



January 13, 2017

Mr. Don Deiss
2023 15th Street
Moline, IL 61265

Dear Mr. Deiss,

Enclosed are the documents that I promised to send to you. I hope that you find them interesting.

Regards,

A handwritten signature in black ink, appearing to read "Brandt Rosenbusch", is written over the typed name. The signature is stylized with a large "B" and "R".

Brandt Rosenbusch
Manager – Historical Services
FCA

DELETE & ADD LIST FROM STANDARD OR OPTIONAL RELEASED CONDITION FOR Z-H-28 RAMPAGE-1 UNIT SPECIAL BUILD.

o DELETES FROM NORMAL Z H-28 RELEASES:

1. BRIGHT WHEEL LIP MOLDINGS S/C MRA
2. BODYSIDE STRIPE S/C KGO
3. TIRES -P175/75 R13 SBR BSW (5) S/C TEB
4. WHEELS - 13" S/C WGA (5)
5. 1984 HOOD USED WITH 1984 FACIA
6. 1984 4 HEADLAMP FRONT FACIA & ENGINE COMPARTMENT & I/P WIRING HARNESSSES
7. TRANSAXLE - 5 SPEED - S/C ODB WITH 2.20 O.T.G.R.
8. TIRE/GVW PLACARD
9. PAINT CODE

o ADDS:

1. 2.2 ENGINE S/C EDE (CALIF. TRUCK EMISSIONS S/C NAE), W/5 SPEED TRANSAXLE S/C ODB (AND 2.78 O.T.G.R. SAME AS Z-S-24 OR GLH PACKAGE. USES, S/C NED PERFORMANCE EXHAUST SYSTEM (RELEASED FOR Z-S-28).
2. Z-S-24 "SHELBY" 2 HEADLAMP FRONT FACIA, WITHOUT 2 TONE PAINT & Z-S-24 "SHELBY" HOOD WITHOUT 2 TONE PAINT OR STRIPES, BUT WITH SILVER DODGE DECAL. USES "SHELBY" Z-S-24 ENGINE COMPARTMENT & I/P WIRING HARNESSSES.
3. SHELBY BLUE - MONOTONE, BB6 BODY COLOR
4. 15" ALUMINUM WHEELS S/C WJC "SHELBY TYPE" (5)
5. P195/15 R15 "EAGLE GT" TIRES S/C TNW (5) INCLUDES SPARE TIRE
6. NEW TIRE PLACARD TO LIMIT GVW TO 3350# (WILL HAVE TO BE RELEASED AT A LATER DATE) N/A FOR THIS 1 TRUCK.
7. "SHELBY" FRONT AIR DAM AND EXTENSIONS IN BB6 BLUE W/SILVER STRIPE ON NERF & EXTENSIONS.
8. "SHELBY" BODY SIDE (CENTER) TAPE IN SILVER ON FENDER & DOOR ONLY.

NOTE: ITEMS 7 & 8 TO BE BOXED AT PLANT SHIPPED WITH UNIT BUT INSTALLED IN HIGHLAND PARK

9. FAST RATIO 14:1 POWER STEERING (SAME AS RELEASED FOR Z-S-24 AND GLH PKG. S/C SBA
10. CENTER ARMREST S/C CUA, (RELEASED STD. Z-S-28).

NOTE: THE ABOVE COMBINATION OF TRUCK 2.2 ENGINE, WITH 2.78 O.T.G.R. 5 SPEED TRANS, AND 195/50 R15 TIRES HAS BEEN CERTIFIED AS A VIABLE COMBINATION FOR 1984 MY CALIF. TRUCK EMISSION STANDARDS.



Inter Company Correspondence

File Code

Date

March 9, 1984

To—Name & Department	Division	Plant/Office	CIMS Number
C. S. Diehl Car Product Planning	USAS	Highland Park	415-04-10
From—Name & Department	Division	Plant/Office	CIMS Number
R. D. Dreyfus General Marketing Manager - Dodge Chrysler California	USAS	Los Angeles	906-00-00

Subject:

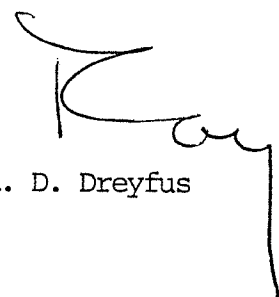
DIRECT CONNECTION RAMPAGE

Confirming our telephone conversation, both the Los Angeles and the San Francisco Zones have agreed to order a total of 250 Direct Connection Rampages.

As we discussed, the Los Angeles Zone will order 150 vehicles and the San Francisco Zone will order 100.

The color mix is to be: 1/3 Shelby Blue; 1/3 Black; 1/3 Garnet Red.

I understand that the Fleet Sales Number for the order will be 3019 and that it will take approximately two weeks to clear the system in Detroit. At that time you will notify me that we may begin ordering vehicles for delivery in four to six weeks.



R. D. Dreyfus

RDD:val

CC: P. L. Berrigan
N. D. Goad
M. P. Mahoney
P. R. Smorra
J. N. Thompson
C. J. Vitulli
J. N. Caddell

NuCarPrep System, Inc.

March 12, 1984

Mr. C.S. Diehl
Small Car Program Management C/L/K
Chrysler Corporation
Post Office Box 857
Detroit, Michigan 48288

Dear Mr. Diehl,

This will confirm our telephone conversation of March 6, 1984 regarding the California Rampage Package. Listed below are the items we discussed and the cost for the complete package installed on 250 units.

1. "Shelby" Front Air Dam and Fender Extensions.
2. Side Sill Spoilers and Quarter Extension Spoilers.
3. Lower Accent Stripe, Air Dam and Body Sides (Roll Goods).
4. Quarter Panel Stripe (Mid Body Sides) cut from current "Shelby" door stripes.
5. Direct Connection Windshield Logo.,
6. Jack Pad Extension on Jack.
7. Front License Plate Bracket.

The total cost for installation package on the list above \$56.00 per vehicle.

If we can be of any further service, please let me know.

Very truly yours,
NuCarPrep System, Inc.


E. Andry
Special Services Manager

NEW ITEMS (CONT'D)

4. Rampage ZH28 Special Calif. "Direct Connection" Package - 1984
(Also known as "Shelby Type" Truck)

R.

Subject vehicle/package requested by C. S. Diehl, Small Car Program Management G/L/K, for California Zone for California sale only. FSN 3019 has been issued to cover the package. Projection of 200 plus initial orders are indicated. California Nu Car Prep Center is to complete vehicles with material bulk shipped by "Direct Connection" (Ref. Mgr. Brian Schram). Units will be painted Monotone Shelby Blue - BB6, Garnet Red - PR6 or Black - PX9. Following is a list of SEI's required for this package (FSN 3019).

AEAA00 - Exterior Appearance Package
CUAA00 - Center Arm Rest and Console
DLDA00 - Transaxle - 5 speed - 2.78 O.T.G.R.
KPPF40 - Stripes & Decals - Direct Connection
LMAA20 - Single Halogen Headlamps System
MRAA00 - Delete Wheel Lip Mouldings - ~~DELETE~~ STD. 5.000 K60
NEBA00 - Performance Exhaust System
NT9A00 - Accelerator Pedal - Shelby Type
SBAA00 - Power Steering - Fast Ratio
TNWA00 - 195/50 - HR15 - S.B.R. - R.B.L. - "Eagle GT" Tires
WJCA00 - 15x6.00 Cast Aluminum Wheels
→ ZTDA06 - Nu Car Prep Center Instal. of Bulk Parts
ZW9E00 - Special G.V.W. Rating of 3350 Lbs.

CALL
Call me on this.
I think its important you
know some of the problems
we encountered with this
program in Canada
Roy WESTLAKE
833-2258

Belvidere Mfg. - Approved.

5. 1985 Model Launch - Corporate Systems Test

1985 SEI Edit and SEC parts file for Truck Special Orders is required for writing test orders by 3-30-84. The following SEI's are requested to have Plant Mfg. approval for order entry test submission:

1985 SEI	DESCRIPTION	MODEL	PLANT
LMAA00	Halogen Headlamps	Conv.	TA
GBBA00	Tinted Windshield Only	Conv.	TA
GGBA10	Special Van Floor - 5 Pass.	T115	WP
GGBA20	Special Van Floor - 7 Pass.	T115	WP
GP9A10	Dual Mirrors - Vel Vac D61R	B1,2,3	WV
CKJB00	Floor Mat DeLuxe-Rubber	Conv.	TA
BCCA00	Battery - 430 Amp Maint.-Free	LZ28	EA
BCDA00	Battery - 500 Amp Low Maint.	B1,2,3	WV
XD9E00	Frame Adapters-34 In. Rail Spacing	Conv.	TA
KZHK00	Markings - U.S. Navy 1223W	All Models	ALL
ZTTA22	Transportation-Canfield Serv.	All Models	ALL
ZTTA26	Special Handling Charge	B1,2,3, SK	WV, NP
ZTVA54	Roof Ventilator - Salem	B1,2,3	WV
ZUBA01	Rear Step Bumper-Modified	Conv.	TR
ZW9B10	Special GVWR - 5850 Lbs.	AD150	TA
ZW9B40	Special GVWR - 6100 Lbs.	B2	WV
GFAA00	Electric Heated Rear Window	B1,2,3	WV

Warren Mfg. - Approved

Pillette Mfg. - Approved

Windsor Mfg. - Approved

Belvidere Mfg. - Approved



CARL DIEHL

Inter Company Correspondence

File Code

Date

March 27, 1984

To-Name & Department

C. S. Diehl

Car Prod. Plngs.

Division

Plant/Office

CIMS Number

Chrysler Ctr.

415-04-10

From-Name & Department

J. M. Lay

Trk.Spec.Order

Division

Plant/Office

CIMS Number

Trk.
Opns.

Warren Office

425-12-12

Subject:

RAMPAGE ZH28 DIRECT CONNECTION PACKAGE (SHELBY TYPE)

The following SEI's and SEC's have been released for these units:

AEAA01 Exterior Appearance Package
 CUAA01 Center Arm Rest and Console
 DLDA01 Transaxle - 5 Speed - 2.78 O.T.G.R.
 KPPF41 Stripes & Decals
 LMAA21 Single Halogen Headlamps
 MRAA01 Delete Wheel Lip Mouldings
 NEBA01 Performance Exhaust System
 NT9A01 Accelerator Pedal - Shelby Type
 SBAA01 Power Steering - Fast Ratio
 TNWA01 195/50-HR15-SBR-RBL-"Eagle GT" Tires
 WJCA01 15x6.00 Cast Aluminum Wheels
 ZTDA06 New Car Prep Center Installation
 ZW9E01 Special GVW Rating of 3350#
 PYYPR6 Shelby Blue - Includes Black Cab Back Mldg.

X800 AX9
 X810 CX9
 X811 CX9

It is understood that only California units will be eligible and these will all have FSN3019.

With copies of this memo, we are providing Advance Copies of the SEI's to Carl Bice, John Logsdon and Dave Langlois.

If you have any questions on these items, please contact the writer on 897-3322 or John Collier on 897-3345.

J. M. Lay
J. M. LAY

dk

cc:

C. S. Bice

M. M. Schemm

R. E. Griffith

J. Collier

D. Langlois

D. Astro

J. T. Logsdon

R. Jacobs

D. G. Lueck

B. F. Knotek

J. Trainor

BOB RENAUD

New pickup proves lively

1c 19-C

Well, it's true, we don't have any distinctively Canadian car but now and then some bright spark in the Canadian branch office of one of Detroit's giants gives us an interesting variation on the North American theme.

Such is the case with the Dodge Rampage Direct Connection, the raciest-looking pickup truck that I've seen and one that has performance and handling to match.

According to the information I have, some of the marketing people at Chrysler's Canadian head office in Windsor, Ontario, devised a plan to dress-up the Rampage, which is a pickup version of the Omni and Horizon sedans.

They had realized that several items from the Shelby Charger 2.2 would fit the Rampage, so they went to the corporate parts bin and let their imaginations loose.

The result is a sharp-looking little truck that's only available in Canada. The special bits are shipped across from Detroit and fitted to the truck in Windsor.

For now, anyway. Canadian Chrysler people proudly drove their truck to Detroit the other day to show it to their bosses, and to Carroll Shelby, who as most people with an interest in cars now know, has formed a close liaison with Chrysler. If they like it, they might sell it in the U.S.

I don't run with the pickup crowd, so I don't know what's In and what's Out these days, but judging by the reactions of guys in heavily-optioned Datsuns, Dodges and Chevys, the Rampage Direct Connection should be a hit.

Literally. A couple of guys almost ran into me to get a better look at the shiny black Direct Connection I was driving.

Why the name, Direct Connection? That's the title given to Chrysler's performance parts division; the place you can buy the bits and pieces to turn your Chryco product into a modern-day muscle car.

The Direct Connection Rampage is a limited model. About 260 were built for the 1983 model year and they're "thinking of a run for 1984," according to spokesman Walt McCall.

Originally, the trucks were all to be sold in Toronto-Montreal, but early interest suggested to Chrysler that it should be sold elsewhere.

A base Rampage 2.2 costs \$8,519 and the Direct Connection package adds \$925, which isn't a bad deal in these times, when options packages of basically dress-up items can easily top \$1,000.

The Direct Connection comes in three colors: red, white and black; has



Wheels

Phil

Hanson

ment; and a good five-speed manual gearbox.

Many of the parts on the Direct Connection serve no functional purpose. All of the air scoops are dummies and are just there for the show. However, the hood scoop might be useful for someone who wanted to hot-rod the motor and get some fresh air to the carb.

The front air dam and side skirts might be useful for stability and aerodynamics if you're trying to out-run Smokey at speeds of more than 150 k.p.h., or if you're trying to make Calgary in eight hours flat, but otherwise they, too, are for appearance.

The roof air deflector might be useful at high speeds, too.

Handier would be the fibreglass tray cover, which can be ordered on any Rampage, not just the Direct Connection. One end of the cover, the part directly behind the cab, is fixed to the tray and the rest hinges upward to allow loading.

Apart from protecting any load in the tray, the cover has a couple of other practical uses. It allows the air to flow smoothly over the tray and has a spoiler at the tail end to help keep the light rear-end more firmly on the ground.

The improved airflow over the tray should provide a slight improvement in fuel economy when the truck is being driven on the highway.

Another practical accessory on the Direct Connection, but again not unique to it, are the fat Eagle radial tires. Without them, the truck handles quite well; with them, cornering power and roadholding are improved.

I found it was possible to accelerate from zero to 100 k.p.h. in about 11 seconds, which is quicker than many pickups, even those with V-8s. Once underway, it was rarely necessary to slow for corners.

While the Rampage cannot carry the loads a full-sized pickup can, it is a useful vehicle. It's the kind of vehicle that could find favor as a household's second car, equally at home commuting or hauling hedge clippings to the dump.

Sportspersons could use it to haul their gear to and fro.

And of course, many people regard small pickups as a modern-day sports car. This is the role in which the Direct Connection should excel.

coming along soon, has few changes over the 1983 model, according to Chrysler. The nose and engine hood are different and inside, the instrument panel cluster, seats, glove box and steering wheel pad have been changed. The 2.2-litre version has new 14-inch rallye wheels and engine-temperature and oil-pressure gauges in a new rallye-instrument cluster.

DODGE RAMPAGE 2.2 DIRECT CONNECTION

WEIGHTS and MEASURES: Length, 183.6 inches; width, 68.8 inches; wheel-base 104.2 inches; cargo volume, 29.8 cubic feet.

MOTIVE POWER: 2.2 litre four or 98 h.p. and 119 ft/lb torque at 3,200 r.p.m. Compression ratio: 9 to 1.

PERFORMANCE: Zero to 100 k.p.h. in 11 seconds.

FUEL ECONOMY: Unleaded; 7 litres per 100 km combined city/highway use (five-speed manual).

HOW MUCH? Base price, \$8,599. As tested \$9,955.95.

THE SUN
VANCOUVER, B.C.
DAILY

SEPT 16 1983
OCT 13/83

TO ALL REGIONAL
TRUCK SALES
MANAGERS

B. M. CRONE
T. R. DOUGLAS
G. Y. LAMARCA
C. F. MADDET
CH. MALETTE
G. W. SIMMONS
R. R. WESTLAKE
D. W. WILSON

J. D. HARLING
R. C. MARCKS - H.P.

INFO
BOB RENAUD

TRUCK DERIVATIVES

SHELBY RAMPAGE

CONTENT - Same as Charger 2.2 (ZS28) except:

<u>ITEM</u>	<u>SOURCE</u>
Shelby Engine	ZS24
Shelby Transaxle (2.78:1 OTGR)	ZS24
Front Air Dam	ZS24
Ground Effect Spoilers (side & extension)	Mod. ZS24*
Roof Mounted Spoiler	*
Shelby Fascia	ZS24
Special Exterior Paint & Tape	Mod. ZS24
"Shelby" Backlight Decal	Mod. ZS24
Heel & Toe Brake/Accelerator Pedals	ZS24
Stiffer Front Shocks	ZS24
Stiffer Front Springs	ZS24
Stiffer Rear Shocks	Mod. ZS28
Stiffer Rear Springs	Mod. ZS28
Fast Ratio (14:1) Power Steering	ZS24
E-Body Ventilated Front Disc Brakes	ZS24
P195/50R15 Eagle GT Tires	ZS24
Shelby 15" Cast Aluminium Wheels	ZS24
Shelby H.B. Bucket Sets & Door Trim	ZS24
Tonneau Cover	Z28
Less: Hood Scoop	-
Fender Scoops	-
Rampage 2.2 Tape Graphics	-

*Same as Canada "Load Runner" Pkg.

PTP-TAB-5/19/83
(B-TD2) NA6

1984 1/4 SHELBY RAMPAGE
(1983 Economics)

SHELBY RAMPAGE

WSD

MSRP

\$7661

\$8805

8290

Exterior

15" Cast Aluminum Wheels (5)	\$256
Ground Effects Spoiler	250
Unique Paint & Tape Graphics	167
Lower Sill Blackout	(11)
Roof Mounted Spoiler	59

Interior

Hi Back C & V "Shelby" Seat	65
Arm Rest	38

Functional

H.O. 2.2L Engine	100
2.79 vs. 2.57 OTGR	-
Engine Dress-up	-
Unique Suspension	21
Unique Brakes	23
Fast Ratio Power Steering	172
P195/50R15 RBL SBR (5)	155
Tonneau Cover	197

Total \$1492

Memo: Discount 9.5%

RAMPAGE 2.2

\$6311

\$7253

PTP-TAB-5/19/83
(B-TD3) NA6

CALIFORNIA DIRECT CONNECTION RAMPAGE

OBJECTIVE: CREATE INTEREST IN THE RAMPAGE AND DIRECT CONNECTION WHILE PROVIDING "BUFF" BOOK MATERIAL

MAIN EVENTS: . EFFECTIVE POINT FOR 1ST DEMONSTRATION/PRE-PRODUCTION VEHICLE IS THE WEEK OF JANUARY 23, 1984.

-1- → Hwy
- BN -
-
-
-
-

. ONE PAGE FLYER TO THE ZONE AND TRUCK SENT TO CALIFORNIA FOR EVALUATION.

. THE BUILD OF THE VEHICLE WILL BE VIA THE S.E.C. SYSTEM

. PRODUCTION BUILD WILL BE 100-200 UNITS THAT ARE PRE-SOLD FROM THE CALIFORNIA ZONE.

. TARGETED PRODUCTION - MARCH 15, 1984

. PRODUCT CONTENT/PRICE

- SEE ATTACHED -

BASE RAMPAGE Z-H-28

W/SALE
\$5912

MSRP
\$6794

- FACTORY INSTALLED EQUIPMENT

o 'Shelby' Front Fascia & Hood W/O Graphics	--
o Wheels - Cast Aluminum 15" Shelby (5)	\$ 256
o Tires ¹ - P195 /50 HR15 "Eagle GT" (5)	222
o Rallye Gauge Cluster	103
o Cloth & Vinyl Low Back Seat	26
o 5 Speed MTX W/2.78 Performance Ratio	64
o Power Steering, Fast Ratio 14.1	186
o Performance Exhaust System	-
o Armrest	38
o Delete Standard Bodyside Stripe	(32)
o Console	75
o Delete W/Lip Moldings	(65)
o AM/FM Stereo W/Clock	202

¹Tire size limits this pkg. to 3350 G.V.W.
This allows for 50# less load capacity of
tires plus 50# of additional equipment in
P/U box, i.e.: Tonneau cover, side rails &
miscellaneous new tire placard is required.

\$1075

V/P 418

Subtotal Price to Nu Car Prep Center, L.A.

\$6987

8031

- ADDED NU CAR PREP CENTER

o 'Shelby' Air Dam & Fender Extension - Front
o Sill Spoilers Left/Right
o Stripe, Bodyside Unique
o W/Shield Logo
o Labor* 2.0 Hours

\$325 Bulk
Price# to
Nu Car Prep

\$ 40

514

- TOTAL COST TO DEALER/SUGGESTED MSRP (16% MARK UP)

\$7352

\$8545 MSRP

- MEMO: Shelby Charger

\$8541 MSRP

#Includes D.C. Mark Up/Profit
*Estimated - Based on 1984 Colt
Turbo-Conversion Time @ \$20 Hour
Labor Rate @ Nu Car Prep Center.

Color: Exterior - BB6 Santa Fe Blue

Interior - Charcoal/Silver

Spec./Subcompact Car Programs
(99-SSCP-13) December 22, 1983

RAMPAGE DIRECT CONNECTION PACKAGE FOR CALIFORNIA MARKET

	<u>W/SALE</u>	<u>MSRP</u>
<u>BASE RAMPAGE Z-H-28</u>	\$5912	\$6795
- <u>FACTORY INSTALLED EQUIPMENT</u>		
o Shelby Two Headlamp Front Fascia & Hood - No S/C	-	
o Wheels - Cast Aluminum 15" Shelby (5) - S/C WJC	\$ 256	
o Tires ¹ - P195 /50 HR15 "Eagle GT" (5) - S/C TNW	241	
o Rallye Gauge Cluster - S/C JAG	103	
o Cloth & Vinyl Low Back Seat - S/C H7SA	26	
o 2.2 L Eng. S/C EDE, W/Calif. Emissions Sys. - S/C NAE	84	
o 5 Speed MTX <u>W/2.78 Performance Ratio</u> - S/C DDF	64	\$ 1351
o Power Steering, <u>Fast Ratio 14.1</u> - S/C SBA	186	
o Performance Exhaust System - S/C NED	-	
o Armrest - S/C CUA	41	
o Console - S/C CUC	67	
o AM/FM Stereo Radio with Clock - S/C RAL	202	
o Heel & Toe Accelerator Pedal - No S/C	-	
o Delete Standard Bodyside Stripe - S/C KGO	(32)	
o Delete W/Lip Moldings - S/C MRA	(65)	
	<u>\$ 1173</u>	
Subtotal Price to Nu Car Prep Center, L.A.	<u>\$ 7085</u>	<u>\$ 8146</u>
- <u>ADDED NU CAR PREP CENTER</u>		
o Air Dam - Front/Shelby		
o Sill Spoilers Left/Right - D.C.		
o Stripe, Bodyside Middle and Lower. Same as Shelby less Logo	\$325 Bulk Price# to Nu Car Prep	\$ 486
o D.C. W/Shield Logo - Silver, Same as Stripes		
o Labor * 2.4 Hours	\$ 56	
- <u>TOTAL COST TO DEALER/SUGGESTED MSRP (14% MARK UP)</u>	<u>\$7466</u>	<u>\$8632 MSRP</u>
- <u>MEMO: Shelby Charger/Calif.</u>		\$8632 MSRP

Colors: Exterior - BB6 Santa Fe Blue; Interior - Charcoal/Silver.
 - PX9 Black " " "
 - PR6 Garnet Red " " "

- Only options available: A/C S/C HAA & Cassette Radio S/C RAN.

- Required option S/C NMC Max Cooling, W/O A/C Option.

¹Tire size limits this pkg. to 3350 G.V.W. This allows for 50# less load capacity of tires plus 50# of additional equipment in P/U box, i.e.; Tonneau cover, side rails and miscellaneous. New tire placard is required.

#Includes D.C. Mark Up/Profit

*Based on quoted cost, Nu Car Prep Center letter, dated March 12, 1984, from E. Andry, Special Services Manager.

Small Car Program Management
 (101-SSCP-42) March 19, 1984

CAR AND TRUCK SPECIAL EQUIPMENT INQUIRY

T-3-19-84-dk

SEL

RELEASED FOR:	PRE RELEASE	TITLE	DIRECT CONN. INSTL. BULK PARTS	SERIES	PAGE	DATE	INQUIRY NO.	THRU
EQUIPMENT DESCRIPTION		84			1 OF 1	2-23-84	ZTDA06	
NU CAR PREP CENTER (SANTA FE SPRINGS, CALIF) TO PROCURE AND INSTALL THE FOLLOWING EQUIPMENT FOR THE "DIRECT CONNECTION" PROGRAM (SHELBY RAMPAGE) REF. FSN 3019.								
FOLLOWING EQUIPMENT WILL BE BULK SHIPPED FROM DIRECT CONNECTION PARTS & SERVICE TO NU CAR PREP CENTER (CALIF.) FOR INSTALLATION.								
<ul style="list-style-type: none">AIR DAM AND FENDER EXTENSIONS (SHELBY DLR KIT)AVAIL. COLORS - RED, BLACK, SHELBY BLUESILL SPOILERS AND QUARTER EXTENSIONS (D.C. PARTS) COLOR - SILVER.AIR DAM AND BODY SIDE LOWER STRIPE ROLL GOODS - 3MQUARTER PANEL STRIPES (CUT FROM EXISTING SHELBY DOOR STRIPES - 3M)"DIRECT CONNECTION" WINDSHIELD LOGO (D.C. PART)FRONT LICENSE PLATE FRAME (SHELBY DEALER KIT)								
NOTE: BRIAN SCHRAM MGR. OF DIRECT CONNECTION, CENTERLINE OFFICE, CENTERLINE, MI., IS COORDINATING BULK PARTS.								

STANDARDS AFFECTED	
SAFETY	NOISE
EMISSIONS	NONE
MVSS	
MCSR	
EPA	
ECM	N/R
OTHER	

RESTRICTIONS/REMARKS NOTE: RELEASED FOR "DIRECT CONNECTION" PROGRAM FSN 3019
INDICATED SOURCE: NU CAR PREP CENTER - 12140 E. SLAUSON - SANTA FE SPRINGS, CA 90670 AC 213 945-1231 (DAVE FLEMING)

REF. SEI/SOC. NONE)

#	VEHICLE FAMILY & LINE	SER.	BODY STYLE	EQUIPMENT RESTRICTIONS				R	WEIGHT	WHLSE. PRICE
A	LZ	H	28	M/H FSN 3019					FRONT. REAR	
SEC. NO.	VEHICLE FAM LINE	SER.	BODY STYLE	BOX S/C	ENGINE	PLT.	S/A	MUST HAVE CODES		WEIGHT EFFECT
ZTDA06	L Z	H	28		EAA	EA	STD	FSN 3019		FRT.LT. FRT.RT. REAR
APPROVALS	APPLIC. ENGR.		EOB	SAFETY ENGR.		EOB	S.E. ENGR.		COMPONENT CAPACITY	
						JC				

'CALIFORNIA' DIRECT CONNECTION RAMPAGE WORKPLAN

ORDER TO PLANT:	1-17-84	
PUT IN FIRM:	1-24-84	
FRAME:	2-01-84	
FINAL:	2-03-84	
RETURN TO DETROIT PM:	2-04-84	
DISPLAY DETROIT	2-06-84	
B. SCHRAM D.C.	2-07-84	COMPLETE BALANCE OF STRIPES AND INSTALL SILL SPOILERS AND D. C. W/SHIELD LOGO
DISPLAY DETROIT AND PHOTOGRAPH FOR RECORD & PROMOTIONAL PURPOSES	2-10-84	
SHIP TO CALIFORNIA	2-13-84	ZONE USE FOR ADVANCE ORDERS
START S.E.C. SYSTEM RELEASING AND PRICING	2-13-84]	4 WEEKS FOR SEC SYSTEM AND ZONE ORDERS
TENTATIVE BUILD	3-12-84	

C. J. Vitulli, Manager, Sales Zone

Los Angeles

905-02-00

K. S. Mack Chief, Spec./Subcompact Car Programs

Chrysler Center

415-04-10

R. E. Maxwell Manager, Performance Car Sales Promotion

Chrysler Center

414-04-50

RAMPAGE DIRECT CONNECTION PACKAGE FOR CALIFORNIA MARKET

A proposal has been developed jointly between Marketing and Product Planning which should generate interest in a unique L-28 truck package. This truck package will use Shelby Charger cues and image but not Shelby name and will be marketed in California only.

The proposal entails shipping of L-28's to the Santa Fe Springs Prep Center from Belvidere Assembly with 15" Shelby wheels, P195/50 HR15 Eagle GT tires, fast ratio power steering, performance axle ratio, etc. (see attached for complete specifications). The Prep Center will then complete the vehicle by installing front air dam, sill spoilers and stripes.

The program has been reviewed and endorsed by the July 22, 1983 Youth/Image Steering Committee as another youth-oriented product for the Shelby Charger type of buyer (pricing to be equivalent to Shelby Charger).

A precursor build of one unit to be complete in November, 1983, has been suggested. This vehicle will be used to assess interest level from the California zones and key dealers before production starts. The Prep Center would be the build location using a zone vehicle. The California Marketing organization will coordinate all product, design, cost and other interaction with The Prep Center, Zone(s) and Highland Park.

*OK only for
1 truck for test
Get Kitz involved
concur
in research*

K. S. Mack

R. E. Maxwell

E. J. Pappert

J. A. Campana

Okay - only for one

KSM:vc

ATT.

cc:

J. N. Caddell

T. R. Cunningham

D. R. DeLaRossa

D. L. Fleming

L. D. Gschwind

C. G. Gunderson

D. P. Morrissey

R. A. Sarotte

J. J. Schenden

R. D. Shaw

C. Shelby

R. M. Sinclair

J. L. Tolley

J. D. Withrow

Get Kitz involved in research.

JAC

RAMPAGE DIRECT CONNECTION PACKAGE FOR CALIFORNIA MARKET

	<u>W/SALE</u>	<u>MSRP</u>
<u>BASE RAMPAGE Z-H-28</u>	\$5815	\$6683
<u>- FACTORY INSTALLED EQUIPMENT</u>		
o Wheels - Cast Aluminum 15" Shelby (5)	\$ 256	
o Tires ¹ - P195 /50 HR15 "Eagle GT" (5)	222	
o Rallye Gauge Cluster	91	
o Cloth & Vinyl Low Back Seat	23	
o 5 Speed MTX W/2.78 Performance Ratio	62	\$1093
o Power Steering, Fast Ratio 14.1	172	
o Performance Exhaust System	-	
o Armrest	38	
o Delete Standard Bodyside Stripe	(32)	
o Console	69	
o Delete W/Lip Moldings	(65)	
o AM Radio W/Clock	93	
¹ Tire size limits this pkg. to 3350 G.V.W. This allows for 50# less load capacity of tires plus 50# of additional equipment in P/U box i.e.: Tonneau cover, side rails & miscellaneous new tire placard is required.	\$ 929	
Subtotal Price to Nu Car Prep Center, L.A.	<u>\$6744</u>	[7776]
<u>- ADDED NU CAR PREP CENTER</u>		
o Air Dam - Front		
o Sill Spoilers Left/Right		
o Stripe, Bodyside Unique		
o W/Shield Logo		
o Labor* 2.0 Hours	\$ 40	514
- TOTAL COST TO DEALER/SUGGESTED MSRP (17% MARK UP)	<u>\$7109</u>	\$8290 MSRP

- MEMO: Shelby Charger
#Includes D.C. Mark Up/Profit
*Estimated - Based on 1984 Colt
Turbo-Conversion Time @ \$20 Hour
Labor Rate @ Nu Car Prep Center.

Color: Exterior- BB6 Santa Fe Blue
Interior- Charcoal/Silver

Spec./Subcompact Car Programs
(80-SSCP-3B) August 15, 1983

ORDER		1924	
<input type="checkbox"/> FLEET DEMO	<input type="checkbox"/> FIELD	<input type="checkbox"/> PRODUCT EVALUATION	<input type="checkbox"/> PUBLIC RELATIONS
<input checked="" type="checkbox"/> OTHER (SPECIFY) SPECIALTY CAR LIFE, PROVIDENCE, RHODE ISLAND		<input type="checkbox"/> POSTAL/DEPT.	<input type="checkbox"/> TEST
<input type="checkbox"/> 1ST	<input type="checkbox"/> 2ND	<input type="checkbox"/> EMPLOYEE LEASE	<input type="checkbox"/> RETIREE LEASE
<input type="checkbox"/> 1ST	<input type="checkbox"/> 2ND	ORDER DATE	
LESSEE/CUSTOMER		VEHICLE ORDER NO.	
OFFICE PHONE NO.		No. 0 50381-01	

VEHICLE MAKE	MODEL	LICENSE IN STATE OF	COUNTY TO BE REGISTERED IN	HOME ADDRESS (LESSEE ONLY)	CITY	STATE & ZIP CODE
DAEWOO	2-A-28	MICH	WAYNE			
BODY MODEL	YEAR	MILEAGE	LICENSE NO.	SOLD YES <input type="checkbox"/> NO <input type="checkbox"/>	LOCATION NAME (ON RETIREE'S PENSION FILE NO.)	DEPT. NAME

DIVISION	ZONE	SHIP TO DEALER CODE	BODY MODEL CODE	PLANT CODE	EXTERIOR PAINT	TRIM CODE	SEATING (FWD) VOYAGER CARAVAN MINI-RAM VAN	VINYL ROOF	STRIPE/VINYL MOLDING CODE
			LZ-H28		PA9 BA1	H7SA	C	V	K K K

[illegible][illegible][illegible]

3		MISCELLANEOUS	N		M		P/S/RETRNG	S	BA	X		
					N			S			EMP./RET. LEASE VEH.	
		RATING COUNTER	AG	X				S			MSO ON REQUEST	YEP
300E	X				J						NEW VEHICLE SERVICE	Y
C											REMARKS	REASSIGNED V.O.N. ON TRUCK

[illegible]

D				L	
I hereby agree to the terms and conditions of the Vehicle Lease Program.					
I hereby authorize a deduction from my vehicle insurance policy for the amount of the monthly lease payment.					
SHIP TO DEALER NAME					
SHIP TO DEALER PHONE NUMBER					

LOC CODE (25-28)	DEPT. NO. (29-32)	REPLACED VIN (34-50)	
------------------	-------------------	----------------------	--

DATE	LESSOR/VEHICLE CUSTODIAN FIRST TWO INITALS AND LAST NAME (25-44)	LESSOR/VEHICLE CUSTODIAN CIP'S (52-60)	NEW VEHICLE ORDER NO. (65-73)	ACCOUNT NO. (74-78)	79	80
			NO. 0 50381-01		1	U
	LESSOR/VEHICLE CUSTODIAN FIRST TWO INITALS AND LAST NAME (25-44)	LESSOR/VEHICLE CUSTODIAN CIP'S (52-60)	NEW VEHICLE ORDER NO. (65-73)	ACCOUNT NO. (74-78)	79	80
			NO. 0 50381-01		1	U
	LESSOR/VEHICLE CUSTODIAN FIRST TWO INITALS AND LAST NAME (25-44)	LESSOR/VEHICLE CUSTODIAN CIP'S (52-60)	NEW VEHICLE ORDER NO. (65-73)	ACCOUNT NO. (74-78)	79	80
			NO. 0 50381-01		1	U

TRUCK DERIVATIVES

MODEL: 1984½ SHELBY RAMPAGE
1985 SHELBY RAMPAGE (with turbo 2.2)

VOLUME: 1500 (1984½), 3000 (1985)

INCREMENTALITY: 33%

			<u>1984½</u>	<u>1985</u>
PRICE:	Package price over Rampage 2.2	-	\$1350	\$2534
	Total Price WSD	-	\$7661	\$8845

PROFITABILITY MATRIX:

	<u>VOLUME</u>		<u>VARIABLE PROFIT</u>		<u>TOTAL VAR. PROFIT</u>	
	<u>1984½</u>	<u>1985</u>	<u>1984</u>	<u>1985</u>	<u>1984</u>	<u>1985</u>
			(Units)	(Units)	(Mils)	(Mils)
Shelby Rampage	1500	3000	\$2622	\$3125	\$3.9	\$9.4
Substitute Vehicles:						
L24	(200)	(400)	\$2450	3041	(0.5)	(1.2)
Rampage 2.2	<u>(800)</u>	<u>(1600)</u>	\$2428	2581	<u>(1.9)</u>	<u>(4.1)</u>
Incremental Volume/ Variable Profit	500	1000			<u>\$1.5</u>	<u>\$4.1</u>
					=====	=====

INVESTMENT:	Tools	\$25,000	Maximum	
	ER&D	\$222,500	Body	\$172,000
			Powertrain	50,000
	<u>TOTAL</u>	<u>\$247,500</u>		

PAYBACK: 2.0 months
(Simple)

ISSUES:

- Reduce GVW by 50 lbs. to 3400 lbs. due to tire load rating
- Investigate spare tire stowage
- Availability of tires & wheels; may need to use 14" aluminum wheels (4) and P195/60R14 SBR RBL tires. With a package price reduction of \$191 WSD.
- Investment values must be confirmed.

"SHELBY" TRUCK

ORDER #Q50381-01, VIN #245523

BODY-IN-WHITE

PART NUMBER
DELETE USE

- . Delete Standard Hood 5218366
- . Install Shelby Hood 5218978
- . Install Ctr A/Rest Brkt S/C CUA 4314178
- . Drill for Shelby Front Air Dam and Extensions
- . Delete Std Armature Brkts 4270596-7
- . Install Shelby Armature Brkts. 4296098-9

PAINT

- . Paint Unit Shelby Blue BB6 (Monotone) 4123296 (Base Coat)
- . Paint Shelby Fascia BB6 Monotone with Black Nerf Strip 4270500 (Primed) 4270376 (Primed)

TRIM

- . Delete Std H/Lamp Wiring 4304176
- . Install Shelby H/Lamp & Dash Wiring
- . Delete W/Lip Mldgs. 5230814-5 4304883
- 5230810-1 None
- . Install Shelby Silver Side Stripe on Door & Fender None
- . Delete Body Side Stripe S/C KGO T028CA1 T398-9BA1

CHASSIS

- . Install S/C EDE 2.2 Engine with California Truck Emissions S/C NAE
- . Delete five (5) Speed Transaxle with 2.20 O.T.G.R. S/C DLA 4295755
- . Install five (5) Speed Transaxle with 2.78 O.T.G.R. same as Z-S-24 S/C DLD 4329521
- . Delete Std Exhaust System 4301075 4301222
- . Install S/C NEB Performance Exhaust System 4301272 4301271
- . Delete Standard Wheels 4284170
- . Install S/C WJC 15" Shelby Wheels 4284111
- . DELETE STANDARD 40-SPRINGER TAIL 4276542
- . INSTALL Shelby 40-SPRINGER TAIL 4287746

CHASSIS cont..	PART NUMBER	
	<u>DELETE</u>	<u>USE</u>
. Delete P175/75 R13 SBR BSW Tires	4147601	
. Install five (5) P195/15 R15 Eagle GT Tires S/C TNW		4284130
. Delete Standard Steering	4147230	
. Install S/C SBA Fast Ratio Power Steering Gear		4147228
. Install Power Steering Pump for EDJ Engine		4188832
. Delete Tire G.V.W. Placard	4284141	
. Delete Std 2-Door Fascia Support	4270504	
. Install Shelby Fascia Support		5201328
. Delete Std 2-Door Bumper Reinf	4270516	
. Install Shelby Bumper Reinf		5216104
. Delete Std 2-Door H/Lamp Bezels	4016088(4 pcs)	
. Install Shelby H/Lamp Bezels		4270373(2 pcs)
. Delete Std 2-Door H/Lamps	153440(2 pcs) 153481(2 pcs)	
. Install Halogen H/Lamps (Shelby)		753590(2 pcs)
. Delete Std 2-Door Bulb Seats	4270646-7 4270648-9	
. Install Shelby Bulb Seats		4074686-7
. Delete Std 2-Door Adj Screws	4334142(8 pcs)	
. Install Shelby H/Lamp Adj Screws		4270581(4 pcs)
. Delete Std 2-Door Retainer Spring	3868549(4 pcs)	
. Install Shelby Retainer Springs		5201386(2 pcs)
<u>FINAL</u>		
* INSTALL STD 'UNLOADED FUEL ONLY' DECAL		
. Install S/C CUA (Ctr A/Rest) and Console S/C CUC		F447CS8
. Install Silver 'Dodge' Decal on Hood		T444BA1
. Place Front Air Dam Package in Unit		X912BAB
* INSTALL S/C CUA PLACEMENT IN CTR. CUA		

February 1, 1984

To—Name & Department

Division

Plant/Office

CIMS Number

ALL SUPERINTENDENTS

From—Name & Department

Division

Plant/Office

CIMS Number

R. V. Bean

Product Engineering

Assembly

Belvidere, 610-00-00

Subject:

CALIFORNIA ("SHELBY TYPE") TRUCK

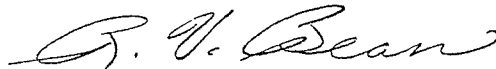
We will be running a pilot unit for a "Shelby Type" Z-H-28 truck. The attached sheets show which parts are affected and how.

The body code plate has been updated by hand with the necessary changes and the unit will have to run with hand generated track sheets to reflect items not presently in our program.

The unit should be held in each department for Engineering/Inspection Buy-off.

This unit will have a second body code plate reading "Shelby Truck" on the yoke and hanging in the windshield.

Please review affected parts and operations with personnel involved.



R. V. Bean
Product Engineering

RVB/ms

cc All Managers
All Supervisors

SUBJECT: SHELBY-TYPE TRUCK FOR CALIFORNIA (DIRECT CONNECTION)

BODY-IN-WHITE

PART NUMBER

- . Use Shelby Hood 5218478
- . Install CUA (center arm rest bracket) 4314178
- . Drill for Shelby Front Air Dam & Extensions

PAINT

- . Shelby Blue - BB6 ---
Monotone (only silver is side tape
stripe on fender & door & Silver Dodge
Decal on Hood)

TRIM

- . Install Shelby Z-S-24 Engine Complete 4304569
and Instrument Panel Wiring Harness W/HCB 4304055
W/HAA 4304056

CHASSIS

- . Install Sales Code EDE 2.2 Engine ---
- . Install five (5) Speed Transaxle with 4329521
2.78 O.T.G.R. same as Z-S-24
- . Install Sales Code NEB performance exhaust system 4301272
- . Install Sales Code WJC 15" Shelby Wheels 4284111
- . Install five (5) 195/15 R15 Eagle GT Tires Sales Code TNW 4184130
- . Install Sales Code SBA Fast Ratio Power Steering 4147228

POWER STEERING PUMP

4188832

FINAL

- . Install Sales Code CUA (center arm rest) F447 TRM
- . Apply Silver Shelby Body Side (center) Stripe T398-9TRM

At the Wheel

BY CHUCK COYNE



RAMPAGE RANTING

I'm warning you, someone's got to get out there and buy some Dodge Rampages. The Rampage is a neat truck that has looks, handling and performance going for it. Why it is not selling in vast quantities is a mystery to many, including some high level Detroit brass. If buyers, in large numbers, don't get out there and buy some Rampages, we may well see the passing of one of the slicker trucks to be offered in this country.

Based on the Dodge Omni/Plymouth Horizon chassis, the Rampage was introduced to American buyers for the 1982 model year. Over 17,000 were sold in a year when car sales were not doing well across the board. Sales dropped the following year, and so far for this year, things are not looking so bright. Which is somewhat mystifying.

The Rampage is one of the quicker sport trucks on the market. With 84 horsepower and a weight of right around 2300-lbs., the Rampage comes stock with one of the best power/weight ratios you can buy. Handling is snappy. With a 104.2-in. wheelbase and track of 56.6-in. front and 55.6-in. in the rear, the Rampage is a willing canyon-careening machine. The rack and pinion steering is precise and predictable, and coupled with even the stock radial tires provides side-load "G" force capability unexpected in anything remotely resembling a truck. With a bit of lowering and some fat, sticky tires and suspension tweaking, the results could be staggering.

A part of the Rampage's ability to tread boldly where other trucks never dare, lies in the unique powertrain. With a transversely mounted overhead cam four-cylinder engine and transaxle, the front-wheel-drive truck will work wonders on any favorite Banzi boulevard. Pushing a standard rear-wheel driven truck hard through the curves will result in the rear inside wheel getting light and losing traction, which slows the speed potential considerably. Not so with the Rampage. As long as that right foot is mashed, the driving wheels are driving, right to the upper limits of sanity. Or the lower limits of irresponsibility, whichever comes first.

If the stock 84 horsepower rating doesn't really get your thrill-meter ticking, consider this. Through Chrysler's Direct Connection, lots of speed parts are avail-

able for the truck's 2.2 liter engine. Parts such as headers, cams, trick "black boxes" for the electronic ignition, and superchargers. Yes, superchargers, belt driven, right from your hometown Dodge dealer. Of course, you could add the Direct Connection nitrous oxide injection kit, but that may be a tad on the overkill side.

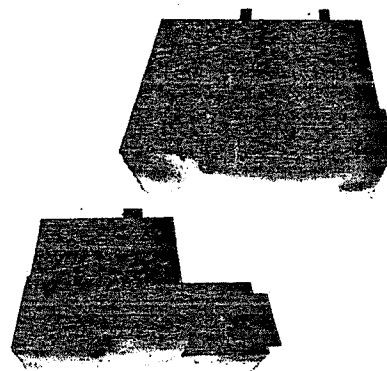
Naturally, with your 150-horsepower, 2300-lb. truck, the suspension should be a match to the engine's performance. Naturally, Direct Connection has you covered. Handling packages, better brakes and even some plain old chrome add-ons can all be had to make your Rampage live up to its name. Tickets are on your own nickle.

Driving the Rampage is a pleasure. There is a certain white one in our stable at present, and more times than not, given the choice, I'll end up taking it home. The ride is the most car-like of any sport truck, it is a dream on the freeway, visibility is tremendous, and it's just fun to drive. One shortcoming that must be mentioned is the 5-speed shifter. Takes some getting used to, is nearly always notchy trying to get first gear at a stand-still, and never feels very positive. Cables are used in the mechanism, which no doubt makes for the uncertain feeling of the shifts.

Disc brakes in front get the truck stopped in good manner without any tendency to fade unless pushed really hard over a long period of time. Carrying over half a ton of cargo in the 63.7-in. bed will not overtax the disc/drum brake system, although the rear suspension may be sitting a tad low. Tubular shocks in the rear and iso-strut front shocks do a fine job of damping, regardless of load.

We've gotten plenty of mail asking about the Rampage, what can be done to improve its looks, performance and styling. It's got a lot going for it in the style department, but as far as performance goes, we see a lot of potential. So much so that we are going headlong into an extensive build-up of our very own Rampage project. Expect the results soon. In the meantime, get thee to a Dodge dealer and check one out for yourself. Drive one around the block and see if you don't agree that it's a kicky little truck. You may even want to buy one ... before it's too late.

TANK UP!



ARROW FUEL TANKS

Auxiliary and/or replacement gas and diesel tanks on your import truck will give you double and triple your driving range with your Arrow Tank.

Rugged steel short arc-weld construction with baffles pressure tested and guaranteed for 2 years!

Tank designs met or exceed State and Federal Regulations. Add an Arrow Tank and you double your back country range and don't lose any ground clearance.

1. Datsun/Toyota/Mazda/Isuzu, SWB, 2&4WD, Gas/Diesel, 80-84..... 26 Gal. Rep. Tk.
2. Datsun/Toyota/Mazda/Isuzu, LWB, 2&4WD, Gas/Diesel, 80-84..... 32 Gal. Rep. Tk.
3. Datsun/Nissan King Cab, 2WD, Gas/Diesel, 80-84..... 26 Gal. Rep. Tk.
4. Datsun/Nissan King Cab, 4WD, 80-84..... 30 Gal. Rep. Tk.
5. Chevy S10/GMC S15, SWB, 2&4WD, 83-84..... 26 Gal. Rep. Tk.
6. Chevy S10/GMC S15, LWB & Extended Cab, 2&4WD, 83-84..... 32 Gal. Rep. Tk.
7. Chevy Blazer II, 4WD, 83-84..... 30 Gal. Rep. Tk.
8. Ford Ranger, SWB, 2&4WD, Gas/Diesel, 83&84..... 26 Gal. Rep. Tk.
9. Ford Ranger, LWB & Extended Cab, 2&4WD, Gas/diesel, 83&84..... 32 Gal. Rep. Tk.
10. Ford Bronco II, 2&4WD, Gas/Diesel, 83-84..... 30 Gal. Rep. Tk.

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PLACENTIA, CA 92670 (714) 630-0534
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91 & 57 FREEWAYS



Inter Company Correspondence

File Code

Date

April 2, 1984

To--Name & Department

Division

Plant/Office

CIMS Number

R. D. Dreyfus

General Marketing Manager, Dodge, Chrysler California

414-04-30

From--Name & Department

Division

Plant/Office

CIMS Number

C. S. Diehl

L-Body Program Management

415-04-10

Subject:

DIRECT CONNECTION RAMPAGE

REF: Your letter dated 3-9-84, subject
order volumes and color mix.

Please have the zones prepare and submit their Rampage D.C. orders with the following exterior color mix by zone to match the parts ordered by Direct Connection.

<u>L. A. Zone</u>		<u>San Francisco Zone</u>	
50	PX9 Black	33	PX9 Black
50	PB6 Santa Fe Blue	33	PB6 Santa Fe Blue
50	PR6 Garnet Red	34	PR6 Garnet Red
150	Total	100	Total

The following must codes will have to be included on the orders, as well as the required max cooling option S/C NMC if A/C option is not ordered. All of the other equipment is covered in FSN 3019. We had intended to allow radio upgrade to cassette, however, due to a radio shortage the radio cannot be upgraded.

o Must Code Items

FSN	3019
Model	LZH28
Engine/Trans.	DEDF
Tires	TNW
Interior Trim/Color	H7SA (only trim style and color avail.)
Exterior Color	PB6 Santa Fe Blue
	PX9 Black
	PR6 Garnet Red

Code 1 only

o Available option:

A/C S/C HAA

o Mandatory Option:

Max cooling S/C NMC if A/C is not ordered.

- o FSN 3019 covers all the chassis, exterior, interior uniqueness and specific equipment included in the Rampage D.C. package as follows:

- FACTORY INSTALLED EQUIPMENT

- o Shelby Two Headlamp Front Fascia & Hood
- o Wheels - Cast Aluminum 15" Shelby (5)
- o Tires--P195/50 HR15 "Eagle GT" (5)
- o Rallye Gauge Cluster
- o Cloth & Vinyl Low Back Seat
- o 2.2 L Eng. w/Calif. Emissions Sys.
- o 5 Speed MTX w/2.78 Performance Ratio
- o Power Steering, Fast Ratio 14.1
- o Performance Exhaust System
- o Armrest
- o Console
- o AM/FM Stereo Radio with Clock
- o Heel & Toe Accelerator Pedal

- ADDED NU CAR PREP CENTER

- o Air Dam - Front/Shelby Type
- o Sill Spoilers Left/Right - D.C.
- o Stripe, Bodyside Middle and Lower (Silver)
- o D.C. W/Shield Logo - (Silver)

Shield
C. S. Diehl

CSD:gz *Log*

cc: D. Astromovich D. Langlois
P. L. Berrigan J. T. Logsdon
C. S. Bice D. G. Lueck
J. N. Caddell M. P. Mahoney
J. Collier M. M. Schemm
N. D. Goad B. L. Schram
R. E. Griffith P. R. Smorra
R. Jacobs J. N. Thompson
R. G. Kaye J. Trainor
B. F. Knotek C. J. Vitulli
J. C. Kramer



MEMO

TO R. DREYFUS

DATE 4-3-54

FROM C. DIETZ

ATTACHED IS ORDER FORM
SAMPLE TO SHOW YOU
WHERE WE NEED THE
FSN 3019 PLACED, PLUS
THE OTHER MUST CODES.

THANKS
CARL DIETZ

3-8546 (7-83)

Please enter our firm order for the vehicle and equipment as listed. This order is subject to the provisions contained in the Direct Dealer agreement between the Direct Dealer and Chrysler Corporation. Orders are accepted only when vehicles are shipped by the factory. The policy of Chrysler Corporation is one of continual improvement.