

1977 Dodge trucks. They've got it where it counts.



Pickup Models

Tradesman Vans and Street Van

Sportsman Wagons

Four-Wheel-Drive Models and Ramcharger

Medium-Duty and Recreational Models



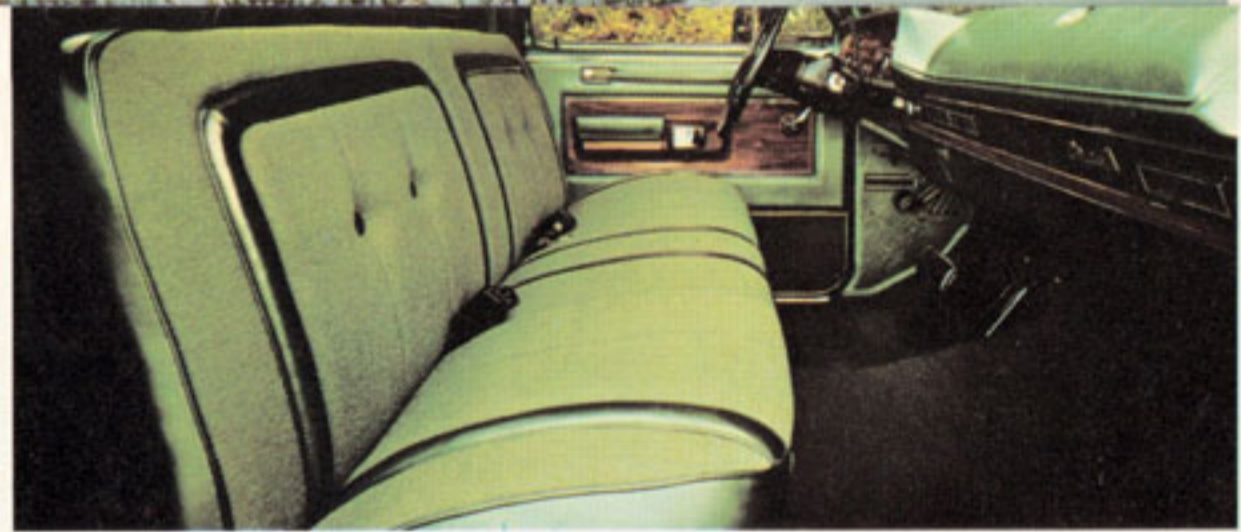
For '77 traditional Dodge pickup quality, plus newness where it counts.

The popular Dodge conventional cab pickup, shown above, is destined to be more popular than ever this year. That's because, like all Dodge pickups for '77, it combines proven Dodge durability advantages with new features that offer even more value for the money. New front-end styling, for example, that includes a bright new grille and nine new exterior colors, new options such as smart wheel covers, full-length body side moulding, and Sky Life roof. Plus new interior style: striking Adventurer SE, Adventurer, and Custom interiors that set new standards for truck trim.

There's exceptional performance, too, from a powerful Dodge Slant Six. With new extended lubrication cycles for many truck components, to help cut service costs. Yet there are all the traditional advantages you'd expect from Dodge pickups: a big model choice, including four-wheel drive, long-lasting toughness where it counts in the double-walled pickup box, rust inhibitors, sturdy 36,000 psi steel frame, bump-beating independent front suspension, and big V8s available optionally. They're the best Dodge pickups yet!



Kary-Cap. Available on any of the Dodge eight foot Sweptline pickups, these caps secure your stored belongings, protect them from the elements, and may be easily removed by only two people. Featured above is our new high styled Kary-Cap Deluxe; also available is our economy Kary-Cap Custom model.



New interiors. Trucks never had it so stylish! That's the new Adventurer SE, above, with standard cloth-and-vinyl seat trim and new instrument panel styling. And new door trim panels that add to appearance. See your Dodge Truck Dealer for the complete interior choice.



Crew Cab. It carries six adults in a new interior that's stylish, spacious, and comfortable. And there's a full-sized pickup box, for full-sized loads, in back. Available in D200 and W200 (four-wheel drive) models and D300 chassis-cabs.



Warlock. Special equipment for this special fun pickup, available in black, green, or red, includes fancy wheels, fat tires, real oak sideboards, chrome-plated running boards, bucket seats, and gold interior and exterior paint stripes. New from Dodge and ready for anything you are!

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Maxivan, Canada's biggest working van, with 18 inches of added length.



Load compartment with big doors and grooved floor. **Driver compartment** with optional Command seats.



KaryVan. With the load-carrying capacity of bigger trucks.



127-inch wb Tradesman with full-width rear door.

If you want profit per dollar of cost, Tradesman's designed to deliver.

You can get the right Tradesman van for high earning capacity; choose from eight B100, B200, and B300 models on two wheelbases. Vans with compact maneuverability. And with options that add to working ease; sliding side door for 127-inch-wb models; exclusive full-width rear door for all models. Plus an engine tailored to your needs,

standard 225 Six, 318 V8, or any one of three bigger optional V8s. And for '77, there are new reasons for extra van value: a new Fuel Pacer System to help cut operating expense; optional high-back Command swivel seats that add to on-the-job comfort; and nine new exterior colors.



Street Van: New fun vehicle from Dodge.

You get a basic vehicle that's something else; plus some far-out ideas about going your own way. First, the standard exterior provides a lot of custom bright trim in the right places: on front grille surround moulding, front and rear bumpers, windshield, tail lamps, and side mirrors. Then, you get extra pizzazz on the inside, also standard. Big new high-back Command bucket seats with armrests, upholstered in sharp Boca Raton cloth and vinyl. Choose blue, green, saddle, or parchment. Plus carpeting in driver's compartment and a simulated woodgrain-trimmed deluxe instrument panel. Finally, we put the whole rig on your choice of either five-slot chrome disc road wheels or painted spoke road wheels—and add fat tires. A great basis for doing your thing!



A Street Van Extra: Do-It-Yourself Customizing Kit.

It gives you a wealth of customizing ideas and materials for completing the exterior and interior yourself, just the way you want it. Exterior ideas including illustrations, trick paint-scheme designs. And for customizing the inside, full-sized paper templates and step-by-step illustrated instructions for doing a professional-looking job. Plus tips on installing stereo sound systems and lists of suppliers for portholes, sun roofs, roof vents, side pipes, decals, spoilers, fender flares, and more.



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Sportsman Wagons

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Sportsman capacity and comfort...a big wagon's worth of value.

A 1977 Sportsman wagon can give you more of what you own a wagon for. Like people-carrying capacity. There's room for up to fifteen people in big Maxiwagon models. And there's extra convenience, as well, from features such as the sliding side door (optional on 127-inch-wb models); exclusive single rear door, standard; and, for '77, new optional high-back Command swivel seats for driver and front passenger, plus new quick-disconnect bench seats to help you convert passenger space to loadspace easily and quickly. You can order an interior that's both stylish and

comfortable; choose from Royal Sportsman SE, Royal Sportsman, and Custom Sportsman packages. And thanks to a 1977 selection of nine new exterior colors, Sportsman's handsome exterior styling is better than ever. You'll like this big wagon's smooth, easy handling—the result of a short turning diameter and the independent front suspension system. And to top it all off, there's power from the standard 225 Six or 318 V8 engines, with three bigger V8s available optionally.



Stylish, comfortable interiors. Royal Sportsman features optional multicolored upholstery on foam high-back Command bucket seats. Available as swivel seats in front compartment (optional). Your choice also includes Royal Sportsman SE and Custom Sportsman interiors.



New quick-disconnect rear seats. Three-passenger rear bench seats can be removed or installed in a jiffy, with ease.



Full-width rear door, standard for rear loading convenience. A door check holds it open; big window adds to rear visibility.



109-inch wheelbase Sportsman. Extra-easy handling is the result of less than 15 feet of overall length, bumper to bumper, and a short 36.5-foot turning diameter. In two models, B100 and B200.



Maxiwagon. Its 212-inch overall length allows room inside for four bench seats, in addition to driver and front passenger seats, so that up to fifteen adults can ride in comfort. Available in two models, B200 and B300.

Sportsman Wagons
Four-Wheel-Drive Models and Ramcharger
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W200 Custom Crew Cab.

W100 Custom Utility pickup.

Advanced Dodge full-time four-wheel drive, available for pickup models and Ramcharger.

Here's four-by-four traction that works for you all the time, both on and off the road.

It's the latest in four-wheel drive, designed to add to performance in virtually any driving situation. It's designed to provide you with deep-biting traction for the tough off-road spots—not to mention a quieter ride and more convenient operation. And you get special advantages from this new four-wheel-drive system on the road, too—where conventional systems are usually in two-wheel drive. Advantages like better traction that adds to safety on slippery streets. And improved vehicle stability that increases driver control.

And it's easy to use. You don't have to shift in or out of four-wheel drive because you've got it all the time. And there's no more getting out of the truck to lock or unlock front freewheeling hubs when moving on or off the highway.

Interaxle differential in the transfer case, the basic reason for more versatile four-by-four performance. It delivers constant, equalized driving power to both front and rear axles, and permits the wheels on one axle to travel at a different rate of speed than the wheels on the other axle. It's a design that also helps assure minimum strain on the drive train, less vibration, better tire wear.



Control lever shifts into five positions.

LOW LOC for extreme low-traction terrain (snow, mud, sand).
LOW for maximum drive power in mountains or on hilly terrain.
NEUTRAL for operation of power takeoff.
HIGH for normal driving, on or off the road.
HIGH LOC for added off-road traction and drive power where wheel slippage occurs.



Ramcharger. A wagon with "truck tough" performance.

Ramcharger is stylish enough to be a station wagon, but it's also tough enough to be a Dodge truck. That's why it can offer the utility of a small truck: plenty of room and capacity for heavy cargo items, with the rear seat removed. Or, with the rear seat installed, five passengers can ride in comfort. Easygoing performance is assured by advantages like short turning diameter and by available options that include power steering and LoadLite automatic transmission. In addition, you'll enjoy the new features for '77, improvements like new front-end styling and a selection of nine new metallic and nonmetallic exterior colors.



The '77 interior features stylish new trim colors, new door trim, optional high-back Command cloth-and-vinyl bucket seats. Standard seats provide full-foam padding, tough vinyl upholstery. Seating for up to five available.

Choose Ramcharger with removable steel hardtop (above), or with a Dealer-installed vinyl softtop, if you'd prefer (below). Select a Ramcharger model with either full-time four-wheel drive or two-wheel drive.





Medium-duty Dodges are built for long-lasting, low-cost performance.

More work at less expense is the whole idea of a Dodge medium-duty truck. That's why they come in sizes to suit your specific requirements, whether you use vans, stakes, tractors, or dumps. For '77, you get the biggest model choice yet: D500, D600, D700, D800, and W600 trucks. GVW's ranging from 16,000 pounds all the way up to 29,760 pounds. And you can order the right components to support your big loads: front axles of from 4,500- to 9,000-pound capacity; single- or two-speed rear axles up to 22,000 pounds; and heavy-duty frames with reinforcements of 50,000 psi steel. Plus a power choice aimed at moving your loads with utmost economy: four big V8s with premium money-saving features like Electronic Ignition.

There are extra-value advantages throughout. For '77, a newly styled cab interior that's more liveable for the driver, with new seat upholstery, new instrument panel and cab trim appointments. In a maneuverable truck, with a short turning circle designed to help you do more delivering per day.

Your Dodge chassis is ready for mounting of any type body conceivable from the van-type shown above left to the open sided stake and platform body on the right. Dodge handles them all.

Choice of wheelbases. Eight in all, from 133 inches to 221 inches, to give you a choice of 29 medium-duty models. Assurance of the right truck to match your work and body type.



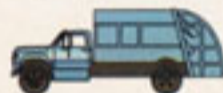
Tanker on 133" wb.



Dump on 145" wb.



Stake on 157" wb.



Refuse packer on 175" wb.



Grain on 181" wb.



Van on 197" wb.



Beverage on 211" wb.



Flatbed on 221" wb.



Stylish, dependable Dodge pickups for trailer towing.

Order a Trailer-Assist Package that's designed to fit your D100, D200, D300, W100, or W200 Dodge pickup and towing requirements.

A Dodge pickup with style, performance, and comfortable ride, makes a great recreational vehicle. See your Dodge Truck Dealer.



Go trailering with a spacious Sportsman wagon.

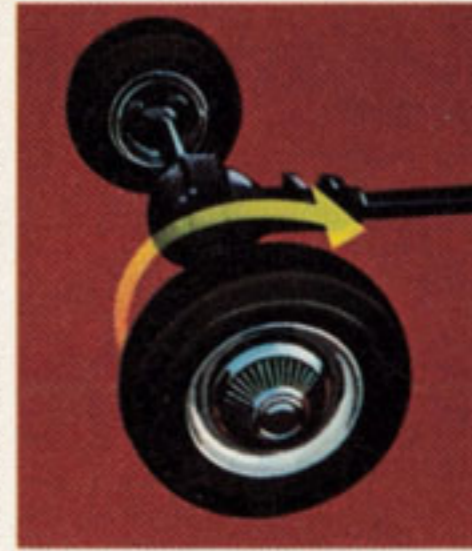
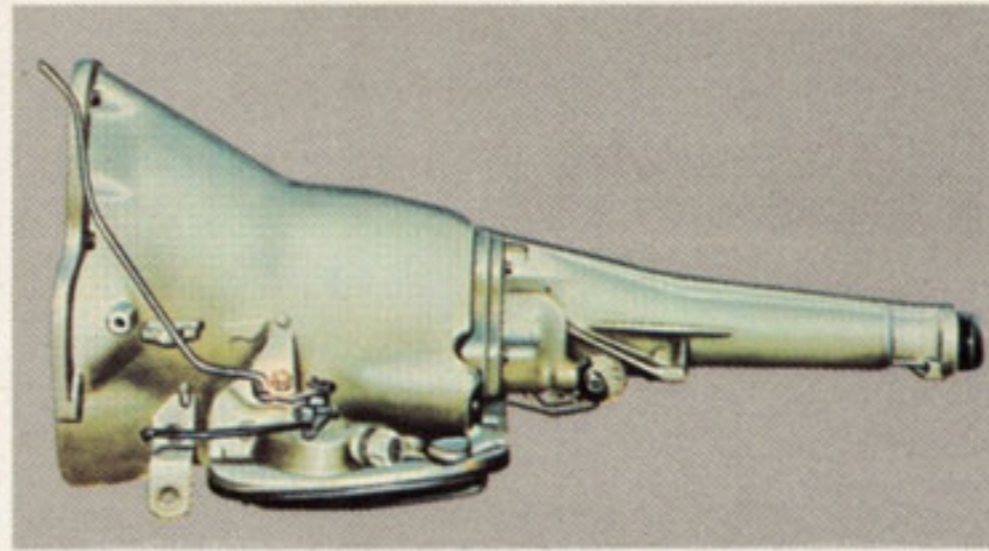
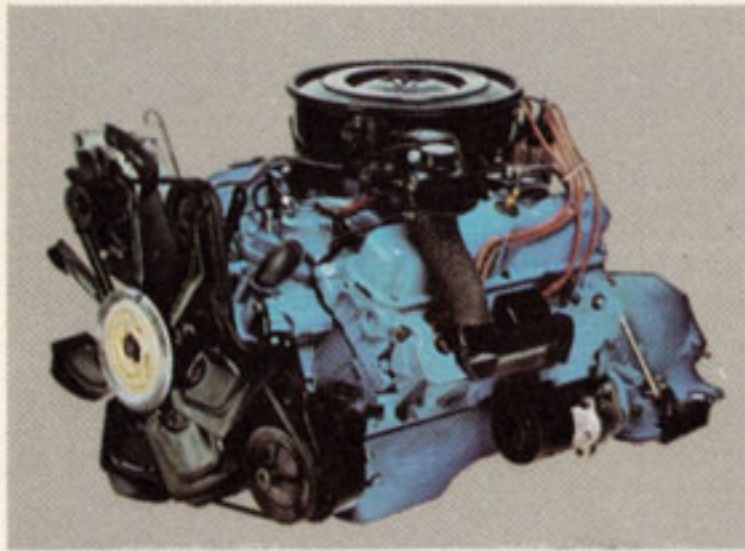
A roomy, comfortable Dodge Sportsman wagon adapts easily to trailering requirements, with the addition of a Trailer-Assist Package. See your Dodge Truck Dealer for a package that suits your requirements.



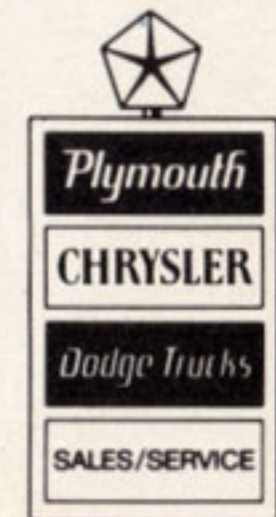
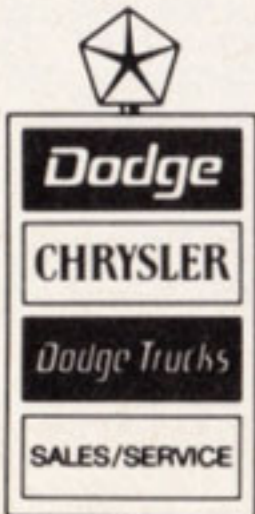
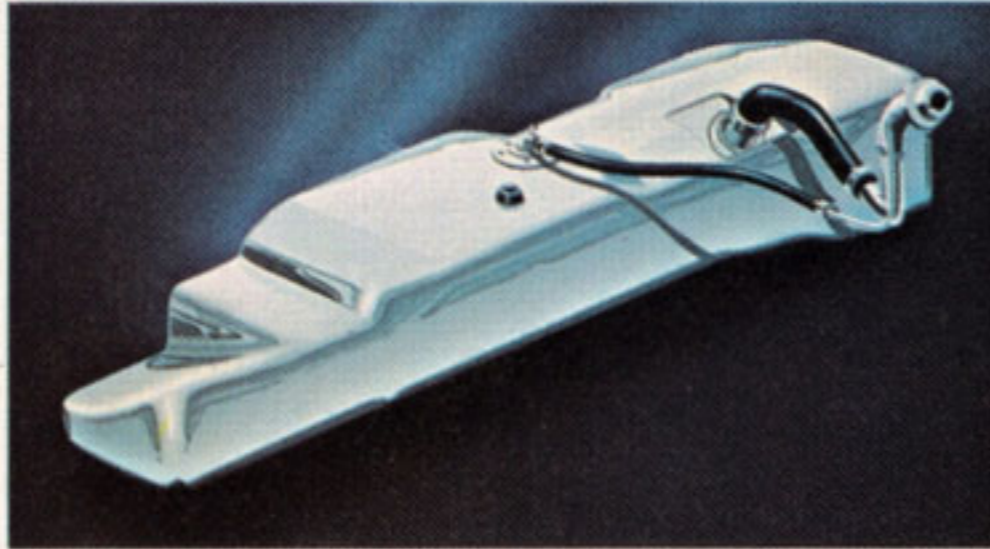
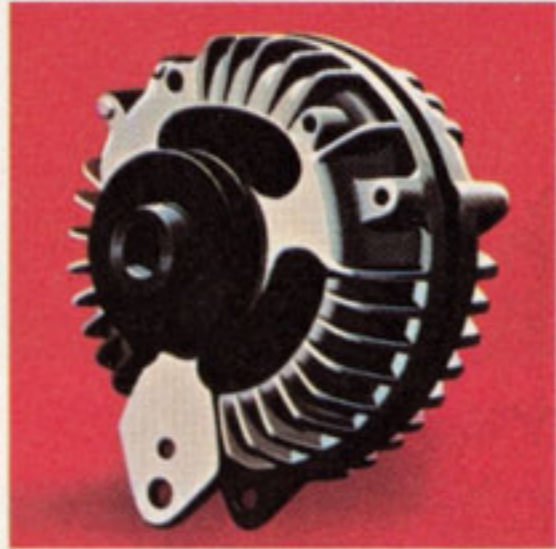
Or go with rugged Ramcharger.

Add the proper equipment, and Ramcharger has the ability to tow up to 6,000 pounds. Your Dealer can provide you with a factory-engineered Trailer-Assist Package that includes everything you need.

Extra value features and options.



• Efficient Six or V8 power • Dodge independent front suspension • Choice of transmission, including LoadFlite automatic • Antispin differential for mud or snow (optional) • Maintenance-saving Electronic Ignition
 • Fade-resistant front disc brakes • Heavy-duty 63-amp or 117-amp alternator • Big fuel tank located outside of the cab • Sky Lite roof for added viewing and ventilation (optional)



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