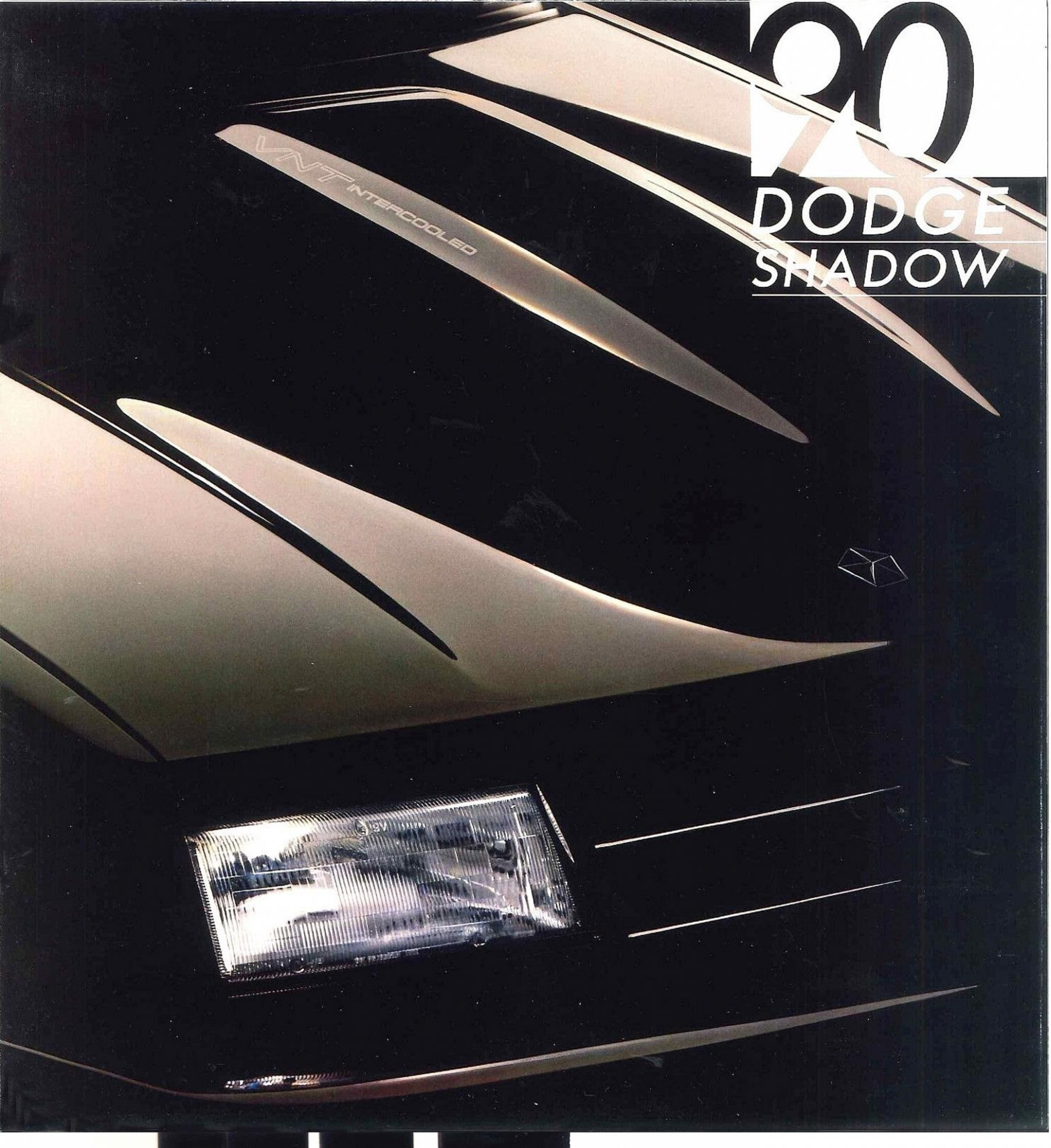
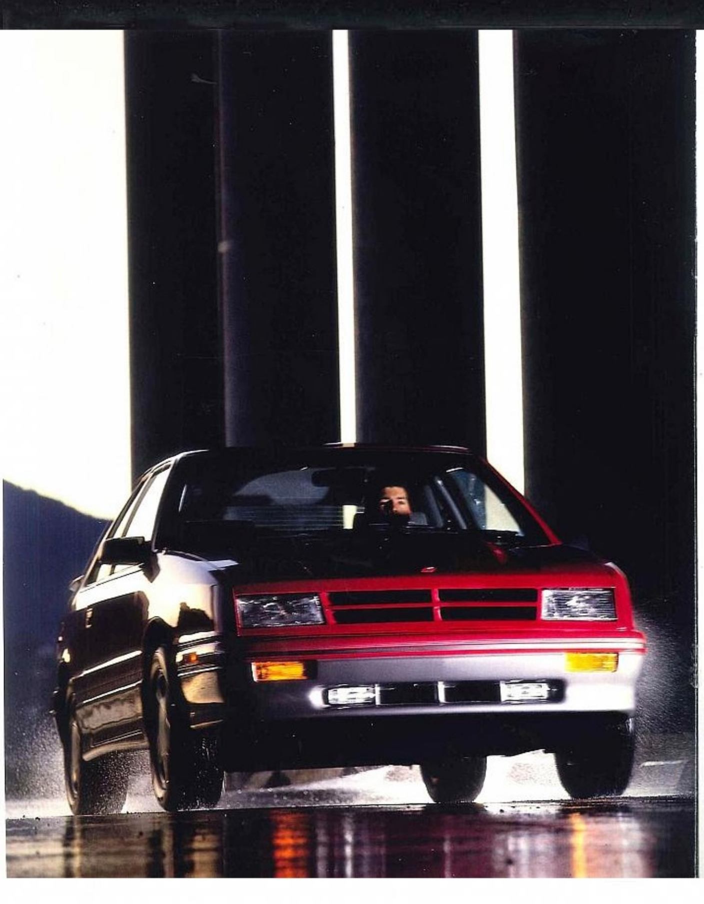
90 DODGE SHADOW





Did you ever try catching a Shadow?

You'd be hard-pressed to catch the wind-slipping 1990 Dodge Shadow unless, of course, you were behind the wheel of another Shadow.

That's because, whether two-door or four-door, this front-wheel drive liftback offers several highly energetic engines one might categorize thusly: quick, quicker, and quickest.

The base Shadow is a quick Shadow with either its standard 2.2-liter SOHC or optional 2.5-liter SOHC four-cylinder engine equipped with electronic fuel injection.

Choose the optional Turbo Engine Package and a quick Shadow becomes a quicker Shadow with its turbocharged 2.5-liter SOHC multipoint fuel-injected four-cylinder engine.

The quickest Shadow of all features the most highly refined engine of all—the performance-bred 2.2-liter SOHC MPI VNT intercooled turbo. It's available with the optional Competition Package or as an upgrade on the Shadow ES. This highly oggressive power plant features an intercooler, sequential multipoint fuel injection, and variable nozzle turbocharger. Arguably the most technologically advanced turbo in the world today, the VNT provides near-instant throttle response.

And if you haven't caught on to the fact that the Shadow boasts an enormous array of standard features—over 47 in all—keep reading this book. What will become readily apparent to you is that the Dodge Shadow is compact but comfortable, sensible but stylish, and as entertaining to drive on the open road as you care to make it.

If you're skeptical about anything we have to say about the 1990 Shadow, consider this idea: Catch the Shadow at your local Dodge dealership, and test-drive one like the Shadow ES, in Exotic Red Clear Coat, captured for you here and on the page at left. You can learn everything you really need to know about this car with one twist of the key.

Variable nozzle turbocharger.

Some of the equipment shown or described throughout this catalog is available at extra cost.

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.

Four-wheel disc brakes.

The Shadow ES: Born to Perform.

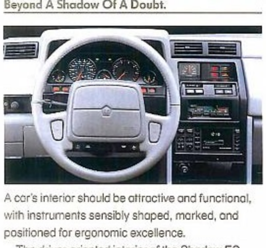
With its motive force enhanced by the variable nozzle turbocharger of the new 2.2-liter SOHC MPI VNT intercooled engine, the Shadow ES performs.

This high-revving sport machine also features outstanding deceleration capabilities with power-assisted disc brakes at all four corners; a unique sports suspension that produces outstanding balance; and 15-inch cast aluminum road wheels, shod with all-season performance handling tires, for improved road stability.

What's more, the Shadow ES has a look of visual aggression with an integrated front air dam, fog lamps, rear spoiler, and accent colored ground effects.

The Shadow ES four-door, in Black Clear Coat, at right; the Shadow ES two-door, in Exotic Red Clear Coat, below.

A Superior Interior. Beyond A Shadow Of A Doubt.



A car's interior should be attractive and functional, with instruments sensibly shaped, marked, and positioned for ergonomic excellence.

The driver-oriented interior of the Shadow ES delivers on every count.

The new luxury leather-wrapped steering wheel is not only aesthetically pleasing, it "enhances operator confidence" thanks to a driver-side air bag within for increased protection.

The cockpit-style dash design of the Shadow ES features a beautifully lighted display of electromechanical instruments, including a turbo boost gauge.

And excellence of sound is delivered through four speakers linked to an electronically tuned AM stereo*/FM stereo radio with cassette player.

The interior of the Shadow ES, shown here in Medium Quartz, is as nice a place to spend time as there is on wheels.

THE ALLSTATE SAFETY LEADERSHIP AWARD was presented to Chrysler Corporation in recognition of its being the first American carmaker to provide driver-side air bags as standard equipment on all domestic built 1990 Dodge passenger cars.

60/40 rear split fold-down seats enable easy loading of such things as skis and other items.

Contoured performance front buckets feature a driver-side mechanical lumbar support, and sporty "strobe effect" cloth.

New interior door exhausters provide better flow-through ventilation.

An optional driver-side six-way adjustable power seat enhances comfort.

A redesigned center console features two slide-out, retractable cup-holders for coffee or soft drinks.

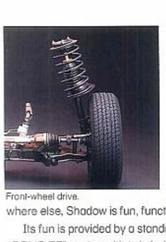
A luxury leather-wrapped steering wheel is standard on Shadow ES.

A Getrag high-capacity gear set is available with the five-speed manual transaxle and is included with the optional 2.2-liter SOHC MPI VNT intercooled turbo engine.

An optional Infinity I Sound System features an AM stereo*/FM stereo with cassette player, including tape program music search, seek-and-scan, and eight speakers in four locations.

*Some AM stereo broadcasting may not be compatible with this radio.

Slip into Shadow. Find a place in the sun.



Front-wheel drive.

Dodge sheds light on the subject of front-wheel drive liftbacks with the solidly constructed, feature-loaded Shadow for 1990.

Priced competitively against its rivals from Germany, Japan, and anywhere else, Shadow is fun, functional and completely competent.

Its fun is provided by a standard 2.2-liter, or optional 2.5-liter, SOHC EFI engine with twin balance shafts. Its functionality comes from a 13-cubic-foot hatch that expands to 33 feet with the rear seat folded down. And its competence is the result of almost four dozen standard features.

Power-assisted 14:1 ratio rack-and-pinion steering gives a crisp handling feel. Position sensitive dual-path front struts keep tires connected to the road for a sure track and fine ride. While power-assisted brakes enable stopping that's quick and true.

Best of all, Shadow is impeccably constructed by people who care. Which is why all body panels and components fit so precisely.

The base Shadow, with Competition Package, is shown at right in Platinum Silver Metallic Clear Coat.

2.5-liter SOHC EFI engine

Customer-Preferred Packages and Available Options

Now you can order a car the easy way, with Customer-Preferred Packages. These packages offer exceptional value with the options put together the way you want them…from the standard Shadow with three available upgrade options, to the sporty ES model with fifteen features in all. Some packages require particular engine and transmission combinations. See chart below.

POWER TRAIN AVAILABILITY:		SHADOW						SHADOW ES		
Engines	Transmissions	Package Codes						Package Codes		
2.2-Liter EFI:	5-Spd Manual:	2RT								
	3-Spd Auto:	2ST	2SU							
2.5-Liter EFI:	5-Spd Manual:	2RA		2RC	2RD	2RE	2RF	2RG	2RH	2RJ
	3-Spd Auto:	2SA	2SB	2SC	2SD	2SE	2SF	2SG	2SH	2SJ
2.5-Liter Turbo:	5-Spd Manual:					2RK	2RL	2RM	2RN	2RP
	3-Spd Auto:					2SK	2SL	2SM	2SN	2SP
2.2-Liter Turbo:	5-Spd Manual:								2RR	2RS

PACKAGE CONTENTS:									
Air Conditioning and Tinted Glass		X		X	X	X		X	X
Tilt Steering		X	X	X	X	X	X	X	X
Electric Rear Defroster		X	X	X	X	X	X	X	X
Light Package			X	X	X	X	X	X	X
Full-Length Center Console			X	X	X	X	X	X	X
Remote Liftback Release			X	X	X	X	X	X	X
4 Radio Speakers			X	X	X	X	X	X	X
Dual Outside Remote Mirrors—Manual			X	X			X		
Floormats					X	X		X	X
Electronic Speed Control					X	X		X	X
Power Dual Outside Remote Mirrors					X	X		X	X
Two-Tone Bodyside Accent Paint Stripe			X	X	X	X			
Power Door Locks					X	X		X	X
Power Windows						X			X
Power Seat (Driver)						X			X
Deluxe AM Stereo*/FM Stereo with Cassette Player, 4 Speakers					X		X		
Infinity I Sound System						X		X	X
15-Inch Cast Alum. Road Wheels and All-Season Performance Tires, 4-Wheel Disc Brakes, Sport Suspension, Ground Effects, Fog Lamps, Rear Spoiler, Performance Bucket Seats, Tape Graphics, Luxury Leather-Wrapped Steering Wheel, Message Center							X	X	X

AVAILABLE UPGRADE OPTIONS:									
Air Conditioning and Tinted Glass	X						X		
Tilt Steering Column	X								
Electric Rear Window Defroster	X								
Electronic Speed Control		X	X	X			X		
Power Door Locks			X	X					
Power Windows			X(1)	X(1)	X			X	
Deluxe AM Stereo*/FM Stereo with Cassette Player, 4 Speakers			X	X					
Infinity I Sound System					X				
4-Wheel Disc Brakes			X	X	X	X			
14" Cast Aluminum Road Wheels (set of 4)					X	X			
Sunroof (Manually Operated)					X	X	X	X	X
Conventional Spare			X	X	X	X	X	X	X

*Some AM Stereo Broadcasting may not be compatible with this radio. (1)Includes Power Door Locks & Power Mirrors—Priced Separately.

Shadow ES Package

• Turbo Engine Package • Electric Rear Window Defroster • Front Fascia with Integral Air Dam and Fog Lights • Full-Length Center Console with Full Center Armrest • Heel/Toe-Type Accelerator Pedal (Manual Transaxle Only) • Leather-Wrapped Luxury Steering Wheel with Air Bag • 4-Wheel Disc Brakes • Light Package • Dual Outside Remote Mirrors • Remote Liftgate Release • Unique Tape Graphics • Accent Colored Ground Effects • Rear Spoiler • Deluxe AM Stereo*/FM Stereo with Cassette Player, 4 Speakers • Sport Suspension • 15" Cast Aluminum Road Wheels and All-Season Performance Tires (set of 4) • Performance Seats with Driver-Side Manual Lumbar Adjuster • Premium Cloth-Covered Door Trim Panels • 60/40 Split Bucket Folding Rear Seat.

Competition Package

Available on the base Shadow two-door, this package features the 2.2-liter SOHC MPI VNT intercooled turbo engine, performance bucket seats, sport suspension, rear spoiler, and much more.

Turbo Engine Package

Available on the base Shadow, this package features the 2.5-liter SOHC MPI turbo engine with engine dress up, hood power bulge, equal length drive shafts, message center, all-season performance handling tires, and turbo boost gauge.

Light Package

Order this package and receive up to eight individual lighting features such as ash receiver light, cargo light, glove box light, ignition switch light with time-delay, under-hood light, and dual illuminated visor vanity mirrors. (Rear dome light available on four-door models only.)

Shadow Standard and Optional Equipment

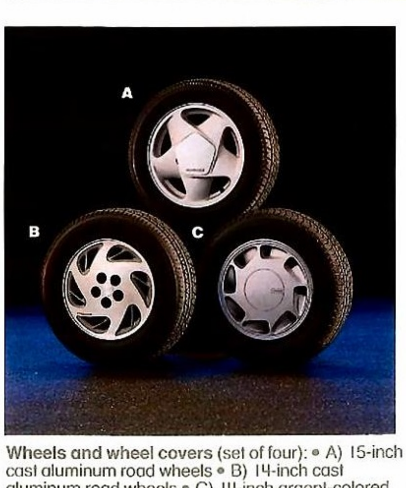
	Two-Door, Four-Door
Accent Stripe—Dual colors bodyside & liftgate	P
Air Conditioning(1)—Manual temperature control (includes tinted glass priced separately)	E
Alternator—90-ampere	S
Ash Receivers—Front	S
Battery—500-ampere	S
Bracket—License Plate(2)	S
Brakes—Dual braking system, split diagonally with dual proportioning valve, vented front discs, self-adjusting rear drums, power-assisted	S
Bumpers—Color-keyed soft fascia, integral protective rub strips with bright accent; energy-absorbing	S
Carpeting—Cargo compartment floor, lower deck, quarter panel, wheelhousings; charcoal	S
Chimes—Warning: fasten seat belts, headlights-on, key-in-ignition	S
Cigar Lighter	S
Console—Full, includes dual slideout cup holders, cubby bin, center armrest with storage bin; color-keyed	P
Console—Mini; includes front and rear storage bins; color-keyed	S
Corrosion Protection—Extensive use of galvanized steel; urethane protective coating on lower bodyside panels	S
Defroster—Rear window, electric (required on all passenger vehicles registered in New York State)	E
Door Locks—Power	E
Door Locks—Rear: childproof (Available on 4-door only)	S
Electronic Ignition, Fuel Injection and Voltage Regulator	S
Electronic Speed Control	E
Emissions Controls and Testing—Required at extra cost on all vehicles registered in California; not available otherwise	E
Fuel Filler Cap—Tethered	S
Fuel Tank—14-gallon capacity	S
Fuse Box—Easy Access: includes spare fuse holder and fuse removal tool	S
Glass—Tinted: all windows (included with air conditioning)	E
Glove Box	S
Headlights—Halogen: aerostyled (two)	S
Heater/Defroster—Bi-level ventilation, side window demisters	S
Hood—Inside release; counterbalanced	S
Instrument Cluster—Electromechanical: includes speedometer, tachometer (0-7,000 rpm), odometer, trip odometer; gauges for electrical system voltage, engine coolant temperature, fuel level, warning lights for check engine, high-beam headlights on, low engine oil pressure, parking brake on, seat belts unfastened, air bag and emissions	S
Insulation—Hood pad	S
Insulation—Sound: premium	S
Jack—Scissors-type	S
Liftback Release—Remote: cable operated	E
Lights—Cigar lighter, dome, side marker	S
Luxury steering wheel with air bag	S
Message Center—Reminder lights for door ajar, liftback ajar, low fuel, low washer fluid	E
Mirror—Exterior, left remote	S
Mirror—Interior, rearview day/night	S
Mirrors—Exterior, dual power adjustable; black	E
Mirrors—Exterior, dual remote	P
Mirrors—Interior, left and right illuminated visor vanity; with hinged covers	P
Mirrors—Interior, left and right visor vanity: with sliding covers	S
Molding—Wide bodyside with bright accent; black	S
Moldings—Belt, rear window, upper door, windshield; black	S
Multifunction Control Level—Steering column-mounted: includes controls for turn signals with lane-change feature, headlight dimmer, day/night flash/pass feature, intermittent windshield wiper/washer	S
Power Seat—6-way	E
Radio—AM stereo(3)/FM stereo with 2 speakers and integral digital clock	S
Radio—AM stereo(3)/FM stereo with cassette player, 4 speakers and integral digital clock	E
Radio—Chrysler Infinity I Sound System AM stereo(3)/FM stereo with cassete player including tape program music search, seek-and-scan, 8 speakers in 4 locations and integral digital clock	E
Seats—Front: reclining bucket	S
Seat—Rear: folding	S
Seat Belts—3-point: front	S
Seat Bells—Rear, outboard passenger: three-point bell, center lap belt	S
Shelf Panel—Rear; pivoting, removable; color-keyed cloth covering	S
Sound System—4-speaker	P
Stainless Pentasteel Exhaust System	S
Steering—Rack-and-pinion (14:1); power-assisted	S
Sunroof—Removable, flip-up: with air deflector, cargo compartment tie-down straps, vinyl storage bag	E
Suspension—Precision: front and rear antisway bars; gas-charged front dual-path struts; rear shock absorbers	S
Suspension—Sport: front and rear antisway bars; sport tuned front dual-path strut, and rear shock absorbers, sport spring rates	P
Tilt Steering Column	E
Tire—Compact spare: T115/70D14	S
Tire—Conventional spare: P185/70R14 steel-belted radial black sidewall	E
Tire—Conventional spare: P195/60HR15 steel-belted radial all-season performance-handling raised black letter	P
Tires—P185/70R14 steel-belted radial black sidewall (set of 4)	S
Tires—P185/70R14 steel-belted radial all-season performance-handling black letter (set of 4)	P
Tires—P195/60R15 steel-belted radial all-season performance-handling raised black letter (set of 4)	P
Wheel Cover—Luxury 14" (set of 4)	S
Wheels—Road: 14-inch cast aluminum (set of 4)	E
Wheels—Road: 15-inch cast aluminum (set of 4)	P
Windows—Power	E
Windshield Wipers—Deluxe aerostyle: variable intermittent wipe feature	S

S–Standard. E–Extra cost. NA–Not available. P–Package. N–No-cost option.
(1)There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.
(2)Standard in states where legally required.
(3)Some AM stereo broadcasting may not be compatible with this radio.

Color Combinations Exterior Paint Color	Models 2-Door 4-Door	Interior Trim Color
Black-Cherry Pearl Coat PM9	X	Bordeaux
Exotic Red Clear Coat PR1	X X	Bordeaux Med. Quartz
Dusty Rose Pearl Coat* PM7	X	Bordeaux
Light Champagne (Metallic)* Clear Coat PV3	X	Champagne
Med. Tundra (Metallic) Clear Coat PT5	X	Champagne
Aquamarine Blue (Metallic) Clear Coat PQ7	X	Med. Quartz
Light Spectrum Blue (Metallic) Clear Coat PB2	X	Twilight Blue
Black Clear Coat PX8	X X	Med. Quartz Champagne
Platinum Silver (Metallic) Clear Coat* PD1	X	Med. Quartz
Bright White Clear Coat PW7	X X	Bordeaux Med. Quartz

*Extra cost.

Dimensions	Shadow Two-Door Liftback	Shadow Four-Door Liftback
Wheelbase	97.0"	97.0"
Overall Length	171.7"	171.7"
Overall Width	67.3"	67.3"
Overall Height	52.6"	52.6"
Track—Front	57.6"	57.6"
Track—Rear	57.2"	57.2"
Head Room—Front	38.3"	38.3"
Head Room—Rear	37.4"	37.4"
Leg Room—Front (maximum)	41.5"	41.5"
Leg Room—Rear (minimum)	34.0"	34.0"
Shoulder Room—Front	54.4"	54.7"
Shoulder Room—Rear	52.5"	54.5"
Hip Room—Front	55.3"	55.4"
Hip Room—Rear	47.5"	44.7"



Wheels and wheel covers (set of four): • A) 15-inch cast aluminum road wheels • B) 14-inch cast aluminum road wheels • C) 14-inch argent-colored aerostyle wheel covers.

Interior Trim

Standard on Shadow two-door and four-door models. Cloth with vinyl trim bucket seats. Available in Twilight Blue, Bordeaux, Champagne, Medium Quartz.

Available on Shadow two-door and four-door models. (ES Package only) and two-door models equipped with the competition package. Cloth with vinyl trim performance bucket seats. Available in Medium Quartz only.

Exterior Paint Colors *Extra cost

Black Clear Coat
Dusty Rose Pearl Coat*
Exotic Red Clear Coat
Bright White Clear Coat
Black Cherry Pearl Coat
Aquamarine Blue Metallic Clear Coat
Light Spectrum Blue Metallic Clear Coat
Medium Tundra Metallic Clear Coat
Light Champagne Metallic Clear Coat*
Platinum Silver Metallic Clear Coat*

Shadow ES and Competition Package

Black Clear Coat
Exotic Red Clear Coat
Bright White Clear Coat
Platinum Silver (Metallic) Clear Coat*

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 1990 passenger car built by Chrysler Motors.

Shadow interior shown above is in Bordeaux

Shadow Power Train Chart(1)

Engine	Displacement	Bore and Stroke	Compression Ratio	Horsepower SAE Net @ RPM	Torque SAE Net @ RPM	Transaxle Availability
Four-cylinder SOHC single-point electronic fuel injection: standard	2.2-liter (135 CID)	3.44" x 3.62"	9.5:1	93 hp @ 4,800	122 lb-ft @ 3,200	5-speed close-ratio manual overdrive (2.51 OTGR): standard 3-speed automatic (3.02 OTGR): optional(4)
Four-cylinder SOHC single-point electronic fuel injection balance-shaft; optional(2)	2.5-liter (153 CID)	3.44" x 4.09"	8.9:1	100 hp @ 4,800	135 lb-ft @ 2,800	5-speed close-ratio manual overdrive (2.51 OTGR): standard 3-speed automatic (3.02 OTGR): optional(4)
Four-cylinder SOHC sequential multipoint electronic fuel injection, turbocharged; optional(3)	2.5-liter (153 CID)	3.44" x 4.09"	7.8:1	150 hp @ 4,800	180 lb-ft @ 2,000	5-speed close-ratio manual overdrive (2.51 OTGR): standard 3-speed automatic (3.02 OTGR): optional(4)
Four-cylinder SOHC sequential multipoint electronic fuel injection, intercooled variable nozzle turbocharged(5)	2.2-liter (135 CID)	3.44" x 3.62"	8.0:1	174 hp @ 5,200	210 lb-ft. @ 2,400	High-Capacity 5-speed manual overdrive (2.74 OTGR); standard

OTGR—Overall top gear ratio. (1)Emissions controls and testing required at extra cost on all vehicles registered in California; not available otherwise.
(2)Optional on Shadow ES in place of turbocharged engine.
(3)Available in Turbo Engine Package and ES Package only. Includes engine dress-up, equal-length drive shafts, message center, performance-handling tires, standard stainless Pentasteel exhaust system with bright dual exhaust tip, and turbo identification. Premium unleaded fuel recommended. Turbocharged engine not recommended for trailer towing, and such use may damage engine and invalidate warranty. See your dealer for details.
(4)Includes electromechanical lockup torque convertor.
(5)Standard in competition package—available as engine upgrade in Turbo Engine Package on Shadow ES.

Consider Leasing. Many of today's new car prospects are wisely considering leasing as an alternative to buying. Leasing a new Dodge Shadow 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.

Chrysler Credit Financing Chrysler Credit offers a variety of finance programs that will help make your new Dodge even more affordable. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plans, Retail Financing, and more. Ask your salesperson for details.

Chrysler Purchase Assistance Program for the Physically Challenged Cash reimbursements of up to $500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

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. A deductible applies. See your dealer for a copy of the warranty.

7/100 Anticorrosion 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. See your dealer for a copy of the warranty.

Optional Service Contract Coverage 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.

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

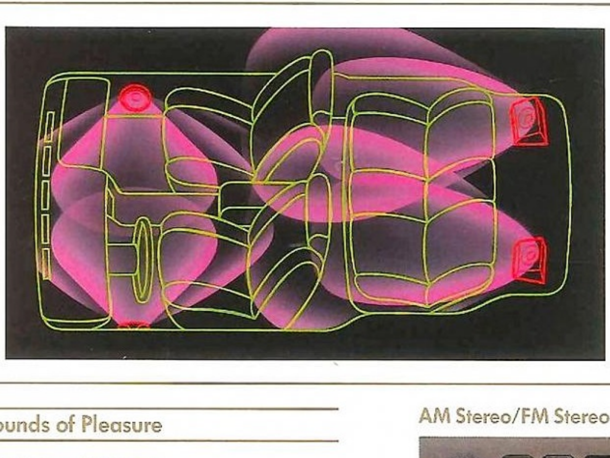
All product illustrations and specifications are based on current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors reserves the right to make changes from time to time, without notice or obligation, in prices,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

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

Buckle Up For Safety.

Form No. 81-205-0254 8/89 (275M) Litho in U.S.A.

Shadow shown above in Dusty Rose Pearl Coat



Infinity Speaker System. High frequency tweeters provide sound clarity, while woofers add maximum sound projection and consistency.

Rear speakers with coaxially mounted woofers and dome-shaped tweeters, assure clear and balanced sound reproduction at all frequencies.

Chrysler Infinity I Sound System

(Requires Customer-Preferred Upgrade Package.)
AM stereo* and FM stereo electronically tuned with seek-and-scan, Dynamic Noise Reduction†, electronic cassette tape player with auto reverse, tape program music search, Dolby B‡ Noise Reduction, joystick balance/fader speaker control; Chrysler Infinity vehicle equalized four coaxial speaker system and integral digital clock. Includes instruction/demonstration tape with musical selections and dry-type head cleaner integral with tape leader.

Sounds of Pleasure

AM Stereo/FM Stereo

AM Stereo* and FM Stereo radio electronically tuned with Dynamic Noise Reduction†, with two coaxial speakers and integral digital clock.

AM Stereo/FM Stereo Radio w/Cassette

(Requires Customer-Preferred Upgrade Package)
AM stereo* and FM stereo radio electronically tuned with Dynamic Noise Reduction†, cassette tape player with auto reverse, and locking fast forward and rewind, four coaxial speaker system and integral digital clock. Includes instruction/demonstration tape and dry-type head cleaner.

*Some AM stereo broadcasting may not be compatible with this radio.
†Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.
‡Dolby B is a trademark of Dolby Laboratories.

"Everybody today talks about building a better America, but to do that somebody has to dare to be different.

In the automotive industry, however, one division has consistently been the first to go where no others have gone before…all in the attempt to build a better automobile. That division is Dodge, the performance division of Chrysler Motors.

It was Dodge that was first to marry front-wheel drive technology to turbocharged engine technology. It was Dodge that was the first to back the quality of its cars with a 7/70 Protection Plan. It was Dodge that first developed a fully adaptive electronic automatic transaxle and now the first to equip a passenger vehicle with a variable nozzle turbocharger. As we enter the final decade of this century with a wide variety of new technologies and an obsession to be number one in customer satisfaction, Dodge will continue to shatter old ideas, establish new standards, and dare to be different.

Is it any wonder then that Dodge has become the fastest growing car and truck division in America?"

Lee A. Iacocca

THE NEW SPIRIT OF DODGE
THE PERFORMANCE DIVISION OF CHRYSLER MOTORS