



*New Diplomat from Dodge*









*This is Diplomat, the new Dodge. And here, in very simple, elegant terms, Diplomat presents its substantial credentials. Diplomat is a car with immediate appeal to those who will appreciate a younger easy-to-manage car with a price well below that one might expect of such a rich-looking automobile. Get to know Diplomat on a more intimate basis. It's going to make you reexamine your idea of what luxury cars are all about.*







**No Longer Is Luxury Measured in Inches, Feet, or Pounds.**



Dodge is pleased to introduce the new Diplomat ... more specifically, the Medallion two-door. With its companion car, the Medallion four-door, it represents the most luxurious choice you can make in this distinguished new series of manageable-sized cars. You will notice that Diplomat's new look is dramatic—but not theatrical. There is a contemporary elegance in its new shape—far removed from the luxury car of the past that relied so heavily on sheer size to establish its identity.

Diplomat, in any of its very seductive versions, is neither big, nor cumbersome, nor overdecorated. This holds true inside and outside. For evidence, we exhibit the superb 60/40 front reclining seat with center armrest finished in genuine leather and vinyl (a Medallion-only option). Its standard counterpart is a rich-feeling cloth-and-velour combination, and you'll find it on both two-door and four-door models. There are seldom-seen touches everywhere on the two-door: assist handles on door pillars, sun visors that fit flush to the header panel when not in use, reading lamps located between the two visors, as well as an unusual number of courtesy lamps and lights.

In total, Diplomat provides an aura of personal enrichment and comfort so tempting you'll want to arrange your own test-drive session.



*Some items pictured on vehicles on this and other pages of this catalog are extra-cost options.*







**Sure Proof That Elegant Design Can Also Be Efficient Design.**



The sense of rightness you will experience in the two-door is just as apparent in the Medallion four-door. First point of reference: the standard 60/40 all-cloth split-bench front seat with folding center armrest, separate full track adjustment, and recliner to suit the needs of either driver or passenger. That's efficiency. But that same seat comes in six rich colors, each color-keyed to a smart new door panel design and rich shag carpeting to meet almost every preference. That's elegance. The same can be said of the standard padded vinyl roof, available in seven striking colors coordinated to exterior and interior treatments.

Tasteful efficiency comes to you also in Diplomat's modular instrument panel. Finished with a rich-looking woodtone applique, the panel is easy to read with all gauges deeply inset to minimize reflection and glare. It's easy to use, too. Operational controls are placed at the left, comfort controls at the right, for easy, comfortable use. Other thoughtful touches are also standard in the Medallion four-door: A carpeted trunk protects luggage or travel wardrobes. A Space Saving spare tire with cover is also provided to increase an already generous trunk capacity. There are protective bumper strips, front and rear, and fiber glass radial-ply tires with smart full-wheel covers. Efficient design, of course. But never offered at the expense of good taste.



*Above: Medallion four-door rear seat all-cloth combination of crushed and ribbed velour with folding center armrest. Front seat is 60/40 design with center armrest, individual seat adjustment, and dual reclining seatbacks. Also standard on Medallion two-door.*





*The Diplomat: the two-door.*





*The Diplomat: the two-door and four-door.*

## **Two Basic Ways To Reshape Your Thinking about Fine Cars.**

*The word "basic" seems particularly inappropriate in describing the new Diplomats shown on this page. Yet this is where Dodge started to bring its new manageable-sized, mid-priced car*



*into reality. Both these cars express the new definition for luxury. Examine them for what they offer in traditional luxury car equipment, and you'll get a clearer idea of Diplomat's highly attractive value.*

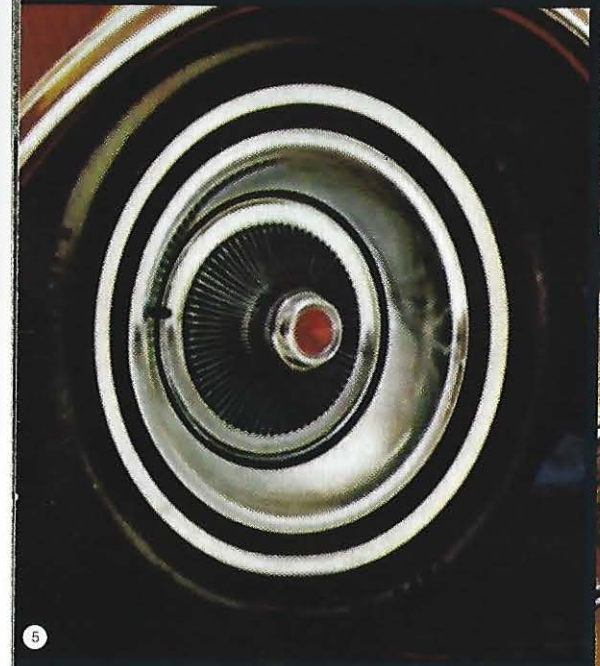
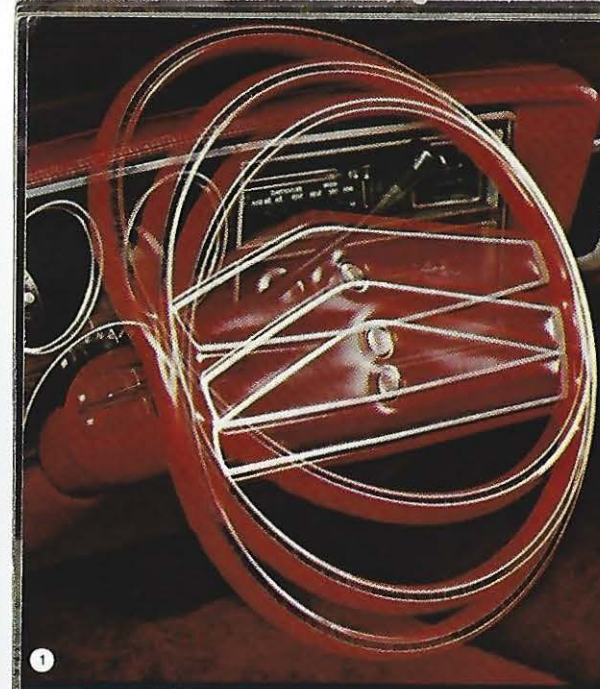
*Diplomat provides quiet, comfortable mobility. Noise is held to a relaxing minimum. Driveability is outstanding. There's good reason for it. First, there's response: a 318 V8 with Electronic Lean Burn System. And now there is a new Spark Control Computer to improve performance and reliability. Three-speed TorqueFlite automatic transmission is recognized for its smoothness, and it is standard. So, too, are power steering and power front disc brakes. There is also an effective system of sound damping to keep road disturbances at a minimum.*

*This entails not only sound deadening materials throughout the Diplomat's one-piece Unibody structure, but also such components as engine mounts, suspension parts, exhaust system design, propeller shaft dynamics —subtle things that might affect the quietness of your ride. The result is quiet as you drive. And it's this quiet that gives you that Diplomat feel of luxury, one that's measured only in the personal satisfaction it delivers.◊*



*Upper left: Optional vinyl bench seat for Diplomat two-door.  
Above: Standard Diplomat cloth-and-vinyl bench seat.*







## Diplomat May Be Mid-Sized. But Not Its Choice of Personal Options.

1. Tilt steering wheel is adjustable to seven positions. Great on trips.
2. Power door locks permit easy locking and unlocking of doors.
3. This is the tinted glass sun roof. An all-metal design is available.
4. Intermittent windshield wiper feature permits automatic wiper use in drizzle or light rain.
5. New forged aluminum road wheel.
6. Cornering lamps are helpful at night when streets or driveways are unlit.
7. Automatic speed control keeps the speed you select constant.
8. Six-way power seat adjusts driving position to suit just about everybody.
9. AM/FM stereo radio with eight-track tape player for all listening tastes.
10. Air-conditioning control panel permits easy adjustments of temperature and air flow.
11. Luxury steering wheel features rich woodtone inlay trim.
12. Illuminated vanity mirror on passenger's sun visor . . . sure to be appreciated by the ladies.
13. Power window switch buttons are ready at hand.
14. Electronic clock with new vacuum fluorescent digital display.

### OPTIONAL EQUIPMENT

Air conditioning, tinted glass recommended • Sure Grip axle • 500-amp Long Life battery • Front bumper guards • Fluorescent display digital clock • Rear window defroster, electrically heated • Emissions Control System and Testing, required on all vehicles registered in California and certain high altitude locations • Fuel Pacer System, includes fender-mounted turn signal indicators • Locking gas cap • Tinted glass, all windows • Cornering lights • Color-keyed floor mats • Illuminated vanity mirror • Remote-control mirror, left (standard on Medallion) • Remote-control mirror, right (Medallion only) • Remote-control mirrors, left and right (N/A on Medallion) • Door-edge protectors • Pedal dress-up (standard on Medallion) • Power bench seat (N/A Medallion) •

Power 60/40 split-bench seat (driver's side only—Medallion) • Power deck lid release • Power door locks • Power windows • Radios, AM, AM/FM, AM/FM stereo (includes four speakers; two front, two rear) • Radio, AM/FM stereo with eight-track tape (includes four speakers; two front, two rear) • Single rear speaker for AM or AM/FM • Automatic speed control • Tilt steering wheel • Luxury three-spoke steering wheel • Power-operated sun roof, steel or glass in five color tints • Heavy-duty suspension • Undercoating with hood silencer pad • Premium wheel covers (standard on Medallion) • Wire wheel covers • Forged aluminum road wheels.

### EASY ORDER PACKAGE:

Contains those options most popular with comfort-minded owners. Air conditioning • Electronic digital clock • Tinted glass, all windows • Landau vinyl roof (two-door only) • AM radio • Rear seat speaker • Whitewall tires • Remote-control mirror, right • Remote-control mirror, left (standard on Medallion) • Light Package • Deluxe Intermittent Wiper/Washer Package • Deluxe Insulation Package (Diplomat only).

### DELUXE INSULATION PACKAGE (STANDARD ON MEDALLION):

Makes a quiet car even quieter. Special sound insulation • Trunk dress-up.

**LIGHT PACKAGE:** Proves a little light can make your driving much more convenient. Fender-mounted turn signal indicators • Trunk light • Glove box light • Cigarette lighter light • Map/courtesy light (standard on Medallion) • Ignition switch light with time delay • Headlight and wiper switch light with time delay • Low fuel, high temperature, and low electrical system voltage warning light-emitting diodes • Door ajar warning light • Headlights-on warning buzzer • Courtesy light under instrument panel, left side (standard on Medallion).

### DELUXE WIPER/WASHER

**PACKAGE:** A great help in unsettled weather. Deluxe windshield wipers with intermittent wipe and windshield washer low fluid-level indicator light.

**HEAVY-DUTY PACKAGE:** Ideal choice for the trailering devotee (N/A in California or at high altitudes). Heavy-duty engine components • High-capacity cooling system • Heavy-duty suspension:

including HD rear springs and HD shock absorbers • Variable-load turn signal flasher • Auxiliary transmission oil cooler • Power steering oil cooler • Performance axle ratio, 3.2 • 65-amp alternator • 500-amp Long Life battery • Seven-wire harness with jumper.

(Note: FR 78x15 WSW steel-belted radial tires are a required option, though not included in this package.)

## A REVIEW OF MOST POPULAR DIPLOMAT FEATURES

	Diplomat	Diplomat Medallion
318 V8 with Electronic Lean Burn System	S	S
TorqueFlite automatic transmission	S	S
Power front disc/rear drum brake system	S	S
Power steering	S	S
Transverse torsion-bar suspension (front)	S	S
Tilt steering wheel	E/C	E/C
FR78x15 fiber glass-belted, radial-ply BSW tires	S	S
FR78x15 fiber glass-belted, radial-ply WSW tires	E/C	E/C
FR78x15 steel-belted, radial-ply WSW tires	E/C	E/C
Space Saving spare tire	S	S
Deluxe wheel covers	S	N/A
Premium wheel covers	E/C	S
Wire wheel covers	E/C	E/C
Forged aluminum road wheels	E/C	E/C
Automatic speed control	E/C	E/C
60/40 front seat with center armrest	N/A	S
Rear window defroster	E/C	E/C
AM, AM/FM, or AM/FM stereo radio	E/C	E/C
AM/FM stereo radio with 8-track tape player	E/C	E/C
Full padded vinyl roof cover	S (1)	S (1)
Landau-style vinyl roof cover	E/C (2)	E/C (2)
Deluxe Insulation Package	E/C	S (3)
Trunk Dress-up Package (included in Deluxe Insulation Package)	E/C	S
Left-hand remote-control outside mirror	E/C	S
Right-hand remote-control outside mirror	N/A	E/C
Left- and right-hand remote-control mirrors	E/C	N/A

(1) Standard on four-doors only. (2) Available at extra cost on two-doors only. (3) Does not include undercoating or





*The Truest Test of a Luxury Car? Its Standard Equipment.*



1. Fully padded vinyl roof is standard on all Diplomat four-door models.
2. Premium wheel covers enhance Medallion's simple, elegant looks.
3. Typical luxury touch is the reading lamps you'll find in Diplomat and Medallion two-door models.
4. Rear tail lamps blend discreetly with the new rear deck design.
5. Medallion's remote side-view mirror is one of many quality features available as standard equipment.
6. Solid state Spark Control Computer is a vital component in Diplomat's Electronic Lean Burn System.

**STANDARD EQUIPMENT—DIPLOMAT:**  
two-door and four-door.

**POWER:** 318 two-barrel, eight-cylinder engine with Electronic Lean Burn System, automatic transmission, power steering, power front disc/rear drum brake system.

**EXTERIOR:** Stand-up hood ornament • Attractive chrome-plated grille • Bright-framed dual rectangular head lamps • Integrated front and rear bumper styling • Bright roof drip moulding (two-door) • Full padded vinyl roof cover (four-door) • Bright quarter-window mouldings (two-door) • Bright upper door frame mouldings (four-door) • Wide body sill mouldings and sill moulding extensions on lower front fender and rear quarter panel • Full-width, dual protective bumper strips for front bumper, rear bumper guards and strip • Bright belt mouldings • Lower deck panel stripe (four-door) • Wraparound tail lamps • Rear backup lamps recessed in bumper • Full deluxe wheel covers • Space Saving spare tire • FR78x15 fiber glass-belted, radial-ply blackwall tires • Transverse torsion-bar front suspension; multileaf isoclamp rear suspension • Dual horns.

**INTERIOR:** Cloth-and-vinyl bench seat • Door-pull straps • One-piece cloth-covered headliner • Sun visors stored in sculptured cavities in headlining (two-door) • Rich woodtone trim on instrument cluster and glove box door • Glove box door lock • Windshield header-mounted reading lamps (two-door) • Color-keyed carpeting.

**STANDARD EQUIPMENT—DIPLOMAT MEDALLION:** two-door and four-door.

**POWER:** 318 two-barrel, eight-cylinder engine with Electronic Lean Burn System, automatic transmission, power steering, power front disc/rear drum brake system.

**EXTERIOR:** Stand-up hood ornament • Attractive chrome-plated grille • Bright-framed dual rectangular head lamps • Integrated front and rear bumper styling • Bright wheel opening mouldings • Bright roof drip moulding (two-door) • Full padded vinyl roof cover (four-door) • Bright quarter-window mouldings (two-door) • Bright upper door frame mouldings (four-door) • Wide body sill mouldings • Sill moulding extensions on lower front fender and rear quarter panel • Full-width, dual protective bumper strips for front bumper • Rear bumper guards and protective strips • Bright belt mouldings • Rear backup lamps recessed in bumper • Wraparound tail lamps • Premium wheel covers • Distinctive dual chrome quarter-window stripes (two-door) • Body-side accent tape stripes coordinated with body color or optional vinyl roof (two-door) • Body-side accent tape stripes coordinated with vinyl roof color (four-door) • Accent tape stripes on lower deck panel coordinated with body stripes color (four-door) • Left-hand remote-control outside mirror • Deluxe Sound Insulation Package (w/o undercoating and hood pad) • Space Saving spare tire • FR78x15 fiber glass-belted, radial-ply blackwall tires • Transverse torsion-bar front suspension; multileaf isoclamp rear suspension • Dual horns.

**INTERIOR:** Luxurious 60/40 front split-bench seats with reclining driver and passenger side feature • Cloth interior trim, fold-down center armrest • Fold-down rear armrest • Courtesy lights • Upper assist handles (four-door) • Central pillar assist handles (two-door) • One-piece headliner • Sun visors stored in sculptured cavities in headlining (two-door) • Rich woodtone trim on instrument cluster and glove box door • Windshield header-mounted reading lamps (two-door) • Rear pillar vanity lamps and mirrors (four-door) • Map reading lamp • Bright pedal trim • Color-keyed shag carpeting • Trunk Dress-up Package • Door-pull straps.

**POWER TEAM FEATURES INCLUDE:**

Electronic voltage regulator • Carburetor outside air induction system • Normal service intervals: oil change, six months or 7500 miles; oil filter, 7500 miles for first replacement, 12 months or 15,000 miles thereafter; spark plugs, every 30,000 miles • Coolant recovery system • Engine designed to operate on unleaded fuel only • Hydraulic valve lifters.

**POWER TEAM**

Engine*	Power** Rating	TorqueFlite Transmission
318-2 8-cyl.	145 bhp @ 4000 rpm	Std.

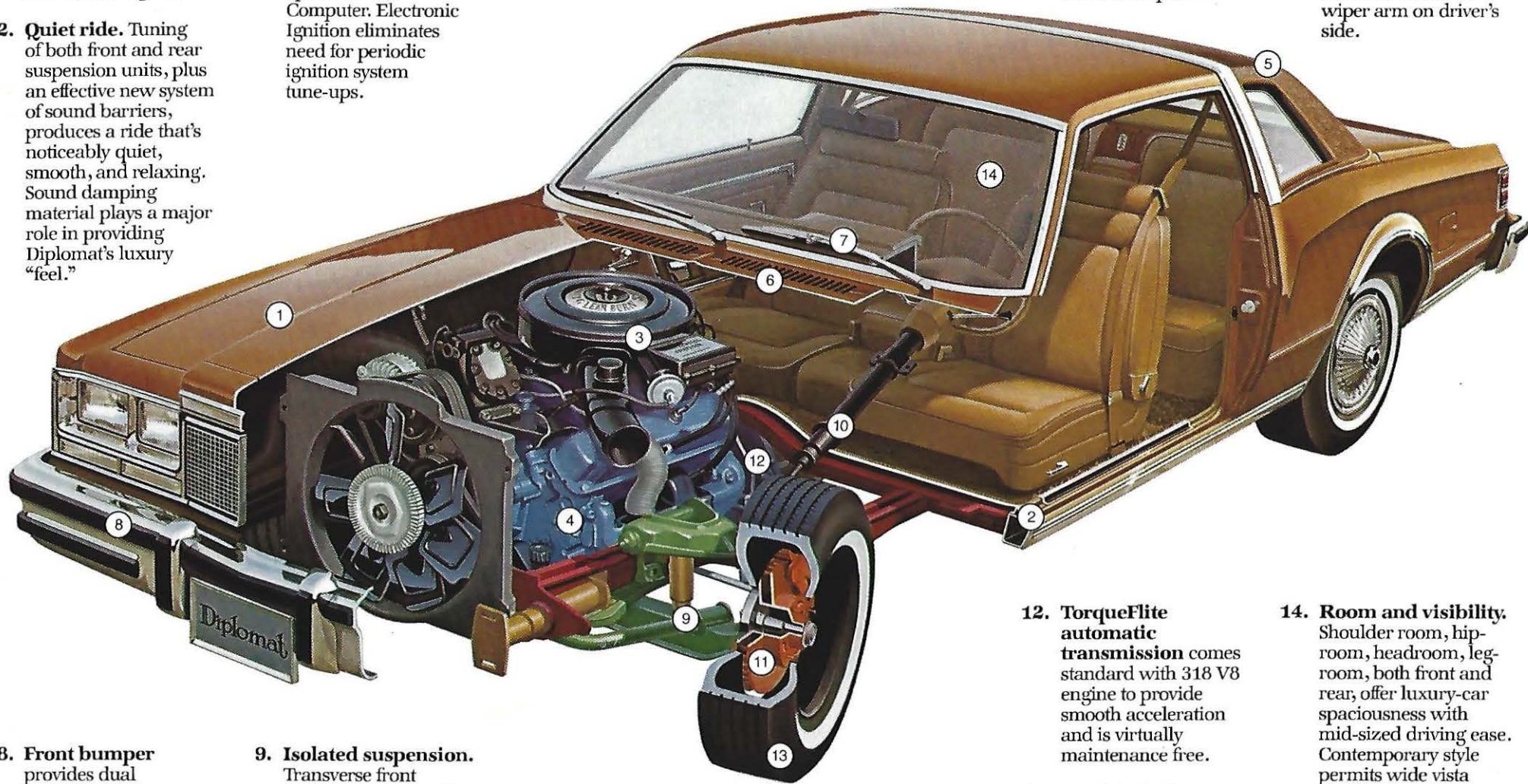
\*Includes Electronic Lean Burn (ELB) System.  
\*\*SAE net (as installed) ratings.

- (1) California Emissions Control System and Testing, required in state of California; available in other states; not available in high altitude areas.
- (2) High Altitude Emissions Control System, required in areas above 4,000 feet elevation; available in low altitude areas except California.



## Engineering—It's the Heart of Diplomat's Fine Car Manner.

- 1. Unibody construction.** All bodies feature more than 3000 welds to fuse body panels and structural members into one strong unit.
- 2. Quiet ride.** Tuning of both front and rear suspension units, plus an effective new system of sound barriers, produces a ride that's noticeably quiet, smooth, and relaxing. Sound damping material plays a major role in providing Diplomat's luxury "feel."
- 3. Electronic Lean Burn System** offers responsive acceleration and smooth engine performance with new second-generation Spark Control Computer. Electronic Ignition eliminates need for periodic ignition system tune-ups.
- 4. Engine.** 318 V8 with Electronic Lean Burn System (ELB) provides satisfying "driveability" and is sized right for today's mid-sized cars.
- 5. Vinyl roof.** Landau styling on two-doors. Fully padded on all four-doors.
- 6. Upper level ventilation** permits efficient distribution of air from three strategically placed outlets in the instrument panel.
- 7. Effective windshield wipers** offer two operating speeds. Excellent visibility in inclement weather is due to 18-inch blades and an articulated wiper arm on driver's side.



- 8. Front bumper** provides dual protective strips; rear bumper offers a single protective strip and bumper guards. Result: high impact resistance.
- 9. Isolated suspension.** Transverse front torsion-bar suspension system is isolated from the body structure by four rubber isolators. Result is a quiet, well-controlled ride
- 10. Power steering.** Ideally mated to Diplomat's manageable size for ease of
- 11. Power brakes.** Front disc and rear drum brake system is power-assisted for
- 12. TorqueFlite automatic transmission** comes standard with 318 V8 engine to provide smooth acceleration and is virtually maintenance free.
- 13. Radial-ply tires.** FR78x15 fiber glass-belted which, in normal use, provides exceptional mileage characteristics and
- 14. Room and visibility.** Shoulder room, hip-room, headroom, leg-room, both front and rear, offer luxury-car spaciousness with mid-sized driving ease. Contemporary style permits wide vista viewing.



<b>DIMENSIONS:</b>	<b>DIPLOMAT TWO-DOOR</b>	<b>DIPLOMAT FOUR-DOOR</b>
WHEELBASE	112.7	112.7
OVERALL LENGTH	204.1	206.1
OVERALL WIDTH	73.5	72.8
OVERALL HEIGHT	53.3	55.3
TREAD		
FRONT	60.0	60.0
REAR	58.5	58.5
HEADROOM		
FRONT	37.4	39.2
REAR	36.2	37.5
SHOULDER ROOM		
FRONT	55.2	55.2
REAR	56.0	55.2
LEGROOM		
FRONT	42.5	42.5
REAR	34.1	36.6
HIPROOM		
FRONT	55.6	56.8
REAR	52.8	56.6

#### **SAFETY AND SECURITY EQUIPMENT**

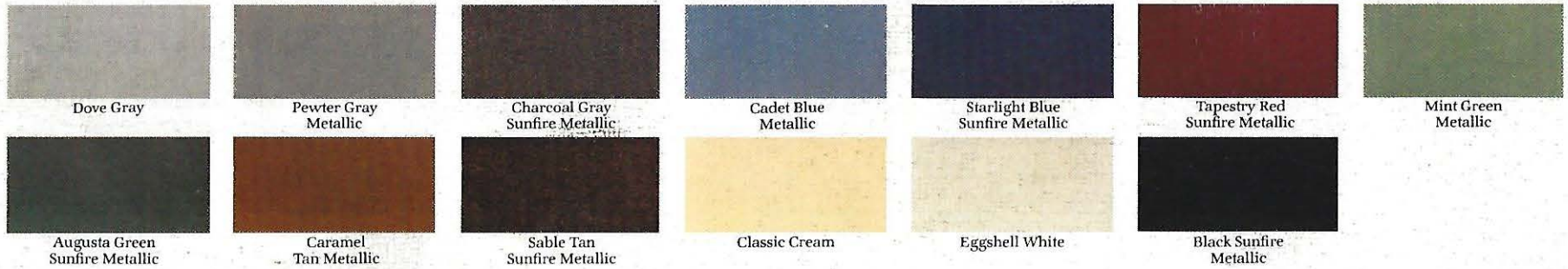
Hazard warning flasher • Turn signals with lane change feature • Reinforced bumper system with hydraulic mounts • Radial tires • Dual braking system with warning light • Supplementary throttle return spring • Circuit breakers with automatic reset • Fusible links in main wiring harness • Inside hood release • Energy-absorbing steering wheel and column • Outside rearview mirror • Multispeed windshield wipers and washers • Articulated windshield wiper (driver's side) • High penetration-resistant windshield • Windshield defroster • Steering column lock • Fire-retardant interior materials • Ignition key reminder buzzer • Glare-reduction measures • Rotary release glove box latch • Instrument panel cushion • Cushioned sun visors • Double ball-jointed day/night inside rearview mirror • Safety-Rim rearview mirror • Side door beams • Dual stage door latches • Ventless door glass • Resilient window crank knobs • Lift-up exterior door release • Safety flush design inside door release • Seatback latches (two-door models) • Combined lap and shoulder belt restraint system with user reminder system • Interlocking door latches • Front head restraints • Lock buttons override inside door release lever (all except driver's door) • Padded front seatback • Reinforced roof-skid header • Safety-Rim wheels • Automatic brake adjusters • Side marker lights and reflectors • Break-in resistant deck lid lock • Multiple taillights • Backup lights • Dual horns.

#### **DIPLOMAT SPECIFICATIONS**

<b>ENGINE:</b>	318-cubic-inch, two-barrel, eight-cylinder engine. Bore and stroke: 3.91 x 3.31 inches. Compression ratio: 8.5:1.
<b>TRANSMISSION:</b>	TorqueFlite automatic transmission standard.
<b>AXLE RATIOS:</b>	2.7:1. Optional choices: 2.4:1, 2.9:1, and 3.2:1. 3.2:1 standard in high altitude areas.
<b>SUSPENSION:</b>	Front—isolated transverse torsion-bar suspension with antisway bar. Rear—multileaf spring isolated from body by rubber.
<b>TIRES:</b>	FR78x15, fiber glass-belted, radial-ply blackwall with 5.5" JJ wheels; Space Saving spare tire standard (conventional spare tire optional at no charge).
<b>BRAKES:</b>	Front—10.82" disc. Rear—10" x 2-1/2" drum.
<b>ELECTRICAL SYSTEM:</b>	Battery, 305-amp. Alternator, 41-amp. Electronic Lean Burn (ELB) System with second-generation Spark Control Computer. Solid state voltage regulator.
<b>FUEL TANK:</b>	19.5-gallon gasoline tank.
<b>TRUNK CAPACITY:</b>	Four-door—16.6 cubic feet with standard Space Saving spare tire; 14.4 cubic feet with regular spare tire option. Two-door—16.3 cubic feet with Space Saving spare tire; 14.2 cubic feet with regular spare tire option.



Exterior Colors\* Choice of 13 exterior colors for all models.



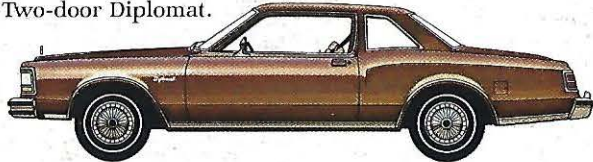
\*Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.



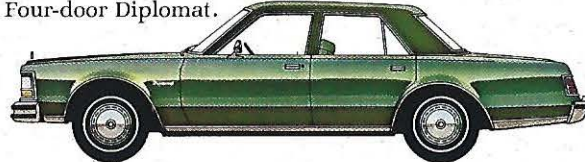
**Vinyl roof in seven different colors** is standard as full-padded vinyl roof on all four-door models. Landau-style vinyl roof cover is available on all two-doors at extra cost. Silver, Blue, Red, Green, Tan, White, or Black vinyl roof colors can be selected, depending on exterior body color.

**DIPLOMAT PRICE STRUCTURE†**

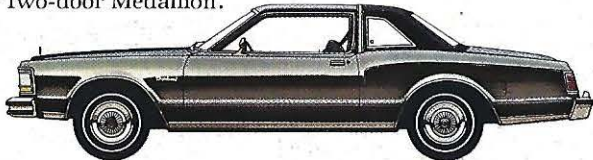
Two-door Diplomat.



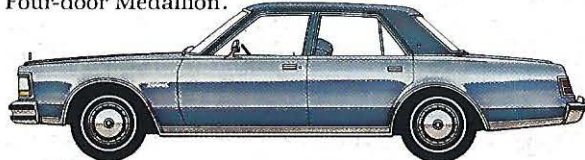
Four-door Diplomat.



Two-door Medallion.



Four-door Medallion.



**Diplomat 2-door base price** .....\$4,943.00  
 318-cu.-in. V8, power steering, power front disc brakes, automatic transmission ... Std.  
 Optional equipment as shown  
 Whitewall tires ..... 42.85  
 Wire wheel covers ..... 73.10  
**Diplomat 2-door total price as shown** ..... \$5,058.95

**Diplomat 4-door base price** .....\$5,101.00  
 318-cu.-in. V8, padded vinyl roof, power steering, power front disc brakes, automatic transmission ..... Std.  
 Optional equipment as shown  
 Whitewall tires ..... 42.85  
**Diplomat 4-door total price as shown** ..... \$5,143.85

**Diplomat Medallion 2-door base price** .....\$5,313.00  
 318-cu.-in. V8, power steering, power front disc brakes, automatic transmission ... Std.  
 Optional equipment as shown  
 Landau vinyl roof ..... 131.60  
 Forged aluminum road wheels ..... 195.75  
 Whitewall tires ..... 42.85  
**Diplomat Medallion 2-door total price as shown** .. \$5,683.20

**Diplomat Medallion 4-door base price** .....\$5,471.00  
 318-cu.-in. V8, padded vinyl roof, power steering, power front disc brakes, automatic transmission ..... Std.  
 Optional equipment as shown  
 Whitewall tires ..... 42.85  
**Diplomat Medallion 4-door total price as shown** .. \$5,513.85

†Manufacturer's suggested retail price. Taxes, destination charges, title, and additional equipment are extra.

**Chrysler Corporation Limited Warranty Basic Coverage.** For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use, will be repaired or replaced by the selling Dealer, using new or remanufactured parts. The selling Dealer will perform any adjustment service required as a result of a manufacturing deficiency during the first 90 days of normal use. The owner is responsible for normal maintenance. See the selling Dealer for more details.



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YOUR SIGNS FOR MOTORING SATISFACTION