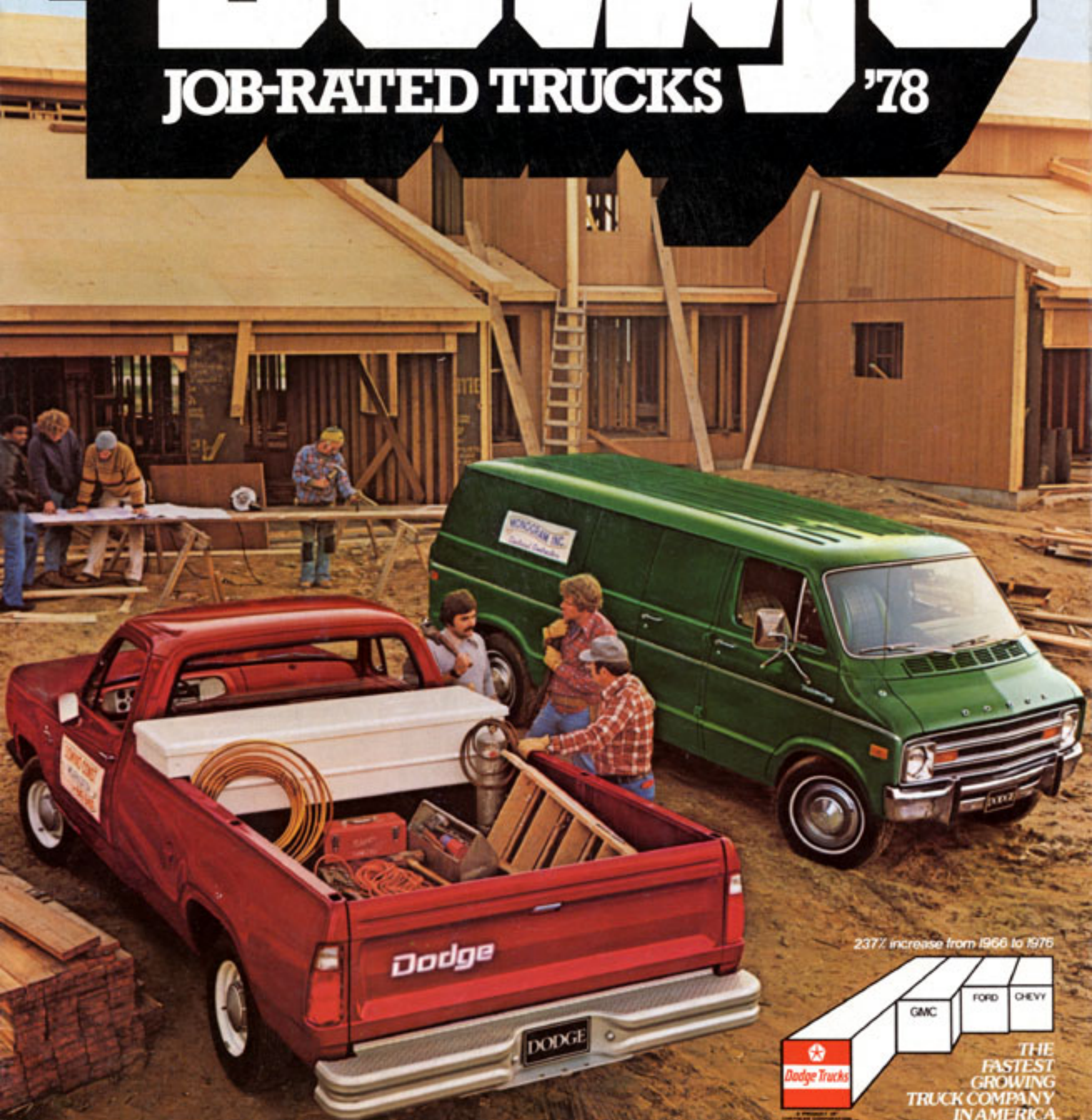
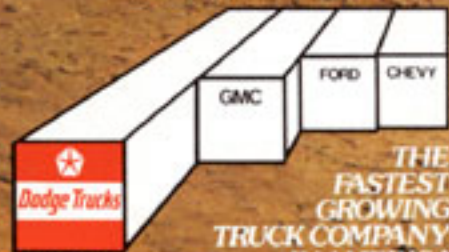


# Dodge

JOB-RATED TRUCKS '78



237% increase from 1966 to 1976



THE  
FASTEST  
GROWING  
TRUCK COMPANY  
IN AMERICA



# Dodge pickups and vans. A special talent for work that runs in the family.



**Dodge vans and pickups are each built to the same high quality standards, through the same advanced engineering and manufacturing techniques. The result: tough, hard-working machines that make Dodge the fastest growing truck company in America.\***

\*237% increase from 1966 to 1976.

**THE FIRST BIG DODGE ADVANTAGE: CHOICE.** Van or pickup, you can get a truck that's sized and equipped to suit your work. For example, pick a B100, B200, or B300 van—including Maxivan, biggest in its class. Choose a 109-inch or 127-inch wheelbase, with double cargo doors at side and rear, standard. A single rear door with fixed glass and a sliding side door, with or without glass, are available.

And the pickup selection is just as broad—D100, D150, D200, and D300

two-wheel-drive models, plus W150 and W200 four-wheel drives. Sweptline or Utiline design, 6½- or 8-foot box, GVWs from 5,000 to 10,000 pounds. Thirty models in all, for work-tailored efficiency!



**DURABLE SIX-CYLINDER AND V8 WORK-POWER FOR DODGE VANS AND PICKUPS.** Standard power for all of these '78 Dodges is the 225-cubic-inch Super Slant Six, equipped with two-barrel carburetion that adds to performance. Or, if you need extra horsepower and torque for heavier loading requirements, select from four optional V8s: 318, 360, 400,\* and 440 cubic inches big. And for '78, Dodge offers a new 243-cubic-inch diesel,\* for maximum maintenance efficiency in high-mileage pickup service.

\*Not available in California.

**EXTRA PROTECTION FROM RUST.** Here's why hard-working Dodge vans and pickups keep their like-new look longer: construction that provides rust-resistant galvanized steel in high-corrosion areas. With a special zinc phosphate coating applied to the truck exterior before assembly. Plus durable baked enamel paint, for exterior protection.

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



**HERE'S COMFORT WHERE YOU WORK—DODGE VAN AND PICKUP INTERIORS.** Deliveries in a '78 Dodge van are more enjoyable, thanks to a wide variety of new bucket seats (see inside fold) mounted for improved seating position and headroom. And working in a Dodge pickup is



equally pleasant; you get a choice of three smart interior and exterior trim

levels, Adventurer SE and Adventurer (optional), and Custom (standard). **YOU GET A SMOOTH RIDE, VAN OR PICKUP, WITH INDEPENDENT FRONT SUSPENSION.** Sturdy coil springs enable each front wheel to step over bumps individually, to add to your comfort and make handling easier.

**A DODGE IS EASY TO MANEUVER, SO YOU CAN GET MORE DONE IN A DAY.** Dodge vans and pickups spin through the tight spots smartly, thanks to short turning diameters. Also, the recirculating ball steering reduces friction, takes less effort. Power steering is optional. **FOR SURE, EVEN STOPS YOU CAN COUNT ON.** Both of these popular Dodge truck types provide front disc brakes, designed to resist fade.

**Plus the following optional features that add to the working value of both Dodge vans and Dodge pickups:**

**LOADFLITE AUTOMATIC TRANSMISSION.** A proven, smooth-performing three-speed automatic that eliminates manual shifting.

**ANTISPIN DIFFERENTIAL,** to help dig you out of ice, snow, or mud. **AUTOMATIC SPEED CONTROL,** so you can set your speed at the pace you prefer on long hauls.



**INSIDE HOOD RELEASE,** to add to the security of the engine compartment.

**AIR CONDITIONING,** factory-installed, to make long, hard work days more comfortable.



**SKY LITE SUN ROOF.** Tinted safety glass above front seat filters light.



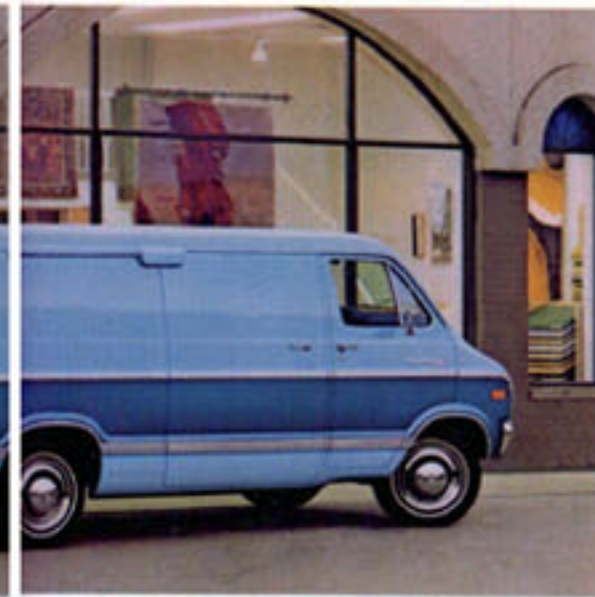
# More for the money makes Dodge America's most popular working van.

THERE'S EVEN MORE VALUE FOR '78. Even more loadspace in Maxivan, America's biggest van, with eight inches of body length added for '78. And a handy sliding side door option for both 109-inch- and 127-inch-wheelbase models. A stylish new instrument panel, new bucket seats, new interior trim. Not to mention new exterior appearance refinements, to make your business look better than ever.

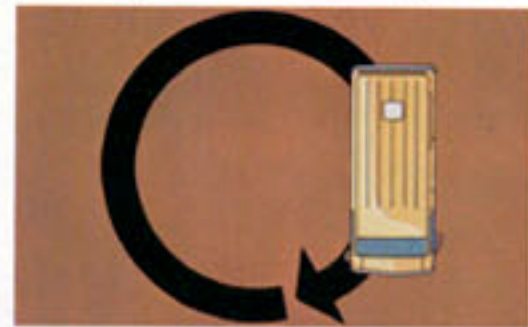
And there are the basic van advantages that make Dodge the leader. A model choice to suit your needs, B100, B200, and B300. An equally broad selection of job-matched engines. Agile handling to help you make more deliveries per day. A smooth independent front suspension ride that goes easy on fragile cargoes. Sound, solid reasons why these '78s are designed to be the most popular Dodge vans yet.



127-INCH-WHEELBASE VANS are built to fill the needs of many businesses. Options include full-width rear door and sliding side door. **MAXIVAN** (above). Biggest van you can buy; eight inches longer for '78, so there's more room inside for loads over 13 feet long. Or choose the compact 109-inch-wheelbase van, shown at left, for easy handling. Sliding side door is optional for '78. **BIG CARGO AREA.** You can pack in from 201 cubic feet of cargo (109-inch models) to 297 cubic feet (Maxivan). Wheel wells are flat and the floor is grooved, for your working convenience.



**SHARP TURNING ADDS TO EASY HANDLING.** Here's why deliveries can go quickly in a Dodge van: the turning diameter is only 36.5 feet (109-inch wheelbase). And recirculating ball steering adds even more to your ease of handling.



**CUSTOMIZE THE CARGO AREA.** You can order extras such as shelves, ladder racks, and partitions to tailor the Dodge interior to your needs.



**NEW INTERIOR.** It features a new standard Tacoma vinyl bucket seat, new interior trim, and stylish new instrument panel. Plus a new suspended accelerator pedal and foot-operated parking brake. An interior that makes long work days seem shorter!



**CHOICE OF DOORS.** Select either the optional full-width rear door or standard double rear doors, according to the requirements of your work.

**AIRPORTER.** The extra size and new appearance of the '78 Dodge Maxiwagon make it an ideal vehicle for airline bus service. There's seating for up to fifteen, with plenty of room for comfort and luggage.



DODGE VAN PAYLOAD ALLOWANCES				
Model	Wheelbase (in.)	Overall Length (in.)	Payload Allowance (Lb.) Std.*	Max.*
B100	109	176	1010	1980
B200	109	176	2470	2745
B300	109	176	2655	2925
B100	127	194	900	1865
B200	127	194	2225	2635
B300	127	194	2435	4290
B200 Maxivan	127	220	2010	2450
B300 Maxivan	127	220	2240	4660

\*Must be reduced by weight of vehicle occupants and optional equipment.

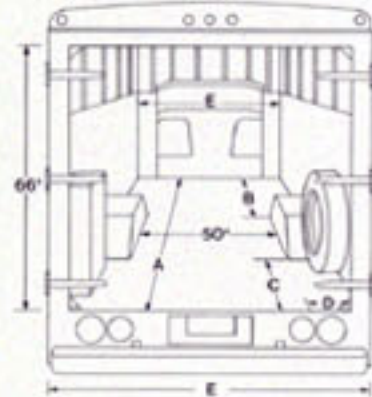
# Dodge KaryVan: The convenience and low cost of a compact van... with up to 720 cubic feet of cargo space.

There's a big new 15-foot body and new standard and optional features designed to "put out" more work and "pull in" more profit—per day and per dollar of cost!

You get the handling ease and economy of a regular Dodge van chassis, plus a big special body that's now available in three lengths: 10, 12, and 15 feet.



Choose CB300 with a 127-inch wheelbase, 10-foot body, and up to 8,200-lb. GVW. Or with a 145-inch wheelbase, 12-foot body, and 10,000-lb. GVW. Each powered by a standard 225-cubic-inch Six or one of four bigger optional V8s.



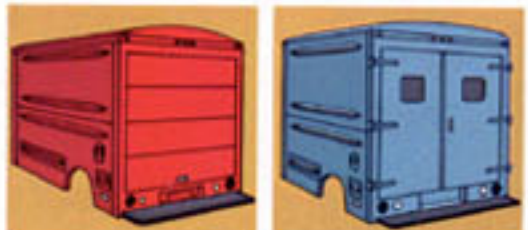
	10-FT. BODY	12-FT. BODY	15-FT. BODY
A	114"	138"	174"
B	56"	74"	92"
C	16"	22"	40"
D	13"	21"	21"
E	76"	92"	92"

For even more carrying capacity, select CB400, with 163-inch

wheelbase, 15-foot body, 11,500-lb. GVW, and husky 360 or 440 V8 power.

Dual rear wheels are standard on both 145-inch- and 163-inch-wheelbase models. This year, there's more working ability, whichever model you select!

**CHOICE OF DOORS.** Full-opening double rear doors, 70 inches wide on 10-foot body or 84 inches wide on 12- and 15-foot bodies, are standard. Door windows are optional. Or choose the loading convenience of an optional roll-up rear door.



**SPACIOUS, TOUGH-BUILT BODY.** All-welded for strength and galvanized in high-corrosion areas, with a rugged corrugated steel floor.

And plenty of room! Interior lengths of 114, 138, or 174 inches, depending on the model. Interior widths of 76 or 92 inches; 50 inches of floor space between wheelhousings. On top of all that, a husky two-piece roof, crowned, to prevent vibration. Body construction includes:

- Safety tread plate on top of wraparound rear bumper.
- Removable lower-body rub rail.
- Steel interior walls, 48 inches high.
- Body styling to match front section.
- Choice of six colors: Mint Green Metallic, Bright Canyon Red, Light Tan, Bright Tan Metallic, White, Bright Yellow.

### KaryVan options include:

- Load-protecting tie-down bars.
- 36-inch curb-side door.
- Wood floor.
- Plywood body liner.
- Fiber glass skylight.
- Shelving.
- Special body insulation.
- Refrigeration Package.
- Electric hydraulic liftgate.
- Interior spotlight.
- See your Dodge Dealer for details on these and many more.





**CONVENTIONAL CAB.** An all-purpose pickup that's built to last on tough jobs in scores of vocations.

**CREW CAB.** Carry a whole work crew (six passengers) in this Dodge. With room in the back for a lot of tools and equipment.



**CLUB CAB.** Extra space inside allows for two more passengers, when you order optional jump seats.



## Pick a Dodge pickup, built to go to work on cutting costs.

Whatever you need and want in a working pickup, you can get from Dodge. A tough, cost-saving truck that can be specified to fill your hauling requirements, efficiently and reliably. Choose from thirty models; and from six engines, including a standard Super Slant Six, four optional V8s,\* and a diesel option.† Get a cab that suits your purposes: three-passenger Conventional, five-passenger Club Cab, or six-passenger Crew Cab. With Adventurer SE, Adventurer, or Custom interior. Specify a 6½- or 8-foot Sweptline pickup and get double-wall steel construction and

convenient easy-off tailgate. Select from many special options like the seven-position tilt steering column. The fact is, you can get a Dodge pickup that's right for your work from the ground up; components such as front and rear axle are matched to the task. \*Three optional V8s in California. †Not available in California.



**SELECT DODGE FOUR-WHEEL DRIVE** for the toughest kinds of pickup work. Off-road, you get deep-biting traction, automatically, to dig out of mud or snow. On the road, the ride is quiet and stable. It's a system that works for you full-time.

**UTILINE PICKUPS** provide handy side running boards for extra loading ease; and a seasoned-hardwood pickup floor with steel skid strips.



**DYNA-TRAC PICKUPS (D300 models)** for extra-big loads, added traction and stability. With dual rear wheels plus a 6,900-pound rear axle. GVWR is 10,000 pounds.



### Special options for working pickups:

**SNO-COMMANDER PACKAGE** for four-wheel-drive pickup models. Or for Ramcharger, Dodge's versatile sport-utility vehicle. Order it and put Dodge toughness to work in snow removal service. Includes a power angling blade, power lift, and seven-way control valve. Plow lights, clearance and identification lights are mandatory options.



## Dodge chassis-cabs. To help you get more work out of your special body.

If your light-duty chores call for a special type of body, Dodge can provide you with a chassis-cab model that will take it. Smoothly,

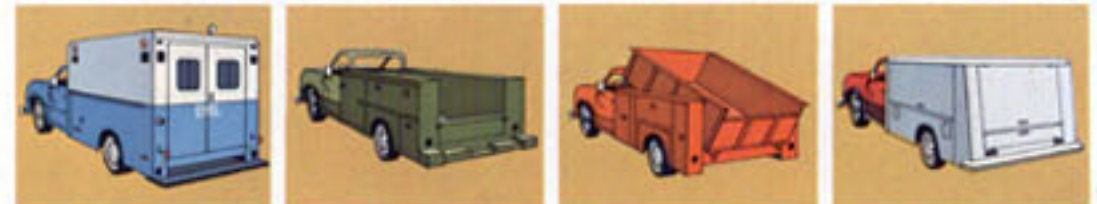


reliably, economically. Select a two-wheel-drive or a four-wheel-drive model. Specify whatever wheelbase† your special body requires: 115-inch, 131-inch, 135-inch, 149-inch, 159-inch, or 165-inch. And

your GVW, from 6,100 pounds up to 11,000 pounds. Go with a three-passenger Conventional Cab, five-passenger Club Cab, or six-passenger Crew Cab.

**YOU'LL GET ALL THE ADVANTAGES OF OWNING A DODGE.** Such as a smooth independent front suspension ride (two-wheel-drive models). A turning radius that helps you hustle through traffic. And a complete power choice. Ask your Dodge Truck Dealer about a chassis-cab that's tailored to your kind of body and work.

†All wheelbases not available for all types of cabs.



## Order a Dodge stake, wrecker, or Rail-Track truck. They're road-ready, work-ready.

**DODGE RETRIEVER.** A complete factory-installed package that provides the most popular wrecker features. Including five-ton-capacity Braden winch, rapid-shift winch control, tow bar with sling and towing chains, large-capacity deck-mounted tool box, sentry signal panel, and power take-off assembly.



**RD200 RAIL-TRACK PICKUP.** Ideal for inspection, repair, and yard work in the rail industry. With modifications such as narrower tread, increased overall height, and heavy-duty frame, it's ready for mounting rail adaptors.

**STURDY STAKE BODIES.** Installed on a Dodge D300 model at the factory, the steel stakes and wooden platform are designed to last in tough service. Available in 9½- and 12½-foot body lengths, with a tough, rigid understructure for maximum load support.





# If your business means trucks... see or call your Dodge Truck Dealer for a pickup, van, KaryVan, chassis-cab, or stake that means business!

The long, strong Dodge Truck model lineup is designed to provide maximum working value in scores of vocations . . . including yours.

That's one reason Dodge is the fastest growing truck company in America. Here's another:

**FLEET PURCHASE ALLOWANCE.** If you own as few as ten vehicles, you can qualify for an allowance direct from Chrysler Corporation. It means big savings, so be sure to look into this program.

For complete information on how you can qualify for our Fleet Purchase Program, see your Dodge Dealer.

Evidence of long-lasting Dodge truck value: A high percentage of Dodge trucks registered over the past sixteen years are still in use.

## Percent of Dodge trucks currently registered.

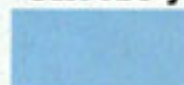
Of all those Dodge trucks registered within the past . . .

This percent is still registered.\*

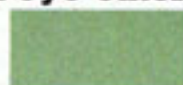
8 YEARS	98.2
9 YEARS	97.4
10 YEARS	96.5
11 YEARS	95.3
12 YEARS	94.2
13 YEARS	93.3
14 YEARS	92.6
15 YEARS	91.9
16 YEARS	91.0

\*Source Registration Figures: R. L. Polk & Company. Trucks registered as of 7/1/76.

## Choose your eye-catching color:



Light Blue



Mint Green Metallic



Bright Yellow



Light Tan



Sunrise Orange



Canyon Red Sunfire Metallic



White



Medium Blue Metallic



Medium Green Sunfire Metallic



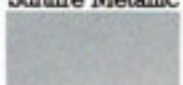
Citron Green Metallic



Bright Tan Metallic



Bright Canyon Red



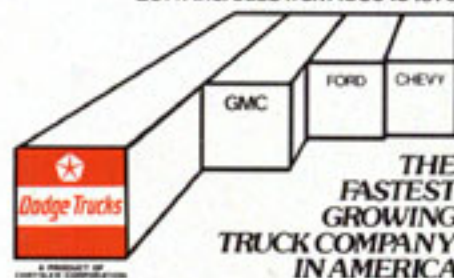
Light Silver Metallic



Black

Due to occasional printing irregularities, the colors shown may vary slightly from actual hues.

237% increase from 1966 to 1976



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