
1977 DODGE

Royal Monaco • Monaco • Aspen • Wagons • Charger



MONACO — NOW IN A NEW MID-SIZE AS WELL AS A TRADITIONAL FULL-SIZE.



MONACO.

This year, Dodge brings you a new level of luxury in a mid-sized automobile... the 1977 Dodge Monaco and Monaco Brougham. Available in eight just-right-sized two-door, four-door, and wagon models, the 1977 Monacos feature your choice of standard engines. Either the 225 two-barrel Super Six* or 318 V8. Optional engines you can order at extra cost include the 360 V8 and the 400 V8 with the added response of the Electronic "Lean Burn" System.*

Standard features include power front disc and rear drum brakes, color-keyed interiors, simulated wood-grained instrument panel accents, and a very comfortable ride. In addition, you can pick from a wide selection of 1977 Dodge comfort, luxury, and performance options to make your Monaco or Monaco Brougham as personal as you like.

*N/A California or high altitudes.

1. Monaco Brougham two-door hardtop.
2. Optional 60/40 divided seat with center armrest and dual recliners.
3. Monaco instrument panel.
4. Monaco Brougham four-door sedan.



ROYAL MONACO.

Traditionally sized for full-sized car room and comfort, all seven Royal Monaco models offer unusual luxury. All standard engines (318 V8 in Royal Monacos, 360 V8 in Brougham models, 400 V8 in all wagons) are teamed with the standard TorqueFlite automatic transmission. Standard features include color-keyed carpeting, inside hood release, power steering, power front disc and rear drum brakes, and a wide variety of available options to make your Royal Monaco a stand-out in any company.

5. Royal Monaco Brougham four-door sedan.
6. This split-back bench with fold-down center armrest is standard in Royal Monaco Brougham two- and four-door models.
7. Royal Monaco two-door hardtop.
8. Royal Monaco Brougham two-door hardtop with optional canopy roof and opera window.

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

THE UNBELIEVABLE ASPEN — THE SMALL CAR AT A SMALL PRICE.



ASPEN SEDAN.

When you get behind the wheel of this year's Aspen sedan, you won't believe the room and comfort you'll find. All three models, Aspen, Aspen Custom, and Aspen SE feature ride and comfort rivaling a big car's. All on a small-car 112.7-inch wheelbase.

Surprising front and rear head- and legroom make Aspen extra comfortable on the road or in town. Color-keyed carpeting, outside rearview mirror, all-vinyl bench seat, armrests, plus accent and drip mouldings as standard features make your choice of any of the three Aspen four-doors an exceptional value.

1. Aspen SE sedan.
2. Easy access to Aspen's roomy rear seat.
3. Aspen instrument panel.
4. Optional six-way power seat.
5. Optional automatic speed control.
6. Optional power door locks.
7. Optional power windows.

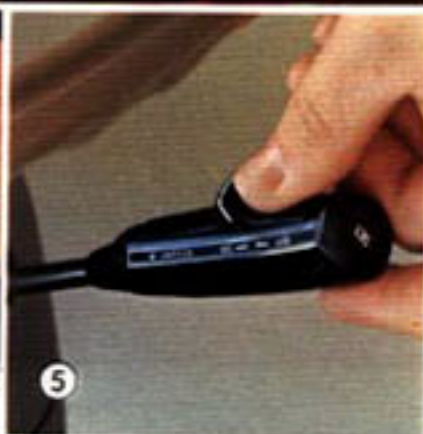
ASPEN COUPE.

There are plenty of reasons to like the new Aspen coupes. They look good. They're styled with standard bright accents even on the lowest priced model. Inside, you'll find rich fabrics and vinyls, color-keyed carpeting, armrests, and lots more.

If you want your Aspen coupe a bit more luxurious, go for the Custom or SE version. Want even more? Then pick from the variety of optional equipment like air conditioning, road wheels, tilt steering wheel, remote-control outside mirrors, and more.

And if you really want to turn yourself on, order an Aspen with the R/T package and R/T Decor Group or the sporty Aspen Super Pak. Drive a 1977 Aspen coupe at your Dodge Dealer's soon.

8. Aspen SE coupe.
9. Aspen premium bucket seats with center console.
10. Aspen R/T Super Pak.
11. The exciting new T-bar roof with removable glass panels is available on all Aspen coupes.



THE NIGHT BELONGS TO CHARGER.



CHARGER SE.

An elegant thoroughbred... that's the 1977 Charger SE. Sleekly styled and finished with an unusual attention to detail, the Charger's standard 318 V8 and TorqueFlite automatic transmission are teamed with front and rear sway bars, front torsion bars, rear leaf springs, power front disc and rear drum brakes, and radial tires to provide exceptional performance and handling that'll spoil you for anything else.

Inside, Charger SE will spoil you in another way. With standard all-vinyl bucket seats, color-keyed shag carpeting, power steering, deluxe sound package, and deluxe wheel covers that make Charger SE look and feel like a champion at no extra cost. But don't stop there. Choose from a wide selection of options and make your Charger SE uniquely yours.

1. Charger Special Edition.
2. Optional corduroy-and-vinyl bucket seats.
3. Charger instrument panel.
4. Charger's exciting optional T-bar roof.



CHARGER DAYTONA.

The '77 Charger Daytona is sportier than ever with a new eye-catching two-tone treatment. A standard 318 V8 or an optional 360 or 400 V8* with the standard TorqueFlite automatic will make your Charger really come on at night.

Make your Charger Daytona even more unique. With styled road wheels; new wider whitewalls or raised white letter tires; a digital electronic clock; an AM/FM stereo radio; a seven-position tilt steering wheel... all options, all distinctive. Or choose the Long Life battery, heavy-duty shock absorbers, heavy-duty suspension, and tachometer, and put your own performance show on the road. *N/A California or high altitudes.

5. Charger Daytona.
6. Standard all-vinyl bucket seats (center cushion armrest, shown, optional).
7. Optional digital clock.
8. Optional air conditioning.
9. Optional TorqueFlite console-mounted selector.
10. Optional leather-wrapped tilt steering wheel.
11. Standard Daytona two-tone graphics.

DODGE BUILDS A FAMILY OF WAGONS IN FOUR SIZES.



MONACO AND ROYAL MONACO WAGONS*

New wagon luxury comes in two sizes: the mid-sized Monaco and full-sized Royal Monaco wagons. The roomy Monaco can be one of the most luxurious mid-sized wagons on the road. And Monaco luxury just starts with the standard features, because there's a wide variety of options to pick from.

The full-sized Royal Monaco is the Dodge wagon flagship. A long list of standard equipment tends to make Royal Monaco wagons rather complete before you ever start to add from the equally long list of available equipment.

*Royal Monaco wagon not available in California or high altitude areas.

1. Royal Monaco Brougham wagon.
2. Monaco Crestwood wagon.
3. Royal Monaco Brougham's optional vinyl 50/50 split-back bench seat.
4. Full 4' x 8' flat cargo area.
5. Optional Monaco Crestwood 60/40 divided seat.
6. Monaco wagon three-way tailgate.



ASPEN AND SPORTSMAN WAGONS.

For 1977, the Aspen four-door wagon sets a new trend in small wagons. You'll get unbelievable inside room, comfort, and cargo capacity with your choice of Aspen or Aspen Special Edition wagons. A big 72.8-cubic-foot cargo area makes this small wagon a going-places and taking-things vehicle with a special combination of ride and maneuverability.

Looking for a really big wagon for really big people-moving, cargo-hauling jobs? Take a good look at the Dodge Sportsman wagons. Two 109-inch-wheelbase, three 127-inch-wheelbase, and two Maxiwagon models seat from five to fifteen passengers in four trim levels: Sportsman, Custom Sportsman, Royal Sportsman, and Royal Sportsman SE.

7. Aspen SE wagon.
8. Aspen wagon.
9. Royal Sportsman wagon.
10. Optional Aspen SE 60/40 Hillcrest plaid cloth-and-vinyl divided seat.
11. Royal Sportsman interior with optional high-back Command swivel seats.
12. Aspen's roomy cargo area.

THE ADULT TOYS FROM DODGE.

DODGE OPTIONAL EQUIPMENT ADDS TO APPEARANCE, CONVENIENCE, AND PERFORMANCE.

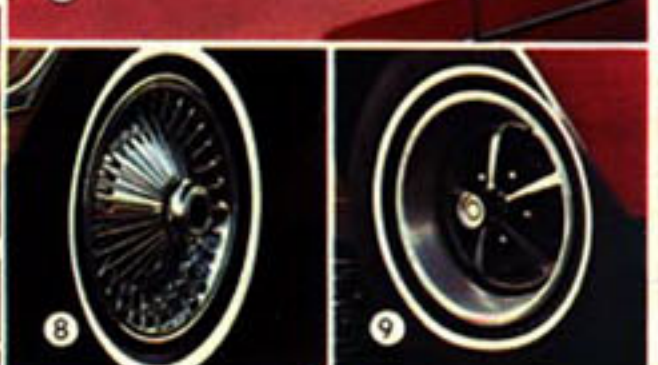


DODGE STREET VAN. It comes equipped right from the factory. With basic street gear like fat, raised white letter tires, your choice of five-slot chrome disc or eight-spoke white-painted wheels, comfortable high-back Command seats, and a load of van customizing ideas you can use to make your Dodge Street Van one of a kind.

DODGE RAMCHARGER. Ramcharger's full-time four-wheel drive will take you to Nature's playgrounds. Along back-roads, through back-country, over hill and dale. Without having to stop to lock or unlock wheel hubs. And Ramcharger will take you there in style. With rugged good looks and an optional hardtop or Dealer-installed softtop.

DODGE WARLOCK. With a black, red, or dark green exterior with gold pinstriping and gold-trim road wheels. A devilishly black interior. Real oak sideboards. And chrome mini running boards. Dodge Warlock will put a spell on you.

1. & 5. Street Van (shown with locally added options).
2. & 4. Warlock.
3. Street Van's optional high-back Command swivel seats.
6. & 7. Ramcharger SE.



1. Air conditioning to keep you cool in summer. And an AM/FM radio to keep you informed and entertained all year long.
2. Vent windows are available on 4-door Royal Monacos only.
3. The new 225 Super Six.*
4. Power or manually operated sun roof (N/A wagons, vans, and Ramchargers).
5. Doorgate Auto-Lock for wagons automatically locks the doorgate when the engine is turned on (N/A Aspen).
6. Long Life battery.
7. A halo vinyl roof will add elegance to your new Aspen.
8. Wire wheel covers.
9. Styled road wheels add a custom car appearance (Aspen road wheel shown).
10. A tilt steering wheel lets you select the driving position that's most comfortable for you.
11. The Electronic "Lean Burn" System* is standard on all 400 and 440 V8s.

*N/A in California or high altitudes.

CONVENIENCE AND COMFORT

- Air conditioning • Air conditioning with automatic temperature control • Air deflector (wagons) • Auto-Lock doorgate (wagons) • Automatic temperature control • Cigarette lighter • Electric clock • Electronic digital clock • Center folding armrest • Console • Cornering lights • Rear window defogger • Electrically heated rear window defroster • Tinted glass • Day/night inside rearview mirror • Remote-control rearview mirror (left and right) • Remote-control rear mirror (chrome or painted sport-styled) • AM, AM/FM, AM/FM stereo radios and 8-track stereo tape players • Space-saving spare tire • Assist handles (wagons) • Automatic height control • Luggage rack (wagons) • Sun roof • T-bar roof • Tilt-Tel steering wheel • Ventilation—forced upper air • Tilt steering wheel • 3-speed windshield wipers • Bucket seats • 60/40 split-bench seats with recliners • 50/50 split-bench seats with recliner

PROTECTION

- Bumper guards • Bumper protective strips • Locking gas cap • Inside hood release • Glove box lock • Dual horns • Door-edge mouldings • Vinyl body side mouldings • Undercoating with hood pod

PERFORMANCE

- Sure Grip rear axle • Long Life battery—500-amp • Fuel Pacer System • Automatic speed control • Heavy-duty suspension • Radial tires • Radial raised white letter tires • 3-speed manual floor shift transmission • 4-speed manual over-drive transmission • TorqueFlite automatic transmission • Tachometer • Engine block heater

ENGINES—See your Dealer for specific engine availability.

- 225 2-bbl. Super Six • 318 V8 • 318 2-bbl. V8 • 360 2-bbl. V8¹ • 360 4-bbl. V8 • 400 4-bbl. V8² • 440 4-bbl. V8²

(Electronic "Lean Burn" System not available on truck-type vehicles.)

APPEARANCE

- Accessory floor mats • Belt mouldings • Upper door frame mouldings • Wheel-lip mouldings • Rear deck appliques • Sill mouldings • Drip rail mouldings • Vinyl roof • Opera windows • Cargo compartment carpeting • Trunk dress-up • Luxury steering wheel • "Tuff" steering wheel • Premium steering wheel • Deluxe wheel covers • Premium wheel covers • Wire wheel covers • Rallye road wheels • Chrome-styled road wheels • Two-tone paint • Paint stripes • Tape stripes • WSW tires • Extra-wide WSW tires

POWER

- Power disc brakes • Power steering • Power bench seat • Power bucket seat • Power door locks • Power doorgate window (station wagon) • Power windows • Power deck release

NOTE: See your Dealer for specific option availability.

- 1 Also avail. w/Electronic "Lean Burn" System.
- 2 Electronic "Lean Burn" System std.



Aspen Special Edition coupe



Aspen 4-door wagon



Monaco Crestwood wagon



Royal Monaco 4-door wagon



Aspen Custom coupe



Charger Special Edition 2-door hardtop



Monaco wagon



Ramcharger hardtop



Aspen coupe



Charger Daytona 2-door hardtop



Royal Monaco Brougham 2-door hardtop



Ramcharger



Aspen Special Edition 4-door sedan



Monaco Brougham 2-door hardtop



Royal Monaco 2-door hardtop



Sportsman wagon—109" WB



Aspen Custom 4-door sedan



Monaco 2-door hardtop



Royal Monaco Brougham 4-door sedan



Sportsman wagon—127" WB



Aspen 4-door sedan



Monaco Brougham 4-door sedan



Royal Monaco 4-door sedan



Sportsman Maxiwagon



Aspen Special Edition 4-door wagon



Monaco 4-door sedan



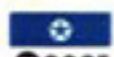
Royal Monaco Brougham 4-door wagon

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Chrysler Corporation Limited Warranty Basic Coverage. For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use, will be repaired or replaced by the selling Dealer, using new or remanufactured parts. The selling Dealer will perform any adjustment service required as a result of a manufacturing deficiency during the first 90 days of normal use. The owner is responsible for normal maintenance. See selling Dealer for more details.



Dodge



Mopar



CERTIFIED
CAR CARE

YOUR SIGNS FOR MOTORING SATISFACTION

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AUTOMOTIVE SALES DIVISION



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