

The Dodge Colt.

For a little car, it's a lot of car.



2-Door Coupe

4-Door Sedan

2-Door Hardtop

4-Door Custom Wagon
(also available in standard model)

Colt GT

Sure, all Dodge Colts are economical to drive. Our 4-cylinder engine sees to that.

In fact, in a mileage test conducted and sanctioned by the United States Auto Club (USAC) in January, Colt got substantially better mileage than either Vega or Mustang II.

If that's all there were to Colt, it would seem like plenty. But Colt gives you much more.

For example, Dodge Colts have standard features such as front disc brakes, four-on-the-floor, and an adjustable steering column. Plus

a few other things listed below.

The '74 Dodge Colt. As you can see, for a little car, it is a lot of car.

Here're just a few of the features standard on Dodge Colts.

- Thrifty four-cylinder engine.
- Front disc brakes.
- Four-speed transmission.
- Adjustable steering column.
- Flow-through ventilation.
- Reclining bucket seats (except coupe).
- Hidden radio antenna (except wagons).



The Galant-based Dodge Colt line-up for 1974.

With prices ranging from \$1924 to \$2225, Chrysler found no shortage of takers: no fewer than 28,381 Dodge Colts were sold in 1971, rising to over 34,000 the following year and peaking at 60,356 units in 1975.

The success of the Mitsubishi models – helped, no doubt, by the fuel crisis' that blighted the 1970s – prompted Chrysler to introduce new lines to the American public. The Hillman Avenger used to be sold in the States as the Plymouth Cricket, but it was far from a brilliant performer in the showrooms. As a result, no imports were sold under the Plymouth brand (another marque owned by the Chrysler empire) during 1974 and 1975, only Dodges.

All that changed in January 1976, when Chrysler began importing the Lancer Celeste and badged it as a Plymouth Arrow. The basic 1.6 litre model was priced at a very reasonable \$3175, while the GT commanded \$3748. More than 30,000 Plymouth Arrows were sold in the car's first year, followed by a further 47,599 in 1977, when the line-up was augmented by a mid-range GS grade.

The strict Lancer also found its way to American shores. Somewhat ironically, Lancer was actually a Dodge trademark in the States, the car which carried it introduced as a variant of the Chrysler/Plymouth Valiant for the 1961 season. Lighter and more compact than its immediate cousins, it was billed as "the best thing that ever happened to the six-cylinder engine." With

and Mitsubishi, 1971 was the year in which things started to happen in the States, as Dodge dealers began selling Japanese-built vehicles in order to grab a share of the so-called 'captive import' market. Home-grown competitors included cars like the Ford Pinto and Chevrolet's Vega model.

The first car to reach the showrooms was the Galant, badged as a Dodge Colt, and available with either a standard two- or four-door body, plus the option of an estate or the pillarless Hardtop Coupé recently introduced on the home market. All were powered by the familiar 1.6 litre four, initially rated at 100bhp in the States (although this was soon reduced to 83bhp in 1972).

Chrysler management wanting to sell the vehicle through Dodge dealers, though, the Mitsubishi Lancer was named the Dodge Colt 'Mileage Maker' to differentiate it from the bigger-bodied Galant range.

Introduced for the 1977 model year, this was a good move, as Colt sales had fallen by some 20 per cent in 1976, while the announcement of a lighter, cheaper model got buyers back into the showrooms. Just over 70,000 Dodge Colts were sold during 1977.

The 1977 model year range included the usual selection of Galant-based Colts, and three Lancer-based 'Mileage Maker' versions: a standard two-door Coupé, priced at \$2999, the Custom Coupé (\$3341) and the four-door Sedan



The first generation Lancer featured in a Nikon camera advert from 1978. Actually, Nikon was also part of the Mitsubishi empire.

Anders Kullang in the second of the Mitsubishi Lancer Turbos entered in the 1982 1000 Lakes Rally; Airikkala came third in his.

Iwao Kimata was Mitsubishi's top rally car engineer during the early 1980s. He was a key member of Ralliart Inc when it was established in April 1984.



at high speed; with the addition of new shock absorbers, these were the main differences between the original Evolution model and its successor; even the homologation number was the same.

The FIA introduced a rotation system for the 1994 WRC, taking in ten rounds. Makers had to enter nine of these to qualify for the Manufacturers' crown, although halfway through the season, Mitsubishi revised its programme, meaning it could not be classified in the title chase.

Eriksson and Schwarz continued as Mitsubishi's works drivers, but Schwarz lost Nicky Grist (he joined Juha Kankkunen at Toyota towards the end of the last season) – Klaus Wicha, who had been with Schwarz in his early Toyota days, took Grist's place in the co-driver's seat.

1994 rally record

The pace of the Mitsubishi's took many by surprise when the season opened in Monte Carlo. Armin Schwarz led the event until unruly spectators caused him to go off the road, although both Mitsubishi drivers were devastatingly quick, claiming 11 of the 22 stages between them. They could not keep it up, though, and it was Ford that claimed the victor's laurels. However, Isolde Holderied and Tina Thorner took the Ladies' title in their Group N 'LanEvo'.

Group N cars were entered from Germany for Portugal, the Holderied/Thorner pairing again taking Ladies' honours, and finishing 11th overall – the top Mitsubishi. On the Safari, Kenjiro Shinozuka was again sent to compete in the Mitsubishi Oils-entered, Japanese-prepared Lancer. He put up a galant effort, finishing second behind the hard-charging Toyota of Ian Duncan.

The Tour de Corse was covered by the Germans again, but the Acropolis saw the return of the MRE cars – brand new Evolution II models. Both Eriksson and Schwarz had minor troubles before Eriksson went out with a broken rear suspension. However, Schwarz gave the Evo II an impressive debut, taking second place at the end of the event.

It was up to the German team to once again uphold Mitsubishi honour in Argentina, and they did a sterling job, taking fifth and eighth. The big guns returned in New Zealand, ably supported by Recalde (who went out after an accident) and a number of privateers. A lack of power and the wrong tyres offset the improved traction of the works cars, preventing them from winning, although third and fourth was hardly shabby.

The 1000 Lakes saw a mixed bag of Lancers, entered alongside Galants, by Ralliart Finland and Mitsubishi Germany. The end result was a win in Group N, and the Ladies' Drivers' title for Isolde Holderied (she only had to start in San Remo).

Ralliart Europe fielded cars in San Remo – only the organisation's fourth, full-blown works assault on the WRC

From top: 1994 Safari Rally (Shinozuka); 1994 Acropolis Rally (Schwarz); 1994 Rally of New Zealand (Schwarz); 1994 RAC Rally (Holderied).





2000 Rally of New Zealand (Loix).



Manfred Stohl took Group N honours. Loix gave a better performance in San Remo, but Makinen was off the pace. If nothing else, a locally-entered privateer upheld Mitsubishi's unbeaten record in Group N.

There was more bad luck in the Ralliart camp in Australia. Makinen was excluded after leading in the final stages, judged to have an illegal turbocharger, even though it offered no advantage. It was a strange situation, but Gronholm, the man leading the title chase, was running second anyway, which would still have put the Championship beyond the Finn's reach. Loix had clutch failure, although Gustavo Trelles won Group N.

Loix crashed out of the RAC early on, rolling his car on stage two, but Makinen recovered after a rough start

2000 RAC Rally (Makinen).

with only the lack of a helical front lsd on the GT-A as a notable change on the spec sheet. Even the wheels and Advan tyres were carried over, with BBS forged alloys available as an option. A rear tower bar was also listed as an option, adding further rigidity to the back end of the body.

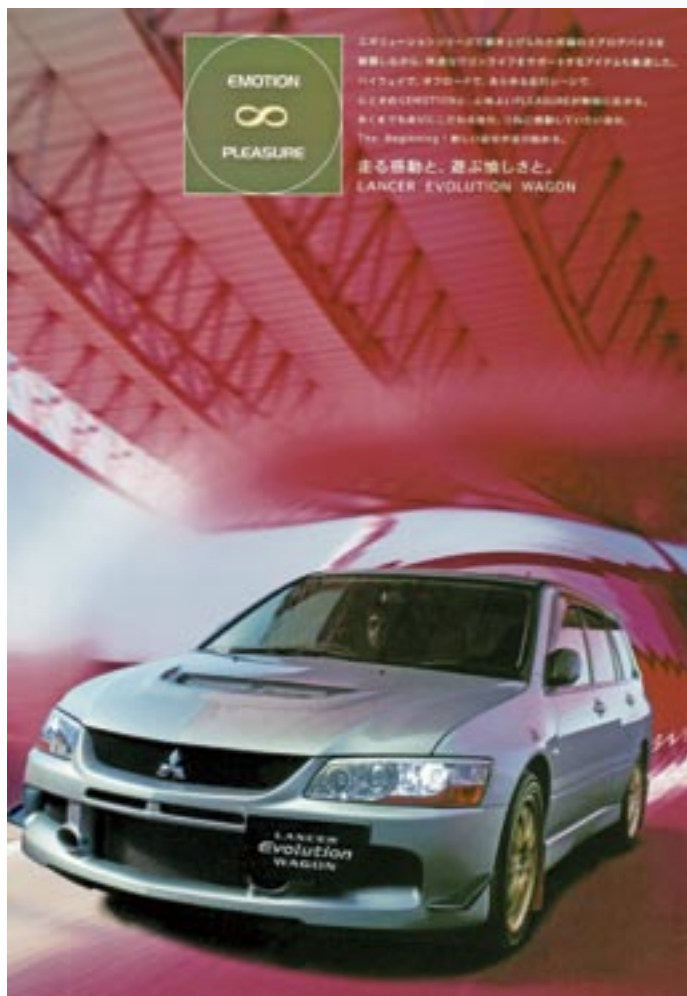
The liberal use of chrome brightened up the interior, while extra sound insulation material enhanced refinement. Leather/Alcantara-trimmed Recaro seats were used on both models, along with a Momo three-spoke steering wheel, and aluminium pedals.

The Concept X

The Concept X, which made its world debut at the 2005 Tokyo Show, gave enthusiasts and competitors alike a



Design sketches for the Concept X.



Interior of the Concept X.

Japanese promotional paperwork for the Evolution Wagon, said to deliver infinite emotion and pleasure for the driver.