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DODGE SPLITS INTERMEDIATES
IN NEW MARKET STRATEGY

PITTSBURGH, August 27 -- The intermediate offerings of Dodge for 1971 will be split into two separate model lines in a unique move to offer uncompromised products, Robert B. McCurry, Dodge general manager, announced here today.

Coronet and Charger, which in the past years have shared the Dodge intermediate segment of the market place, will now hold their own in two separate categories.

The Coronet will be produced in four-door sedans and station wagons only while the Charger will be built only in hardtop and coupe models.

SEPARATE WHEELBASES

In addition to the separate sheet metal offerings of the two cars, the size of each will vary. The Coronet will be built on a 118-inch wheelbase while the Charger will be on a 115-inch wheelbase. Both models had previously been on 117-inch wheelbases.

McCurry, in unveiling the new models to the nation's auto press, pointed out that both the Coronet and Charger will be built on separate floor pans which has been the past determining factor for a design compromise between hardtop and sedan models.

"With our new product marketing approach for 1971," McCurry explained, "we will be able to give the sedan buyers all of the advantages of a full sized car without trying to fudge the leg room and trunk room space into a hardtop floor pan."

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"And by the same token," he said, "we will be able to give the hardtop enthusiast all of the sleek styling and sporty proportions without the need to employ an extended trunk and elevated roof line."

There are six Charger models: Charger Coupe, Charger 500, Charger S. E., Charger, Super Bee and R/T.

The Coronet will be built in three models -- a low-priced version called Coronet, the high-line Coronet Custom, and premium Coronet Brougham. There will be six-passenger station wagons throughout the line. Nine-passenger wagons will be offered on Coronet Custom and on a premium model called the Coronet Crestwood.

CHARGER ENGINES

The basic Charger hardtop will be available with a variety of six and eight cylinder engines. The Charger 500 and top-of-the-line Charger S. E. (Special Edition) will have only eight cylinder engines.

The Dodge Scat Pack will have two high performance versions of the Charger, the Super Bee and the R/T. Two special V-8's will be available as options -- 440-Six Pack and 426 Hemi. All except these last two engines will operate on regular or low lead content fuel. A 440-four barrel V-8 is standard on R/T.

CORONET ENGINES

The Coronet line will have a total of four six-cylinder and eight-cylinder engines available from the 225 cubic-inch Slant Six to a high performance version of the 383 cubic-inch V-8.

All of the engines, including the 383-4 barrel, will perform on regular or low lead content gasolines.

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WIDER TRACK, MORE ROOM

In addition to being an inch longer in wheel base at 118-inches, the Coronet for 1971 also gets a wider track and larger interior dimensions. The rear track of the Coronet is wider by 2.8 inches in the sedan and 4.2 inches in the station wagon. Interior shoulder room gains an inch. Station wagon floor width is increased to 48.5 inches between the wheelhouses.

The 1971 Coronet sedan rear track is 62 inches with the station wagon track at 63.4 inches for the new models.

The Charger also gains 2.8 inches in rear track for a total of 62 inches for 1971 with the added benefit of one-inch of shoulder room.

DESIGN

The overall design of both the Charger and the Coronet is that of Dodge family identification. While the Coronet captures the image of a sedan in a quiet sophisticated way, the Charger continues its contemporary sports-oriented flavor.

Both the Charger and the Coronet are characterized by 43-inch-radius curved ventless side glass. Both have concealed wipers as standard.

MANY OPTIONS

A host of options and innovations characterize the introduction on the new Dodge intermediates beginning with a Cassette stereo tape player and recorder. This device - the first time it has been offered in the industry -- will play back, direct-record radio and with the optional microphone, record voice on Cassette tape cartridges.

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A new tailgate window feature for station wagons allows the door function to be operated with the window up or down. Another feature of the tailgate-door for the 1971 Coronet wagon is "Auto Lock". The tailgate is locked whenever the ignition is on. The driver may lock or unlock the tailgate-door by activating a control on the instrument panel.

An electric headlamp washer is optional on Chargers with concealed headlamps. Upper level ventilation is optional on Chargers and Coronets without air conditioning.

An optional tilt steering wheel has been extended into the intermediate line for 1971.

Concealed headlamps are standard on S. E. and optional in Super Bee and R/T. Another new feature is a "keyless" door locking system which allows the doors to be locked without keys.

Other Charger options include color-keyed painted front and rear bumpers in six colors -- light blue metallic, dark green metallic, Hemi Orange, Citron Yella, Greengo and Plum Crazy in all but S. E. models.

EVAPORATION CONTROL SYSTEM

The gasoline evaporation control system, which was standard on 1970 California cars, is now installed on all Dodge passenger cars. This system prevents loss of fuel vapors from the carburetor and fuel tank to the atmosphere.

Dodge cars sold in California have a new emissions control feature. The reduction of nitrous oxides is accomplished by eliminating vacuum spark advance on acceleration up to 30 mph.

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"We are approaching this market segment with two products that will give customers more distinction and function than ever before," McCurry said.

"We have a new lineup that's very innovative in the intermediate sized product area and we expect sales volume to be significantly improved as a result.

"The intermediate cars have begun showing strength in recent months. They rose from a 23 per cent industry sales level at new model introduction to a 27 per cent Spring sales figure. And this rise has taken place in spite of the tremendous pressure put on intermediate car sales by the compacts.

"We think we have the right product input for 1971 in a market place that will move from a heavy concentration on compacts to the intermediate sized cars."

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