

Dodge **The Trucks** ***Legends***

“Legend” may be a word in danger of becoming over-used these days, but as a brand, Dodge indeed has its legends.

The Dodge Brothers, John and Horace, were larger than life; stories about them have the quality of legend. Their cars built their own legend based on words like tough, durable, practical, and dependable—their legend lives in products today called “Ram Tough” or “Job-Rated.” Dodge performance came with the first HEMI® engines 50 years ago, and from exploits on dragstrips and NASCAR ovals came new legends—Rams and Chargers, Vipers and Challengers, Magnums and SRT-4s, Power Wagons and Lil’ Red Express Trucks. They’ve all become the stuff of legend.

The Legendary Dodge Brothers

John Francis (1864-1920) and Horace Elgin Dodge (1868-1920) of Niles, Michigan, were uncommonly close even at a time when brother acts were common.* Reputed to return mail not addressed to both of them, they used as a trademark the interlocked letters DB (for Dodge Brothers) with two triangles (deltas, the letter D in the Greek alphabet). They ignored the resemblance to the Star of David caused by the deltas. Workaholic perfectionists, their mechanical components helped launch both Oldsmobile and Ford. Quick tempered and combative, they told off who they chose and willingly traded blows with those who took offense. Opinionated and stubborn, they tested their own cars, which included idiosyncratic features like three-speed gear boxes with second and third transposed and wheel lug nuts with threads cut in different directions on opposite sides of the car. Closer to each other than to their wives and offspring, they died in the same year.

* Others from the bicycle and auto industry include the Duryeas, the Stanleys, the Appersons, the (three) Gramms, the Chevrolets, the Fishers, the Duesenbergs and those remarkable Wright brothers from Dayton, Ohio.

1920 Dodge “Screenside” Commercial Car

John and Horace Dodge called all their products “cars,” even though they shipped a commercial chassis the day after they started production in 1914. The first “commercial car” with a Dodge-built body was 1917’s “screenside” delivery, virtually the same as this one from 1920. A model with closed sides was also available. Dodge built over 13,000 screensides, and another 8,700 closed, and shipped nearly 2,000 unbodied vehicles for truck conversion.

By 1920 Dodge cars were a favorite among truck conversion firms who bought running gear from car companies as a basis for trucks. By 1921 Dodge was marketing all the trucks produced by one of these firms, Graham Brothers, which became a division of Dodge in 1924. In 1927 and 1928 *all* Dodge-built trucks were sold as Graham Brothers trucks.

Base price:	\$1,270	Engine:	Inline 4-cylinder L-head
Wheelbase:	114 in. (290 cm.)	Horsepower:	35
Weight:	2,610 lbs. (1,184 kg.)	Displacement:	212.3 cu. in. (3.5L)
		Transmission:	3-speed selective sliding gear

1929 Dodge 1/2 Ton Pickup ***First Dodge Truck Built by Chrysler***

This cute little truck was the first year of an all-new factory-built pickup truck designed by Chrysler Corporation engineers. Employing a slightly modified 4-cylinder Plymouth engine, it was listed as a Merchant's Express, and was sold with a Dodge Brothers name, instead of the Graham Brothers brand used in 1927 and 1928. This was the cheapest commercial chassis Dodge had ever offered, and it anchored a line that was fourth in truck sales nationally based on models of up to three tons in capacity.

Base price:	\$540 (chassis only)	Engine:	Inline L-head 4-cylinder
Wheelbase:	109 in. (277 cm.)	Horsepower:	45
Weight (chassis):	1,900 lbs. (862kg.)	Displacement:	175 cu. in. (2.9L)
Length:	168 in. (427 cm.)	Transmission:	3-speed selective sliding gear

The Legend of the Ram

In 1932 sculptor Avard Fairbanks, having already done other Chrysler Corporation hood ornaments, was asked to do one for Dodge. Among other animals he sculpted was a mountain sheep. To Walter P. Chrysler and other corporation executives he explained that he liked the sheep because the bighorn ram he sculpted was "king of the trail." They were dubious. Then Fairbanks added, "Besides, if you saw one on the trail in front of you, you'd think: Dodge!" Walter P. Chrysler immediately said, "That's it! The Dodge gets the ram!" And it did, beginning with the 1933 models. In 1980 the ram went from a symbol to a name--Dodge trucks, beginning with the 1981 model year, were formally named Dodge Ram.

1934 Dodge Pickup ½-Ton HC Series *A Touch of Glamour*

For 1933 Dodge Brothers sold several series of trucks in a variety of wheelbases with ratings capacity up to 2-tons. These were divided into "Standard" and "Heavy-Duty" lines with the Standards powered by Fours and Sixes, and the Heavy-Dutys by Sixes alone.

The all-new trucks borrowed heavily from the styling of the car line and were dubbed "The Glamour Series." This pickup illustrates the deliberate choice to give the new trucks attractive, car-like qualities and styling—precursor of a modern trend—as opposed to the old practice of using "functional" commercial styling—mounting a simple cab and pickup bed on a car chassis.

Base price:	\$450	Engine:	Inline 6-cylinder L-head
Wheelbase:	111.25 in. (283 cm.)	Horsepower:	75
Weight:	2,465 lbs. (1,118 kg.)	Displacement:	201.3 cu. in. (3.3L)
Length:	207 in. (526 cm.)	Transmission:	3-speed selective sliding gear

1937 Dodge Model MC 1/2 Ton Panel Delivery *Distinctive Humpback Panel*

Panel deliveries, along with the screenside, were the first commercial vehicles with Dodge-built bodies. This model has a distinctive double level (or "humpback"), originally introduced by Dodge in 1933 and continued in production until 1938. Although it was a clever way of providing a spacious load-carrying compartment in the rear of the truck, it also gave the humpbacks a distinctive appearance and set them apart. Today these humpbacks are prized by collectors.

Base Price:	\$625	Engine:	Inline L-head 6-cylinder
Wheelbase:	116 in. (295 cm.)	Horsepower:	75
Weight:	2,975 lbs. (1349 kg)	Displacement:	218 cu in. (3.6L)

Length: 198 in. (503 cm.)

Transmission: 3-speed selective sliding gear

The Legendary "Job-Rated" Trucks

1939 was a milestone year for Dodge trucks:

- Dodge began promoting its trucks as "Job-Rated"—designed for specific service demands. It was a theme that got an immediate and favorable response from customers and, after more than six decades, is still synonymous with Dodge trucks. Truck collectors today still refer to the 1939-1947 Dodge trucks as "the Job-Rated Trucks."
- The truck line itself was re-designed, with styling cued from the newly re-styled Dodge auto line. Featured was a "vee" opening windshield, a more spacious cab, and a shorter front-bumper-to-back-of-cab dimension that allowed a bigger cargo bed. This design was used with minor revisions until 1947.
- A new truck factory was opened in Warren, Michigan, at that time the world's biggest.

1940 Dodge Model TC 1/2 Ton Pickup

This 1940 pickup is visually identically to the 1939 models. It is essentially original except for an old repaint and a recovered bench seat.

In 1940 Dodge began to design and build its own cab-over-engine trucks instead of having them bodied by a supplier.

In 1940 Dodge was the nation's fourth largest truck producer, selling a total of 54,323 vehicles, up 13.1%--the second year of increased sales. The gross sales figure included 17,599 trucks for export, with another 18,158 sold to the U.S. Government.

Base price: \$590

Wheelbase: 116 in. (295 cm.)

Weight: 2,950 (1,338 kg.)

Length: 180 in. (457 cm.)

Engine: Inline 6-cylinder L-head

Horsepower: 79

Displacement: 201 cu. in. (3.3L)

Transmission: 3-speed selective sliding gear

1949 Dodge 1/2 Ton Pickup

Dodge Introduces All-New Truck Line

The first new truck models since 1939 were introduced in the 1948-1949 model years. This model was called the Pilot House Cab, an industry first because of its increased glass and higher cab compared to previous years. The engines of the new trucks were moved forward while the front axles were moved back – better weight distribution and a shorter wheelbase resulted. The shorter wheelbase coupled with wider tread front axle and a new "cross-steering" design (axle-parallel steering link) resulted in a smaller turning circle and more comfortable driving. Meanwhile higher and wider sides on the cargo bed allowed a 40% increase in load capacity over previous models. This truck is in unrestored, original condition with 28,500 miles.

Base Price: \$1,263

Wheelbase: 108 in. (274 cm.)

Weight: 3,275 lbs. (1,486 kg.)

Length: 198 in. (502cm.)

Engine: Inline 6-cylinder L-head

Horsepower: 95

Displacement: 217.8 cu. in. (3.6L)

Transmission: 3-speed selective sliding gear

1957 Dodge 1/2 Ton Sweptside Pickup

Transferring the "Forward-Look" to Pickups Creates a Famous Truck

The truck, introduced at mid-year, was designed to compete with Chevrolet's Cameo and Ford's Ranchero. To achieve the Sweptside look, Dodge Truck's Special Equipment Group added the rear quarters and bumper from a Dodge two-door Suburban station wagon to a standard 1/2 ton truck. For 1957 the truck line featured an all-new front-end with hooded headlights and a new bumper and grille as well as a fully opening rear-hinged hood. More important, a new standard equipment V-8 gave Dodge the most powerful engine in the light truck field.

Base Price:	\$1,614	Engine:	OHV V-8
Wheelbase:	116 in. (295 cm.)	Horsepower:	204
Weight:	3,425 lbs. (1,554 kg.)	Displacement:	315 cu. in. (5.2L)
Length:	211 in. (536 cm.)	Transmission:	Pushbutton 3-speed LoadFlite automatic

1964 Dodge Custom Sport Special

Street Wedge in a Truck Equals Performance

If the Sweptside introduced car styling to the pickup truck, the Custom Sport Special package offered in 1964 blurred the distinction between cars and pickup trucks even further by offering performance options and a sporty trim package that put these trucks in a class by themselves. The appearance package included bucket seats, between-the-seat console, carpeting and special racing stripes. Available engines were the 225 cu. in. (3.7L) Slant Six at 140 hp; the V-8 with 318 cu. in. (5.2L) and 200 hp.; and the "top dog" Street Wedge with 426 cu. in. (7L) and 365 hp. Only 50 were authorized with Street Wedge engines--how many were actually built is unknown. The 426 engine package also included dual exhausts, rear axle struts, tachometer and power steering.

This particular truck probably never hauled cargo. Instead it "worked" at drag racing—legally, on drag strips, and illegally, on deserted stretches of highway.

Base Price:	\$1,823	Engine:	Street Wedge OHV V-8
Wheelbase:	122 in. (310 cm.)	Horsepower:	365
Weight:	3,505 lbs. (1,590 kg.)	Displacement:	426 cu. in. (7L)
Length:	214 in. (544 cm.)	Transmission:	Pushbutton 3-speed LoadFlite automatic

1973 Dodge D100 Club Cab Pickup

Bigger cab, big news

Truck cabs represent a compromise--every inch of cab length added robs the bed of load space. Typical pickup cabs sat two or three passengers abreast; applications requiring more seating meant a four-door crew cab that made the trucks long and awkward. Dodge truck engineers--many using pickups as personal transportation--felt the need for a bigger cab, but smaller than a crew cab. Engineers who remembered the "club coupe" car models of the 1940s suggested adapting this idea for a pickup cab. Thus in 1973 was the "Club Cab" born--a truck lengthened by 18 inches (46 cm.) to provide a secure and weather-proof area for storage or jump seats for extra passengers. Offered initially on 2-wheel drive trucks in 1/2 ton (456 kg.) and 3/4 ton (680 kg.) capacity, it was instantly successful and further nudged pickups towards becoming "lifestyle" vehicles rather than work vehicles. For Dodge, the Club Cab helped the division set new sales and production records for the third straight year.

Base price:	\$3,300	Engine:	OHV V-8,
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Wheelbase:	149 in. (379cm.)	Horsepower/Torque:	210 hp/318 lbs. ft torque (431 n.m.)
Weight:	3,935 lbs. (1,785 kg.)	Displacement:	318 cu. in. (5.2L)
Length:	222.5 in. (565 cm.)	Transmission:	3-speed Torqueflite automatic

1978 Dodge Lil' Red Express Pickup **Red Hot Little Truck**

Introduced as part of a Dodge Truck "adult toy" special model promotion that included several other truck styles, the "Lil' Red Express" took off on its own--partly because it was the fastest American production vehicle in 1978, able to beat a Corvette getting to 100 mph (160 km/h). Built for only two years and available in one color--Medium Canyon Red--the LRE got its fire from a 360 cu. in. (5.9L) engine linked to a performance automatic transmission. This package was accented by twin chromed vertical exhaust stacks. The body featured distinctive real oak side trim and an oak bed. Although the LRE benefited from emission control requirements on cars, the need to improve mileage and emission output affected truck offerings, too. Dodge this year offered its first diesel—a 103 hp. inline Six--in a light duty truck

Base Price:	about \$5,000	Engine:	OHV V-8
Wheelbase:	114.5 in. (291 cm.)	Horsepower:	225
Length:	194 in. (493 cm.)	Displacement:	360 cu. in. (5.9L)
Weight:	3,695 lbs. (1,676 kg.)	Transmission:	3-speed performance automatic
Suspension:	Coil spring independent front suspension and leaf spring live rear axle		
Brakes:	Power disc brakes (front) power drums (rear)		

The Legend of Dodge Tough: Army-Proven

Dodge Brothers had a special relationship with the Army that began when the Army ordered several makes of touring cars to test their suitability for military use in 1915. The Dodges quickly proved their worth in General John J. Pershing's operations against Mexican warlord Pancho Villa later that year. One of these "operations" included what was perhaps the first mechanized cavalry charge. Riding in one of the Dodges was a young army lieutenant, George S. Patton, later to make his own reputation in mechanized warfare.

When the U.S. entered World War I in 1917, John J. Pershing and the American Expeditionary Force took thousands of Dodges along as staff cars, trucks, and ambulances. After the war the Army continued to use Dodge trucks. In World War II, the automobile industry completely shifted to war production, and Dodge built nearly 400,000 trucks that saw service worldwide as well as tens of thousands of aircraft, marine, and industrial engines. A global audience gained understanding of why Dodge trucks had a reputation for toughness and dependability.

1941 Dodge 4x4 Army Command Car

This 1941 1/2 ton Command Car was an interim model between the 1940 pre-war vehicle and the 1942 3/4 ton with more rugged Army-type sheet metal and lower silhouette. It was designed to carry a driver, radio equipment and all the maps and plans necessary to keep a senior officer in contact with his troops and mobile in the most challenging terrain.

Base price:	n.a.	Engine:	6-cylinder inline L-head
Wheelbase:	116 in. (295 cm.)	Horsepower:	85
Length:	191 in. (485 cm.)	Displacement:	230 cu. in. (3.8L)
Weight:	5,070 lbs. (2300 kg.)	Transmission:	4-speed selective sliding gear

Dodge NASCAR Craftsman Series Truck ***A Different Kind of NASCAR***

If any proof was needed that the pickup truck was a lifestyle vehicle, the creation of NASCAR's Craftsman Truck Series in 1995 supplied it. In 1997 Tony Raines scored Dodge's first victory in the series at Odessa, Missouri. In 1999 Dennis Setzer drove this Dodge to second place in the series championship.

2004 marks the ninth year that Richard Petty's team will campaign the Dodge Ram.

Length:	197.4 in. (502 cm.)	Engine:	OHV V-8 (cast iron block w. alum. heads)
Weight:	3,400 lbs. (1,542 kg.)	Horsepower:	700+ Maximum rpm: 8,500-9,000
		Displacement:	360 cu. in. (5.9L)
		Transmission:	4-speed manual

Top speed: 190+ mph. (316 km/h.); 0 to 100 mph(166 km/h.): 7.5 seconds.

Suspension: Independent front with coil springs, solid rear axle with coils over shocks

Dodge and Cummins®--One Legend Deserves Another

In 1939 Dodge was the first truck maker to offer diesel engines it both designed and built. But Dodge diesel pickups didn't debut until 1989, several years after the competition. Dodge trumped the others by offering a 6-cylinder 5.9L turbo-diesel manufactured by Cummins Diesel. With 160 hp and 400 lbs.-ft of torque this engine was superior in power to many V-8s with less moving parts and greater service life. The engine design itself was also superior. Instead of usual pickup diesels, the Cummins used for the Ram was a turbocharged direct injection engine. The Ram+Cummins partnership was so successful that by May, 2003 more than a million Rams wore the Cummins side badge.

Today's Ram with Cummins power musters 325 hp and 600 lbs.-ft. of torque.

1994 Dodge Ram 2500 with Cummins ReCon Power ***Breaking the Rules About Diesels***

One of the prejudices about diesel power is that diesel engined vehicles are slow. To prove that this wasn't necessarily the case, Cummins, which supplies diesel engines to Dodge, decided to alter that perception. In 1996 this Dodge Ram driven by Richie Petty set 2 Land Speed Records—133.929 mph (215.53 km/h) for the mile from a standing start, and 141.256 (227 km/h) for a flying mile.

Besides safety equipment, modifications to the Ram included a lowered front and rear, custom drive shaft, US Gear overdrive and altered gear ratio as well as modifications to the fuel pump, fuel injectors, turbocharger, air filter, and intercooler.

Engine:	Diesel Inline 6-cylinder with direct fuel injection
Displacement:	360 cu. in. (5.9L)
Horsepower/Torque:	450 (estimated) 900 lbs.-ft. (1,220 n.m.)

The Legendary Power Wagon

Of the nearly 400,000 trucks that Dodge built during World War II, more than 255,000 were $\frac{3}{4}$ ton 4 x 4 military trucks. These trucks earned a reputation for extraordinary durability. After the war Dodge engineers used this truck as a basis for the Power Wagon (WDX) models. To its service-proven 6-cylinder engine was added a 4-

speed transmission and 2-speed transfer case, giving 8 speeds forward. Power take-offs front and back could power a variety of attachments and winches. Off-road a Power Wagon could carry a 3,000 pound (1,361 kg.) payload. So successful was the Power Wagon that it remained in production with few changes until 1968—they were produced for export until 1972.

1946 Dodge Power Wagon 1 ton 4 x 4 Series WDX with Wrecker Body

In this country Power Wagons were bodied as school buses, off-road vehicles for utility companies, and were especially favored for work as unstoppable heavy-duty tow trucks. Many were fitted with snow plows, as this example was when acquired by the Museum. The wrecker body is by Hyland.

The livery for “Al and Pick’s Garage” commemorates an actual garage contemporary with this truck that operated in nearby Rochester, although it is not known whether Power Wagon wreckers were used there.

This vehicle was restored by the Museum in 2002.

Wheelbase:	126 in. (320 cm.)	Engine:	Inline 6-cylinder, L-head
Weight:	4,475 lbs. (2,030 kg.) (chassis and cab only)	Horsepower/torque:	96 hp. @ 3,200/185 ft. lbs. @ 1200 rpm
Price:	\$1,555 (chassis & cab only)	Displacement:	230 cu. in. (3.8fL)
		Transmission:	4-spd. selective sliding gear w. 2-spd. transfer case

1986 Dodge Off-Road Race Truck *Rod Hall Takes Dodge Off-Road*

This 4 x 4 truck is the show version of off-road race driver Rod Hall’s competition truck. It has Mickey Thompson shocks, extra leaf front springs, roll bar and grille guard, driving lights and special paints. Hall captured the off-road championship at Baja, California with a truck similar to this one in 1987.

Wheelbase:	115 in. (292 cm.)	Engine:	OHV V-8
Length:	198 in. (503 cm.)	Horsepower:	n.a.
		Displacement:	360 cu. in. (5.9L)
		Transmission:	3-speed Torqueflite automatic

1938 Dodge RX 70 (Airflow Design Series) *Legendary Rarities*

The Airflow Design Series trucks were inspired by the Chrysler Corporation’s Airflow cars. Three series were built between 1937 and 1940. RX trucks were the second series, built from December 1937 to February 1940 and totaled about 74 trucks. Total Airflow Series production was about 261 with most bodied as tankers or beer delivery trucks. Unlike the mass-produced Airflow cars with their semi-unitized all-steel bodies, the truck cabs were built with the traditional steel over wood frame method; the bodies were fabricated by Gar Wood or Heil. As custom jobs the trucks varied in many details.

Only a handful of these trucks survive; this is the only running example in the U.S.

This truck was totally restored by the Museum, with assistance from Equilon LLC, a division of the former Texaco, which provided lubricants and funding assistance. Chrysler and Texaco cooperated in the 1930s to promote tetraethyl lead additives to gasoline.

Wheelbase:	188 in. (478 cm.)	Engine:	6-cylinder inline L-head
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Weight:	22,000 lbs. (9,997 kg.) [empty]	Horsepower/Torque:	100 hp/230 lb.-ft (312 n.m.)
Base price:	\$2,285 (chassis & cab only)	Displacement:	331 cu. in. / (5.4 L)
		Transmission:	5-speed manual, dual range

Ram “Big Rig” Design—Building a New Legend

In 1987 Dodge introduced the Dakota series pickup to bridge the gap between full-sized and compact pickups. It was a highly successful industry first. Meanwhile the full-sized Rams soldiered on with a design dating to 1981. A totally new full-size pickup came in model year 1994. As with past Dodge truck redesigns, it was worth the wait. Dodge engineers were determined to offer best-in-class power, and body design was intended to reflect it. The aggressive new look, borrowed from “big rig” diesel semis, polarized the focus groups assembled to evaluate it. But those who liked it didn’t just like it—they wanted it—and their percentage within the focus groups exceeded the full-size Ram market share at the time. The design went into production, with huge success. Competitors followed suit. With the 1994 Rams Dodge had changed the look of the pickup truck.

With the 1994 models came a re-designation of models—the 150 (1/2 ton series) became the 1500, the ¾ ton became the 2500, and the 1-ton became the 3500.

1996 Dodge RAM 1500 (Indy Special Edition) *The Viper’s Companion at Indy*

In addition to the selection of the Dodge Viper as pace car for the 1996 Indianapolis 500, the Dodge Ram was selected the support truck. 6,000 replicas of this truck were for customer sale, with two allotted to each Dodge dealer. Customers could add the Ram R/T Performance Package as a dealer-installed option and up the horsepower to nearly 300.

Base price:	\$21,050	Engine:	OHV V-8, fuel injected
Wheelbase:	118.7 in. (301 cm.)	Horsepower:	245
Length:	204.1 in. (518 cm.)	Displacement:	360 cu. in. (5.9L)
Curb weight:	4,028 (1,827)	Transmission:	3-speed Torqueflite automatic

2004 Dodge Ram SRT-10 (Standard Cab) *From the Legend Keeper: “The World’s Fastest Pickup!”—Guinness Book of Records*

Thanks to its Viper V-10 engine, a Dodge SRT-10 right off the assembly line set a new world speed record for unmodified pickup trucks on February 2, 2004. On the 4.71 mile track located at DaimlerChrysler’s Chelsea, Michigan Proving Grounds, NASCAR Craftsman Series driver Brendan Gaughan hit 154.587 mph (248.783 km/h) in the SRT-10, breaking the old record by 7 mph (11.27 km/h). The SRT-10 was identical to production models except for a 5-point safety harness for the driver and a roll hoop. The record was certified by Guinness World Records and by the Sports Car Club of America (SCCA).

Base price:	\$45,000	Engine:	All aluminum OHV V-10, (20 valves) fuel-injected
Wheelbase:	120.5 in. (306 cm.)	Horsepower/torque:	500 hp. 525 lbs.-ft. (712 n.m.)
Length:	203 in. (306 cm.)	Displacement:	505 cu. in. (8.3L)
Weight:	5,000 lbs. (2,268 kg.)	Transmission:	6-speed, manual

2004 Dodge Ram SRT-10 (Standard Cab) *One Very Long Lap of America*

The Cannonball One Lap of America was invented by journalist Brock Yates and since 1992 has consisted of “nearly 24 hours of driving with competition taking the form of time trials at race tracks in different parts of the country.” The emphasis is on endurance and vehicle preparation. There are no support crews, and the whole event—some 5,000 miles of driving over several days—is run without tire changes. This truck, driven by Mark Musual and Erich Heuschele, finished second in the SUV Cumulative class. (First place went to another Dodge.)

Modifications to vehicles are permitted, and besides safety seating and rollcage this SRT-10 had a long list of engine and chassis modifications, including exhaust headers, bigger valves, and a non-stock camshaft, custom driveshaft, lowering blocks, custom tires, and extensive suspension changes.

Base price:	n.a.	Engine:	All aluminum OHV V-10, (20 valves) fuel-injected
Wheelbase:	120.5 in. (306 cm.)	Horsepower/torque:	500 hp. 525 lbs.-ft. (712 n.m.)
Length:	203 in. (306 cm.)	Displacement:	505 cu. in. (8.3L)
Weight:	5,000 lbs. (2,268 kg.)	Transmission:	6-speed, manual

2000 Dodge Power Wagon Concept ***Another Beautiful Brute...***

The original Chrysler 300 gained the nickname “The Beautiful Brute” in the late 1950s. The Power Wagon Concept that debuted in 1999 could wear the name as well. Marrying elegance and tremendous power in one package, the Power Wagon Concept quickly developed a cult following on the show circuit. The power and glamour of the design almost overshadowed the truck’s intended fuel—the Power Wagon’s turbo-diesel was intended to run on sulfur-free Syntroleum® fuel.

Like the original Power Wagon that inspired it, the Power Wagon Concept has separated bumpers, fenders, and running boards. Although it has an extended cab, the extra space is used for storage—accessible via drawers set into the back of the cab. Sitting on huge 35 inch tires, this version of the Power Wagon is, at 77 inches, actually taller the original. But the big story is the powerful diesel’s output—a whopping 780 lb.-ft. of torque.

Wheelbase:	138.7 in. (357 cm.)	Engine:	Inline 6-cylinder direct-injection turbo-diesel
Length:	207 in. (526 cm.)	Power:	259 brake hp. (186.4 kw)
Weight:	5,357 lbs. (2,432 kg.)	Torque:	780 lbs. ft. (1,057 n.m.)
		Displacement:	439.4 cu. in. (7.2L)
Preferred Fuel:	Syntroleum diesel	Transmission:	4-speed automatic through 4 wheels