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1915 DODGE BROTHERS TOURING CAR



One of the most remarkable business stories in U.S. automotive industry history was the Dodge Brothers' overnight transformation from the world's largest supplier of auto parts to a spectacularly successful independent automobile manufacturer.

John and Horace Dodge introduced their eagerly anticipated car in November 1914. The highly integrated "Dodge Main" plant in the Detroit suburb of Hamtramck turned out 249 Dodge cars before the end of the year. During 1915, the plant produced 45,000 vehicles, catapulting Dodge into third place in the industry – the company's first full year as a full-line automobile manufacturer.

Boasting the industry's first mass-produced, all-steel body, "The Dependable Dodge" delivered the quality and durability its namesake brothers promised, and at an affordable price.

Tragically, John and Horace Dodge both died of influenza in 1920. Walter P. Chrysler stunned the business world with his surprise purchase of Dodge Brothers eight years later.

Wheelbase:	110 in.
Length:	149 in.
Weight:	2,200 lbs.
Engine:	L-head inline four-cylinder
Horsepower:	35 hp
Displacement:	212.3 cu. in.
Bore/Stroke:	3.875 x 4.5 in.
Compression Ratio:	4.0:1
Transmission:	Three-speed manual
Suspension:	Front and rear longitudinal leaf
Brakes:	Two-wheel externally contracting, mechanical
Base Price:	\$785
Features:	2-volt electrical system

1919 DODGE FOUR DOOR SEDAN



Introduced into the Dodge lineup in February of 1919 was the industry's first all-steel, four-door sedan. Costing \$1,900 and weighing in at 2,815 pounds, this was the heaviest and most expensive model to date. The interior was finished with velvet mohair upholstery.

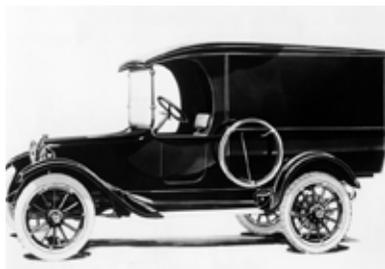
Wire wheels were standard on all four-door models.

Among the changes for all Dodge models was a narrower windshield and the addition of a five-window coupe, which replaced the hardtop convertible coupe.

Dodge's Hamtramck factory was building 500 vehicles per day with a total production for 1919 of 106,000 units. The 400,000th Dodge vehicle was built in 1919.

Wheelbase:	114 in.
Weight:	2,815 lbs.
Engine:	L-head inline four-cylinder
Horsepower:	35 hp
Displacement:	212.3 cu. in.
Bore/Stroke:	3.875 x 4.5 in.
Compression Ratio:	4.0:1
Transmission:	Three-speed manual
Suspension:	Front and rear longitudinal leaf
Brakes:	Two-wheel externally contracting, mechanical
Base Price:	\$1,900
Production:	106,000 total series production

1920 DODGE HALF-TON SCREENSIDE



First introduced in 1917 and based on the Dodge Brothers passenger car, the Dodge Screenside was introduced to fulfill light-duty commercial needs. With the same wheelbase as the passenger car, the Screenside's chassis was longer, heavier and sturdier. A sales

brochure of the era claimed: "Dodge Brothers Business Cars offer a definite solution of the light transportation problem." 9,064 of these vehicles were produced with every one being bought by the public.

The Screenside, and the similar panel vehicle, added to Dodge's reputation of dependability, with its service as an ambulance during World War I.

Wheelbase:	114 in.
Weight:	2,610 lbs.
Engine:	L-head inline four-cylinder
Horsepower:	35 hp
Displacement:	212.3 cu. in.
Bore/Stroke:	3.875 x 4.5 in.
Compression Ratio:	4.0:1
Transmission:	Three-speed selective sliding gear
Suspension:	Front semi-elliptic, rear three quarters elliptic
Brakes:	Two-wheel mechanical
Base Price:	\$1,270
Production:	9,064

1927 DODGE CABRIOLET



This cabriolet in the 124 Series was the first production convertible coupe ever offered. The first of these vehicles was built on April 25th, and the last was built on July 27th. It is unknown how many of these sporty models were built in the 73 days of production.

When production started, all models were painted Armory Green lacquer with black enamel fenders and splash shields, Spanish Green seats and interior panels and a tan top. After June 22nd, the top material was changed to black.

Green wire wheels were standard equipment. The sporty model, featured a base price of \$995 and weighed 2,727 lbs.

Wheelbase:	116 in.
Weight:	2,727 lbs.
Engine:	L-head four-cylinder
Horsepower:	35 hp
Displacement:	212.3 cu. in.
Bore/Stroke:	3.875 x 4.5 in.
Compression Ratio:	4.1:1
Transmission:	Selective sliding gear manual
Brakes:	Two-wheel mechanical
Base Price:	\$995

1929 DODGE SENIOR SIX ROADSTER



Walter P. Chrysler lost no time revamping the Dodge product line following his surprise acquisition of Dodge Brothers Company in 1928.

For 1929, the new Dodge Division's Senior models were elevated to a level of luxury – unprecedented

in any previous Dodge Brothers automobile. The 1929 Dodge Seniors boasted exterior styling enhancements and interior appointments, which immediately made them competitive with such established upper-middle market cars as Buick, Hudson and Marmon.

A notable engineering feature in the upgraded 1929 Dodge vehicles was the industry's first mass-produced, gravity-type downdraft carburetor, which delivered higher horsepower and easier starting. Standard equipment in this sporty Dodge Roadster included a rumble seat – a popular feature on cars of the Roaring Twenties.

Wheelbase:	120 in.
Length:	179 in.
Weight:	3,300 lbs.
Engine:	L-head, inline six-cylinder
Horsepower:	78 hp
Displacement:	241 cu. in.
Bore/Stroke:	3.375 x 4.5 in.
Compression ratio:	5.5:1
Transmission:	Three-speed manual
Suspension:	Front and rear longitudinal leaf springs, solid front axle
Brakes:	Front and rear drum, hydraulic
Base Price:	\$1,650

1939 DODGE DELUXE TOWN COUPE



Dodge celebrated its 25th anniversary with curvaceous all-new styling. Evoking the glamour of ocean travel, the thoroughly redesigned 1939 Dodge vehicles – low-line Specials, as well as the highline DeLuxe – were christened “Luxury Liners.”

Although Chrysler Corporation stylist Dean Clark designed this limited-production premium coupe, the bodies were built for Chrysler by the Hayes Company of Grand Rapids, Michigan, one of many independent body builders then supplying batches of bodies to automakers large and small.

Clark’s pleasing design altered the roof and side windows and added a distinctive rear wind crease to the roof and rear deck. His creation changed American coupe design – the altered roofline provided room for front-facing seats, which could be folded up to create more cargo space.

Wheelbase:	117 in.
Weight:	3,100 lbs.
Engine:	L-head, inline six-cylinder
Horsepower:	87 hp
Displacement:	217.8 cu. in.
Bore/Stroke:	3.25 x 4.375 in.
Compression ratio:	6.5:1
Transmission:	Three-speed manual. First year for column-mounted gear shift
Suspension:	Front independent coil springs, rear longitudinal leaf springs
Brakes:	Front and rear drum, hydraulic
Base Price:	\$1,050

1941 DODGE COMMAND CAR



Built to rigid military specifications in 1941, this Dodge half-ton 4x4 U.S. Army Command Car bridged the gap between the pre-war 1940 vehicle – based on Dodge’s civilian commercial truck – and the extensively redesigned, three-quarter-ton 1942 wartime version

with military sheet metal and a lower overall silhouette.

This Dodge Command Car was configured to carry a driver, radio equipment and the maps and plans necessary to keep a senior U.S. Army officer in contact with his troops – and mobile on the most challenging battlefield terrain.

Chrysler Corporation’s Dodge Division produced more than half a million military vehicles of all types during World War II.

Wheelbase:	116 in.
Length:	191 in.
Weight:	5,070 lbs.
Engine:	L-head inline six-cylinder
Horsepower:	80 hp
Displacement:	218 cu. in.
Bore/Stroke:	3.25 x 4.375 in.
Compression Ratio:	6.7:1
Transmission:	Four-speed manual with single speed transfer case
Suspension:	Front and rear longitudinal leaf, solid front axle
Brakes:	Front and rear drum, hydraulic

1956 DODGE CUSTOM ROYAL LANCER



Custom Royal Lancer – for example.

Virgil Exner's modest 1956 tailfins sprouted swept-back radio antennae – one on each rear fender. Inside the car, the gear selector for Chrysler's PowerFlite automatic transmission was replaced by five pushbuttons grouped in a mini-console on the left side of the instrument panel.

Overnight, Dodge's image swung wildly from dependability to performance. The 1956 Dodge D-500 was a pivotal car for the division, marking the brand's overnight transition from conservative family car to race-ready performance machine. Dodge's staid image was forever transformed to that of a serious contender in NASCAR and drag racing.

Chrysler's spectacularly successful Forward Look charged into its second year with bladelike tailfins, pushbutton transmissions and ever-increasing V-8 power under the hood. Along with flamboyant two- and three-tone paint jobs, the 1956 models carried equally flashy model names – Dodge's top-line

Wheelbase:	120 in.
Weight:	3,500 lbs.
Engine:	Overhead valve, "Red Ram" V-8 with hemispherical head
Horsepower:	260 hp
Displacement:	315 cu. in.
Bore/Stroke:	3.63 x 3.80 in.
Compression Ratio:	9.25:1
Transmission:	PowerFlite two-speed automatic
Suspension:	Front coil springs, rear longitudinal leaf springs
Brakes:	Front and rear drum hydraulic, power assist
Base price:	\$2,650
Option:	"Highway Hi-Fi," under-dash mounted 16.66 rpm phonograph, \$75 option (1956).

1956 DODGE NASCAR REPLICA



With the introduction of the Red Ram HEMI to Dodge in 1953, the brand was ready to go racing. A Special D-500 package was introduced in 1955 and featured the 315 cubic inch Hemi that produced 260 horsepower. A special double channeled frame, 12-inch drum brakes from a Chrysler and heavy-duty

suspension parts from the Imperial made the D-500 something special.

For 1956, the most successful team owner in NASCAR, Karl Keikhaefer, and drivers like Lee Petty and Danny Eames were asking for more horsepower for their race cars. The D-500-1 was a factory built, extra-heavy-duty vehicle that was for racing only. A special dual quad and aluminum intake helped the D-500-1 produce 276 horsepower. It is believed that no more than 100 of these vehicles were produced.

This vehicle is a replica of one of the cars the Keikhaefer race team ran for the 1956 season. Keikhaefer was the owner of Mercury Outboard Engines.

Wheelbase:	120 in.
Weight:	3,250 lbs.
Engine:	Overhead valve "Red Ram" V-8, Hemispherical head
Horsepower:	300 hp
Displacement:	315 cu. in.
Bore/Stroke:	3.63 in. x 3.80 in.
Compression Ratio:	10.25:1
Transmission:	Modified 727 with push button
Brakes:	Front: 11-inch disc conversion kit, 11-inch rear drum

1966 DODGE CHARGER



In mid-1966, Dodge introduced a new upscale two-door coupe with performance that matched its sporty looks.

Based on the mid-sized Dodge Coronet chassis and running gear, the clean-lined Charger featured

a long, sweeping “fastback” roofline with a huge, flat backlight and a finely detailed, full-width grille with hidden headlights. Inside, four individual bucket seats were separated by a unique full-length console.

All Chargers were powered by V-8 engines – the standard 318 cu. in. (5.2 liter), and optional 361 cu. in. (5.9 liter), 383 cu. in. (6.3 liter) and the famed 426 cu. in. (7 liter) HEMI®.

This vehicle was used by drag racer Al Eckstrand to give safe driving demonstrations to soldiers stationed around the world.

Wheelbase:	117 in.
Weight:	3,500 lbs.
Engine:	Overhead valve, V-8 with hemispherical heads
Horsepower:	425 hp
Displacement:	426 cu. in.
Bore/Stroke:	4.25 x 3.75 in.
Compression ratio:	10.25:1
Transmission:	TorqueFlite three-speed automatic
Suspension:	Front independent torsion bar, rear longitudinal leaf springs
Brakes:	Kelsey Hayes front disc and rear drum, hydraulic, power assist
Base Price:	\$3,150

1968 DODGE HEMI CHARGER R/T



Introduced two years earlier, Dodge's intermediate-sized fastback coupe was totally redesigned for 1968. The Charger's striking new look featured pinched-waist styling inspired by supersonic fighter aircraft of the day, a long, semi-fastback roofline with "flying buttress" rear window

blades and a recessed, full-width grille with hidden dual headlamps. All 1968 Chrysler products received mandatory side-marker lights.

Topping the 1968 Charger option list was a 426 cubic inch HEMI V-8 engine, beefy four-speed manual transmission and sure-grip differential. Bobby Isaac – who went on to win the 1970 NASCAR driver's championship – campaigned a Dodge Charger in 1968.

Wheelbase:	117 in.
Length:	208 in.
Weight:	3,650 lbs.
Engine:	Overhead valve, V-8 with hemispherical heads
Horsepower:	425 hp
Displacement:	426 cu. in.
Bore/Stroke:	4.25 x 3.75 in.
Compression ratio:	10.25:1
Transmission:	Four-speed manual
Suspension:	Front independent torsion bar, rear longitudinal leaf spring
Brakes:	Front disc, rear drum
Base Price:	\$3,480
Production:	17,582

1969 DODGE CHARGER DAYTONA



The late 1960s found the “Big Three” automakers embroiled in an all-out battle for NASCAR supremacy. This car was the first to evolve from extensive wind-tunnel testing for high-performance handling.

Aerodynamic testing resulted in an elongated nose cone, redesigned rear window – and a towering “basket-handle” rear spoiler-wing to improve road handling and high-speed stability. The Dodge Charger Daytona’s distinctive silhouette was matched by performance: this was the first American production car capable of approaching 200 mph (322 km/h).

To satisfy NASCAR’s homologation rules, Dodge offered this factory-designed race car to the public. Several hundred of these winged oval-track warriors were sold to qualify the Charger Daytona as a stock vehicle.

Wheelbase:	117 in.
Length:	221 in.
Weight:	3,700 lbs.
Engine:	Overhead valve, V-8
Horsepower:	375 hp
Displacement:	440 cu. in.
Bore/Stroke:	4.32 in. x 3.75 in.
Compression ratio:	10.0:1
Transmission:	TorqueFlite three-speed automatic
Suspension:	Front independent torsion bar, rear longitudinal leaf springs
Brakes:	Front heavy-duty disc, rear drum, power assist
Base Price:	\$4,100

1970 DODGE CHALLENGER R/T



When the Challenger was introduced in the fall of 1969, Dodge fans were understandably excited about the addition of a pony car to the Scat Pack lineup. While the obvious intention of the vehicle was one of performance, customers could order from six different and distinct

models and nine engine options. The smallest of these was the 145 horsepower 225 cubic inch slant six. The largest was the 426 HEMI® with two four-barrel carburetors. When the 440 or the HEMI was ordered, customers received an extra heavy-duty suspension.

Of the eighteen exterior colors that were available, five were the high-impact colors: Plum Crazy, SubLime, Go-Mango, HEMI Orange and Top Banana. These would later be joined by Panther Pink and Green-Go.

This vehicle was originally built as a Challenger model with a 383 c.i.d engine. After its use in the movie “The Dilemma,” it was modified to the Plum Crazy Shaker Hood car you see here.

Wheelbase:	110 in.
Length:	192 in.
Weight:	3,500 lbs.
Engine:	Overhead Valve HEMI-head V-8
Horsepower:	425 hp
Displacement:	426 cu. in.
Bore/Stroke:	4.25 x 3.75 in.
Compression Ratio:	10.25:1
Transmission:	Three-speed automatic
Base Price:	\$3,535
Production:	1,070

1970 DODGE CHALLENGER T/A



With the 1970 debut of its all-new Dodge Challenger and third-generation Plymouth Barracuda “pony” cars, Chrysler Corporation charged into the Sports Car Club of America’s (SCCA) new Trans-American Road-Racing Series for “production small sedans.”

Dodge’s street machine was dubbed the Challenger T/A (Trans-America) and the companion Plymouth the AAR `Cuda (All-American Racers).

Chrysler’s 340 cubic inch (5.6-liter) V-8 engine with special block and heads mated to a close-ratio four-speed manual transmission were standard. An Edelbrock intake manifold with three Holley two-barrel carburetors spawned the famous “340 Six-Pak” option.

Wheelbase:	110 in.
Length:	191.3 in.
Weight:	3,000 lbs.
Engine:	Overhead valve, V-8
Horsepower:	275 hp
Displacement:	340 cu. in.
Bore/Stroke:	4.04 in. x 3.31 in.
Transmission:	TorqueFlite three-speed automatic
Suspension:	Front heavy-duty torsion bar, rear longitudinal leaf springs with front and rear sway bars
Brakes:	Front-heavy-duty disc, rear drum, power assist
Base Price:	\$3,700

1970 DODGE SUPER BEE



Based on the Dodge Coronet from 1968 to 1970, the Super Bee was Dodge's low-price, mid-size muscle car. The Super Bee was available in both the two-door hardtop and two-door coupe version and was powered by a 383 cu. in. high-performance V-8. A three-speed automatic and

a four-speed manual transmission were both available. This vehicle is B5 Blue and sports the rare blue "C" stripe.

The Super Bee was part of Dodge's successful "Scat Pack" program, along with the Charger R/T, Challenger and Dart Swinger 340. For 1971, the Super Bee switched to the Charger line.

This vehicle was given to a trade school in Indiana in late 1970 by Chrysler Corporation to train future automotive technicians. The vehicle sat idle in the school's parking lot until 2003 when it was returned to Chrysler. The vehicle was fully restored by Chrysler to its factory condition with the aid of the original broadcast sheet that was still in the back seat. This Super Bee currently has less than 500 original miles.

Wheelbase:	117 in.
Length:	210 in.
Weight:	3,380 lbs.
Engine:	Overhead valve, V-8
Horsepower:	330 hp
Displacement:	383 cu. in.
Bore/Stroke:	4.25 x 3.38 in.
Compression:	9.5:1
Transmission:	Four-speed manual with Pistol Grip
Suspension:	Rallye suspension with sway bars
Brakes:	Front and rear drum, power assist
Base Price:	\$3,074
Production:	11,540

1972 DODGE CHARGER



The Dodge Charger was originally introduced in 1966 as the Dodge brand's performance model. Over the next four years, several versions of the Charger would appear. First, there was a complete redesign in 1968, which enlarged the entire car and offered more engine options.

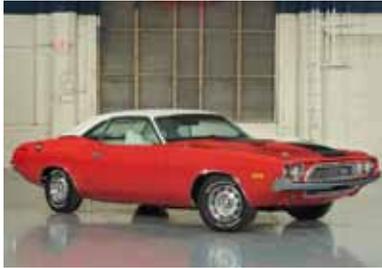
This was followed by the Charger 500 and Charger Daytona, both purposely designed for NASCAR racing.

By 1971, Dodge was moving away from NASCAR racing and looked for a more stylish mid-sized car. A complete redesign of the Charger gave it a more rounded and luxurious look with a larger "B" pillar. These changes carried over through the 1974 model year.

The 1972 Charger continued to be a performance car with several different engine options available, including the 440 cubic inch engine. The Charger SE continued to be the top trim level available with a landau vinyl top and hidden headlights as standard equipment.

Wheelbase:	115 in.
Length:	206 in.
Weight:	3,325 lbs.
Engine:	Overhead valve, V-8
Horsepower:	280 hp
Displacement:	440 cu. in.
Compression	8.2:1
Bore & Stroke	4.32 x 3.75 in.
Transmission:	TorqueFlite three-speed automatic
Suspension:	Front – torsion bar; Rear – longitudinal leaf
Brakes:	Front disc, rear drum, power assist
Base price:	\$3,249
Production	22,430

1973 DODGE CHALLENGER



Introduced in 1970, the Dodge Challenger was built to go head-to-head with the Chevy Camaro and Ford Mustang in the pony car wars. The Challenger was initially offered in both a hardtop and convertible, but the convertible was dropped after 1972. A version of the

Challenger, the T/A, was raced to limited success in the Trans Am Series.

The 1973 Challengers were carry-over models and virtually identical to the 1972 models. The only visual difference, between the two model years, was larger front and rear bumper pads. Also, the Rallye was no longer a standard model but rather an optional package. The base engine on the Rallye was a 318 c.i.d V-8 and the 340 c.i.d was the largest optional engine.

Wheelbase:	110 in.
Length:	198.2 in.
Weight:	3,220 lbs.
Engine:	Overhead Valve V-8
Horsepower:	240 hp
Displacement:	340 cubic inches
Bore/Stroke:	4.04x3.31
Compression ratio:	8.5:1
Transmission:	TorqueFlite Automatic
Base Price:	\$3,011

1984 DODGE CARAVAN



In its creation of the Dodge Caravan, Dodge set out to put the most interior space into the smallest possible exterior form. Very early in the process, it became evident that the front-wheel-drive design was the way to go. With the engine and transmission mounted forward in a single compact package,

the designers were given great freedom. The result is a flat, low floor that gave most passengers a surprisingly comfortable interior and amazing cargo space for a vehicle of this size. The unibody construction also allowed the Caravan even further reductions in overall height and weight.

With the introduction of the Dodge Caravan in 1984, Dodge created an entirely new segment of the market – one which Dodge has been the leader for 30 years. A longer wheelbase Grand Caravan was added to the lineup in 1987. Improvements to the Caravan included the industry first standard driver-side airbag and child safety locks (1991), integrated child safety seat (1993), the first standard passenger side airbags (1994) and of course Stow 'n Go seating in 2005, just to name a few.

Wheelbase:	112 in.
Length:	175.9 in.
Weight:	3,100 lbs.
Engine:	Overhead cam in-line four-cylinder, transverse-mounted
Horsepower:	96 hp
Displacement:	2.2 liter
Bore/Stroke:	3.44 x 3.62 in.
Compression:	9.0:1
Transmission:	TorqueFlite three-speed transaxle
Suspension:	Front independent MacPherson struts, rear coil spring
Brakes:	Front disc, rear drum, power assist
Base Price:	\$7,972

1984 DODGE DAYTONA TURBO Z



It's easy to understand why a sports car like the Daytona Turbo Z was born to run like a thoroughbred. With a Chrysler-Bosch multi-point fuel-injection system that precisely metered air/fuel mixture and a Garrett AiResearch T3 turbocharger that forced more air and fuel into the

cylinders for more power, the Daytona Turbo Z responded decisively. Even the deep-throated resonance of the performance-tuned exhaust lived up to its image of a true sports machine.

The interior was designed to synthesize form and function to produce an atmosphere that contributed to peak performance. From its conception, the Daytona Turbo Z was designed to be the definitive statement on the science of ergonomics: the interaction of man and machine in total harmony.

Wheelbase:	97 in.
Length:	175 in.
Weight:	2,530 lbs.
Engine:	SOHC I-4
Horsepower:	142
Displacement:	2.2-liter
Bore/Stroke:	3.44 x 3.62 in.
Compression Ratio:	8.1:1
Transmission:	Three-speed automatic
Base Price:	\$8,308

1985 DODGE SHELBY CHARGER



By the mid-1980s, the American economy had experienced a comeback, and buyers wanted performance. In 1983, Chrysler Corporation turned to racing legend Carroll Shelby to alter the base Charger model into an “awe-inspiring” performance car.

Shelby added a Garrett AiResearch T3 turbocharger to the base 2.2-liter engine, which boosted the horsepower 33 percent higher than the stock engine. Chrysler/Bosch multipoint fuel injection, close ratio transmission, gas-charged front struts and rear shocks, larger rear drum brakes and racing-type tires are other features that distinguish this model from its economy origins. 7,709 Shelby Chargers were produced this year.

Wheelbase:	96.5 in.
Weight:	2,160 lbs.
Engine:	Inline four cylinder, over head cam, turbocharged
Displacement:	135 cu. in.
Bore/Stroke:	3.44 x 3.62 in.
Horsepower:	146 hp @ 5200 rpm
Compression ratio:	8.1:1
Transmission:	Manual transmission, four-speed, special close-ratio gears
Base price:	\$9,553
Production:	7,709

1986 DODGE OMNI GLH-S



“Goes Like Hell”

Introduced in 1978 – with the oil scares of 1973-75 still a recent memory – the Dodge Omni and Plymouth Horizon were the first space- and fuel-efficient, transverse-mounted engine,

front-wheel-drive subcompacts in America. By 1984, fuel efficiency concerns had eased and Chrysler responded to market demand for more performance with a GLH option for the Dodge Omni. While this performance-oriented model’s moniker caused some head-scratching within the industry, at Chrysler it stood for “Goes Like Hell.”

In mid-1986, Chrysler introduced a Carroll Shelby-modified Omni GLH called the GLH-S. For \$11,000 a driver could buy a five-door hatchback capable of 0-60 mph in 6.70 seconds. Shelby modified only 500 GLHs into pocket-rocket Dodge Omni GLH-S models.

Wheelbase:	99.1 in. (251.7 cm)
Length:	163.2 in. (414.5 cm)
Weight:	2,250 lbs. (1,021 kg)
Engine:	Overhead cam inline turbocharged four-cylinder
Horsepower:	146 hp
Displacement:	135 cu. in.
Bore/Stroke:	3.44 x 3.62 in.
Compression Ratio:	8.1:1
Transmission:	Five-speed manual transaxle
Suspension:	Front MacPherson strut, rear coil spring
Brakes:	Front oversized disc, rear drum, power assist
Base price:	\$11,000
Production:	500

1989 DODGE VIPER CONCEPT



In the late 1980s, then-Chrysler President Bob Lutz challenged design chief Tom Gale and engineering head François Castaing to design a concept vehicle that would surpass the Shelby Cobra and other legendary roadsters of the 1960s in both beauty and performance.

Gale's team came up with a raw, rakish two-seater that took its design cues from past greats and brought them into the 1990s. The 89-inch car's hourglass shape and side exhausts exuded pure performance. Its open cockpit interior exemplified the axiom "form follows function."

And if the Viper's sexy exterior left any doubt as to the car's performance, its 450 cubic inch (7.4-liter) cast-iron 400-horsepower big-block V-10 engine (created by cutting and furnace-brazing two 360 cubic-inch V-8 blocks together, six cylinders from one block and four from the other) certainly erased it. The crank and camshafts were billet-machined.

The Dodge Viper RT/10 Concept was the hit of the first North American International Auto Show held in Detroit in January 1989. The audaciously low, 172-inch long car with its muscular six-speed manual transmission struck a visceral nerve. Call it snakebite. By public demand, Viper lunged from outrageous concept to production reality in less than three years.

Wheelbase:	96.2 in.
Length:	172 in.
Engine:	V-10
Horsepower:	400 hp
Displacement:	7.4 liter
Bore/Stroke:	4.00 x 3.88 in.
Compression Ratio:	9.1:1
Transmission:	Six-speed manual

1993 DODGE INTREPID



The Intrepid was Dodge's first cab-forward design that was built on the all-new LH platform. The Intrepid was available in two trim levels: base and the sportier, better-equipped ES, which added four-wheel disc brakes, 16-inch wheels with better tires, and stiffer "touring" suspension damping.

All Intrepids received driver and front passenger airbags, a rarity at the time, as well as air conditioning and the four-speed automatic transmission. Anti-lock brakes were optional, as was traction control and the more powerful 3.5-liter SOHC engine rated at 214 horsepower.

Changes were few over the Intrepid's initial five-year production. A new variable-assist power steering rack replaced the original for 1994, allowing for easier parking while maintaining a firmer feel at speed. The touring suspension tuning was also made standard equipment in the base model this year. Anti-lock brakes were made standard in the Intrepid ES in 1995, and in 1996 a new manual shift function for the automatic transmission, called Auto Stick, was inherited from the Eagle Vision TSi: the first transmission of its kind available in a mainstream car. In addition, Chrysler updated the Dodge Intrepid for the 1995 model year, adding the previous Dodge Ram logo, one used from 1994-2009.

Wheelbase:	113 in.
Length:	201.7 in.
Weight:	3,217 lbs.
Engine:	Overhead valve, V-6
Horsepower:	153 hp
Displacement:	3.3 liter
Bore/Stroke:	3.66 x 3.19 in.
Compression Ratio:	8.9:1
Transmission:	Four-speed automatic
Brakes:	Front disc, rear drum
Base Price:	\$15,930

1993 DODGE VIPER GTS CONCEPT



Conceived in the image and spirit of such immortal GT racing cars of the sixties as the Shelby Cobra Daytona Coupe and the Ferrari 250 GTO, the Viper GTS Coupe has all the muscle and personality of a purebred race car.

head and helmet clearance; dual rear-routed exhaust pipes; fuel filler located under a cast-aluminum quick release fuel cap feeding a bladder type fuel cell; interior black-surfaced, non-glare crash pad and black-faced gauges with graphics; a competition five-point aircraft-type belt harness and an emergency fire extinguisher mounted for quick access.

Packed with V-10 power, the Viper Coupe is based on the most recent addition to the American Hall of Fame of sports car legends, the Dodge Viper R/T 10. Inheriting the roadster's V-10 engine, six-speed transmission, suspension and chassis, Viper Coupe's design execution takes the Viper philosophy of back-to-basics in a new and different direction.

New elements to exemplify the Viper Coupe's race car image include a hood-mounted NACA intake for cold air ram induction to the engine; hood-mounted exhaust louvers for scavenging pressure and heat from the engine compartment and front wheel housings; roof blisters for greater

Wheelbase:	96.2 in.
Length:	177.8 in.
Engine:	Overhead valve V-10
Horsepower:	400 hp
Displacement:	488 cu. in.
Torque:	465 lb.-ft.
Transmission:	Six-speed manual

1994 DODGE VENOM CONCEPT



Introduced in 1994, the Dodge Venom concept was cast in the heritage of the visceral, high-performance excitement machines, such as the Dodge Charger and Viper. The Venom concept car introduced a new proportion to the muscle car, but improved on those

days by taking advantage of the new technology that was available.

The Dodge Venom's lightweight body was combined with rear-wheel-drive and a six-speed transmission. The big blocks of the 1960s were replaced by a sophisticated, powerful 3.5-liter, 24-valve, overhead cam, V-6 engine with an estimated 245 horsepower and 221 lb.-ft. of torque. Venom achieved all the performance that muscle cars enthusiasts expected, with up-to-date anti-lock disc brakes.

The traditional long hood/short deck was replaced by a fresh, new look. Using cab forward design, the wheels were moved toward the corners, increasing both wheelbase and track. The aggressive performance was enhanced with a comfortable ride and agile handling.

Wheelbase:	106 in.
Length:	185.2 in.
Engine:	Overhead cam, 24-valve, V-6 HO
Horsepower:	245 hp (estimated)
Displacement:	3.5 liter
Transmission:	Six-speed manual
Suspension:	Front and rear independent double "A" arms
Brakes:	Four-wheel disc with anti-lock braking system (ABS)

1995 DODGE NEON



The cab-forward revolution reached Dodge's compact cars with the Neon. Introduced in 1994 as a 1995 model, the Neon took a unique marketing approach. Identical models were available for both the Dodge and Plymouth brands. Advertisements appeared with the front of the

vehicle with the simple word "Hi" above the car. The Neon was Dodge's replacement for the Shadow in the compact-car segment.

Initially offered in base, Highline and Sport models, the Neon line would get an ACR version for the 1995 to 2002 model years, the R/T version for 1998 to 2004 years and the SRT-4 from 2003 to 2005. The SRT-4 version would become, and still is, extremely popular with semi-professional and amateur racers throughout the country and is still a staple at many Sports Car Club of America (SCCA) events.

The first-generation Neon would be sold until 1999, when the second-generation Neon was introduced. Production lasted until the end of the 2005 model year, when it was replaced by the Dodge Caliber.

Wheelbase:	104 in.
Length:	171.8 in.
Weight:	2,320 lbs.
Engine:	Overhead cam inline four-cylinder
Horsepower:	132 hp
Displacement:	2.0 liter
Bore/Stroke:	3.44 x 3.27 in.
Compression Ratio:	9.8:1
Transmission:	Three-speed automatic
Brakes:	Front disc, rear drum
Base Price:	\$9,500

1997 COPPERHEAD CONCEPT



Unveiled at the 1997 North American International Auto Show in Detroit, the Dodge Copperhead concept was conceived as a sort of Viper lite – a convertible two-seater offering the handling and open-air fun of Dodge’s brutish V-10 sports car, but with a V-6 engine and a practical price.

(known in the custom car world as “flip-flop”) the paint seemed to change color under varying light conditions.

The Copperhead never made it into production. Corporate planners were reportedly focused on faster growing market segments at the time, including sport-utility vehicles (SUVs). Still, you can bet that plenty of Dodge enthusiasts today would love to have a Copperhead in the garage.

The hand-built prototype was based on a highly modified Neon floor pan, producing a package 3 inches narrower and 8 inches shorter than the Viper, but with a 12-inch longer wheelbase for a smooth ride and gentle highway qualities. Much of the suspension was shared with the Dodge Stratus.

The Copperhead’s engine was brand new. A 2.7-liter V-6 with double overhead cams and four valves per cylinder, this engine went into production the following year in the Dodge Intrepid. The version in the Copperhead used a dual throttle body and tuned exhaust system to produce 220 horsepower – 20 more than the production engine.

Of course, the Copperhead’s visual trademark was its paint, a unique color called Copper Fire Orange applied in 37 coats. With a multi-chromatic pigment

Wheelbase:	108 in.
Length:	169.8 in.
Engine:	Double-overhead-cam V-6
Horsepower:	220 hp
Displacement:	2.7-liter
Transmission:	Five-speed manual

1997 DODGE SIDEWINDER CONCEPT



The Dodge Sidewinder concept was based on an original sketch by the renowned stylist Mark Allen, who at the time was only two years out of school. Today, Allen is head of design at Jeep, Dodge's sister division, with a number of award-winning Chrysler Group designs to his credit.

Built on a 112-inch racing chassis, the Sidewinder was powered by an 8.0-liter V-10 engine borrowed from the Dodge Viper sports car, and race-prepared to produce more than 640 horsepower. But where the Viper was (and is) available only with a manual transmission, the Sidewinder was equipped with a specially beefed up four-speed automatic.

The giant wheels were a unique design machined specifically for the Sidewinder – 21 inches at the front and 22 inches at the rear, with super-wide 225/35R front and 305/35R rear rubber. The ABS-enabled brakes were equally enormous at 15 inches all around. Clearly, the Sidewinder was built for business, as well as style: top speed for the 2,700-pound speedster was 170 mph, while the zero-to-60 mile per hour (mph) time was a mere 3.9 seconds.

The one-off body for the Sidewinder was hand-formed in steel. The exterior's painted metal surfaces also swept through the dash and open-air cockpit,

where their bold Pearl Orange drew a stunning contrast with the equally flamboyant purple interior fabrics. Subtle? Well, no. But then, the Sidewinder wasn't designed to be.

The far-out roadster pickup debuted in Las Vegas at the 1997 Specialty Equipment Market Association (SEMA) show, the top annual convention for automotive performance industry insiders, where it made quite an impression. In fact, the Dodge Sidewinder was named one of the top concept vehicles in SEMA show history by one publication.

Wheelbase:	111.9 in.
Length:	189.2 in.
Weight:	2,700 lbs.
Engine:	Overhead valve, V-10
Horsepower:	640 hp
Transmission:	Four-speed automatic

1999 DODGE CHARGER R/T CONCEPT



Paying homage to the muscle car era, yet reducing emissions to meet California's strict standards, the 1999 Charger R/T Concept achieved this by using a supercharged compressed natural gas (CNG) 4.7-liter V-8. Not only was this powertrain clean, but it generated

325 horsepower, blending both power and ultra-low emissions.

Also, setting it apart from its original inspiration, this Charger R/T had four doors. Its muscular lines were more exaggerated because of the four-door package, with big offset shoulders over the rear wheels. This Charger R/T had a low and wide menacing look at the front end and a powerful looking rear end.

The packaging of the CNG fuel storage tank showed that a vehicle its size could deliver 300 miles of range without compromising storage space in the trunk.

Wheelbase:	113 in.
Length:	187 in.
Weight:	3,375 lbs.
Engine:	Supercharged SOHC, 16 Valve V-8
Horsepower:	325 hp
Displacement:	4.7 liter
Transmission:	T-5 five-speed manual

2003 DODGE MAGNUM CONCEPT



The 2003 Dodge Magnum Concept was a preview of what buyers could expect in the next generation of LX vehicles. Rear-wheel drive and HEMI power would be back on the streets.

The legendary HEMI engine that powered Dodge's muscle cars of the 1960s was re-engineered and reborn. The Dodge

Magnum SRT-8 concept vehicle featured a supercharged version of the 5.7-liter HEMI. While the normally aspirated 5.7-liter HEMI, used in the Dodge Ram, churned out 345 horsepower and 375 lb.-ft. of torque, the addition of the Whipple supercharger pumped up the 5.7-liter HEMI to an estimated 430 horsepower and 480 lb.-ft. of torque. This provided heart-stopping acceleration, with the unique combination of maximum power at low rpms for driveability and ultra-high efficiency for top-end horsepower.

Dodge brought back rear-wheel drive to transfer all this power to the pavement through an all-new independent five-bar rear-drive layout. The Magnum powertrain and suspension system worked together for a precise balance of performance and handling, making optimum use of all four tire contact patches.

Technologies, such as electronic stability control, traction control and anti-lock brake systems, reached new levels of advancement to control rear-wheel drive cars to the point where such systems became transparent to the driver.

Wheelbase:	120 in.
Length:	197.7 in.
Weight:	4,000 lbs. (est.)
Engine:	Supercharged HEMI-head V-8
Horsepower:	439 hp
Displacement:	5.7 liter
Torque:	480 lb.-ft.
Transmission:	Electronically controlled five-speed automatic with Auto Stick
Suspension:	Front: Short and long-arm Rear: Independent five-bar multi-link

2003 DODGE VIPER SRT10



Totally redesigned for the 2003 model year, the third-generation Dodge Viper SRT-10 replaced both the DTS and RT/10 Vipers. Featuring a heavily redesigned and sharp angled body, the SRT-10 also increased its cubic inches to 505. Despite the increase in horsepower, the engine's weight was reduced by 500 pounds.

The chassis was more rigid than its predecessors, yet weighed 80 pounds less than the previous model.

The initial model was a convertible. In 2004, Dodge introduced a limited-edition Mamba package. Mamba-edition cars featured black interiors with red stitching and trim, and a price increase of about \$3,000. 200 Mambas were produced.

The Dodge Viper SRT-10 coupe was introduced at the 2005 North American International Auto Show in Detroit as a 2006 model. It shared many of its body panels with the convertible, but took its side and rear styling from the Viper Competition Coupe. The coupe looked much like the previous Viper GTS, retaining the "double-bubble" roof shape of the original, along with the original GTS tail lamps, as well as offering the original GTS Blue with white stripes paint scheme on the initial run of first-edition cars, like the original Viper coupe. The engine produced 510 hp and 535 lb.-ft. of torque. Unlike the original coupe, the chassis was not modified. This made the coupe heavier than the convertible, and

thus slightly slower to accelerate. Handling and high-speed performance were improved by the coupe's stiffer frame, reduced drag and increased downforce.

Dodge did not produce any 2007 model Vipers. Instead, it extended production of the 2006 model while preparing the updated 2008 model.

Wheelbase:	98.8 in.
Length:	175.6 in.
Weight:	3,380 lbs.
Engine:	V-10
Horsepower:	500
Displacement:	505 cu. in. 8.3 liter
Transmission:	T56 Tremec six-speed manual
0-60:	3.9 seconds
0-100:	8.39 seconds
Top Speed:	189.5 mph
Base Price:	\$79,995

2006 DODGE CHALLENGER CONCEPT



In creating the Dodge Challenger concept car, Dodge designers knew they had a rich heritage to draw upon. They also knew they had an obligation to “get it right.”

Tasked with the assignment of developing a hot-looking performance coupe using Chrysler’s advanced rear-wheel drive LX platform and its fabled HEMI engine, Dodge

designers focused on creating a vehicle worthy of the brand’s bold performance image. The idea of reinventing the highly collectible Challenger quickly came to mind.

Eager to begin, the designers drew up a “short list” of the essential attributes of a muscle car: distinctly American; mega horsepower; pure, minimal, signature lines; aggressive air-grabbing grille; and bold colors and graphics. The Dodge Challenger drew upon the initial 1970 model as an icon of the series. But instead of merely recreating that car, the designers endeavored to build a Challenger most people see in their mind’s eye — a vehicle without the imperfections like the old car’s tucked-under wheels, long front overhang and imperfect fits. As with all pleasurable memories, you remember the good and screen out the bad. Dodge designers wanted the concept car to evoke sweet memories, everything customers thought the Challenger was, and more.

During the development of the concept car, designers brought an actual 1970 Challenger into the studio. Being key to the image, getting the right proportions was critical. The Challenger concept sat on a 116-inch wheelbase, 6 inches longer than the original. But its width was 2 inches greater, giving the concept car a squat, tougher, more purposeful persona. The signature side view accent line — designers called it the “thrust” line — was higher up on the body, running horizontal through the fender and door and kicking up just forward of the rear wheel. The upper and lower body surfaces intersected and fell away along this line, which had just a whisper of the original car’s coved surfacing.

Wheelbase:	116 in.
Length:	197.8 in.
Engine:	HEMI-head, V-8
Displacement:	6.1 liter
Horsepower:	425 hp
Torque:	420 lb.-ft.
Compression Ratio	8.1:1
Transmission:	Six-speed manual

2006 DODGE CHARGER DAYTONA



The name Charger returned to the Dodge lineup after a 19-year absence in 2006. The new Charger featured modern coupe styling with four-door functionality and a return to a rear-wheel drive configuration. Modern technology, including a unique suspension option,

electronic stability program (ESP), four-wheel anti-lock brake system (ABS) and all-speed traction control system (TCS) were brought together to create a new Dodge Charger for the 21st Century.

And of course, it's got a HEMI. After a 35-year absence from the Dodge lineup, the hemispherical-head engine returned to the brand. This time, the HEMI featured multi-displacement system (MDS) fuel-saving technology, which increase a fuel economy by 20 percent by shutting down cylinders at highway speeds.

The Daytona R/T Package featured high-impact colors, Go-Mango or Top Banana, with flat-black graphics and decals, as well as 18-inch performance Michelin tires and polished aluminum wheels with black accents.

Wheelbase:	120 in.
Length:	200 in.
Weight:	4,100 lbs.
Engine:	Overhead 16-valve, V-8
Horsepower:	340 hp
Displacement:	5.7 liter
Torque:	390 lb.-ft.
Transmission:	Five-speed automatic with Auto Stick
Brakes:	Front and rear disc with anti-lock braking system
Base Price:	\$32,495

2006 DODGE HORNET CONCEPT



Designed to be dynamic, nimble, fun to drive and have an adaptable interior, the Hornet concept envisioned what a Dodge entrant into the European sub-compact market could be. At the same time, designers set out to create a vehicle

One of the unique features on the Hornet is the framed doors that open to reveal the absence of a B-pillar, giving passengers easy entrance and egress. Fold down rear and front passenger seats maximized cargo options, and center stack console toggle switches and a minimalist interior gave the Hornet a truly modern look.

that was uniquely American and still retained its Dodge Brand heritage. The look was intended to be robust and rally inspired. Definitely not “cutesy.” The Dodge crossbar grille set above exposed engine intercoolers flanked by front brake air ducts and fog lamps. Intended to be offered in a limited number of colors, buyers would be able to select a contrasting window tint color to suit their tastes. Large 19-inch diameter open-section aluminum wheels were designed to show off gold-colored brake calipers.

Wheelbase:	99.75 in.
Length:	150.4 in.
Weight:	3,100 lbs.
Engine:	Supercharger four-cylinder
Horsepower:	170 hp
Displacement:	1.6-liter
Transmission:	Six-speed manual

2007 DODGE DEMON CONCEPT



The Demon name has a long and beloved history with Dodge. It was first applied to a two-door fastback version of the compact 1971-1972 Dart, complete with a cute cartoon mascot – a little red imp with a pitchfork. The most recent Dodge to wear the Demon emblem was a racy, two-seat sports concept

introduced at the 2007 International Auto Show in Geneva, Switzerland.

“While the iconic Viper is a dream car for many, the Dodge Demon is designed to be an attainable dream car,” said Jae Chung, the Demon’s principal exterior designer. “The exterior design is simple, yet bold, featuring an energetic combination of curves and intersecting planes.” With its tightly drawn lines and muscular rear fenders, the Demon signaled that it was all business.

Described as “a roadster with an attitude,” the Demon sported a wheelbase of just 95.6 inches and a curb weight estimated at 2,600 pounds. The 2.4-liter, four-cylinder engine transmitted its 172 horsepower to the rear wheels via a close-ratio, six-speed manual gearbox, creating an agile and athletic package with a great power-to-weight ratio – one capable of outperforming many bigger, pricier machines.

The Demon’s cabin was equally compelling, with racing-style seats set in carbon-fiber shells; a clean, classic instrument panel with sports car–type round gauges; and a floating center console. “In the manner of timeless British sports cars, the interior of the Dodge Demon is purposely functional, not frivolous,” said Dan Zimmermann, the Demon’s principal interior designer. “Everything relating to the driving experience is emphasized, while that which is not is made visually secondary.”

Wheelbase:	95.6 in.
Length:	156.5 in.
Weight:	2,600 lbs. (estimated)
Engine:	Inline four-cylinder
Horsepower:	172 hp
Displacement:	2.4 liter
Transmission:	Six-speed manual

2008 DODGE CHALLENGER SRT8



SRT's (Street and Racing Technology) roots go back to the original Team Viper, which was formed in 1989 to bring the Viper concept car to life. This group was merged with Team Prowler to form Performance Vehicle Operations (PVO). Since all PVO vehicles used the SRT name, it was decided to rename the

group SRT in 2004. Since that time, all Chrysler Group performance vehicles have been developed and marketed under the SRT Brand.

Initially, the naming convention used by SRT for its models were indicative of the vehicle's engine type. The number that followed the "SRT" prefix denoted the number of engine cylinders. For example: the Chrysler 300C had a 6.1-liter HEMI V-8; the SRT version was known as the Chrysler 300C SRT8. Similarly, the Dodge Viper SRT10, along with the Dodge Ram SRT10, had an 8.3-liter V-10.

The 200 SRT8 was equipped with the 6.1-liter (370 cu. in.) HEMI V-8 and a five-speed automatic transmission. The six-speed manual was introduced in 2009. Standard features included Brembo brakes, a sport suspension,

bi-xenon headlamps, heated leather sport seats, Keyless Go and 20-inch (510 mm) forged-aluminum wheels, in addition to most amenities offered on the R/T and SE models, such as air conditioning and cruise control.

Wheelbase:	116 in.
Length:	197.7 in.
Weight:	4,140
Engine:	Overhead valve HEMI-head V-8
Horsepower:	425 hp
Displacement:	6.1 Liter
Bore/Stroke:	4.06 in. x 3.58 in.
Compression Ratio:	10.3:1
Transmission:	Five-speed automatic Auto Stick
Brakes:	Four-piston Brembo with vented rotors
Base Price:	\$37,995