



FOUR **DODGE TOPPERS**  
make the winter sports scene.

Get the jump on the competition with a winning team  
from Dodge.



# Charger Topper.

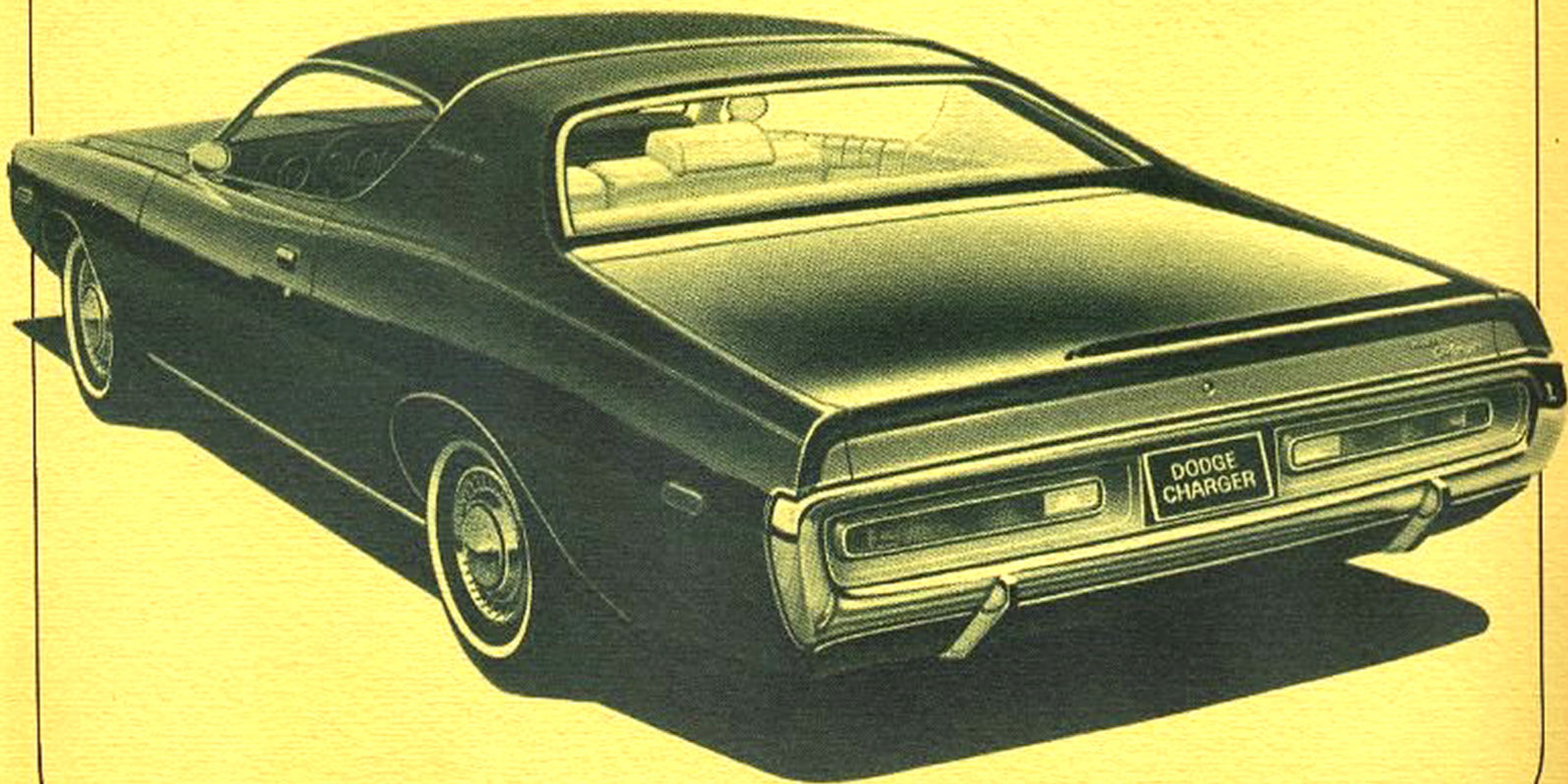


Whitewalls and wheel covers optional.



# Charger Topper X.

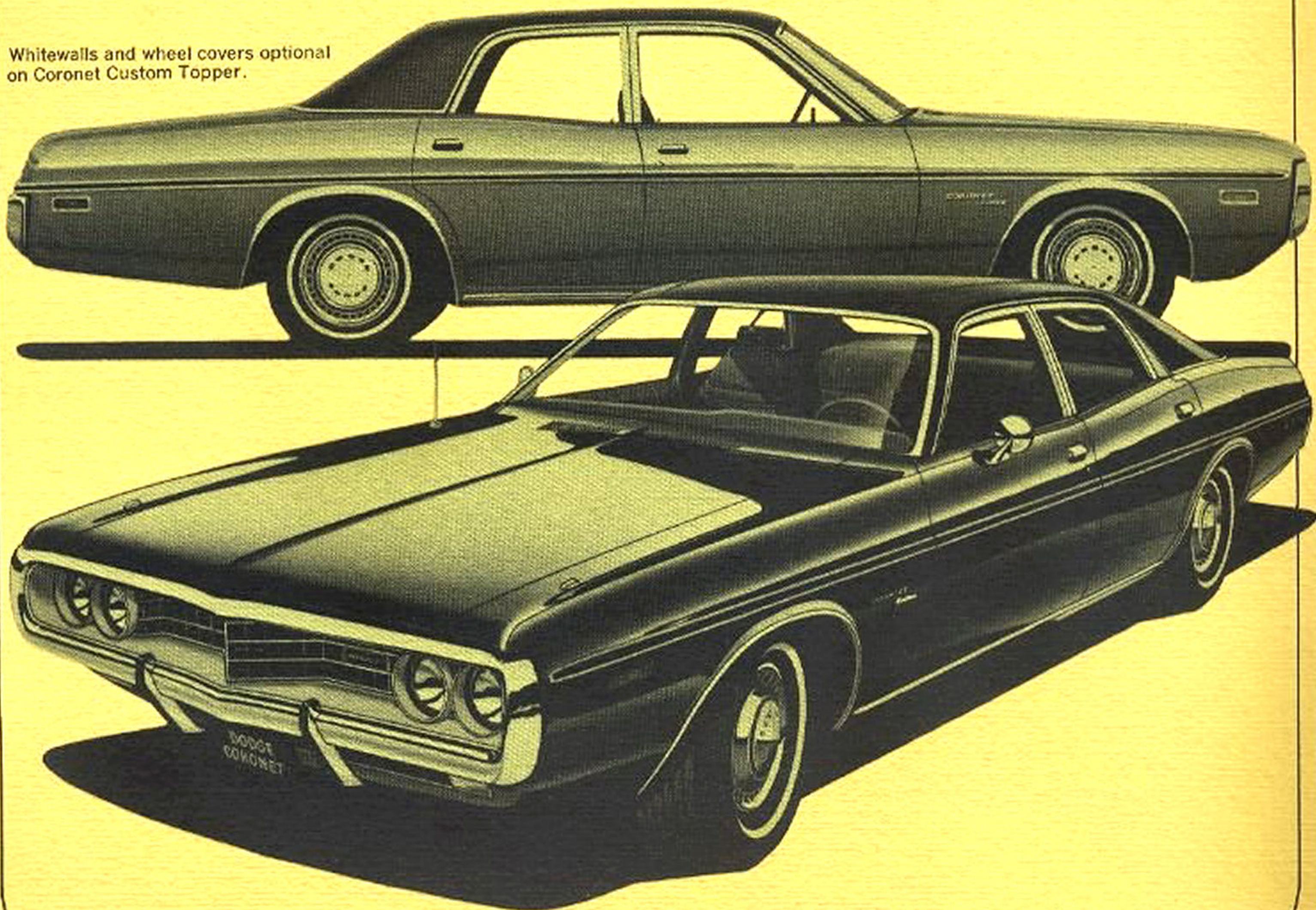
SPECIAL NOTE: All Toppers in this brochure are available with a new spring Topper green package. We call it Gator Green. Trim package consists of: 1. Special alligator-grained green vinyl roof. 2. Special metallic green paint. 3. Special color-mated *cloth-and-vinyl* green interiors.





# Coronet Custom Topper and Custom Topper X.

Whitewalls and wheel covers optional  
on Coronet Custom Topper.


















# Special Olympic TV coverage helps you sell.

THE 1972 DODGE CHARGER TOPPER AND CORONET CUSTOM TOPPER MODELS ARE SCHEDULED TO BREAK WITH THE BIGGEST TELEVISION BUY OF THE WINTER SEASON—THE 1972 WINTER OLYMPICS.

Dodge is co-sponsor of the Winter Olympics and has scheduled over 20 television commercials from February 1 to 13. Newspaper ads covering the top markets are scheduled for the '72 Topper Packages. Topper ads are also scheduled for several national magazines, including *Ski*, *Newsweek*, *Time*, *Life*, *Sports Illustrated*, and *Ebony*. This intense national coverage will get the new Topper Packages off to a great sales start and should help Topper become one of the most successful packages Dodge has to offer.

FEBRUARY—1972						
S	M	T	W	T	F	S
						
						
	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				





# Order codes for Topper Packages.

THE ORDER CODES YOU'LL NEED TO ORDER ANY OF THE CARS IN THIS BROCHURE.

TOPPER—A77

Topper also available with A06 or A57 Packages at differential pricing.

TOPPER X—A77 + A07

## COLOR COMBINATIONS CHARGER TOPPER

Featured Gator Green—Paint, JF6; Canopy Roof, V4G; and Trim, S1FW.

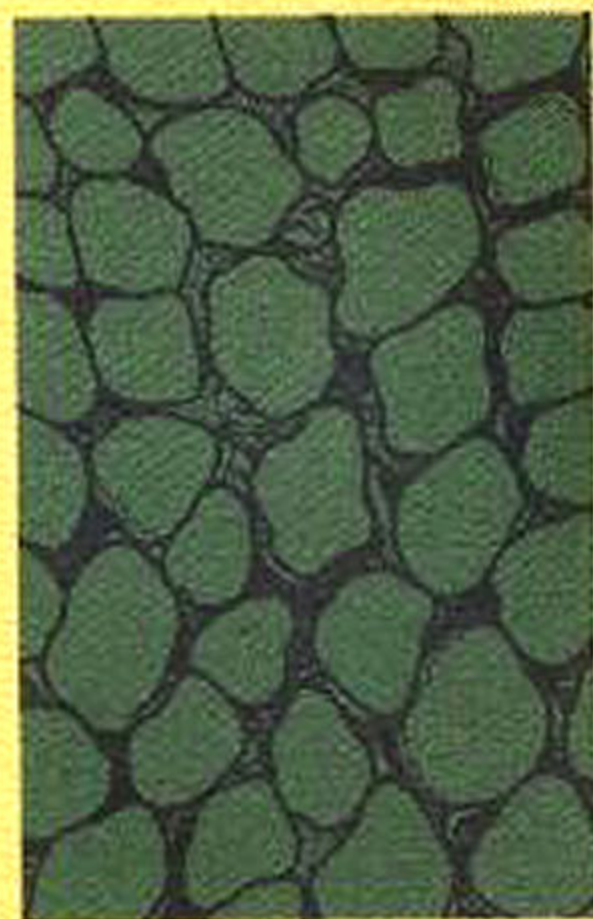
Also other paint, canopy roof, and trim combinations offered for Charger are also available.

## CORONET CUSTOM TOPPER

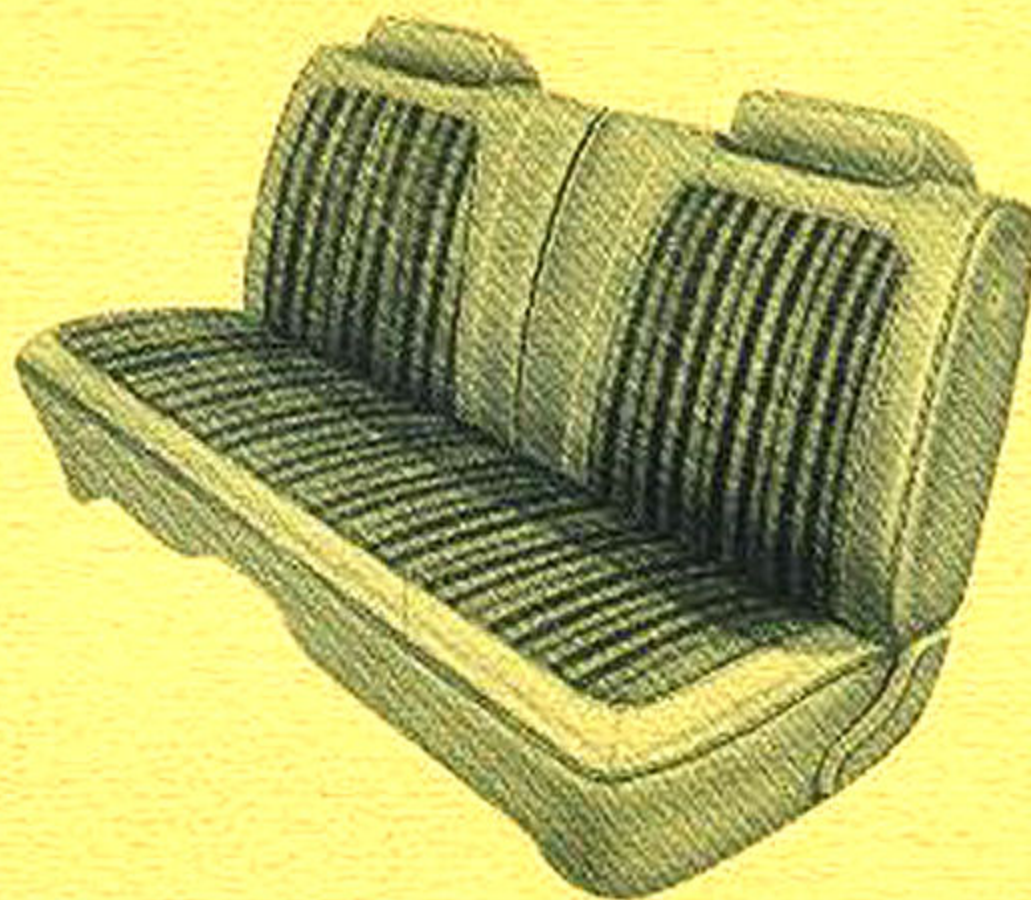
Featured Gator Green—Paint, JF6; Vinyl Roof, V1G; and Trim, Y3F6 (Plaid Cloth). Green trim also available with compatible paints and vinyl roofs.

Blue Trim, Y3B5 (Solid Colored Cloth), available with compatible paints and vinyl roof colors.

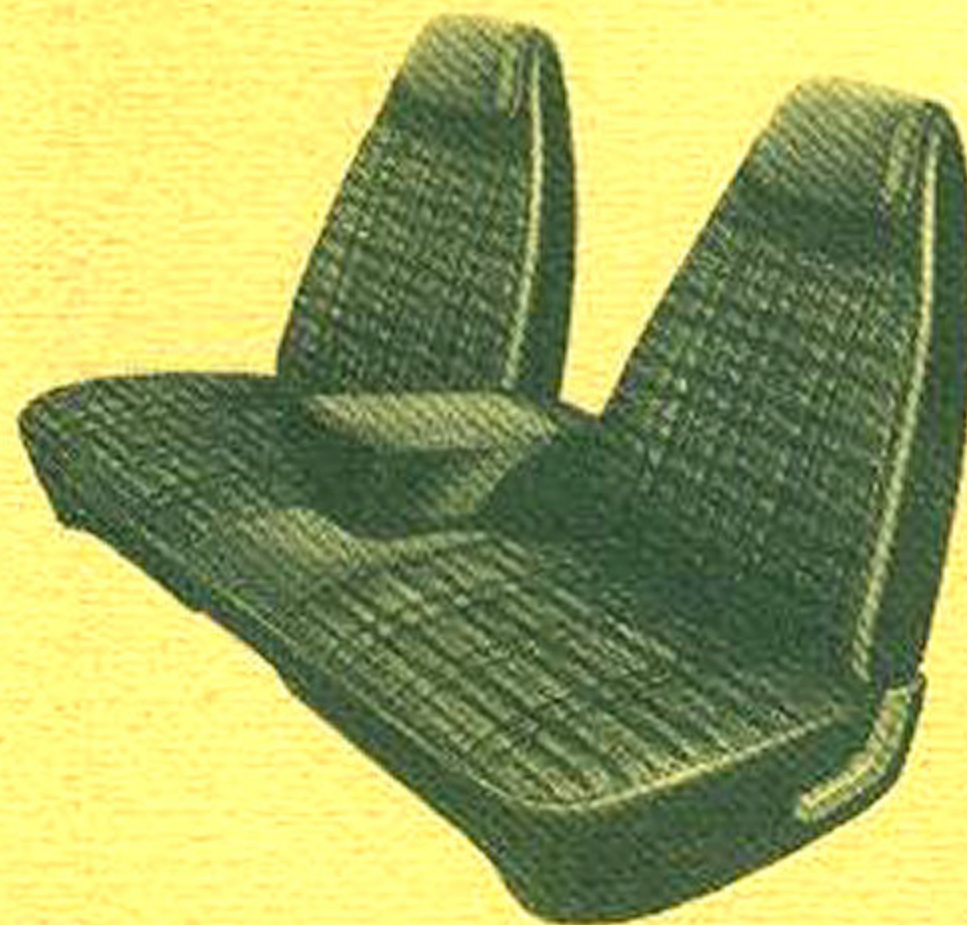
Gold Trim, Y3Y3 (Solid Colored Cloth), available with compatible paints and vinyl roof colors.



Special Gator roof available on the Gator Green Topper Packages.



This cloth-and-vinyl bench seat is standard in Charger Toppers when the Gator Green Trim Package is ordered. Inserts are plaid cloth. Bolsters are white vinyl.



This handsome split-back bench seat with a fold-down armrest is available on Coronet Custom Toppers only. Gator Green Trim Package has green plaid inserts, green vinyl bolsters.



# Team up

with Coronet Custom Topper and Coronet Custom Topper X and watch your profits soar.

Two all-new Toppers. Coronet Custom Topper and Coronet Custom Topper X. Coronet Custom Topper offers free vinyl roof. Coronet Custom Topper X offers free vinyl roof, free power steering, free power brakes. SALES POINT: Topper savings to the family car buyer. SALES POINT: Coronet is designed as a four-door only. SALES POINT: These well-equipped savers are priced within the family man's budget.

**CORONET CUSTOM TOPPER PACKAGE** ■ Vinyl roof (3 standard colors plus Gator Green)—free ■ Bumper guards, front and rear ■ Door upper mouldings ■ Sill mouldings ■ Vinyl body side mouldings ■ Cloth-and-vinyl split-back bench seat with center armrest in green, blue, or gold.

**CORONET CUSTOM TOPPER X PACKAGE** ■ Power steering—free ■ Power brakes (front disc)—free ■ Automatic transmission ■ Remote left mirror ■ Right mirror ■ White sidewall tires ■ Undercoating ■ Light Package ■ Full vinyl roof NC\* ■ Inside hood release ■ AM radio ■ Rear seat speaker ■ Deluxe wheel covers ■ Air conditioning ■ Tinted glass ■ Rear defogger ■ Electric clock ■ Bumper guards, front and rear NC\* ■ Sill mouldings NC\* ■ Door upper mouldings NC\* ■ Vinyl body side mouldings NC\* ■ Variable-speed windshield wipers. ■ Cloth-and-vinyl split-back bench seat.



\*No charge—these items are already included in Topper Package.



# Cut a fine sales figure with the Dodge Charger Topper X.

Free vinyl roof . . . free power steering . . . free power brakes. You get them all on one superbly equipped car. We call it the Charger Topper X. SALES POINT: Customers who buy Topper X get some of the items already included in the Charger Topper Package. SALES POINT: It's equipped with options most people buy anyway. SALES POINT: 25 percent of all cars sold in 1971 were green. Now you've got the best green package going in cloth! SALES POINT: All standard colors of vinyl bench seats, bucket seats, paints, and canopy vinyl roofs which are available on other Chargers are also available on Charger Topper and Charger Topper X.

CHARGER HARDTOP TOPPER X ■ Power steering—free ■ Power front disc brakes—free ■ Automatic transmission ■ Concealed headlights ■ Inside hood release NC\* ■ Rallye Instrument Cluster ■ AM radio ■ Rear seat speaker ■ Deluxe wheel covers ■ Variable-speed wipers ■ Air conditioning ■ Tinted glass ■ Dual racing mirrors ■ Deck, hood, and bumper reveal mouldings ■ Upper body side paint stripe ■ Canopy vinyl roof including belt mouldings NC\* ■ White sidewall tires ■ Undercoating ■ Light Package ■ Electric clock ■ Bumper guards, front and rear NC\* ■ Sill moulding NC\* ■ Rear defogger.

\*No charge—these items are already included in Topper Package







# Track for profits...

with Dodge Charger Topper.

You asked for it, and you've got it! Charger Hardtop Topper with free vinyl roof is back. Last year, Topper accounted for 22.8 percent of all Charger sales. This year, it's better than ever. SALES POINT: Concealed headlights and inside hood release are part of the package. SALES POINT: These items are *not* available on Gran Torino or Malibu, or any Charger class car, at any cost. SALES POINT: The '72 Topper is virtually an exact replica of last year's top-of-the-line Charger SE, and for several hundred dollars less. The only obvious changes for '72 are in the grille and taillight treatment.

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**CHARGER HARDTOP TOPPER PACKAGE ■** Canopy vinyl roof (includes belt mouldings and 4 standard colors plus Gator Green)—free ■ Bumper guards, front and rear ■ Concealed headlights with inside hood release & Rallye Instrument Cluster ■ Rear deck and bumper reveal mouldings ■ Front hood and bumper reveal mouldings ■ Sill mouldings ■ Upper body side paint stripe.

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