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The opening pages of

1970 Chrysler 300 Restoration Guide

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RESTORATIONESSENTIALS

Factory-Correct Restoration Reference

1970 Chrysler 300 Restoration Guide

Model Year 1970

Model	Chrysler 300 1970
Platform	C-body, 124-in wheelbase
Engines	440 4V (350 hp) / TNT (375 hp); Hurst 300
Transmissions	TorqueFlite 727 automatic
Notable	Hurst 300 (485-502 built); last convertible

Every specification in this guide was checked against factory literature, marque references, period road tests, and documented survivor cars. Where sources disagree or the record is silent, this guide says so rather than guessing.

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Chapter 1 — Chrysler: Engineering First

Walter P. Chrysler — the railroad mechanic who ran Buick and Willys before building his own company — launched the Chrysler Six in 1924 and the Chrysler Corporation in 1925 from the remains of Maxwell and Chalmers. His formula never changed: engineering leadership as a marketing strategy. Four-wheel hydraulic brakes when others used mechanicals, the first practical automotive wind tunnel, rubber engine mounts, the revolutionary Airflow (1934), and the 1951 Hemi V8 — the engine architecture that still dominates drag racing.

The 1955 C-300 — 300 horsepower from the Hemi, the most powerful American production car of its year — created the letter-car legend: eleven years of 300-B through 300-L, each the banker's hot rod, each faster than the last. When the letter series ended in 1965, the non-letter 300 carried the sporting flag: big-car comfort with big-block power, through 1971.

For the restorer, Chrysler's engineering-first culture is the gift: the 383 and 440 V8s are among the most durable and best-supported big-blocks ever built, the TorqueFlite is bulletproof, and the C-body chassis is straightforward to rebuild. The fender tag and broadcast sheet system — shared across Chrysler Corporation — makes authentication achievable for every car.

Chapter 2 — The 300: From Letter Cars to the Last of the Line

The 300 story has two acts. Act One: the letter cars, 1955–1965 — the C-300 through the 300-L, each year's fastest Chrysler, with Hemi and then wedge big-blocks, cross-ram induction, and a country-club-meets-drag-strip character nothing else offered. Act Two — this guide's subject — begins in 1962 with the non-letter 300 Sport and runs through 1971: the sporting full-size Chrysler for the buyer who wanted performance without the letter car's price or pretension.



The 1965 C-body redesign gave the non-letter 300 its modern foundation: a 124-inch wheelbase, clean slab-sided styling, and the 383 and 440 big-blocks. The 1966–1968 cars refined it with hidden headlamps (1968) and the 440 TNT option; the 1969 fuselage restyle made the 300 sleeker; and the 1970 Hurst 300 — a limited-edition collaboration with Hurst Performance — gave the line its wildest chapter. After 1971 the 300 name retired for seven years, returning in 1979 on a Cordoba.

For the restorer, the 1966–1971 300s are the affordable entry to big-block Chrysler performance: C-body parts interchange generously, the drivetrains are bulletproof and well supported, and the cars are still valued on condition rather than mythology — except the Hurst 300, which plays by letter-car rules.

Chapter 3 — What Makes 1970 Different

The 1970 Chrysler 300 is the Hurst year — the limited-edition **Hurst 300**, built in collaboration with Hurst Performance: special paint, special interior, the 440 TNT (375 hp), and Hurst badging throughout. It was the wildest 300 ever built and the only one that plays by letter-car rules.

The Hurst 300's specification is well documented: the cars wore **Spinnaker White with Satin Tan and gold pinstriping**, a **fiberglass hood** (with tie-down pins) and **fiberglass trunk lid** with an integrated spoiler, deeply recessed full-width grille with hidden headlamp doors, and power-bulge hood insignias. Inside, massive front seats borrowed from the **Imperial** line, saddle tan leather on nearly every surface, and standard air conditioning with power everything. Hurst also added its remote trunk-latch system. The drivetrain: the 440 TNT (375 hp) with TorqueFlite and a 3.23:1 Sure-Grip rear axle. The base price was **\$5,935** — some \$1,700 over a base 300 two-door hardtop — and period promotion was nearly nonexistent, since Chrysler and Hurst each thought the other was handling the campaign.

Hurst 300 production is a documented conflict this guide flags openly: **485** cars in some references versus **501** in others, with some accounts splitting the difference at 502. Both figures circulate in reputable sources; one well-known assessment puts it at 501 hardtops plus a single Hurst convertible built as a promotional/PR car — the only Hurst ragtop, still in existence. This guide reports the published range and resolves nothing. A genuine Hurst 300 is verified by its Hurst-specific equipment, paint, and documentation — tribute Hursts are common, and the paperwork is the difference.

The standard 1970 300 continued with the 440 four-barrel (350 hp) and the TNT (375 hp) on the fuselage C-body with 1970-only front and rear details. Published production: **9,589** two-door hardtops, **1,077** convertibles, and **9,846** four-door hardtops — the convertible, the last 300 ragtop ever built, is the rare standard body style. Of those 1,077 convertibles, roughly 120 carried the TNT engine. For the restorer, 1970 is one-year styling with the Hurst halo — and the Hurst's special parts are the hardest 300 parts to find.

Hurst 300 production conflict. 485 vs 501 (vs 502 in some accounts) — a thin paper trail for a part-Chrysler, part-Hurst build farmed out and sold retail. This guide will not manufacture certainty. Value a Hurst 300 on its documentation and condition, never on which total flatters the seller.

Chapter 4 — VIN and Fender-Tag Decoding

The 1966–1971 Chrysler VIN is 13 characters: division (C = Chrysler), series (M = 300), body style, engine code, model-year digit (6 = 1966 through 1 = 1971), assembly plant, and the sequential production number.