

1980 DODGE IMPORTS





Colt RS hatchback

**COLT HATCHBACK.
OUR THREE-DOOR,
FOUR-PASSENGER,
EIGHT-SPEED,
FRONT-WHEEL-
DRIVE MARVEL
GETS EVEN BETTER.**

Meet the eight-speed wonder of the world. The frisky little Dodge Colt hatchback. With engine and drive wheels up front. A hatch in back. And a unique Twin-Stick transmission on the floor. With four speeds in each of two ranges... "power" and "economy." Move the range selector to "power" and use the gear shift lever like a normal four-speed shifter to get brisk acceleration in all gears. Move the range selector from "power" to "economy" and get four new gear ratios that'll ease you down the road at a more economical rate.

Colt's remarkable Twin-Stick is easy to operate and makes driving more fun because it's matched up with a slick little 1.4-liter four-cylinder that's no slouch off the line. It packs power to spare. For performance that's a real rarity in the economy car league.

Add the superb traction of front-wheel drive, the precise handling of rack-and-pinion steering, and the surefootedness of an independent suspension... and you've got a little car that's a real pleasure to drive anytime, anywhere. Colt's even fun for people who don't like to shift. Because there's an automatic transmission available, too.

We've also added new interior and exterior trim to make all of our Colt hatchbacks even more appealing. Order the Colt RS, for instance, and get a new special handling package and rich new cord velour seating.



Colt hatchback



All that's in addition to the long list of standard features that make even our basic Colt hatchback a very complete little car. Standard features like reclining front bucket seats, tinted glass, power front disc brakes, full carpeting, a rear window defroster, locking fuel filler door and much more.

Colt hatchback. It's got everything it needs to make it more than just another little car.

1. Some small cars don't offer an optional three-speed automatic. Colt hatchback does... for the convenience of drivers who don't like to shift.
2. These all-vinyl dual reclining bucket seats are standard on Colt hatchback. Offered in cashmere or black.
3. Our Colt RS features this standard cord velour interior... also with dual reclining front bucket seats. Offered in black only.

About this catalog.

We have tried to make this catalog as complete as possible. And we hope you will find it useful. However, since the time of printing, some of the information you'll find here may have been updated. **Also, some of the equipment shown or described throughout this catalog is available at extra cost.** Your dealer has details and you should ask him for current information before ordering.

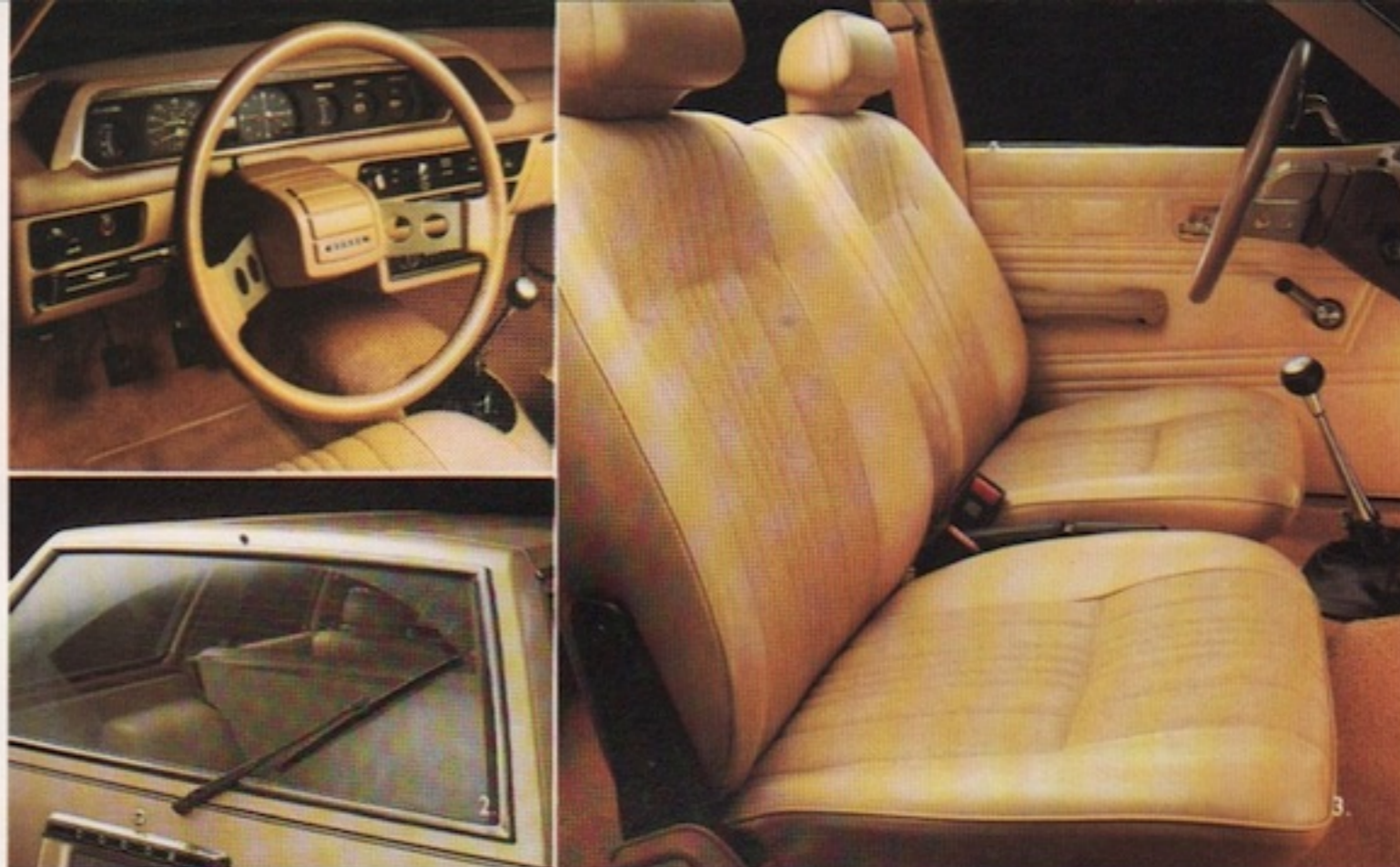
Note: Since 1980 EPA estimates were unavailable at the time this catalog was printed, ask your dealer about current information regarding miles-per-gallon ratings.



Colt Custom hatchback

◀ COLT CUSTOM HATCHBACK.

A step up from our basic Colt hatchback, the Custom offers all those great standard Colt hatchback features like the Twin-Stick transmission, power front disc brakes, tinted glass and styled steel road wheels. Plus special Custom features like an even peppier 1.6-liter engine. Tweed cloth-and-vinyl reclining bucket seats in your choice of blue or cashmere. A sport steering wheel. Floor console. 155SR-13 white sidewall steel-belted radial tires. "Strobe" body-side striping. And more. To make it one dressy little car.



COLT WAGON. THINK OF IT AS A SPORTY FOUR-DOOR WITH A 57-CUBIC-FOOT TRUNK.

Like your cars sporty? With crisp handling and sleek styling... with the feel of front bucket seats... the precision of a five-speed manual transmission... the stopping ability of power front disc brakes... and the response of a well-designed 2.6-liter overhead-cam engine?

Well then, we've got just the car for you. A car that has all of the above and a lot more, too. More... like room for four full-size friends or up to 57 cubic feet of cargo. It's our 1980 Colt wagon.

Obviously, this is no ordinary wagon. It's a sport wagon, pure and simple. Kind of a sporty four-door that combines practicality and performance.

At one end is an easy-to-lift tailgate and folding rear seats. At the other end, a smooth-running 2.6-liter overhead-cam Silent Shaft MCA-JET engine that delivers both mpg and mph.



Colt wagon

In between are four doors that lead to a very livable, very comfortable... even very roomy interior. With all-vinyl upholstered seats, carpeting, an adjustable steering column, power steering and many more nice standard surprises. Like Colt wagon's options list. It includes air conditioning, intermittent front wipers, automatic speed control, a rear window wiper/washer, rooftop luggage rack and more.

So if you love the idea of a sporty car, but hate the idea of leaving people and possessions behind when you hit the road... get a Colt wagon. We think it's the most fun you can have with four doors and a tailgate. Drive one soon and see if you don't agree.

1. This sporty steering wheel and gauge-filled instrument panel are standard on Colt wagon.

2. Another practical Colt wagon feature is this optional tailgate wiper/washer and intermittent front wiper system.

3. Handsome, comfortable, easy to care for... here's Colt wagon's standard all-vinyl bucket seat interior. Offered in red or cashmere.



Challenger

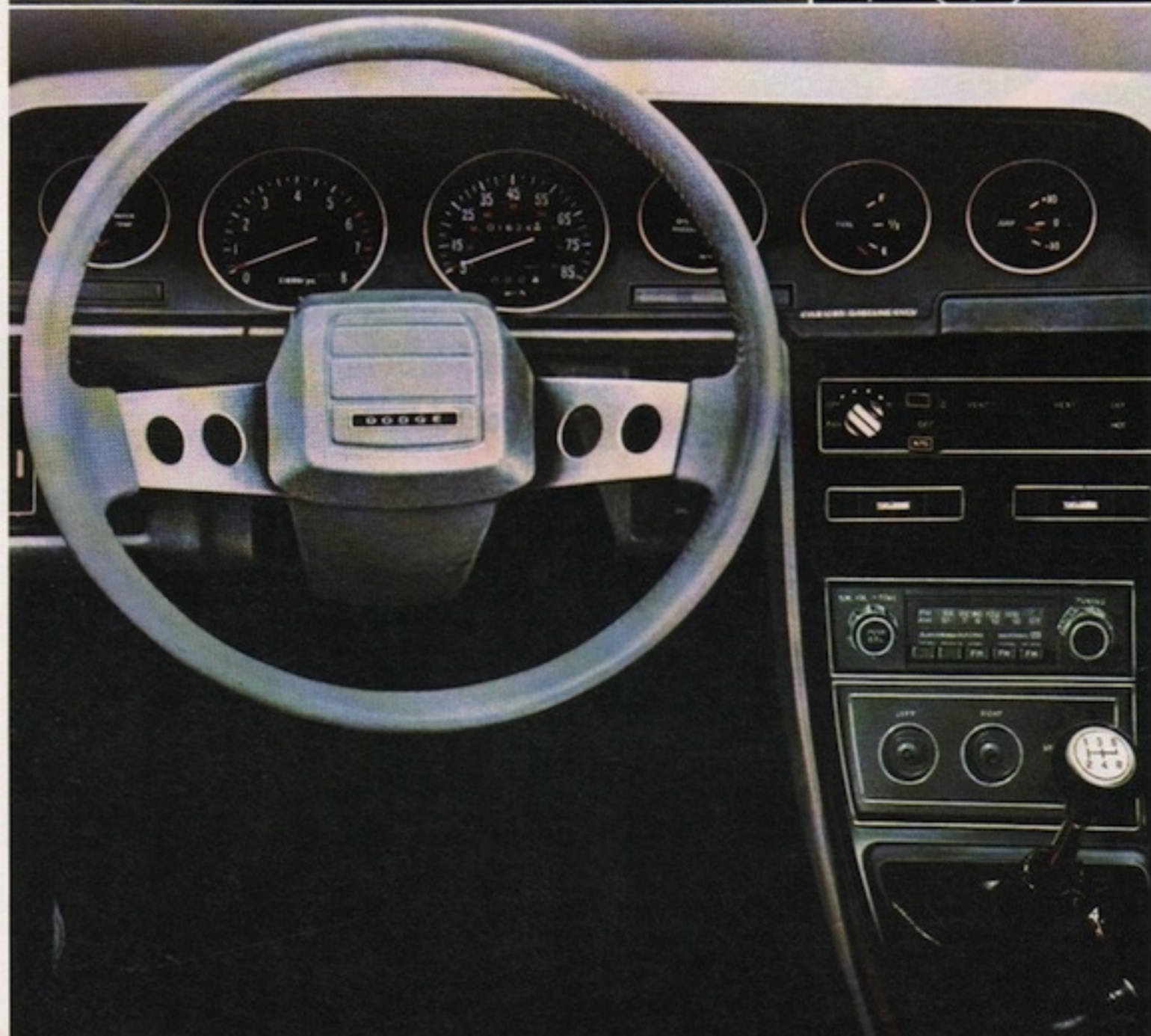
CHALLENGER. DESIGNED TO PUT A LOT OF DISTANCE BETWEEN YOU AND THE COMPETITION.

The competitive edge. It starts with Challenger's 2.6-liter overhead cam MCA-JET engine. Four cylinders for economy. Twelve valves for clean-burning performance. A unique Silent Shaft design for a smooth, quiet flow of power.

It's a highly refined engine that's part of an exciting package which includes a standard five-speed or optional automatic transmission. With big 195/70 SR14 steel-belted radial-ply tires mounted on color-keyed wheels to handle corners and straights. Power steering and a standard front disc/rear drum or optional four-wheel disc braking system . . . both with power assist to take care of stopping.

To take care of you, there's a coil-type suspension that soaks up road shock while keeping Challenger steady on course. And a very handsome interior that allows you to utilize your driving ambition in the utmost comfort. With body-hugging front bucket seats in a bold plaid-patterned cloth. Featuring seat-backs that recline. Headrests that are semi-concealed. A driver's side lumbar support. And a walk-in adjuster for easy seat entry and exit on the passenger side.

Beyond the contemporary sport steering wheel and adjustable steering column, you'll find full instrumentation. And controls for the standard AM/FM multiplex stereo, electric remote control side mirrors, electric rear window defroster, and inside hood and rear deck release.



Above you, a digital clock, swivel map light, dome light and windshield washer fluid level and doorajar warning lights . . . all on an overhead console. Just a few of the items on Challenger's incredibly long list of standard features.

Around you . . . an air of quiet confidence, quality and performance. Smoothness, yet strength. This is Challenger . . . a fully equipped, highly refined, exhilarating means of transportation that will keep you comfortably ahead of the crowd.

1. Challenger's standard plaid cloth-and-vinyl bucket seats are ready for the open road whenever you are. Offered in cashmere, blue or gray.

2. Among Challenger's sporty standard features is this overhead console containing clock, lamps and warning lights.

3. Power steering is standard on Challenger.

4. Challenger's instrumentation includes a speedometer, trip odometer, tachometer and ammeter . . . along with oil pressure, water temperature and fuel gauges. All surrounded by a no-glare matte-black finish.



D-50.

THE RAM TOUGH TWO-SEATER THAT CAN REALLY HAUL.

There's nothing sportier than a two-seater. Just you and a companion on the road to adventure. Well, we gave that theme a new twist and came up with a nifty number that can tame roads, pop eyes and deliver the goods... hauling up to 1,527 pounds* (D-50) or 1,557 pounds* (D-50 Sport) of fun gear or more mundane work loads.

Say hello to the Dodge D-50. The efficiency-size pickup with a roomy two-passenger cab, an even roomier pickup box and "vroom" to spare under the hood. Thanks to a 2.0-liter (122 CID) Silent Shaft four-cylinder engine and floor-mounted four-speed manual transmission... to move you along superhighways and city streets.

Order the D-50 Sport and make that a bigger 2.6-liter (156 CID) Silent Shaft four-cylinder engine and five-speed manual overdrive transmission. The D-50 Sport is all dressed up to go, too. With multicolored stripes, and a low-luster black painted front bumper. Plus 185SR-14 raised white letter steel-belted radial tires set on painted wide spoke road wheels.

Inside the D-50 Sport is a very sports-car-like interior. With racy striped vinyl high-back bucket seats. Three-spoke sport-styled steering wheel. A handsome gauge-filled instrument panel and console. Even an AM/FM stereo radio. There's also loop-pile carpeting on the floor and extra storage space behind the seats.

But the real storage story is out back where you'll find a pickup box that's almost 7 feet long and over 5 feet wide. With handy



tubular cargo tie-down bars provided on the inside of the box to keep loads from shifting as you travel.

Like your pickups personalized? Then keep your options open with a Sky Lite sun roof. Add an automatic transmission or air conditioning. Step up to a low-luster black step-type rear bumper. Go for a front grille guard. Or reach for a cargo box mounted roll bar. They're all available on D-50 to make it one of the sportiest two-passenger haulers on the road today.

*Includes weight of driver, passenger and optional equipment.

1. It's the D-50 Sport interior. With high-back vinyl bucket seats. Offered in cashmere with dark cashmere stripes or black with gray stripes (depending on exterior color selection). A sport-style, three-spoke steering wheel. A handsome padded instrument panel featuring a tachometer, ammeter, oil pressure gauge and AM/FM stereo radio. A floor-mounted five-speed manual overdrive transmission, armrests and luxurious loop-pile carpeting complete the picture.

2. D-50's standard interior is handsome, too. With an easy-to-clean two-passenger vinyl-upholstered bench seat, color-keyed door trim panels, headliner and dual sun visors. In cashmere only.

3. This sliding rear window option is available for added convenience and extra ventilation.

**RAM TOUGH**

D-50

D-50

THE MITSUBISHI ENGINEERING STORY.

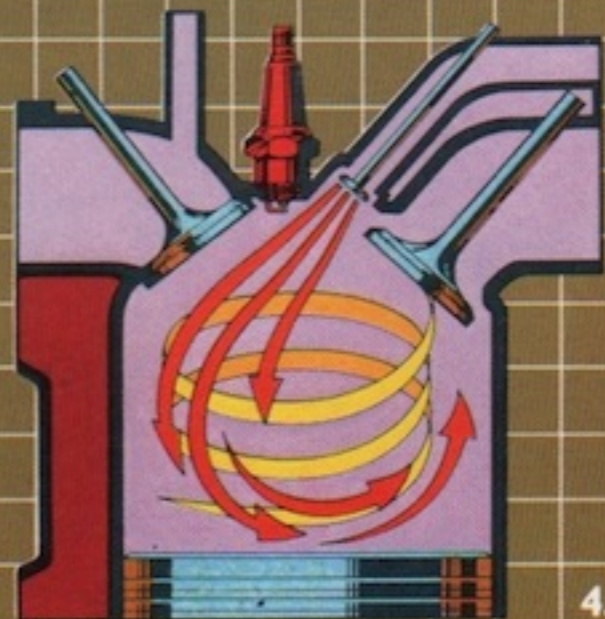
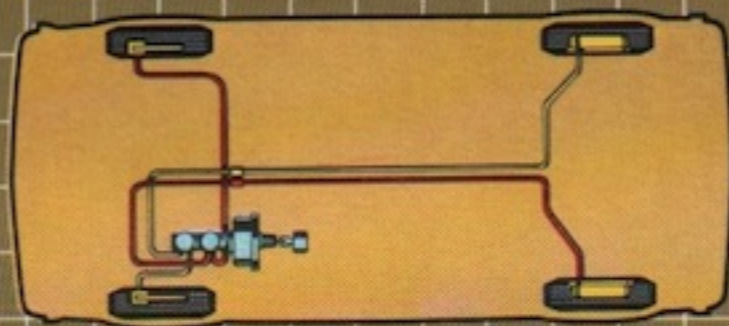
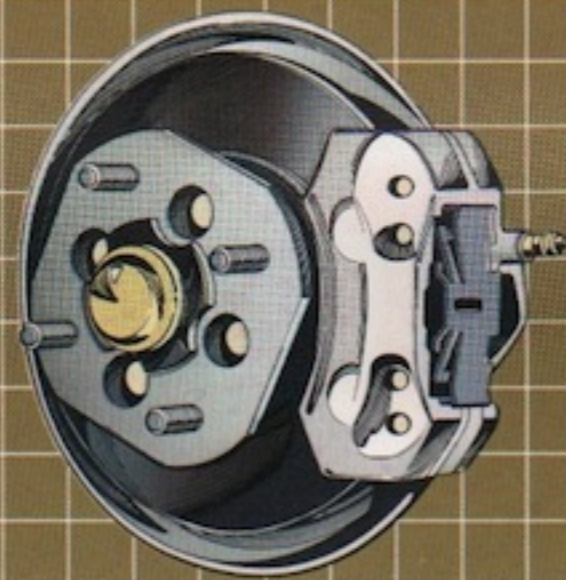
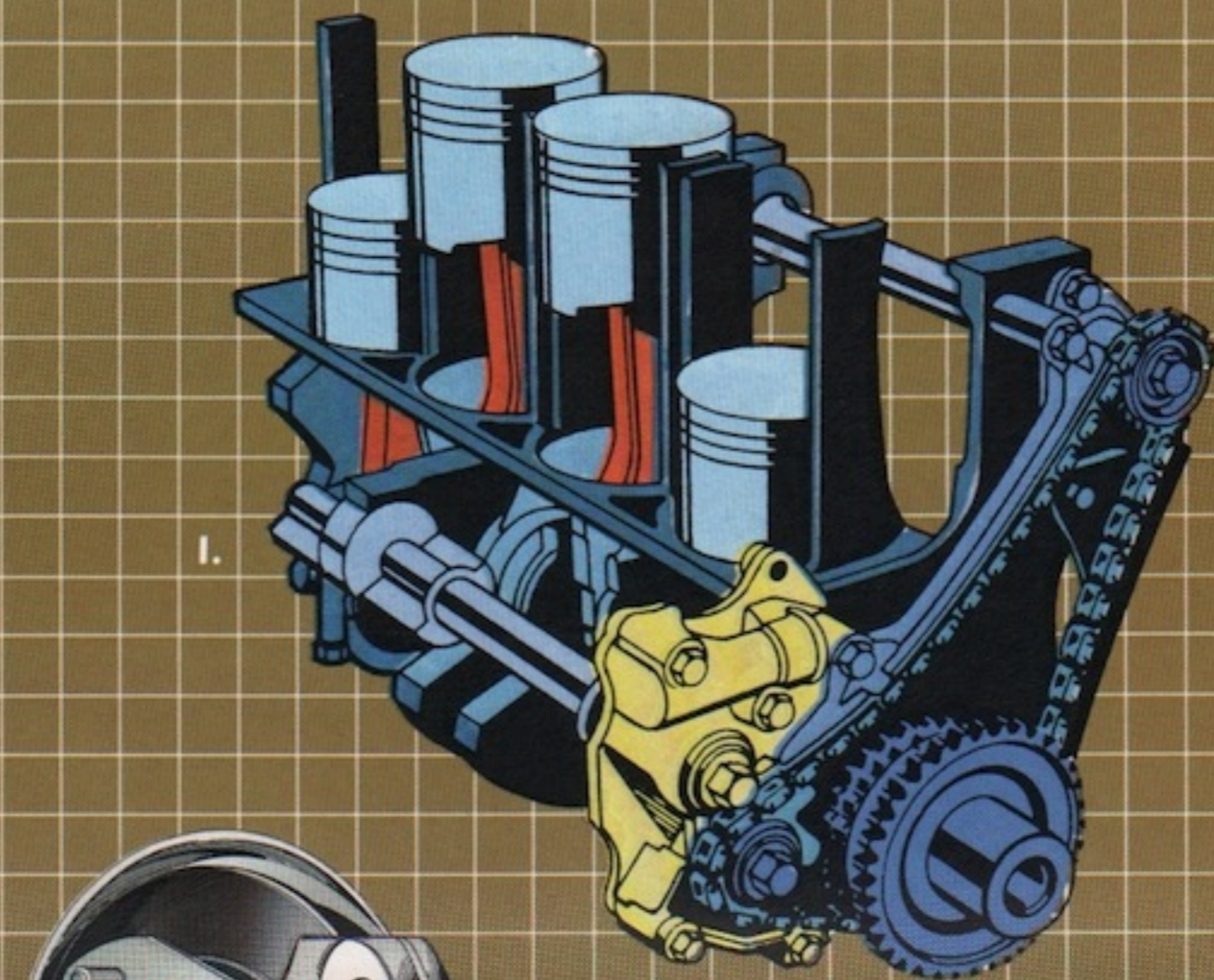
Dodge Colt hatchback, Colt wagon, Challenger and D-50 pickup are made in Japan for Chrysler Corporation by Mitsubishi Motors Corporation ... a company with a world-wide reputation for superior quality and design. It's apparent in every one of these fine products. As a group, they are among the most technologically advanced Japanese imports you can buy. They are also some of the finest cars and trucks of their type produced anywhere in the world. The following are just a few of the many ingenious design features available on many of these vehicles.

1. THE SILENT SHAFT ENGINE.

Excess noise and vibration usually associated with four-cylinder engines has been virtually eliminated by Mitsubishi engineers who developed this unique Silent Shaft design. The secret lies in the use of counter-balancing shafts that rotate in opposite directions to cancel out the vibration, and hence the noise, inherent in conventional four-cylinder engines. This design feature is incorporated in the 2.0-liter engine that's standard on the D-50 pickup. A 2.6-liter Silent Shaft engine is standard on Challenger, Colt wagon and the D-50 Sport.

2. POWER DISC BRAKES.

Sure-stopping, fade-resistant caliper-type power disc brakes are standard up front on Colt hatchback, Colt wagon, Challenger, and D-50 pickup with drum brakes in the rear. In addition, Colt hatchback features a dual diagonal braking setup with two separate systems for opposing front and rear wheels. To help provide Colt with straight-line stopping power. And Challenger offers four-wheel disc brakes with the optional Road Wheel Package. For the ultimate in sports car braking systems.



3. THE TWIN-STICK TRANSMISSION.

Just when everyone else was "discovering" four- and five-speed transmissions, Mitsubishi engineers came up with the world's first eight-speed for cars. That's the amazing Twin-Stick that you'll find standard on the Colt hatchback. The lever on the right is like a normal four-speed. The range selector lever on the left converts that four-speed into an eight-speed by giving you two operating ranges ... one for economy and one for power. So, depending on the mode you select, you get either outstanding efficiency or surprisingly brisk performance. It's a Mitsubishi and Chrysler Corporation exclusive.

4. MCA (MITSUBISHI CLEAN AIR)—JET ENGINE SYSTEM.

To every cylinder chamber, Mitsubishi engineers have added an extra jet valve. This valve injects an additional amount of air to create an extra-lean, swirling mixture of fuel and air in the combustion chamber. This makes for more even and complete combustion, which means better efficiency and performance for the driver ... and cleaner air for everyone. The MCA-JET Engine System is standard on every Colt hatchback, Colt wagon, Challenger and D-50 pickup, sold in America.

STANDARD FEATURES AND OPTIONS

Certain models, packages and options are subject to specific restrictions, requirements and late availability. Consult your dealer for current ordering information.

COLT HATCHBACK

All-vinyl reclining front bucket seats • Bright bumpers, grille and window moldings • Carpeting • Front and rear bumper guards • Electric wipers with pulse-wipe feature • Flipper-type rear quarter windows • Fuel lid lock • Armrests • Rear window defroster • Inside hood release • Left side mirror • Power front disc brakes • 6.15 by 13 white sidewall tires • Styled steel road wheels • Tinted glass • Trip odometer • 1.4-liter engine • Twin-Stick transmission

COLT CUSTOM HATCHBACK

Includes all of the above, plus • 1.6-liter engine • Assist grips • Cargo carpet • Cloth-and-vinyl seat and door trim • Custom tape stripes • Inside remote liftgate release • Floor console • 155SR-13 white sidewall steel-belted radial tires • Rear security shelf • Sport steering wheel

COLT CUSTOM HATCHBACK WITH RS PACKAGE

Includes all of the above, plus • Black side stripe with colored accent • Black bumpers and window moldings • Four cast aluminum wheels • 175/70 SR13 steel-belted raised white letter radial tires • Velour cloth-and-vinyl seat trim • Tachometer in cluster, oil and amp gauges in console • Day/night mirror • Dual electric remote mirrors • Rear wiper/washer • Rear cargo lamp • Rallye Handling Package • Exterior, yellow

COLT WAGON

Adjustable steering column • 2.6-liter engine • Carpeting • Clock • Bright drip and belt moldings • Locking fuel filler door • Power steering • Power brakes • Rear window defroster • Sport steering wheel • Styled 14-inch color-keyed road wheels • Tinted glass • Trip odometer

THE COMPLETE LIST OF COLT OPTIONS

Shown below: A. AM/FM Stereo Multiplex Radio. B. Four Cast Aluminum Road Wheels—Colt Custom only. C. Rooftop Luggage Rack.

Accent tape stripes—Colt hatchback and wagon
 Air conditioning* AM radio Automatic speed control—wagon only Automatic transmission
 Carpet protectors Dual electric mirrors—Colt Custom hatchback Dual horns—Colt hatchback and wagon Emission Control System and Testing—required in California Rear wiper/washer—hatchbacks only Sun roof—hatchbacks only Vinyl side moldings Wheel trim rings Wiper/washer—intermittent: rear wiper/washer (wagon only) 5/50 Protection Plan



CHALLENGER

2.6-liter engine • 195/SR14 steel-belted radial tires • 14-inch color-keyed styled wheels with bright trim rings • Black windshield, belt, roof drip, louvers and rear window moldings • Power remote color-keyed racing mirrors • Front and rear bumper guards • Dual reclining cloth-and-vinyl front bucket seats • Sport steering wheel • Five-speed manual transmission • Tachometer • Temperature, oil, fuel and ammeter gauges • Trip odometer • Adjustable steering column • Inside hood release • Electric rear window defroster • Inside deck lid release • Overhead console with reading lamp, dome light and digital clock • Color-keyed cut pile carpeting • Chime warning system • Tinted glass all around • Multifunction switch for wiper/washer controls, turn signals and headlamp dimmer • Locking fuel filler door • Power brakes • Power steering • AM/FM/MX stereo radio with four speakers • Dual horns

ROAD WHEEL PACKAGE

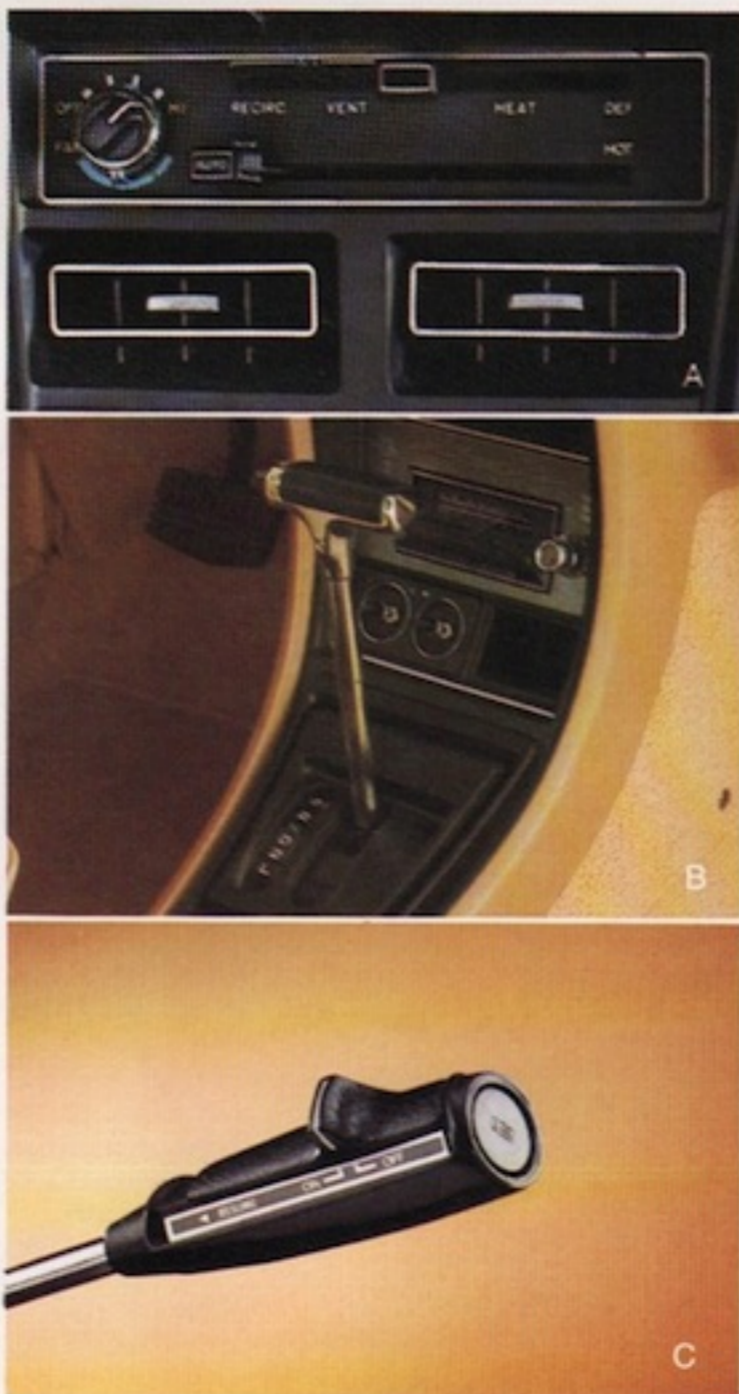
Four cast aluminum wheels • 195/70SR raised white letter radial tires • Four-wheel disc brakes

THE COMPLETE LIST OF CHALLENGER OPTIONS

Shown below: A. Air Conditioning. B. Automatic Transmission. C. Automatic Speed Control.

Carpet protectors Emission Control System and Testing—required in California 5/50 Protection Plan

*Ask your dealer for details regarding restrictions applicable to the later installation of air conditioning.



D-50

2.0-liter (122 CID) Silent Shaft four-cylinder engine • Four-speed manual transmission • Power front disc brakes • 6.00 by 14C white sidewall bias-ply tires • Adjustable steering column • Vinyl folding two-passenger bench seat • Vinyl color-keyed door trim panels • Dual color-keyed sun visors • Color-keyed headliner • Padded instrument panel • Black racing-type left and right side mirrors • Argent-painted front bumper with black rubber ends • Two-speed wipers with washers • Bright hubcaps • Tubular tie-down bars in pickup box • Electronic ignition system • Two-spoke steering wheel • Tinted glass • Passenger assist grip • AM radio • Cigarette lighter • Cargo lamp • Armrests • Bright windshield and drip rail moldings • Extra sound insulation

D-50 SPORT

All of the above except argent painted front bumper, bright hubcaps, bench seat, two-spoke steering wheel and AM radio. Plus: 2.6-liter (156 CID) Silent Shaft four-cylinder engine • Five-speed manual overdrive transmission • 185SR-14 raised white letter steel-belted radial tires • Vinyl high-back bucket seats • Hood, tailgate and body-side tape stripes (two uniquely different versions) • Loop-pile carpeting • Tachometer • Oil pressure gauge and ammeter in a console • Low-luster black painted front bumper • Three-spoke sport-styled steering wheel • Wide spoke road wheels (four) • AM/FM stereo radio

THE COMPLETE LIST OF D-50 OPTIONS

Shown below: A. Roll Bar. B. Front Grille Guard. C. Sky Lite Sun Roof.

Air conditioning* Automatic transmission
 Body-side and tailgate tape stripes—D-50 only
 Low-mount black left and right mirrors Mud guards Power steering Sliding rear window
 Step-type rear bumper—low-luster black Vinyl body-side moldings Wheel trim rings—D-50 only 5/50 Protection Plan



1980 DODGE IMPORT SPECIFICATIONS

ENGINE

Colt Hatchback	1.4-liter four-cylinder MCA-JET 1.6-liter with automatic transmission
Colt Custom Hatchback	1.6-liter four-cylinder MCA-JET
Colt Custom Hatchback w/RS Package	1.6-liter four-cylinder MCA-JET
Colt Wagon	2.6-liter four-cylinder MCA-JET with Silent Shaft
Challenger	2.6-liter four-cylinder MCA-JET with Silent Shaft
D-50	2.0-liter four-cylinder MCA-JET with Silent Shaft
D-50 Sport	2.6-liter four-cylinder MCA-JET with Silent Shaft

TRANSMISSION

Colt Hatchback	Twin-Stick manual standard; automatic optional(1)
Colt Wagon	Five-speed manual standard; automatic optional
Challenger	Five-speed manual standard; automatic optional
D-50	Four-speed manual standard; automatic optional
D-50 Sport	Five-speed manual overdrive standard; automatic optional

(1) Four-speed manual is a credit option, base Colt only.

EXTERIOR DIMENSIONS & FUEL CAPACITY

	Colt Hatchback	Colt Wagon	Challenger	D-50	D-50 Sport
Wheelbase	90.6"	99.0"	99.0"	109.4"	109.4"
Overall length	156.9"	179.3"	183.1"	184.6"	184.6"
Overall width	62.4"	65.2"	65.9"	65.0"	65.0"
Overall height	50.6"	52.4"	51.8"	60.6"	59.8"
Track: front	53.9"	53.9"	53.9"	53.5"	54.5"
rear	52.8"	53.3"	53.3"	52.8"	53.7"
Turning diameter (curb to curb)	32.8'	33.4'	33.4'	36.7'	36.7'
Curb weight (est.)	1,800 lbs	2,741 lbs	2,700 lbs	2,518 lbs	2,563 lbs
Box length(1)	—	—	—	81.5"	81.5"
Box width(1)	—	—	—	64.2"	64.2"
Maximum payload(2)	—	—	—	1,527 lbs	1,557 lbs
GVW rating	—	—	—	4,045 lbs	4,120 lbs
Fuel capacity (gal)	10.5	13.2	15.3	15.1	15.1

(1) Inside at floor. (2) Includes weight of driver, passenger and optional equipment.

INTERIOR DIMENSIONS

	Colt Hatchback	Colt Wagon	Challenger	D-50 & D-50 Sport
Headroom—front	36.8"	37.2"	36.8"	38.2"
—rear	36.0"	36.2"	35.0"	—
Leg room—front	40.6"	41.7"	41.7"	41.1"
—rear	29.7"	32.3"	31.3"	—
Shoulder room—front	51.0"	52.8"	51.2"	52.8"
—rear	52.4"	52.0"	51.0"	—
Hip room—front	51.6"	53.3"	52.8"	53.5"
—rear	43.3"	52.8"	52.4"	—
Storage rear seatback up	6.5 cu ft	—	10.9 cu ft	—
rear seatback down behind seat	27.4 cu ft(1)	57.9 cu ft	—	4.6 cu ft

(1) Includes hidden storage of 2 cubic feet.



5/50 PROTECTION PLAN.

This optional service contract, the longest protection plan* of any domestic manufacturer, covers major power train components for five years or 50,000 miles (whichever comes first) from the time you take delivery of your new Dodge import. The plan, which has a \$50 deductible per repair visit, also has an allowance for alternate transportation and towing. Ask your dealer for full details.

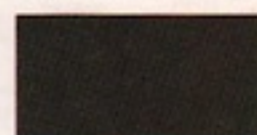
*Provisions of plans may vary with manufacturer.

COLORS

COLT HATCHBACK:



Light Tan

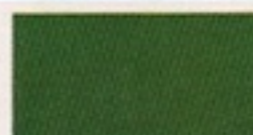


Ballast Tan



Spitfire Orange

COLT HATCHBACK CUSTOM:



Bright Green



Bright Gold



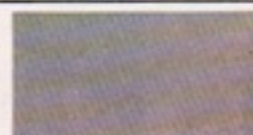
Bright Blue

COLT HATCHBACK CUSTOM:



Yellow (Colt RS)

COLT WAGON:



Silver



Bright Gold

CHALLENGER:

(available only in two-tones)



Bright Gold/Ballast Sand



Light Blue/Dark Blue



Silver/Black

D50:



Warm White



Light Tan



Spitfire Orange

D-50 SPORT:

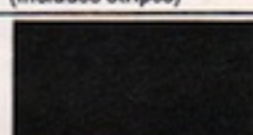


Spitfire Orange
(includes stripes)



Yellow (includes stripes)

D-50 SPORT:



Black (includes stripes)

STANDARD SAFETY FEATURES

Unibelt restraint system • Hazard warning flasher • Turn signals with lane-change feature • Side marker lights and reflectors • Backup lights • Disc brakes • Dual braking system with warning lights • Dual throttle return springs • Circuit breaker for headlamps • Electric windshield wipers and washers • Energy-absorbing steering column* • High-penetration-resistant windshield • Padded instrument panel, sun visors, and top* on front seatback • Side-door guard beams* • Folding seatback latches • Interlocking door latches • Dual hood latch system • Front-seat head restraints* • Lock button override inside door release lever • Fire-retardant interior trim materials • Left outside rearview mirror (dual mirrors on some models) • Safety-Rim wheels

*Not applicable, D-50 Pickups.

Buy or lease a Dodge Colt, Challenger or D-50.

Chrysler Corporation reserves the right to make changes at any time without notice or obligation, in prices, colors, materials, equipment or specifications and to change or discontinue models. Check your dealer for complete current information.



MOPAR parts are engineered by Chrysler Corporation for use in your new Dodge. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.