



Let's face it.

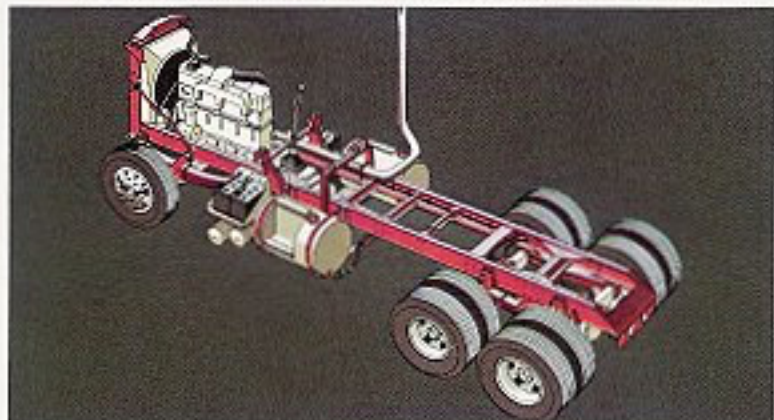
There's more than one way to
design an all-new heavy-duty truck.

It's time someone designed
a truck as if...



As if...
the man who bought it
felt its extra quality was worth every
dollar he paid to get it.

A PRODUCT OF EXTRA CARE IN ENGINEERING.



The Long Conventional you see on the opposite page is the new Dodge Bighorn. The most advanced, most highly engineered heavy-duty Dodge has ever built.

A TOUGH RUGGED DESIGN.

For strength and durability, the Dodge Bighorn has 10 $\frac{1}{2}$ -inch 110,000 psi straight frame rails. And there are various optional frame configurations, with or without special reinforcements. The Bighorn also has a tough, dependable, proven cab that has been constructed of lightweight, yet strong, steel.

CLASS EIGHT BOLTS. To in-

sure the toughness of the Bighorn design, expensive class eight bolts, hardened washers (top and bottom), and self-locking aircraft-type nuts are used to connect the cross members to the frame.

FLEXIBLE HOSES. For longer hose life, flexible hoses with reusable fittings are used throughout the chassis. To avoid abrasion and wear, these hoses are firmly clipped in place with an extra-generous number of high-quality metal clips with separate rubber collars.

ENGINE AVAILABILITY. The

new Dodge Bighorn is available with Detroit Diesel and Cummins diesel power plants up to their highest horsepower rating. A large complement of brakes, Eaton and Rockwell axles, and Spicer and Fuller transmissions is also available.

EXTRA COOLING CAPACITY.

The Bighorn is equipped with a large 1,200-square-inch radiator core. For extra cooling requirements, the Bighorn has one of the largest radiators made, a 1,500-square-inch unit. To increase their cooling capabilities even further, both of these units have a highly efficient de-aeration system.

BI-TORQUE GAUGES. Except

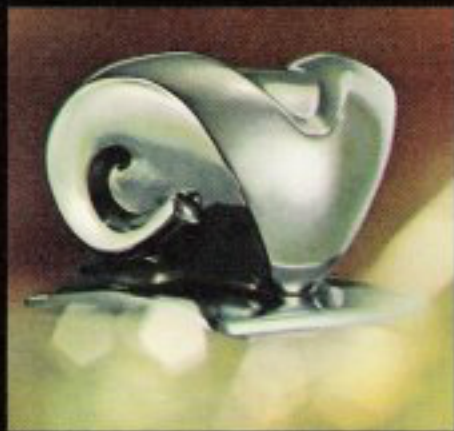
for the speedometer and the tachometer, every gauge in the Bighorn is an expensive Stewart-Warner waterproof bi-torque gauge.



THE NEW DODGE BIGHORN



One look at the new Dodge Bighorn, and you know that it was built by men who know trucks. Its styling is clean, simple, and functional. It's not just the massive hood and grille that will tell people what sort of truck you drive. It's not just the distinctive hood ornament, either. It's the truck in total. The overall strong, bold look of the new Dodge Bighorn.



As if...
the man who bought it
had to drive it.

AN EXCLUSIVE OF EXTRA CARE IN ENGINEERING.



A FOAM-INSULATED CAB THAT SEALS OFF ENGINE HEAT AND NOISE. A thick, yet lightweight, polyurethane insulating pad is foamed in place by an exclusive process developed by Dodge. This durable coating seals the entire firewall and cab bottom to give you greater driver comfort.



A BUILT-IN PROVISION FOR AIR CONDITIONING. Whether you buy a Dodge Bighorn with air conditioning or not makes no difference. Integral air conditioning can be added at any time without changing the inside appearance of the cab.

RCCC DASH. Instruments and gauges are positioned in strict compliance with RCCC Maintenance Committee recommendations. To provide excellent readability with a minimum of glare, soft, diffused backlighting is used throughout.

ABS LINERS AND FOAM PADDING THROUGHOUT. Easy-to-clean and handsome ABS head and back panel liners are standard equipment on the Dodge Bighorn. So are closed-cell, resilient foam panels that have been placed

behind the head and back panel liners, under the floor mats, and behind the dash liner to further assist in noise and temperature control.

WIDE-ANGLE VISIBILITY. The wraparound windshield gives you better visibility at the sides. And a carefully designed hood-to-windshield relationship provides an excellent view to the front and down, especially advantageous during heavy traffic conditions.

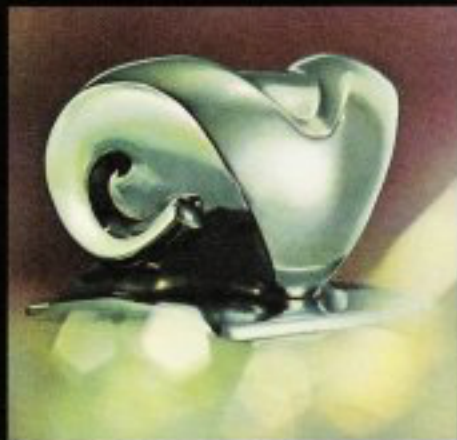
NO-THEFT HANDLES. These chrome-plated handles are

strategically located to permit easy entry and exit from the cab. They are attached with theft-proof screws which require a special tool for removal.

A HOST OF CONVENIENT OPTIONS. The Dodge Bighorn can be as luxurious as you want. Some of the options you may be interested in are: integral air conditioning, AM or AM/FM radio with twin speakers, tape deck, power steering, electronic tachometer and speedometer, and a wide array of bright dress-up equipment.

THE NEW DODGE BIGHORN





As if...
the man who bought it
had to maintain it.

AN EXCLUSIVE OF EXTRA CARE IN ENGINEERING.



A TILT-AWAY STEERING COLUMN AND AN INSTRUMENT PANEL THAT FOLDS COMPLETELY DOWN. Just lower the steering column, swing the instrument panel down, and you have complete pillar-to-pillar access to electrical connections, tubing, valves, and instruments. The steering column also adjusts to the height the driver finds most comfortable.

EASY ENGINE ACCESSIBILITY. Simply unlatch the hood clamps, grab the Bighorn's hood ornament, pull, and the fiber-glass hood (counter-balanced by two overcenter springs) rotates forward easily and safely. There is enough space between the tire and the frame to make it easy for a mechanic to work on all components under the hood of the Bighorn.

SUPER QUALITY WIRING PROTECTION. The electrical system of the Bighorn is made entirely of heavy-duty material. All wires are color-coded and



fully protected by PVC insulation. They are encased in vinyl braid and then routed through convoluted plastic tubing to further protect the wires from the elements. And the plastic tubing folds open for easy wire accessibility.

FULLY PROTECTED CIRCUIT SYSTEM. To insure against the burning out of a wiring harness, the Bighorn is equipped with five fusible links and a bank of automatic reset circuit breakers. All circuit breakers are mounted inside the cab directly below the dash panel for easy access. All connectors are of the proven nut-bolt eyelet type. To protect these connectors, the three exterior-mounted junction boxes are protected by a tough, dirt- and water-resistant ABS cover. And for ease of maintenance, the cab/chassis junction box is located directly above the battery box.

THE NEW DODGE BIGHORN





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MOTORS CORPORATION

Today, Dodge toughness has a new way of looking at things... your way!

Recently, the Dodge Heavy-Duty Truck Operation has expanded its coast-to-coast network of Dodge Truck Centers. In each, you'll find sales and account engineers who will give you expert assistance in the "specing out" of your new truck. You'll find factory-trained service technicians who know trucks like the backs of their hands. And you'll find a well-stocked Parts Depot from which to draw to keep your fleet rolling. If you're looking for men who think about your business the way you do, stop in at your nearest Dodge Truck Center.



Dodge

Dodge Trucks

**Extra care in engineering
makes a difference
in Dodge... depend on it.**