Dodge Conventional Cab.
Newness where it counts.

It’s the newest pickup on the market, with advancements that will pay off in added pride of ownership, driving pleasure, and performance. On the outside, a striking new look of style; new brightly trimmed grille, nine sharp and new metallic and nonmetallic colors, new options including full-length body side moulding, smart wheel covers, and a Sky Lite sun roof for your enjoyment. With new interiors that set new standards for truck trim (see them on pages eight and nine). And there’s new performance, too, from a more powerful Dodge Slant Six engine. All available in pickups that come in a wide variety of models (see page 45) and offer tough truck features like double-wall steel construction where it counts. It’s the best Dodge pickup yet; that’s why this popular conventional cab model is destined to be more popular than ever.

Shown at right: W100 Custom pickup.

Some items pictured on vehicles on this and other pages of this catalog are extra-cost options.
Dodge Club Cab. New style and spunk with extra space.

Here are all the style and performance of a conventional cab model, plus an additional 34 cubic feet of room inside. Room enough to carry a lot of extra gear within the cab—or two extra passengers, if you add jump seats. In a truck with all the features that make these '77s the best Dodge pickups yet: new exterior appearance, plus exciting new interiors (see pages eight and nine); a standard power choice that includes both a spunkier Six and a husky V8, with three bigger V8s available optionally. And like all Dodge pickups, the Club Cab gives you the long-life advantages of special rustproofing during assembly; the dependability of front disc brakes; and the ease of one-hand tailgate operation. Available in seven models, two- or four-wheel drive, as listed on page 14.

Below: D100 Club Cab with Adventurer Package, H70 x 15 tires, 5-slot chrome disc wheels, and optional fuel tank. At right: Club Cab with optional Sky Lite roof.
Dodge Crew Cab, carries six, plus a big load in back.

In a big Dodge Crew Cab model, six adults can ride in a roomy, comfortable interior. And, at the same time, you get a full-sized pickup box, for full-sized loads, in back. Here’s everything you need for maximum utility that goes first class. Four big doors that give easy access to front and rear seats; plus the new exterior appearance that will make any ’77 Dodge pickup a standout on any street. All the Dodge extra-value standard features are Crew Cab’s, too, like the maintenance-saving Electronic Ignition System in every engine, Six or V8. And electronic testing of engines. Plus great options like proved LoadFlite transmission and antispin differential to get you through the rough spots. Available in three Crew Cab models, including four-wheel drive (see page 14).

At right: Dodge D200 Custom Crew Cab.
Dodge Warlock.
For kicks and cargoes.

A new Dodge pickup for '77 that can play as hard as it works...out to make the good times roll. It's like no other pickup you ever saw, a truck that says "fun" the first time you look at it, thanks to special equipment that includes fancy wheels, fat tires, real oak sideboards, chrome-plated running boards, bucket seats, and gold interior and exterior paint stripes.

With some wild exterior colors that are sure to make 'em look twice—Bright Red, Green Sunfire Metallic, Black Sunfire Metallic. Yet, Warlock is as tough as any other Dodge pickup, built to carry a lot of just about anything you can think of. With extra-sturdy cab and body construction, front disc brakes, dependable Six or V8 power, and much more.

Also, you can get the same great options that are offered for all Dodge pickups; Sky Lite roof, air conditioning, LoadFlite automatic transmission, sliding rear window, and all the rest. There's even a four-wheel-drive version available, if you like your fun to start where the road ends. New Dodge Warlock: ready for anything you are!
Dodge Go-Anywhere Four-Wheel Drive.

It can get you out of places that two-wheel drives can’t even get into! Get a Dodge four-by-four pickup, and you’ve got up to twice the traction, automatically, any time you need it; because this is full-time four-wheel drive. So you don’t have to bother about locking and unlocking wheel hubs, every time you go from highway to off-road and back again. The driving power of four wheels is always there, to get you through gullies of snow and mud, and up towering hillsides. The key to this great performance is the differential, in the transfer case, which can be locked out to provide equal power to both front and rear axles. You get the system on all the new Dodge Power Wagons—and that includes the only Club Cab four-by-four model on the market. For complete information, see your Dealer for a 1977 Dodge four-wheel-drive catalog.

Shown below: W100 Custom Power Wagon with 8-spoke white-painted road wheels and 10-15 LTB tires.
Dual rear wheels plus a 6,900-pound rear axle, for added hauling capacity, traction, and stability. If you haul extra-heavy loads on and off the highway, around a farm—or travel with a big slide-on camper body—the Dodge Dyna-Trac combination can give you a firm foundation for dependable performance. With a high 10,000-pound GVW, assurance of high capacity. Choose from three husky D300 models: conventional cab with 135-inch wheelbase, Club Cab with 149-inch wheelbase, or chassis-cab with 165-inch wheelbase. And with all that extra strength, you also get the new style and performance features—including more standard six-cylinder power—that add to the value of every '77 Dodge pickup. Shown at left D300 Adventurer SE pickup with Dyna-Trac.
New Dodge pickup interiors for ’77.

Whether you use a pickup for work or recreation, or both, you’ll get more out of a ’77 Dodge because of what’s inside: new cab interior styling that’s more attractive than ever before...with smart new seat upholstery and door trim, a striking instrument panel, and three new interior colors for ’77. Plus comfort and convenience. A truck interior you can get excited about! Specifically, here’s what you can get this year:

A. Adventurer SE.
A new look of style in a seat constructed of durable, easy-to-clean materials that stand up to hard use. With thick foam cushioning for comfort. The standard Adventurer SE seat (shown at right) provides plush cloth-and-vinyl trim. All-vinyl seat trim is optional. New color-keyed door trim, with simulated rose-wood insert, adds to luxurious appearance. Choose from five new interior trim colors for ’77: Blue, Green, Saddle, Parchment, and Black.

B. SE Instrument Panel.
Trucks never had it so stylish! As you can see, the 1977 Dodge Adventurer SE instrument panel is sharp; with new moulding treatment, two-tone accent and faceplate that spruces up the entire interior. Instruments are positioned for convenient viewing. And you get a black horn bar and attractive medallion. The Adventurer and Custom panel offers argent trimmed faceplate.
C. Adventurer.
You get a new standard all-vinyl seat that adds to a smart appearance. Or select the optional Adventurer seat, shown in patterned cloth and vinyl (also available in Custom model). Both are easy to keep clean and deeply padded with foam. Available in Blue, Green, Saddle, Parchment, and Black. New door trim styling adds to the rich new look.

D. Custom.
Adding to the big Dodge interior choice for '77 is this standard Custom seat, in all-vinyl upholstery with patterned insert. It features full-depth foam cushioning. And new colors: Blue, Green, Saddle, Parchment, and Black.

E. Order Club Cab rear jump seats.
With a Club Cab model, you get 34 cubic feet of extra space inside: room enough to make it a five-passenger cab by adding two optional jump seats.

F. Bucket seats for Club Cab models.
Spory buckets, handsomely upholstered in durable vinyl; with a passenger seat that tilts forward. You also get an insulated storage chest, positioned between the seats, for refreshments. Optional in D400, D200, D300, W100, and W200 Club Cab models.

G. Bucket seats for conventional cabs.
For a conventional cab that's a bit less conventional, add these optional buckets, with tough, stylish, all-vinyl upholstery.
Dodge pickups have got it where it counts.

Underneath the '77 Dodge pickup's new styling, there's inner strength that helps assure you of low-cost, long-lasting performance. With components designed to support big loads with capacity to spare... and to move big loads economically. And there's newness in these "hidden" inner features, as well, including a more powerful standard six-cylinder power plant, improved automatic transmission performance, and extended lubrication cycles for many components.

Here's where it counts.

Double-strong pickup box construction. A double thickness of steel in key areas; dents on the inside don't show on the outside.

Work-tailored rear suspensions. Available with a wide range of spring capacities...from 1,520 pounds to 3,650 pounds, depending on the model.

The right rear axle for efficient payload performance. Husky rear axles from 3,300-pound-capacity in D400 to 7,500-pound-capacity in D300.

Antispin differential. To dig you out of ice, mud, or snow. When one wheel spins, power is automatically transferred to the other wheel. Optional.

Tough-built frame. High-quality 36,000 psi steel provides a strong foundation for long truck life.

Fuel tank positioned outside the cab. A big 18- or 20-gallon tank, depending on wheelbase; with an even bigger 24-gallon tank available optionally.

Better-than-ever LoadFlite transmission. A new torque converter makes this popular Dodge automatic an even smoother performer in city driving. Optional.

Front and rear shock absorbers, standard. (Front only on D300.) To help protect the truck, driver, and load from jolts. Heavy-duty shocks available optionally.

New extended lubrication cycles. For 1977, many Dodge pickup components feature longer intervals between lubrications. To help minimize service costs and downtime.

Grooved pickup box floor. To enable you to slide big, bulky load items in or out of the pickup box.

For your convenience, fuses and flasher units are easy to reach, in the glove box.

Extra-convenient tailgate. An easy-off tailgate that can be removed quickly without tools. With the release hatch located high on the tailgate, it's easy to lower the tailgate with one hand.
Safe, convenient visibility. There are high, wide glass areas all around for easy viewing. A rear window that slides open is optional.

**Easy steering.** Steering wheel is positioned for comfort. Efficient recirculating ball manual steering gear. Plus power steering, optional.

New six-cylinder power, standard. In 5,100-pound GWA D100 and W100 models, and all D200, D300, W200 and W300 models, you get more Dodge 225 Slant Six horsepower than ever before.

**Husky 12-volt, 48-amp-hr battery.** To handle all electrical requirements dependably. With bigger 59-amp-hr, 70-amp-hr, and 500-amp-hr batteries optional, for Sixes and V8s.

Heavy-duty alternator. Available 63-amp, standard with air conditioning and trailer-assist packages, 117-amp, optional.

**New Fuel Pacer.** Now provided on ’77 Dodge pickups. So you can keep tabs on fuel consumption as you drive.

**Front disc brakes, standard.** Designed to resist fade and provide smooth, sure stops.

**Big engine choice.** Select dependable 225 Six standard. Or a husky 340 V8, also standard. If you require more power, it's available from optional 360-, 400-, and 440-cubic-inch V8s.

**Independent front suspension.** A system that enables front wheels to address bumps individually, for minimum transference of shocks to the truck, driver, and load.

Here's why your ’77 Dodge pickup will be a standout on any street:

This year, there's a totally new assortment of exterior colors from which to choose. Including nine new paint colors, plus new two-tone treatments as well. (See page 15.)

Here's why Dodge's smart new exterior appearance will stay “like new” longer:

Extra protection against rust. It starts with a special phosphate coating that's applied to the cab and body during assembly. At the same time, special zinc-rich primers are added. Then a heavy coating of paint is used to further protect the body from road splash, condensation, and water accumulation. And the Dodge pickup body, itself, is specially designed to fend off rust; with drains to eliminate areas where water might become trapped; and with cab seams protected, additionally, by a vinyl sealer.
New Dodge pickup plus trailer-assist or RV package: a great recreational vehicle, thanks to dependable, economical performance—and an extra-smooth ride. To equip your pickup for trailer-towing or carrying a slide-on camper body, first ask your Dodge Dealer for a Dodge trailer-towing and recreational vehicle catalog.

Smart new instrument cluster trim is provided with Adventurer interior. Available instrument panel options include tachometer, clock, vacuum gauge, and voltmeter.

New standard 225 Slant Six for D100 and W100 6,000-pound GVW models and all D200, D300, W200, and W300 models. It provides added horsepower for '77. A husky 318-cubic-inch V8 is also standard. Bigger 360-, 400-, and 440-cubic-inch V8s are optional.

Electronic Ignition is standard in all Dodge pickup engines. It adds to spark plug life, aids quick starting, and reduces servicing needs by eliminating points and condenser.

For safer travel at night, side marker lights illuminate Dodge pickup front end.

Job-tailored transmissions. Dependable three-speed manual is standard in D100, D200, W100, and W200 models. Four-speed manual, three-speed LoadFlite automatic transmissions, and a four-speed overdrive are optional. (Four-speed manual is standard in D300 and W300.)
Extra-value equipment

New Sky Lite roof. An option that adds a new role of pleasure to pickup motoring in the closed position. Sky Lite's tinted safety glass lets in light and keeps out the elements. It can be opened slightly for ventilation; or removed completely.

Removed, Sky Lite provides a great feeling of being outdoors as you drive. Construction is rust-resistant and tamperproof.

It opens and closes easily, with the flip of a wrist. Three-point latch securely locks from the inside.

Optional automatic speed control adds driving ease on long runs. You set your speed at the pace you prefer; it will stay on that setting until released.

The pleasure of an AM or AM/FM radio. It's an option you'll appreciate during weekday work or holiday trips—or both.

Overdrive four-speed transmission. An option that can improve fuel economy on highway runs. Available on D100 models.

Handy tool box, optional. Located under the pickup box, for stowing tools and equipment items. With a lock, for security.

Gas tank located outside of cab. An 18- or 20-gallon tank, depending on wheelbase.

Optional sliding rear window aids cab ventilation. And an exterior cargo light above the window illuminates cargo handling at night.

63-amp output alternator is standard with air conditioning and trailer-assist packages.

Optional air conditioning, installed at the factory, adds to carlike comfort in hot weather.

Stylish rails, to add a note of bright eye-appeal to the pickup box. Are available optionally.

Choice of road wheels. Select either the painted white eight-spoke wheel (at left), or the five-slot chrome deep-dish wheel (at right). An added means of personalizing your Dodge pickup.
Choose your cab and seating arrangement:

- Conventional cab with seating for three.
- Club Cab with seating for up to five.
- Crew Cab with seating for six.
**Light-Duty Pickup Specifications**

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>D100</th>
<th>D200</th>
<th>D300</th>
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<tbody>
<tr>
<td>ENGINES—6-CYL.</td>
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<td>(5) EIGHT-HOLE PAINTED SPOKE</td>
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<td>RECIRCULATING BALL MANUAL, POWER STEERING</td>
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</tbody>
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**Exterior Colors**

- Light Blue Metallic
- Medium Blue Metallic
- Medium Green Metallic
- Sunfire Metallic
- Medium Green Metallic
- Harvest Gold
- Bright Tan Metallic
- Bright Red Metallic
- Silver Cloud Metallic
- Russet Sunfire Metallic
- White
- Black Sunfire Metallic

*Note: Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.*
Interior and exterior features.

ADVENTURER SE

Exterior:
- Bright tail lamp bezels (Sweptline)
- Bright windshield moulding
- Bright backlite moulding
- Bright drip rail moulding
- Bright hubcaps
- Bright quarter window surround moulding (Club Cab Sweptline)
- Bright vent wing division bar
- Body side lower moulding w/black paint fill—fender, door, rear corner, and pickup box side
- Tailgate surround moulding w/black paint fill
- Tailgate tape insert applique
- Die cast “Dodge” tailgate nameplate
- Adventurer SE 100 (200, 300) front fender nameplate
- Bright wheel-lip moulding—front fender (chassis-cab), front and rear fender (pickup)
- Protection package (Code YF8)
- Dual electric horns (Code NA2)

Interior:
- Bright instrument panel upper moulding
- Color-keyed, pleated, cloth-and-vinyl, hinged, split-back bench seat (Club Cab only)
- Horn bar w/medallion
- Color-keyed, fanned plastic, rear, side, and back inner trim panel (Club Cab only)
- Bright seatback hinge cover
- Color-keyed, fully soft, trimmed, vinyl door trim panel w/assist strap, carpeted lower bright trim strip, and reflector insert
- Bright instrument panel lower moulding with wood-grained insert

- Oil pressure gauge
- Bright instrument cluster facsimile plate with wood grain
- Convenience package
- Adventurer SE nameplate on instrument panel
- Bright door sill scuff plates
- Color-keyed cowl side trim panels
- Foam core headliner (parchment only)
- Sun visors (parchment only)
- Color-keyed pleated cloth-and-vinyl bench seat—hinged-back (Utility pickup only)
- Color-keyed floor carpeting (Code KJ4) N/A with 4-speed overdrive transmission

ADVENTURER

Exterior:
- Bright tail lamp bezels (Sweptline)
- Bright windshield moulding
- Bright backlite moulding
- Bright drip rail moulding
- Body side upper moulding—fender, door, cab, rear corner, and pickup box side (Sweptline)
- Tailgate upper moulding (Sweptline only)
- Tailgate lower moulding (Sweptline only)
- Bright hubcaps
- Adventurer 100 (200, 300) front fender nameplate
- Bright quarter window surround moulding (Club Cab Sweptline)
- Bright vent wing division bar

Interior:
- Bright door applique w/simulated wood grain
- Bright instrument panel upper moulding
- Color-keyed rubber floor mat
- Horn bar w/medallion
- Cigarette lighter
- Deluxe all-vinyl bench seat (color-keyed, pleated) (Club Cab only)
- Deluxe all-vinyl hinged split-back color-keyed bench seat (Club Cab only)
- Color-keyed, fanned plastic, rear, side, and back inner trim panel (Club Cab only)
- Adventurer nameplate on instrument panel
- Bright seatback hinge cover

CUSTOM FEATURES

- Vinyl seats w/full-depth foam cushion
- Side nameplate (Custom 100, 200, or 300—front fender)
- Color-keyed padded instrument panel
- Color-keyed seat trim
- Color-keyed armrests
- Bright grille with Dodge name
- Bright front bumper
- Horn bar w/medallion
- Black rubber floor mat
- 4-inch inside day/night rearview mirror, windshield-mounted
- Padded sun visors (color-keyed)
- Bright paint finish exterior mirrors
- Painted hubcaps

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 shows 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 selling Dealer for more details.

All product illustrations and specifications are based on authorized information. Although all descriptions are believed to be correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional at extra cost. Dodge reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials and to change or discontinue models.

Form No. 81-305-7074

AUTOMOTIVE SALES DIVISION

Chrysler Corporation

YOUR SIGNS FOR MOTERING SATISFACTION