

# BUILT TO LAST.

ARIES K HAS ALREADY LOGGED OVER 5 BILLION HAPPY FRONT-WHEEL-DRIVE MILES.

ANNUAL PERCENTAGE RATE (APR) 9.89% ON EXACT FINANCING. \$300 TO LEASE. \$750 DOWN. SEE DEALER FOR DETAILS.



## DODGE ARIES K

The Aries concept is simple: Build a strong family car that will last.

We do it by building Aries wagons, coupes, and sedans in some of the most modern plants in the world. With help from computers, robots, and the very latest technology. We put in lots of galvanized metal and pre-coated steel to fight rust. The engines are diligent little workers that go on and on and on.

### 5/50 PROTECTION PLAN\*

The best proof of our confidence in the stamina of these cars is our 5 year/50,000 mile protection plan for engine, powertrain, and outer body rust through protection. We wouldn't offer it if we weren't awfully sure of these cars' sturdiness.

### BUILT TO LAST WITH LOTS OF ROOM.

No other line offers six-passenger coupes, sedans, and wagons engineered with front-wheel drive. Besides more secure traction and handling, it gives you room for the family instead of room for a drive-train hump in the floor.

### BUILT TO LAST WITH LOTS OF MPGS: 41 EST. HWY., 29 EPA EST. MPG\*\*

The Aries line includes the highest mileage six-passenger coupes, sedans, and wagons in America. At 41 est. hwy., 29 EPA est. mpg, the Aries coupe and sedan are the highest mileage six-passenger cars in America. Meaning less gas money from the ol' family budget.

### BUILT TO LAST WITH A LOW PRICE: \$6577.\*\*\*

Speaking of family budgets, Aries doesn't take a chunk out of it right off the bat. Prices start at only \$6577. At that figure, Aries is the lowest priced front-wheel-drive six-passenger car in America.

### BUILT TO LAST WITH GOOD LOOKS.

Until now, the terminology "family car" brought certain images to mind, none very exciting. Yet we've managed to enclose family virtues and values in a trim, modern-looking, handsome package. To buy or lease an exciting, yet frugal car born to join your family for a long, long time, buckle up and head for a Dodge dealer.

He'll gladly help you fill out the necessary adoption papers.



## AMERICA'S DRIVING MACHINES

\*5 Year/50,000 Mile, which covers engine, transmission, powertrain, and outer body rust through protection. See DEALER FOR DETAILS.  
\*\*Aries wagon (29) EPA est. mpg. EPA est. mpg for coupe/sedan. Your mileage may vary depending on speed, weather, and drive method. Actual highway mpg probably lower. EPA est. based on 1988 EPA test cycle. Includes base and destination charge. MSRP shown, add taxes, license, title, and dealer fees.  
\*\*\*MSRP. MSRP may vary by model. The qualified buyer through dealer participating in the 5 Year/50,000 Mile Protection Plan. MSRP EXCEPT FINAL PRICE.  
†New car delivery from stock by 5/31/88.