

1971 Chrysler New Yorker / 300 / Newport

Factory Power Sunroof Cars - Option Code M51

Chrysler initially offered the power sunroof option on Dodge Chargers early in the 1969 model year. It was expanded to the new Dodge Challengers for the 1970 model year, and then to several more models, including C-Bodies in the 1971 model year. The option code for the factory power sunroof is M51. While this code is present on the broadcast sheets for power sunroof cars, it does not show up on the fender tags of power sunroof 1971 C-Bodies. What did show up on the fender tags of most factory power sunroof cars is a special Vehicle Order Number (VON).

The 6-digit VON for most 1971 C-Bodies starts with a "G" on factory sunroof cars. There are a few exceptions to the VON rule above for these 1971 power sunroof C-Bodies. The first exception to the G-VON power sunroof designation has to do with early promotional/show cars. If a power sunroof car is also a promotional/show car, it will likely have a VON that starts with a different letter than G - the promotional/show car status trumps the power sunroof only designation.

Another exception involves some 1971 only Chrysler C-Bodies. Some of these power sunroof cars left the factory with a regular numeric six-digit VON. I believe these cars were either customer or dealer ordered cars with six-digit VONs that corresponded to the six-digit number on the standard dealership order forms. If the car was ordered up at the factory, it got the special G-VON. For this reason, having the broadcast sheet for power sunroof cars that don't have the special VON is a key to validating the "factory" sunroof status.

In addition, there are likely a few Chrysler C-Bodies that were delivered to local Detroit dealerships that were also sent to ASC for a sunroof installation at a customer's request. These cars will not have VONs that start with G, and the broadcast sheet will not indicate a factory sunroof install. In the eyes of collectors, these cars would not be considered "factory" sunroof cars.

In the early years of American Sunroof Corp's existence in Detroit, cars designated for the power sunroof install were pulled from the assembly line, loaded up on railway cars, and shipped to ASC's local facility for the conversion. When that batch of cars was done, Chrysler would send over another batch, and pick up the completed cars and bring them back to the assembly line for final assembly and inspection. But by 1971, it is unclear if the power sunroof installation was still performed away from the Jefferson Avenue assembly plant, or if Chrysler had a room set aside for ASC employees where they could install the power sunroof near the assembly line.

1971 Chrysler New Yorker 2Dr Hardtop

Paint FY1-Lemon Twist
Top White
Inter. White
Engine/Trans 440TNT/Auto
(Collector in California)



1971 Chrysler New Yorker 2Dr Hardtop

Paint GJ4-April Green
Top Green
Inter. Green
Engine/Trans 440-4 / Auto
(Enthusiast in NY)



1971 Chrysler New Yorker 2Dr Hardtop

Paint FE5-Rallye Red
Top White
Inter. White
Engine/Trans 440-4 / Auto
(eBay Aug 2014)



1971 Chrysler 300 2Dr Hardtop

Paint FL6-Aztec Gold
Top Brown
Inter. Brown
Engine/Trans 440TNT/Auto
(Collector in California)



1971 Chrysler New Yorker 2Dr Hardtop

Paint GB7-Evening Blue
Top White
Inter. White
Engine/Trans 440-4 / Auto
(Enthusiast in Alberta)



1971 Chrysler 300 2Dr Hardtop

Paint GB7-Evening Blue
Top White
Inter. White
Engine/Trans 440TNT/Auto
(Collector in Alberta)



1971 Chrysler 300 2 Dr Hardtop

Paint Top Inter. Engine/Trans
GE7-Burnished Red White White 440-4 / Auto
(Collector in Alberta)



1971 Chrysler 300 2Dr Hardtop

(This car may or may not still exist)

Paint Top Inter. Engine/Trans
GF3-Amber Sherw'd Green Green 440 / Auto
(Movie Car: Cancel my Reservation - 1972)



1971 Chrysler 300 2Dr Hardtop

Paint Top Inter. Engine/Trans
GB7-Evening Blue White White 440 / Auto
(Was in NY - now in Sweden)



1971 Chrysler Newport 2Dr Hardtop

(This car may or may not still exist)

Paint Top Inter. Engine/Trans
FE5-Rallye Red White White ? / Auto
(Press Release Car)



1971 Chrysler 300 2Dr Hardtop

Paint Top Inter. Engine/Trans
FT8-Tahitian Walnut Brown Brown 440 / Auto
(Collector in California)

