Presenting an exciting international event:
THE NEW CHALLENGER BY DODGE.

The challenge of the open road—it's something that's been bred into the car enthusiast since rubber first touched pavement. It's a challenge that demands a new sophistication to match the changing times in which we live and drive. A sophistication that's readily apparent in every aspect of the new Dodge Challenger.

Challenger's a new kind of car for a new kind of driver. Equally at home on winding mountain roads, crowded city streets, and wide-open stretches of superhighway. A GT that's sophisticated in design without being overcomplicated and difficult to master. Spindled enough for adventurous driving, yet refined enough to provide the security and comfort of a luxury-appointed interior. In short, a true sports car in the Grand Touring tradition. With seating for four, plus handling and performance that will make fun about any roadway seem like the shortest distance between two points.

Some items pictured on this and other pages in this catalog are extra-cost options.

The new Dodge Challenger shown in the Silver and Charcoal two-tone exterior.
The Challenger’s challenge:
FIND A BETTER-EQUIPPED GT FOR THE PRICE.

Challenger’s luxury sporting frame is the result of a blending of some of the finest engineering ingredients available. It begins with your choice of either a standard 3.6-liter, in-line 6-cylinder engine that promises… and delivers… spirited performance, or a surprisingly quiet and smooth running, thanks to its unique Silent Shaft design.

You’ll find either engine linked up to a distinctive action free-speed manual transmission that’s mounted on the floor and designed to let you take the corners or the straightaway with equal aplomb. (A 4-speed automatic transmission is available on both engines, except in high altitude areas.)

The BROTHERS radial-ply tires, in standard black or available optional radials, are as keenly styled 14-inch steel wheels as Formula One-champion could ask. These sportwell-composed character, of course. With coil springs and legendary MacPherson struts up front… one-link rear end… straight line stability in back. As a result, smoothness of handling is standard. With a four-wheel disc braking system available in the Basic Package.

Long years of development, plus thousands of miles of testing, mean that Challenger’s finely proportioned exterior and finely proportioned interior are used without apology. You’ll find the final parts very comfortable, of course. Just the right amount of interior space for the front seat. They recline. They offer lumbar support and contoured adjustable headrests. And, on the passenger seat, a storage pocket on the armrest, which is only a reminder of the luxurious upholstery that covers the seats. In the rear seat, a single seatback with a security belt and the center seat back to a neutral position for your rear seat passengers who have never or seated.

Before you, a thick color-keyed steering wheel, exclusive to that this and complete instrumentation befell your taste. Challenger as the competition will usually see it.
Challenger's Control Center: THERE'S A NEW ADVENTURE ALWAYS WITHIN YOUR REACH.

SPECIFICATIONS

- Standard Equipment
  - Detachable steering wheel
  - Reclining seat cushions

- Options
  - Air conditioning
  - Power steering
  - Power brakes
  - Power windows
  - Tachometer
  - AM/FM radio

- Exterior
  - Deluxe rear view mirror
  - Power mirrors
  - Chrome bumpers
  - Chrome wheels

- Interior
  - Deluxe steering wheel
  - Deluxe instrument panel

- Transmission
  - Automatic

Dimensions
- Length: 193.1
- Width: 71.6
- Height: 53.9

Collapsible steering wheel and column.

Collapsible rearview mirror.

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Challenger's unique engine story:
1.6 AND 2.6 LITRES OF CLEAN-BURNING, SMOOTH-RUNNING POWER.

The addition of counterbalancing shafts (left) and a jet-controlled super-lean combustion system account for the smoothness and efficient combustion of Challenger's engines.

Both Challenger's standard 1.6 litre engine and optional 2.6 litre engine (available with Basic Package) feature a new MCA-Jet System. They utilize a "jet" valve in the cylinder chamber, in addition to the regular intake and exhaust valves. This jet valve induces an extra-lean mixture to be injected at subsonic speed for more efficient combustion. Which, in turn, results in cleaner burning and greater all-around efficiency.

The four-cylinder engine has always been a great power plant for small nimble cars... except for a couple of things. Namely, noise and vibration. The kind that are easily transmitted to a car's interior. Also the kind that are especially annoying at high speeds or on long trips. This noise and vibration are caused by piston movements and explosive shocks in the cylinders. To virtually eliminate these problems, our engineers added two counterbalancing shafts. These shafts rotate in opposite directions to compensate for the up-and-down vibration and rolling force inherent in the four-cylinder engine design. The result? A quiet, smooth-running engine.

Both the standard 1.6 litre and optional 2.6 litre engines feature a two-barrel carburetor, single exhaust, five-bearing crankshaft, aluminum cylinder heads, hemispherical combustion chambers, overhead cam, and automatic choke. Test-drive one in a new Challenger today.

<table>
<thead>
<tr>
<th>1978 Challenger Colors*</th>
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</thead>
<tbody>
<tr>
<td>Exterior</td>
</tr>
<tr>
<td>Two-tone Silver/Charcoal (at extra cost).</td>
</tr>
<tr>
<td>Bright Blue Metallic.</td>
</tr>
<tr>
<td>Spitfire Orange.</td>
</tr>
<tr>
<td>Multicolored full-length body side tape stripes:</td>
</tr>
<tr>
<td>Blue/Light Blue/White with Bright Blue.</td>
</tr>
<tr>
<td>Red/Orange/Yellow with Spitfire Orange.</td>
</tr>
<tr>
<td>Red/Orange/Yellow with two-tone Silver/Charcoal.</td>
</tr>
<tr>
<td>Interior</td>
</tr>
<tr>
<td>Gray plaid cloth with two-tone Silver/Charcoal exterior.</td>
</tr>
<tr>
<td>Cashmere plaid cloth with Spitfire Orange exterior.</td>
</tr>
<tr>
<td>Blue plaid cloth with Bright Blue Metallic exterior.</td>
</tr>
</tbody>
</table>

*Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.

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