

# 1970 Dodge Challenger

## Factory Power Sunroof Cars - Option Code M51

Total 1970 Dodge Challengers shipped to the USA market: 196 units.

- Base Challenger (JH23) – 114.
- Challenger R/T (JS23) – 82.
- Challenger T/A (JH23J) – 4 known – Included in the Base Challenger numbers.

American Sunroof Corporation (ASC) established a facility in the Detroit area in the late 60's to install Golde style power sunroofs in a select few cars models coming out of the Detroit assembly plants. This caught the attention of Chrysler, and a deal was struck with ASC to install their power sunroof in Dodge Chargers for the 1969 model year. Even with the low production numbers, the option was continued on the 1970 Charger, and expanded to the new Challenger.

Cars that were ordered or designated to have an ASC power sunroof were initially started down the assembly line, then pulled off the line at a certain point to be shipped off to ASC's facility. After ASC installed the power sunroof, the cars were shipped back to the factory where final assembly was completed.

Vinyl tops were required on all sunroof cars. This was a time saving measure for ASC, and a cost saving measure for Chrysler. ASC didn't have to be careful with the metal and paint around the sunroof area during the installation. Once the sunroof assembly was installed, they covered up any scratches and dings with a little filler and primer, and then installed the vinyl roof.

With all the extra logistics involved in offering a sunroof, you might think that this option was an expensive one. You would be correct! The price tag for this factory option was a whopping \$461.45! To put this in perspective, a base 318 Challenger sold for \$2953. Heck, the only option more expensive than the sunroof was checking off the box that said "Hemi" (\$778.75).

The option code for the power sunroof is M51, but this code does not appear on the fender tag. What usually appears on the fender tag to identify 1970 "factory" power sunroof Challengers is a special six digit vehicle order number (VON). The VON will start with K00 for "factory" sunroof cars.

Unlike the 69-70 Chargers that followed this VON rule, something different occurred with the 70 Challenger line. Several 70 sunroof Challengers did not receive a K00 VON, but the option shows up on the broadcast sheets. The current working theory is that 1970 Challengers ordered up directly from Headquarters or the Assembly plant got the special VON, while 1970 Challengers ordered by customers through dealerships got the standard numeric VON.

On the following pages are all the surviving 1970 Dodge Challenger sunroof cars that I have run across since I started documenting this rare option. Many thanks to all that have helped me track down these cars - esp. Dan P., Ola, Barry W., William W., and John B.

## 1970 Challenger R/T

|                 |       |        |              |
|-----------------|-------|--------|--------------|
| Paint           | Top   | Inter. | Engine/Trans |
| EV2-Hemi Orange | Black | White  | Hemi / 4-Spd |

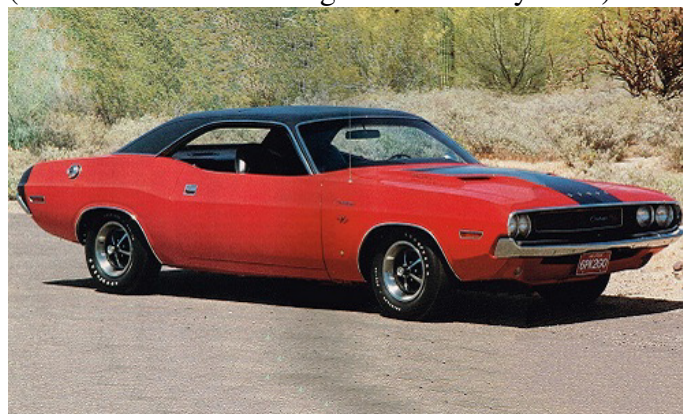
(The Juliano car)



## 1970 Challenger R/T

|                 |       |        |              |
|-----------------|-------|--------|--------------|
| Paint           | Top   | Inter. | Engine/Trans |
| FF4-Light Green | Green | Green  | 440-6 / Auto |

(Muscle Car Review magazine - January 1993)



## 1970 Challenger R/T

|       |       |        |               |
|-------|-------|--------|---------------|
| Paint | Top   | Inter. | Engine/Trans  |
| Red   | Black | White  | 440-6 / 4-Spd |

(www.moparts.org member)



## 1970 Challenger R/T

|                |       |        |              |
|----------------|-------|--------|--------------|
| Paint          | Top   | Inter. | Engine/Trans |
| EF8-Dark Green | Green | Green  | 440-6 / Auto |

(Posted to Facebook in 2019, refurbish begun.)



## 1970 Challenger R/T

|                 |       |        |              |
|-----------------|-------|--------|--------------|
| Paint           | Top   | Inter. | Engine/Trans |
| EB5-Bright Blue | White | White  | 440-6 / Auto |

(Barrett Jackson Scottsdale 2005)



## 1970 Challenger R/T

|             |       |        |              |
|-------------|-------|--------|--------------|
| Paint       | Top   | Inter. | Engine/Trans |
| Unk-Unknown | Black | Black  | 440-6 / Auto |

(BC sheet only - car may or may not still exist)



### 1970 Challenger R/T

| Paint           | Top   | Inter. | Engine/Trans  |
|-----------------|-------|--------|---------------|
| FF4-Light Green | Green | Green  | 440-4 / 4-Spd |

(Alan Gallant Automotive Restorations)



### 1970 Challenger R/T

| Paint         | Top   | Inter. | Engine/Trans |
|---------------|-------|--------|--------------|
| B3-Light Blue | White | Blue   | 440-4 / Auto |

(Restoration underway)



### 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans |
|----------------|-------|--------|--------------|
| FC7-Plum Crazy | Black | Black  | 440-4 / Auto |

(Graveyard Cars restoration)



### 1970 Challenger R/T

| Paint         | Top   | Inter. | Engine/Trans |
|---------------|-------|--------|--------------|
| EB7-Dark Blue | White | Blue   | 440-4 / ?    |

(1969-1975 sunroof mopars Facebook page)



### 1970 Challenger R/T

| Paint        | Top   | Inter. | Engine/Trans |
|--------------|-------|--------|--------------|
| EK2-Go Mango | Black | Black  | 440-4 / Auto |

(Mopar Collector Guide magazine Feb 1995 Issue)



### 1970 Challenger R/T

| Paint       | Top   | Inter. | Engine/Trans |
|-------------|-------|--------|--------------|
| FJ5-Sublime | Black | Black  | 440-4 / Auto |

(Alan Gallant Automotive Restorations)



## 1970 Challenger R/T

|              |       |        |              |
|--------------|-------|--------|--------------|
| Paint        | Top   | Inter. | Engine/Trans |
| EK2-Go Mango | Black | Ornge  | 440-4 / Auto |

(Posted to Facebook in 2019)



## 1970 Challenger R/T

|             |       |        |              |
|-------------|-------|--------|--------------|
| Paint       | Top   | Inter. | Engine/Trans |
| FJ5-Sublime | Black | Black  | 440-4 / Auto |

(BC sheet only - car may or may not still exist)



## 1970 Challenger R/T

|           |     |        |              |
|-----------|-----|--------|--------------|
| Paint     | Top | Inter. | Engine/Trans |
| White/Red | ?   | Orange | 440-4 / Auto |

(Hotrod Hanger Facebook Page)



## 1970 Challenger R/T

|               |       |        |               |
|---------------|-------|--------|---------------|
| Paint         | Top   | Inter. | Engine/Trans  |
| FC7-In Violet | Black | Black  | 383-4 / 4-Spd |

(Alan Gallant Automotive Restorations)



Photo by Alan Gallant

## 1970 Challenger R/T

|           |       |        |              |
|-----------|-------|--------|--------------|
| Paint     | Top   | Inter. | Engine/Trans |
| TX9-Black | Black | Orange | 440-4 / Auto |

(Victim of garage fire)



## 1970 Challenger R/T

|                |       |        |               |
|----------------|-------|--------|---------------|
| Paint          | Top   | Inter. | Engine/Trans  |
| FC7-Plum Crazy | Black | Black  | 383-4 / 4-Spd |

(www.moparts.com member)



## 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans  |
|----------------|-------|--------|---------------|
| FC7-Plum Crazy | White | White  | 383-4 / 4-Spd |

(R/T Restorations in 2010 and on FaceBook 2015)



## 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans |
|----------------|-------|--------|--------------|
| FE5-Rallye Red | Black | Black  | 383-4 / Auto |



## 1970 Challenger R/T

| Paint           | Top | Inter. | Engine/Trans  |
|-----------------|-----|--------|---------------|
| EV2-Hemi Orange | ?   | White  | 383-4 / 4-spd |

(Facebook post)



## 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans |
|----------------|-------|--------|--------------|
| FC7-Plum Crazy | White | White  | 383-4 / Auto |

(eBay sale 2018)



## 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans |
|----------------|-------|--------|--------------|
| FE5-Rallye Red | Black | Black  | 383-4 / Auto |

(Alan Gallant Automotive Restorations)



Photo by Alan Gallant

## 1970 Challenger R/T

| Paint          | Top   | Inter. | Engine/Trans |
|----------------|-------|--------|--------------|
| FC7-Plum Crazy | White | White  | 383-4 / Auto |

(eBay sale 2013)



## 1970 Challenger R/T

|              |       |        |              |
|--------------|-------|--------|--------------|
| Paint        | Top   | Inter. | Engine/Trans |
| FT6-Dark Tan | White | Tan    | 383-4 / Auto |

(Posted to Facebook in September 2019)



## 1970 Challenger T/A

|                |       |        |               |
|----------------|-------|--------|---------------|
| Paint          | Top   | Inter. | Engine/Trans  |
| EF8-Dark Green | Black | Black  | 340-6 / 4-Spd |

(www.moparts.org forum)



## 1970 Challenger T/A

|              |       |        |               |
|--------------|-------|--------|---------------|
| Paint        | Top   | Inter. | Engine/Trans  |
| FT6-Dark Tan | Black | Tan    | 340-6 / 4-Spd |

(www.moparts.org forum)



## 1970 Challenger T/A

|       |     |        |               |
|-------|-----|--------|---------------|
| Paint | Top | Inter. | Engine/Trans  |
| Beige | ?   | ?      | 340-6 / 4-Spd |

(www.moparts.org forum)



## 1970 Challenger T/A Prototype

(This car may or may not still exist)

|       |     |        |               |
|-------|-----|--------|---------------|
| Paint | Top | Inter. | Engine/Trans  |
| ?     | ?   | ?      | 340-6 / 4-Spd |

('70-'71 Cudas and Challengers Facebook page)



Photo by Jeff Bangert

## 1970 Challenger

|           |       |        |              |
|-----------|-------|--------|--------------|
| Paint     | Top   | Inter. | Engine/Trans |
| EK2-Mango | White | Orange | 383-4 / Auto |

(www.junkyardfind.com)



### 1970 Challenger

| Paint                                       | Top   | Inter. | Engine/Trans |
|---|-------|--------|--------------|
| TX9-Black                                   | Black | Black  | 383-4 / Auto |
| (Barrett Jackson Scottsdale 2009) (Now Red) |       |        |              |



### 1970 Challenger

| Paint  | Top   | Inter. | Engine/Trans |
|--|-------|--------|--------------|
| FJ5-Lime Green   | White | White  | 383-2 / Auto |
| (For sale on <a href="http://www.volocars.com">www.volocars.com</a> in 2013) |       |        |              |



### 1970 Challenger

| Paint                        | Top   | Inter. | Engine/Trans |
|------------------------------|-------|--------|--------------|
| Red                          | Gator | Black  | 383-2 / Auto |
| (2017 Mopar Nationals, Ohio) |       |        |              |



Photo by: Rob Z.

### 1970 Challenger A66

| Paint  | Top   | Inter. | Engine/Trans  |
|--|-------|--------|---------------|
| Orange   | Black | Black  | 340-4 / 4-spd |
| (2007 Place d'Orleans Car Show, Ottawa, Ontario) |       |        |               |



### 1970 Challenger A66

| Paint                             | Top   | Inter. | Engine/Trans |
|-----------------------------------|-------|--------|--------------|
| FE5-Rallye Red                    | Black | Black  | 340-4 / Auto |
| (Forum post in For E-bodies Only) |       |        |              |



### 1970 Challenger

| Paint   | Top   | Inter. | Engine/Trans |
|---|-------|--------|--------------|
| Red   | Black | Black  | 340-4 / Auto |
| (For sale in Shelbourne, Ontario - Nov. 2015) |       |        |              |



### 1970 Challenger

| Paint  | Top   | Inter. | Engine/Trans |
|--|-------|--------|--------------|
| FE5-Rallye Red                                   | Black | Black  | 318-2 / Auto |
| (Recently unearthed in Nebraska - Car is loaded) |       |        |              |



### 1970 Challenger

| Paint              | Top   | Inter. | Engine/Trans |
|--------------------|-------|--------|--------------|
| FC7-Plum Crazy     | Black | Black  | 318-2 / Auto |
| (Restored in 2018) |       |        |              |



### 1970 Challenger

| Paint  | Top   | Inter. | Engine/Trans |
|--|-------|--------|--------------|
| FF4-Light Green                                | Green | Green  | 318-2 / Auto |
| (Now Plum Crazy/Black/Black)(For sale NH 2015) |       |        |              |



### 1970 Challenger

| Paint                        | Top   | Inter. | Engine/Trans |
|------------------------------|-------|--------|--------------|
| FK5-Dark Burnt Org           | Black | Orang  | 318-2 / Auto |
| (Car show in Sweden in 2000) |       |        |              |



### 1970 Challenger

| Paint                                     | Top   | Inter. | Engine/Trans |
|---|-------|--------|--------------|
| FF4-Light Green                           | Green | Green  | 318-2 / Auto |
| (Midwest Mopars in the Park show in 2018) |       |        |              |



### 1970 Challenger

| Paint                           | Top   | Inter. | Engine/Trans |
|---------------------------------|-------|--------|--------------|
| EB5-Bright Blue                 | Black | Black  | 318-2 / Auto |
| (www.cuda-challenger.com forum) |       |        |              |



## 1970 Challenger

| Paint       | Top   | Inter. | Engine/Trans |
|-------------|-------|--------|--------------|
| FJ5-Sublime | Black | Black  | 318-2 / Auto |

(Car parted and dismantled 1991 - no longer exists)



## 1970 Challenger

| Paint             | Top   | Inter. | Engine/Trans. |
|-------------------|-------|--------|---------------|
| 999-Charcoal(EA9) | Black | Red    | 318-2 / Auto  |

(Reportedly the car was totaled early in its life)



## 1970 Challenger

| Paint | Top | Inter. | Engine/Trans |
|-------|-----|--------|--------------|
| Blue  | ?   | ?      | 318 / Auto   |

(Dezzys Speed Shop YouTube)



## 1970 Challenger

| Paint | Top   | Inter. | Engine/Trans  |
|-------|-------|--------|---------------|
| Brown | Black | Tan    | 383-4 / 4-spd |

(Possible R/T for sale on YouTube in 2008)



## 1970 Challenger

| Paint     | Top   | Inter. | Engine/Trans |
|-----------|-------|--------|--------------|
| TX9-Black | Black | Black  | 318-2 / Auto |

(Car parted and dismantled 2016 - no longer exists)



## 1970 Challenger

**(This car may or may not still exist)**

| Paint       | Top   | Inter. | Engine/Trans |
|-------------|-------|--------|--------------|
| FJ5-Sublime | Black | White  | ? / Auto     |

(Dodge Challenger commercial - Likely A66 car)



## 1970 Challenger

| Paint   | Top   | Inter. | Engine/Trans |
|---------|-------|--------|--------------|
| Sublime | Black | Black  | ? / ?        |

(Posted on Facebook - Looks like an A66 car)



## 1970 Challenger

| Paint   | Top | Inter. | Engine/Trans |
|---------|-----|--------|--------------|
| Unknown | ?   | ?      | ? / ?        |

(www.cuda-challenger.com)



## 1970 Challenger

| Paint  | Top   | Inter. | Engine/Trans |
|--------|-------|--------|--------------|
| Orange | Black | Black  | ? / ?        |

(Posted on Yenko.net - Looks like an A66 car)



## 1970 Challenger R/T

(Sunroof was likely added)

| Paint     | Top   | Inter. | Engine/Trans |
|-----------|-------|--------|--------------|
| EW1-White | White | Blue   | 383-4 / Auto |

(www.cuda-challenger.com forum)



## 1970 Challenger

| Paint | Top   | Inter. | Engine/Trans |
|-------|-------|--------|--------------|
| Red   | Black | Black  | ? / ?        |

(www.transamcuda.com forum)



(European style plates from Hamburg, Germany)

## 1970 Challenger

(Sunroof was likely added)

| Paint             | Top | Inter. | Engine/Trans |
|-------------------|-----|--------|--------------|
| Dark Burnt Orange | ?   | Orange | 318-2 / Auto |

(For sale on Craigslist in Gilbert, AZ Feb. 2015)

