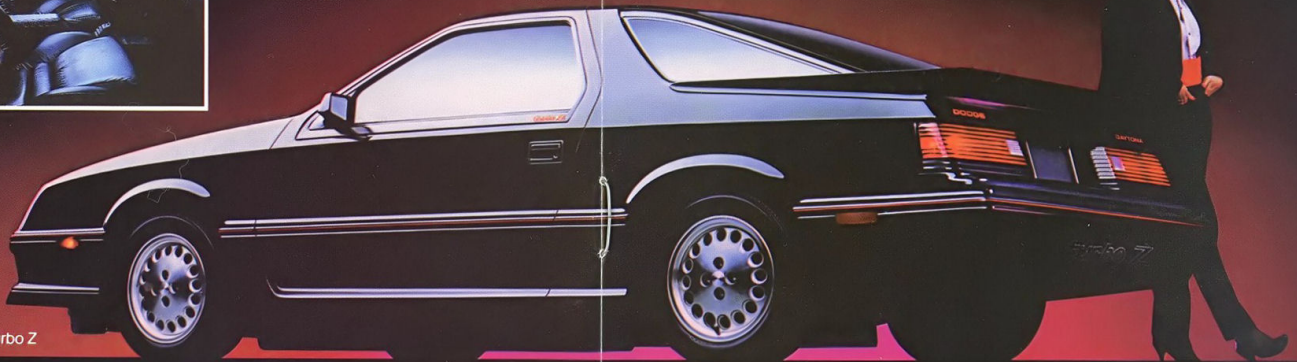
## Goes Like Hell... Omni GLH!

Carroll Shelby took a 110-horsepower engine and stuffed it into this already efficient machine! He included a five-speed manual overdrive transaxle,

special sport suspension, 15-inch cast aluminum wheels, and firm-feel fast-ratio power steering. There's lots more, but you have to drive it to believe it!



Omni GLH



Daytona Turbo Z

# DAYTONA TURBO Z

## -Fires The Imagination!

This front-wheel drive sports coupe boasts a 2.2-liter four-cylinder turbo-charged engine with multipoint electronic fuel injection, five-speed manual overdrive transaxle, handling suspension with quick-ratio firm-feel rack-and-pinion power steering and more!

## DAYTONA— Evolution of a Revolution.

- 2.2-liter four-cylinder engine
- Electronic fuel injection
- Five-speed manual overdrive transaxle
- Front-wheel drive
- Quick-ratio firm-feel rack-and-pinion power steering
- Power front disc brakes, drum rear
- Halogen headlamps
- P185/70R14 steel-belted radial tires
- [24] EPA EST MPG, 43 estimated highway.<sup>1</sup>

<sup>1</sup>Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. California: [23] EPA EST MPG, 42 estimated highway.

## Q&A:

### "May I lease any Dodge vehicle?"

Your Dodge dealer can prepare a College Graduate Gold Key Lease Plan for any vehicle shown in this brochure, or for any other new 1984 Dodge vehicle!

Even with NO DOWN PAYMENT, you can lease a base model Dodge Daytona for about:

**\$173.31\*** per month

\*Monthly payment based on Manufacturer's Suggested List Price. Taxes, title and registration fees not included. NO DOWN PAYMENT. Refundable security deposit of \$175.00, and \$173.31 first month's payment in advance required. Total of 48 monthly payments of \$173.31 totaling \$8,318.88. At end of lease you are responsible only for excess wear and tear, and for

mileage in excess of 15,000 miles per year at 8¢ per mile. No option to purchase. Payment does not include insurance. However, taxes, title, registration fees and insurance can be included in your monthly payment. Daytona Turbo Z will be higher. See dealer for details.



Base Daytona



Base Caravan.



Caravan LE

## A REVOLUTIONARY MEANS OF TRANSPORTATION

### Dodge Caravan —The Heart Of The Dodge Revolution.

- 2.2-liter engine □ Five-speed manual transaxle with overdrive □ Power front disc and rear drum brakes
- Power steering □ Tinted glass
- Carpeting, full length □ Steel-belted radial tires □ Electronically tuned AM radio with integral digital clock □ Five-passenger seating □ Cloth low-back front bucket seats □ 125 cubic feet of cargo space with rear seats removed
- [24] EPA EST MPG, 37 estimated highway.<sup>1</sup>

Even with NO DOWN PAYMENT, you can lease a base model Caravan for about:

**\$177.21\*** per month

### Dodge Caravan LE

Introducing a whole new concept in high technology vehicles: Caravan with front-wheel drive easily carries from five to seven<sup>1</sup> passengers. It takes up less space than a van, and gives you more room than a station wagon! Caravan goes where most vans can't—into a garage, through the car wash, and past a lot of gas stations!

<sup>1</sup>Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. California: [23] EPA EST MPG, 36 estimated highway.

\*Monthly payment based on Manufacturer's Suggested List Price. Taxes, title and registration fees not included. NO DOWN PAYMENT. Refundable security deposit of \$200.00, and \$177.21 first month's payment in advance required. Total of 48 monthly payments of \$177.21 totaling \$8,506.08. At end of lease you are responsible only for excess wear and tear, and for mileage in excess of 15,000 miles per year at 8¢ per mile. No option to purchase. Payment does not include insurance. However, taxes, title, registration fees and insurance can be included in your monthly payment. Caravan LE will be higher. See dealer for details.

<sup>1</sup>With available Seating Package.

## Q&A:

### “How much will my new lease vehicle cost?”

Everything depends, of course, on the specific car and model—and the options or equipment on the vehicle. Monthly payments for a variety of Dodge vehicles are presented throughout this booklet.

### “What about service?”

Your College Graduate Gold Key Lease Plan includes a five-year, 50,000-mile Power Train Plan, and your leasing Dodge dealer is authorized to service your vehicle. More details on the 5/50 Power Train Plan are on the back cover.

### “What about insurance?”

You may prefer to provide your own insurance. Or if you qualify, we can provide the required insurance coverage, and your insurance premium payments can be included in your monthly lease payment.

### “What'll I do with my present car?”

If you currently have a car, it can mean cash in your pocket. Because you will not be trading it in for a lease vehicle, you can sell it outright. Your Dodge dealer may want to buy it; discuss this with him.

## Q&A:

### "Are there other benefits to leasing?"

In addition to the obvious benefits of not needing a large down payment or a trade-in, another advantage is that you don't have to worry about how much the vehicle is going to be worth at the end of your lease. You can move right into another new

car—without having to dispose of the previous lease car, or wrangling over the trade-in value.

### "What about tax advantages?"

If you intend to use your car for business activities, there are deductions that can benefit you at income tax time. (Check with your accountant for specific allowances and requirements.) In any event, the total amount of tax you pay is a nice deduction when you make out your income tax.

## PERFORMANCE WITH A VIEW:

### Dodge 600 ES Turbo Convertible!

Get it all out in the open, and move it with turbocharging and electronic fuel injection! This front-wheel drive beauty does it in style, with leather, electronic instrumentation and power assists!



Base Dodge 600 convertible

### Dodge 600 Convertible.

- 2.2-liter engine
- Three-speed automatic transaxle
- Power brakes
- Rack-and-pinion steering
- Bucket seats
- Tinted glass rear convertible window
- Power convertible vinyl top with boot and concealed fasteners
- P185/70R14 steel-belted radial tires

Even with **NO DOWN PAYMENT**, You can lease a base model Dodge 600 convertible for about:

**\$220.21\*** per month

\*Monthly payment based on Manufacturer's Suggested List Price. Taxes, title and registration fees not included. **NO DOWN PAYMENT**. Refundable security deposit of \$225.00, and \$220.21 first month's payment in advance required. Total of 48 monthly payments of \$220.21 totaling \$10,570.08. At end of lease you are responsible only for excess of 15,000 miles per year at 84 per mile. No option to purchase. Payment does not include insurance. However, taxes, title, registration fees and insurance can be included in your monthly payment. The 600 ES Turbo convertible will be higher. See dealer for details.



Dodge 600 ES Turbo convertible

**START YOUR NEW DODGE CAR LEASE THE EASY WAY!—SEE DETAILS ON THE BACK COVER!**

# DODGE'S NEW COLLEGE GRADUATE GOLD KEY LEASE PLAN:

.... Easy As One, Two, Three!

- 1.** You must be a graduate of a four-year college curriculum.
- 2.** You must have a verifiable permanent job.
- 3.** You must be able to provide three verifiable personal references (not employers or relatives), and have no derogatory credit record.

**COMPLETE THIS PRELIMINARY LEASING PLAN REQUEST AND TAKE IT TO YOUR DODGE DEALER—YOU COULD DRIVE THAT NEW CAR HOME!**

Your Name _____		Telephone _____
Street Address _____		
City _____	State _____	Zip _____
Driver's License No. _____		
I am interested in leasing a Dodge:		
<input type="checkbox"/> Omni <input type="checkbox"/> Charger <input type="checkbox"/> Caravan <input type="checkbox"/> 600 Convertible <input type="checkbox"/> Daytona <input type="checkbox"/> Other		
Model: _____		
Your Signature _____		




**Your College Graduate Gold Key Lease Plan Includes This**

## 5/50 POWER TRAIN PLAN

Chrysler Corporation includes a 5/50 Power Train Plan which provides protection against rising service and parts costs for specified major repairs. Coverage starts on the specified components in the plan after your vehicle's "basic" 12-month/12,000-mile warranty expires on these components and continues for five

years or 50,000 miles (whichever occurs first) from the vehicle's original warranty start date. A deductible applies.

The plan provides an allowance for alternate transportation and towing. Ask your dealer for details.

 The New Chrysler Corporation

An American Revolution

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