



**AN  
AMERICAN  
REVOLUTION**



**DODGE 1984**





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



## DREAM MACHINES.

The Dodge Daytona and the Dodge Caravan arrive at Dodge dealerships during the 1984 model year while their competitive counterparts are still on the drawing board.

The Daytona, with all its turbo-charged panache, delivers an unbelievable combination of performance, sports-car agility,

efficiency, and affordability in a form that truly fires the imagination.

The Caravan, a revolutionary new concept in transportation, redefines the meanings of high technology and versatility. It, too, is both efficient and affordable.

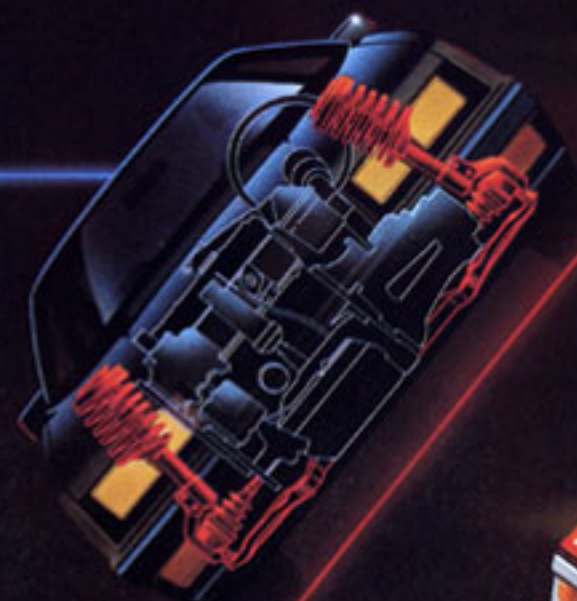
Heading up the Dodge starting

lineup are these two dreams come true. Turn the pages of this brochure, and read about how Dodge is starting an American driving revolution. Then go see for yourself what all the excitement is about in a test drive at your local Dodge dealership.

At Dodge, an American Revolution is taking place.



**IN CASE YOU HAVEN'T NOTICED,  
THERE'S A REVOLUTION GOING ON.**



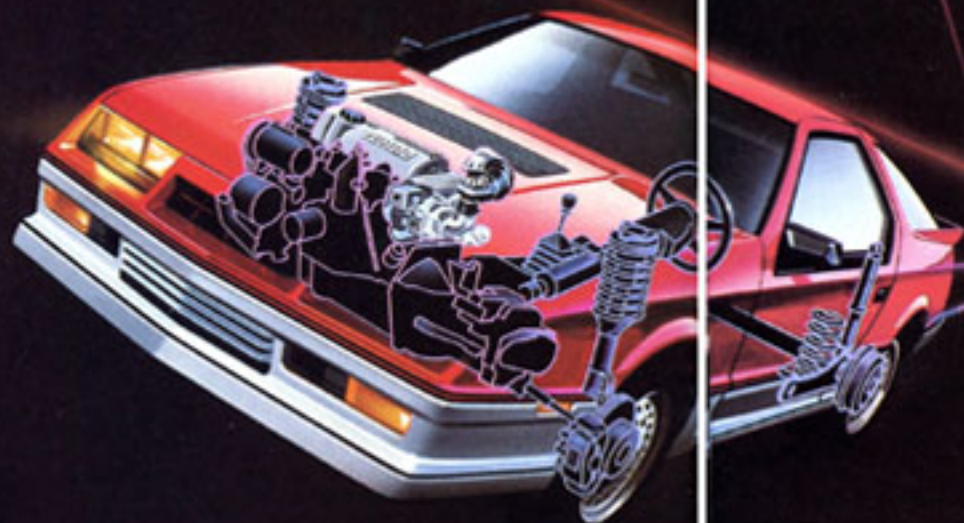
The 1984 Dodge Daytona. The stuff dreams are made of. As the first American-built front-wheel drive sports car with a transversely mounted, turbocharged 2.2-liter engine, it is the epitome of Dodge driving excellence.

Virtually every technician with a hand in the design and engineering of Daytona used computer-aided techniques in the development of its components.

Computer-aided design allowed designers and engineers to create complex components and evaluate them for appearance, volume, weight, and stress—all at a touch.

Many of these same techniques, which are responsible for Daytona's position in the forefront of high technology, were employed in the design and engineering of the entire line of Dodge cars and trucks.

Driving excellence is indeed engineered into every Dodge. The proof can be found in a test drive at your local Dodge dealership.



## **DODGE QUALITY—THE PURSUIT OF EXCELLENCE.**

One look at the new 1984 turbocharged Dodge Daytona sports car or the new garageable Dodge Caravan will tell you that some revolutionary changes have occurred here in the last five years.

These changes are the result of a very basic philosophy at Dodge: the pursuit of excellence.

In absolutely every area of the car business—from the design of clay models to the engineering of components, from the assembly of chassis to the delivery of vehicles—there pervades at Dodge a spirit dedicated to "doing the job right."

What does this mean for you?

It means the car or truck you buy from Dodge will perform better than any other car or truck in the history of this company.

It means that for all its performance, it will yield exceptional gas mileage.

It means that it will be affordable in price.

And, above all, it will be one fine quality car or truck.

You have my word on that.

In fact, we back it up with one of the best limited warranties known to the auto industry—the New Chrysler Corporation's famed five-year/50,000-mile Protection Plan—covering engine and power train components, as well as outer body panel rust-through protection.

I feel so strongly about the quality of our products that I have traveled to

Washington, appeared on college campuses, and even gone on television to implore America to compare our products to what the competition has to offer—whether it be Japanese, German, or American.

We've become experts in so many areas—computer-aided design and manufacturing, technologically

advanced robot welding, joint ventures between union and management to ensure quality, etc.—that it has become my conviction that Chrysler Corporation builds some of the highest quality products on the market today.

But I certainly don't want you to take these words at face value.

There is no better way for you to become convinced of the quality, durability, and reliability that we build into every Dodge than to test-drive one at your local Dodge dealership.

Take one of our dazzling new Daytonas out on the street and feel the responsiveness when you feed it some gas. Get behind the wheel of a new Dodge Caravan, a unique vehicle, and see how easily it maneuvers in and out of a parking place.

Open and close the doors of any of our cars and trucks and you'll even "hear" the quality in the sound they make.

You see, Dodge is revolutionizing the American auto industry.

**Dodge**



*Lee A. Iacocca*

**4 CYLINDERS AND A CLOUD OF DUST.** The all-new Daytona Turbo Z uses four cylinders with remarkable effect. And remarkable efficiency. Its simple and rugged 2.2-liter block is electronically fuel-injected and turbo-charged—resulting in a heart-pumping 0-50 mph in 5.76 seconds.\*\* Yet it also



OPTIONAL INTERIOR—LEATHER

delivers these numbers: 35 est. hwy., **22** EPA est. mpg.\*\*\* Daytona Turbo Z comes with a quick, close-ratio 5-speed. Tight, power-assisted, rack-and-pinion steering. Power brakes that'll bring a Daytona Turbo Z back from 50 to 0 in an astonishing 2.97 seconds.\*\*\*

You get aerodynamic styling with ground-effects all around—including a front air dam and rear spoiler. You get a beefed-up anti-sway bar. And nitrogen-controlled shocks. A leather-wrapped steering wheel for serious cornering. And it all sits on 15" cast aluminum wheels and steel-belted Goodyear Eagle GT radials.

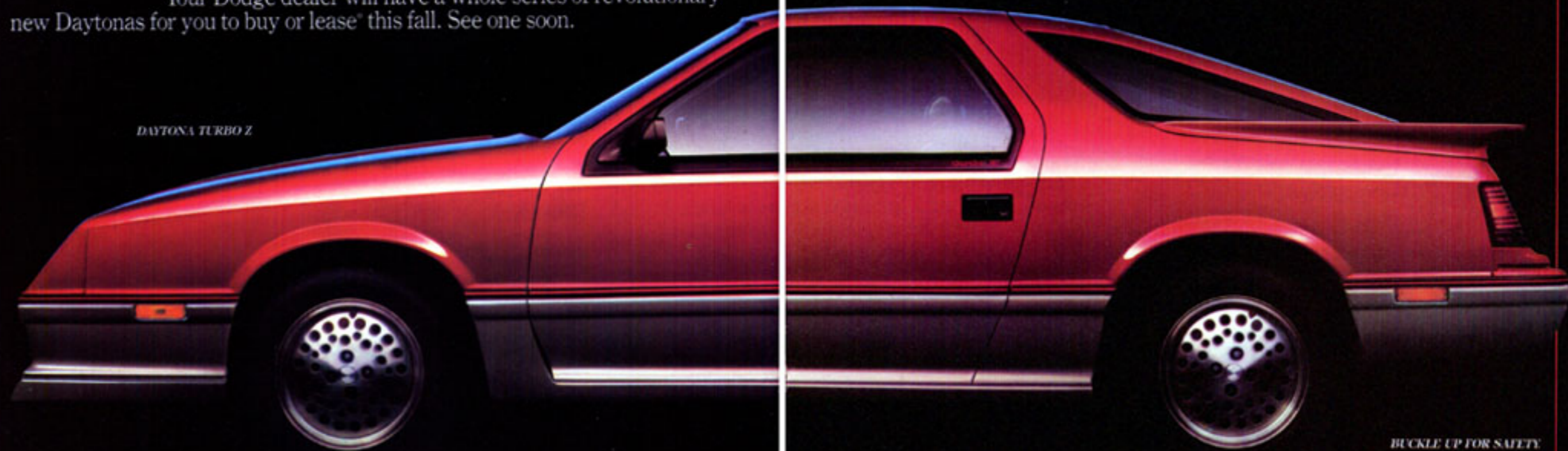
The driver gets an "enthusiast" chair with adjustable lumbar and thigh supports. You are given a full complement of gauges including tach, gauge alert system, and elapsed-time indicator. There's an integrated console, an electronically tuned radio, even a tonneau cover. And Dodge's standard 5/50 Protection Plan.† We set out to build an innovative, relentlessly "smart" sports car. A revolutionary car. And we think we've done the job rather well.

Your Dodge dealer will have a whole series of revolutionary new Daytonas for you to buy or lease\* this fall. See one soon.

**DODGE DAYTONA TURBO Z.  
TURBOCHARGED, FUEL-INJECTED,  
FRONT-WHEEL DRIVE,  
FUEL-EFFICIENT AND BACKED BY  
5/50 PROTECTION.**

**WE ARE  
DODGE.  AN  
AMERICAN  
REVOLUTION.**

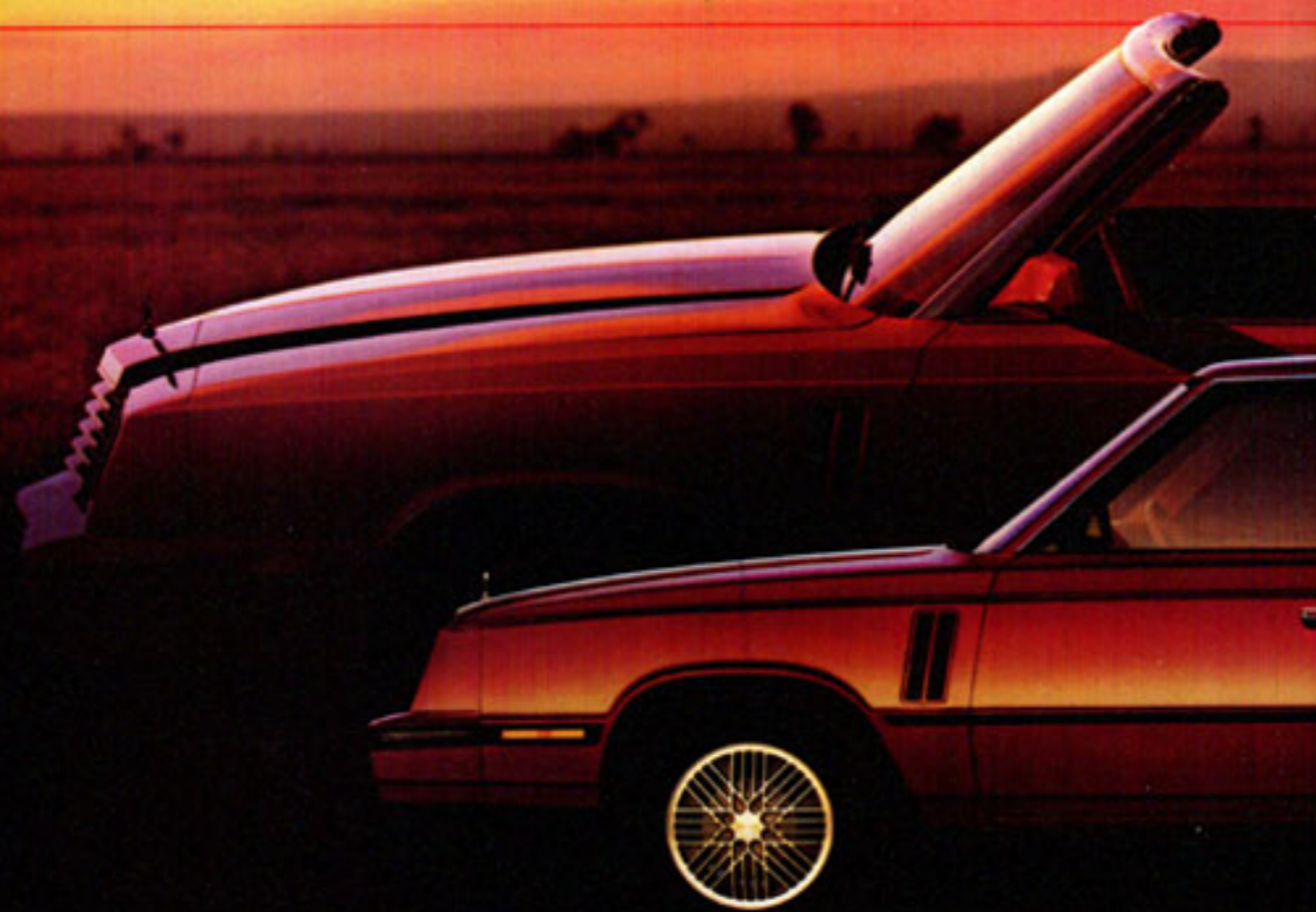
DAYTONA TURBO Z



BUCKLE UP FOR SAFETY.

†5 years, 50,000 miles, whichever comes first. Limited warranty on outer body rust-through, engine and powertrain. Deductible may be required. Excludes leases. SEE DEALER FOR DETAILS. \*\*Based on acceleration in

braking tests performed by NHTSA on Daytona Turbo Z with standard engine and transmission. \*\*\*Use EPA est. mpg for comparison. Your mileage may vary depending on speed, weather and distance. Actual hwy. mpg lower.



600 CONVERTIBLE

600 ES

**DODGE SERIES 600. FRONT-WHEEL DRIVE, ELECTRONIC SOPHISTICATION, 5/50 PROTECTION AND A CHOICE.** The Dodge Series 600. A sporty convertible. A touring sedan. A family sedan. Even a coupe. Four distinctly unique automobiles designed for distinctly unique drivers. But it's what they have in common that makes them truly unique.



600 ES INTERIOR

All have front-wheel drive for alert handling on slippery surfaces. All possess a lean, aerodynamic design to enhance fuel efficiency. All come equipped with over 35 standard features. All can be ordered with turbo power. All are well-endowed with electronic sophistication: a computer which constantly

monitors and fine-tunes the engine for optimum performance and efficiency; even an available voice alert that keeps you informed with 11 different messages. And all are backed by the industry's only standard 5/50 Protection Plan.<sup>†</sup>

As for mileage, the 600 ES—a performance sedan—actually rates an impressive 39 est. hwy. and [24] EPA est. mpg.<sup>\*</sup>

Ask your Dodge dealer about buying or leasing<sup>†</sup> one of the new Dodge 600s. The revolutionary things they have in common make them uncommon cars and uncommon values.

# UNCOMMON CARS WITH SOME REVOLUTIONARY THINGS IN COMMON.

**WE ARE  
DODGE.**  **AN  
AMERICAN  
REVOLUTION.**

†5/50 Protection Plan, 5 years or 50,000 miles, whichever comes first. Limited warranty on engine, powertrain, outer body rust-through. A deductible may be required. Lessee excluded. SEE DEALER FOR DETAILS. \*See EPA est. mpg to

compare. Your mileage may vary depending on speed, distance, weather. Actual hwy. mpg lower.

**BUCKLE UP FOR SAFETY.**



BASE CHARGER



CHARGER 2.2



SHELBY CHARGER

It started back in '79 when we came out with the car that began the American front-wheel-drive revolution in sports coupes.

Then began the refinements. We revived the legendary Charger nameplate. We gave Charger the muscle of a 2.2-liter overhead cam engine in the 2.2 and Shelby versions that gave them 0-50 times of less than 5.8 seconds.\*\* And we inserted a strong 1.6-liter in the basic Charger that's rated at an astonishing 49 est. hwy., **31** EPA est. mpg.\*\*\*



OPTIONAL CHARGER 2.2 INTERIOR

Then we gave Charger some dynamic new styling. And gave the whole package our standard 5/50 Protection Plan®. For 1984, we've even given you two special packages for the base Charger. Purchase the options in the Automatic Transmission Package and the automatic transmission is yours at *no extra charge*. Or purchase the options in the Engine/Transmission Package and our gutsy 2.2-liter engine and 5-speed are *no extra charge*.

The new Chargers. For sale or lease\* at your Dodge dealer now.

# THE FIRST FRONT-WHEEL-DRIVE AMERICAN SPORT COUPE. AN UPDATE.

WE ARE DODGE.  AN AMERICAN REVOLUTION.

\*Lease 50,000 miles, whichever comes first. Limited warranty on other body parts through engine and powertrain. Deductible may be required. Excludes taxes. SEE DEALER FOR DETAILS. \*\*Based on acceleration tests performed by NHTSA on

vehicles with standard engine and transmission. \*\*\*Use EPA est. mpg to compare. Your mileage may vary depending on speed, weather and distance. Actual hwy. mpg lower. City est. lower.

BUCKLE UP FOR SAFETY.

# DODGE ANNOUNCES AMERICA'S BEST FACTORY RUST-PROTECTION TRUCK WARRANTY.

## WE ARE DODGE. WITH THE LONGEST RUST-THRU PROTECTION TRUCK WARRANTY.

There's not a truck in America that doesn't at least try to talk tough.

But, at time of publication, only one truck manufacturer will back up its words to this extent.

**FIVE YEARS OR 100,000 MILES, WHICHEVER COMES FIRST.**

Only Dodge gives you this much protection.

Protecting you against outer body rust-through for five long, cold winters.

And five long, stormy summers.

Five long years. Or 100,000 long miles.

At Dodge, we stand behind our trucks come rain or shine.

**EVERY 1984 FULL-SIZED PICKUP. EVERY 1984 RAMCHARGER. AT NO EXTRA COST.**

This limited warranty covers every full-sized pickup Dodge makes. Every Ramcharger sports utility, too. 4x2s. Even 4x4s.

And it won't cost you one extra dime. But it could save you lots. Ask your Dodge Truck dealer for details.

# 5 / 100

**YEARS**

**100,000 MILES**

**NO EXTRA COST**

## MORE GALVANIZED STEEL MAKES DODGE TOUGH ON RUST.

There's in excess of 332 sq. ft. of rust-fighting galvanized steel surface in a full-sized Dodge pickup.

438 sq. ft. in a Dodge Ramcharger.

More than any Chevy pickup. Any Ford pickup. Any full-sized Ford Bronco. Any full-sized Chevy Blazer.

One more reason why 92% of all Dodge trucks built in the last ten years are still on the road. According to the latest R. L. Polk & Co. registration figures.

And one powerful reason why Dodge can give you this extensive a rust-through protection warranty at no extra cost.

Nobody but Dodge is this tough on rust.

**AT DODGE, WE JUST DON'T TALK TOUGH. WE PROVE IT.**

Dodge makes choosing a truck a whole lot easier. Just see your Dodge Truck dealer.



BUCKLE UP FOR SAFETY.



Dodge Caravan. A truly revolutionary vehicle. It can handle two adults plus 125 cubic feet of cargo. Or five adults. Even seven with the available rear seat. Yet it's shorter than a full-size station wagon, so it's easier to maneuver and park. And since Caravan stands a mere 5'5," it's easy for you to get in and out of. And it's easy to get Caravan in and out of your garage.

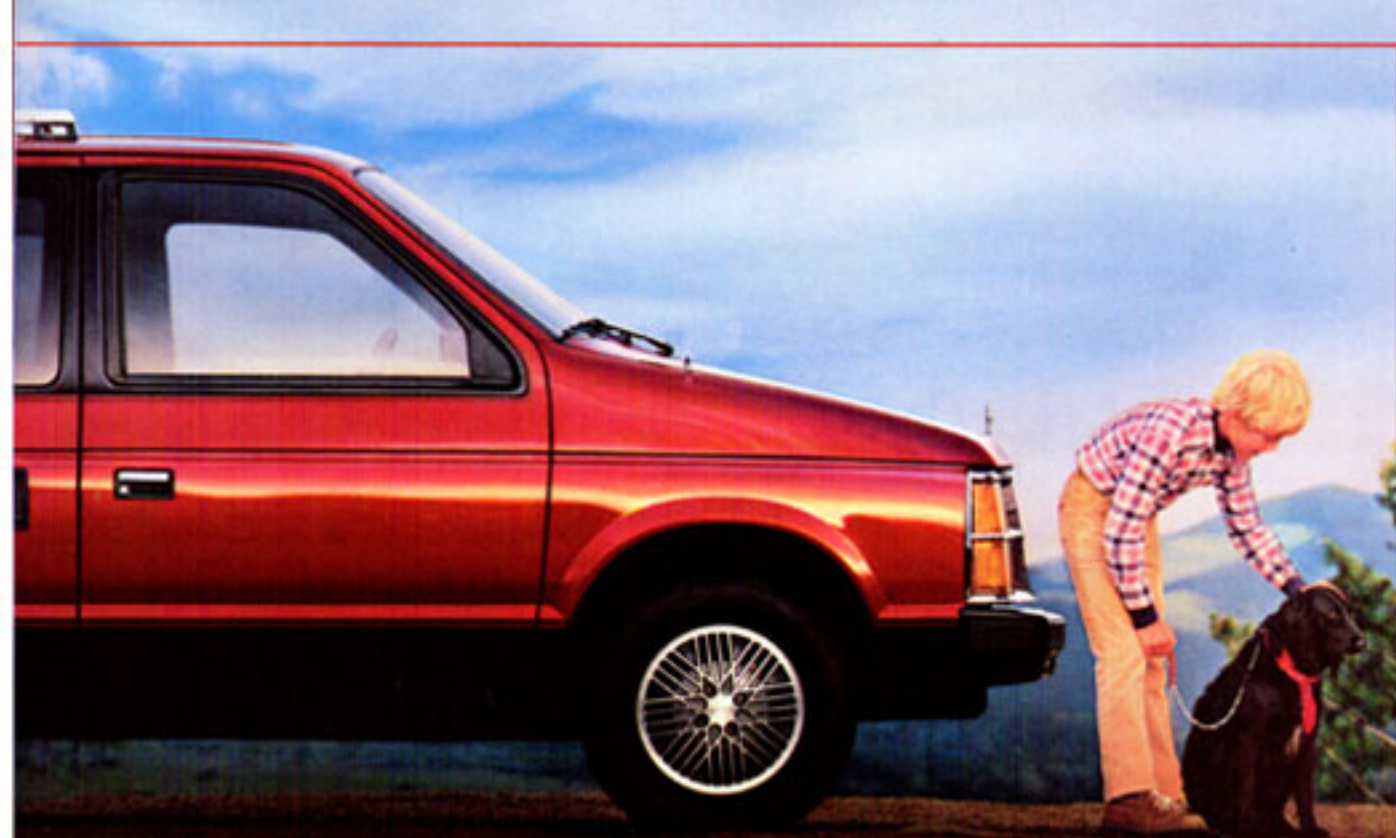


Caravan's 2.2-liter engine rates an est. hwy. of 37 and EPA est. mpg of 24\* — impressive mileage for a vehicle of this sort. Caravan also has front-wheel drive to handle slippery surfaces outside and give you more room inside. Yet for all of this, Caravan is remarkably low-priced and even backed by Dodge's 5 year/50,000 mile Protection Plan on engine, powertrain and outer body rust-through.\*\*

The totally new Dodge Caravan. You've got to see it, sit in it, and drive it to believe it. All of which can happen at your Dodge dealer — where you can buy or lease\*\*\* your very own transportation revolution. Order one now.

The New Chrysler Technology. Quality backed by 5/50 Protection.

\*Use EPA est. mpg for comparison. Your mileage may vary depending on speed, distance and weather. Actual hwy. mpg and CA est. lower. \*\*15 years or 50,000 miles, whichever comes first.



# INTRODUCING DODGE CARAVAN. A TRANSPORTATION REVOLUTION.

NOT AS LONG AS A FULL-SIZE STATION WAGON,  
YET IT HOLDS 40% MORE CARGO. AND IT'S ABOUT THE  
SAME HEIGHT AS THE AVERAGE AMERICAN WOMAN.  
IT HAS FRONT-WHEEL DRIVE, GETS INCREDIBLE MILEAGE,  
AND IS BACKED BY 5/50 PROTECTION.



FULL-SIZE VAN



DODGE CARAVAN

WE ARE  
DODGE.  AN  
AMERICAN  
REVOLUTION.

Limited warranty. A deductible applies. Excludes leases. SEE DEALER FOR DETAILS.

BUCKLE UP FOR SAFETY.



# ***WE ARE DODGE***

We're confident that you have liked what you have read about the cars behind the 1984 American driving revolution.

Now we urge you to compare them to the competition, American or foreign-made, because we believe that a thorough comparison—and a test drive—is the best way to prove the claims we have made here.

And as you compare, we urge you to keep this in mind: Dodge backs up the quality of its cars with more than words.

We're talking about The New Chrysler Corporation's revolutionary 5/50 Protection Plan (on all domestic car lines).

This limited warranty covers engine and power train components, as well as outer panel rust-through protection, for five years or 50,000 miles, whichever comes first. A deductible may apply. Fleet and lease vehicles excluded. See your Dodge dealer for details.

Think about that when you sign on the dotted line for your next new car.

And join the driving revolution that is Dodge.



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