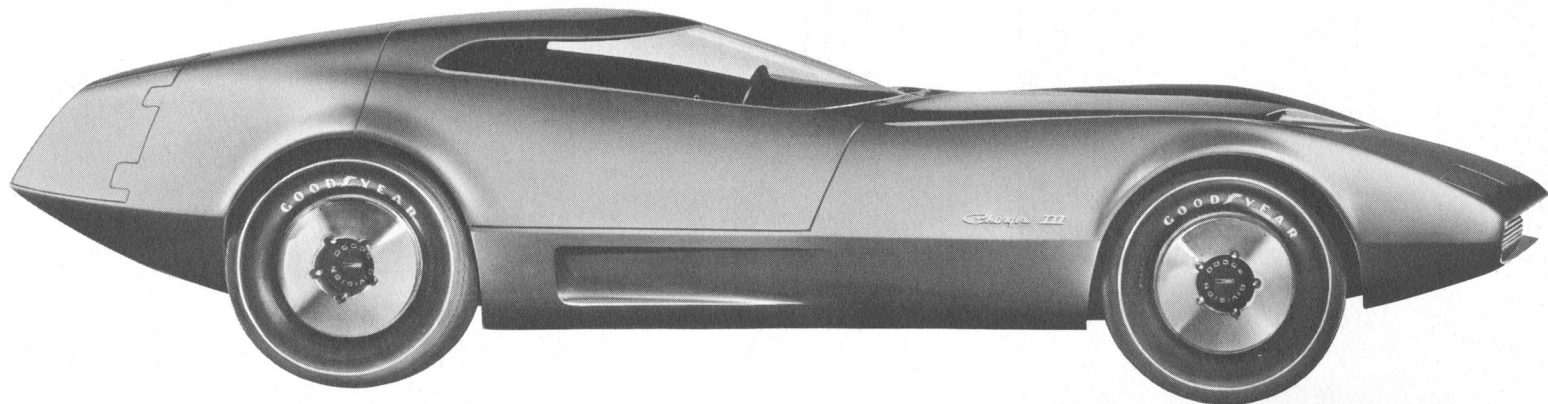


CHARGER III

by DODGE

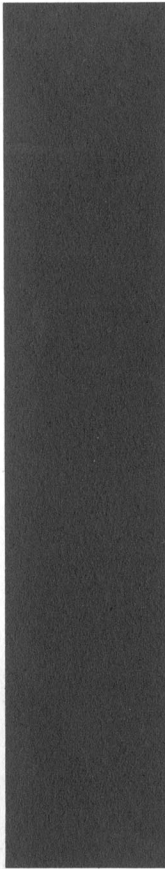
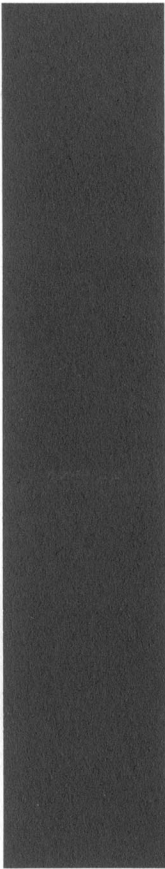
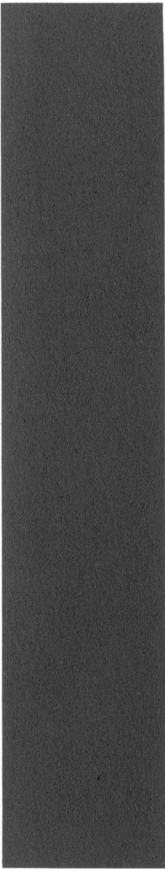
CHARGER



CHARGER III! A bold, new imaginative experimental car from Dodge designed to significantly diminish the distance between the will of man and the response of the machine. Its every feature is aimed at providing instant response to the desires and commands of its two occupants—whether for comfort, convenience, enormous acceleration, tremendous speed, or for long-distance, mile-eating cruising.

Housing within it a remarkable number of comfort, convenience and performance features, Charger III measures just 42 inches high from where its 8.00/8.20-15 Super Stock racing tires touch the road to the glittering top of the aircraft-type raise-up canopy.

Long, low, clean and sleek, Charger III affords an exciting and stimulating glimpse into the future of motoring with Dodge.

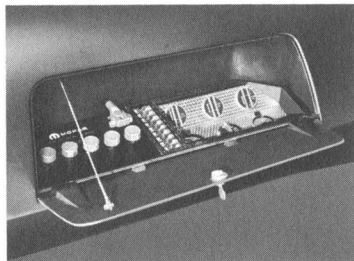


Pivoted, Contoured Bucket Seats. As the instrument cluster pod and steering wheel swing out of the way, the bucket seats automatically pivot forward and upward to add to the ease of getting in and out of Charger III. Looking much like acceleration couches from a space capsule, the contoured bucket seats with integral head restraints provide luxurious comfort and support.

Center Console. The full-length center console houses the automatic transmission selector lever, the parking brake lever, and an assist handle for the passenger.

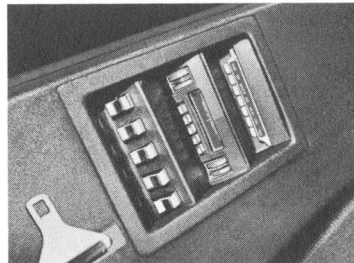
Swing-away Instrument Cluster Pod. At the same time that a special concealed lift is raising the roof, the instrument cluster pod and steering wheel swing up and out of the way to make it easy for the driver to get out. A recessed handle in the pod enables the driver to pull the steering wheel and instrument cluster pod down in front of him and to lock it in driving position.

Flow-through Ventilation. There are no windows that open in Charger III. This means the ride is quiet and dirt and dust-free. Air is circulated by the flow-through ventilation system which takes in air through a grille at the base of the wrap-around windshield, circulates it throughout the interior of Charger III, and then exhausts it through special ports.

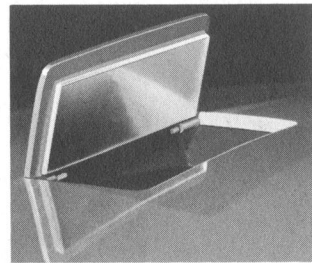


Engine Service Hatch. By opening the lockable engine service hatch located in the side of the fender on the driver's side, water level, oil level and battery fluid level can be checked without the need to raise the hood.

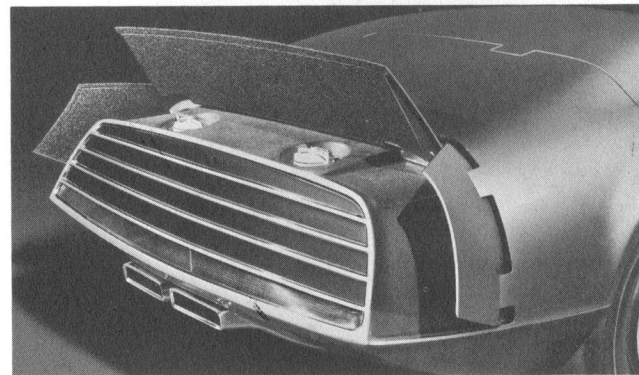
Switch Console. At the driver's left elbow is located the switch console. Here, within easy reach, are all of the switches for controlling lights, air conditioning, etc.

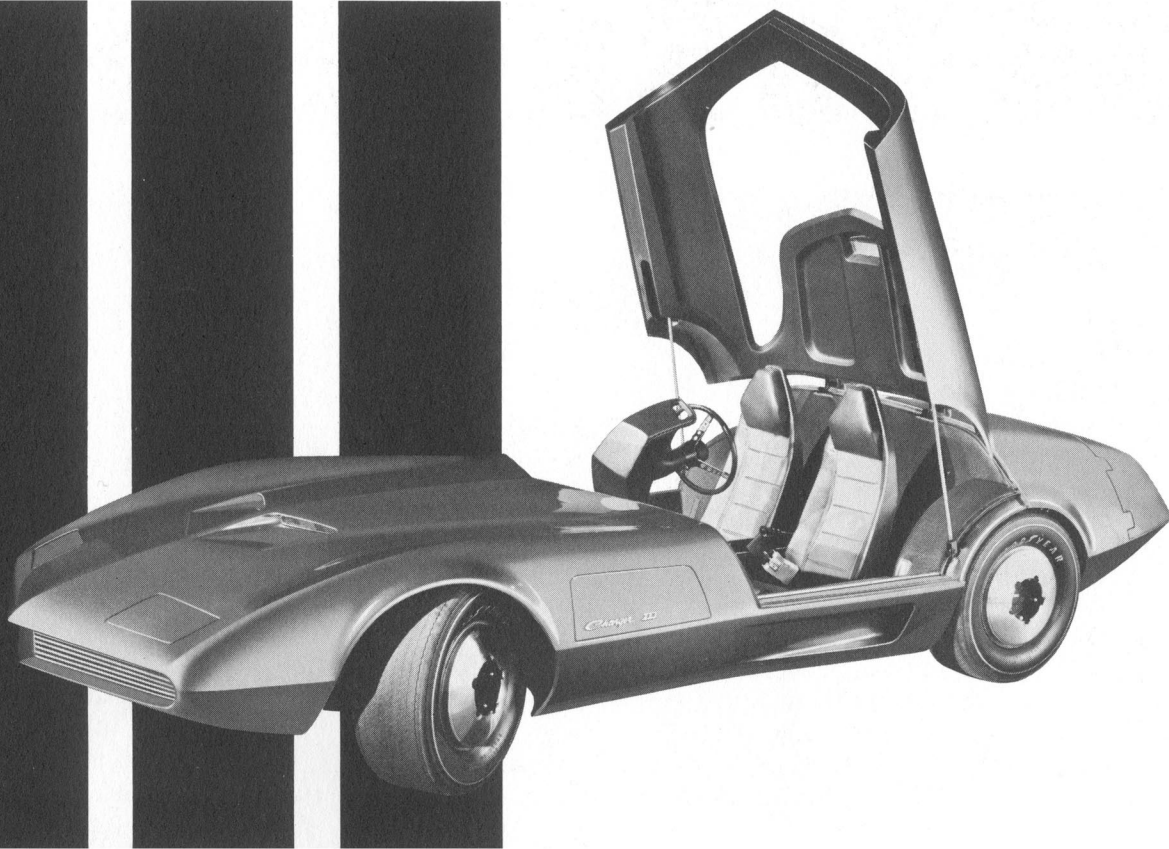


Periscope-type Rearview Mirror. The periscope-type rearview mirror raises up out of a special door in the roof. Providing a completely unobstructed view to the rear and with wide-angle coverage, this mirror more than makes up for the fact that there is no rear window in Charger III.



Spoiler-type Air Brake Flaps. Ingeniously engineered into the smooth, sleek, short rear deck of Charger III is a three-flap, spoiler-type air-brake system. Synchronized with the regular braking system, these flaps open to provide additional airfoil braking effect. Concealed under the large center air-brake flap are two quick-fill gas caps. Charger III's taillight is full-width. In addition, when the spoiler-type air brake flaps are up, two more stop lights concealed by those flaps go on to provide additional warning that Charger III is slowing down.



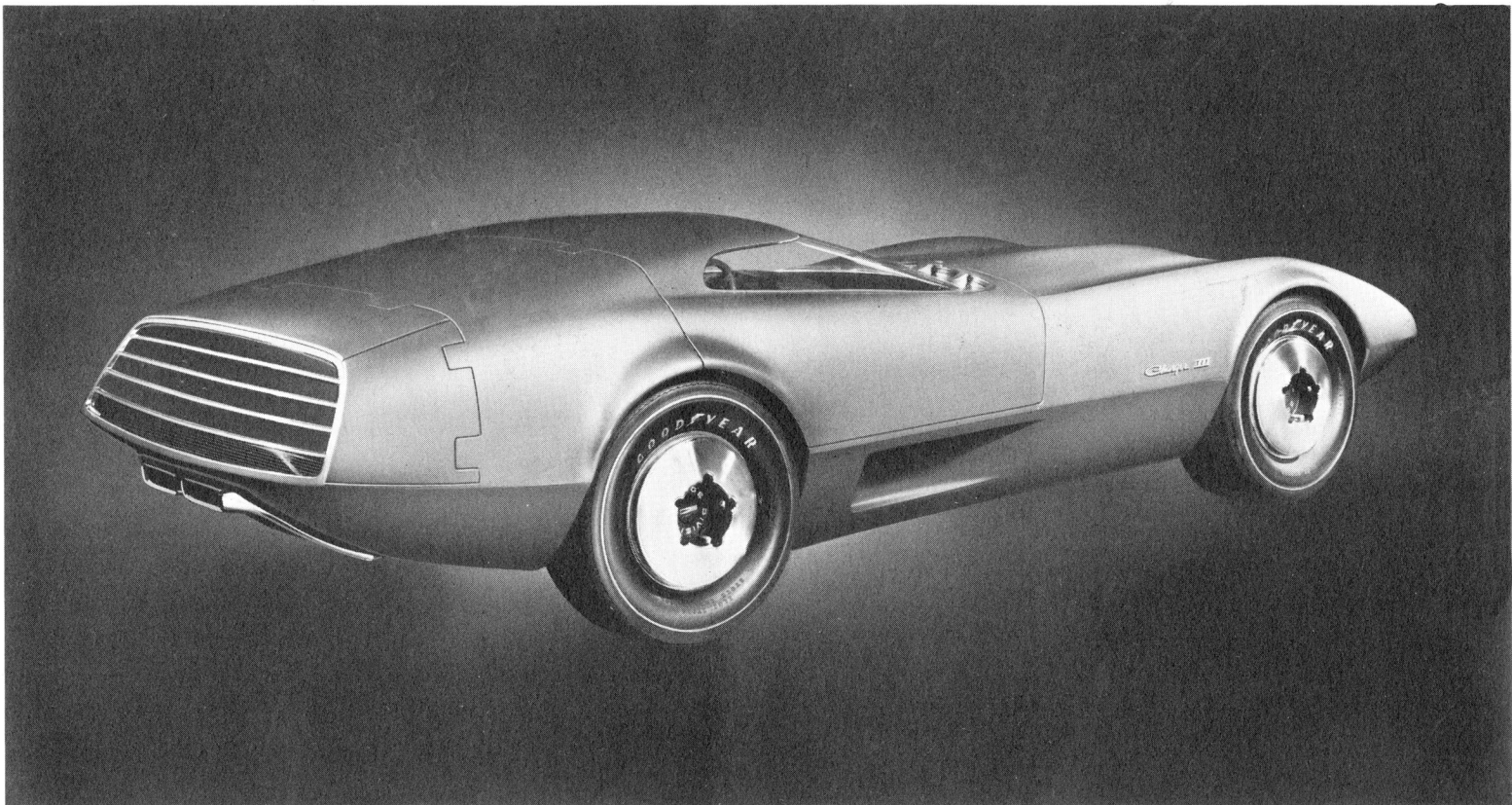


Raise-up Canopy. The entire superstructure of the passenger pod raises up smoothly and quietly with a concealed lift to make it simple and easy to get in and out of the extremely low Charger III.

Headlamp Doors. When the headlamps are not in use, they disappear behind twin doors built into the sloping lines of the hood. When the lights are turned on, the doors open automatically.

Twin Hood Air Scoops. Twin air scoops designed into the sweeping lines of the hood ram air into the engine compartment to supplement the air entering through the low front grille.

Rear Brake Air Scoops. Located low on the side of Charger III are air scoops designed to ram cooling air onto the rear brakes to maintain top braking efficiency even under extreme braking conditions.



Dodge

