



# ***Torqueback***

OFFICIAL MAGAZINE OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA



## **Modern Mopar**



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CHRYSLER CAR CLUB OF SOUTH AUSTRALIA INC

# ***Torqueback***

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G'day. Welcome to Issue 28 of the 'new' **Torqueback** – "Modern Mopar". How's it going.

Well, thank Valhalla that 2016 is just about over. Man, what a strange year – good and bad. And as we head into the christmas holidays, I'd like to wish you all a happy and safe-driving festive season. Although by the time you're reading this you'll probably be already gearing up to start another new year!

Anyway... I hope you like what I've been doing with the magazine this year.

The committee actually requested the theme of this issue this time, as part of the lead up to the **Adelaide Chrysler Festival** next March. And the theme for our first **ACF** is to be "*Then and Now*". The angle being a combine of the classics of the past (that most of us all know and love) with the latest state-of-the-art cars out right now (some of us may be unfamiliar with). All **Mopar**.

So I'm hoping that in this issue you'll discover and learn about some of the most recent and latest the Chrysler marque offers. As I did. And we want to get as many of these current and millennial Mopars along to **All Chrysler Day** as we can. You see this is actually the future of our creed – so spread the word.

As I said last issue, contrary to some misguided perceptions, the **CCCSA** is not just a bunch of middleaged blokes with Australian **Valiants**. And I don't think our minds are closed. At all. We'd be foolish to get stuck on just our Valiants and **Dodges**. We know we must have a direction.

So where are we going? I don't know. Who does?

But the automotive landscape is changing dramatically – so the CCCSA will just have to tread

water, and ride the waves. Surf's up! And as they say "*love is in the eye of the beholder*".

I'm a 70s hardtop man through and through, but I actually owned a 2001 **Chrysler Neon LE** a few years ago – and I bloody loved it. A five-speed manual top-of-the-range in that model. People used to snicker at me and pay me out about it. Apparently, they had a bad name and I was told when I eventually had to reluctantly sell it that I "*probably wouldn't be able to even give it away.*"

Wrong.

I recall some very negative conversations about cars like the **Neon** – and in particular quite scathing and derogatory gossip about the **PT Cruiser** – on **Hemi 6Pack** as folks (who could only ever appreciate an old Valiant or a Dodge) debated their merits and questioned them as a 'true' Mopar.

But had they ever actually driven one themselves? No...

Sales figures don't entirely reflect the quality of any one car. And some cars just aren't some folks' cup of tea, that's all. A few journos might've called the first Neon a complete lemon, but go ask **Charles Lee** all about them. He owns three and has never had any dramas. They're no different to a good **Galant**.

As its second owner, my Neon was the most 'newest' car I'd ever owned so I always looked after it. I remember how I thought it had an appalling turning circle for a small car, and it was a bit gutless going up hills sometimes, but I never ever had any reliability issues with it. It was extremely comfortable (as it was a deluxe package with a premium interior), had good pickup, a really smooth ride and it drove



like a much bigger car than it was. I'd strategically debadged it in places and was thinking of getting it lowered on some nice rims to make it look sportier – but then sadly I had to give it up.

Actually, I still really miss it. Maybe I will get another Neon one day. I would in a second.

Alas, for whatever reasons, the Neon is now consigned to history. Albeit a brief and recent history.

Conversely, the **300** and the **Dodge Charger** have a long and celebrated history – deservedly so. And I think you'll find that the current iterations will continue that heritage. Likewise, **Jeep** has distinguished itself to rise up and become the flagship of Mopar today. That's just how it is.

Then and now...

Cheers,  
**Dave H**





Phew!

It's been an exhausting couple of months with a **CCCSA** related event every Sunday since mid-October! We've had a lunch cruise into the hills, the **Coast FM Open Day, Maker Faire** at Tonsley, a cruise and lunch at **Show Block Wines**, the **Adelaide Motorsport Festival**, the **Christmas Family Picnic** and lastly the **Annual Christmas Weekend Away**.

It was great to see some new faces at these events and I'd encourage those who don't attend events to get their cars out of the garage and

bring them along. They don't need to be in show condition. Heck, **Jaffa** – my orange wagon, is plagued with rust but he's still more fun to drive than the dunnydoor!

There's also been lots happening behind the scenes. I've penned an article on the results of the membership survey later in this edition and on the web site. While mostly positive, one area of concern was the size of the clubrooms. After much investigation, discussion and negotiation, we have decided to relocate to the **West Adelaide Football Club** as of January 2017. The room is much more spacious (holds up to 300+ people), has a much better car park and they do meals at the club so members can have dinner before the meetings.

Unfortunately, our existing night is already booked for another group, so the members voted in November to change the meeting night to the first Tuesday of each month. It's an exciting evolution in the history of our club from its humble beginnings with a handful of people meeting in a pub. The Committee also have some changes planned for meetings so come along and find out what they are. A big thankyou to **Andrew Kloot**, **Pat McGrath** and **Andrew Ingleton** for their work in finding us this fabulous new venue.

Preparations are well under way for our big show in March. Kudos to **Chris Taylor** for suggesting that the show has outgrown the **All Chrysler Day** moniker and become more of a three day "Festival". Hence we have re-branded the entire weekend as the **Adelaide Chrysler Festival** or **ACF**. This year we are throwing the spotlight on **Modern Mopars** with the theme of "**Then and Now**". While we still want to showcase and celebrate all the **Chrysler** products of the past, we'd like to see more of the present examples on display as well. There's already a lot of buzz about the theme so it stands to be a great weekend.

In response to another item of feedback from the survey, display entry for club members at next year's show will be free (and for as many cars as you can bring). Non-member vehicles regularly outnumber our own at **ACD**, which is surprising given we have over 200 cars in the club. So no excuses in 2017, we don't care what condition your car is in, get it out and put it on display. There's even going to be some trophies this year for '**roughies**' (best rusty orange station wagon has been suggested as a category!).

Well, that's enough babble from me, till next time  
...keep it Mopar!  
– **Iain**



The new Darlington Upgrade of South Road due for completion in 3118...





Hi everyone.

I'm going to start this with a bit of philosophy. Years ago, a wise man named **Pete Townsend** wrote a song that had the line "*The change it had to come. We knew it all along.*"

That's about the one constant in life; change is always happening. A good example as I write this is the world's largest democracy's coming to terms with a president elect who can't even be honest about how much hair he really has. I mean; 350 million people in the USA and he's the best they could come up with? So much else has been changing globally as well. We're losing iconic auto brands, including **Chrysler**; driven to closure by new owners and a wave of cheap Chinese and South East Asian knock offs. Driverless cars that run on electricity or hydrogen are only a few years away from becoming a reality, perhaps to replace private ownership by a massively expanded **Uber** drive system. It all sounds like bad news for us and our cars.

Of course, none of us want to see the **Mopar** brand consigned to history and there's not much we can do on a global scale. But we can keep the flag flying in this state. In fact, it's important we do so. Why? Because Chrysler helped South Australia become what it is today.

Consider this. **GMH** established its Elizabeth plant in 1962, followed by Chrysler in 1964. Both provided jobs – more than could be filled locally – which led to a massive increase in immigration, particularly from the European countries that were ravaged by World War II to add to the work force. These migrants bought aspects of their homelands'

cultures with them, to see the best absorbed into the somewhat limited social structure of the time. Without this diversity, I doubt we'd have the lifestyle we have today. Think about that when you have your next schnitzel parmi or spag bol or stir fry. These things we take for granted today were so exotic back then. There's a lot more too – the arts, technology, heavy industry, agriculture and more, all changing SA for the better.

Now, given that Adelaide was for decades, the centre of Australian vehicle manufacture, preservation of what's left should be every bit as important as saving historic buildings or trees of significance. A start's already been made with the proposed timeline wall and memorial park at Tonsley Park where we are acting as consultants to **Renewal SA**. We are also in the early stages of doing things with the old Keswick factory, now the soon to be closed **Le Cornu** site so watch this space. I can say that we now have official endorsement from the **National Motor Museum** and I have put a presentation to the **MTA**. Fingers crossed – they did seem helpful.

As for our club, I'm confident we'll still be around for years to come. Maybe not in its current form but one of our strengths is that we've always adapted to change when necessary. Look at us now and try to imagine what the club was like in the eighties. We've grown and probably will continue to do so. Perhaps we may have to include some other marques like **Mitsubishi** as they were controlled by **Daimler/Chrysler** in the mid 2000s; **Mercedes** and so on. Even **Fiat** (and I hate myself for saying it) as they now control Chrysler.



I'm not worried about driving in the future either; there are so many veteran and vintage cars still on our roads and there will always be those who want the challenge of controlling a vehicle instead of controlling them. Even if petrol companies disappear, if we can make synthetic oil; we should be able to develop synthetic petrol. Roads will still be there but we may need special dispensation to use them. Aren't we doing that already?

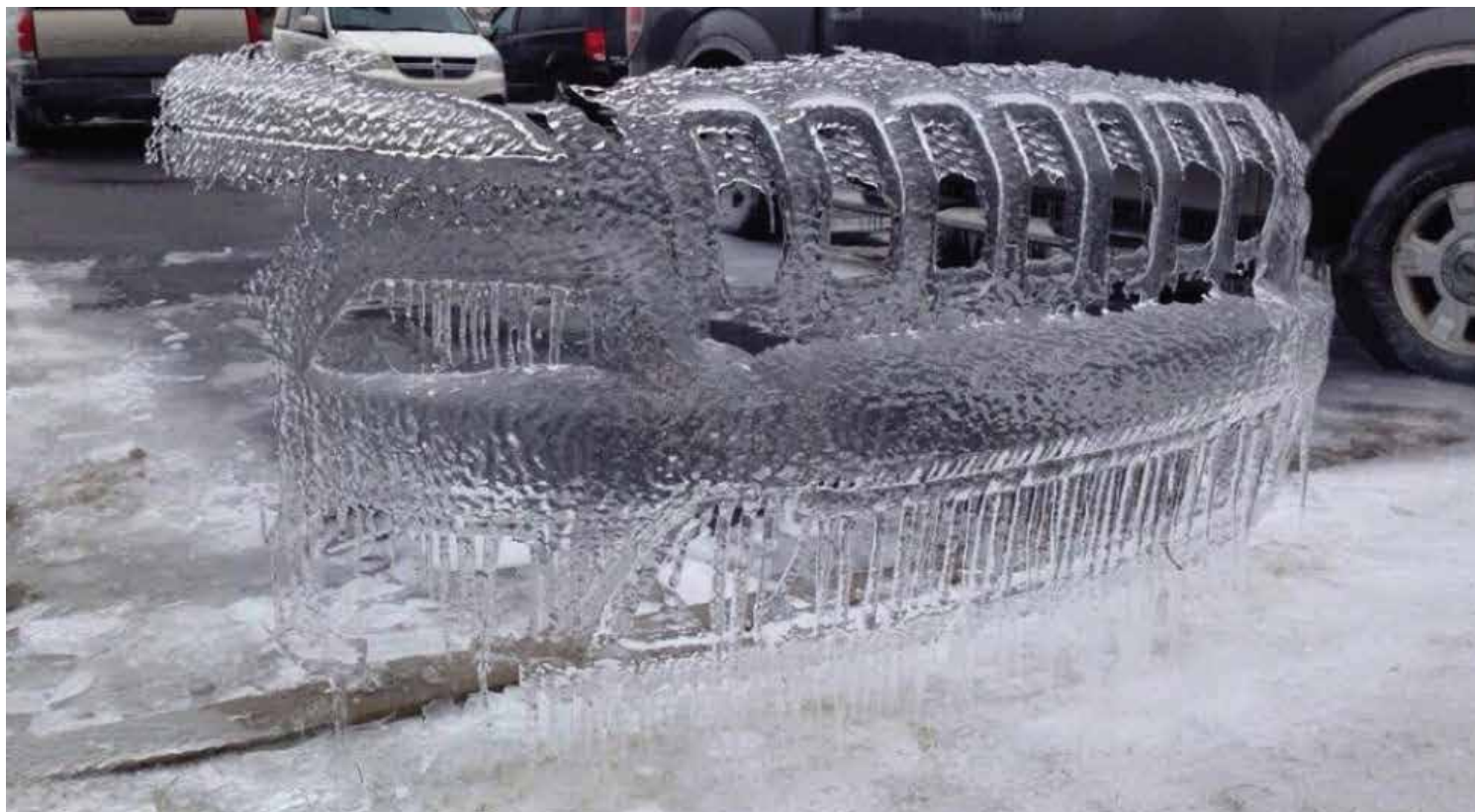
Nah, we'll survive.

Anyway that's about it for me. Keep on Moparing 'cos I'm sure going to.

Oh yeah... the song?

**"Won't Get Fooled Again!"**

– Hugh



It was a Jeep!

# death of the valiant

THE DEMISE OF CHRYSLER AUSTRALIA

## MITSUBISHI TAKES OVER

Chrysler Australia Ltd was established in June 1951 when the Chrysler Corporation acquired Chrysler Dodge Distributors (Holdings) Pty Ltd, a company which had been formed initially back in 1935 by eighteen independent distributors. By the 1970s, Chrysler Australia – led by its own flagship car, the native Valiant – was integral to the fabric of Adelaide and South Australia. Sadly, by 1981 everything changed.

During the 1950s and 1960s, Chrysler made a substantial investment in Australian manufacturing facilities, including opening a new assembly plant at Tonsley Park in 1964 and an engine foundry at Lonsdale in 1968.

During this time, Chrysler Australia established its position as the third of the “Big Three” Australian motor manufacturers behind General Motors-Holden’s and Ford Australia.

Initially, CAL assembled North American Chrysler passenger cars and trucks. Their most popular car in the 1950s was the US sourced trio of the Plymouth Cranbrook, Dodge Kingsway and the De Soto Diplomat – each rebadged from the 1954 US Plymouth. A coupe and ute was also developed and this was marketed in nine different versions; the Plymouth Cranbrook, Savoy and Belvedere, the Dodge Kingsway Custom, Kingsway Crusader and Kingsway Coronet along with the De Soto Diplomat Custom, Diplomat Regent and Diplomat Plaza. The Plymouth sedan was a popular choice for taxicabs however the rise in popularity of the Holden during this decade led to the decline of this range of cars.

In 1957, Chrysler Australia consolidated each of the badged marques in one car – the Chrysler Royal. This was a facelifted version of the 1954 Plymouth, and it was to continue in production until 1963. The Royal was an automotive curiosity. Starting life as a side-valve 6-cylinder manual, with 3-speed manual column gearchange, it was progressively modified, with the addition of US sourced features such as power steering, the push button Powerflite automatic gearbox and an OHV V8. On the styling front, US



The shape of things to come. The 1962 Dodge Lancer, a two-door version of the distant cousin to the R Series Valiant soon to arrive downunder. This was the ancestor of what the yanks called the “compact car”. In the late 1960s, Chrysler looked to Japan and entrusted Mitsubishi with the responsibility of its future small fours. Eventually the Lancer name would one day be passed on to what is today’s probably most successful and famous Mitsubishi ever...

“Forward Look” style tailfins were grafted onto the rear, while the front end gained dual (vertically stacked) headlights. These changes failed to arrest the slide in sales though, as GMH came to dominate the Australian market. Then, once the Royal was viewed as outmoded and expensive, production ceased in 1963.

The saving grace for Chrysler at this time was the French Simca Aronde – a popular 4-cylinder compact car which CAL assembled from knockdown kits at their Keswick factory.

Local engineers developed an Aronde station wagon unique to Australia, with a then-novel wind-down rear window and tailgate. (Chrysler USA had acquired an interest in Simca in 1958, the basis for sourcing of this car). The assembly and marketing of Simca Aronde and Vedette models by Chrysler Australia was announced on 1 July 1959.

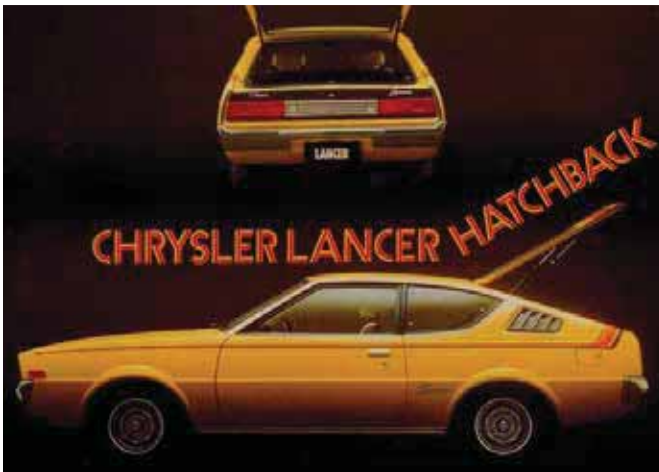
In both 1958 and 1959 Chrysler Australia released Plymouth Belvedere, Dodge Custom Royal and DeSoto Firesweep models which were imported from the US in knockdown form and assembled in Adelaide. The Plymouth was fitted with a 318 while the Dodge and de Soto models featured a 361ci Poly. Assembly of the three models was discontinued in 1960 and they were replaced by a single model, the very successful Dodge Phoenix, which was produced through to 1973.

In 1962, CAL began assembling the American Plymouth Valiant, marketed as the R and S Series Valiant by Chrysler. By 1963, they had developed a local version, the AP5 Valiant, with distinctive styling giving the car a whole new separate identity from any US Plymouth or Dodge. The reason for developing different styling was concern that the local manufacturer could not afford to make substantial styling changes as quickly as in the US. Hence, a



In Australia, the Galant (left) started out as the first small Valiant, based on the Dodge Colt in the US designed by Mitsubishi in 1969. It was later followed by the first Valiant Lancer in 1973 (above). Once all the Valiants died out, the Galant and Lancer remained for three generations to become Mitsubishi mainstays here. A third compact hatchback called the Mitsubishi Colt (but only a namesake to the US Dodge Colt that spawned the Galant here) would join them in 1978. Chrysler didn’t realise it at the time, but Mitsubishi was looming as its usurper. And it’s not difficult to see why many Galant owners see their car as a “baby VJ”.





Clockwise: the original Dodge Colt as it first appeared in the US. It would be named the Galant in Australia as the first small four cylinder Valiant. The Valiant Lancer evolved in its bodyshape in 1975 to include a very popular hatchback, but after another facelift in 1977 it was discontinued in May 1979, having lost most of its market share to the bigger, locally built Chrysler Sigma. A different new Lancer would return as a Mitsubishi in 1981. The Chrysler Sigma was an Aussie version of the Mitsubishi Galant in Japan – completely built in Adelaide from 1977. When Mitsubishi Motors Australia (MMAL) took over Chrysler Australia's manufacturing facilities in 1980, they renamed the vehicle the Mitsubishi Sigma. While very successful, the range was then progressively discontinued and replaced by the Mitsubishi Magna, starting with the sedan in 1985 and the wagon in 1987.

modified appearance would minimise the risk of accusations that Australia was only selling "last year's model". Through the 1960s, Chrysler expanded the Valiant range, with a 2-door hardtop, long wheelbase **VIP** and sporty **Pacer** variants.

Also, in 1966, with the Chrysler USA acquisition of the British **Rootes Group**, CAL took over **Rootes Australia** – based at their Port Melbourne factory. The principal Rootes model sold in Oz was the **Hillman Hunter** and this car became a steady seller for Chrysler until 1973. In 1970, they introduced the unique-to-Australia **Hemi six** – launched with an endorsement from **Stirling Moss**. Billed as being "Right – for all the right reasons", this engine went on to become the most powerful 6-cylinder engine produced in Australia (equipped with triple **Weber** carbies). Though this engine was based on a US engine design for trucks, it was never produced in North America. The **KB Centura** was based on the European **Chrysler 180** (which had been introduced in Europe in 1970), with a facelifted front and rear styling (reputedly based on the intended design for an upcoming **Sunbeam** version of this car, which never reached production).

The launch of the Centura was delayed by several years as a result of embargoes placed on French imports, due to France conducting Pacific nuclear bomb tests, which impeded the supply of parts.

By the time the car arrived in Australia, its appearance was dated and, as a result, the Centura did not generate significant market interest. A mild **KC Centura** update in **GL** and **GLX** variants

combined with a simplified choice of two versions of the 4-litre engine arrived in 1977, but the car then quietly disappeared from the market by the end of 1978. The Valiant was always a good seller, but never quite gained the same market level as its major competitors – the **Holden** and the **Falcon**.

In 1971, Chrysler Australia released its most memorable car – the **Valiant Charger**. This was a short-wheelbase (105-inch) two-door hardtop version of the standard Valiant. The car had distinctive sporty styling, including an integrated rear spoiler. The famous "ducktail".

The base model Charger was relatively cheap at \$2750, and the range extended upwards to high-performance and luxury variants. Charger won the **Wheels** magazine **Car of the Year** award in 1971. It was also a winner in the sales stakes, capturing the imagination of the Australian public much in the same way as the **Ford Mustang** did in the US and the **Ford Capri** did in the UK.

By the mid-1970s, sales of the Valiant range stalled, as a combination of factors worked against CAL. The Oil Crisis led to the rise of smaller economical 4-cylinder cars; so Japanese competitors made significant inroads into the Australian marketplace, as small fours were their forté. Valiant was also increasingly perceived as being outmoded – notwithstanding a major facelift in 1971 (billed as an "all-new" model) with a new body surrounding the existing mechanicals. Purportedly, the styling rapidly dated compared with other new cars, and the body was only lightly facelifted in 1973 and 1975. A

significant facelift in 1976 did arrest the slide in sales, and the Valiant continued to sell steadily until 1981. But its days were now numbered – and Chrysler's end was near.

Chrysler Australia's parent company began working closely with **Mitsubishi Motors Corporation** after they acquired a 15 percent interest in the company in 1971, with the result that Chrysler Australia began building the Mitsubishi-designed **Chrysler Valiant Galant**. The association with Mitsubishi also gave Chrysler Australia another winner – the 1977 **Chrysler Sigma**. With a range of 4-cylinder "Silent Shaft" engines, competitive pricing, "Japanese" style and the availability of a luxurious **SE** version, with optional leather trim (an innovative sales approach in its era), the Sigma marked Chrysler's sales comeback. Sigma soon became the market leader in its class.

In 1979 Mitsubishi Motors Corporation and **Mitsubishi Corporation** each acquired a one sixth equity in Chrysler Australia, and in April 1980 the two companies purchased the remaining shares in the company from the US Chrysler Corporation. The company name was changed to **Mitsubishi Motors Australia Limited** on 1 October 1980. Mitsubishi continued to build the Valiant with Chrysler badging until August 1981, while production of the Sigma range continued under the Mitsubishi name until 1987. **Colt**, **Magna**, **Verada** and **380** models were subsequently produced before production in Oz was closed in March 2008. The company continues to operate today – but only now as one of Australia's major importers.

# return of the pentastar

CHRYSLER IMPORTS

## BEYOND THE NATIVE MOPAR

Once the “*Last Barstard*” Valiant finally rolled off the assembly line at Tonsley Park in 1981, Chrysler virtually disappeared from our shores before returning as an imported ‘exotic’ over a decade later. By then, the complexion of the Australian motoring scene had continued to change irrevocably. Australians had started buying other brand cars and attitudes towards them were now different – with Ford and Holden experiencing the same fate as Chrysler. Cars were now disposable commodities of an international world market – just like fast food or a mobile phone. And sadly, as of today – on the eve of 2017 – there is no longer any such value (or pride) in a homegrown car (to compete). In hindsight, it seems that Nissan had seen this coming, which Mitsubishi soon guessed right. Ford, Holden and finally Toyota inevitably found out the hard way.

Chrysler re-entered the Australian marketplace in 1994, initially selling the **Jeep Cherokee**, then expanding the range to include the **Chrysler Neon** (discontinued in 2002), **Jeep Grand Cherokee**, **Jeep Commander**, **Chrysler PT Cruiser**, **Chrysler Crossfire**, **Chrysler 300C**, **Chrysler Voyager**, **Dodge Caliber** and **Dodge Avenger**. A number of these cars were originally Dodge and Plymouth models rebadged here in Oz as a Chrysler. Jeep however, stood alone on its own.

Initially, the attraction of the Jeep range was “*value for money*” although the first cars gained a rep for poor quality of construction. Eventually this was turned around with a much improved unibody Grand Cherokee – which is now practically Chrysler’s **Volkswagen Beetle** – the biggest selling worldwide and most successful Mopar of all time, indeed almost singlehandedly saving the parent company’s neck in the US.

Throughout the 2000s, a gradually shrinking range of vehicles was imported from the US, Canada, Mexico, and Austria. But the 300C in particular found a successful niche as an alternative to prestige cars in Oz – which had generally been extended-wheelbase versions of traditional Australian family cars such as the **Holden Statesman/Caprice** and **Ford Fairlane/LTD**. All this despite the lifting of tariffs which saw an influx of **Mercedes**, **Audi**, **Lexus** and other competitors.

As of May 2012, a whole new **Chrysler Australia** took over the distribution responsibilities for **Alfa Romeo**, **Fiat** and **Fiat Commercial** – on the back of Fiat acquiring a majority share of the parent **Mopar** that had nearly gone bust in the US. After twenty odd years of different owners trying to recharge an ailing basket case – what had struggled to stay afloat as the **Chrysler Group LLC** ultimately announced a name change to **Fiat Chrysler Automobiles** or **FCA** in December 2014. And sadly, by 2016, Chrysler in the US had relinquished its pentastar emblem to its new and latest Italian owners.



Clockwise: A litany of misperceptions. Although a massive success in the States along with its bigger sibling the **Stratus**, the **Dodge Avenger** never received the saturation it deserved here – a pity since it could’ve been a great midsize sports. Similarly, while the first range of **Neon** was reported as a lemon, the second generation post-2000 – a Dodge blend of **Mitsubishi** and **Renault** – was actually a very good car (*I know, because I drove one* – Ed). **Jeep**’s success in Oz coincided with the boom in the SUV, but there were still some hardluck stories. The **Commander** was dropped in favour of the **Grand Cherokee**, but this ultimately proved to be a good move. And the **Dodge Caliber** – great performance but could never be categorised, hence understood. When **Daimler-Benz** took over **Chrysler** they were promised by the yanks inroads into new markets such as the mini-van, but products like the **Voyager** only drained the cred the Germans had established with the likes of their legendary **Mercedes Sprint**. Sadly, if a car just isn’t marketed right – for whatever reasons – so it doesn’t sell, everybody just assumes it isn’t a good car.



## SHOWROOM MOPAR OFFERINGS IN AUSTRALIA 2016



Jeep Patriot



Dodge Journey\*



Jeep Grand Cherokee



Jeep Compass



Jeep Cherokee



Jeep Renegade



Jeep Wrangler



Chrysler 300C

These models – known as High Volume Imports – are available directly from FCA at any official Chrysler dealer (such as Adrian Brien) as an original and authentic right-hand drive product, with full factory consent and support.

However the latest Dodge Viper, new Dodge Charger, new Dodge Challenger and latest Ram (at present) are all imported as Low Volume Imports – either as a new vehicle or as a used vehicle – through the Registered Automotive Workshop Scheme. These are not Chrysler affiliated or approved by FCA in any regard. Collectively known as Grey Imports, the warranty is with the importer and you are on your own other than that. Currently, the law is any vehicle arriving to SA less than 30 years old must be converted to Right Hand Drive. In other states it is 25 years and in the NT 15 years old. The intention being that cars this old – 1970s cars – are therefore not suitable as a daily driver. Any newer vehicles here that are still left-hand drive cannot be registered.

\* The Dodge Journey was discontinued in 2016, so it is now only available until stocks last

So in 2016, the FCA import lineup for Australia consists of:

### Alfa Romeo\*:

- Alfa Romeo Stelvio
- Alfa Romeo Giulietta
- Alfa Romeo Giulia
- Alfa Romeo 4C

### Chrysler:

- Chrysler 300

### Dodge:

- Dodge Journey

### Fiat:

- Fiat 500 (four types)
- Fiat Freemont
- Fiat Ducato and Doblo
- Fiat Scudo
- Fiat 124

### Jeep:

- Jeep Grand Cherokee
- Jeep Cherokee
- Jeep Wrangler
- Jeep Patriot
- Jeep Compass
- Jeep Renegade



### CHRYSLER OWNERS TIMELINE

Maxwell Motor Company, 1904–1925  
 Chrysler Corporation, 1925–1998  
 DaimlerChrysler AG, 1998–2007  
 Chrysler LLC, 2007–2009  
 Chrysler Group LLC, 2009–2014  
 FCA US LLC, 2014–present

\*The Alfa Romeo Mito was also discontinued earlier this year.

### A CLASSIC REINVENTED

The original Chrysler 300 “letter series” were high-performance personal luxury cars built by Chrysler in the US from 1955 to 1965. They were part of a trend just after World War II that focused on performance built by domestic US manufacturers, and thus can be considered as one of the ancestors of the modern muscle car – though full-sized and more expensive.

The 300 moniker initially stood for a 300hp (220kW) engine if featured as standard – so it was really a racecar aimed at NASCAR, but sold for the road for homologation purposes with Chrysler’s most powerful engine, the 331ci (5.4L) FirePower Hemi V8. Chrysler even shamelessly advertised it as the “world’s fastest stock car”.

After the initial year which was named 300-C, the 1956 cars were designated 300B. Successive model years were then given the next letter of the alphabet as a suffix (skipping the letter “I”), reaching the 300L by 1965 – after which the model was dropped.

The modern reinvention of the 300C is a tribute this heritage, and in Australia it is fast becoming our Dodge Phoenix of the new millennium.

This “Forward Look” classic is the grand-daddy of the “Gangstamobile” we see around today.



Chrysler began using the 300 designations again for performance-luxury sedans, using the **300M** nameplate from 1999 to 2004, and expanding the 300 series with a new V8-powered 300C – the top model of a new Chrysler 300 line – a new rear-wheel drive car launched in 2004 for the 2005 model year. Unlike the first “letter series” series, the successive variants did not feature standard engines producing at least 300 hp (220 kW) however, except for the current top-line 300C models.

The Chrysler 300 was designed to be a modern interpretation of the Chrysler C-300 and the letter series Chryslers that followed, featuring a large grille, long bonnet and low roofline that was prominent on those vehicles.

The styling retained many elements of the 1998 **Chrysler Chronos** concept car, such as chrome interior accents and tortoiseshell finishings on the steering wheel and shifter knob.

The latest 300 is actually based on the rear-wheel drive **LX** platform (same as the latest **Dodge Charger** reprise) which features components derived from the **W211 Mercedes-Benz E-Class** of 2003 to 2009. Shared components include the rear suspension design, front seat frames, wiring harnesses, steering column, a 5-speed auto tranny, and a derivative of the **4Matic** all-wheel drive system.

#### Model range

##### Base

The basic 300 (or 300C in some countries) comes with standard 17-inch wheels, wheel covers, four-wheel disc brakes, single disc mp3 player, auxiliary input jack, power driver seat and a four-speed automatic transmission. It uses a 2,736cc (2.7L; 167ci) **EER V6** making 190 hp (140 kW). The vehicle comes with standard rear wheel drive and

available all wheel drive. The basic 300 model was renamed to **LX** for 2008 and remains as the code-name for the platform.

##### Touring

In Australia the name **Touring** refers to a wagon version of the 300C. But confusingly, in the US this was originally and still is actually the second level version of the sedan. This model uses a 3,518cc (3.5L; 214.7ci) V6, producing 250hp (190 kW) and 250lb-ft (340 N-m) of torque, either a 4 or 5 speed tranny depending on the year and drive configuration, and comes with 17-inch aluminium wheels, AM/FM radio with CD player and auxiliary audio jack, **Electronic Stability Program (ESP)**, remote keyless entry, leather trimmed seats, and **SIRIUS** satellite radio. Probably to avoid confusion with overseas, this model was later renamed **Touring Plus** for the 2009 and 2010 model years. Who makes these decisions in the first place?

Then and now...







Are you tawkin' to me?  
Here's an offer you can't refuse...

### Limited

The Limited model included the Touring model's 3.5L V6 engine, generating 250hp (190kW) and 250 lb-ft (340N-m) and either a 4 or 5 speed transmission depending on the year and drive configuration. Additional features included 18-inch chrome-clad aluminium wheels, anti-roll bars.

The top-of-the-line 300C version uses a 5.7L (345ci) Hemi V8. Using the **Multidisplacement System (MDS)**, this engine can run on four cylinders when less power is needed in order to reduce total fuel consumption. Fuel consumption of the 300C is 16 litres per 100km in the city, and 10 litres per 100 km on the highway. When all eight cylinders are needed, the 300C can make 340hp (250kW) and 390lb-ft (530N-m) torque. It uses a five-speed automatic transmission and comes standard with 18-inch chrome-clad alloy wheels, Chrysler's **MyGIG Infotainment System** in 2008 and **SIRIUS Satellite Radio** and **Backseat Television** in 2008. The Hemi includes a pushrod induction tube, located on the side of the engine-block. This tube makes the 300C more fuel efficient and quicker, because of the air being "pulled and pushed" into the engine's induction area. The engine uses the Hemi's double rocker configuration, with a cam-in-block, overhead valve (OHV) pushrod design. There are two spark plugs per cylinder to promote efficient fuel/air mixture burn and thereby reduce emissions. In 2010 the power output was increased to 360HP.

### SRT-8

The *SRT-8* model was equipped with a 6.1 litre Hemi producing 425 horsepower at 6,200 rpm and 420 lb-ft of torque at 4,800 rpm. The SRT8 can hit 0-60 mph in 4.9 seconds. A Jesus bar is a recommended accessory.

### Other variants

#### Wagon

The 300C was sold in Europe and Australia and Japan as both a sedan and a station wagon. The station wagon was sold as the *300C Touring* (not to be confused with the North American sedan's "Touring" trim level) which shared much of its sheet metal aft of the c-pillar with the **Dodge Magnum**. The base Chrysler 300 was not sold in Europe, instead all cars came with the 300C bodystyle, interior and a choice of either V6, diesel or V8 gasoline powerplants. All 300C Touring models, along with European 300C sedans and right-hand drive models were assembled by **Magna Steyr** in Graz, Austria beginning in June 2005. The station wagon body-style was discontinued after the first generation.

#### Diesel (2006–2011)

In Europe and Australia, the 300C was available with a Mercedes-Benz 3.0L diesel V6 engine (internal code OM642) rated 218PS (160kW; 215hp)@3800rpm and 376 lb-ft (510N-m)@1600rpm. Fuel economy for the 300C

diesel is rated at 9 litres per 100km in the city, 5.5 per centum out on the highway and 6.74 litres per ton on the combined cycle. Acceleration from 0-60 mph happens in 7.9 seconds while the top speed remains the same as the guzzoline V6 – 140 mph (230 km/h).

2008 UK models include a 300C SRT model in saloon or touring body, which included SRT 20-inch alloy wheels and wheel arch spats, chrome mesh grille, MyGIG satellite navigation, SRT-8 steering wheel, SRT-8 leather sports seats and carbon fibre interior details.

### ASC Helios 300

ASC created a convertible version of the Chrysler 300C, dubbed the *ASC Helios 300*, and unveiled it at the **North American International Auto Show** in early 2005. Despite rumours, Chrysler never ever went on to produce it.

### Executive Series 300

The *Walter P. Chrysler Executive Series 300* was an extended wheelbase version shown at the 2006 New York Auto Show. It added six inches (152 mm) to the rear passenger compartment.

### Heritage Edition 300C

The *Chrysler 300C Heritage Edition* debuted in 2006 and was a performance package that used a 5.7 Hemi and had styling cues from the Chrysler 300 "letter series" of the 1950s and the 1960s.



When V8 Supercars responded to the changing landscape of our auto industry by successfully introducing other makes into the category a few years back now, we all got excited when rumours surfaced that there might be even a new Mopar factory entry of a 300C. Unfortunately it's still only a theory, yet to happen, but even official livery designer **Nick Moss** playfully predicted this cool 300C concept in **Penske** colours for this season only last year. We can dream...





Classic American, with a German heritage

## Second generation 300C

A redesigned 300 was introduced in 2011. Only the sedan body-style has been available since with the station wagon version of the 300 discontinued.

Exterior changes included an all new body, bi-xenon HID projector headlights, LED daytime running strips within the headlights, new tail lights with LEDs and a horizontally slotted front grille as standard. The car also featured an updated version of the Chrysler brand's winged emblem, which dropped the blue ribbon centre dating back to 1930s. Thinner roof pillars and a more raked windshield contribute to improved visibility. A dual-pane panoramic sunroof offered twice the outward visibility of an average sunroof. This new 300 has optional 20-inch polished-aluminium wheels. An all new interior included upgrades like a new instrument panel with "soft-touch" materials throughout, 8.4 inch *Uconnect Touch*, new steering wheel and centre console, and standard leather seating on all trim levels. Both seat-mounted and curtain side airbags were made standard.

The predecessors' 2.7 and 3.5-litre engines were replaced with Chrysler's new 3.6-litre **Pentastar** V6 engine producing 292 horsepower (218kW) and 260lb-ft (350N-m) of torque. The 5.7-litre Hemi V8 remained available with 363 horsepower. A 3.0-litre **VM Motori** V6 turbodiesel is also available in Europe, and Australia. Beginning with model year 2012 all V6 models were equipped with the 8-speed 8HP45 automatic transmission, licensed from **ZF Friedrichshafen**.

### Variants

The 2011 model was offered in Touring, Limited, 300C, and 300C AWD levels. Touring and Limited trims come with the Pentastar V6, while the 300C line offers the 5.7 Hemi.

A **300S** was introduced at the 2011 *New York International Auto Show* together with the 300C Executive series. The 300S featured black treatment for grille and headlamps, 20-inch polished-face aluminium wheels with black painted pockets, 10-speaker **Beats by Dr. Dre** sound system, and steering wheel mounted paddle shifters.

This was also sold in Europe as the **Lancia Thema S** from 2014.

### SRT8

An SRT8 version was unveiled at the 2011 New York International Auto Show, powered by a 6.4-litre 392 Hemi V8. The 6.4 392 Hemi was also used in other SRT Chryslers. With 470hp (350kW), this 300 SRT8 could go from zero to 60mph (97 km/h) in the low 4 second range.

In addition to the increase in power, the SRT8 receives specific exterior trim including a lower front fascia, large exhaust tips, body color instead of chrome trim and large 20-inch aluminium wheels. The car also gets a lowered, sportier suspension setup and a large Brembo brake package.

The 300 SRT (or SRT8) was discontinued for MY 2015 in the United States, but is still sold in Australia and the Middle East. Contrary to past statements by Chrysler, the 300 SRT8 is still sold in left-hand drive abroad.

### Special Editions

The 300 *Motown Edition* model sales began in the spring of 2013 as a tribute to the music of Motown. Additions to the Chrysler 300C features, included special chrome wheels, a Beats by Dr. Dre ten-speaker sound system, "*Motown Edition*" badges on the front fenders, as well as 100 Motown tunes preloaded on a USB drive.

**Berry Gordy**, the creator of the Motown genre, appears in a 2012 TV ad for the Chrysler 300 Motown Edition, promoting his musical, and saying "*This is Motown. And this is what we do*". The song playing in the commercial is "*Ain't No Mountain High Enough*".

The **300S Glacier Edition**, became available in late 2012 as a 2013 model year vehicle. Based on the Chrysler 300S, the Glacier Edition adds signature details not found on other Chrysler 300 models.

The *Mopar '12*, was available in 2012 as a special edition, designed by **Mopar Performance** to mark *Mopar's 75th Anniversary*. Featuring a 3:91 gear ratio, sport tuned suspension, and unique badging, only five hundred of these custom 300s were made.

### 2015 facelift

In late 2014 the 300 was given a facelift with the release of the very latest version. Changes include:

- Full speed-range Adaptive Cruise Control with Stop
- Full-Speed Forward Collision Warning (FCW) with Active Braking
- Lane Departure Warning with Lane Keep Assist
- Uconnect Systems: Bluetooth Streaming Audio, Uconnect Voice Command and Bluetooth (with Uconnect Access). The 8.4AN System adds, navigation, featuring full-color 3-D graphics and HD Radio
- 7-inch customisable Driver Information Display (DID) electronic instrument cluster
- Standard TorqueFlite eight-speed automatic transmission with Rotary E-shift
- Restyled front and rear fascia
- New black and silver mesh chrome grille



### NOT WHILE WE STILL GET THE 300C HERE...

According to *Wheels* magazine, the galloping success of the Ford Mustang in Australia could lead to a stampede of American muscle cars. So FCA Australia's desire to develop a right-hand drive version of the next-generation Dodge Challenger has been helped by the popularity of the new-age pony car in Australia and other right-hook markets around the world.

There seems to be mixed (and veiled) messages though, which may be behind the delays. The press might be optimistic but if you speak to an importer like Guy Oakes (who worked at CJD for seventeen years) they'll probably advise you we may have to wait a bit longer.

Recently Rams have been imported, converted, complianced, warranted and sold with official factory consent by an alliance of Ateco and Walkinshaw through their own franchised dealers. Evidently this has been a positive start. Stuart Croser also understands that Ram trucks are about to become officially available through FCA (of course these are now marketed as a separate "Ram" brand whereby they used to be a Dodge Ram). The impending new 2018 Challenger is also expected to spawn a spin-off model that revives the equally iconic Barracuda badge.

While the muscled-up coupe will provide FCA with a heroic performance car that could fill the void left when Holden and Ford cease local manufacturing, the popularity of workhorse utes in Australia is also helping FCA's local division to leverage for right-hand drive production of the Ram 1500 pick-up as a rival to the likes of the Toyota HiLux, Ford Ranger and Mitsubishi Triton.

If you've been dreading an end to Australia's affordable rear-wheel-drive muscle-car scene, take heart: **Dodge** is coming. That's the message from FCA Australia president and CEO, **Pat Dougherty**, who told *CarAdvice* this year that the **Charger** sedan and **Challenger** coupe are top priorities for a Dodge performance assault, with more to follow.

*"[Challenger and Charger] for now are the first we would do, certainly"* Dougherty said, speaking at the launch of the 2016 Chrysler 300 range. As for a timeline, that's the trick. Dougherty says that for now it's simply a question of availability and currency – issues that have tied the hands of many a motoring manager in Australia, but.

*"Right now, it's just a matter of... can we get on board with the next generation of Dodge, or can we do it before then?"* he said. The question has likely been answered already, however, as there's little hope for right-hand-drive versions of the current Charger and Challenger models.

That means a local debut before 2018 is unlikely, but there's no doubt that the Australian market is a priority for a new performance Dodge. *"When we came out in May 2013 with our next five-year plan, we said okay, Dodge is going to start moving away from the people-moving business and into performance; it'll become performance-oriented. That positioning is very much being strengthened and we're moving more in that direction with Dodge globally,"* Dougherty said.

*"In markets where it makes sense, we'll absolutely do that, and Australia is one of those markets. We want the brand to be 'the brand' all over the world."*

And, as 2016 and 2017 bring an end to the Australian-built performance sedans in the **Ford** and **Holden** ranges, a local launch for Dodge's Charger will make even more sense. Add the **Mustang**-rivaling Challenger coupe into the mix, and FCA has good reason to be excited. *"Holden and Ford aren't completely vacating the performance segment, they're just not going to develop them here,"* Dougherty said. *"From our standpoint, it probably puts us more on a level playing field, so that's a lot more exciting for us."*

In the meantime, buyers in the hunt for a big affordable sedan that sends eight-cylinder grunt to the rear can keep a **300C** on the shopping list. A refreshed sedan range landed in Australia this year including an updated *SRT8*, with new features and a little more power.

While Dougherty refused to name the Challenger among the models under consideration, which would likely include the **Hellcat** model powered by a 527kW supercharged Hemi V8, he intimated as such when he conceded *"there are certain products that we believe would resonate well here in Australia."*

Although he cautioned *"... it's kind of dictated by the long-range planning and the development of the new products. Coming in after a left-hand drive product is [already] developed and trying to*

*make it right-hand drive brings with it more cost than developing it up front. So, on the refreshes on some of the Dodge product you can imagine [would be appealing] – and light-duty Ram products – as those products move forward the plan would be to include Australia in the mix."*

Aussie muscle car enthusiasts might not have to wait too long for a Mustang alternative as the current, third-generation Challenger was first released in 2008 and is due to be replaced within the next 18 months.

The existing model uses the same basic underpinnings as the Chrysler 300 SRT, which itself is a legacy of the former **Daimler Chrysler** tie-up as the structure was first used on the *W211 Mercedes-Benz E-Class* that was introduced in 2002.

It is understood the next-generation Challenger will utilise the rear-wheel drive platform developed specifically for the revival of the **Alfa Romeo** brand that will begin with the highly-anticipated **Giulia** sedan and is due to arrive in local showrooms early next year. The 2018 Challenger is also expected to spawn a new spin-off model **Barracuda**.

Will we see the Dodge Challenger here to do battle with the Ford Mustang and the 'deeply rumoured, highly likely' **Holden Camaro**? We hope so!

The Charger, however, will probably remain a non-starter while we have the Chrysler 300, and it won't be the current model Challenger that we're ever likely to see.



### CHALLENGE MATCH

The Dodge Challenger is the name of three different generations of car produced by Dodge. Originally, a Dodge Silver Challenger was produced from 1958 to 1959. Then from 1969 to 1974, the first generation Dodge Challenger pony car was built using the Chrysler E platform, sharing major components with the Plymouth Barracuda. The second generation, from 1978 to 1983, was a badge engineered Mitsubishi Galant Lambda. The third, and current generation, was introduced in early 2008 as a rival to the evolved fifth generation Ford Mustang and the fifth generation Chevrolet Camaro.

#### Third generation (2008-present)

A Dodge Challenger *Concept* was unveiled at the 2006 *Detroit Motor Show* as a preview for the third generation Dodge Challenger that started production in 2007. Many design cues of this prototype were adapted from the original 1970 Dodge Challenger R/T.

#### Initial Release

In December 2007 Chrysler started taking deposits for the third-generation Dodge Challenger which debuted in February 2008, simultaneously at the *Chicago Auto Show* and *Philadelphia International Auto Show*. Listing at US\$40,095, the new version was a 2-door sedan which shared common design elements with the first generation Challenger, despite being significantly longer and taller. As with Chevrolet's new Camaro, the Challenger concept car's pillarless hardtop body was replaced with a fixed "B" pillar, hidden behind the side glass to give an illusion of the hardtop. The LC chassis is a modified (shortened wheelbase) version of the LX platform that underpins the Dodge Charger LX, Dodge Magnum, and the Chrysler 300. The LX was developed in America from the previous Chrysler LH platform, which had been designed to allow it to be easily upgraded to rear and all-wheel drive. Many Mercedes components were incorporated, or used for inspiration, including the Mercedes-Benz W220 S-class control arm front suspension, the Mercedes-Benz W211 E-Class 5-link rear suspension, the W5A580 5-speed auto, diff, and ESP system. All (7119) 2008 models were SRT8s and equipped with the 6.1L (370ci) Hemi and a 5-speed AutoStick auto tranny. The entire 2008 US. run of 6,400 cars were pre-sold and production first commenced in May 2008.

The base model Challenger SE was initially powered by a 3.5L (214ci) SOHC V6 producing 250bhp (186kW) and 250lb-ft (339N-m) torque which was coupled to a 4-speed automatic transmission for the first half of 2009, and was then changed to have a standard 5-speed automatic transmission. Several different exterior colors, with either cloth or leather interiors became available. Standard features included air conditioning, power windows, locks, and mirrors; cruise control, and 17-inch (430mm) aluminum wheels. Leather upholstery, heated front seats, sunroof, 18-inch aluminum wheels, and a premium audio system are available as options, as are ABS, and stability and traction control.

Starting with the 2012 model year, the SE was replaced in the US with the SXT model. Before 2012, the SXT actually began in (and was only sold in) Canada – basically as just a more well-equipped variation of the SE. It added fog lamps, a rear spoiler, larger wheels, illuminated vanity mirrors, security alarm and a leather-wrapped shifter. In addition, the SXT increased option packages that weren't available on the SE, and are also available to the R/T. (Such as the high-end navigation-enabled entertainment system.)

#### The current 2015 model Dodge Challenger

- There are now two SRT versions, and no longer named just "SRT-8", but available as the *SRT 392* or as the *SRT Hellcat*.
- The 5-speed automatic transmission has been replaced by a new 8-speed ZF 8HP automatic transmission
- Power output on the 6.4 litre V8 has increased by 15 for a total of 485 horsepower and torque increased by 5 for a total of 475lb Ft.
- A slightly revamped exterior features a new grille with design cues from the 1971 grill/split tail lights, Quad LED Halo Ring Head lights, LED Taillights, and a functional bonnet scoop on HEMI models.



- Inside, the Challenger gets a 7-inch (780mm) Thin Film Transistor display with over one hundred possible configurations, 8.4-inch Uconnect touchscreen radio with available navigation, and a retro styled gauge cluster.
- Six-Piston Brembo High Performance brakes with two-piece 15.4-Inch vented/slotted rotors and 4-piston brakes rear on SRT models.

#### SRT Hellcat

This version of the 2015 Dodge Challenger runs a supercharged 6.2 litre HEMI engine rated at 707hp (527kW) and 650lb-ft (881N-m) of torque. This engine is also available in the Dodge Charger SRT Hellcat. The inner driving light on the left front has been removed to allow air to get into the engine resulting in more torque, and the wheel wells are different from the standard SRT to accommodate the 20-inch aluminum wheels. The SRT Hellcat comes equipped with two separate key fobs; use of the "black" fob will limit engine output to 500 horsepower, while the "red" fob will enable the full output capability. The Hellcat has a quarter mile time of 10.85 seconds; this was accomplished with street legal drag tyres. On stock tyres the Hellcat was able to achieve 11.2 seconds @ 125 mph on the quarter mile.

The Challenger SRT Hellcat can accelerate from 0-60 in 3.6 seconds and can brake from 60-0 in 109ft. Top speed is 199mph to 202mph. The Challenger Hellcat has a lateral acceleration of 0.94g.

The European-spec Hellcat is capable of 0-62 mph (0-100 km/h) in 3.9 seconds, 0-124mph (0-200km/h) in 10.7 seconds, and 0-186mph (0-300 km/h) in 38 seconds (although the speedometer appeared to be inaccurate by 10-15km/h).

#### Limited production variants

In addition to official Dodge concept cars, there have been numerous limited production and street legal variants created by third parties, based on stock cars that have been rebuilt with modified powertrains, suspensions, and interiors.

These include the SMS 570 and (supercharged) 570X with up to a claimed 700 bhp (522kW), the Mr. Norm's Challenger claims 637 or 900bhp (475 or 671kW) horsepower, the supercharged SpeedFactory SF600R with around 600bhp (447kW), the supercharged Richard Petty Signature Series with a claimed 610bhp (455kW), and the Legacy by Petty convertible Challenger completely customised by Petty's Garage to include a one of a kind front end and NASCAR styled treatments.





A wide-body Dodge Challenger SRT concept by Dangeruss

## COULD THIS BE THE CHALLENGER WE'LL SEE IN OZ COME 2018?

Perennially stuck in third place behind the Ford Mustang and Chevy Camaro in sales and enthusiast comparisons, the next Dodge Challenger – for the 2017 model year – is doing something unconventional for a muscle couple. It's adding all-wheel drive.

It's a new feature for Detroit's pony cars – none of the three have ever had it – and it could be a game-changer. Called the **Challenger GT**, the **Dodge** launches this winter for a starting price of \$34,490.

The Challenger GT comes with the **Pentastar** 3.6-litre V6 rated at 305 horsepower and 268 pound-feet of torque. It teams with an eight-speed **TorqueFlight** automatic tranny and is estimated to get 18 miles per gallon in the city and 27 mpg on the highway. An FCA spokesperson said no manual transmission or V8 models will be offered on the all-wheel-drive Challenger. It will be on display in January 2017 at the **Detroit Auto Show**.

All-wheel drive is a widely expected addition for the Challenger. The coupe shares underpinnings with the four-door Charger, which offers an all-wheel drive variant and the cars have similar powertrain offerings (the AWD Charger is also V6 and automatic only). Naturally, the Challenger borrows the Charger's AWD system and during regular driving conditions, the front axle disengages and full torque goes to the back wheels, allowing the Challenger to function as a rear-wheel drive car. It automatically goes back to AWD when more traction is needed. Handling is also fortified with a vehicle dynamic control system. Conversely, the electronic stability control has three modes and can be switched off for drift-happy enthusiasts.

The GT has features familiar to other Challenger and Dodge owners, including an 8.4-inch touchscreen radio, **Performance Pages** (accessible through the *Super Trak Pack* button), and paddle shifters. A Sport Mode changes shift points to improve acceleration. It all rolls on 19-inch wheels wrapped in all-season rubber. The exterior gets a bonnet bulge, LED head- and taillights, and a decklid spoiler.

The Challenger GT also offers a \$995-interior package different than RWD models, adding **Nappa** leather, **Alcantara** suede seats, a nine-speaker **Alpine** audio system, performance steering wheel, and more.

All of that is just window dressing. It's all-wheel drive that could be a difference-maker for consumers. The Challenger won't likely be able to take down the Mustang, which will finish 2016 as the pony car sales king. It's moved 98,868 units through November, well ahead of the second-place **Camaro's** 65,705 sales. The Challenger is right behind the **Chevy**, with 59,176.

All-wheel drive might be enough to edge it ahead of the bow-tie bruiser in '17, upending the traditional pecking order. Looks like the Motor City muscle coupe wars just escalated.

Rapidly.



### THE TRADITION CONTINUES

There have been three main iterations of the Dodge Charger. The most famous mid-size (B-body) two-door car from 1966 to 1978, then a subcompact (L-body) car between 1983 and 1987, and now the current (*LX* and *LD*) full-size platform four-door sedans built since 2006.

The name has a lot of history so Chrysler have used it many times all over the world. The moniker particularly has been given to a number of performance concepts (see *Torqueback 21* "Prototypes and Dream Cars") over the years. Of course we all know it's distant cousin, the Valiant Charger – probably the most famous Chrysler ever here in Australia. A similar name plate, the Ramcharger, was once used for a performance pickup. And the name Charger was also used in Brazil as a performance model based on their Dart between 1970 and 1980.

But the twenty-first century renaissance truly began when the name Charger was first given again to a 1999 concept car – spawning what would ultimately be the latest current Charger we know now (though substantially different) placed into production from the 2006 model year.

Very few of this latest Charger have actually made their way downunder – as FCA really only see Oz as a 300C market for now – but this may all change once a native Holden and Ford leaves the local performance market.

#### Model years of Chargers

- 1964 **Dodge Charger** (concept):  
a roadster-style show car based on the **Dodge Polara**
- 1965 **Dodge Charger 273**:  
a limited production option package for the **Dart GT**
- 1968 **Dodge Charger** (concept):  
a rear wheel drive concept car
- 1970–80 **Dodge Charger**:  
Brazilian version based on the Dodge Dart, with a higher-compression 318 V8 engine
- 1983–87 **Dodge Charger** (L-body):  
a front wheel drive subcompact hatchback
- 1999 **Dodge Charger** (concept):  
a rear wheel drive concept car (*pictured left*)
- 2006–present; **Dodge Charger** (*LX*):  
Several model and trim versions of a rear wheel drive



#### Revival

After nineteen years, Dodge reintroduced the Charger in 2005 for the 2006 model year in a new form. This generation was available only as a four-door sedan using the Chrysler LX platform. The design was intended to be reminiscent of the Chargers of the 1960s and 1970s and the taillights harkened back to that era, as did the new stamped bonnet and side panels. This generation was available with a V6 and V8 engine options, as well as all-wheel drive (AWD).

Unfortunately a manual transmission was not an option for this new charger to the dismay of many car enthusiasts.

In its inaugural year, the Dodge Charger was available in *SE*, *SXT*, *R/T*, *R/T* with *Road/Track Performance Group*, and *Daytona R/T* versions. The basic SE model included a 3.5L V6 engine, 5-speed automatic transmission with AutoStick manual shifting feature, 17-inch wheels, air conditioning, all-speed traction control, as well as ABS and electronic stability control, a CD player, tilt and telescoping steering column, power locks/mirrors/windows, and remote keyless entry. Additional features and trims were available including the Charger R/T with a 5.7 L Hemi V8 mated to a 5-Speed automatic transmission. A multiple-displacement system that allows it to save fuel by running on only four cylinders when cruising was also featured in the V8.

Performance was the feature of the Charger SRT8 equipped with a 6.1 L Hemi engine mated to a 5-speed auto, as well as conveniences such as an eight-way power front passenger seat, automatic climate control, special grille and rear spoiler, body-color interior trim, special front fascia and engine cover, larger exhaust tips, performance steering gear, heated front seats with perforated suede inserts, power-adjustable pedals, and special colors and exterior trim. Optional was a Road/Track package with 10 additional horsepower, GPS navigation system, 322-watt audio system, sunroof, and a rear-seat DVD entertainment system.

#### Seventh generation: 2011–present (*LD*)

The Dodge Charger received a new improved interior and new exterior styling for 2011. This included new side scoops along both front and rear doors, as well as more angular headlights, aggressive new grille styling, and a more defined and aerodynamic shape overall. Most notably, the rear end adopted a more modern wrap around LED tail light spanning across nearly the entire length of the boot. Driver visibility was improved by more than 15% addressing complaints from previous years.

Base performance was increased, with the 3.5L V6 engine being replaced with a Pentastar 3.6L producing 33% more power and 11% more torque.







The 4-speed automatic transmission was replaced with a 5-speed auto.

The SRT-8 was not produced for the 2011 model year.

The 2012 year brought a new 8-speed automatic transmission to the V-6 model. This year also saw the return of the SRT-8 to the model lineup. AWD was also added to the V6, making AWD available on all but the SRT-8 model.

For the 2012, 2013, and 2014 years, the **Super Bee** platform was available, making use of features seen in regular SRT-8 models with accessories and badges reminiscent of the 60s and 70s muscle car. These included a 6.4L engine with 470 HP, four piston Brembo brakes, slotted calipers, paddle shifters, SRT launch features (such as 0-60 timing, Live G-Force readings, and ¼ and ½ mile drag timers), custom seat embroidery, and more.

For 2015 the charger received significant exterior styling updates. Most noticeable was the new front end which featured new led lights and a softer more aerodynamic nose that was less angled and featured a noticeable curve around the headlight housing.

Another V8 model was introduced for 2015 making for a total of three V8 options. The 5.7L R/T, the SRT 6.4L, and the new 6.2L supercharged V8 model available in the Charger *Hellcat* that produced a whopping 707 HP.

All models now came standard with the 8-speed automatic transmission save for the specially produced police version which retained the 5-speed auto. AWD was dropped for the V8 engines and was only available with the V6 version.

Engines are available with both the 5-speed and 8-speed automatic transmissions.



### HOOKING A BIG GAME FISH...

The Plymouth Barracuda was a two-door car that was manufactured by Plymouth from the 1964 to 1974 model years. The first-generation Barracuda, a fastback A-body coupe based on the Plymouth Valiant, had distinctive wraparound back glass and was available from 1964 to 1966. The second-generation 1967 to 1969 Barracuda, though still Valiant-based, was heavily redesigned. Second-generation A-body cars were available in fastback, notchback, and convertible versions. The third-generation 1970 to 1974 E-body Barracuda, no longer Valiant-based, was available as a coupe and a convertible, both of which were very different from the previous models. It was practically identical to its fellow E-body sibling, the Dodge Challenger. The final model year for the Barracuda was 1974. But now?

Back in 2007, *Motor Trend* magazine reported a rumor that **Chrysler** was considering reviving the Barracuda in 2009. A new Barracuda would've been badged as a Chrysler, due to the **Plymouth** brand having been phased out in 2001. However, in the end the Barracuda was never reintroduced alongside the third generation **Dodge Challenger**.

Rumors of the Barracuda making a comeback were brought up again in 2012 when reports leaked that the Barracuda would come back in 2014 as an **SRT**, replacing the Challenger instead of being built alongside it. It was also stated the car would not be of a retro design. Ultimately, the SRT division was re-consolidated under the Dodge banner and the Challenger remained in production without a Barracuda replacement.

After years of silence, an all-new Barracuda, now under the Dodge brand, was finally shown to **FCA** dealers along with other future vehicles in August last year. Based on stretched underpinnings of the rear-drive **Alfa Romeo Giulia**, it is rumored to be powered by a turbocharged V6 and arrive within the 2019 model year.

The all-new 2017 Dodge Barracuda is one of the most anticipated muscle car models to be revived from history books. According to rumors this two-door coupe will remain a true muscle car, but will also borrow some elements from the supercar world, such as light-weight materials – carbon fibre, aluminum and other top-notch materials, that will be able to make the new Barracuda 250 pounds lighter, compared to the similar models. The car will feature exterior redesign, as well, making it look more aggressive and powerful than ever before.



The vehicle will be slightly shorter in height, which will increase the aerodynamic capabilities and it will look leaner, too. Of course, the new Barracuda will feature abundance of top-notch technology on the inside, including entertainment and safety features.

Other sources have confirmed that the new Cuda will definitely be radically different from the current Challenger, which initially it had been set to replace. The reason for this will be that it hasn't spawned from the Chrysler **LX** platform that was derived from **Mercedes-Benz** in the days when **Mopar** was under the control of **Daimler**.

It's a little confusing, but there seem to be two visions of how the new Barracuda will look circulating the internet at the moment. The latest concept for a 2017 model from **Car and Driver** (above) looks very Alfa Romeo-ish. While an older – and therefore more widespread concept everybody is googling – for what was to be a 2016 model (below), looks a little more related to the current Challenger.

In any case, either concept would be a ripper!

The cabin of the upcoming Barracuda will feature the very latest in automotive technologies, the latest safety features and advanced features in comfort level. Leather upholstery and chrome trim elements will be standard. A new infotainment system will entertain passengers while the driver has easy access to control features. It will feature an improved dashboard, new infotainment system, with integrated 8.4 inch LCD touchscreen and navigation system.

Dodge has always tried to package its cars with power. This 2017 Barracuda will be no different. The power for the new edition to the popular line is said to be derived from a 6.4 litre V8 that is able to deliver an output of upwards of 485 horsepower. This engine will represent immediate hypodermic injection fuel program, which assures better performance and managing problems. There are reports stemming from unofficial automotive websites indicating that there will be an additional power unit option of either a **Tigershark** inline four 2.4 litre, a **Hellcat** 6.2 litre or a **Pentastar** 3.6 litre unit for this 2017 Dodge Barracuda. Look out!





### RETRO STYLE

From its inception in 2000 to its final manufacturing day in 2010, the Chrysler PT Cruiser ran quite the course in its 10 years on the market. The PT Cruiser was one of Chrysler's best selling vehicles of its time and it became quite popular for a variety of reasons.

Many people have wondered what happened to the PT. In essence, the vehicle market was leaning toward more innovative, modern designs and the retro aesthetics of the Cruiser were far from the state of the art designs hitting showroom floors. In hindsight though, records suggest that Chrysler probably should've stuck with 'em...

The **Chrysler PT Cruiser** (PT standing for "Personal Transport") was a retro styled entry-level car launched by Chrysler as a 5-door hatchback in early 2000 (for the 2001 model year) and as a 2-door convertible in early 2004 (added to the 2005 model lineup).

Originally conceived as a **Plymouth** model, the PT Cruiser received the **Chrysler** nameplate on introduction in anticipation of the 2001 discontinuation of the Plymouth brand.

The PT Cruiser was designed by **Bryan Nesbitt**, who later also styled the **Chevrolet HHR**. His intention was clear – to capture the look and feel of an old-school sedan-delivery hot-rod. A 4-seat convertible model was added for 2005. It was a 2-door convertible with an integrated "sport bar" for added rigidity and rollover protection. The sport bar also caused air to flow over the rear seat passengers. Convertible production ended in December 2007, but the last 2007 convertibles were actually marketed as 2008 models.

In January 2009, **Chrysler LLC**, under the private equity firm of **Cerberus Capital Management**, announced the gradual discontinuation of the main model.

When Chrysler initially debuted their line of PT Cruisers, they were a sensation. And an immediate attention was drawn towards these unconventional vehicles. Only the **Volkswagen Beetle** seemed to come close to this newest design from Chrysler. The PT soon found a niche for itself in the vehicle market, where it's interesting design drew in customers who were looking for something different than all of the other vehicles on the road. And ideal for the Auto Salon!



In addition to the unusual styling of the 'Cruiser, customers were soon raving about it's luxury. It's spacious interior, great traction and smooth driving all propelled this car to the front of it's class. The PT Cruiser rivalled cars such as the **Honda Civic** in terms of speed, and their dependability made them an economical option for those shopping with a small to mid range budget.

In July 2009, after reorganisation into the "**New Chrysler**", the company changed plans to discontinue the model by specifying that it would do so for Canadian and Mexican markets only. But then finally a year later, in 2010 the PT Cruiser ended production. Worldwide production totalled 1.35 million vehicles.

The unique style and attitude of a PT Cruiser seems to divide Mopar aficionados' opinion sometimes. But love 'em or hate 'em, they were such a radical and challenging experiment that turned out to be absolutely right. Indeed, they became one of the most successful Mopars of all time.





### MILLENNIAL SPORTSCAR

The Chrysler Crossfire is a rear-wheel drive, 2-door sports car sold by Chrysler and built by Karmann of Germany for the model years 2004 -2008. They weren't around for long, but quite a few did make their way here...

Developed during the union of **Daimler** and **Chrysler**, the two-seater is based on the *R170* platform and shares 80% of its components with the *R170 Mercedes-Benz SLK320*. The 2nd generation **Mercedes-Benz SLK** was built on a new *R171* platform starting in the 2005 model year. The *R170* platform was essentially handed down to Chrysler for use in building the Crossfire. Having initially arrived in 2001 as a concept car styled by **Eric Stoddard**, the Chrysler was further refined by **Andrew Dyson** before production began in 2003 for 2004 model year sales.

Chrysler discontinued the Crossfire after the 2008 model year, as part of its restructuring plans. The last Crossfire rolled off of the assembly line on December 17, 2007.



*Top:* The Crossfire came as a two-door in both a soft top and coupe. *Centre:* This rare *Sport* model certainly shows glimpses of the Crossfire's German pedigree – it could've been a **Mercedes** and here looks quite **Porsche**-like. *Bottom left:* Aussie actress and model **Margot Robbie** gets stuck in the snow with her Crossfire. *Bottom right:* According to sales, the Crossfire convertible was the most popular model. Certainly looks good sitting low with a tasteful bodykit and integrated colour scheme.





## THE LAST MOPAR SUPERCAR

The Dodge Viper is a custom sports car manufactured by Dodge (SRT for 2013 and 2014), from 1992 through 2017 – having taken a brief hiatus from 2010-2013. While it actually started out as an experimental dreamcar, it was soon a modern supercar – boasting a V10 – that Mopar aimed at the likes of the Corvette. While a stop-start production, there have been five successful generations of Viper. The current Viper dates back to the 2013 model year, but sadly, after several months of rumours, FCA recently announced that the 2017 model will be the last – basically because they are closing the dedicated plant where each bespoke Viper is handmade, due to industrial legislation.

**Automotive News** reported in 2015 that the end of the line for the V10 sports car was buried in a contract proposal for the next four years between **Fiat Chrysler** and the **United Autoworkers** union. The contract, ratified with 77 percent support from union members, contained a detailed plan for future production, including plans to upgrade FCA's eight-speed automatic transmission. But specified no new vehicle production at FCA's **Conner Avenue** plant in Detroit, where Vipers had been built by hand by a team of roughly 80 employees.

It's a sad end for the Viper, which went into production in 1992 after wowing fans as a concept car at the **North American International Auto Show** in 1989. Updated in 1996, 2003, and 2008, the Viper met a temporary end in 2010, a victim of Chrysler's bankruptcy. Thankfully, the current Viper returned in 2013, but it's been somewhat slow-selling. **Automotive News** reported that just 503 Vipers were sold in 2015, with only 760 sold in all of 2014. This year the numbers have dipped again.

Demand here in Oz has always been fickle. **Guy Oakes** tells us how a while back twenty five Gen2 Vipers were imported here and through a factory-supported conversion and compliancing process were to be sold through the **CJD** network. However they struggled to sell so some were then sent to other RHD countries, such as Singapore and South Africa.

This kind of sales performance – both here and back in the US – is a shame because in many ways the Viper is the 'last great American sports car'. Brash, brutish, and with a strong disdain for those who can't handle its challenges. In a world where even the 650-horsepower **Corvette Z06** has the polish, refinement, and digital help of its European competition, there was something great about the Viper's love-it-or-hate-it untameability.

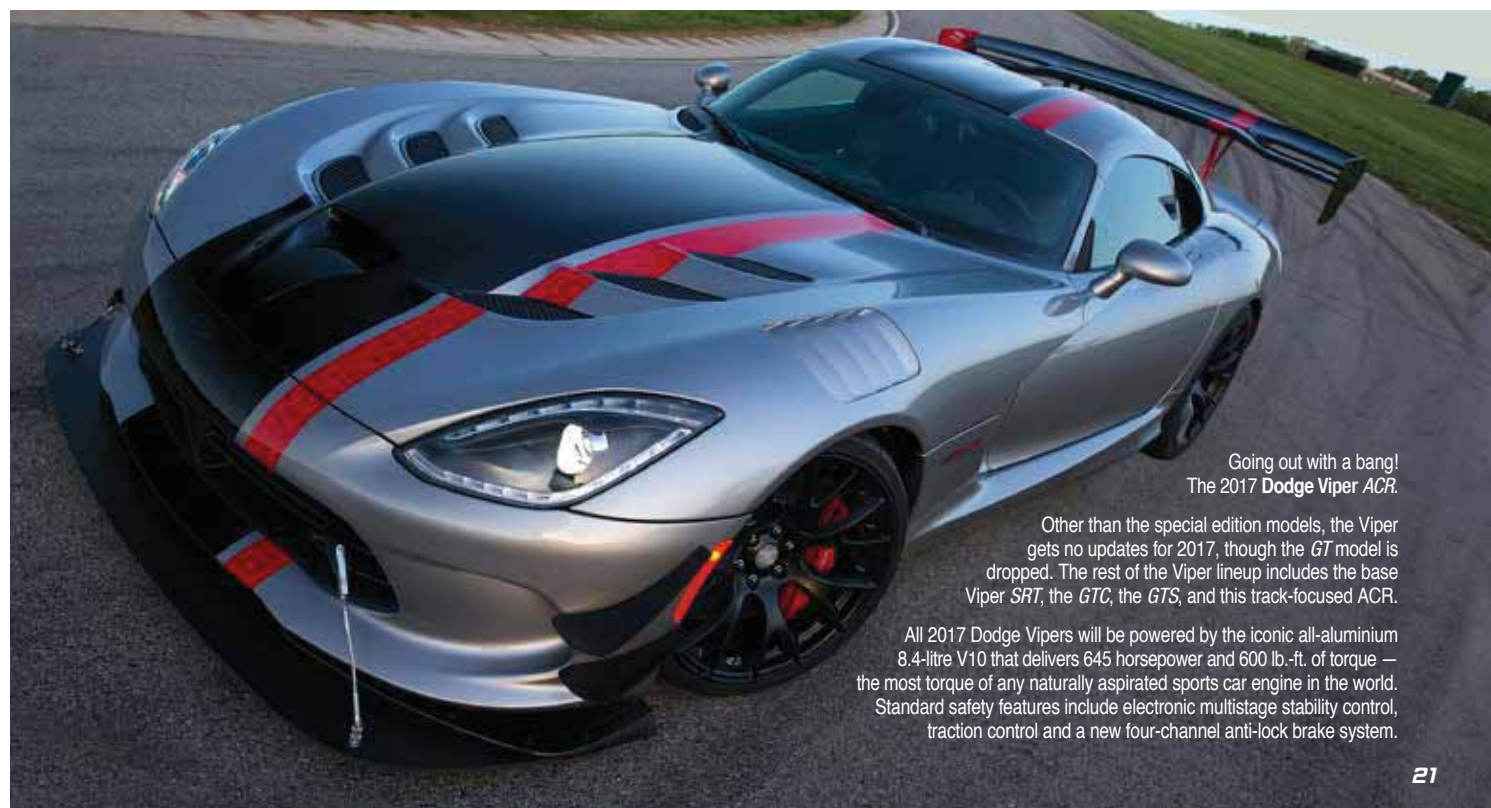
In 2015, Dodge announced its slightly confusing but ultimately quite cool **1 of 1** custom-order program for the 2015 **Viper SRT**. A program they claimed any Viper could be painted and configured in "**50 million ways**". Today you can still begin acting out your most perverted Viper customising fantasies with an online configurator. It's refreshingly free of limits. For starters, you're free to create whatever color you damn well please, and for the most part, you can then pair that insanity with whatever stripes, wheels, and interior you want. The results can be good. Or you can make some truly, um, "**one of a kind**" Vipers to test the limits of sanity and taste.

Ultimately though, this level of custom freedom, and even a lower base price wasn't enough to kick-start sales. So if you want a Viper, now's your last chance. You might even snag a deal on one before 2017 rolls around.

To mark such a sad occasion, the Viper plant will roll out six special-edition cars. While still offered within the **1 of 1** program, most of these cars will share their cold blood with previous special-edition Vipers. All the models come with plaques, special badges, and color-matched car covers printed with the owner's name above the driver's door. Production is limited to between 25 and 100, depending on the model – but may be less depending on demand. Viper sales through May of this year only totalled 241 in the U.S. Last year, 676 were sold in the same quarter.

Could this really be the end of the Viper, after 30,000 have been built over the past 25 years? The hand-built supercar took a two-year sabbatical between 2010 and 2012, and FCA CEO **Sergio Marchionne** has hinted the Viper could return on a modified **Alfa Romeo** platform.

We won't give up hope, and we suppose, neither will the workers at Conner Avenue in Detroit.



Going out with a bang!  
The 2017 Dodge Viper ACR.

Other than the special edition models, the Viper gets no updates for 2017, though the **GT** model is dropped. The rest of the Viper lineup includes the base Viper **SRT**, the **GTC**, the **GTS**, and this track-focused **ACR**.

All 2017 Dodge Vipers will be powered by the iconic all-aluminium 8.4-litre V10 that delivers 645 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports car engine in the world. Standard safety features include electronic multistage stability control, traction control and a new four-channel anti-lock brake system.

## ANYTHING, ANYWHERE, ANY TIME...

Jeep is a brand of American car that is a division of FCA US LLC (formerly Chrysler Group, LLC), a wholly owned subsidiary of Fiat Chrysler Automobiles. The former Chrysler Corporation acquired the Jeep brand, along with the remaining assets of its owner American Motors, in 1987. Jeep's current product range consists solely of sport utility vehicles and off-road vehicles, but has also included pickup trucks in the past.

The original Jeep was the prototype Bantam BRC. Willys MB Jeeps went into production in 1941 specifically for the military, arguably making them the oldest four-wheel drive mass-production vehicles now known as SUVs. The Jeep became the primary light 4-wheel-drive vehicle of the United States Army and the Allies during World War II, as well as the postwar period. The term became common worldwide in the wake of the war.

As Doug Stewart notes, *"the spartan, cramped, and unstintingly functional jeep became the ubiquitous World War II four-wheeled personification of Yankee ingenuity and cocky, can-do determination..."*

The first civilian models were produced in 1945. It inspired a number of other light utility vehicles, such as the Land Rover. Many Jeep variants serving similar military and civilian roles have since been designed in other nations.

### The Jeep brand

The brand has gone through many owners, starting with **Willys**, which produced the first **Civilian Jeep (CJ)** in 1945. As the only company that continually produced Jeep vehicles after the war, in June 1950 **Willys-Overland** was granted the privilege of owning the name "Jeep" as a registered trademark.

Willys was sold to **Kaiser Motors** in 1953, which became **Kaiser-Jeep** in 1963. **American Motors Corporation (AMC)** purchased Kaiser's money-losing Jeep operations in 1970. The utility vehicles complemented AMC's passenger car business by sharing components, achieving volume efficiencies, as well as capitalizing on Jeep's international and government markets.

French automaker **Renault** began investing in AMC in 1979. However, by 1987, the car markets had changed and even Renault itself was experiencing financial troubles.

At the same time, **Chrysler Corporation** wanted to capture the Jeep brand, as well as other assets of AMC. Chrysler bought out AMC in 1987, shortly after the **Jeep CJ-7** was replaced with the AMC-designed **Jeep Wrangler** or **YJ**.

Chrysler merged with **Daimler-Benz** in 1998 to form **DaimlerChrysler**. DaimlerChrysler eventually sold most of their interest in Chrysler to a private equity company in 2007. Chrysler and the Jeep division then operated under Chrysler Group LLC, until December 15, 2014, when the name was changed to FCA US LLC.

Jeeps have been built under licence by various manufacturers around the world, including **Mahindra** in India, **EBRO** in Spain, and several in South America. **Mitsubishi** built more than 30 different Jeep models in Japan between 1953 and 1998. Most of them were based on the **CJ-3B** model of the original Willys-Kaiser design.

Toledo, Ohio has been the headquarters of the Jeep brand since its inception, and the city has always been proud of this heritage. Although no longer produced in the same Toledo Complex as the World War II originals, two streets in the vicinity of the old plant are named Willys Parkway and Jeep Parkway. The Jeep Wrangler and **Jeep**



**Cherokee** are built in the city currently, in separate facilities, not far from the site of the original Willys-Overland plant.

American Motors set up the first automotive manufacturing joint venture in the People's Republic of China in January, 1984. The result was **Beijing Jeep Corporation, Ltd.**, in partnership with **Beijing Automobile Industry Corporation**, to produce the Jeep Cherokee (XJ) in Beijing. Manufacture continued there after Chrysler's buyout of AMC.

This joint venture is now part of DaimlerChrysler and **DaimlerChrysler China Invest Corporation**. The original 1984 XJ model was updated and called the "Jeep 2500" toward the end of its production that ended after 2005.

A division of **FCA**, the most recent successor company to the Jeep brand, now holds trademark status on the name "Jeep" and the distinctive 7-slot front grille design. The original 9-slot grille associated with all World War II jeeps was designed by Ford for their GPW, and because it weighed less than the original 'slat grille' of Willys (an arrangement of flat bars), was incorporated into the "standardised jeep" design.

The history of the HMMWV (**Humvee**) has ties with Jeep. In 1971, Jeep's Defense and Government Products Division was turned into **AM General**, a wholly owned subsidiary of American Motors Corporation, which also owned Jeep. In 1979, while still owned by American Motors, AM General began the first steps toward designing the Humvee. AM General also continued manufacturing the two-wheel-drive **DJ**, which Jeep created in 1953. The **General Motors Hummer** and Chrysler Jeep have been waging battle in U.S. courts over the right to use seven slots in their respective radiator grilles. Chrysler Jeep claims it has the exclusive rights to use the seven vertical slits since it is the sole remaining assignee of the various companies, since Willys gave their postwar jeeps seven slots instead of Ford's nine-slot design for the Jeep.







The most popular base Jeep Grand Cherokee is powered by a 3.0-litre V6 turbo diesel. But it also comes in a range of different specs all the way up to an SRT.

## Off-road

Jeep advertising has always emphasised the vehicle's off-road capabilities. Today, the Wrangler is one of the few remaining four-wheel-drive vehicles with solid front and rear axles. These axles are known for their durability, strength, and articulation. New Wranglers come with a **Dana 44** rear differential and a **Dana 30** front differential. The upgraded **Rubicon** model of the JK Wrangler is equipped with electronically activated locking differentials, Dana 44 axles front and rear with 4.10 gears, a 4:1 transfer case, electronic sway bar disconnect and heavy duty suspension.

Another benefit of solid axle vehicles is they tend to be easier and cheaper to "lift" with aftermarket suspension systems. This increases the distance between the axle and chassis of the vehicle. By increasing this distance, larger tires can be installed, which will increase the ground clearance, allowing it to traverse even larger and more difficult obstacles. In addition to higher ground clearance, many owners aim to increase suspension articulation or "flex" to give their Jeeps greatly improved off-road capabilities. Good suspension articulation keeps all four wheels in contact with the ground and maintains traction.

Useful features of the smaller Jeeps are their short wheelbases, narrow frames, and ample approach, breakover, and departure angles, allowing them to fit into places where full-size four-wheel drives have difficulty.

## Why is Jeep so successful?

During the recent recession, when gas prices soared and the economy tanked, everybody decided it was time to trade in their gas-guzzling and road-hogging SUVs. It was a decisive and quick decline for the SUV segment's popularity, which was a crippling blow to Detroit automakers' sales and profits.

Fast-forward to today, and smaller and more fuel-efficient SUVs and crossovers are winning back drivers. One brand is taking full advantage of the change of heart is Jeep. Here's a look at what's driving Jeep's success, where the brand is going from here, and why it matters for **Fiat Chrysler Automobiles**.

To say that FCA's Jeep brand dominates its markets is a complete understatement. In 2014, when measured against the US automotive industry's 9.1% increase in light-vehicle sales through July, compared to the previous year, Jeep's 44% gain during the same time frame is astonishing. Jeep even trounced the 11.8% gain of the entire SUV and crossover segment, which has been one of the fastest-growing segments recently. In 2016, the figures are much the same.

No matter where you live, there is always a used Jeep Wrangler in your area. You see them everywhere: on roads, in people's driveways, for sale on various used dealership lots. Whether they have been tuned-up and upgraded, or are being sold at stock price, Jeep Wranglers are everywhere and selling for a lot. Why are they everywhere though? Because they hold their value so well, more

so than any other car out there. Why do they hold their value so well? For two simple reasons.

Jeep Wranglers have been around for many decades, and owned by various companies. But one thing hasn't changed: their durability. This, coupled with the fact Wranglers have a cult-following, cause them to maintain their value over the years, even after depreciation has gotten to them. It doesn't matter what year it is, someone is looking for it, and people looking to sell their used Jeep Wranglers know that, and sell them for a high price.

A year and half after it entered Jeep showrooms it was safe to call the Jeep Cherokee an unmitigated success. With nearly 180,000 units sold in the US last year the Cherokee was the second-best selling nameplate in the Jeep line up, coming within 5,000 total annual sales of Jeep's much-lauded **Grand Cherokee**. It was also the third best selling vehicle in the entire midsize SUV category internationally. The Cherokee's sales success continued in 2015 putting it ahead of the Grand Cherokee by 8,000 units. The entire Jeep brand's year-to-date sales has been tracked at over 250,000 units, putting it up more than 20 percent and on pace to hit one million annual U.S. sales – a first for Jeep.

When your advertising slogan becomes part of the Australian vernacular, you know you've struck gold. Boasting the best advertising campaign in the business, the *"I bought a Jeep"* catch cry has been a boon for the brand. But the success has had its downside. Jeep has been targeted in a few high-profile campaigns as well as management issues that are currently being played out in the courts, which collectively have hit the brand hard in the sales race. But Jeep is getting serious about dealing with past customer issues.

Nevertheless the Grand Cherokee has been one of the success stories for the marque Down Under. Boasting an impressive features list and a strong drivetrain options. Leading the way is the diesel engine derivative, and even in this entry-level **Laredo** specification presents as impressive value for money for those wanting off-road prowess without forgoing life's luxuries.



# keep on truckin'

RAM

## ARRIVING HERE SOON...

The Ram pickup (formerly the Dodge Ram) is a full-size pickup truck manufactured by FCA in the US and marketed as of 2010 under the Ram brand. Ram trucks are also about to become available in Oz officially from FCA.

Previously, Ram was part of the **Dodge** line of light trucks. The name Ram was first used in 1981 on the redesigned Ram and **Power Ram** following the retiring and rebadging of the **Dodge D Series** pickup trucks as well as **B Series** vans.

Ram trucks have been named **Motor Trend** magazine's **Truck of the Year** five times; the second-generation Ram won the award in 1994, the third-generation Ram **Heavy Duty** won the award in 2003, the fourth-generation Ram **Heavy Duty** won in 2010 and the current Ram 1500 won in 2013 and 2014.

The Ram is manufactured at **Saltillo Truck Assembly** in Saltillo, Coahuila, Mexico and **Warren Truck Assembly** in Warren, Michigan.

### First generation (1981–1993)

The first-generation Ram trucks and vans introduced in 1981 featured a Ram bonnet ornament, first used on Dodge vehicles in 1933. Dodge kept the previous generation's model designations: "D", "B" or Ram indicated two-wheel drive while the "W" or Power Ram indicated four-wheel drive. Just like **Ford**, Dodge used 150 to indicate a one-half ton truck, 250 for a three-quarter ton truck, and 350 for one-ton truck. Standard cab, "Club" extended cab, and crew cab versions were offered along with 6.5 ft (2.0 m) and 8 ft (2.4 m) bed lengths and "Utiline" and "Sweptline" styled boxes. Externally, the first-generation Rams were facelifted versions of the previous generation Dodge D-Series pickups introduced in 1972. Various configured **Slant-6** and V8 gasoline engines were available. The interior was updated and included a newer style bench seat, and a completely new dashboard and instrument cluster.

### Second generation (1993–2002)

The Ram line was redesigned for the 1994 model year. Development on a second generation began in 1986, ending in late 1992. A more conventional design was originally scheduled for a 1991 production; but the Dodge designers felt that modern pick-ups looked "too flat and sedan like", while the early 50's **Studebaker** pick-up and the 18 wheeler trucks had just the right "macho" look to them. The design featured a big-rig-looking front end and a large grille that was nothing like the current Ford or **Chevy/GMC** pickups in design.

The redesigned 1994 Ram was a sales success, with sales rocketing from 78,000 units in 1993 to 480,000 in 1996. Engine offerings continued over from the first-generation Ram and were the 3.9L V6, 5.2L V8, 5.9L V8, and 5.9L I6 **Cummins** turbo

diesel. Added to the line up was a new 488 cubic inch 8.0L V10 engine designed as an alternative for those who wanted superior pulling power but didn't want a diesel. The new V10 and Cummins turbo diesel could only be had in the **2500** and higher designation models. Models were now the 1500 half-ton, 2500 three-quarter-ton, and **3500** dual-rear-wheel one-ton in both 2- and 4-wheel drive. 1500 Rams offered both 6.5- and 8-foot (2 and 2.4m, respectively) boxes. 2500 Rams offered 6.5-foot (2.0m) boxes with club or quad Cabs.

Dodge offered the 2500 series in two different gross-vehicle-weight ratings for the first few years, but this was later dropped. The purpose of the difference between the light-duty and heavy-duty 2500 trucks was for the heavy-duty 2500 to take the place of the discontinued one-ton single-rear-wheel trucks. Rear axles for the light-duty 2500 trucks were semi-floating, while the heavy-duty 2500 rear axles were full-floating.

### Third generation (1993–2002)

In development from 1996 (styling by **Cliff Wilkins** finalised in 1998), the third-generation Ram was unveiled at the 2001 **Chicago Auto Show**, and debuted for 2002 model year on 1500 models, and 2003 on 2500 and 3500 models.

This was a major update including an all new frame, suspension, powertrains, interiors, and sheet metal. The crew cab models for this generation were actually quad cab trucks that had conventional-opening rear doors. The four-wheel-drive light trucks (1500 series) lost their live axles in favor of an independent front suspension, but the 2500 and 3500 series retained the live axles for maximum longevity and durability. This body style drew heavily from the previous generation. The redesigned trucks bolstered sales, with 400,000 sold during 2001-2002 and nearly 450,000 sold during 2002-2003, a new high point for the Ram name. At the same time, both Ford and GM trucks were increasing in sales from a 2001

peak over 850,000 to the 900,000 range. But with 400,543 Rams sold that year, the Ram's sales could not keep up with the eleventh-generation **F-150** in 2004. The primary reason was that Dodge did not manufacture a true crew cab to compete with Ford and other manufacturers.

### Fourth generation (1993–2002)

The fourth generation Dodge Ram was introduced at the 2008 **North American International Auto Show** in Detroit. This latest generation was sold as the 2009 Dodge Ram 1500 starting in late 2008. The 2500, 3500, 4500 and 5500 models were later added to the lineup. In 2010, the Ram brand was separated from Dodge. Chrysler attempted to keep the Ram competitive in the market through various developments for the 2009 model, including a new four-door cab style offering, new suspension, a new Hemi engine option, and the **Rambox**, a new storage system that allows secure storage inside the truck's bed walls. Later models have the Rambox system tied in with the remote keyless system.

Since 2011, Ram trucks are marketed as having "class-exclusive" manual transmissions. This is simply because the competitors stopped using manual transmissions! Horsepower remained the same for 2013 models, torque however was increased to 660lb-ft of torque. Engine output remained the same for 2014 models. The Mega Cab option was deleted, replaced by a true four-door crew cab. Other cab options are regular cab and quad cab.

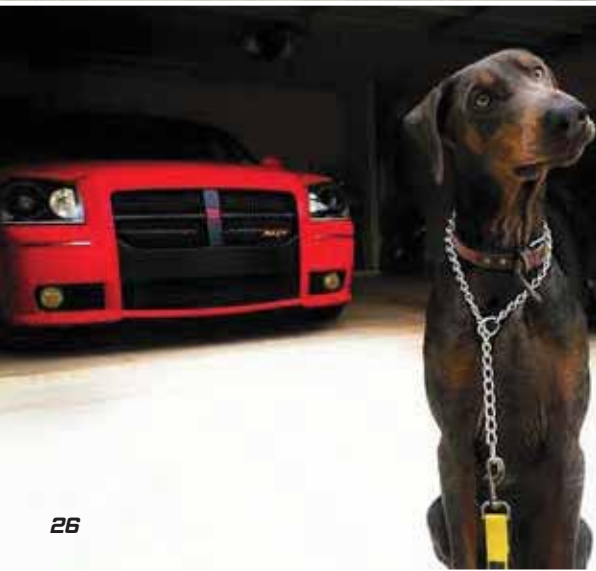
In 2016, FCA commenced selling the Ram 2500 and Ram 3500 in Australia. These are converted to right hand drive in Australia before sale. Pricing commences from \$139,500AUD (approx \$100,000USD). Ram has accumulated a small but noticeable grey market presence in the countries where they aren't officially sold by FCA. A thriving cottage industry in Australia has imported and converted Ram trucks to right-hand-drive and to meet the local regulations since the 1980s. (LHD cars less than 30 years old cannot be legally driven on Australian public roads unless they're granted a diplomatic or an R&D exception to the rule).













## RICK SAXON

### A Star In A Not-So-Reasonably Priced Car

My name is **Rick Saxon** and I have been a club member for 3 years now. I own a white 2014 **Chrysler 300 SRT8** and I have to say it pays to be a club member. Last year I was at a committee meeting and we had received some correspondence from an Adelaide film maker who needed a Chrysler 300 for one of his movies. (Turns out he really likes them and wanted to find a way to include one in his next film). Nobody else volunteered so I thought I'd give it a crack. Another thing to cross off the bucket list - be part of a movie even if I wasn't going to be in it myself.

I contacted him and we met up in a car park and he took some test shots to see if the car fitted the look he wanted as he originally wanted a black car. We parted ways and I didn't think anymore about it. Then a couple of days later **Stephen** (the film maker) called and asked if he could use the car and as he understood I wouldn't let just anyone drive the car, he asked if I would be ok with acting in the movie as well. With my handsome face I knew he would ask eventually anyway so of course I said yes.

Filming my scenes was in-August 2015 and I had an absolute ball doing it even if some scenes needed about seven or eight takes. The plan was to finish the editing and have the film ready for a short film festival called **Tropfest**. Tropfest was cancelled for 2015 due to lack of funding so now the film is available on **You Tube**. Type in Mood Mode **"The Extraction"** and it comes up straight away if you want to have a watch.

Stephen was impressed enough with my dazzling performance that he asked if I would like to be part of his next two movies as well so look for a short film called **"Room 6"** that we are filming right now coming out before the end of the year and then another one will follow in 2017.

As you know, I own a white with black chrome **MY14 Chrysler 300 SRT** that I bought in early 2014 as an ex demo. Absolutely love the car for its power, ride, looks and creature comforts. Pretty good on economy too considering its

a 6.4L **Hemi**. On a country run, I can get 8.6 litres per hundred. I have done a few small tweaks to suit my own taste such as a vinyl wrap on the roof that looks like black brushed aluminium, 392 HEMI fender badges instead of 6.4L Hemi, rear mufflers delete and slightly bigger tyres, dark window tint and K&N air filter. It is a very rapid means of transport so to get more performance out of it, I would have to spend big bucks. I love the saying "Speed costs money so how fast do you want to go?" but I also agree with the other saying "There's no substitute for cubic inches" and I have plenty of that.

For some strange reason I have always liked most things American. I like American cars - I have owned a '55 **Chev**, a '66 **Chevy Impala** with a 396 big block and massive wheels, a '66 **Chevy Belair** wagon, a 2007 **Chrysler 300C** with a 5.7L V8 and now the **SRT8**. Drag racing originated in the US and don't think there's any better sensation than hearing and feeling a Top Fueler at full noise.

I like American **NFL** football (Go the **Dallas Cowboys**) and even played the game in my younger days when I thought I was indestructible. Blues music originated in the southern states of America and is one of my favourite genres. I have travelled to the US of A three times and spent some time near Dallas, Texas. I love all Chryslers old and new. One day, probably when I retire I would like to play with/restore a '69 **Dodge Charger**, one of the sexiest shapes out there.

I love the **CCCSA** and would like to thank everyone for making me feel very welcome, even though work commitments (I work at **autObarn** Elizabeth) and caring for two girls with disabilities keep me from attending very many runs or events.

The variety of cars that this club has is amazing and I would like to encourage everyone in the club to keep the passion for all things Mopar, old and new, alive by spreading the word about the best car club in SA.

– Rick Saxon



***Rick Saxon***







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## VIPER POWERED PICKUP

When the Dodge V10 was first introduced, there were two very different versions: the race engine, used on the Viper, and the torquer, used on the Ram. A V10 powered Ram 2500 truck was, in truth, similar in feel to a 318-powered 1500, since it was meant for towing more than acceleration. No more.

The newly augmented Viper V10 was used, intact, on the Ram SRT-10. With 500 horsepower and 525 lb-ft of torque, it was the fastest truck available. Created by Chrysler's Performance Vehicle Operations (PVO) team, the truck used Viper and Prowler engineers along with the teams responsible for NASCAR vehicles and Le Mans Vipers.

SRT-10 was based on the standard SRT name given, confusingly enough, to vehicles modified by the PVO Group – that's Performance Vehicle Operations. SRT originally stood for "Street and Racing Technology" but now stands for "Strip, Road, and Track" – similar to the old R/T designation which seems to have been abandoned.

In July 2004, a **Dodge Ram SRT-10**, driven by **NASCAR** driver **Brendan Gaughan** set both the **Guinness World Record** and **Sports Car Club of America's** record for the world's fastest production truck with an average speed of 154.587 mph (248.784 km/h). Up until 2014, it was the world's fastest full size factory pickup truck (there were a total of three Dodge Ram SRT10 trucks used to break the world speed record). VIN # 3D3HA16H44G257254 reached a top speed of 157.327 mph but was disqualified because of what was considered an illegal exhaust system. 154.587 is the official speed that is used.

This is **Eric Holt's ProCharger** Viper-powered short-base Ram truck, which can generate 1100hp at the rear. The motor is a V10 with a **ProCharger F-1X SuperCharger Kit**. This weapon is all over **YouTube** so check it out (and make sure you have your volume turned right up to fully appreciate it) as this year it was voted by the **Viper Truck Club of America** as the best in the land (which probably means the world).



## THE HELLHOG

The Hellhog is a custom built six-wheel-drive Jeep JK Wrangler with a Hellcat powerplant and matching transmission tucked under its bonnet. This show rig was the first Hellcat-powered Jeep Wrangler to actually run and a marketing tool for what Wild Boar plans to eventually offer as a 754hp supercharged Hemi Jeep JK Wrangler 4x4 that you can buy.

By now, unless you live under a rock, you have heard about the 700+ horsepower *Hellcat* engine that's available in the **Dodge Charger**. Well, isn't that nice. But what have they got for Jeep fans? From the minds of the gang at **Wild Boar Off Road**, comes the *Hellhog*.

This particular unit was built in cooperation with **Dakota Customs** who got the engine transplanted and purring like a lion. The engine is a Hellcat Hemi that has been tuned to crank out 754hp and 675 pound-feet of torque. The Dakota Customs *Stage 2 Viking* build on the transmission allows it to handle as much as 1,000hp. It can more than handle the Hellcat. A Wild Boar vented bonnet tops the engine compartment and was custom designed to resemble the Hellcat Charger bonnet. There's a **Dana 30** up front, and the rear Dana 44 works in concert with a **Ford 9-inch** pass-through axle with custom driveshafts. All three hold 4:10 gears. **Custom King 2.0** shocks damp the Wild Boar suspension and allow adjustability up to 2 inches in lift. **Fuel Lethal** off-road wheels are wrapped with 35-inch **Toyo Open Country M/T** tyres.

Wild Boar added one of its custom auxiliary fuel tanks, some of its custom fenders, and a custom fibreglass top from **FinCo Fabrication**. Wild Boar also bolted up its custom roof rack, as well as its beefy front and rear bumpers. A **2wayair** onboard air supply system was also part of the Hellhog's build; the system allows tyres to be aired up and down without any kneeling on the ground by the driver. The Hellhog nameplates were made by **Orange County Nameplate**.

On the front bumper you'll find a **Comeup Winch Seal Gen2 9.5** waterproof winch with built-in wireless remote control. An Intelligence Dashboard information center inhabits the interior. Speaking of the interior, the passenger compartment features custom **Wet Okole** seat covers, and is completely upholstered by **Stitch Corporation**. The custom **Kevlar** paint was sprayed by **Exotic Custom Cars & Designs**, creating a two-tone pattern split by a red stripe running from nose to tail.

### HARD FACTS

Vehicle: Wild Boar Off Road Jeep Hell Hog

Engine: 2015 Dodge supercharged 6.2L Hemi V8

Transmission: W5A580 five-speed automatic

Transfer Case: Stock Suspension: Stock springs, King 2.0 compression adjustable shocks, King bumpstops

Axles: Dana 30 front, Dana 44 rear, Ford 9-inch pass-through between T-case and rear axle

Steering: Stock

Wheels: 17x9 Fuel Lethal

Tyres: 35x12.50R17 Toyo Open Country M/T

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The business has been successfully operating for over 14 years now. Owner and proprietor **Andy Miller** is always busy at his workshop on Donegal Road down at Lonsdale. He has worked on many Chrysler classic cars and possesses a thorough experience with our marque. And there's no bullshit. An aficionado of Custom Kulture and hot rodding, Andy is also the proud owner of a number of classic American and Australian collectibles and performance machines of other makes – but first and foremost he considers himself a **Mopar** man.

He is the proud owner of some pristine and trophy-gathering Chrysler vehicles – including a killer **VH Charger**, a dragstrip proven **Plymouth Duster**, a neat **VJ ute** and his well-known masterpiece **VJ hardtop** with a **ProCharger** super. He also has a **CM sedan**, a '68 South African **Valiant**, a '72 **Ford Ranchero**, a '76 **Ford Country Esquire** and an **LX Torana** hatch. And it seems there's always somebody's Mopar in his yard somewhere!

Call by or phone Andy to discuss your mechanical needs for your car whether it is a classic Chrysler or a late model car. Andy can be contacted at 24 Donegal Road, Lonsdale, Ph (08) 8326 1711 or mobile 0408 821 608. He understands Mopar cars and Mopar people. The man is an artist and a car-whisperer – and a good bloke to boot! *(He's my trusty mechanic – Ed)*



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## *vintage ride* CRUISE TO SHOW BLOCK WINES

SUNDAY NOVEMBER 13, 2016

You would think that by mid-November it would be the air-conditioner getting a work out in the Valiant rather than the windscreen wipers. Alas, the weather on this Sunday was exactly as we have come to expect from the longest, wettest, coldest winter on record. Still, it didn't deter the die-hards and we had a good turn-out of Mopars for our first run to Show Block Wines.

Evan and Jenny Lloyd brought the now-famous Charger out for its first club cruise (despite the wet conditions) and Jason and Karen gave their latest acquisition, a new Hillman Imp, its maiden voyage (though it did apparently suffer a cooling system failure on the way home). We had a good run up the freeway and back through the hills into McLaren Flat to **Show Block**, with the occasional downpour to make it interesting.

When we got to Show Block, John and Sarae welcomed us with yummy wine and a gourmet burger lunch. (After the long drive, many of us were also keen to try out Sarae's new 'convenience', specially brought in for the occasion.)

After lunch and a quick photo-shoot, a few take-away bottles were purchased before folks made their way home after what turned out to be a lovely afternoon – despite the threatening weather of the morning. A big thanks to John and Sarae, their family and friends for making us feel so welcome on the day and putting on a great lunch.

– Damian



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SUNDAY NOVEMBER 6, 2016

What a surprise this event proved to be. When I was contacted by the organisers with a request to mount a display, I had visions of us becoming involved in some sort of giant craft fair. No matter – it was being held at Tonsley Park, Chrysler's spiritual home, so that alone would make it worthwhile.

Anyway, we showed up with seven Vals, ranging from the **Hastwells' AP5** to **Jim Bowie's CM GLX** and an assortment of others from the 60s and 70s. All made at the factory, too.

As for the fair itself; how wrong was I? True, there were craft exhibits but there was so much else on show.

There were state of the art electronics, the latest in 3D printing technology, electric & solar vehicles, cutting edge communications, IT, audio and music shows, **TAFE** & **UniSA** displays, robotics, modern takes on old crafts like surfboard making and tin smithing – to name but a few. There was even a Dalek display and medieval knights who staged some mock battles in chain mail armour with swords and axes. (I did like the little girls who were watching from the sidelines and yelling out "*Kill him! Kill him!*").

All in all, over 5000 people came to see well over 100 displays, most of which represented the latest in innovation.

That aside, it wouldn't be an understatement to say we were one of the show's star attractions. We spent most of the day answering questions from a neverending stream of people of all ages who truly appreciated us and our cars. That was encouraging, especially when so many teenagers and pre-teens were among the admirers.

I even met a South African man who showed his family **Iain C's VF** and explained that his father bought a new one when they lived in Durban.

Yep, it was a good day. Busy but worth it. I did get a hint the organisers liked us as the last thing one of them said as we were leaving was "*See you next year!*"

– Hugh



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## CLOSE TIES THAT GO A LONG WAY BACK...

In the early 1980s, the CMV club – forerunner of the CCCSA – once was subordinate to the Street Machine Association of South Australia. There was no *All Chrysler Day*, and our biggest show of the year was SMASA's collective event *Hot Adelaide* – which of course is now their *Show N' Shine*. SMASA stalwart John Antinow shows how the Chrysler presence remains strong today.

The 2016 SMASA Show n Shine changed from February to November due to last years 39 degree celsius day. Moving to November was a great success as there were plenty of cars on the oval. Even though the show was competing against All Torana day and the drags at AIR. And to top it off the weather was great not too hot this year and we were lucky no rain either.

There were new sponsors this year with Auto Transformers being the main sponsors. Andrew displayed his Lincoln Zypher Gold Rush that always looks great and spectators love to check out. There was a great variety of cars

as well and good turnout of Hot Rods as well. Larry's Matt Black 34 always gets spectators excited also. Another cool drive was the Green XP Falcon Sedan Delivery very smooth and lots of major work completed on it. As a major sponsor Auto Transformers chose Anthony Barone's sweet black VC as sponsor's choice. A well deserved winner and you have to see this drive in the flesh to appreciate it. There was also a good turnout of Chryslers at the show. So hope to see more top Chryslers at next years show.

– John Antinow







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## SUNDAY OCTOBER 30

Our extended winter nearly put the mockers on the *Coast FM Open Day*. Considering the day before was warm and sunny the sudden change had the organisers (literally) running for cover. Luckily by the time proceedings got underway the rain stayed away, though it was still cold and blustery. At least we could retreat to our cars when it did rain, the group of 30 odd vintage vehicles that met to head off on the *London to Brighton* rally were mostly open top and very inappropriate for the conditions. (Incidentally, that's London Road, Mile End to Jetty Road, Brighton).

CCCSA once again had a good showing of cars for our second year at this event. 10 cars were on display and a constant stream of people came by to reminisce how their father/grandfather used to have such-and-such Valiant. There was keen interest in the *Klout/McGrath* police station wagon.

Numbers were probably down a little due to the weather but there was still plenty to see and do with bands playing across the day, tours of the **Coast FM** studios, old vinyl for sale and plenty of bric-a-brac stalls to look at. I even got some advice from the community gardeners on looking after my fruit trees and some free sunflower seeds for the garden!

We also gave out plenty of flyers for next year's *Adelaide Chrysler Festival*. Incidentally at next year's All Chrysler Day, Coast FM will be broadcasting live from the event across the day, replacing the band that we traditionally had for the past few years.

There's a good synergy between CCCSA and Coast FM, both being community/volunteer organisations.

– Iain







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# monster mash

## SMASA HALLOWEEN CRUISE

SATURDAY OCTOBER 29

October the 29th was a superb night to get the special love of your life out of the shed. It was **SMASA's Halloween Cruise**.

Myself and a friend got dressed up in costumes to celebrate. I said to her on the way out to the meeting point (corner of Montague Road and Walklys Road Ingle farm) "*I hope other people are dressed up and we aren't the only ones*".

What an understatement! So many people were. There were babies and many young children trick or treating. There was a **Frankenstein** and scary nurses, the **Addams Family** and **Spiderman** just to name a few. People went to a lot of effort. Some folks even dressed up their cars for the occasion. There was a hearse that looked amazing with dry ice in a coffin, clown hunters with blood splattered on the car, and many other cars with legs and arm hanging out of them. I was rather relieved!

When I pulled up I was lucky enough to find that another **CCCSA** member in a green *S Series* had rolled up next to me! Quite a number of **Chrysler** cars were present at the start on the run. We started cruising at 8pm and headed down Grand Junction Road towards Fulham Gardens which would be the half way point. Upon arriving I was so surprised, as the majority of the car park was full. A **Chrome Bumper Cruise** was out and about as well. SMASA gave out prizes to some people that made the effort to dress up, one of which I was given! Prizes were also given out to the best dressed car. It took about an hour to get around to look at them all. The cruise then headed on to Kurralta Park for the finish.

A great night of cruising with our sister club!

– Lesley



## WILLSHIRE



You get a feeling about a business pretty soon after walking in the door. That initial impression is often based on the presentation of the business. This could include its point of sale displays, level of cleanliness and the freshness of the decor, but it mostly comes from the people who work there. People who work in a functional and supportive environment give off a certain feeling. A feeling that they 'want' to help you, rather than that they 'have' to help you. If you ever visit **Willshire** you'll confirm that they are certainly in the first category.

Whether you make contact with reception, the guys on the floor or the General Manager **Daryl**, in every instance you'll be received warmly and professionally.

Now Willshire have been one of our valued advertisers for some time but there's much more to them than meets the eye. These guys advertise the slogan *"If it can be done inside a car, Willshire can do it for you."* This slogan actually sells the business a little short as not only can they refit a full or partial car interior but they can do the same for a van, a bus or even a prime mover.

Pretty much anything with wheels basically.

In the workshop you might see a big rig, several vans, a modern 4X4 and a various classic cars all undergoing the Willshire touch. One van recently fitted out was for the **Department of Correctional Services** as a prisoner transfer vehicle – not something you would want to see the inside of once in service.

Another van was fitted out for **Sealink** – with seats, seat belts, a new floor, USB ports and everything else required to carry their passengers in comfort and style. They also recently had a 4X4 in for a full leather seat re-trim and a beautiful blue 1954 **Jowett Jupiter** undergoing a full restoration including some very challenging new woodwork.

The guys at Willshire are craftsmen. There is no other word you would use to describe skilled individuals who can basically replicate a classic car interior in the style of the era! All custom made and much of it done by hand.

It's also comforting to know that Willshire are a South Australian owned and operated family business that has been in operation for over fifty years. As touched on earlier they specialise in automotive interiors, seat belts, child restraints, cargo barriers, commercial vehicle fit-outs, van racking, softops for convertibles, and conversions for the disabled.

Some of their major clients include: **CMI Toyota, Jarvis Group, Daimler Trucks, Mercedes Benz Vans, Australian Motors, CMI Hino, Northpoint Toyota, Peter Kittle, Adrien Brien** and many government departments and local councils – which is testament to their reputation in their field. So to sum up, these guys are the best in the business, and while they clearly possess the skills and capacity to transform your beloved classic car there is much more to them than that. If you are planning to update the interior of your daily driver or fit out a work van or trade vehicle, Willshire can do it for you too, no problem.

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## THE MEMBERS' WORD

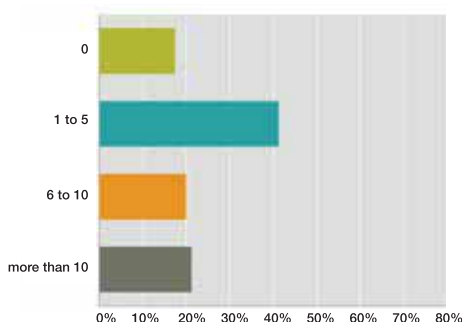
Earlier this year the club undertook a survey of members to gather feedback on how the club is doing. The survey was open for a three-week period from 21st June to 11th July. 80 members took the time to submit their responses, which is a very good return rate. The survey asked general questions about the running of the club, as well as specific ones about the All Chrysler Day.

While there isn't space to include all the results here, a selection has been provided, especially where we have chosen to change the way we do things in response to the results. Overall, the results were very positive with the majority of members being happy with the way things are going.

### General club and membership questions

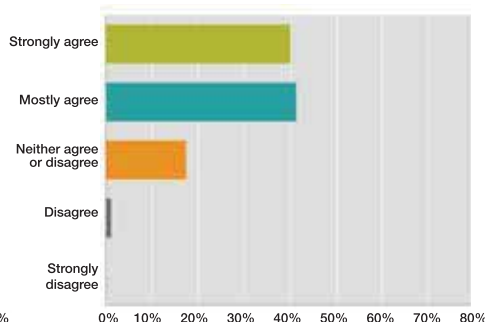
*On average, how many monthly meetings do you attend?*

Answered: 80 Skipped: 0



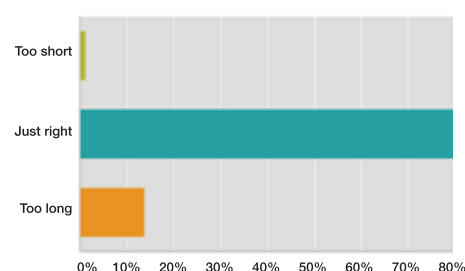
*Monthly meetings are well run?*

Answered: 80 Skipped: 0



*The length of monthly meetings is?*

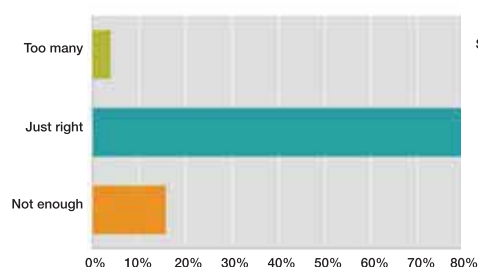
Answered: 80 Skipped: 0



In terms of meetings, most members attend at least one meeting per year and agree that meetings are well run and about the right length. Work, family commitments and distance were the main reasons for not attending meetings. One frequent comment was that people wanted less "business" and more guest speakers at meetings.

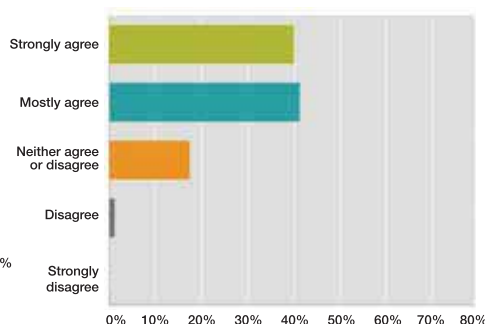
*The number of cruises and events held each year are?*

Answered: 76 Skipped: 4



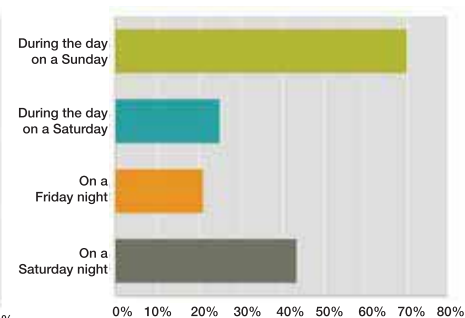
*Cruises and events are well organised?*

Answered: 80 Skipped: 0



*I prefer cruises and events when?*

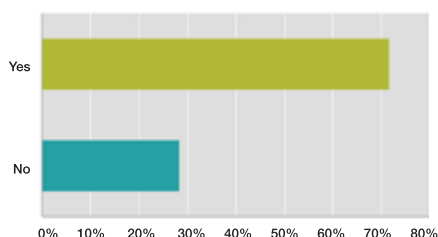
Answered: 76 Skipped: 4



Overall members seem to be happy with the number of cruises and events held each year. There is a strong preference for Sunday events but also for Saturday evening cruises.

*Are you happy with the clubrooms where we hold general meetings?*

Answered: 76 Skipped: 4

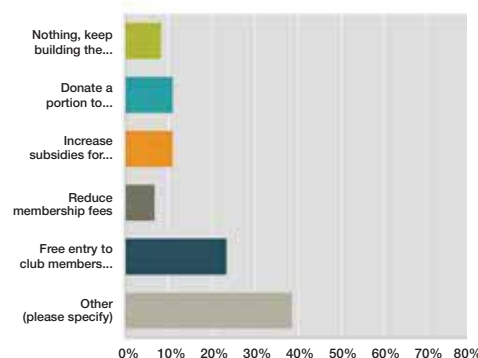


While 71% of respondents indicated they were happy with the club rooms, the comments indicated people felt they are a bit small and the car parking inadequate. In subsequent discussions at general meetings, we found there was a general feeling that a bigger clubroom was needed, hence our move to **West Adelaide Football Club** in January 2017.

One of the things the Committee were keen to understand was what the members thought we should be doing with our healthy bank balance.

*The club has a healthy bank balance. What would you like to see done with these funds?*

Answered: 76 Skipped: 4



There were many good suggestions and the Committee has picked up on some of those, in particular:

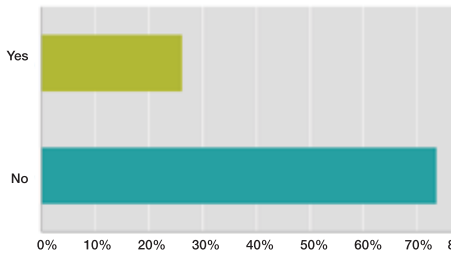
- Entry to All Chrysler Day for CCCSA members' vehicles will be free in 2017
- We will be fully subsidising the **Mid-year Dinner** for members from 2017
- Give-aways and prizes at meetings



## All Chrysler Day questions

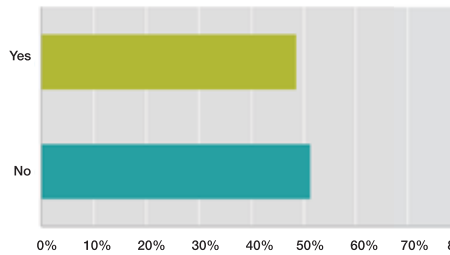
### Do you attend the ACD Friday cruise?

Answered: 72 Skipped: 8



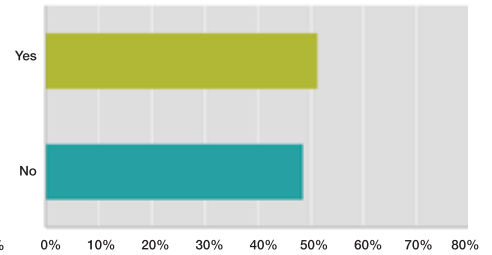
### Do you attend the Saturday Mopar MegaCruise?

Answered: 72 Skipped: 8



### Did you drive a classic Chrysler vehicle on the Mopar MegaCruise?

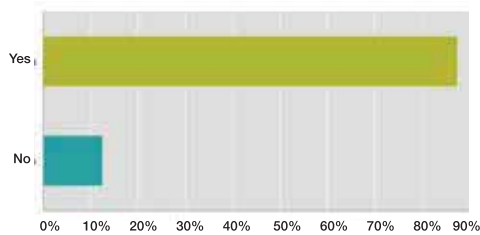
Answered: 72 Skipped: 8



Most people don't attend the Friday cruise due to work commitments. It's good to see that a lot of people come to the MegaCruise but some people don't drive their Mopars. Lots felt their cars just weren't good enough – don't let that hold you back, bring it on the cruise no matter what the condition!

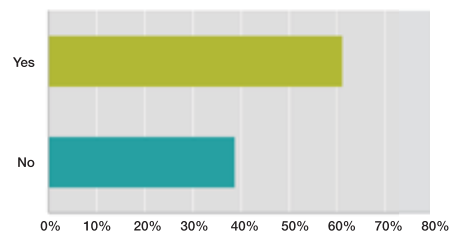
### Do you attend ACD?

Answered: 72 Skipped: 8



### If you attend ACD do you enter / display a vehicle?

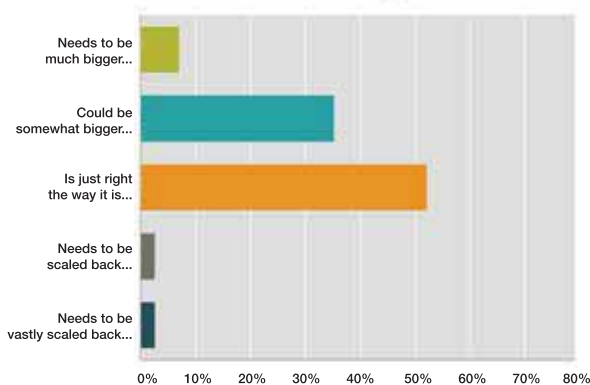
Answered: 72 Skipped: 8



It was good to see that a large percentage of respondents come to ACD, however many don't bring their cars. Similar to the MegaCruise, some are undergoing resto, but lots said their car wasn't good enough to be on display. There's no criteria for putting vehicles in the show, please bring them no matter what the condition!

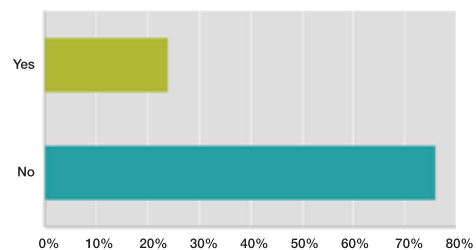
### In general, do you feel ACD...

Answered: 71 Skipped: 9



### Would you support entry to ACD being free for entrants and spectators?

Answered: 71 Skipped: 9



Interestingly (and perhaps surprisingly) respondents generally felt that ACD is about the right size or could be somewhat larger, but didn't support free entry to the show!

A full summary of results can be viewed on the club web site at [www.cccsa.net.au/2016Survey](http://www.cccsa.net.au/2016Survey)

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Event	Date/Time	Location
Jaf's Last Cruise	Sunday December 26th, 7:30pm	Westfield Tea Tree Plaza to Westfield Marion <i>START - TTP</i> <i>Same route as last year via Port River expressway - Victoria Rd - Outer Harbor - Semaphore - Glenelg.</i> <i>END - Westfield Marion</i>
CCCSA January 2017 Monthly Meeting	Tuesday January 3rd, 7:30pm	West Adelaide Football Club, Richmond <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly. Dinner available from 6pm prior to the meeting</i>
CCCSA February 2016 Monthly Meeting	Tuesday February 7th, 7:30pm	West Adelaide Football Club, Richmond <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly. Dinner available from 6pm prior to the meeting</i>
CCCSA March 2016 Monthly Meeting	Tuesday March 7th, 7:30pm	West Adelaide Football Club, Richmond <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly. Dinner available from 6pm prior to the meeting</i>
Chryslers By The Bay, 2017	Sunday March 12	Geelong Grammar School, Geelong <i>Hosted by Bay City Chryslers for more info visit facebook/Bay-City-Chrysler-Car-Club-Geelong</i>
Chryslers On The Murray, 2017	Friday March 17 – Sunday March 19	Albury-Wadonga <i>Hosted by the Albury-Wadonga Chrysler Club, for more info visit alburywadongachryslerclub.com/</i>
Adelaide Chrysler Festival 2017	Friday March 24 – Sunday March 26	Urrbrae Agricultural Highschool <i>Friday Cruise; Mopar MegaCruise; All Chrysler Day</i>

## IMPORTANT NOTICE FOR ALL MEMBERS

**With rising attendance at general meetings, the existing rooms at the Model T Ford club have been at times cramped. There has been much discussion about this at recent meetings and a sub-committee was formed to investigate alternative locations.**

As a result, a motion was put at the November general meeting to relocate general meetings as of January 2017.

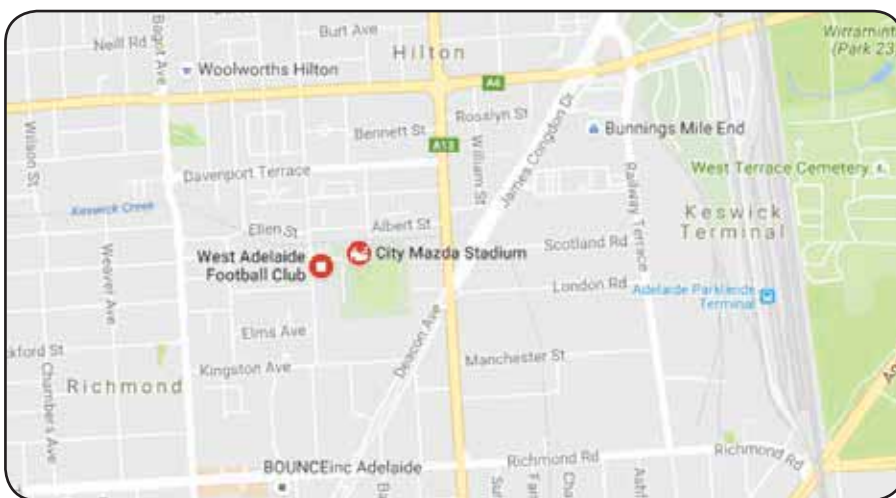
As the existing night was unavailable at the new location we have also had to change the day.

**From 3rd January 2017, the Chrysler Car Club of SA's general meetings will be:**

**7:30pm on the FIRST (1st) Tuesday of each month at:**

**The West Adelaide Football Club,  
57 Milner Rd, Richmond.**

One advantage of this new location is that meals are available at the West Adelaide Club from 6pm, so why not come and enjoy a pre-meeting dinner and socialise with other members.



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