1994 **M** DODGE

S T E A L T H



Concealed beneath its skin is an impressive array of high-performance technology. Six speeds exact every last rpm of power, while full-time all-wheel drive puts the wheels squarely on the pavement. Four-wheel steering and a variable, active suspension give you the edge on cornering. And four oversized, power-assisted discs with standard ABS make landings precise. Boasting new body styling and three distinct equipment levels, Stealth\* delivers performance that's altogether unseen in its price range... and even beyond.

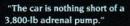
Stealth R/T Turbo, shown below in Pearl Yellow. Planni and Despind by Data: a Dission of Cingle Corporation Engineered and manufactural by Mitsafrick Motors Corporation.



Stealth R/T Turbo performance features include: a cast aluminum twin intercooled, a cast aluminum twin intercooled, a cast aluminum twin intercooled, a cast aluminum twin intercooled policy and to the control of the cast and the cooled policy and the cast aluminum twist and rear disc brakes

\* integrated four-whole anti-lock brakes \* 17" aluminum wheels





- Design News





# The R/T line: A match for anyone

This year, Dodge presents sports car enthusiasts with three levels of Stealth excitement. Joining the high-performance all-wheel-drive R/T Turbo for 1994 are a redefined R/T model (available with a Luxury Equipment Package) and an updated base Stealth. All with standard dual air bags.\*

Visually, the Stealth line sports a more refined, freshly remodeled exterior, including a new front fascia, a new rear fascia (except on base model), aero-integrated projector headlights and smoothed hood contours with integral strut covers. Stealth R/T Turbo and the R/T with Luxury Equipment Package feature a distinctive black roof, side cladding and integrated fog lights, plus a new color — Pearl Yellow.

The Stealth R/T with Luxury Equipment Package features much of the same technology found in the R/T Turbo. Like dual-mode active suspension, which allows you to choose "Sport" or "Tour" settings with the push of a button. In the "Tour" mode, the system processes data from steering, brake, throttle and g-force sensors and automatically assigns the most appropriate of three damping rates for each shock absorber. In the "Sport" mode, the shocks are fixed in the firmest setting for optimal control.

For those seeking a purer sports car experience, the Stealth R/T delivers some pretty impressive performance stats — but with fewer electronic features than R/T Turbo. It's all a matter of personal preference... finding your match.

Above: The Stealth R/T with Luxury
Equipment Package, shown in Firestorm
Red, includes: • Independent four-disc powerassisted anti-lock brakes • 150-watt Infinity
audio system with power antenna and sixdisc CD changer • Steering wheel-mounted
radio and cruise controls • Power lumbar
and back wing seat adjusters • Power windows
and locks • Sunroof • Rear spoiler • Sixpoint secuntly alarm system with keyliss entry.

Left: Stealth R/T, shown in Firestorm Red, includes: A 222-kp 3.0-liter 24-subve, DOHC MPIV6 • Four-wheel independent suspension • Four-wheel disc brakes (with available ABS) • 16' cast aluminum wheels with Goodwear GSD performance tires.

\*Always wear your seat belts.



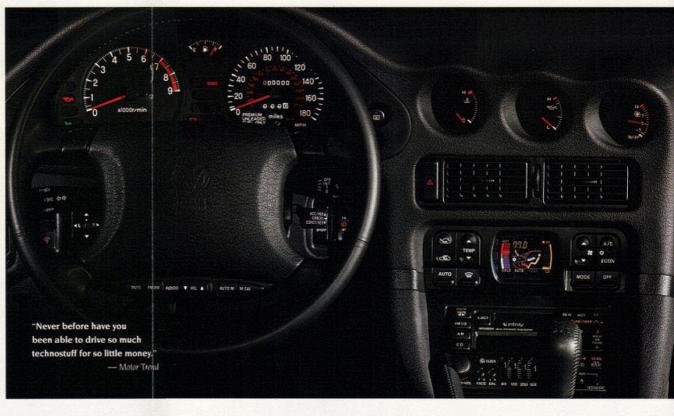
# Stealth: Open one up

From its windswept cowl and higharching contoured dash featuring full-analog instrumentation to its no-nonsense short-throw shifter on the center console — Stealth is visually as striking inside as out. An optional leather interior, shown above in Dark Gray, is available (except on base Stealth) in addition to all-new cloth interiors.

With four-passenger seating and significantly greater interior space than competitors in its class, Dodge Stealth adds a new dimension to high-performance touring. And split-back fold-down rear seats provide even greater cargo-carrying flexibility and capacity.

Speaking of interior "volume," you'll want to listen to Stealth's optional eight-speaker, 150-watt Infinity audio system (not available on base Stealth).

Or choose the 100-watt Ultimate Sound System — standard with R/T Turbo and included in the R/T Luxury Equipment Package. Pair either with an optional trunkmounted six-disc CD changer for previously unheard of driving enhancement.









Above: Stealth R/T Turbo's cockpit shown in Dark Grau.

Right: Available portable phone is a dealer-installed accessory.

Far left: Optional 150-watt Infinity audio system.

Left, top: 100-watt Ultimate Sound System.

Left, bottom: Trunk-mounted six-disc CD changer.





### Stealth Basics

Even the base Stealth is far from basic. With a 3,0-liter 12-valve



single overhead cam MPI V6 putting out 164 horsepower, the Stealth more than lives up to its looks. And with its standard body-colored bodyside moldings and new front fascia, Stealth will continue to turn heads wherever it is seen.

As a reflection of Dodge's commitment to customer and passenger protection, every Stealth now features driver and front passenger air bags\* standard along with threepoint Unibelt seat belts, front and rear. In addition, independent fourwheel disc anti-lock brakes are standard equipment on Stealth R/T Turbo, included in the R/T with Luxury Equipment Package, and available as a safety and performance option on the R/T and base Stealth.

Environmental safety is also a priority at Dodge, as reflected in our replacement of CFC-based refrigerants with ozone-friendly R134a in all Stealth air conditioning units.

Stealth is designed, engineered and built to outperform its competition on every level. Even in the tiniest details — such as its standard stainless steel exhaust system — Stealth has chosen the high road.

Not surprisingly, Stealth is also backed with the utmost confidence, including a best-in-class seven-year or 100,000-mile body panel Anticorrosion Limited Warranty, and Dodge's Owner's Choice Protection Plan Power Train and Basic Limited Warranties.

Just don't expect such a comprehensive definition of "the basics" from any of Stealth's competitors.



Above and near left: Dodge Stealth shown in Emerald Green Pearl Coat.

Far left: Every Dodge Stealth now features dual air bags. In a front-end collision, driver and front passenger air bags inflate within 0.05 seconds and help minimize occupant contact with and interior ear surfaces.

\*Always wear your seat belts.

See limited warranty copy for details. Restrictions apply.



Stealth R/T Turbo



Stealth R/T



Stealth R/T Turbo

Stealth R/T (Luxury Equipment

Steakh D/T

#### Stealth

#### SELECTED STANDARD AND OPTIONAL EQUIPMENT

	Steam			
	ealth			
Chassis Features	1 72	S.		
Brakes. Power-Assisted —Verted discs, front and rear—high-performance	S	s	S	8
—Verted discs. front and rear—heavy-duty	NA.	NA	NA	15
-Integrated 4-wheel anti-lock brake system	P	P	S	13
Exhaust System —Stainless steel with dual chrome tips	s	5	s	5000
Performance-tuned stainless steel, with dual outlets	NA	NA	NA	ī
Front-Wheel Drive	S	S	S	je.
Four-Wheel Drive with Viscous Coupling and Limited-Shp Differential	NA	NA.	NA	18
Fuel Tank—19.8-gallon capacity	S	S	5	ī
Steering			310	į
—Power-assisted rack-and-pinion, firm-feel	S	5	5	ij.
<ul> <li>Power-assisted 4-wheel steering, hydraulic control (in-phase over 30 mph)</li> </ul>	NA	NA	NA	
Suspension —Gas-charged MacPhesson front struts with coil springs and compression-type lower control arms, includes performance- type stabilizer bar	S	S	S	120000
<ul> <li>Gas-charged rear shocks with coil springs, double wishbone-type dual-link with trailing arms and performance-type stabilizer bar</li> </ul>	SI	s	s	-02
- Electronic variable damping with Tour and Sport settings	NA	NA	S	ī
—All-wheel-drive system	NA	NA	NA	ī
Exterior Features				Т
Air Dam—Front	S	S	S	
Bodyside Cladding—Body-colored	NA	S	S	_
Corrosion Protection—Usethane protective coating on all lower body panels and extensive use of galvanized steel	s	s	s	0
Fascias—Soft construction, body-color, front and rear	5	S	S	H
Fog Lights. Projector-Style —Front fascia-mounted	NA	5	S	
Ground Effects—Aerodynamic lower bodyside sill, body-color	S	NA	NA	100
Headlight System—Projector-style	S	S	S	ī
Hood Support—Gas-charged, spring-type	5	S	5	ī
Light, Supplemental Stop —integral to ear spoiler (LED-type)	P	Р	s	Ī
Underhood light	5	S	S	-
Mirrors  —Outside, left and convex right power remote control.			3	
breakaway-type	S	S	S	
—Heating element (both)	NA	NA	S	g
Spoiler—Rear, body-color	P	P	S	ı
Tires—P205/65HR15 Goodyear Eagle GT+4 performance <sup>2</sup>	S	NA.	NA	ŝ
—P225/55VR16 Goodyear directional speed-rated <sup>2</sup> GSD	NA	S	S	ŝ
—P245/45ZR17 Goodyear directional speed-rated <sup>‡</sup> GSC	NA	NA	NA	Ĺ
T125/90D16 compact spare	S	S	S	ŝ
—T135/80D17 compact spare	NA	NA	NA	
Wheels —15" x 6.0" Solera wheel?	s	NA	NA	
-16" x 8 0" cast aluminum sport wheel with agate center cap	NA	S	S	g
—17" x 8.5" styled aluminum Ultimate wheel <sup>2, 1</sup>	NA	NA	NA:	L
-16" x 4.0" spare steel wheel (compact spare)	5	5	5	ġ
—17" x 4.0" spare aluminum wheel (compact spare)	NA	NA	NA	
—Wheel locks, locking nut and key*	0	S	S	8

Windshield Wipers-With variable intermittent wipe feature

Wiper/Washer, Liftgate-Includes fixed intermittent wipe feature

R/T Tur			
nent)	quipe	uxury	Stealth R/T (
		Stealt	
		ealth	
B 3	10	canus	
land on		1500	nterior Features
S	S	S	ir Bag^—Driver and front passenger supplemental restraint system
NA :	NA	NA	ir Conditioning —Automatic Temperature Control
W-10 3	1000	32,607	trake, Parking—Center console-mounted with soft grip.
S	S	S	leather-wrapped
1 B		1	arpeting—Passenger compartment and cargo area, color-keyed:
5 5	S	S	includes lower door trim, left and right
			Cellular Phones
0 (	0	0	Mobile phones <sup>2</sup>
0 (	0	0	—Portable phones <sup>1</sup>
5	S	S	Clock—Digital, integral with radio system
	2000	10000	Console, Center
S	s	S	<ul> <li>Includes ash receiver, cigar lighter, coin holder, storage box with cup holder and padded armrest</li> </ul>
S	NA	NA.	
	NA NA	NA NA	—Accessory power outlet
			—Power lumbar and side wing switch
5 5	Р	Р	—Speed control ON/OFF switch
S	S	S	Pefroster, Rear Window—Electric, with timer; heavy-duty design
S	P	Р	boor Locks—Power with illuminated driver's switch and keyless entry
5 5	S	S	uel Door Release—Inside remote, cable-operated
S	S	S	Slass, Tinted—All
5-5 13		16201	love Box-Locking with squeeze-type latch located close to driver:
S S	S	S	contains vehicle servicing labels
COLUMN TO SERVICE	100	1	leater/Defroster—Includes flow-through ventilation with boost fan.
	6	619	bi-level system with side window demisters
NA N	S	S	Manual control
NA S	NA	NA	-Automatic control
6	-	40.00	ndicator Lights
5	NA	NA	- Electronically controlled suspension (Tour, Sport)
5 5	P	Р	—Cruise control "ON"
- 5		100	nstrument Cluster, Electromechanical
112	195	100	—Includes: analog speedometer (160-mph),* tachometer, trip odometer, gauges for fuel level, oil pressure, coolant temperature, voltage and turbo boost (if so equipped). Warning lights for oil
<b>51.</b> 0	17.	130	voltage and turbo boost (if so equipped). Warning lights for oil
	72.55	-	pressure, low fuel, air bag malfunction, turn signals and hazard
		300	pressure, low fuel, air bag malfunction, turn signals and hazard flashers, charging system, coolant level, seat belts, check engine, brale fluid, parking brake, door-ajar, and high beam indicator
S	S	S	orare rails, parking brake, door-ajar, and high bearn indicator
s s	S		-Additional warning lights for washer fluid, four-wheel steering
3	9	S	oil level, antilock brakes, theft security and dual-mode exhaust*
S	s	s	nsulation—Premium, includes hood and dash panel insulators, extensive sound damping used throughout cabin area
S 5	S	S	extensive sound damping used throughout cabin area iftback Release—Inside, remote control
3	3	3	intrack release—inside, remote control ights. Interior
MES B	1 4	MILE	-Careo area, cigar lighter, dome with delay times dual man
355	385	200	<ul> <li>Cargo area, cigar lighter, dome with delay timer, dual map reading footwell (under dash), glove box and ignition switch</li> </ul>
S	S	S	with time delay
S	P	Р	—Power window switch
5	NA	NA	—Vanity mirrors
120 K	233	THE	Airrors
\$ 5	S	S	—Inside, rearview, day/night
S	S	S	Visor vanity, dual with covers
SEAT PA	21000	17055	anel Switches—Projector headlights, hazard flashers, driving lights
	200	U	(if equipped), rear window defroster, electronic suspension damping
230	533	1	iil equipoed), panel rheostat, and power mirrors. In addition.
5 5	S	S	remaining switches include rear wipers/washers and dual-mode muffler (if equipped)
			ladio Systems
NA N	S	S	—AM/FM stereo multiplex with four speakers
		0380	I I kimste Sound AM/EM stores and excrete with auto-resorre
100	775	HO	seek-and-scan, graphic equalizer six speakers and a CD jack (portable). Total of 100 watts output. Steering wheel-mounted
	200	150	(portable). Total of 100 warts output. Steering wheel-mounted
5	P	Р	remote control <sup>12</sup>
s	s		eat Belts, Lap/Shoulder Belt—Front, active with electronic tension
9	0	S	reliever, color-leyed; rear, active lap, color-leyed
5	р	Р	ecurity System with Keyless Entry—Protects doors, hatchback, hood and provides visual/audible alarms, ignition interrupt will also occur
	100		peed Control. Electronic—Features column-mounted pod controls
5 3	Р	Р	and console ON/OFF switch
S	S	S	teering Column—Tilt, energy-absorbing
			teering Wheel
5	5	S	—Leather-wrapped sport-style
5	NA	NA	-With radio controls
	P	P	With speed controls (pod)
S	S	S	ray Bins—Spare tire area. Includes wheel tool kit and jack
	100	-	tern Signal Lever—Provides for operation of turn signals, lane
S S		No.	change feature and "optical hom" feature
	S	S	
S	S.	S	Armine-Key-in-junition, door-aise seat belt warning headlights-on
S :			Varning—Key-in-ignition, door-ajar, seat belt warning, headlights-on
S :	S	S	Varning—Key-in-lignition, door-alar, seat belt warning, headlights-on Vindows—Power-controlled with one-touch-down driver's window VipertWasher, Liftgate—Includes fixed intermittent wipe feature

Continue white finance or heart Victor Seath ACT Enton model requires matching 1.2 white or pellow Ultimate wheel.

Seatherd with England IT Seat all instrume here it as a label with Selfera wheel.

Always weel your set betts.

Always weel your set betts.

There are secule dependence couling requirements for field installed an conditioning. Failure to follow these requirements may invadid an intend warranty deep your disable for details.

18 only a September on SCT Tailb Oncode!

18 only in September on SCT Tailb Oncode.

18 off Tailbro model only.

Selfering wheel asso controls are only available on Steakh in SEnath RST tailbro models.

Planned and designed by Dodge. Division of Chrysler Corporation. Engineered and manufactured by Mitsebishi

# STEALTH CUSTOMER-PREFERREDSM

Power Train Availability		Stealth Customer- Preferred <sup>SM</sup> Package Codes									
Engines	Stealth Stealth Base R/T .						Stealth R/T Turbo				
3.0-Liter MPI	5-Speed Manual	21A	21C						0.00		
J.O CHETTON 1	4-Speed Automatic		22C								
3.0-Liter MPI	5-Speed Manual		111	23G	23H	23M	23P				
2.0 Eller (411 )	4-Speed Automatic			0 4	24H	24M	24P				
3.0-Liter MPI Turbo	6-Speed Manual							25V	25W	251	
Package Conten	ts										
Air Conditioning-	Marual				8.00	•	p				
Carpet Protectors						•	P	S	S	S	
Rear Wiper/Washer				. 8			P	5	S	5	
Radio, Ultimate Sound (graphic equalizer) (100 watt)							р	s			
Radio, Infinity Audi equalizeri (150											
Power Windows							Р	s	S	S	
Power Door Locks			•		•	•	P	S	S	S	
Keyless Entry							P	S	S	5	
Power Seat				( X			Р	S	s	S	
Speed Control							P	5	5	5	
Rear Upper Deck S	poiler						P	5	5	5	
Suntoof											
Electronic Controlled Suspension							p	S	S	S	
Security Package—Anti-lock brakes (BRG) and security alarm system (LSA)							Р	s	5	s	
Compact Disc Char (POE and Deale	nger—Retain cassette eri <sup>a</sup>										
Roof-Black							P	S	S	S	
Luxury Equipment	Package										

## **Available Options**

Security Package—Anti-lock brakes (BRG) and security alarm system (LSA)		0		0	0	s	s	s	s
Security Package—Power door locks and keyless entry (BRG+LSA+IPB+GXR)	0		0						
Sunroof		0		0	0	P			P
Leather Seats (SY2)	- 1			0	0				
Leather Seats (SY2)						0		0	0
Compact Disc Changer—Retains cassette (POE and Dealer)*		0		0	p	р		P	p
Chrome Wheels and Chrome Center Cap								0	0
California Emissions <sup>2</sup>	0	0	0	0	0	0	0	0	0
New York Emissions?	0	0	0	0	0	0	0	0	0

S = Standard O = Optional • = included in Customer Preferred\*\* Package P = available in Customer Preferred\*\* Package

Compact disc changer can be POE or dealer installed on 7-band graphic regulates IRAF or RICC.

Emissions controls and resting regiment as an extra cort on all wholes regiment IRAF or California. Not available otherwise

#### COLOR COMBINATIONS

Exterior	laterior	Stealth	Stealth R/T	Stealth R/T (Luxury Equipment)	Stealth R/T Turbo
	Dark Gray	X	X	Х	X
let Black	Light Beige	X	X	Х	X
ALLE BE	Bright Red	X	X	Х	X
Firestorm Red	Dark Gray	X	X	Х	Х
rii esionin keu	Light Beige	X	Х	X	Х
Ernerald Green Pearl Coat	Dark Gray	X	X	X	Х
Citerati Cieen Pean Coat	Light Beige	X	X	X	X
Tinted Silver Metallic	Dark Gray	X	X	X	X
linied Silver Metalik	Light Beige	X	X	X	х
Dark Blue Pearl	Dark Gray	X	Х	X	х
Dark Dibe Pearl	Light Beige	X	X	X	X
	Dark Gray	X	X		
Brilliant White	Light Beige	X	X		
WWW. CO.	Bright Red	X	X		
Medium Green	Dark Gray	X	Х		
Medium Green	Light Beige	X	Х		Towns.
0-0-0	Dark Gray			X	X
Grayish White Pearl	Light Beige	8 - 3		X	х
MAN TO THE PARTY OF THE PARTY O	Bright Red			X	X
Pearl Yellow!	Dark Gray			X	X
real telow.	Light Beige			X	х

Engines <sup>1, 2</sup>	Transasie	Stealth <sup>1</sup>	Stealth R/T <sup>3</sup>	Stealth R/T (Lutury Equipment) <sup>1</sup>	Steak R/T Tur
3.0-Liter SOHC 12-Valve V6 MPI Horsepower: 164 @ 5,500 rpm Torque (lb-ft): 185 @ 4,000 rpm Bore and Stroke: 3,59" x 2,99" Compression Ratio: 8,9.1	5-Speed Manual Overdrive	s	NA	NA	NA
	4-Speed Automatic Overdrive	0	NA	NA.	NA
3.0-Liter DOHC 24-Valve V6 MPI* Horsepower: 222 @ 6,000 rpm Torque (ib-ft): 201 @ 4,500 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 10.0.1	5-Speed Manual Overdrive	NA	s	s	NA
	4-Speed Automatic Overdrive	NA	0	- 0	NA
3.0-Liter Turbo 24-Valve V6 MPI <sup>1</sup> Horsepower: 320 @ 6,000 rpm Torque (Ib-It): 315 @ 2,500 rpm Bore and Stroke: 3,59° x 2,99° Compression Ratio: 8,0.1	High- Capacity 6-Speed Manual Overdrive	NA	NA	NA	s

#### INTERIOR TRIM



Standard on Stealth and Stealth R/T 2-door hatchbacks — velour cloth. Available in Dark Gray, Light Beize and Bright Red

See your dealer for details.

CONSIDER LEASING

Ask your dealer for details.

Train Limited Warranty.\*

MOPAR ACCESSORIES

CHRYSLER SERVICE CONTRACTS

to meet your particular driving needs.

choice of

DODGE OWNERSHIP EXPERIENCE CHRYSLER CREDIT FINANCING



Standard on Stealth R/T Turbo and included on Stealth R/T with Luxury Equipment Package velour cloth. Available in Light Beige, Dark Gray and Bright Red

and your lifestyle. They include: • Gold Key Lease • Gold Key Mus • College Graduate Plans

Many of today's new car prospects are wisely considering leasing as an alternative to buying Leasing a new Dodge vehicle usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new car purchase.

Cash reimbursements are available for qualified adaptive driving devices on 1994 Dodge

For 1994, Dodge offers both a mobile cellular phone and a hand-held portable cellular phone for Dodge Stealth. Ask your dealer for details. Panasonic Services is the warrantor of the

Our Owner's Choice Protection Plan\* is an industry exclusive. No other 1994 car offers you a

\* A 12-month or 12,000-mile Limited Warranty\* with a seven-year or 70,000-mile (7/70) Power

+ Or you can choose a three-year or 36,000-mile (3/36) Bumper-to-Bumper Limited Warranty\* with a five-year or 60,000-mile (5'60) Power Train Limited Warranty.\*
"See these limited warranties and restrictions at your dealer."

Here is a partial list of some popular Mopar accessories available for Dodge Stealth. See you dealer for a complete list and availability: • Molded Splash Guards • Deck Lid • Luggage Rack • 6-Disc CD Changer • Roof Racks/Ski Carriers/Bike Carriers • Car Cover/Hood Cover/

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. Those services are available in a variety of time and mileage combinations

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information.

All product Illustrations are based on current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Corporation 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. See your dealerforthe laces information.

Front-End Cover • Rear and Side Window Louvers • Vent Visors™ • Door Edge Guards • Stainless-Steel Bodyside Moldings • EVS II Security System

portable phone. OKI Phones, Inc. is the warrantor of the mobile phone. See your dealer for

Stealth. Ask your dealer to provide you with more information or call the PHYSICALLY

. Retail Financing . and other special payment plans. Ask your salesperson for details.

CHRYSLER PURCHASE ASSISTANCE PROGRAM FOR THE PHYSICALLY CHALLENGED

CHALLENGED RESOURCE CENTER AT 1-800-255-9877. CHRYSLER CELLULAR SYSTEM

a copy of the limited warranty. Restrictions apply. CHRYSLER CORPORATION WARRANTIES



Ontional on Stealth R/T Turbo, Stealth R/T and Stealth R/T with Luxury Equipment Package premium leather-with-vinyl-Light Beige and Bright Red

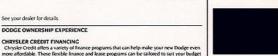


trim. Available in Dark Gray,



Medium Green!

Firestorm Red



EXTERIOR COLORS

Dark Blue Pearl



Brilliant White

Gowish White Pead



Tinted Silver Metallic



Pearl Yellow?

Litho in U.S.A.

Available on Steath and Steath RT only I available on Steath RT (Lusury Equipment) and Steath RT Turbo only Due to occasional printing irregularities, the colon shown may vary slightly from actual hurs. See your Dodge dealer for accurate

-11

Always wear your seat belts.

Form No. 74-3838-9410 591 (100m)

# **CustomerOne**

Futuristic design. Innovative engineering.

Quality production. All are embodied in

Dodge Stealth. But to you, the car buyer, the
vast resources of Chrysler Corporation are
centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a vehicle problem, but to respond personally to every owner.

That's the new Chrysler culture: new ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.

STEALTH



THE NEW DODGE