

Coronet Factory-Installed Extra-Cost Equipment, Cont'd

Code		M.S.R.P.
J55	Undercoating & Hood Insulator Pad.....	\$ 22.60
H41	Ventilation—Forced Upper Air (N.A. w/Air Conditioning) ..	18.20
—	Vinyl Roof—(N.A. Wagons)	95.75
—	Vinyl Interior Trim—Custom 4-dr. Sedans only.....	25.55
—	Cloth and Vinyl—Split Back w/Center Armrest. Crestwood only.....	N.C.
WHEEL COVERS		
W11	Deluxe—14" (Std. Brougham & Crestwood).....	27.35
W15	Wire—14" Brougham & Crestwood models only	42.90
W15	Wire—14" All Other Models	70.15
W12	Wheel Trim Ring—14" w/Hubcaps N.A. Brougham & Crestwood.....	27.35
WHEELS		
W21	Rallye Type—14" (Brougham & Crestwood).....	31.60
	All Other Models.....	58.95
W23	Road With Chrome Trim Ring—14" HD Drum or Disc Brakes Required. N.A. w/E78 Tires Brougham & Crestwood	63.20
	All Other Models.....	90.55
J25	Windshield Wipers, Variable Speed.....	5.85

Tires—Set of Five

TIRES—EXCEPT WAGONS

Replaces E78 x 14"—Models With 225 Engine

T26	E78 x 14" WSW	29.15
T35	F78 x 14" BSW-MSR w/318 Engine & Air Conditioning ..	16.65
T34	F78 x 14" WSW	48.55
T45	G78 x 14" BSW-MSR w/318 Engine & Trailer Towing ..	33.30
T46	G78 x 14" WSW	67.25
T55	H78 x 14" BSW	52.40
T56	H78 x 14" WSW	89.20
T87	F70 x 14" Raised White Letters.....	81.80
T93	G70 x 14" Raised White Letters—Disc or HD Drum Required	100.50

Replaces F78 x 14"—Models With 318 & 383 Engines

T34	F78 x 14" WSW	31.95
T45	G78 x 14" BSW-MSR With Trailer Towing	16.65
T46	G78 x 14" WSW	50.65
T55	H78 x 14" BSW	35.80
T56	H78 x 14" WSW	72.55
T86	F70 x 14" WSW	52.70
T87	F70 x 14" Raised White Letters.....	65.15
T93	G70 X 14" Raised White Letters—Disc or HD Drum Required	83.90

TIRES—WAGONS

Replaces H78 x 14" BSW—All Engines

T56	H78 x 14" WSW	36.80
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1971 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 Coupe.....	\$2727.00	\$2853.00
2-door Hardtop.....	2848.00	2950.00
Convertible.....	3105.00	3207.00

CHALLENGER R/T

2-door Hardtop.....	N.A.	3273.00
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BASIC SPECIFICATIONS (V-8)

Wheelbase	110.0"
Overall length.....	191.3"
Overall height, 2-door H.T.....	51.0"
Convertible.....	51.0"
Overall width.....	76.1"
Track—front.....	59.7"
—rear.....	61.6"

CURB WEIGHTS, LBS.

(Approx.—Not for licensing)

	Coupe	2-dr. H.T.	Convert-ible
Challenger, 6-cyl.....	3110	3155	3240
Challenger, V-8.....	3170	3210	3300
Challenger R/T, V-8.....		3585	

All curb weights include automatic transmission.

*Prices effective December 2, 1970

STANDARD EQUIPMENT

	Challenger R/T	Challenger H. T. & Conv.	Challenger Coupe
Armrests, front integral w/door trim panel....	Std.	Std.	Std.
Ashtrays, front.....	Std.	Std.	Std.
Backup lights.....	Std.	Std.	Std.
Battery—46-amp.-hr.....	N.A.	Std.	Std.
—59-amp.-hr. w/383 engine.....	Std.	Std.	Std.
—70-amp.-hr. w/440 6-Pack & Hemi....	Std.	Extra	Extra
Brakes, drum H.D.....	Std.	Extra	Extra
Bucket seats—front.....	Std.	Std.	Std.
Cleaner Air System.....	Std.	Std.	Std.
Cigar lighter.....	Std.	Std.	Extra
Clock, electric.....	Std.	Extra	Extra
Directional signals.....	Std.	Std.	Std.
Engines—198 6-cyl. 125 hp.....	N.A.	N.A.	Std.
—225 6-cyl. 145 hp.....	N.A.	Std.	Extra
—318 V-8, 230 hp.....	N.A.	Std.	Std.
—383 V-8, 300 hp.....	Std.	Extra	Extra
Floor covering—carpet, color-keyed.....	Std.	Std.	Std.
Head restraints (integral in bucket seats).....	Std.	Std.	Std.
Heater & defroster.....	Std.	Std.	Std.
Hazard warning flasher.....	Std.	Std.	Std.
Locking steering wheel and ignition.....	Std.	Std.	Std.
Light—Dome (except Convertible).....	Std.	Std.	Std.
—Side marker lights & reflectors.....	Std.	Std.	Std.
—Parking brake warning.....	Std.	Std.	Std.
Mirror—left outside manual.....	Std.	Std.	Std.
—inside day/night w/safety mount.....	Std.	Std.	Extra
Padded front seat-backs.....	Std.	Std.	Std.
Padded instrument panel.....	Std.	Std.	Std.
Rallye instrument cluster.....	Std.	Extra	Extra
Seat lap belts (front & rear).....	Std.	Std.	Std.
Shoulder belts (left & right front) (Extra Conv.).....	Std.	Std.	Std.
Shock absorbers, firm ride.....	Std.	Extra	Extra
Steering wheel—black w/horn button.....	N.A.	N.A.	Std.
—wood-grain w/horn button.....	Std.	Std.	N.A.
Sun visors, left & right padded.....	Std.	Std.	Std.
Suspension, Rallye heavy-duty.....	Std.	Extra	Extra
Tires—Set of 5			
7.35 x 14" Polyester 6-cyl. & V-8.....	N.A.	Std.	Std.
F70 x 14" Bias Belted WSW.....	Std.	Extra	Extra
Transmission, manual 3-speed floorshift.....	Std.	Std.	Std.
Windshield washers.....	Std.	Std.	Std.

Std.—Standard Equipment

Extra—Extra Cost

N.A.—Not Available

HI-PERFORMANCE GROUPS

M.S.R.P.

PERFORMANCE AXLE PKG.—CODE A36

Available with 340 or 383 4-bbl. w/TorqueFlite or 4-speed and 440 6 Pack and 426 Hemi w/TorqueFlite only.

Consists of: 3.55 Axle Ratio, Sure-Grip Differential, 7-Blade Torque Drive Fan, Std. w/Hemi. 26" High-Performance Radiator w/Fan Shroud, Std. w/Hemi. No Drum or Disc Brakes required on 383 4-bbl. except R/T.

When ordered with 340 or 383 w/4-bbl. \$ 75.25

When ordered with 440 6-bbl. w/TorqueFlite Trans. 75.25

When ordered with 426 Hemi w/TorqueFlite Trans. 41.70

HIGH-PERFORMANCE AXLE PKG.—CODE A31

Available with 340 & 383 4-bbl. only w/TorqueFlite or 4-speed trans. NA with air conditioning. No Drum or Disc Brakes required on 383 4-bbl. except R/T.

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

When ordered with 340 or 383 4-bbl. \$ 75.25

TRACK PAK PKG.—CODE A33

Req'd with 440 6 pack and 426 Hemi w/4-speed manual 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, Dual Breaker Distributor.

When ordered with 440 6-bbl., 426 Hemi \$137.80

SUPER TRACK PAK PKG.—CODE A34

Available with 440 6 pack and 426 Hemi w/TorqueFlite Trans. Req'd with 440 6 pack 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, Dual Breaker Distributor, 26" High Performance Radiator w/Fan Shroud.

When ordered with 440 6-bbl., 426 Hemi \$201.75

SEEN ON
E-Bodies

ACCESSORY GROUPS

M.S.R.P.

CHALLENGER MOLDING GROUP—CODE A46..... \$ 35.10

- Belt Molding
- Front Stone Shield Molding
- Hood Rear and Fender Molding

CHALLENGER RADIO GROUP—CODE A04

N.A. w/Rallye Cluster (Code A62) or Shaker Hood (Code N96) N.A. R/T..... 193.60

Rallye Cluster (Code A62) or Shaker Hood (Code N96) Required on Challenger HT & Conv. model..... 183.00

- Music Master Radio • Power Steering • Variable-Speed Wipers and Electric Washers (Standard R/T & w/Instrument Rallye Cluster & w/N96-Hood) • Left Remote-Control Mirror

CHALLENGER LIGHT GROUP—CODE A01* 30.20

- Glove Box Light • Trunk Light • Map and Courtesy Light • Ashtray Light • Ignition Light w/Time Delay • Lamp-On Reminder Buzzer • Instrument Panel Flood Lamp w/Time Delay.

FORMAL ROOF PACKAGE—CODE A78..... 127.50

(N.A. Convertible) N.A. w/Rear Window Louver Package Code A44

- Vinyl Roof (must code)
- Small Rear Window*
- Formed Headlining
- Functional, Overhead Console

FRONT ELASTOMERIC BUMPER GROUP—CODE A21..... 50.05

(N.A. Challenger R/T)

- Black Painted Grille
- Grille Surround Molding

FRONT & REAR ELASTOMERIC BUMPER GROUP—CODE A22... 94.00

(N.A. Challenger R/T)

- Black Painted Grille
- Grille Surround Molding
- Black Paint Style Rear Deck

* 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 Conditioning. (N.A. w/198, 440 or Hemi engines, N.A. w/performance axle pkgs. A31, A33 & A34) (Tinted glass recommended). N.A. with manual transmission..... \$374.70
Axle Ratios Optional "No Charge" with Sure-Grip differential Code D91

D51 2.76 Ratio—w/340 or 383 4-bbl. & TorqueFlite Trans. (Disc Brakes req'd) (Std. Challenger Coupe, Hardtop & Conv.; N/C R/T)..... N/C

D51 2.76 Ratio—w/318 Engine and manual trans., NA w/HD Brakes 12.55

D53 3.23 Ratio—198, 225, 318 or 383 engines w/TorqueFlite Trans. 12.55

F25 Battery, 70 amp.-hr. (Std. on 440 & Hemi engines)..... 13.60

— Bench Seat Split Back w/center armrest all vinyl, TorqueFlite req'd. (N.A. Convertible) (N.A. Coupe & R/T)..... 16.00

— Bucket Seat, Cloth & Vinyl N.A. Convertible (N.A. Coupe). 16.00

— Bucket Seat, Leather N.A. Coupe..... 62.55

M85 Bumper Guards—Front & Rear Rubber Inserts (N.A. Elastomeric bumpers)..... 27.40

M73 Bumpers—Elastomeric Front and Rear R/T only..... 81.40

M71 Bumpers—Elastomeric Front R/T only..... 40.70

J15 Cigar Lighter—Coupe only..... 4.00

J21 Clock—Electric (Std. Rallye Cluster Code A62) (Std. R/T)..... 16.10

C16 Console w/Bucket Seats only..... 53.05

H31 Defogger—Rear Window, N.A. Convertible..... 28.90

D91 Differential—Sure-Grip (N.A. 6-cyl. Std. w/High-Performance Axle Equipment)..... 41.70

B41 Disc Brakes, Front (Power brakes req'd)..... 22.50

B11 Drum Brakes, H.D. Front & Rear N.A. 6-cyl., N.A. w/Disc Brakes, Std. R/T. Std. 340 Engine..... 21.40

Engines
E24 225-cu.-in. 6-cyl. N.A. w/4-speed Manual Trans. (Std. H.T., Conv., N.A. R/T)..... 39.00

E55 340-cu.-in. V-8 4-bbl. (N.A. Coupe, R/T)..... 252.50

E55 340-cu.-in. V-8 4-bbl. R/T only..... 44.35

E61 383-cu.-in. V-8 2-bbl. (N.A. w/manual trans.) N.A. R/T..... 70.80

E65 383-cu.-in. V-8 4-bbl. Std. R/T..... 139.60

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)..... 253.20

E74 426 V-8 2-4-bbl. Hemi (N.A. w/3-spd. Floor Shift Trans.) (Performance Axle Package Code A33 Required (N.A. w/Air Conditioning) (Collapsible Spare Code W34 Req'd R/T only) N.A. w/TorqueFlite..... 789.95

N25 Engine Block Heater..... 14.30

L31 Fender-Mounted Turn Signals. N.A. w/Performance Hood. N.A. R/T..... 10.70

J46 Gas Cap, Locking Fliptop..... 7.75

G11 Glass, Tinted—All windows (except Conv. Backglass)..... 36.85

G15 Glass, Tinted—Windshield only..... 25.05

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

Code	M.S.R.P.
V21	Hood Performance Tape Treatment—Avail. w/340 engine on Challenger & all R/T models—N.A. w/Shaker Code (N96) or Fiberglass Code (N94) Hoods.....
J45	Hood Tie-Down Pins.....
J31	Horns—Dual (Coupe only) Standard others.....
N96	Hood—Shaker—N.A. 6-Cyl. or 2-bbl. engines—N.A. w/Air Cond. w/340 engine on Challenger & all R/T.....
	N.A. w/340 CID engine N.A. R/T.....
N94	Hood—Fiberglass—w/Fresh Air Pack—N.A. 6-Cyl. or 2-bbl. engines—N.A. w/Molding Group Code (A46) w/340 engine on Challenger & all R/T.....
	N.A. w/340 CID engine N.A. R/T.....
J64	Instrument Panel—Wood Grained—N.A. w/Rallye Instrument Panel Code (A62) N.A. R/T.....
A62	Instrument Panel Rallye Cluster 8-Cylinder Models Only—N.A. w/(N96) Shaker Hood—Std. R/T.....
	8-Cylinder Models Only—Code (N96) Shaker Hood Req'd.—Std. R/T.....
A44	Louver Package—N.A. Conv. N.A. In the State of Pennsylvania w/Radio Group Code (A04).....
	N.A. w/Radio Group Code (A04).....
G41	Mirror—Inside Day/Night Coupe Only—Standard others....
G33	Mirror—L.H. outside Remote Control (Chrome).....
G31	Mirror—R.H. Matching Code G33 Req'd.....
G36	Mirrors—Outside Painted—Left Remote Control & Rt. Matching N.A. w/Radio Group (A04).....
M05	Molding—Door Edge Protector.....
M25	Molding—Sill.....
M28	Molding—Wide Grille Surround N.A. w/Elastomeric Bumpers.....
—	Molding—Body Side—Vinyl (N.A. w/stripes) Coupe Only.....
—	—Body Side—Vinyl (N.A. w/stripes) Replaces Paint Stripe (N.A. Coupe).....
—	Paints—Including Stripes High-Impact Paint Colors.....
—	Body Side Lacquer Paint Stripe—Coupe Only—Standard Challenger HT & Conv.....
—	Body Side Perf. Tape Stripe—(Coupe Only. Std. R/T).....
—	Body Side Perf. Tape Stripe—(Hardtop & Conv. Std. R/T) (Replaces Paint Stripe).....
J41	Pedal Dress-up.....
B51	Power Assists—Brakes.....
S77	—Steering.....
P31	—Windows (N.A. Coupe).....
P37	—Conv. Top.....
M91	Rack—Luggage on rear deck lid (N.A. w/Rear Spoiler or Louver Pkg.).....

Challenger Factory-Installed Extra-Cost Equip.

Code	M.S.R.P.
Radios	
R11	Music Master AM.....
R35	Multiplex AM/FM Stereo.....
R26	AM Radio w/Stereo Cassette.....
R36	Multiplex AM/FM Stereo w/Cassette.....
R33	Microphone Avail. w/Cassette only.....
R31	Rear Seat Speaker (Single) (N.A. Conv.) (N.A. w/Stereo).....
R32	Rear Seat Speaker (Dual) (w/Stereo Radio) (N.A. Conv.) Collapsible spare tire Code (W34) req'd when ordered w/rear defogger Code (H31).....
C62	Seat, Manual—6-way adjuster left bucket only.....
C13	Shoulder Belts—Front (Conv. only).....
C14	Shoulder Belts, Rear (N.A. Conv.).....
S25	Shock Absorbers, Firm-Ride, Std. w/340 4-bbl., 383 4-bbl., 440 or Hemi engines Std. R/T.....
A45	Spoiler—Front & Rear—N.A. 6-Cyl. or 2-bbl. engines—N.A. w/Formal Roof Pkg. Code (A78).....
J81	Spoiler—Rear Only—N.A. 6-Cyl. or 2-bbl. engines—N.A. w/Formal Roof Pkg. Code (A78).....
M51	Sun Roof—Including vinyl roof—N.A. Conv. N.A. w/Formal Roof Pkg. Code (A78).....
S13	Suspension—Rally w/sway bar, Std. w/340 4-bbl. and 383 4-bbl., Std. R/T Std. 440 & Hemi.....
Transmissions:	
D21	4-spd. manual—Floor Mtd.—N.A. w/Bench Seats. N.A. w/6-cyl. or 2-bbl. engines. Performance Axle Package (Code A33 or A34) Req'd w/all 440 or 426 Hemi engines..
D34	TorqueFlite w/6-cyl. N.A. R/T, N.A. w/198 eng.....
D34	TorqueFlite w/318 eng. 383 2-bbl. N.A. R/T.....
D34	TorqueFlite w/340 4-bbl., 383 4-bbl., 426 Hemi, 440 6-bbl. eng. only.....
J55	Undercoating & Hood Insulator Pad.....
—	Vinyl Roof—Std. w/A78 Formal Roof Pkge. or M51 Sun Roof N.A. Convertibles.....
Wheel Covers & Wheels, Set of 4	
W11	Deluxe 14" N.A. w/Hemi Eng.....
W15	Wire 14" N.A. w/Hemi Eng.....
W12	Wheel Trim Rings 14" & 15" w/Hubcaps.....
W21	Rallye type—14" or 15". 14" N.A. w/Hemi eng.....
W23	Road w/Chrome Trim Ring 14" only. N.A. w/Hemi engine.....
J25	Windshield Wipers, Variable Speed w/Electric Washers (Std. w/Rallye Cluster Code A62) & Shaker Hood Code N96. Std. R/T.....

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

Code

M.S.R.P.

TIRES—w/198, 225 & 318 CID ENGINES ONLY

Replaces 7.35 x 14" BSW Polyester

T22	7.35 x 14" WSW Polyester.....	\$ 26.85
T26	E78 x 14" WSW Bias Belted.....	51.00
T35	F78 x 14" BSW Bias Belted.....	39.55
T34	F78 x 14" WSW Bias Belted.....	68.90
T86	F70 x 14" WSW Bias Belted—HD Suspension Code (S13) Req'd.....	88.00
T87	F70 x 14" RWL Bias Belted—HD Suspension Code (S13) Req'd.....	99.50
U82	E60 x 15" RWL—Bias Belted—HD Suspension Code (S13) Req'd—HD Drum or Disc Brakes Req'd—Collapsible Spare (W34) Req'd.....	139.65

TIRES—w/383 ENGINES ONLY

Replaces F78 x 14" BSW Bias Belted

T34	F78 x 14" WSW Bias Belted N.A. R/T.....	29.40
T86	F70 x 14" WSW Bias Belted—HD Suspension Code (S13) Req'd N.A. R/T.....	48.50
T87	F70 x 14" RWL—Bias Belted—HD Suspension Code (S13) Req'd N.A. R/T.....	59.95
U82	E60 x 15" RWL—Bias Belted—HD Suspension Code (S13) Req'd. HD Drum or Disc Brakes Req'd.—N.A. w/Air Cond. Collapsible Spare (W34) Req'd N.A. R/T.....	100.10

TIRES—w/340 ENGINE ON CHALLENGER & ALL R/T

Replaces F70 x 14" WSW Bias Belted

T34	F78 x 14" WSW Bias Belted—w/340 or 383 4-bbl. engines only.....	NC
T87	F70 x 14" RWL—Bias Belted.....	11.50
U82	E60 x 15" RWL—Bias Belted—N.A. w/Air Cond. & 383 4- bbl. Combination-Collapsible Spare (W34) Req'd.....	51.65

W34	Collapsible Spare Tire—F78 x 14" Rayon Cord BSW—Std. Convert—Req'd w/15" Tires—Req'd w/426 Hemi Engine—Req'd w/Dual Rear Speakers Code (R32). When Rear Defogger Code (H31) is ordered.....	12.55
W08	Conventional Spare Tire—Conv. Only N.A. w/15" Wheels— N.A. w/Hemi Engine.....	NC
N95	Nitrous Oxide Emission Control—Req'd. in California on All Engines Except 383 4-bbl., 440 6 Pack or 426 Hemi.....	11.95
N97	Noise Reduction Package—Required on All Vehicles w/440 6 Pack w/4-Speed Man. Trans. & Hemi Engines Registered in State of Calif.....	NC
A28	Noise Reduction Package—Available 440 6 Pack Engines w/TorqueFlite Transmission—Req'd in California.....	33.55

1971 DART & DEMON MODELS & PRICES

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

	Mfr's Suggested Retail Prices*	
	6-cyl.	V-8
DART		
4-Door Sedan.....	\$2,450.00	\$2,574.00
DEMON		
2-door Coupe.....	2,343.00	2,467.00
SWINGER "SPECIAL"		
2-door Hardtop.....	2,402.00	2,526.00
DEMON 340		
2-Door Coupe.....	N.A.	2,721.00
DART SWINGER		
2-Door Hardtop.....	2,561.00	2,685.00
DART CUSTOM		
4-Door Sedan.....	2,609.00	2,733.00

BASIC SPECIFICATIONS (V-8's)

Wheelbase.....	111.0"
Overall Width.....	69.7"
Overall Length.....	196.2"
Overall Height (5-Pass. Load)	
Sedan.....	53.9"
2-Door Coupe.....	52.6"
2-Door Hardtop.....	52.7"
Track—Front.....	57.4"
—Rear.....	55.5"

CURB WEIGHTS (Approx.—not for licensing)

MODEL	4-door Sedan	2-door Coupe	2-door Hardtop
Dart, Dart Custom (6-cyl.).....	2985	—	—
Dart, Dart Custom (V-8).....	3070	—	—
Demon (6-cyl.).....	—	2930	—
Demon (V-8).....	—	3020	—
Demon 340 (V-8).....	—	3250	—
Dart Swinger (6-cyl.).....	—	—	2985
Dart Swinger (V-8).....	—	—	3070
Swinger Special 6-cyl.....	—	—	2960
Swinger Special V-8.....	—	—	3055

All curb weights include automatic transmission.

*Prices effective February 24, 1971.