

BULLETIN NO. GJ-DD
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1971 DODGE CHALLENGER

CONFIDENTIAL PRICE BULLETIN

PASSENGER CARS, AND FACTORY INSTALLED OPTIONS AND ACCESSORIES

TO ALL DODGE DOMESTIC DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges; Manufacturer's Suggested Retail Prices, and Miscellaneous Charges for the new 1971 Challenger Passenger Cars and factory installed options and accessories. The prices shown in the Manufacturer's Suggested Retail Price column will appear on the price label that Federal law requires to be affixed to each new vehicle. Factory Wholesale Prices to Dealers are based on an 14½% discount from Factory Retail Prices of cars.

A charge of 25 cents per car will be made for preparing and furnishing Manufacturer's Statements or Certificates of Origin on cars shipped into States where this Certificate is required.

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1971 DODGE CHALLENGER PASSENGER CARS

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *
<u>CHALLENGER SERIES SIX</u>						
(1) JL21	2-DOOR COUPE	2180.25	157.00	2337.25	2550.00	2727.00
(1) JH23	2-DOOR HARDTOP	2277.72	164.00	2441.72	2664.00	2848.00
(1) JH27	CONVERTIBLE	2485.49	178.00	2663.49	2907.00	3105.00
<u>CHALLENGER SERIES EIGHT</u>						
(1) JL21	2-DOOR COUPE	2282.00	164.00	2446.00	2669.00	2853.00
(1) JH23	2-DOOR HARDTOP	2359.80	170.00	2529.80	2760.00	2950.00
(1) JH27	CONVERTIBLE	2567.57	184.00	2751.57	3003.00	3207.00
<u>R/T SERIES EIGHT</u>						
(1) JS23	2-DOOR HARDTOP	2621.43	187.00	2808.43	3066.00	3273.00

*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New Car Preparation of \$20.00.

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1971 DODGE CHALLENGER FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *	MODEL AVAILABILITY**		
							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>HIGH IMPACT PAINT COLORS</u>	10.80	.80	11.60	13.05	13.85	E	E	E
	<u>VINYL ROOF</u> - NA Convertible - STD W/(A78) Formal Roof Pkg. or (M51) Sun Roof	64.60	4.55	69.15	77.85	82.40	E	E	E
	<u>VINYL BODY SIDE MLDG.</u> - NA With Stripes	22.30	1.60	23.90	26.90	28.50	E	NA	NA
	<u>VINYL BODY SIDE MLDG.</u> - NA With Stripes (Replaces Paint Stripe)	11.15	.80	11.95	13.45	14.25	NA	E	E
	<u>BODY SIDE LACQUER PAINT STRIPE</u>	11.45	.85	12.30	13.80	14.65	E	S	NA
	<u>BODY SIDE PERF. TAPE STRIPE</u>	22.30	1.60	23.90	26.90	28.50	E	NA	S
	<u>BODY SIDE PERF. TAPE STRIPE</u> (Replaces Paint Stripe)	11.15	.80	11.95	13.45	14.25	NA	E	S
	<u>INTERIOR TRIM</u>								
	Bucket Seat - Leather	49.05	3.45	52.50	59.10	62.55	NA	E	E
	Vinyl Split Back Bench Seat W/ Center Arm Rest - Torqueflite Trans. Required - NA Conv.	12.50	.90	13.40	15.10	16.00	NA	E	NA
	Bucket Seat Cloth & Vinyl - NA Convertible	12.50	.90	13.40	15.10	16.00	NA	E	E
	<u>ENGINES</u>								
E24	225 CID 6-Cyl. - NA W/4 Speed Manual Transmission	30.55	2.15	32.70	36.85	39.00	E	S	NA
E55	340 CID 8-Cyl. - 4-BBL	198.00	13.90	211.90	238.60	252.50	NA	E	NA
E55	340 CID 8-Cyl. - 4-BBL	34.75	2.45	37.20	41.90	44.35	NA	NA	E
E61	383 CID 8-Cyl. - 2-BBL - Torque- flite Required	55.50	3.90	59.40	66.90	70.80	E	E	NA
E65	383 CID 8-Cyl. - 4-BBL	109.45	7.70	117.15	131.90	139.60	E	E	S

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>ENGINES - (Continued)</u>								
E87	440 CID 8-Cyl. - 6 Pack - NA W/ 3 Speed Floor Shift Trans. - NA W/Air Cond. - Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/4 Speed Floor Shift Transmission	198.55	13.95	212.50	239.25	253.20	NA	NA	E
E74	426 CID 8-Cyl. - 2-4-BBL Hemi NA W/3 Speed Floor Shift Trans. NA W/Air Cond. - Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/4 Speed Floor Shift Transmission - Collapsible Spare Code (W34) Req'd.	619.60	43.40	663.00	746.55	789.95	NA	NA	E
	<u>TRANSMISSIONS</u>								
D34	Torqueflite - 6-Cyl. Models	163.90	11.50	175.40	197.50	209.00	E	E	NA
D34	Torqueflite - W/318 & 383 2 BBL Engine Only	163.90	11.50	175.40	197.50	209.00	E	E	NA
D34	Torqueflite - W/340 4 BBL, 383 4 BBL, 426 Hemi & 440 6 Pack Engines	179.90	12.60	192.50	216.75	229.35	E	E	E
D21	Manual - 4 Speed - Floor Mounted - NA W/Bench Seats - NA 6-Cyl. or 2-BBL Engines-Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/440 or Hemi Engine	155.35	10.90	166.25	187.20	198.10	E	E	E
	<u>TIRES - W/198 - 225 & 318 CID ENGINES ONLY</u> <u>Replaces 735x14 BSW Polyester</u>								
T22	735x14 WSW Polyester	21.00	1.50	22.50	25.35	26.85	E	E	NA
T26	E78x14 WSW Bias Belted	40.00	2.80	42.80	48.20	51.00	E	E	NA

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>TIRES - (Continued)</u>								
T35	F78x14 BSW Bias Belted	31.00	2.20	33.20	37.35	39.55	E	E	NA
T34	F78x14 WSW Bias Belted	54.00	3.80	57.80	65.10	68.90	E	E	NA
T86	F70x14 WSW Bias Belted - HD Suspension Code (S13) Req'd.	69.00	4.85	73.85	83.15	88.00	E	E	NA
T87	F70x14 RWL Bias Belted - HD Suspension Code (S13) Req'd.	78.00	5.50	83.50	94.00	99.50	E	E	NA
U82	E60x15 RWL Bias Belted - HD Suspension Code (S13) Req'd. HD Drum or Disc Brakes Req'd. Collapsible Spare (W34) Req'd.	109.50	7.70	117.20	131.95	139.65	E	E	NA
	<u>TIRES - W/383 ENGINES ONLY</u>								
	<u>Replaces F78x14 BSW Bias Belted</u>								
T34	F78x14 WSW Bias Belted	23.00	1.65	24.65	27.75	29.40	E	E	NA
T86	F70x14 WSW Bias Belted - HD Suspension Code (S13) Req'd.	38.00	2.70	40.70	45.80	48.50	E	E	NA
T87	F70x14 RWL - Bias Belted - HD Suspension Code (S13) Req'd.	47.00	3.30	50.30	56.65	59.95	E	E	NA
U82	E60x15 RWL - Bias Belted - HD Suspension Code (S13) Req'd. HD Drum or Disc Brakes Req'd. - NA W/Air Cond. Collapsible Spare (W34) Req'd.	78.50	5.50	84.00	94.60	100.10	E	E	NA

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				WHOLESALE PRICE AND E.H.&O.			CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>TIRES - W/340 ENGINE ON CHALLENGER & ALL R/T</u>								
	<u>Replaces F70x14 WSW Bias Belted</u>								
T34	F78x14 WSW Bias Belted - W/340 or 383 4-BBL Engines Only								
T87	F70x14 RWL - Bias Belted	9.00		N O C H A R G E	10.85	11.50	NA	NC	NC
U82	E60x15 RWL - Bias Belted - NA W/ Air Cond. & 383 4-BBL Combination-Collapsible Spare (W34) Req'd.						NA	E	E
		40.50	2.85	43.35	48.80	51.65			
	<u>GROUPS AND PACKAGES</u>								
A04 (1)	Radio Group - NA W/Rallye Cluster Code (A62) or Shaker Hood Code (N96)	151.70	10.75	162.45	182.85	193.60	E	E	NA
A04 (1)	Radio Group - Rallye Cluster Code (A62) or Shaker Hood Code (N96) Required on Challenger.	143.40	10.15	153.55	172.85	183.00	E	E	E
A01	Light Group	23.65	1.70	25.35	28.50	30.20	E	E	E
A21	Front Elastomeric Bumper Group	39.25	2.75	42.00	47.30	50.05	E	E	NA
A22	Front & RR. Elastomeric Bumper Group	73.70	5.20	78.90	88.80	94.00	E	E	NA
A31	High Performance Axle Package NA W/Air Cond. - Available W/ 340 & 383 4-BBL Only - NA W/ 3 Speed Manual Transmission	59.00	4.15	63.15	71.10	75.25	E	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	GROUPS AND PACKAGES - (Continued)								
A33	Track Pak - NA W/Air Cond. Req'd. W/426 Hemi & 440 6 Pack W/4 Speed Manual Transmission	108.05	7.60	115.65	130.20	137.80	NA	NA	E
A34	Super Track Pak - NA W/Air Cond. Available W/426 Hemi & 440 6 Pack W/Torqueflite Trans. - Required W/426 Hemi & 440 6 Pack W/4 Speed Manual Trans.	158.20	11.10	169.30	190.65	201.75	NA	NA	E
A36	Performance Axle Package Avail- able with								
	- 340 or 383 4-BBL Eng. NA W/3 Speed Manual Transmission	59.00	4.15	63.15	71.10	75.25	E	E	E
	- 440 6 Pack W/Torqueflite Trans.	59.00	4.15	63.15	71.10	75.25	NA	NA	E
	- 426 Hemi W/Torqueflite Trans.	32.70	2.30	35.00	39.40	41.70	NA	NA	E
A78	Formal Roof Package - NA Convert- ible - NA W/Rear Window Louver Package Code (A44)	100.00	7.00	107.00	120.50	127.50	E	E	E
H51 (1)	AIR CONDITIONING - NA W/198, 440 or Hemi Engines - NA W/Performance Axle Pkgs. Code (A31) (A33) or (A34)	293.90	20.60	314.50	354.10	374.70	E	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>AXLE RATIO - OPTIONAL - No Charge</u> W/Sure Grip Differential Code (D91)								
D51 (1)	2.76 Ratio W/340 or 383 4-BBL & Torqueflite Trans.-Disc Brakes Req'd.			N O	C H A R G E		S	S	NC
D51	2.76 Ratio W/318 CID Engine and Manual Trans. - NA W/HD Brakes	9.80	.70	10.50	11.85	12.55	E	E	E
D53	3.23 Ratio Available 198, 225, 318 & 383 Engines W/Torqueflite Transmission	9.80	.70	10.50	11.85	12.55	E	E	E
F25	<u>BATTERY 70 AMP - STD 440 and Hemi Engines</u>	10.65	.75	11.40	12.85	13.60	E	E	E
C13	<u>BELTS - SHOULDER - FRONT</u> - Conv. Only	19.10	1.35	20.45	23.05	24.40	S	E	S
C14	<u>BELTS - SHOULDER - REAR</u> - NA Conv.	19.10	1.35	20.45	23.05	24.40	E	E	E
B41	<u>BRAKES - DISC - FRONT</u> Power Brakes Required	17.60	1.25	18.85	21.25	22.50	E	E	E
B51	<u>BRAKES - POWER</u>	32.55	2.30	34.85	39.25	41.55	E	E	E
B11	<u>BRAKES - HD DRUM</u> - Front & Rear NA 6-Cyl. Models - NA W/Disc Brakes - Std. W/340 Engine	16.75	1.20	17.95	20.20	21.40	E	E	S
M85	<u>BUMPER GUARDS - FRONT & REAR</u> <u>RUBBER INSERTS</u> - NA W/ Elastomeric Bumpers	21.45	1.55	23.00	25.85	27.40	E	E	E
M73	<u>BUMPERS - ELASTOMERIC - FRT. & REAR</u>	63.80	4.50	68.30	76.90	81.40	NA	NA	E
M71	<u>BUMPERS - ELASTOMERIC - FRONT</u>	31.90	2.25	34.15	38.45	40.70	NA	NA	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
J15	<u>CIGAR LIGHTER</u>	3.10	.25	3.35	3.75	4.00	E	S	S
J21	<u>CLOCK ELECTRIC</u> - STD W/Instrument Panel Cluster Code (A62)	12.60	.90	13.50	15.20	16.10	E	E	S
C16	<u>CONSOLE</u> - W/Bucket Seats Only	41.55	2.95	44.50	50.10	53.05	E	E	E
H31	<u>DEFOGGER</u> - REAR WINDOW - NA Conv.	22.65	1.60	24.25	27.30	28.90	E	E	E
D91	<u>DIFFERENTIAL</u> - SURE GRIP - NA 6-Cyl. Models - Std. W/Hi Perf. Axle Pkgs.	32.70	2.30	35.00	39.40	41.70	E	E	E
N25	<u>ENGINE BLOCK HEATER</u>	11.20	.80	12.00	13.50	14.30	E	E	E
L31	<u>FENDER MOUNTED TURN SIGNALS</u> NA W/Performance Hood	8.35	.60	8.95	10.10	10.70	E	E	NA
J46	<u>GAS CAP-LOCKING</u> - FLIP TOP	6.05	.45	6.50	7.30	7.75	E	E	E
	<u>GLASS TINTED</u>								
G11	All Windows - Except Conv. Back Glass	28.85	2.05	30.90	34.80	36.85	E	E	E
G15	Windshield	19.60	1.40	21.00	23.65	25.05	E	E	E
J31	<u>HORNS</u> - DUAL	3.95	.30	4.25	4.80	5.10	E	S	S
J45	<u>HOOD TIE DOWN PINS</u> - STD W/ Fiberglass Hood	11.90	.85	12.75	14.35	15.20	E	E	E
V21	<u>HOOD PERFORMANCE TAPE TREATMENT</u> Avail. W/340 Engine on Challenger & All R/T Models - NA W/Shaker Code (N96) or Fiberglass Code (N94) Hoods	18.40	1.30	19.70	22.20	23.50	NA	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
N96	<u>HOOD - SHAKER - NA 6-Cyl. or 2-BBL</u> Engines - NA W/Air Cond. - W/340 Engine on Challenger & All R/T - NA W/340 CID Engine	73.70 89.55	5.20 6.30	78.90 95.85	88.80 107.90	94.00 114.20	NA E	E E	E NA
N94	<u>HOOD - FIBERGLASS - W/FRESH AIR PACK</u> NA 6-Cyl. or 2-BBL Engines - NA W/ Moulding Group Code (A46) - W/340 Engine on Challenger & All R/T - NA W/340 CID Engine	119.95 135.80	8.40 9.55	128.35 145.35	144.55 163.65	152.95 173.20	NA E	E E	E NA
J64	<u>INSTRUMENT PANEL - WOOD GRAINED</u> NA W/Rallye Instrument Panel Code (A62)	4.40	.35	4.75	5.35	5.70	E	E	NA
A62	<u>INSTRUMENT PANEL RALLYE CLUSTER</u> 8-Cylinder Models Only - NA W/(N96) Shaker Hood 8-Cylinder Models Only - Code (N96) Shaker Hood Req'd.	68.45 60.15	4.80 4.20	73.25 64.35	82.50 72.50	87.30 76.75	E E	E E	S S
A44	<u>LOUVER PACKAGE</u> - NA Conv. NA in the State of Pennsylvania - W/Radio Group Code (A04) - NA W/Radio Group Code (A04)	57.80 69.50	4.05 4.90	61.85 74.40	69.65 83.75	73.70 88.65	E E	E E	E E
G41	<u>MIRRORS</u> Inside - Day/Night Outside Chrome:	5.50	.40	5.90	6.65	7.05	E	S	S
G33	Left Remote Control	11.70	.85	12.55	14.10	14.95	E	E	E
G31	Right Matching - Code (G33) Required	8.45	.60	9.05	10.20	10.80	E	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>MIRRORS - (Continued)</u>								
	<u>Outside Painted:</u>								
G36	Left Remote Control & Rt. Matching - NA W/Radio Group Code (A04)	20.15	1.45	21.60	24.30	25.75	E	E	E
	<u>MOULDINGS</u>								
A46	Moulding Group	27.50	1.95	29.45	33.15	35.10	E	E	E
M25	Sill	16.45	1.20	17.65	19.85	21.05	E	E	E
M28	Wide Grille Surround - NA W/ Elastomeric Bumpers	12.75	.90	13.65	15.40	16.30	E	E	E
M05	Door Edge Protectors	4.65	.35	5.00	5.65	6.00	E	E	E
J41	<u>PEDALS DRESS-UP</u>	4.20	.30	4.50	5.10	5.40	E	E	E
	<u>POWER</u>								
S77 (1)	Steering	83.85	5.90	89.75	101.05	106.95	E	E	E
P31	Windows	79.40	5.60	85.00	95.70	101.30	NA	E	E
P37	Convertible Top	38.15	2.70	40.85	46.00	48.70	NA	E	NA
M91	<u>RACK - LUGGAGE - ON REAR DECK LID</u> NA W/Rear Spoiler or Louver Pkg.	24.50	1.75	26.25	29.55	31.30	E	E	E
	<u>RADIOS</u>								
R11	Music Master - AM	47.85	3.40	51.25	57.70	61.10	E	E	E
R26	AM Radio W/Stereo Cassette	158.10	11.10	169.20	190.50	201.60	E	E	E
R35	Multiplex AM/FM Stereo	154.20	10.80	165.00	185.80	196.60	E	E	E
R36	Multiplex AM/FM Stereo W/Cassette	264.35	18.55	282.90	318.50	337.05	E	E	E
R33	<u>MICROPHONE</u> - Avail. W/Cassette Only	8.40	.60	9.00	10.15	10.75	E	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>REAR SPEAKERS</u>								
R31	Single - NA Conv. - NA W/Stereo	10.80	.80	11.60	13.05	13.85	E	E	E
R32	Dual - NA Conv. - Avail. W/Stereo Only - Collapsible Spare Tire Code (W34) Req'd. When Ordered W/Rear Defogger Code (H31)	19.60	1.40	21.00	23.65	25.05	E	E	E
C62	<u>SEAT - MANUAL - 6 WAY ADJUSTER - LEFT SIDE</u> - Avail. W/Left Bucket Seat Only	25.20	1.80	27.00	30.40	32.20	E	E	E
S25	<u>SHOCK ABSORBERS - FIRM RIDE</u> Std. W/340 4-BBL, 383 4-BBL, 440 & 426 Engine.	3.70	.30	4.00	4.50	4.80	E	E	S
A45	<u>SPOILER FRONT & REAR</u> - NA 6-Cyl. or 2-BBL Engines-NA W/Formal Roof Pkg. Code (A78)	42.85	3.00	45.85	51.65	54.65	E	E	E
J81	<u>SPOILER - REAR ONLY</u> - NA 6-Cyl. or 2-BBL Engines - NA W/Formal Roof Pkg. Code (A78)	26.90	1.90	28.80	32.45	34.35	E	E	E
M51	<u>SUN ROOF</u> - Includes Vinyl Roof - NA Convertible,NA W/Formal Roof Pkg. Code (A78)	349.70	24.50	374.20	421.35	445.85	E	E	E
	<u>SUSPENSION - RALLYE</u>								
S13	W/Sway Bar - Std. 340, 383 4-BBL, 440 or 426 Engines.	11.20	.80	12.00	13.50	14.30	E	E	S

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ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *	MODEL AVAILABILITY**		
							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
J55	<u>UNDERCOATING & HOOD PAD</u>	16.30	1.15	17.45	19.65	20.80	E	E	E
	<u>WHEEL COVERS</u> - 14" Only - Set of 4								
	NA W/Hemi Engine								
W11	- Deluxe	19.70	1.40	21.10	23.75	25.15	E	E	E
W15	- Wire	50.60	3.55	54.15	61.00	64.55	E	E	E
W12	<u>WHEEL TRIM RINGS</u> - 14" & 15" W/ Hub Caps	19.70	1.40	21.10	23.75	25.15	E	E	E
	<u>WHEELS</u> - 4 Only - Standard Spare								
W21	Rallye Type 14" & 15" - 14" NA With 426 Hemi Engine	42.50	3.00	45.50	51.25	54.25	E	E	E
W23	Road W/Chrome Trim Rings - 14" Only - NA W/Hemi Engine	65.30	4.60	69.90	78.70	83.30	E	E	E
J25	<u>WINDSHIELD WIPERS VARIABLE SPEED</u> W/Electric Washers - Std. W/ Instrument Panel Rallye Cluster Code (A62) & Shaker Hood Code (N96)	8.30	.60	8.90	10.00	10.60	E	E	S
W34	<u>COLLAPSIBLE SPARE TIRE</u> - F78 x 14 Rayon Cord BSW - Std. Convert.- Req'd. W/15" Tires - Req'd. W/ 426 Hemi Engine - Req'd. W/Dual Rear Speakers Code (R32) When Rear Defogger Code (H31) is Ordered	9.80	.70	10.50	11.85	12.55	E	E	E
W08	<u>CONVENTIONAL SPARE TIRE</u> - Conv. Only NA W/15" Wheels - NA W/ Hemi Engine								
							S	NC	S

N O C H A R G E

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ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *	MODEL AVAILABILITY**		
							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
N95	<u>NITROUS OXIDE EMISSION CONTROL</u> Req'd. in California on All Engines Except 383 4-BBL, 440 6 Pack or 426 Hemi	9.30	.70	10.00	11.25	11.95	E	E	E
N97	<u>NOISE REDUCTION PACKAGE</u> - Required on All Vehicles W/440 6 Pack W/4 Speed Man. Trans. & Hemi Engines Registered in the State of Calif.		N O C H A R G E				NA	NA	NC
A28	<u>NOISE REDUCTION PACKAGE</u> - Available 440 6 Pack Engines W/Torqueflite Transmission - Req'd. in California	26.30	1.85	28.15	31.70	33.55	NA	NA	E

* Includes Factory Retail Price and Excise, Handling and Other Charges.

** E - Extra Cost; S - Standard Equipment; NA - Not Available; NC - No Charge.

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Refer to the 1971 Dodge Passenger Car Code List for availability of options within groups, color combinations and trim.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Other Charges or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices (including the Factory Retail Provision for Dealer New Car Preparation) are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

DODGE DIVISION
CHRYSLER MOTORS CORPORATION

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BULLETIN NO. GJ-DD
SUPPLEMENT NO. 1
DATE October 6, 1970
(1) REVISED December 2, 1970

TO ALL DODGE DOMESTIC DIRECT DEALERS:

SUBJECT: SUPPLEMENT TO CONFIDENTIAL PRICE BULLETIN NO. GJ-DD

An allowance of 2½% of the Factory Retail Price of each Challenger car (not including Miscellaneous Charges, Optional Equipment and Accessories, Excise, Handling and Other Charges, Dealer New Car Preparation, and Destination Charges) will be made to the Dealer purchasing the car from Chrysler Motors Corporation. All such allowances will be accrued and paid to Dealers on an annual basis. A single payment, which will cover all Challenger Passenger Car shipments will be made after the end of the 1971 Model Year.

The following example will illustrate the method by which you can determine the exact amount of the allowance by body style:

BODY TYPE CODE		MODEL	FACTORY RETAIL PRICE	% OF ALLOWANCE	AMOUNT OF ALLOWANCE
		<u>CHALLENGER SERIES SIX</u>			
JL21	(1)	2 Door Coupe	2550.00	2½	63.75

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CHRYSLER MOTORS CORPORATION

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BULLETIN NO. GJ-DD
SUPPLEMENT NO. 1
DATE October 6, 1970

TO ALL DODGE DOMESTIC DIRECT DEALERS:

SUBJECT: SUPPLEMENT TO CONFIDENTIAL PRICE BULLETIN NO. GJ-DD

An allowance of $2\frac{1}{2}\%$ of the Factory Retail Price of each Challenger car (not including Miscellaneous Charges, Optional Equipment and Accessories, Excise, Handling and Other Charges, Dealer New Car Preparation, and Destination Charges) will be made to the Dealer purchasing the car from Chrysler Motors Corporation. All such allowances will be accrued and paid to Dealers on an annual basis. A single payment, which will cover all Challenger Passenger Car shipments will be made after the end of the 1971 Model Year.

The following example will illustrate the method by which you can determine the exact amount of the allowance by body style:

<u>BODY TYPE CODE</u>	<u>MODEL</u>	<u>FACTORY RETAIL PRICE</u>	<u>% OF ALLOWANCE</u>	<u>AMOUNT OF ALLOWANCE</u>
	<u>CHALLENGER SERIES SIX</u>			
JL21	2 Door Coupe	2530.00	$2\frac{1}{2}\%$	63.25

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BULLETIN NO. GJ-DD
DATE October 6, 1970

Page 1

1971 DODGE CHALLENGER

CONFIDENTIAL PRICE BULLETIN

PASSENGER CARS, AND FACTORY INSTALLED OPTIONS AND ACCESSORIES

TO ALL DODGE DOMESTIC DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges; Manufacturer's Suggested Retail Prices, and Miscellaneous Charges for the new 1971 Challenger Passenger Cars and factory installed options and accessories. The prices shown in the Manufacturer's Suggested Retail Price column will appear on the price label that Federal law requires to be affixed to each new vehicle. Factory Wholesale Prices to Dealers are based on an 14½% discount from Factory Retail Prices of cars.

A charge of 25 cents per car will be made for preparing and furnishing Manufacturer's Statements or Certificates of Origin on cars shipped into States where this Certificate is required.

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1971 DODGE CHALLENGER PASSENGER CARS

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *
<u>CHALLENGER SERIES SIX</u>						
JL21	2-DOOR COUPE	2163.15	156.00	2319.15	2530.00	2706.00
JH23	2-DOOR HARDTOP	2260.62	163.00	2423.62	2644.00	2827.00
JH27	CONVERTIBLE	2468.39	177.00	2645.39	2887.00	3084.00
<u>CHALLENGER SERIES EIGHT</u>						
JL21	2-DOOR COUPE	2264.90	163.00	2427.90	2649.00	2832.00
JH23	2-DOOR HARDTOP	2342.70	169.00	2511.70	2740.00	2929.00
JH27	CONVERTIBLE	2550.47	183.00	2733.47	2983.00	3186.00
<u>R/T SERIES EIGHT</u>						
JS23	2-DOOR HARDTOP	2604.33	186.00	2790.33	3046.00	3252.00

*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New Car Preparation of \$20.00.

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1971 DODGE CHALLENGER FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *	MODEL AVAILABILITY**		
							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>HIGH IMPACT PAINT COLORS</u>	10.80	.80	11.60	13.05	13.85	E	E	E
	<u>VINYL ROOF - NA Convertible - STD</u> <u>W/(A78) Formal Roof Pkg. or (M51)</u> <u>Sun Roof</u>	64.60	4.55	69.15	77.85	82.40	E	E	E
	<u>VINYL BODY SIDE MLDG. - NA With</u> <u>Stripes</u>	22.30	1.60	23.90	26.90	28.50	E	NA	NA
	<u>VINYL BODY SIDE MLDG. - NA With</u> <u>Stripes (Replaces Paint Stripe)</u>	11.15	.80	11.95	13.45	14.25	NA	E	E
	<u>BODY SIDE LACQUER PAINT STRIPE</u>	11.45	.85	12.30	13.80	14.65	E	.S	NA
	<u>BODY SIDE PERF. TAPE STRIPE</u>	22.30	1.60	23.90	26.90	28.50	E	NA	S
	<u>BODY SIDE PERF. TAPE STRIPE</u> <u>(Replaces Paint Stripe)</u>	11.15	.80	11.95	13.45	14.25	NA	E	S
	<u>INTERIOR TRIM</u>								
	Bucket Seat - Leather	49.05	3.45	52.50	59.10	62.55	NA	E	E
	Vinyl Split Back Bench Seat W/ Center Arm Rest - Torqueflite								
	Trans. Required - NA Conv.	12.50	.90	13.40	15.10	16.00	NA	E	NA
	Bucket Seat Cloth & Vinyl - NA Convertible	12.50	.90	13.40	15.10	16.00	NA	E	E
	<u>ENGINES</u>								
E24	225 CID 6-Cyl. - NA W/4 Speed Manual Transmission	30.55	2.15	32.70	36.85	39.00	E	S	NA
E55	340 CID 8-Cyl. - 4-BBL	198.00	13.90	211.90	238.60	252.50	NA	E	NA
E55	340 CID 8-Cyl. - 4-BBL	34.75	2.45	37.20	41.90	44.35	NA	NA	E
E61	383 CID 8-Cyl. - 2-BBL - Torque- flite Required	55.50	3.90	59.40	66.90	70.80	E	E	NA
E65	383 CID 8-Cyl. - 4-BBL	109.45	7.70	117.15	131.90	139.60	E	E	S

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>ENGINES - (Continued)</u>								
E87	440 CID 8-Cyl. - 6 Pack - NA W/ 3 Speed Floor Shift Trans. - NA W/Air Cond. - Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/4 Speed Floor Shift Transmission	198.55	13.95	212.50	239.25	253.20	NA	NA	E
E74	426 CID 8-Cyl. - 2-4-BBL Hemi NA W/3 Speed Floor Shift Trans. NA W/Air Cond. - Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/4 Speed Floor Shift Transmission - Collapsible Spare Code (W34) Req'd.	619.60	43.40	663.00	746.55	789.95	NA	NA	E
	<u>TRANSMISSIONS</u>								
D34	Torqueflite - 6-Cyl. Models	163.90	11.50	175.40	197.50	209.00	E	E	NA
D34	Torqueflite - W/318 & 383 2 BBL Engine Only	163.90	11.50	175.40	197.50	209.00	E	E	NA
D34	Torqueflite - W/340 4 BBL, 383 4 BBL, 426 Hemi & 440 6 Pack Engines	179.90	12.60	192.50	216.75	229.35	E	E	E
D21	Manual - 4 Speed - Floor Mounted - NA W/Bench Seats - NA 6-Cyl. or 2-BBL Engines-Perf. Axle Pkg. Code (A33) or (A34) Req'd. W/440 or Hemi Engine	155.35	10.90	166.25	187.20	198.10	E	E	E
	<u>TIRES - W/198 - 225 & 318 CID ENGINES ONLY</u> <u>Replaces 735x14 BSW Polyester</u>								
T22	735x14 WSW Polyester	21.00	1.50	22.50	25.35	26.85	E	E	NA
T26	E78x14 WSW Bias Belted	40.00	2.80	42.80	48.20	51.00	E	E	NA

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				WHOLESALE PRICE AND E.H.&O.	RETAIL PRICE	SUGGESTED RETAIL PRICE *	CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	TIRES - (Continued)								
T35	F78x14 BSW Bias Belted	31.00	2.20	33.20	37.35	39.55	E	E	NA
T34	F78x14 WSW Bias Belted	54.00	3.80	57.80	65.10	68.90	E	E	NA
T86	F70x14 WSW Bias Belted - HD Suspension Code (S13) Req'd.	69.00	4.85	73.85	83.15	88.00	E	E	NA
T87	F70x14 RWL Bias Belted - HD Suspension Code (S13) Req'd.	78.00	5.50	83.50	94.00	99.50	E	E	NA
U82	E60x15 RWL Bias Belted - HD Suspension Code (S13) Req'd. HD Drum or Disc Brakes Req'd. Collapsible Spare (W34) Req'd.	109.50	7.70	117.20	131.95	139.65	E	E	NA
	TIRES - W/383 ENGINES ONLY								
	Replaces F78x14 BSW Bias Belted								
T34	F78x14 WSW Bias Belted	23.00	1.65	24.65	27.75	29.40	E	E	NA
T86	F70x14 WSW Bias Belted - HD Suspension Code (S13) Req'd.	38.00	2.70	40.70	45.80	48.50	E	E	NA
T87	F70x14 RWL - Bias Belted - HD Suspension Code (S13) Req'd.	47.00	3.30	50.30	56.65	59.95	E	E	NA
U82	E60x15 RWL - Bias Belted - HD Suspension Code (S13) Req'd. HD Drum or Disc Brakes Req'd. - NA W/Air Cond. Collapsible Spare (W34) Req'd.	78.50	5.50	84.00	94.60	100.10	E	E	NA

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				WHOLESALE PRICE AND E.H.&O.	RETAIL PRICE	SUGGESTED RETAIL PRICE *	CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
<u>TIRES - W/340 ENGINE ON CHALLENGER & ALL R/T</u>									
<u>Replaces F70x14 WSW Bias Belted</u>									
T34	F78x14 WSW Bias Belted - W/340 or 383 4-BBL Engines Only			N O C H A R G E			NA	NC	NC
T87	F70x14 RWL - Bias Belted	9.00	.65	9.65	10.85	11.50	NA	E	E
U82	E60x15 RWL - Bias Belted - NA W/ Air Cond. & 383 4-BBL Combination-Collapsible Spare (W34) Req'd.	40.50	2.85	43.35	48.80	51.65	NA	E	E
<u>GROUPS AND PACKAGES</u>									
A04	Radio Group - NA W/Rallye Cluster Code (A62) or Shaker Hood Code (N96)	143.55	10.15	153.70	173.05	183.20	E	E	NA
A04	Radio Group - Rallye Cluster Code (A62) or Shaker Hood Code (N96) Required on Challenger.	135.25	9.55	144.80	163.05	172.60	E	E	E
A01	Light Group	23.65	1.70	25.35	28.50	30.20	E	E	E
A21	Front Elastomeric Bumper Group	39.25	2.75	42.00	47.30	50.05	E	E	NA
A22	Front & RR. Elastomeric Bumper Group	73.70	5.20	78.90	88.80	94.00	E	E	NA
A31	High Performance Axle Package NA W/Air Cond. - Available W/ 340 & 383 4-BBL Only - NA W/ 3 Speed Manual Transmission	59.00	4.15	63.15	71.10	75.25	E	E	E

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				WHOLESALE PRICE AND E.H.&O.	RETAIL PRICE	SUGGESTED RETAIL PRICE *	CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	GROUPS AND PACKAGES - (Continued)								
A33	Track Pak - NA W/Air Cond. Req'd. W/426 Hemi & 440 6 Pack W/4 Speed Manual Transmission	108.05	7.60	115.65	130.20	137.80	NA	NA	E
A34	Super Track Pak - NA W/Air Cond. Available W/426 Hemi & 440 6 Pack W/Torqueflite Trans. - Required W/426 Hemi & 440 6 Pack W/4 Speed Manual Trans.	158.20	11.10	169.30	190.65	201.75	NA	NA	E
A36	Performance Axle Package Avail- able with								
	- 340 or 383 4-BBL Eng. NA W/3 Speed Manual Transmission	59.00	4.15	63.15	71.10	75.25	E	E	E
	- 440 6 Pack W/Torqueflite Trans.	59.00	4.15	63.15	71.10	75.25	NA	NA	E
	- 426 Hemi W/Torqueflite Trans.	32.70	2.30	35.00	39.40	41.70	NA	NA	E
A78	Formal Roof Package - NA Convert- ible - NA W/Rear Window Louver Package Code (A44)	100.00	7.00	107.00	120.50	127.50	E	E	E
H51	AIR CONDITIONING - NA W/198, 440 or Hemi Engines - NA W/Performance Axle Pkgs. Code (A31) (A33) or (A34)	290.30	20.35	310.65	349.80	370.15	E	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>AXLE RATIO - OPTIONAL</u> - No Charge W/Sure Grip Differential Code (D91) or W/Disc Brakes Code (B41)								
D51	2.76 Ratio W/318 CID Engine and Manual Trans. - NA W/HD Brakes	9.80	.70	10.50	11.85	12.55	E	E	E
D53	3.23 Ratio Available 198, 225, 318 & 383 Engines W/Torqueflite Transmission	9.80	.70	10.50	11.85	12.55	E	E	E
F25	<u>BATTERY 70 AMP</u> - STD 440 and Hemi Engines	10.65	.75	11.40	12.85	13.60	E	E	E
C13	<u>BELTS - SHOULDER - FRONT</u> - Conv. Only	19.10	1.35	20.45	23.05	24.40	S	E	S
C14	<u>BELTS - SHOULDER - REAR</u> - NA Conv.	19.10	1.35	20.45	23.05	24.40	E	E	E
B41	<u>BRAKES - DISC - FRONT</u> Power Brakes Required	17.60	1.25	18.85	21.25	22.50	E	E	E
B51	<u>BRAKES - POWER</u>	32.55	2.30	34.85	39.25	41.55	E	E	E
B11	<u>BRAKES - HD DRUM</u> - Front & Rear NA 6-Cyl. Models - NA W/Disc Brakes - Std. W/340 Engine	16.75	1.20	17.95	20.20	21.40	E	E	S
M85	<u>BUMPER GUARDS - FRONT & REAR</u> <u>RUBBER INSERTS</u> - NA W/ Elastomeric Bumpers	21.45	1.55	23.00	25.85	27.40	E	E	E
M73	<u>BUMPERS - ELASTOMERIC - FRT. & REAR</u>	63.80	4.50	68.30	76.90	81.40	NA	NA	E
M71	<u>BUMPERS - ELASTOMERIC - FRONT</u>	31.90	2.25	34.15	38.45	40.70	NA	NA	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
J15	<u>CIGAR LIGHTER</u>	3.10	.25	3.35	3.75	4.00	E	S	S
J21	<u>CLOCK ELECTRIC</u> - STD W/Instrument Panel Cluster Code (A62)	12.60	.90	13.50	15.20	16.10	E	E	S
C16	<u>CONSOLE</u> - W/Bucket Seats Only	41.55	2.95	44.50	50.10	53.05	E	E	E
H31	<u>DEFOGGER</u> - REAR WINDOW - NA Conv.	22.65	1.60	24.25	27.30	28.90	E	E	E
D91	<u>DIFFERENTIAL</u> - SURE GRIP - NA 6-Cyl. Models - Std. W/Hi Perf. Axle Pkgs.	32.70	2.30	35.00	39.40	41.70	E	E	E
N25	<u>ENGINE BLOCK HEATER</u>	11.20	.80	12.00	13.50	14.30	E	E	E
L31	<u>FENDER MOUNTED TURN SIGNALS</u> NA W/Performance Hood	8.35	.60	8.95	10.10	10.70	E	E	NA
J46	<u>GAS CAP-LOCKING</u> - FLIP TOP	6.05	.45	6.50	7.30	7.75	E	E	E
	<u>GLASS TINTED</u>								
G11	All Windows - Except Conv. Back Glass	28.85	2.05	30.90	34.80	36.85	E	E	E
G15	Windshield	19.60	1.40	21.00	23.65	25.05	E	E	E
J31	<u>HORNS</u> - DUAL	3.95	.30	4.25	4.80	5.10	E	S	S
J45	<u>HOOD TIE DOWN PINS</u> - STD W/ Fiberglass Hood	11.90	.85	12.75	14.35	15.20	E	E	E
V21	<u>HOOD PERFORMANCE TAPE TREATMENT</u> Avail. W/340 Engine on Challenger & All R/T Models - NA W/Shaker Code (N96) or Fiberglass Code (N94) Hoods	18.40	1.30	19.70	22.20	23.50	NA	E	E

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
N96	<u>HOOD - SHAKER - NA 6-Cyl. or 2-BBL Engines - NA W/Air Cond.</u> - W/340 Engine on Challenger & All R/T	73.70	5.20	78.90	88.80	94.00	NA	E	E
	- NA W/340 CID Engine	89.55	6.30	95.85	107.90	114.20	E	E	NA
N94	<u>HOOD - FIBERGLASS - W/FRESH AIR PACK</u> NA 6-Cyl. or 2-BBL Engines - NA W/ Moulding Group Code (A46)								
	- W/340 Engine on Challenger & All R/T	119.95	8.40	128.35	144.55	152.95	NA	E	E
	- NA W/340 CID Engine	135.80	9.55	145.35	163.65	173.20	E	E	NA
J64	<u>INSTRUMENT PANEL - WOOD GRAINED</u> NA W/Rallye Instrument Panel Code (A62)	4.40	.35	4.75	5.35	5.70	E	E	NA
A62	<u>INSTRUMENT PANEL RALLYE CLUSTER</u> 8-Cylinder Models Only - NA W/(N96) Shaker Hood	68.45	4.80	73.25	82.50	87.30	E	E	S
	8-Cylinder Models Only - Code (N96) Shaker Hood Req'd.	60.15	4.20	64.35	72.50	76.75	E	E	S
A44	<u>LOUVER PACKAGE - NA Conv. NA in the State of Pennsylvania</u> - W/Radio Group Code (A04) - NA W/Radio Group Code (A04)	57.80 69.50	4.05 4.90	61.85 74.40	69.65 83.75	73.70 88.65	E E	E E	E E
	<u>MIRRORS</u>								
G41	Inside - Day/Night	5.50	.40	5.90	6.65	7.05	E	S	S
	<u>Outside Chrome:</u>								
G33	Left Remote Control	11.70	.85	12.55	14.10	14.95	E	E	E
G31	Right Matching - Code (G33) Required	8.45	.60	9.05	10.20	10.80	E	E	E

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ORDER CODE	DESCRIPTION	FACTORY	E.H.&O.	FACTORY	E.H.&O.	FACTORY	MODEL AVAILABILITY**		
		WHOLESALE PRICE AND		RETAIL PRICE		MANUFACTURER'S SUGGESTED RETAIL PRICE *	CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
<u>MIRRORS - (Continued)</u>									
<u>Outside Painted:</u>									
G36	Left Remote Control & Rt. Matching • NA W/Radio Group Code (A04)	20.15	1.45	21.60	24.30	25.75	E	E	E
<u>MOULDINGS</u>									
A46	Moulding Group	27.50	1.95	29.45	33.15	35.10	E	E	E
M25	Sill	16.45	1.20	17.65	19.85	21.05	E	E	E
M28	Wide Grille Surround - NA W/ Elastomeric Bumpers	12.75	.90	13.65	15.40	16.30	E	E	E
M05	Door Edge Protectors	4.65	.35	5.00	5.65	6.00	E	E	E
J41	<u>PEDALS DRESS-UP</u>	4.20	.30	4.50	5.10	5.40	E	E	E
<u>POWER</u>									
S77	Steering	75.70	5.30	81.00	91.25	96.55	E	E	E
P31	Windows	79.40	5.60	85.00	95.70	101.30	NA	E	E
P37	Convertible Top	38.15	2.70	40.85	46.00	48.70	NA	E	NA
M91	<u>RACK - LUGGAGE - ON REAR DECK LID</u> NA W/Rear Spoiler or Louver Pkg.	24.50	1.75	26.25	29.55	31.30	E	E	E
<u>RADIOS</u>									
R11	Music Master - AM	47.85	3.40	51.25	57.70	61.10	E	E	E
R26	AM Radio W/Stereo Cassette	158.10	11.10	169.20	190.50	201.60	E	E	E
R35	Multiplex AM/FM Stereo	154.20	10.80	165.00	185.80	196.60	E	E	E
R36	Multiplex AM/FM Stereo W/Cassette	264.35	18.55	282.90	318.50	337.05	E	E	E
R33	MICROPHONE - Avail. W/Cassette Only	8.40	.60	9.00	10.15	10.75	E	E	E

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ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *	MODEL AVAILABILTIY**		
							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
	<u>REAR SPEAKERS</u>								
R31	Single - NA Conv. - NA W/Stereo	10.80	.80	11.60	13.05	13.85	E	E	E
R32	Dual - NA Conv. - Avail. W/Stereo Only - Collapsible Spare Tire Code (W34) Req'd. When Ordered W/Rear Defogger Code (H31)	19.60	1.40	21.00	23.65	25.05	E	E	E
C62	<u>SEAT - MANUAL - 6 WAY ADJUSTER - LEFT SIDE</u> - Avail. W/Left Bucket Seat Only	25.20	1.80	27.00	30.40	32.20	E	E	E
S25	<u>SHOCK ABSORBERS - FIRM RIDE</u> Std. W/340 4-BBL, 383 4-BBL, 440 & 426 Engine.	3.70	.30	4.00	4.50	4.80	E	E	S
A45	<u>SPOILER FRONT & REAR</u> - NA 6-Cyl. or 2-BBL Engines-NA W/Formal Roof Pkg. Code (A78)	42.85	3.00	45.85	51.65	54.65	E	E	E
J81	<u>SPOILER - REAR ONLY</u> - NA 6-Cyl. or 2-BBL Engines - NA W/Formal Roof Pkg. Code (A78)	26.90	1.90	28.80	32.45	34.35	E	E	E
M51	<u>SUN ROOF</u> - Includes Vinyl Roof - NA Convertible,NA W/Formal Roof Pkg. Code (A78)	349.70	24.50	374.20	421.35	445.85	E	E	E
	<u>SUSPENSION - RALLYE</u>								
S13	W/Sway Bar - Std. 340, 383 4-BBL, 440 or 426 Engines.	11.20	.80	12.00	13.50	14.30	E	E	S

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
J55	<u>UNDERCOATING & HOOD PAD</u>	16.30	1.15	17.45	19.65	20.80	E	E	E
	<u>WHEEL COVERS</u> - 14" Only - Set of 4								
	NA W/Hemi Engine								
W11	- Deluxe	19.70	1.40	21.10	23.75	25.15	E	E	E
W15	- Wire	50.60	3.55	54.15	61.00	64.55	E	E	E
W12	<u>WHEEL TRIM RINGS</u> - 14" & 15" W/ Hub Caps	19.70	1.40	21.10	23.75	25.15	E	E	E
	<u>WHEELS</u> - 4 Only - Standard Spare								
W21	Rallye Type 14" & 15" - 14" NA								
	With 426 Hemi Engine	42.50	3.00	45.50	51.25	54.25	E	E	E
W23	Road W/Chrome Trim Rings - 14" Only - NA W/Hemi Engine	65.30	4.60	69.90	78.70	83.30	E	E	E
J25	<u>WINDSHIELD WIPERS VARIABLE SPEED</u> W/Electric Washers - Std. W/ Instrument Panel Rallye Cluster Code (A62) & Shaker Hood Code (N96)	8.30	.60	8.90	10.00	10.60	E	E	S
W34	<u>COLLAPSIBLE SPARE TIRE</u> - F78 x 14 Rayon Cord BSW - Std. Convert.- Req'd. W/15" Tires - Req'd. W/ 426 Hemi Engine - Req'd. W/Dual Rear Speakers Code (R32) When Rear Defogger Code (H31) is Ordered	9.80	.70	10.50	11.85	12.55	E	E	E
W08	<u>CONVENTIONAL SPARE TIRE</u> - Conv. Only NA W/15" Wheels - NA W/ Hemi Engine								
				N O	C H A R G E		S	NC	S

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							CHALLENGER COUPE	CHALLENGER HT & CONV.	R/T HARDTOP
N95	<u>NITROUS OXIDE EMISSION CONTROL</u> Req'd. in California on All Engines Except 383 4-BBL, 440 6 Pack or 426 Hemi	9.30	.70	10.00	11.25	11.95	E	E	E
N97	<u>NOISE REDUCTION PACKAGE</u> - Required on All Vehicles W/440 6 Pack W/4 Speed Man. Trans. & Hemi Engines Registered in the State of Calif.			N O C H A R G E			NA	NA	NC
A28	<u>NOISE REDUCTION PACKAGE</u> - Available 440 6 Pack Engines W/Torqueflite Transmission - Req'd. in California	26.30	1.85	28.15	31.70	33.55	NA	NA	E

* Includes Factory Retail Price and Excise, Handling and Other Charges.

** E - Extra Cost; S - Standard Equipment; NA - Not Available; NC - No Charge.

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