

COVER CAR

426 DODGE 'CHARGER'

A SLEEK, one-off competition roadster called the "Charger" will be featured in Dodge displays at major automobile shows during the 1964 season. More than just a show car, "Charger" represents an extension of the Dodge performance image and is powered by a single four-barrel street Ramcharger 426 engine. With 365 hp on tap, this triple-threat roadster is capable of outstanding performance on the strip or at legal speeds on highways. The engine compartment is set up to house a full-bore drag Ramcharger mill. Fresh air scoop openings are tailored to fit flush against the rims of the dual quad carb bonnets and the automatic transmission is of the latest design to handle the torque of the fierce drag engine. Completing the power train is a Sure-Grip rear with 4.56 dragging gears.

The "Charger" was lightened by removal of the bumpers, wheels, standard body mechanisms, seats and top. Four rubber-faced nerfs protect the front and

rear of this customized roadster. Following through on a performance theme, Dodge styling artists integrated polished aluminum competition exhaust outlets into the design of this beauty. They are connected to optional lakes pipes that run direct from the tuned Tri-Y headers. For street use, cover plates deflect and re-route the exhaust through a standard twin pipe system. Wide rim Halibrand magnesium wheels equipped with Goodyear Wingfoot high-speed tires finish off the competition modifications. If necessary, huge slicks can be mounted on the oversize mags.

Styling used a maximum number of production components to reflect the current image of performance and styling. Four exterior and two interior stylists worked on the preliminary drafts. However, when it came down to the final stages all decisions were made by two of the original six stylists. Inasmuch as Dodge products are noted for their fine han-

Revamped '64 Dodge roadster is adorned with dual racing stripes and an integral rollbar-headrest assembly. Big air scoop is completely functional. Power comes from a single quad 365 hp Ramcharger mill with auto trans.



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ding, ride and performance characteristics, they combined functional modifications with styling changes. The challenge was there—take a brute power Ramcharger and convert it into a stylish roadster capable of performance at high track speeds (pace car) as well as reliable for parades and other mundane events. In other words, a truly practical dream car with street-strip potential!

Designed for the young-at-heart, the Charger sports a six-inch, competition-type windshield, just high enough to deflect the flow of air over the driver and passenger. Separating the driver from the passenger (a feature which may not appeal to the young-at-heart) is a novel console

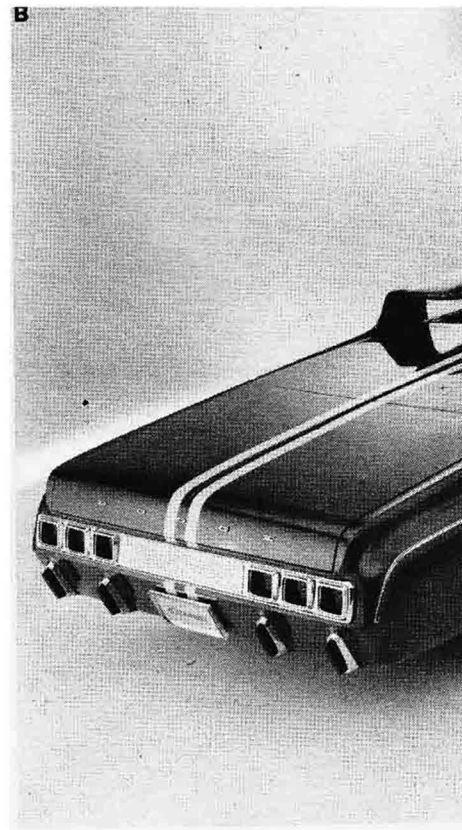
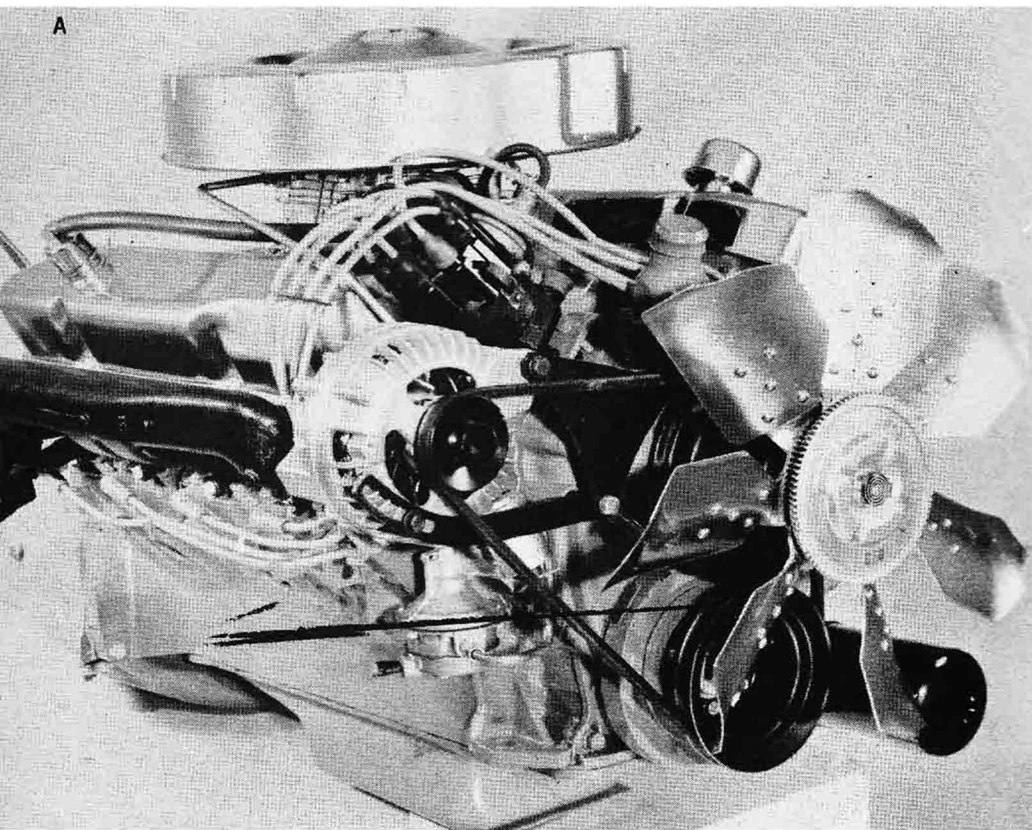
and a highly-styled overhead cockpit divider. The simple, effective, stock dash panel was retained and a tach in a streamlined chrome housing was added to complete the instrumentation picture. Genuine walnut was incorporated into the design of the steering wheel, shift knob and passenger's grab rail.

Safety was not overlooked by the stylists, inasmuch as every maximum performance vehicle should be equipped with the latest, insurance features. Anyone driving this handsome hauler will be protected by an integral headrest-rollbar plus a quick-release shoulder harness seat belt assembly. Many of the features of this Candy Apple roadster will appear on cars of

the future. Although this roadster is a one-off experiment, there's a good chance that a modified version will be available to the general public.

The Charger is a functional automobile that could be produced for the general public at a reasonable price. According to Styling executives, the Charger is not really a custom in the true sense of the word. It's just another stage in Dodge's continuous styling and design program. Our hats are off to Elwood Engel, Chrysler Corporation Vice President and Director of Styling and his crew for a job well done.

I hope other manufacturers take a hint from Dodge and come up with some down-to-earth, show-go cars!



A. Single quad Ramcharger mill offers more than adequate performance for this hairy roadster. Valve covers fan and 17-inch air cleaner are chromed. Fan is highly polished.

B. Rolled rear is protected by rubber-faced nerfs. Lid and doors are solenoid-controlled via dash switches. Exterior is coated with hand-rubbed Candy Apple lacquer plus stripes.

C. Knock-off magnesium hoops are from the house of Halibrand. Racing-type mirrors and one-off "426" trim add class to this factory-built beauty. Beefy brakes are stockers.

D. Exotic lakes pipes run from headers to capped outlets in the rear fenders. Polished aluminum plate has a knock-off spinner. Street exhaust utilizes dual pipes and quiet mufflers.

E. A chopped plexiglass windshield protects driver and passenger from flying debris. Racing wheel and chrome-cased tach brighten up the plush black naugahyde bucket seats.