

Announcing the return of the

Lil' RED TRUCK

... the popular factory-customized pickup from Dodge

The Lil' RED TRUCK has proved itself a true adult toy for the young at heart — for anyone who drives for the sheer pleasure of it.

Medium Canyon Red on the outside. Red or black trim on the inside. Wheel openings glittering with gold accent stripes. Steel chrome five-slot disc wheels set off with tough-looking raised white outline letter radial tires. Dual exhaust system with chrome-plated vertical tailpipes and heat shields are mounted behind the cab. Certain to turn heads.

Chrome is used everywhere — valve covers, air-cleaner cover, side steps, and even the bolt heads that attach the applied oak panels to cargo-box sides and tailgate.

There are sparkling gold Lil' RED EXPRESS TRUCK decals on both

doors, and a gold Lil' RED TRUCK decal on the tailgate.

Other grabber-type features include a 360 V-8 engine with 4-barrel carburetor, automatic transmission, power steering, Convenience Package, oil pressure gauge, dual quad rectangular headlamps, bright rear bumper and a special steering wheel.

The Lil' RED TRUCK has turned a lot of heads wherever it has gone. It is a truly customized pickup that will turn on the most avid "trick truck" enthusiasts. Best of all it comes fully equipped from the factory. No need to seek out expensive local customizers and special equipment suppliers.

It's delivered to you ready to roll!!

Only Dodge has it. So, live a Lil' — a Lil' RED TRUCK that is!



Li'l RED TRUCK equipment

- D150 model pickup, 115" wheelbase
- Utiline body style (GH3)
- Bright rear bumper (MD3)
- Medium Canyon Red exterior paint (PY3450)
- Red or black interior trim
- Standard bench or optional bucket seats
- Adventurer Package (YA1)
- Gold accent tape stripes for front and rear wheel openings
- 6050 pounds G.V.W. (YW4)
- 3.55:1 rear axle ratio
- Automatic transmission (FA0)
- Power steering (ST1)
- AM/FM/MX stereo radio (LM2)
- Oil pressure gauge (LB2)
- Convenience Package (YF1)
- Dual mufflers with chrome-plated vertical tailpipes and heat shields
- Chrome-plated valve covers
- Chrome-plated air-cleaner cover
- Dual quad rectangular headlamps (NES)
- Chrome-plated side steps
- Oak Utiline body-side and tailgate body trim panels with chrome-headed bolts
- Gold decals — tailgate and doors
- Special steering wheel
- (5) Chrome five-slot disc 15" x 8.0" road wheels
- (5) Raised white outline letter radial tires — LR60x15
- Air conditioning — including tinted glass — available as an option

The Li'l RED TRUCK is the hottest-looking pickup on the market . . . custom built by Dodge for you! It's the latest Adult Toy from the fastest growing truck company in America.

**DODGE IS INTO TRUCKIN'
LIKE AMERICA'S INTO JEANS.**



The Li'l RED TRUCK is not available in California, and does not meet special db (A) noise standards in Rockford, Ill. and Murray, Utah. See your dealer for full details.

AUTOMOTIVE SALES DIVISION



CHRYSLER
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10M November 1978

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