



EIGHTY EIGHT

**BEFORE YOU BUY, ASK 31,591
CURRENT OWNERS WHAT THEY THINK.**

Like your dear father, J.D. Power and Associates already did this. They surveyed over thirty thousand owners and asked them to evaluate their cars in a variety of areas. The result: According to the 1998 J.D. Power Quality StudySM conducted by J.D. Power and Associates, the Eight Eight was ranked "Best Premium Midsize Car in Initial Quality," ahead of cars like the Buick CenturySM and Nissan MaximaSM. Apparently Eight Eight has developed a new life expectancy. It's also been awarded the Consumers Digest "Best Buy" for full-size cars. In fact, Eight Eight is the only full-size car to be named a Consumers Digest "Best Buy" for its year remaining. That's some prestigious awards in its year. Thirty thousand people agree. And it does your car in the best company!

*Based on a survey of 31,591 owners regarding their overall quality during the first 90 days of ownership.



We're driving a lot of miles in smaller cars. Now that we've had a drive in the Eight Eight, we don't want to spend another moment in anything but premium. Think of it like this: Would you rather spend the weekend in a cramped cabin or a luxury suite? There's no question.



Eighty Eight is Eighty Nine.

1997 Dodge Eighty Eight

A BLOCKBUSTER FEATURE PRESENTATION THAT WON'T BREAK YOUR BUDGET.



For your convenience, both Eighty Eight models feature Dodge's standard automatic handling system, a standard equipment.

A spacious interior and all the features you want. That's Eighty Eight and Eighty Eight LS. Inside, you'll enjoy conveniences like air conditioning, cruise control and power windows — standard. In the powertrain department, you'll find a smooth, powerful 3800 Series II V6 engine mated to a 4-speed electronically controlled transmission that is so precisely engineered, it shifts almost imperceptibly. And as far as features — both Eighty Eights are so well equipped, only a handful of options are available. It's like a premiere performance at the price of a martini.



Standard in both models is an CDMPD radio with stereo player. A stereo CD combination is available on Eighty Eight LS.

The 6-speaker Directional Sound System, standard equipment on all Eighty Eights, delivers theater-like performance and all surrounding sound.



Drive down a lot of miles in smaller cars. Now that you've had a drive in the Eighty Eight, we don't want to spend another minute in anything less spacious. Think of it like this: Would you rather spend the weekend in a cramped cabin or a luxury hotel? There's no question.



Eighty Eight offers standard comfort leather seats for power, support and comfort, and a power-erase panel. Luxurious leather seats are available.

in a sweeping arc in front of you to make driving as simple as operating the remote. If you're going to be out driving around, doesn't it make sense to make yourself as much at home as possible?

Control for the standard power windows and power door locks are conveniently located in the armrest for easy use. 13 model sets include power window mirrors.



JUST CONSIDER IT YOUR SECOND HOME.

Some days you might spend more time in your car than your living room. For days like that, you need the full-size comfort of Eighty Eight.

Its 5N/4S divided bench front seat gives you the sense of being in your own easy chair. And the easy-to-see gauges and controls are arranged



The standard 3-spoke steering wheel was covered in a "leather-look" vinyl for ease of operation.

While you have to need for these standard features at home, they're a boon on the road. They include full instrumentation with instrument panel control, automatic headlight control, ABS Wheel skid-proof steering system, powergate seats, leather, front storage armrest with dual cupholders, reading lamps, power window mirrors, and an available third power outlet.



Eighty Eight is 2 you. Right down.

I enjoy my Eighty Eight as much as the highway as on my daily commute. Whether I'm pulling away from a redlight or merging into rushing traffic, it feels capable and controlled. Even the eyes on Automotion Industries magazine said the 7800 Series II engine is "one of the best engines in the world."

**Automotive Newsweek, November 1993*





Our family lives far
enough away that we have to
plan our trips. It's an
all-day drive, and we want
the trip to be as easy as
possible. It is. Eighty Eight
is the answer. It comes
standard with a power
windows. It has a great radio,
and we feel safe in it.
Plus, with 24-hour roadside
assistance, we always get
the feeling that we're travel-
ing with reliable friends.

Eighty Eight. It's the Capri Super Model.



Performance

ALL THE RIGHT MOVES.

Full-size cars ought to perform like the best head waiters. Always prepared and impeccably competent. The Eighty Eight's 3800 Series II V6 is an artful blend of worry-free simplicity, refined technology and ultra-smooth power. With 205 horsepower, 230 lb-ft of torque and a 4-speed automatic transmission with electronically controlled torque converter clutch, the powertrain delivers seamless energy and impressive efficiency. With the addition of a sophisticated, fully independent suspension, you've got a driving experience as smooth as a satin lapel. No gravity necessary.



A proven performer, the powerful 3800 Series II V6 engine provides lively response and performance. And it will deliver an estimated 25 mpg of 2021 highway.



The Eighty Eight's wheel independent suspension provides a comfortable and refined ride. It also rewards you with exemplary handling and steering precision.

All your senses will be soothed by standard features that include four-wheel drive, power windows and mirror, steering, three and four cylinder fans, cruise control and exhaust system, all-season radial tires, and a maintenance free battery. If such amenities excite you, available on Eighty Eight and available on 11. If such amenities excite you, available on 11.

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*Automotive News, November 1998

