

1970 CHALLENGER MODELS & PRICES

Manufacturer's Suggested Retail Price includes Factory Retail Price, Excise, Handling and Other Charges and Factory Retail Provision for New Car Preparation.

Manufacturer's Suggested Retail Prices*

6-Cyl. V-8

CHALLENGER

2-door Hardtop	\$2851.00	\$2953.00
Convertible	3120.00	3222.00
2-door Hardtop "Special Edition"	3083.00	3185.00

CHALLENGER R/T

2-door Hardtop	N.A.	3266.00
Convertible	N.A.	3535.00
2-door Hardtop "Special Edition"	N.A.	3498.00

BASIC SPECIFICATIONS (V-8)

Wheelbase	110.0"
Overall length	191.3"
Overall height, 2-door H.T.	50.9"
Convertible	50.6"
Overall width	76.1"
Track—front	59.7"
—rear	60.7"

SHIPPING WEIGHTS, LBS.

(Approx.—Not for licensing)

Model	2-door H.T.	Convert- ible	Formal Coupe
Challenger—6-cyl.	2970	3085	2980
Challenger—V-8	3020	3130	3030
Challenger—R/T V-8	3390	3500	3395

All shipping weights include automatic transmission and standard equipment.

Shipping weights do not include: gasoline, engine oil and water.

*Prices effective September 23, 1969.

STANDARD EQUIPMENT

	Challenger R/T	Challenger
Armrests, front integral w/door trim panel	Std.	Std.
Ashtrays, front	Std.	Std.
Backup lights	Std.	Std.
Battery—46-amp.-hr.	N.A.	Std.
—59-amp.-hr.	Std.	Std.
Brakes, drum H.D.	Std.	Extra
Bucket seats—front	Std.	Std.
Cleaner Air System	Std.	Std.
Cigar lighter	Std.	Std.
Clock, electric	Std.	Extra
Directional signals	Std.	Std.
Engines—225 6-cyl. 145 hp.	N.A.	Std.
—318 V-8, 230 hp.	N.A.	Std.
—383 Magnum V-8, 335 hp.	Std.	N.A.
Floor covering—carpet, color-keyed	Std.	Std.
Head restraints (integral in bucket seats)	Std.	Std.
Heater & defroster	Std.	Std.
Hazard warning flasher	Std.	Std.
Locking steering wheel and ignition	Std.	Std.
Light—Dome	Std.	Std.
—Side marker lights & reflectors	Std.	Std.
—Parking brake warning	Std.	Std.
Mirror—left outside manual	Std.	Std.
—inside day/night w/safety mount	Std.	Std.
Padded front seat-backs	Std.	Std.
Padded instrument panel	Std.	Std.
Rallye instrument cluster	Std.	Extra
Seat lap belts (front & rear)	Std.	Std.
Shoulder belts (left & right front) (Extra Conv.)	Std.	Std.
Shock absorbers, firm ride	Std.	Extra
Steering wheel—wood-grain w/horn button	Std.	Std.
Sun visors, left & right padded	Std.	Std.
Suspension, Rallye heavy-duty	Std.	Extra
Tires—Set of 5		
—E78 x 14" 6-cyl. & V-8	N.A.	Std.
—F70 x 14" BSW w/raised letters	Std.	Extra
Transmission, manual 3-speed floorshift	Std.	Std.
Transmission, TorqueFlite	Extra	Extra
Windshield washers	Std.	Std.

SEEN ON

E-Bodies

HI-PERFORMANCE GROUPS*

M.S.R.P.

PERFORMANCE AXLE PKG.—CODE A36

Available with 383 4-bbl. w/TorqueFlite or 4-speed and 440 and 426 Hemi w/TorqueFlite only.

Consists of: 3.55 Axle Ratio, Sure-Grip Differential, 7-Blade Torque Drive Fan, Hemi Suspension Handling Pkg. 26" High-Performance Radiator w/Fan Shroud.

383 w/4-bbl.	\$102.15
440 4-bbl. or 6-bbl.	92.25
426 Hemi	64.40

SUPER PERFORMANCE AXLE PKG.—CODE A32

Available with 440 and 426 Hemi w/TorqueFlite only. NA w/H.D. Brakes. NA with air conditioning.

Consists of: 4.10 Axle Ratio w/H.D. 9¾" Dana Axle, Sure-Grip Differential, 7-Blade Torque Drive Fan, 26" High-Performance Radiator w/Fan Shroud, Power Disc Brakes.

440 4-bbl. or 6-bbl.	\$250.65
426 Hemi	221.40

HIGH PERFORMANCE AXLE PKG.—CODE A31

Available with 383 4-bbl. only w/TorqueFlite or 4-speed trans. NA with air conditioning.

Consists of: 3.91 Axle Ratio, Sure-Grip Differential, 7-Blade Torque Drive Fan, Hemi Suspension Handling Pkg., 26" High-Performance Radiator w/Fan Shroud.

383 4-bbl.	\$102.15
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TRACK PAK PKG.—CODE A33

Available with 440 and 426 Hemi w/4-speed Trans. NA with air conditioning.

Consists of: 3.54 Ratio w/H.D. 9¾" Dana Axle, Sure-Grip Differential, 7-Blade Torque Drive Fan, 26" High-Performance Radiator w/Fan Shroud.

440 4-bbl. or 6-bbl.	\$142.85
426 Hemi	

SUPER TRACK PAK PKG.—CODE A34

Available with 440 and 426 Hemi w/4-speed Trans. NA with air conditioning.

Consists of: 4.10 Ratio w/H.D. 9¾" Dana Axle, Sure-Grip Differential, 7-Blade Torque Drive Fan, 26" High-Performance Radiator w/Fan Shroud, Power Disc Brakes.

440 4-bbl. or 6-bbl.	\$235.65
426 Hemi	

*N.A. with Trailer-Towing Package.

TRAILER-TOWING PACKAGE

TorqueFlite Trans. Req'd (N.A. w/225, 440 6-bbl. or 426 Hemi Engines)

	Code	M.S.R.P.
w/318 or 383 2-bbl. engines	A35	\$ 48.70
w/340 4-bbl. or 383 4-bbl.	A35	34.80
w/440 4-bbl.	A35	14.05

CODE A63

MOLDING GROUP "A"—Standard Special Edition

Models JH29 and JS29	37.20
• Belt Molding	
• Front Splash Pan Scoop Molding	
• Cowl Molding	
• Rear Astrotone-Painted Applique	

CHALLENGER RADIO GROUP—CODE A04

w/14" wheels—N.A. w/Rallye Cluster (Code A62) N.A. R/T	198.95
w/15" wheels—N.A. w/Rallye Cluster (Code A62) N.A. R/T	177.65
w/14" wheels—Rallye Cluster (Reqd. on Challenger) (Code A62)	188.35
w/15" wheels—Rallye Cluster (Reqd. on Challenger) (Code A62)	167.05
• Music Master Radio • Power Steering • Variable-Speed Wipers and Electric Washers (Std. R/T & w/Instrument Rallye Cluster.) • Deluxe Wheel Cover (except w/15" tires) • Left Remote-Control Mirror	

CHALLENGER LIGHT GROUP—CODE A01*

N.A. w/340 CID Engine N.A. R/T	41.15
w/340 CID Engine on Challenger	30.35
• Glove Box Light • Trunk Light • Map Light • Ashtray Light • Ignition Light w/Time Delay • Lamp-On Reminder Buzzer • Fender-Mounted Turn-Signal Indicators N.A. w/340 engine (N.A. R/T) • Instrument Panel Flood Lamp w/Time Delay.	

SEAT BELT GROUP—CODE C15*

• Instrument Panel "Fasten Seat Belt" Light with Time Delay (Std. S.E.) • High-Styled Push-Button Buckles—Color Keyed • Loop Guides on Belt Ends • Buckle Stowage Brackets	13.75
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CHALLENGER PROTECTION GROUP—CODE A05

N.A. w/Stripes—w/340 CID Engine on Challenger	43.25
N.A. w/Stripes—N.A. w/340 CID Engine N.A. R/T	57.90
• Vinyl Insert Body Side Moldings • Door-Edge Protectors • Bumper Guards, Front and Rear with Rubber Insert	

CHALLENGER 340 CID 4-bbl. Engine Package—CODE A66

N.A. Special Edition Model JH29 N.A. R/T 15" Rallye Wheels (Code W21) And Collapsible Spare (Code W34) Required	258.90
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* Available in group only.



CHALLENGER FACTORY-INSTALLED EXTRA-COST EQUIPMENT

Includes Factory Retail Price, Excise, Handling & Other Charges

Code		M.S.R.P.
H51	Air Conditioner with Heater. (N.A. w/440-4-bbl. engine with Manual Trans., N.A. w/performance axle pkgs. A31, A32, A33 & A34) (N.A. w/426 Hemi, 440 6-Pak) (Tinted glass recommended)	\$357.65
F11	Alternator, 50 amp. (Std. w/AC on V-8)	11.00
N88	Automatic Speed Control (V-8 only, TorqueFlite req'd), (Power brakes req'd w/383 engines & 440 4-bbl. engine, N.A. 340 4-bbl., 426 Hemi or 440 6-Pak.)	57.95
	Axle Ratios "No Charge" with Sure-Grip differential or trailer-towing.	
D51	2.76 Ratio—w/225 6-cyl., w/383, 4-bbl. w/TorqueFlite only..	10.35
D53	3.23 Ratio—318 or 383 2-bbl. engines w/TorqueFlite Trans. (Std. w/H.D. brakes)	10.35
F25	Battery, 70 amp.-hr. (Std. on 440 & Hemi engines)	12.95
—	Bucket Seat, Cloth & Vinyl (Hardtop Models) N.A.S.E.	16.50
—	Bucket Seat, Cloth & Vinyl (Special Edition Models)	(48.25)
—	Bucket Seat, Leather (Std. S.E.)	64.75
M85	Bumper Guards—Front & Rear Rubber Inserts	23.80
J21	Clock—Electric (Std. Rallye Cluster) (Std. R/T)	16.50
C16	Console w/Bucket Seats only	53.35
H31	Defogger—Rear Window, N.A. Convertible	26.25
D91	Differential—Sure-Grip, Std. w/High Performance Axle Equipment	42.35
B41	Disc Brakes, Front (Power brakes req'd)	27.90
B11	Drum Brakes, H.D. Front & Rear N.A. 6-cyl., N.A. w/Disc Brakes, Std. R/T	22.65
	Engines	
E55	340-cu.-in. V-8 4-bbl. See Groups & Pkgs. A66 (N.A. R/T)	
E61	383-cu.-in. V-8 2-bbl. Single Exhaust (N.A. w/manual trans.) N.A. R/T	69.75
E63	383-cu.-in. V-8 4-bbl. Dual Exhaust, Std. R/T	137.55
E86	440 V-8 4-bbl. (N.A. w/3-spd. Floor Shift Trans.) (Performance Axle Package Code A33 or A34 Required w/4-spd. Floor Shift Transmission) (N.A. w/Air Conditioning and 4-spd. Manual Transmission Combination) (R/T only)...	130.55
E87	440 V-8 6-bbl. (N.A. w/3-spd. Floor Shift Trans.) (Performance Axle Package Code A33 or A34 Required w/4-spd. Floor Shift Trans.) (N.A. w/Air Conditioning)* (R/T only)	249.55
E74	426 V-8 4-bbl. Hemi (N.A. w/3-spd. Floor Shift Trans.) (Performance Axle Package Code A33 or A34 Required w/4-spd. Floor Shift Trans.) (N.A. w/Air Conditioning)* (R/T only)	778.75
N95	Evaporative Control System req'd on all cars registered in the State of California N.A. otherwise	37.85
C92	Floor Mats—Protective rubber	10.90
J46	Gas Cap, Locking	4.40
G11	Glass, Tinted—All windows (except Conv. Backglass)	32.75
G15	Glass, Tinted—Windshield only	20.40

*5/50 Warranty not applicable; 12-month/12,000-mile warranty only. Limited to original purchaser only.

Challenger Factory-Installed Extra-Cost Equip., Cont'd

Code		M.S.R.P.
L42	Headlamp Time Delay—w/Lamp on Reminder Models w/o Light Group (A01) Models with Light Group (A01)	\$18.20 13.00
J45	Hood Tie-Down Pins—w/340 Engine Pkg. only on Challenger & R/T	15.40
A62	Instrument Panel Rallye Cluster—V-8 only Std. R/T	90.30
G33	Mirror—L.H. outside Remote Control (Chrome)	15.15
G31	Mirror—R.H. outside Manual (Chrome)	10.95
G34	Mirror—L.H. outside Remote Control (Painted)	15.15
G32	Mirror—R.H. outside Manual (Painted)	10.95
M05	Molding—Door Edge Protector	4.65
M25	Molding—Sill	21.75
—	Molding—Body Side—Vinyl (N.A. w/Stripe, N.A. w/340 eng.) N.A. R/T	29.45
—	—Body Side—Vinyl (w/340 eng. on Challenger, N.A. w/stripes)	14.80
N97	Noise Reduction Package—Req'd on all cars registered in the State of California equipped with 440-6 engines or 426 Hemi	N.C.
	Paints—Including Stripes	
—	High Impact Paint Colors	14.05
—	Two-Tone (Hardtops only) N.A. S.E. Models	31.70
—	Longitudinal Thin-Dual Paint Stripe—N.A. w/340 engine. N.A. R/T	15.15
V21	Hood Performance Paint Treatment w/340 engine on Challenger and on all R/T	24.30
—	Longitudinal Tape Stripe (N.A. w/Bumble-bee Stripe—R/T only)	N.C.
—	Bumble-bee Paint Stripe (N.A. w/Longitudinal Stripe—w/340 eng. only on Challenger) or R/T	N.C.
J41	Pedal Dress-up	5.45
B51	Power Assists—Brakes	42.95
S77	—Steering	90.35
P31	—Windows	105.20
P37	—Conv. Top	52.85
M91	Rack—Luggage on rear deck lid	32.35
R11	Radios—Models w/o Radio Group (A04)	61.55
R35	Music Master AM	213.60
R22	Multiplex AM/FM (Stereo)	196.25
	AM w/stereo tape, N.A. w/AM/FM Multiplex	
R35	Radios—Models with Radio Group (A04)	
R35	Multiplex AM/FM (Stereo)	152.20
R22	AM w/stereo tape, N.A. w/AM/FM Multiplex	134.75
R31	Rear Seat Speaker (Single) (w/Music Master Radios) (N.A. Conv.)	14.05
R31	Rear Seat Speaker (Dual) (w/Stereo Radio) (N.A. Conv.)	25.90
C62	Seat, Manual—6-way adjuster left bucket only	33.30
C13	Shoulder Belts—Front (Conv. only)	26.45
C14	Shoulder Belts, Rear (N.A. Conv.)	26.45
S25	Shock Absorbers, Firm-Ride front & rear. Std. w/extra H.D. suspension. Std. w/440 or Hemi engines	3.55
	Steering Wheel:	
S83	Rim-Blow	24.60
S79	Partial Horn Ring	5.45
M51	Sun Roof—Including vinyl roof—Hardtops only. N.A. S.E.	461.45
S13	Suspension—Rallye Frt. & R w/sway bar, Std. w/340 4-bbl. and 383 4-bbl., Std. w/Trailer Towing. Std. R/T	14.75

Challenger Factory-Installed Extra-Cost Equip., Cont'd

Code	M.S.R.P.
S15	Suspension—Extra H.D. Front & Rear, 340 4-bbl., 383 4-bbl. only. Std. w/440 and Hemi. Engines. \$18.25
D21	Transmissions: 4-spd.—Floor Mtd.—N.A. w/225 or 383 2-bbl. engines. Performance Axle Package (Code A33 or A34) Req'd w/all 440 or 426 Hemi engines. 194.85
D34	TorqueFlite w/225 eng. only. 190.25
D34	TorqueFlite w/318 eng. only. 202.05
D34	TorqueFlite w/340 4-bbl., 383 2-bbl. eng. only. 216.20
D34	TorqueFlite w/383 4-bbl., 426 Hemi, 440 4-bbl., 440 6-bbl. eng. only. 227.05
J55	Undercoating & Hood Insulator Pad. 16.60
—	Vinyl Roof—Std. w/S.E. Models (N.A. Conv.) 83.95
—	Vinyl Bench w/Center Armrest—TorqueFlite req'd Challenger Hardtop only. 16.50
	Wheel Covers & Wheels, Set of 4 N.A. w/340 4-bbl. or Hemi eng.
	Models w/out Radio Group (A04)
W11	Deluxe 14" 21.30
W13	Deep Dish 14" 44.90
W15	Wire 14" 64.10
	Models with Radio Group (A04) N.A. w/340 4-bbl. or Hemi eng.
W13	Deep Dish 14" 23.75
W15	Wire 14" 42.85
	Models w/o Radio Group (A04) 14" N.A. w/340 4-bbl. or Hemi eng.
W21	Rallye type—14" or 15" 43.10
W23	Road w/Chrome Trim Ring 14" 86.15
	Models with Radio Group (A04) 14" N.A. w/340 4-bbl. or Hemi eng.
W21	Rallye type—14" or 15" 21.95
W23	Road w/Chrome Trim Ring 14" 64.95
J25	Windshield Wipers, Variable Speed w/Electric Washers (Std. w/Rallye Cluster Code A62) Std. R/T. 10.60
J25	TIRES—w/225 and 318 CID ENGINES, N.A. R/T Replaces E78 x 14" BSW
T26	E78 x 14" WSW. \$26.45
T35	F78 x 14" BSW. 15.40
T34	F78 x 14" WSW. 44.55
T86	F70 x 14" WSW—w/318 CID Engine Only—HD Suspension and HD Drum Or Disc Brakes Are Required. 65.35
T87	F70 x 14" BSW w/Raised White Letters—w/318 CID Engine Only—HD Suspension And HD Drum Or Disc Brakes Are Required. 65.35
	TIRES—w/383 CID ENGINES, N.A. R/T Replaces F78 x 14" BSW
T34	F78 x 14" WSW. 29.25
T86	F70 x 14" WSW—HD Suspension And HD Drum Or Disc Brakes Are Required. 50.10
T87	F70 x 14" BSW w/Raised White Letters—HD Suspension And HD Drum Or Disc Brakes Are Required. 50.10

Challenger Factory-Installed Extra-Cost Equip., Cont'd

Code	M.S.R.P.
	TIRES—w/383 4-BBL., 440 4-BBL., AND 440 6-PACK ENGINES (R/T Models only) Replaces F70 x 14" BSW w/Raised White Letters
T86	F70 x 14" WSW. NC
U82	E60 x 15" BSW w/Raised White Letters—N.A. Convertible w/440 CID Engine—N.A. w/Trailer-Towing Package—Collapsible Spare (Code W34) Required. \$47.95
W08	CONVENTIONAL SPARE TIRE—Convertible Only—N.A. Hemi—N.A. w/340 CID Engine—N.A. w/15" Tires. NC
W34	COLLAPSIBLE SPARE TIRE—7.75 x 14" Polyester Cord BSW—Standard Convertible—Required w/15" Tires—Required w/340 4-bbl. and 426 Hemi Engine. 12.95

