

1970 Dodge Challenger R/T

2dr Convertible • 8-cyl. 440cid/375hp 4bbl Hi-Perf

#1 Concours condition

\$188,000

▲ +169.7%

#2 Excellent condition

\$133,000

▲ +144%

#3 Good condition

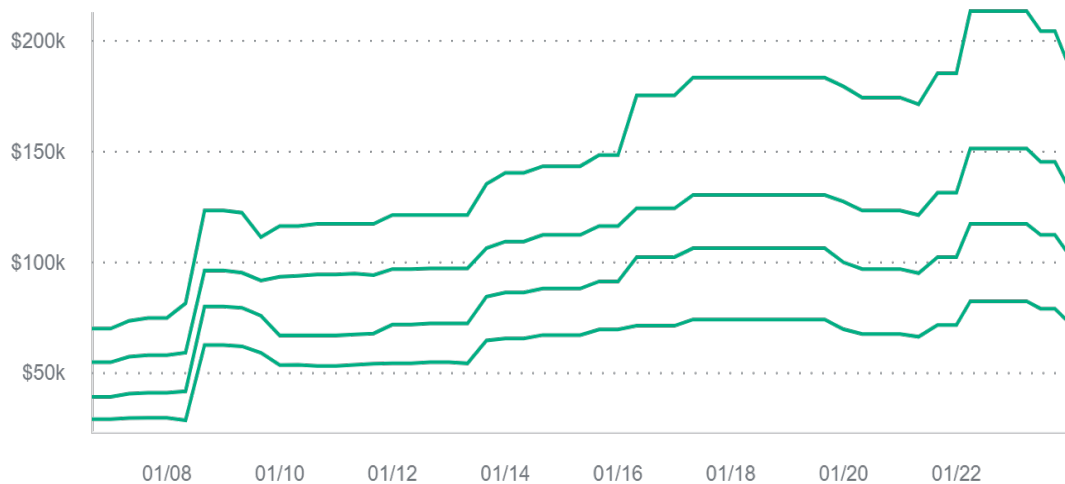
\$103,000*

▲ +164.8%

#4 Fair condition

\$72,400

▲ +151.4%



Value adjustments

+20%
for Shaker hood.

+15%
for 4-spd.

Colors
can make an
astonishing
difference in both
value and salability.

Model description

The 1970 Dodge Challenger was Dodge's pony car answer to the Ford Mustang and the Chevrolet Camaro, and finally appeared in the fall of 1969. Simultaneously, Plymouth gained a redesigned Barracuda, which despite looking similar rode on a wheelbase two-inches shorter and shared no E-Body panels – only the windshield. The Dodge Charger had been around since 1966, but was aimed at a mid-size market, like the Plymouth Satellite/GTX/Roadrunner.

The new Challenger and 'Cuda were both late and expensive to develop. Insurance constraints, corporate restrictions on horsepower/weight ratios and imminent federal emissions regulations were bad news for pony cars, so the Challenger's day in the sun was a short one.

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The Challenger was launched in two model lines and three body styles with a 110-inch wheelbase, and aimed at the Mercury Cougar and Pontiac Firebird. Despite hopes of 200,000 cars a year, 1970 was the best showing for the model, with 83,032 sold.

Challengers were divided into 53,337 hardtops (from \$2,851), 6,544 Special Edition (SE) luxury hardtops (\$3,083) and 3,173 convertibles (\$3,120). There were 14,889 R/T hardtops (from \$3,266), 1,070 R/T convertibles (\$3,535) and 3,979 SE R/T hardtops (\$3,498). The SE featured a vinyl roof with a small Imperial-style back window, leather interior panels, and numerous luxury options. The third model was the T/A, based on the enormously popular Trans Am production race series. Dodge's 340 cid V-8 was de-stroked to the 305 cubic-in limit, fitted with three two-barrel carburetors, four main bearings and offset valves. The aggressively striped T/A found 2,400 buyers (\$4,096 and up).

The Challenger offered eight engines, from a slant six to the thundering 425 bhp 426 cid Hemi V-8. The engine/transmission combinations are recorded in detail. Optional engines included the 290 bhp 383 cid V-8, 350 bhp 383 cid Magnum, 350 bhp 440 cid Magnum, 375 bhp 440 cid Magnum, 390 bhp 440 Magnum Six Pack, and 425 bhp 426 cid Hemi V-8. The base gearbox was a 3-speed manual with a 4-speed manual option as well as a 3-speed automatic transmission.

The R/T included standard 383 cid V-8, Rallye instrument panel, Rallye suspension with sway bar, and heavy duty drum brakes. Convenience options included power steering, power brakes, air conditioning, and AM/FM radio. Stripes offered were longitudinal or rear bumple bee style. Available hood designs included smooth, dummy intakes, cold-air intake and shaker-style. Gearshifts included column, pistol grip 4-speeds and "slap-stick" console automatics.

Dodge offered 22 paint colors on the Challenger, of which 10 were creatively named "high impact" shades. Base colors and codes were Silver (A1), Light Blue (B3), Bright Blue (B5), Dark Blue (B7), Bright Red (E5), Light Green (F3), Dark Green (F8), Dark Burnt Orange (K5), Beige (L1), Dark Tan (T6), Light Gold (Y4), White (Y1), and Black (X9). High impact colors included SubLime (J5), Go Mango (K2), Hemi Orange (V2), Plum Crazy (C7), Top Banana (Y1), Bright Green (F6), Citron Yellow (Y3). Two colors were added later: Green Go (J6) and Panther Pink (M3). Interior colors were available in vinyl, leather and mixes of cloth. A split bench seat could be ordered only on the base.

Performance figures of course varied depending on the equipment selection and the magazine doing the testing, but they were impressive. The 340 Six Pack did 0-60 mph in seven seconds and a quarter-mile in 15.2 seconds. The R/T 440 Six Pack car managed 0-60 in 6.2 seconds and a 13.7 second-quarter mile at 105 mph, while the 426 Hemi reeled off 0-60 mph in 6.3 seconds and a quarter-mile in 13.1 seconds at 107.1 mph.

Body styles

2dr Convertible

2dr Hardtop Coupe

Engine types

8-cyl. 383cid/335hp 4bbl Hi-Perf

8-cyl. 426cid/425hp 2x4bbl Hemi

8-cyl. 440cid/375hp 4bbl Hi-Perf

8-cyl. 440cid/390hp 3x2bbl

1970-1974 Dodge Challenger stats

Highest sale

\$1,815,000

Most recent sale

\$86,000

Sales

1794

Equipment

Additional Info

Vehicle Length: 191.3 in

Wheelbase - Inches: 110 in

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.