

SEQUENCE NUMBER			VEHICLE ORDER NUMBER			VEHICLE IDENTIFICATION NUMBER								
						CAR LINE	BODY TYPE	ENG.	YEAR	PLANT	SEQUENTIAL NUMBER			
B	1	4	9	2	1	9	1	2	9	WS	23	R	1	A

Broadcast Sheet Line 1

Sequence Number

Box 1&2 Plant sequence number: both boxes together create an internal number that the factory used to track the production of the car throughout the plant.

Vehicle Order Number (VON)

The VON was used to track the vehicle from the plant to the dealer.

Box 1 Production Date: **1** = January; **29** = day of the month (Jan. 29, 1971 which was a Friday); this 3 digit number is stamped on the fender tag. 1971 Chargers were built from August 1970 to July 1971. The build date codes for 1971 Chargers are:

- 8 August 1970
- 9 September 1970
- A October 1970
- B November 1970
- C December 1970
- 1 January 1971
- 2 February 1971
- 3 March 1971
- 4 April 1971
- 5 May 1971
- 6 June 1971
- 7 July 1971

Box 2 Vehicle Order Number: **B51289**; this number is also stamped on the fender tag. The B in indicates that the car was built for Canada

Vehicle Identification Number (VIN)

These 13 characters together make up the vehicle's VIN. The VIN is also located on a metal tag that is riveted to the dash, stamped on line 1 of the fender tag and is on a decal that is placed on the inside of the driver's door. In 1971, the VIN is stamped on the engine, transmission, and the last 6 are stamped on the radiator support and on the cowl (driver's side).

Box 1 Car Line: 1971 Make & Price Class which is a combination of the following two letters:

- W** - Coronet Family (Charger became part of the Coronet family in 1971)
- S** - Special Price Class; **WS** = Charger R/T
- P** - Premium Price Class; both **WP** = Charger 500 and **UP** = Charger SE
- H** - High Price Class; **WH** = Charger Custom
- M** - Medium Price Class; **WM** = Super Bee
- L** - Low Price Class; **WL** = Charger Coupe (rear windows are stationary)

Box 2 Body Type: **23** - 2 door Hardtop

21 - 2 door Sedan (coupe); only applies to the WL21 Charger Coupe

29 - 2 door Sport Hardtop - designates the Charger SE (WP29) vs. Charger 500 (WP23)

Box 3 Engine: **R** = 426 ci 2X4bbl, 425 hp; other engines for a Charger R/T:

U = 440 ci 4bbl, 370 hp

V = 440 ci 6bbl, 385 hp

Box 4 Model Year: 1 = 1971

Box 5 Plant: A = Lynch Road; the only other plants that built 1971 Chargers:
E = Los Angeles
G = St. Louis

Box 6 Sequential Number: each plant started at 100001 for the model year

Y VEHICLE DEL. AND HANDLING Y						
BUILD FOR (C)	DOM. PUBLIC	LEASE BID SALE	SOLD CAR SALES BANK	SPECIAL ORDER	NEW CAR SERVICE	SHOW CAR FINISH
C	11		1- 4	39	8-	9-

Build For

Box 1 This letter indicates the destination country where the car was shipped. In 1971, these changed to letters from numbers:
C = Canada; stamped on the fender tag
U = USA
I = Export

Vehicle Delivery and Handling

The Y sales codes apply to this section.

Box 1 Dom Public (Domestic Publications); the last digit of code Y11 would appear here if the car was being built for a US auto magazine for testing.

Box 2 Lease Bid Sale: the last 2 digits of the following codes would appear:
Y13 Dealer demonstration car
Y22 Executive lease for a Chrysler executive
Y28 Public relation car - for touring and trade shows
Y33 Fleet sales – sales to a government agency or large corporation
Y54 Chrysler management employee purchase

Box 3 Sold Car or Sales Bank: the last digit of the following codes would appear:
Y14 Sold car – built to meet a customer's order
Y15 Direct sale
Y16 Sales bank car – built to be placed on the dealer's lot

Box 4 Special Order: the last digit of sales code Y39 Special Order; used for show cars or company use cars where special care and attention was needed during manufacturing.

Box 5 New Car Service: the last digit of code Y83 New Car Service; gasoline and preparation were added at the factory

Box 6 Show Car Finish: the last digit of the following codes would appear:
Y91 Show Car Finish A, less gas
Y93 Show Car Finish B, less gas