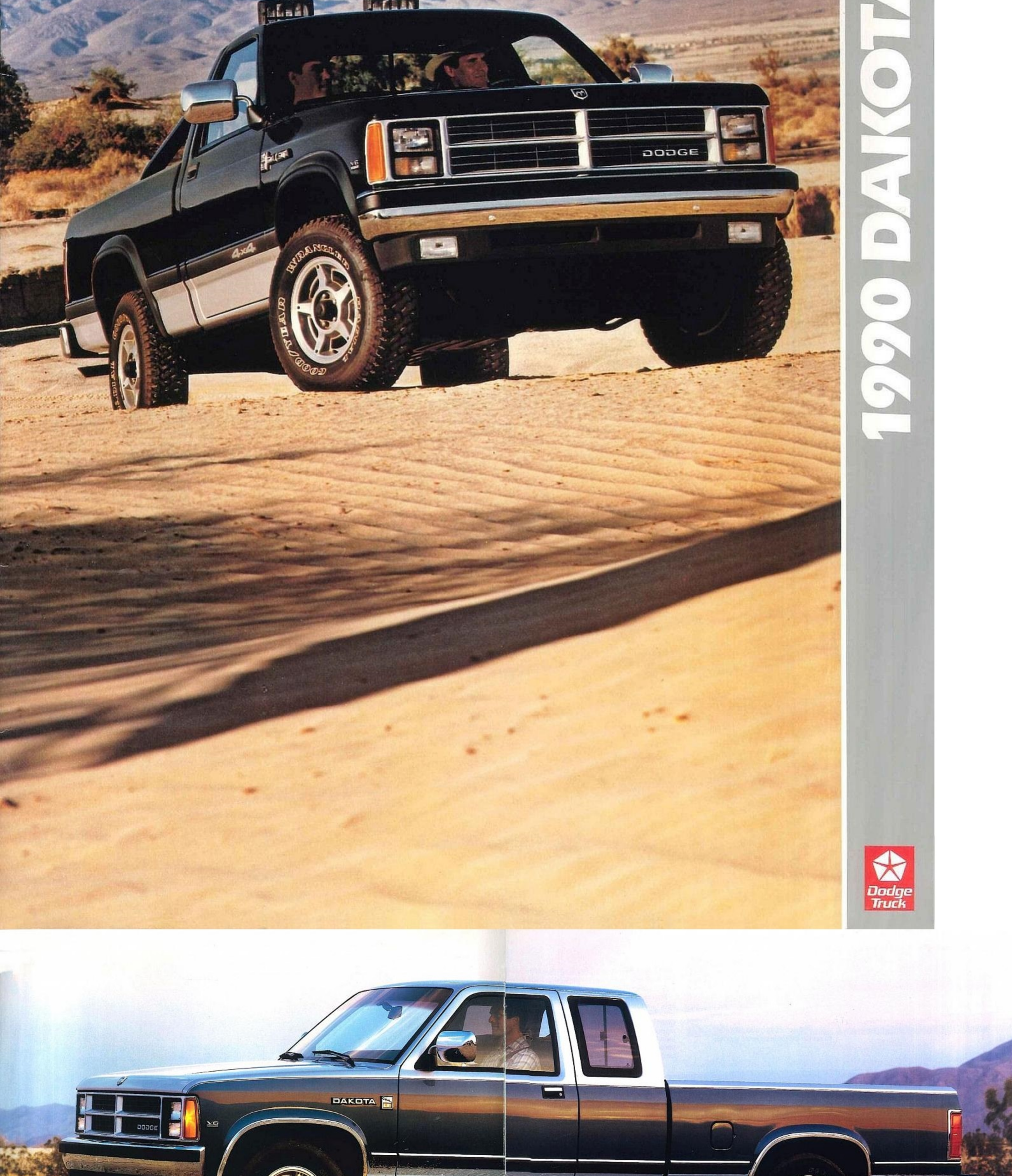


# 1990 DAKOTA



## New Dakota Club Cab. Long on versatility.

The midsize Dodge Dakota pickup is built on the new 1990 Dodge Ram platform. The biggest improvement we could make was to give you more of it. Introducing the Dakota Club Cab for 1990. Club Cab. The all-new Dakota Club Cab, available on two-wheel drive models with 16 tie-downs, has over 19 inches of additional cab length behind the front seat, leaving you three quarter windows provide ventilation for rear seat passengers. With room for four passengers, Dakota Club Cab is a real life saver.

Club Cab maximum loading for 16 tie-downs is 5,000 lbs. Max. Cab, Ranger Super Cab, Toyota Xtra Cab, Mazda Super Cab, and the Dakota Club Cab offer more front headroom, broader room, and headroom than any of the above competitors.

20 cubic feet of cargo room. The Dakota Club Cab also offers more in-cab storage than any of its competitors, up to 10 cubic feet of space behind the front seat. An optional 60 lbs. light folding rear seat adds versatility by providing a variety of cargo- and people-carrying arrangements.

Boat and other valuables can be locked inside the cab rather than carried in the pickup box. And when the weather turns, Dakota Club Cab has room for you, your friends, and their gear. 4 tie-downs, maximum trailer towing capacity. The Dakota Club Cab's out-of-the-box cargo capacity makes it the perfect vehicle to take camping. And what better way to get there with a trailer in tow. Once again, the Dakota Club Cab puts a lot more in the competition by offering a 5,000-lb maximum towing capacity when properly equipped.



## Dakota's soft spots.

Club Cab interior. The optional high-back bucket seats are also available with the Club Cab interior. This seating arrangement includes a center console storage compartment with cassette tape holder, a space for the Owners Manual Kit, and a map holder. The optional rear Club Cab seat features a 60-lb design. Both sides fold up to reveal lockable storage.

under the drive-side cushion and non-lockable storage under the passenger-side cushion.

**Dakota Sport Interior.** Dakota Sport features high-back bucket seats with reclining seatbacks, available in Charcoal. The rear high seat provides a manual lumbar rest and a storage pocket. Individualized lower back comfort. Convenient storage pockets for both the seatbacks and cushion fronts.

The Dakota Sport Interior also features a leather-wrapped sport steering wheel, carpeting, and carpeted floor mats with the "Dakota" logo.

The Dakota LE instrument panel, shown at the right, includes a tachometer, 115-mph speedometer, standard oil pressure gauge, coolant temperature gauge, and trip odometer.



## Dakota Conventional Cab. Dakota muscle.

It's tough enough to haul up to 2,500 pounds of cargo. Compact enough to maneuver easily and perform better in tight spots. And it's available in a choice of Sport models. The midsize pickup truck offers an unique blend of big and small package benefits: plus an amazing capacity for fun. And Dakota lets you choose between 2.5L and 3.9L, and a 61- or 8-foot pickup box.

**Room for three.** Dakota's roomy Conventional Cab offers full three-passenger seating with plenty of head, shoulder, hip, and leg room. This extra room translates into extra comfort over the miles. Versatile by nature, Dakota is equally at home on the job, on the town, or on the way to your favorite fishing hole. Dakota is plenty rugged and dependable, too. Equipped with the Trailer Towing Preparation Package, it moves up to 5,700 lbs. See page 14 for details on this package.

**Hard-working standard features include:** An improved 2.5-liter electronically fuel-injected engine • Five-speed manual overdrive transmission • Antilock rear brake system • Double-walled pickup box • Manual rock-and-pinion steering on 4x2 models • Power-assisted brakes • Three-point seat belt • A 770 Power Train Limited Warranty, the longest truck warranty in the business. Rugged Dakota pickups are available with a variety of recovery-casting Advantage Pac Discount Packages. See page 14 for details.



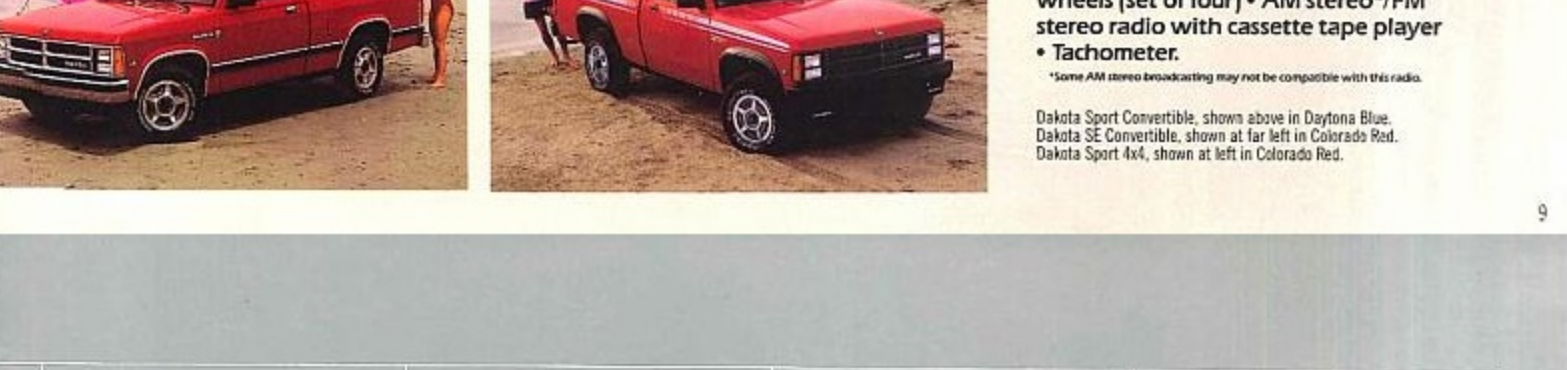
## Dakota Sport. Roll out the fun.

Next time you're ready for a fun on the beach or a jog up the highway, make it easy on yourself. Take along a Dakota Sport Convertible. This pickup combines the dramatic effects of the Dakota Sport with the open-air excitement of a Convertible. Like the Dakota Sport, the Convertible is available in two-wheel or four-wheel drive. Comes in Colorado Red, Bright White, Daytona Blue, or Black. Four-wheel

drive Dakota Sport Convertible lets you roll on the fly and features a standard 3.9-liter EFI V-6 engine that's improved for 1990.

**EFI V-6 engine.** If you're looking for a fun ride, the Dakota Sport is the pickup for you. Everything about the Dakota Sport says rugged fun, from the newly designed side and tailgate graphics to the Euro style black-out treatment. Dakota Sport is available with a variety of standard equipment, comfort and convenience features.

**New for 1990, Dakota SE Convertible.** Dakota SE Convertible features a standard 2.5-liter engine and a new shifting five-speed manual overdrive transmission. Inside you'll enjoy the comfort of a cloth with vinyl bench seat and a heated front floor.



## Engineered reliability.

**Hot the big, and not too small.** At Dodge, innovation is what we do. So when the need for a more reliable pickup arose among truck buyers, we created one. The Dodge Dakota, right in the middle of the big pickup and small pickup worlds. A full-size truck, plus the efficiency and maneuverability of a compact truck.

The sales success that Dakota has enjoyed since its introduction proves that we're the work with our muscle design. But with over 75 years of experience under our belts, our success should surprise no one.

**Standard safety features.**

- Rear wheel antilock brake system
- Unibolt restraint system
- Energy-absorbing steering column
- Padded instrument panel and sun visors
- Clutch reduction design for instrument panel, steering wheel, and windshield wipers
- Recirculated inside door release
- Recirculated window crank knobs
- Traffic hazard warning flasher
- Buckle-up warning light
- Dual braking system with separate brake reservoirs in the master cylinder
- Brake-resistant front disc brakes
- Backup lights
- Safety rims 15-inch wheels

**Four-speed overdrive automatic transmission.** This efficient four-speed overdrive automatic transmission is available on all Dakota models. The overdrive feature means lower engine speeds over the road and results in improved fuel economy and lower transmission temperatures.



**Rear wheel antilock brakes.** All 1990 Dodge Dakota pickups feature a standard rear wheel antilock brake system. This computer-controlled system helps maintain directional stability by preventing rear wheel lockup on dry pavement or when traction is reduced.

**Double-wall construction.** Dakota's double-wall pickup box construction provides added strength and helps prevent cargo dents from marring the exterior finish. The easy-off tailgate can be operated with one hand and can be easily removed by one person. Also, because Dodge pickup boxes are welded on, there are no unsightly measuring floor bolts to damage cargo.

**Toughness is more than skin deep.**

- Heavy-duty headlights
- Trimmed fenders
- Available 3.9-liter EFI V-6 engine
- 24-volt maintenance-free battery
- Oversteering steering gear (optional on 4x2 models)
- Rear wheel spring suspension
- Power-assisted front disc brakes
- Rear window demisters
- Front door window demisters
- Easy-off tailgate
- Clear coat paint finish
- Full stamped doors with air chockers
- Steel-belted radial tires
- Available 1500-watt stereo
- Cloth headliner
- Cloth interior instrument panel
- Inside daytime mirror

**2.5-liter EFI engine.** The standard Dakota 2.5-liter EFI four-cylinder engine has been improved for 1990 to provide greater durability and quieter operation. This rugged and dependable engine offers the efficiency of low pressure electronic sequential-port fuel injection. The 2.5-liter engine is standard on all 4x2 Dakotas except Dakota Sport.

**3.9-liter EFI V-6 engine.** The standard Dakota 3.9-liter EFI four-cylinder engine has been improved for 1990 to provide greater durability and quieter operation. This rugged and dependable engine offers the efficiency of low pressure electronic sequential-port fuel injection. The 3.9-liter engine is standard on all 4x2 Dakotas except Dakota Sport.

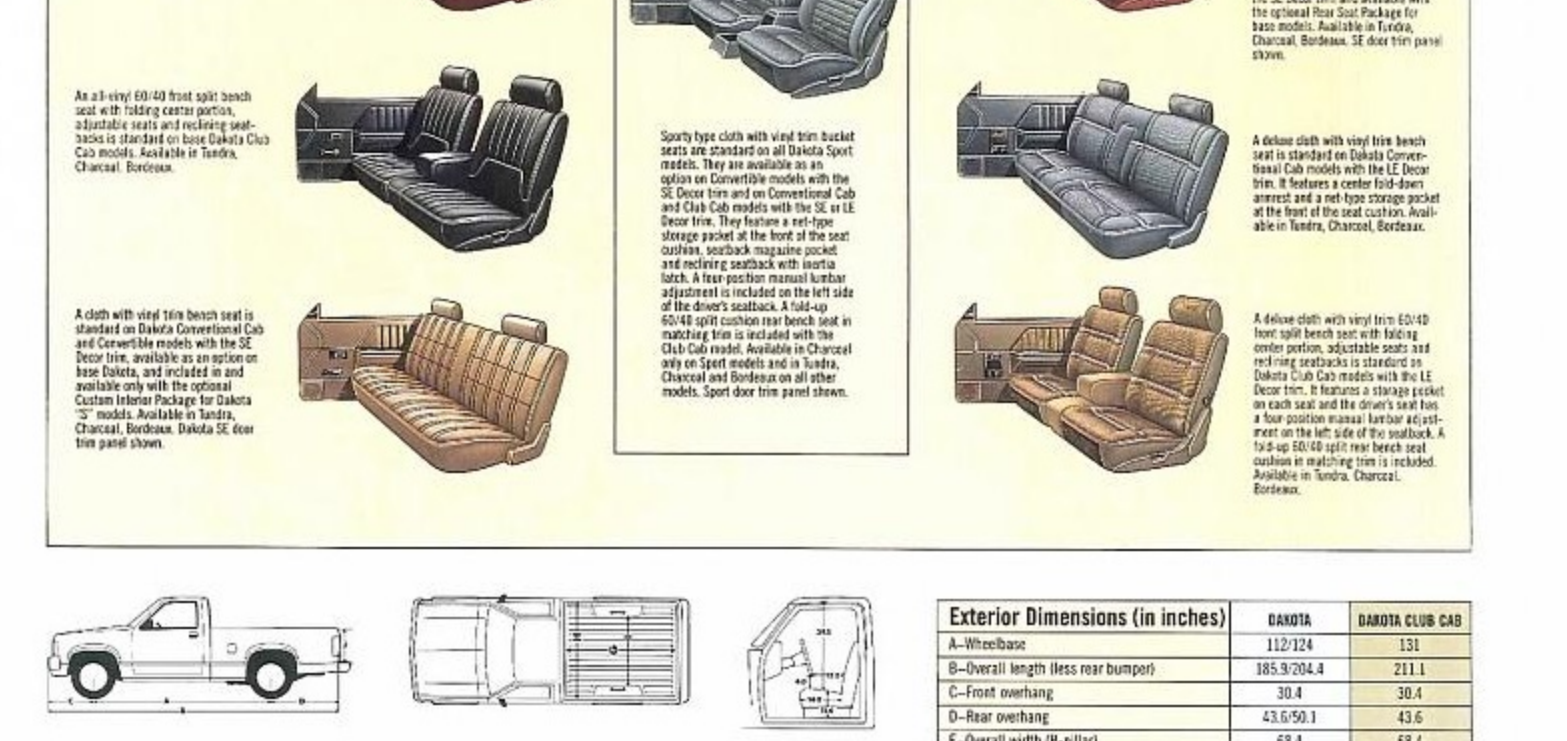


**Corrosion protection.** Dodge's advanced steel in critical truck body areas because of its superior rust-resistant properties. In addition, Dakota pickups receive a rust-protective multiple spray coating and phosphating treatment. A Unibolt spring retaining arm provides uniform coating of body in critical areas of the truck. The body is also treated with a rust-inhibiting primer. When it comes to rust prevention, Dodge never misses a step.

**MPOR light bar.** Dodge's MPOR light bar adds extra light to your pickup. Available in two-wheel or four-wheel drive. This is a separate option on Dakota Sport.

**Sliding rear window.** This new sliding rear window allows easy access to the cargo area.

**Power windows.** This convenient feature is standard on all Dakota models. Now windows up and down from the door trim panel. The Power Windows feature is available on Dakota Sport. Available with Advantage Pac II, includes with Advantage Pac II, separate option on Dakota Sport.



**MPOR bedliner.** This bedliner is made of tough polyethylene copolymer. Standard feature on all Dakota pickups. Comes with tongue bars, fenders, and folded "hog" legs.

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**Dimensions**

Model	Wheelbase (in)	Overall length (in)	Overall height (in)	Ground clearance (in)	Max. load capacity (lb)
2.5L 4x2	108	187	65	6.5	1,500
2.5L 4x4	108	187	65	6.5	1,500
3.9L 4x2	108	187	65	6.5	1,500
3.9L 4x4	108	187	65	6.5	1,500

**Interior Dimensions (in inches)**

Model	Wheelbase	Seat height	Seat depth	Seat width	Seat length	Seat to floor	Seat to ceiling	Seat to window	Seat to door
2.5L 4x2	108	18.5	14.5	15.5	18.5	18.5	58.5	58.5	58.5
2.5L 4x4	108	18.5	14.5	15.5	18.5	18.5	58.5	58.5	58.5
3.9L 4x2	108	18.5	14.5	15.5	18.5	18.5	58.5	58.5	58.5
3.9L 4x4	108	18.5	14.5	15.5	18.5	18.5	58.5	58.5	58.5

**Standard Equipment**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
Engine	2.5L EFI	2.5L EFI	3.9L EFI	3.9L EFI
Transmission	5-Speed Manual	5-Speed Manual	5-Speed Manual	5-Speed Manual
Brakes	Antilock	Antilock	Antilock	Antilock
Wheels	15-inch	15-inch	15-inch	15-inch
Interior	Standard	Standard	Standard	Standard
Exterior	Standard	Standard	Standard	Standard

**Options**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Light Bar	150	150	150	150
MPOR Bedliner	150	150	150	150
MPOR Bedliner (with fenders)	200	200	200	200
MPOR Bedliner (with fenders and folded legs)	250	250	250	250
MPOR Bedliner (with fenders and folded legs and tongue bars)	300	300	300	300

**MPOR Bedliner**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	150	150	150	150
MPOR Bedliner (with fenders)	200	200	200	200
MPOR Bedliner (with fenders and folded legs)	250	250	250	250
MPOR Bedliner (with fenders and folded legs and tongue bars)	300	300	300	300

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	300	300	300	300
MPOR Bedliner (with fenders)	350	350	350	350
MPOR Bedliner (with fenders and folded legs)	400	400	400	400
MPOR Bedliner (with fenders and folded legs and tongue bars)	450	450	450	450

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	450	450	450	450
MPOR Bedliner (with fenders)	500	500	500	500
MPOR Bedliner (with fenders and folded legs)	550	550	550	550
MPOR Bedliner (with fenders and folded legs and tongue bars)	600	600	600	600

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	600	600	600	600
MPOR Bedliner (with fenders)	650	650	650	650
MPOR Bedliner (with fenders and folded legs)	700	700	700	700
MPOR Bedliner (with fenders and folded legs and tongue bars)	750	750	750	750

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	750	750	750	750
MPOR Bedliner (with fenders)	800	800	800	800
MPOR Bedliner (with fenders and folded legs)	850	850	850	850
MPOR Bedliner (with fenders and folded legs and tongue bars)	900	900	900	900

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	900	900	900	900
MPOR Bedliner (with fenders)	950	950	950	950
MPOR Bedliner (with fenders and folded legs)	1000	1000	1000	1000
MPOR Bedliner (with fenders and folded legs and tongue bars)	1050	1050	1050	1050

**MPOR Bedliner (with fenders and folded legs and tongue bars)**

Model	2.5L 4x2	2.5L 4x4	3.9L 4x2	3.9L 4x4
MPOR Bedliner	1050	1050	1050	1050
MPOR Bedliner (with fenders)	1100	1100	1100	1100
MPOR Bedliner (with fenders and folded legs)	1150	1150	1150	1150
MPOR Bedliner (with fenders and folded legs and tongue bars)	1200	1200	1200	1200