



## MUSCLE CAR MANIA: VOL. 2

# Mopar Muscle – Go Before Show

Our Muscle Car Mania series highlights some of the most iconic muscle cars in history. Next in line: Mopar.\*

Mopar muscle has been respected for decades in classic auto-enthusiast circles. The iconic cars have been reverently dubbed as “go before show” kind of vehicles – letting their engines do most of the talking and adding trim pieces, nose cones, wings and decals for style. While technically the parts division of Chrysler,\* Mopar has shared powertrains across brands like Dodge\* and Plymouth\* to create numerous specialty classics like the Charger Daytona,\* Coronet Super Bee,\* Roadrunner Superbird,\* AAR 'Cuda,\* Scat Pack\* and Rapid Transit System\* editions.

### THE SMALL BLOCKS

Many early Mopar models came equipped with a modest 318-cubic-inch V8, referred to as an LA engine in 1967. These lightweight engines were based upon Chrysler’s low-cost A-series engines. Although not considered the most powerful on the roster, the 318’s cast-iron crank and hydraulic lifters were robust and put out a reliable 230 hp.

Like many V8s in the 1970s, the 318 underwent significant changes and was detuned to run on lower-octane fuel and become more fuel efficient due to the shortages and regulations of the time. These changes continued into the next decade and, in 1985, the 318 received its first roller cam, making it no longer reliant on high-ZDDP motor oil. The Mopar 318 model enjoyed a long life until it was eventually discontinued in the early 2000s.

In 1968, Chrysler introduced a small-block engine built for performance: the Mopar 340. The 340-cubic-inch V8’s larger intake, valves and exhaust manifold, high-flow carburetor, forged-steel crank and high-performance heads together put out 275 hp in a four-barrel configuration, making it a dominating presence from the start. A few years later, the famous 340 “Six-Pack” was born, which featured three two-barrel carburetors and put out an even higher 290 hp. One of the most famous vehicles with this combination was the AAR 'Cuda.

### THE BIG BLOCKS

For those who wanted big-block engine power, the 383 V8 B-series engine was the standard offering on the B platform of Mopar vehicles. The 383 came equipped with either a standard two-barrel carburetor with 305 hp or a Power Pack version with a high-performance cam, dual exhaust and a four-barrel carburetor that produced 330 hp. If you’re lucky, you might even come across a 383 with a cross ram intake – one of the unique engineering designs from Mopar. Although only offered for five years, the Mopar 383 saw an almost 20 percent drop in compression ratios and subsequent horsepower declines due to changing regulations before it was discontinued in 1971.

Mopar’s holy grail engine might be the 426 Hemi. Introduced as a race-only engine, Mopar accomplished the unimaginable in 1964 at the Daytona 500 by sweeping the top four spots with four 426 Hemi-powered vehicles. Such a feat even led NASCAR to modify some of its rules in order to level future playing



fields. It's no surprise with that sort of record that the 426 became one of the most sought-after classic cars under the Mopar brand. After dominating performances on the track, the Hemi 426 was released to the public in 1965 as a "street Hemi" and was reserved for Dodge and Plymouth models. It still maintained its impressive 425 hp and 490 lb.-ft. of torque even after its race modifications were removed.

### Mopar Today

In 2006, the Mopar name started to make a comeback. Dodge relaunched its Charger\* and Challenger\* models with 5.7L Hemi V8 engines, and since then the two have seen countless special editions and power additions like the 6.4L 392 Apache,\* the 6.2L SRT Hellcat\* and the 6.2L Demon.\*

More recently, Mopar has been working on development of the 426 Hemi Hellephant,\* which pays homage to the classic 426 Hemi, but with an added supercharger to boost out a whopping 1,000 hp and 950 lb.-ft. of torque. While right now it's only a crate engine, we'll have to wait and see what Mopar has planned for its future.

Both 6.2L and 6.4L Mopar models require specialized 0W-40 motor oil. **AMSOIL Signature Series 0W-40 (AZF)** is the perfect match for these high-horsepower engines.

**DOMINATOR® Octane Boost (AOB, COB)** is an excellent lead substitute at the same treat rates in collector automobiles designed for leaded gasoline.

- Reduces engine knock
- Improves ignition and engine response
- Helps fuel burn cleaner
- Inhibits corrosion
- Recommended for racing use

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

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# PREMIUM PROTECTION FOR HIGH-HORSEPOWER CHRYSLER AND NISSAN APPLICATIONS

New 0W-40 viscosity rounds out the Signature Series line.

Muscle cars ruled the American landscape in the 1960s and '70s, and many of those signature models, such as the Dodge Challenger and Charger, are now available in faster, more powerful designs. In this day and age, it's not uncommon to find production models that top 600 horsepower and 600 pound-feet (lb-ft) of torque. In fact, the 2015 Challenger Hellcat is the fastest production muscle car of all time, kicking out 707 horsepower and 650 lb-ft of torque.

Powerful muscle car and big truck engines need a high-performance lubricant, and much like these powerful vehicles, AMSOIL sets the bar high when it comes to performance. AMSOIL established all-new standards for motor oil quality and performance when it introduced the world's first synthetic motor oil to meet American Petroleum Institute (API) service requirements in 1972, and it continues to produce the top-performing lubricants available on the market.

## New Signature Series 0W-40

Along with the new 5W-50 viscosity formulated for high-horsepower Ford Mustang engines, the Signature Series line now includes a robust 0W-40 synthetic motor oil formulated specifically for high-horsepower Chrysler and Nissan engines. AMSOIL Signature Series 0W-40 Synthetic Motor Oil (AZF) provides top-of-the-mark protection and performance that customers expect from Signature Series.

- Withstands the stress of high horsepower and heat to provide outstanding wear protection
- Resists viscosity loss due to mechanical shear

- Resists thermal breakdown
- Helps prevent sludge deposits and keeps engines clean
- Reduces oil consumption and emissions
- Maximizes fuel economy

## Applications

Signature Series 0W-40 is recommended for Chrysler and Nissan applications calling for a 0W-40 viscosity and requiring the following performance specifications:

- API SN, SM...
- Chrysler MS-12633, MS-10725, MS-10850
- Nissan GT-R®

Applications include, but are not limited to, the following:

- Dodge Charger 6.1L/6.4L
- Dodge Challenger 6.1L/6.4L
- Dodge Viper 8.3L/8.4L
- Dodge Ram 2500/3500/4400/5500 6.4 L
- Chrysler 300 6.1L/6.4L
- Jeep SRT Grand Cherokee 6.1L/6.4L
- Nissan GT-R 3.8L

## Enthusiast Market

AMSOIL Dealers are encouraged to target the enthusiast market. Seek potential customers through car clubs, car shows, races and Internet sites; and target independent oil-change facilities, repair shops and auto dealerships that service these vehicles.

Enthusiasts are passionate about their vehicles, and they want the best products available to protect their high-end, expensive investments. Explain that

new Signature Series 0W-40 provides the premium protection and performance they're seeking, in the viscosity specified in the owner's manual. With very few competing non-European 0W-40 products available on the market, AMSOIL Dealers are well-positioned to gain new customers in the enthusiast market, opening the door to introduce them to additional premium products in the AMSOIL lineup, including drivetrain fluids, oil filters and fuel additives.

## Data Bulletin

The Signature Series Synthetic Motor Oil data bulletin (G2880) has been updated to include the new 0W-40 and 5W-50 viscosities.



Stock #	Qty.	U.S.	Can.
G2880	25	4.10	5.00



## Signature Series 0W-40 Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AZFQT	EA	1 Quart	2.1	5.34	8.15	10.55	9.90	12.80
AZFQT	CA	12 Quarts	25.2	64.07	92.85	125.35	112.80	152.40