

'67 CHARGER "DON'T FOOL WITH SUCCESS ..."



THE NO. 1 OBJECTIVE with the '67 Charger was to "broaden its appeal with greater seating flexibility," according to Burt Bouwkamp, Dodge's Chief Engineer and Product Planner. This was a tacit way of saying that some buyers had been passing the Charger by because it lacked a 5th seat.

The solution, which constitutes just about the only non-mechanical change in the car for '67, is to offer at no charge what Dodge calls a "mother-in-law" seat that folds down over where the transmission console used to be. In the rear, the console extension has been eliminated to provide easier crossing over for the passengers. While this sounds simple, Bouwkamp figures that it alone could add 13,000 sales to the annual total. For those without a mother-in-law or not on riding terms with her, you can still order the front floor-shift console.

On the outside, you have to look closely for a total of two changes. One,

on the practical side, is a switch to fender-mounted direction indicators. The other, not on the practical side unless you corner at 150 mph, is the inclusion of the spoiler spawned to cure handling problems at Daytona (see Sept. MT). This is standard on hemi-equipped Chargers, and optional through dealers on any others.

The standard Charger engine continues to be the 318-cubic-inch 2-barrel V-8, a plus because with competitors such as the Marlin, you start working up, price-wise, from a 6. This is a new one with furan cores in the block and head (that make it 60 pounds lighter) and hydraulic tappets. Next options are the 383 with 2- and 4-barrel carburetors. The latter is the personal choice of practically every Chrysler engineer because it gives truly snappy performance (we achieved 0 to 60 mph in 10.8 seconds) with a maximum of flexibility and smoothness.

The brutish 426-cubic-inch hemi will

be a featured Charger option at a cost in the neighborhood of \$900 over the standard V-8, but engineer Bouwkamp was quick to add that the much less expensive 440-cubic-inch "Magnum," the final option, will take the hemi through any point up to 60 mph and stay beside it until 90 mph. This is certainly all you would need unless you're building a car for competition, and it should be noted that the Magnum carries Chrysler Corporation's full 5/50,000 warranty versus the hemi's 12/12,000. Although the only '67 Charger available to us for driving was hemi-equipped, we drove another Dodge of comparable weight with a Magnum and the performance claims for the latter at lower speeds were fully verified. It takes a bare 7 seconds to reach 60 mph.

For our tastes, it is wasteful to buy a Charger that is not equipped with the \$18 handling package, but unfortunately Wide-Oval tires won't quite clear the sheetmetal so they are not available. Thus, a hot Dart which can use them and offers them, would probably outcorner a Charger. Front disc brakes are a desirable option, and so are stamped steel "mag" wheels by Motor Wheel.

—Don MacDonald



Beefy 425-hp hemi, a \$900-plus option, nestles snugly under the Charger hood but with ignition topside, service is easy.



A spoiler at \$42.95 is essential for 150-mph cornering in a Charger. It's a standard status symbol on the hemi models.