

# DODGE 79

## PICKUPS

**Designed for comfort. Built for action. Styled for today.**







Conventional Cab (foreground), Club Cab (middle), and Crew Cab (background) Sweptline Pickups

### DODGE PICKUPS—BIG CHOICE, BIG VALUE!

Whatever you should want in a pickup, you can get with the "Dodge" brand on it. Start with a three-passenger Conventional Cab, a five-passenger Club Cab or six-passenger Crew Cab. Then choose from four pickup boxes in whatever style and length suits your needs. Power? Make it the economy-minded 225-cubic-inch or choose from a 318- or 360-cubic-inch 8-cylinder engine. Or make it the 243-cubic-inch diesel power option. If four-wheel drive is what you're after, ask for it! All models feature bright new front-end

styling with a choice of round or dual stacked rectangular headlamps. Dual stacked headlamps are standard on the Adventurer SE.

Conventional Cabs are our most popular pickups and it's easy to understand why. Smart styling, rugged construction features, three interior trim levels, a big assortment of useful and convenient optional equipment like colourful sport stripes, offered on Sweptline models, to give your pickup that youthful flair . . . plus a big payload capability.



### ALL NEW D50 SUBCOMPACT PICKUP

And here's still another Dodge pickup—one for folks who want a pickup but not a full-size version. It's the brand new D50 on a 110-inch wheelbase. It can easily handle a 1,400-pound payload and is designed to be even stingier with fuel than its bigger brothers. But there's no skimping on styling and workability—and it can be personalized to your tastes and needs with a generous assortment of equipment.

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Club Cab (background) and Crew Cab (foreground) Sweptline Pickups

### MORE CAB ROOM—FOR PASSENGERS OR CARGO

If more cab space is what you need, choose our Club Cab or Crew Cab. You can't go wrong with either. The Club Cab lets you stow cargo securely behind the front seat. There's 34 cubic feet back there. Two swing-down seats are available if you want to make it passenger space. Club Cab models now feature optional flip-out rear quarter windows (standard on Adventurer SE models).

With the Crew Cab you get a pickup cargo box, four-door convenience and passenger space for six adults. What's more, you can choose any of the three trim levels—Custom, Adventurer or Adventurer SE.

### DODGE FULL-TIME FOUR-WHEEL DRIVE

Whether it's work, travel or adventure that takes you off the roads to trails or trackless terrain, a Dodge four-wheel drive pickup can get you there and back. It's available with Conventional, Club or Crew Cabs and works full time. That means you don't have to leave the cab to lock and unlock the front hubs. And if the going gets really rugged, full-time four-wheel drive can be shifted into a locked position to give you even more deep biting traction.



Sweptline (foreground), Utiline (left background), and Club Cab (right background) Power Wagons

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## RAMCHARGER

The Ramcharger is an all-purpose vehicle with a standard removable hardtop roof, lots of passenger space—six, with optional bench front seat—and cargo room. It gives you the convenience of a station wagon with the rugged features of a Dodge light-duty truck. It's easy handling and very maneuverable with lots of optional equipment that makes touring, trucking or travelling a whole lot more enjoyable. And Ramcharger is available in two-wheel drive or full-time four-wheel drive.

## INTERIORS

Pickup trucks have come a long way over the years and Dodge has grown with the times. Interiors are no exception. Three trim levels and a wide assortment of seat styles and seating arrangements have made Dodge a very popular pickup indeed. You pick your interior to suit your tastes—and there's plenty to choose from. The Adventurer bench seat is covered with colour-keyed pleated vinyl and is built for comfort and long wear. The full-width hinged back is standard with Conventional and Crew Cabs. A split-back bench version is standard on Club Cabs.

The Adventurer SE interior features a good looking and comfortable cloth-and-vinyl bench seat, colour-keyed to blend with cut-pile carpeting and interior trim. A hinged back bench seat is used on Conventional Cabs with a split-back version on Club Cab models.



Adventurer SE—Standard Deluxe Cloth-and-Vinyl Bench Seat



Adventurer—Standard Deluxe Vinyl Bench Seat



Conventional Cab—Optional Deluxe Vinyl Bucket Seats



Custom Cab—Standard Vinyl Bench Seat



Club Cab—Optional Vinyl Bucket Seats



Club Cab—Jump Seats

Custom Cabs feature a good looking and durable vinyl-covered bench seat around a full-depth foam seat cushion and seat back.

You can make your Club Cab into a five-passenger pickup with swing-down jump seats.

## D50 SEATING

The new D50 subcompact pickup comes equipped with an all-vinyl bench seat with a distinctive cashmere checked pattern. For the more sporty among you, how about the D50 Sport Pickup interior. All-vinyl bucket seats feature a unique horizontal stripe design with alternating colours . . . available in black and yellow, or black and orange.



D-50—Standard Vinyl Bench Seat

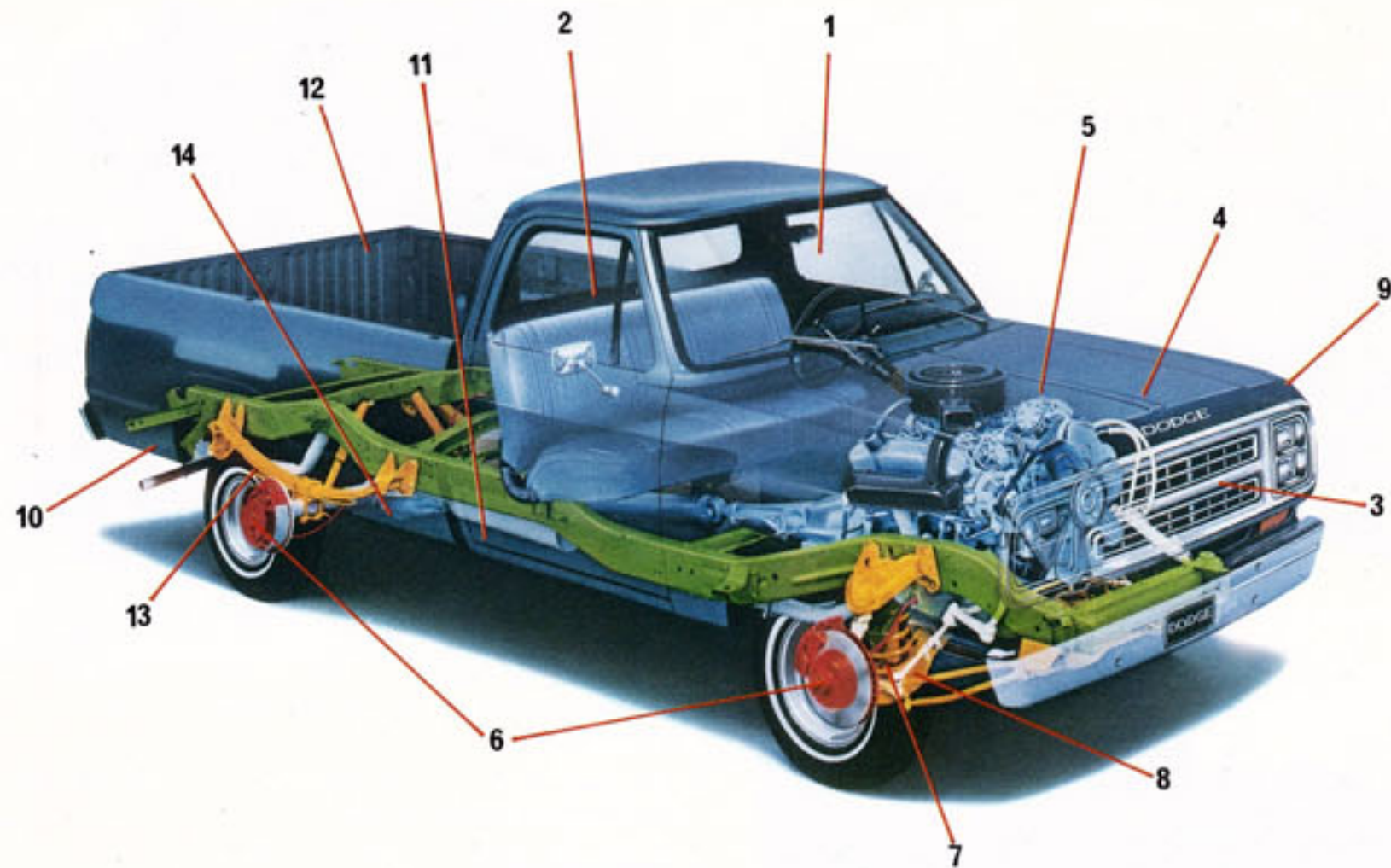


D-50 Sport—Standard Vinyl Bucket Seats

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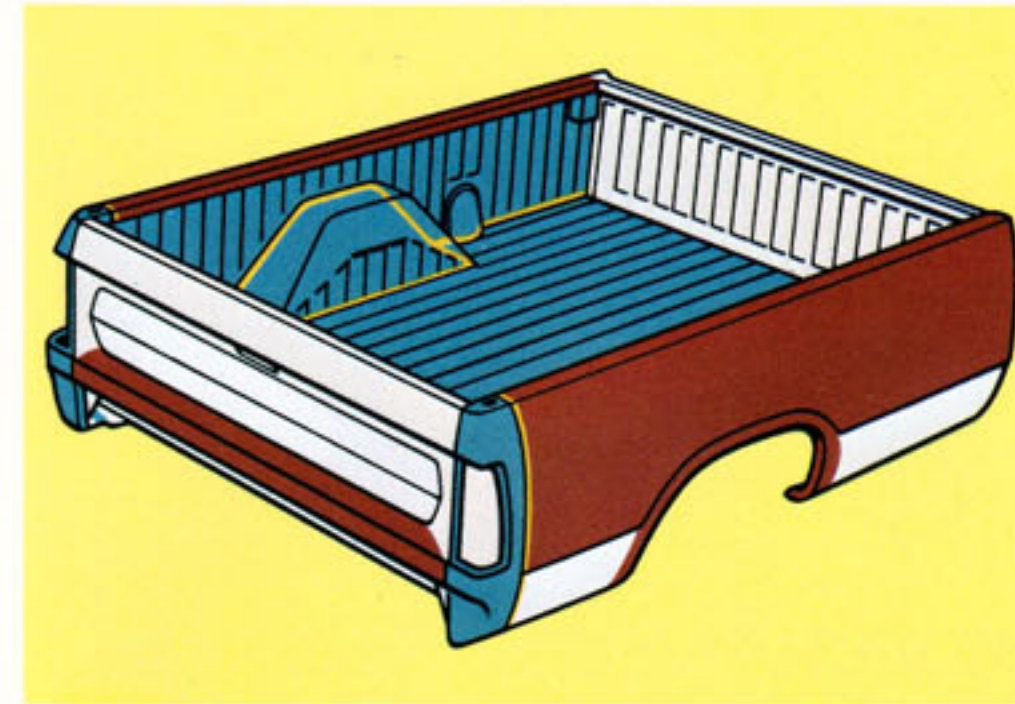
### THE REASON FOR DODGE PICKUP POPULARITY—ENGINEERING EXCELLENCE

Engineering excellence is a tradition with Dodge pickups—trucks that mean comfort, convenience and economy to Dodge pickup owners. Years of

truck designing and building experience lets you know that we know how to build tough trucks.

1. Big windshield provides excellent visibility.
2. Extensive soundproofing.
3. Extra rugged cab with one-piece aluminum grille.
4. Sturdy hood panel with new linkage-type hinge.
5. Recirculating ball steering reduces friction.
6. Front disc brakes and drum rear brakes provide fade-resistant sure stopping.
7. Coil front springs matched for top performance from 1,340 to 1,915 pounds capacity.
8. Independent front suspension (two-wheel drive models) smooths out bumps.
9. Galvanized corrosion protection for exposed body and underbody areas.
10. Overall anti-corrosion treatment.
11. Frame constructed with 36,000 psi carbon steel provides tough truck performance and the drop centre frame design makes entry or exit easier.
12. Double-wall pickup box construction with easily removed tailgate.
13. Job-rated rear suspension to suit your hauling needs—3,650 pounds capacity available.
14. Rear axles to handle your load—up to 7,500 pounds capacity on D300 models.

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### PICKUP BOX CORROSION PROTECTION

North American built pickup boxes get corrosion protection, too. Welded steel double-wall construction employs a corrosion proofing treatment with galvanized steel used in such areas as inner panels, wheelhouses and floor cross sills. Vinyl seam sealers in wheelhouse and corner seams help protect against moisture. Drain holes in the box promote water run-off.

### CORROSION PROTECTION IS BUILT-IN

Dodge pickup trucks not only have corrosion protection sprayed on, much of it is built-in as sheet metal panels and sub-assembly components go together. The purpose is, of course, to assure Dodge pickup owners of optimum corrosion protection and the peace of mind that goes along with it. Corrosion resistance is included with the use of galvanized components in such areas as sills, brackets and front fenders. The cab and body have a special phosphate treatment applied and a zinc-rich primer is added to inaccessible areas before assembly. Cab seams are protected by vinyl seam sealers that help keep moisture out.



### EXTERIOR TREATMENT

North American built pickup sub-assemblies are treated for corrosion resistance and the body is then given a five-stage zinc phosphate treatment by immersion. This process lets the protective phosphate coating reach nooks, crannies and corners. All of this is followed by a primer coat and then the high-bake, high-gloss enamel paint applied.

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### DODGE D50 . . . SMALL BUT IT DOES IT ALL

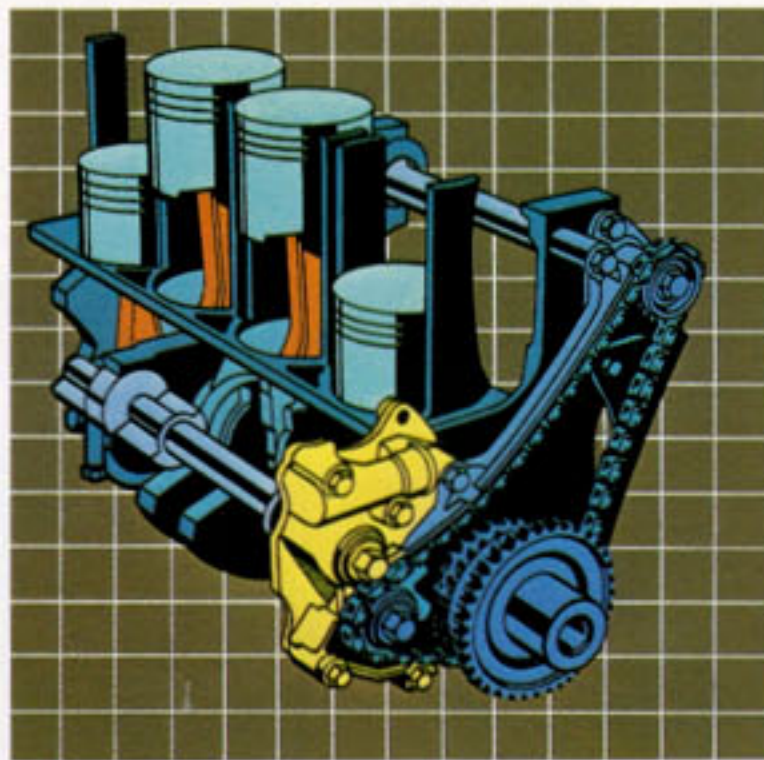
Dodge's new subcompact pickup has everything the full-size pickups have—but in smaller doses for extra economy-minded buyers.

There's room for two adults up front and a hefty cargo in the pickup box, and it has some special features of its own.

The D50 delivers a smooth ride for passengers and cargo with a standard 2-litre, 4-cylinder engine and 4-speed manual transmission, sturdy coil springs up front and load handling, variable-rate rear leaf springs. In addition, there are telescoping shock absorbers at all four corners to improve handling and stability.

### TWO "SILENT-SHAFT" POWER PLANTS

The standard D50 engine is a 2-litre overhead cam 4-cylinder engine. The Sport pickup is equipped with a 2.6-litre overhead cam 4-cylinder power plant. Both engines are of the unique smooth running "Silent-Shaft" design that dampens out engine noise and vibration. Two counter-balancing silent shafts, positioned on opposite sides of the crankshaft, rotate in opposite directions, making the engines close to vibration-free.



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### PICKUP BOX

Interior dimensions for the D50 pickup box are 81.5 inches long and 64.2 inches wide. The double-wall tailgate fits snugly into the styled side panels. Tubular rail tie-downs run the length of the floor at the side walls and also serve to protect the side walls from sliding cargo. The tailgate features a single centrally located release handle at the tailgate top.

### AUTOMATIC TRANSMISSION

The highly dependable and rugged Torqueflite 3-speed automatic transmission is available on all D-50 models.

It is designed to deliver smooth shifting and part-throttle down-shift for trouble free performance.



### REAR STEP BUMPER

Makes it easier to get in and out of the pickup box—especially when loading and unloading cargo. Optional on all models.



### DODGE PICKUP SPECIFICATIONS

| Model | Body Style |         | Cab Style        |          |          | GVWR* (lb.) |        | Payload Allowance** (lb.) |       |
|-------|------------|---------|------------------|----------|----------|-------------|--------|---------------------------|-------|
|       | Sweptline  | Utiline | Conventional Cab | Club Cab | Crew Cab | Min.        | Max.   | Min.                      | Max.  |
| D50   | X          |         | X                |          |          | —           | 3,880  | —                         | 1,400 |
| D100  | X          | X       |                  |          |          | 4,800       | 6,000  | 1,291                     | 2,437 |
| D150  | X          | X       | X                | X        |          | —           | 6,050  | 2,145                     | 2,384 |
| D200  | X          | X       | X                | X        | X        | 6,200       | 8,100  | 2,183                     | 4,071 |
| D300  | X          |         | X                | X        | X        | 9,000       | 10,000 | 4,562                     | 5,575 |
| W150  | X          | X       | X                | X        |          | —           | 6,050  | 1,958                     | 2,090 |
| W200  | X          | X       | X                | X        | X        | 6,900       | 8,400  | 2,672                     | 4,068 |

\*\*With standard engine. Includes weight of driver/passenger(s).

\*Gross Vehicle Weight Rating.

Min.—Minimum.

Max.—Maximum.

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"Warlock" Power Wagon

## "ADULT TOYS" FROM DODGE

### WARLOCK

Available on Dodge D100, D150 or W150 models. You can play hard or work hard with the Warlock— because that's the kind of pickup it is. Special equipment includes road wheels, fat tires, honest oak sideboards, a chrome-plated running board and bucket seats. That's just for starters. You can choose from a 6-cylinder or 8-cylinder power plant plus all the other options available for other Dodge pickups. Warlock... it's a going machine, that's ready to go when you are.

### MACHO

Macho for '79 means tough yet stylish. A bright, aggressive-looking, special appearance to complement Dodge's big-muscled, W150 "four-by-four" performance. Steel-spoke wide road wheels and decal trim for the body side, hood and tailgate add a touch of raciness to the distinctive two-tone paint scheme (choice of nine colours with black).

Macho... a big 318-cubic-inch 8-cylinder power plant, power steering, bucket seats, tinted glass and rugged wide tread tires. All this solidly based on a 115-inch or 131-inch wheelbase. Macho... see... then get the image!



"Macho" Power Wagon

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D50 Sport Pickups

### D50 SPORT

Doing it up small can mean big fun with the D50 Sport Pickup model. It features a passenger car type instrument panel and includes tachometer, ammeter and oil pressure gauges. There's a smooth-shifting 5-speed manual transmission and a 2.6-litre power plant as standard equipment. Add a personal flair and dress up your "Sport" with one of the optional decor packages.

### ANSWER THE CALL OF THE ROAD

When the highways or byways beckon, you can answer in a Dodge pickup with its excellent trailer towing capability, or slide on a Camper and be on your way. Big, front coil springs are carefully matched to primary and auxiliary rear springs for better load handling ability when special Camper or Trailer Towing packages are ordered. Engine, transmission, and electrical equipment also are carefully selected to handle camper and trailer loads. See your Dodge Truck dealer for details.



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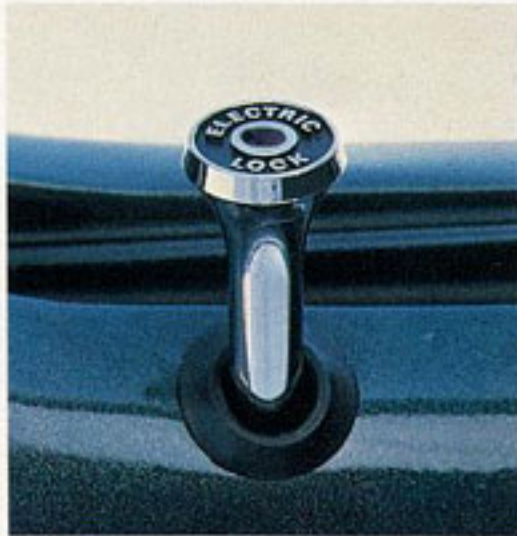
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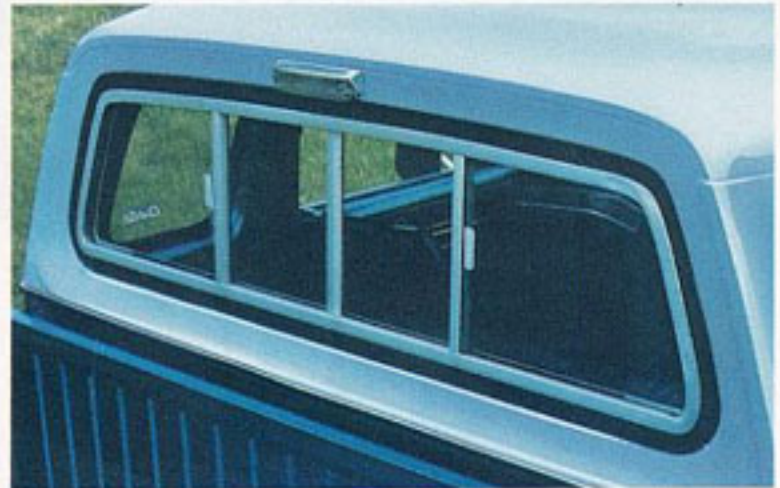
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## DODGE PICKUP OPTIONS

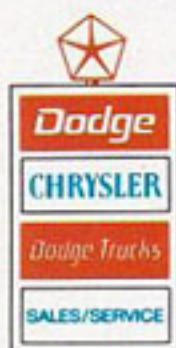
Dodge standard features give you a whole truckload of comfort, convenience, luxury and safety items like a full-

- A. **AIR CONDITIONING** . . . with new comfort features including a HI/LO operation mode.
- B. **ELECTRIC LOCKS** . . . security at your fingertips.
- C. **TILT STEERING WHEEL** . . . a welcome comfort and convenience addition for the truck with more than one driver. Adjusts to fit the comfort and reach needs of anyone behind the wheel. Moves easily out of the way for ease of entry and exit.
- D. **SKY-LITE ROOF** . . . with sun-screen glass and pop-open feature.

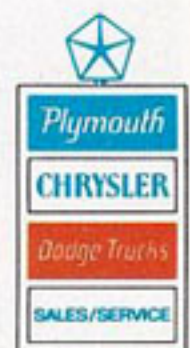
width rear window, colour-keyed interiors, self-adjusting brakes and the proven electronic ignition. Here are just a few of the options you can add.

- E. **AM/FM RADIO WITH SEARCH CONTROL** . . . improved electronic unit with search control. 100 percent solid-state design. Now has vacuum fluorescent display and improved memory system. Precision tuning frequency synthesizer eliminates need for manual fine tuning.
- F. **DIGITAL CLOCK** . . . all electronic unit features silent operation with no moving parts for high reliability. Separate hour and minute reset.
- G. **SLIDING REAR WINDOW** . . . that connects to your camper or just adds fresh air.

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