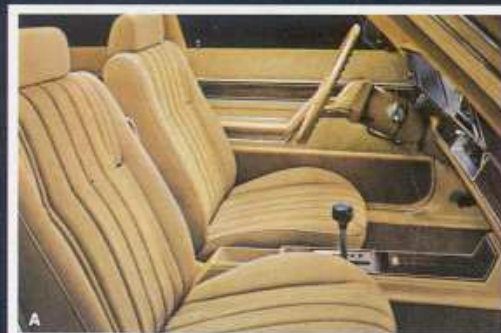




To make sure that America's not going to get pushed around anymore,
Dodge offers a complete lineup of front-wheel-drive models, plus a
wide selection of full-size, mid-size and specialty-sport models that gives
The New Chrysler Corporation a projected 1981 Corporate Average Fuel
Economy (CAFE) of 25.5 MPG—the highest rating of America's Big Three.

1981 DODGE... AMERICA'S FRONT-WHEEL DRIVE LEADER



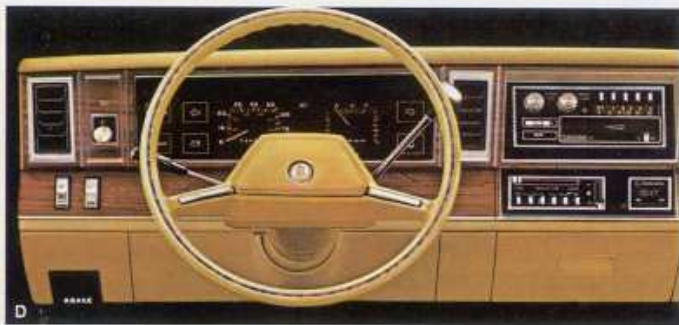
**Introducing
Dodge Aries K...
America's first full line
of fuel-efficient,*
six-passenger,
front-wheel-drive cars.**

Meet the all-new Dodge Aries... two-door, four-door and wagon... the six-passenger, fuel-efficient, front-wheel-drive cars for the Eighties. Crisp, clean and angular in styling and design for maximum space efficiency and fine aerodynamics. Handsome, yet practical. A two-door that can

seat six comfortably. A four-door that can carry a driver, five passengers and luggage across the country. A wagon with remarkable cargo capacity for its size.

These cars are powered by The New Chrysler Corporation's remarkable new 2.2-liter, overhead-cam, Trans-4 engine. A

four-cylinder engine built so well and tested so thoroughly that you can count as much on its reliability as its efficiency. Millions of dollars and countless man-hours went into its development. Seventy-three separate checks are made even before the new Trans-4 goes into an Aries!



Aries' quality extends beyond the engine to encompass the entire car. Each Aries must meet the high standards demanded by Chrysler's Quality Assurance Program. Aries is built in America's most modern automobile assembly plants with advanced manufacturing techniques like auto-

mated welders and computerized parts tracking and handling systems.

The quality of workmanship is checked every step along the way. Cars are selected at random and evaluated for fit, finish and function. If they fail to make the grade, they are not released for sale or delivery.

A. Aries' optional Premium cloth and vinyl bucket seats. Shown with optional center console.

B. Aries SE four-door sedan in Light Seaspray Green Metallic.

C. Aries SE four-door wagon in Sun Light Yellow.

D. Aries SE's handsome, functional instrument panel... Shown with optional air conditioning, AM/FM cassette player and luxury steering wheel.

E. Aries SE two-door sedan in Pearl White

***EPA estimates for Aries two- and four-door sedans.**

25 EPA EST. MPG **41** ESTIMATED* HWY

Aries Wagon: [24] EPA EST. mpg/40 Estimated Hwy. California [28] EPA EST. mpg/39 Estimated Hwy. Sedan: [24] EPA EST. mpg/38 Estimated Hwy. Wagons. Use estimated mpg numbers for comparison. Actual mileage may vary depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.

SOME OF THE ITEMS PICTURED ON VEHICLES IN THIS CATALOG ARE EXTRA COST OPTIONS.

**Dodge Aries K...
quality engineered
to meet the needs of a
fuel-conscious America.**

Want some idea of what the American car of the future is going to be like? Take a good, hard look at the 1981 Dodge Aries. It offers right now the type of design and the kind of engineering that just about every American car will have in a few years. Standard features available only in some of the very finest imports:

1. Lightweight rear suspension tracks true over rough-road surfaces for a smooth ride and precise handling.

2. Rear torsion tube acts as sway bar to limit body roll in cornering.

3. Low-rate coil springs with long travel to soften the ride.

4. Three-point rear suspension includes transverse track bar to resist deflection forces in turns.

5. Long-travel shock absorbers optimize handling and ride comfort.

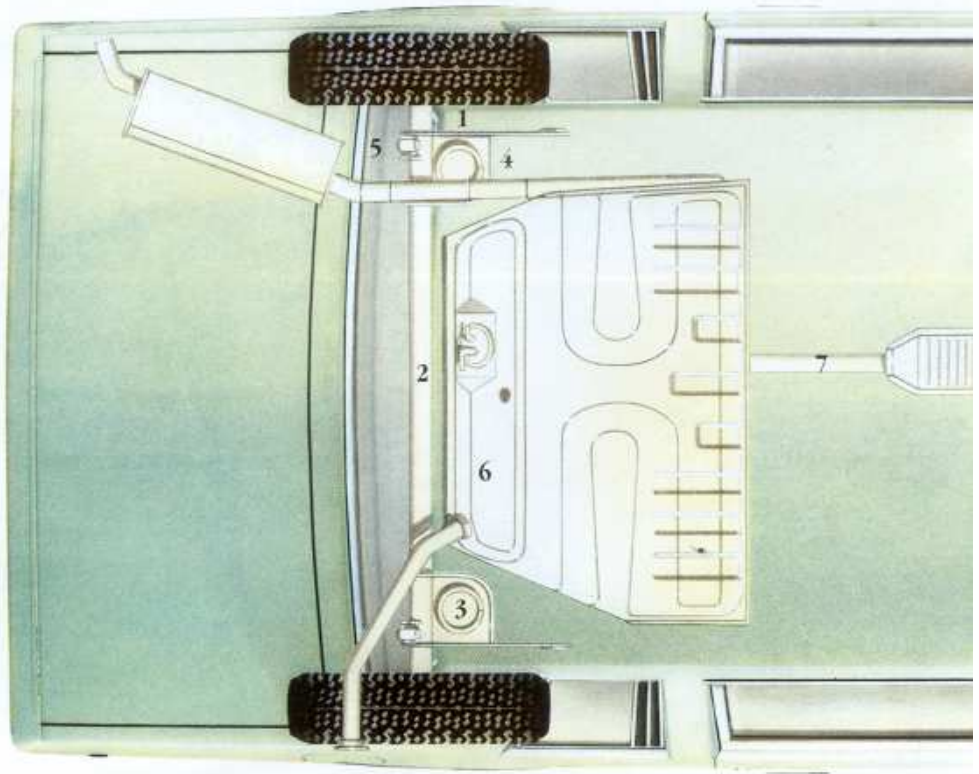
6. 13-gallon fuel tank located in safe inboard location for good weight distribution.

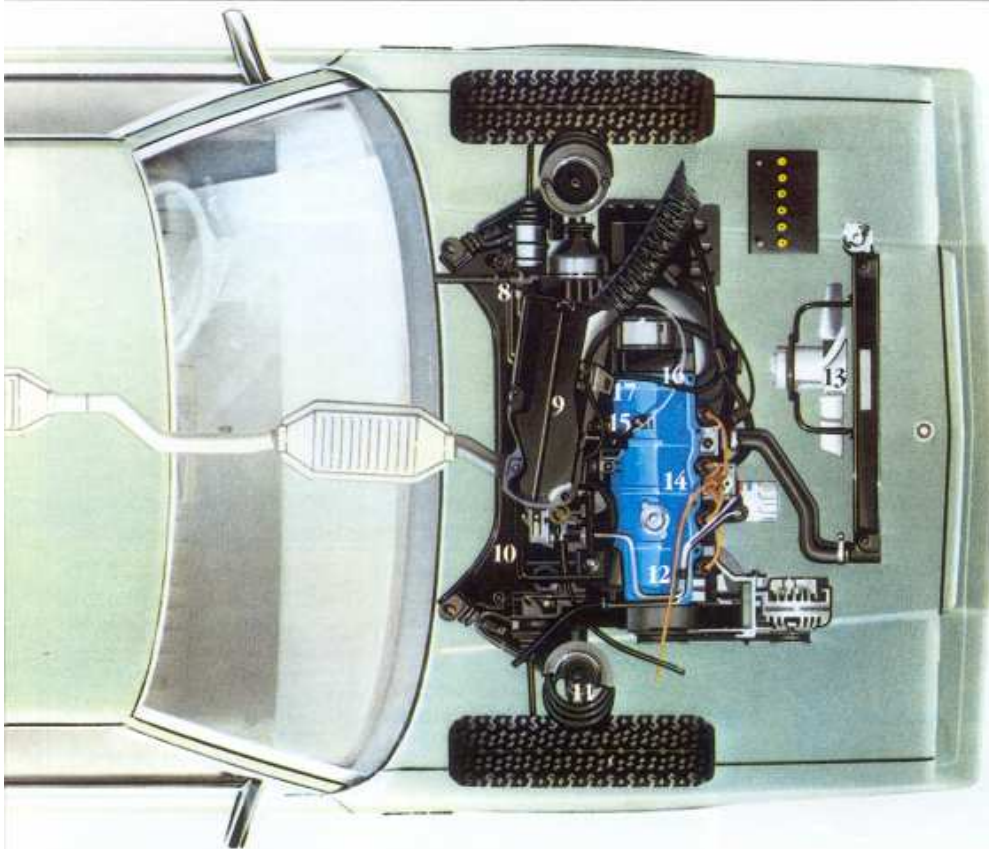
7. Exhaust system is centrally positioned to minimize intrusion into passenger compartment floor area.

8. Precise rack-and-pinion steering is lighter than the recirculating ball design found in many rear-wheel-drive cars.

9. Fully independent drive system... its reduced unsprung weight is comparable to that of the rear suspension to produce good handling and ride.

10. Iso-Strut front suspension helps reduce brake dive and maintain wheel camber over rough surfaces.





11. Front coil spring/shock absorber units save weight and provide long wheel travel for a smooth ride.

12. Engine is mounted transversely to save space and is slanted at a 12 degree angle to lower hood profile for better visibility and aerodynamics.

13. Electric radiator fan provides optimum operating efficiency.

14. The engine abounds with low-maintenance and no-maintenance features to save time and money in servicing.

15. New Trans-4 engine is a modern overhead-cam design with innovative, maintenance-free, mini valve lash adjusters.

16. Manual transaxle is fully synchronized in all forward gears. An automatic transaxle is also available.

17. Differential is integral with transmission casing for minimum weight.

18. Aries' Direct Power System provides a more direct transfer of engine power than in rear-drive cars to improve efficiency, reduce loss of power and provide good traction through snow and on slippery road surfaces.

19. Aries' remarkable 2.2-liter, Trans-4, overhead-cam engine... it's lightweight, quiet, reliable and efficient.

20. Aries' major power train components are placed in a single package up front to save weight and space.

21. Room for six adult passengers and their luggage... that's what you'll find inside Aries.



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