



# SWEPT-WING '57 *Dodge* TAXI

*Designed and built for profitable service with new Torsion-Aire Ride, new Total-Contact Brakes and new money-saving Six Engine*

Whether you operate a single taxi or a fleet, you don't build profits from fares alone. Profits come through savings in maintenance, minimum losses in downtime and longer parts life. There's no economy in driving converted or "dressed up" passenger cars in this business.

This handles all new '57 Dodge is all taxi. It's designed and engineered from the ground up for the hard round-the-clock service you demand. Just check the many exclusive features and extraordinary components Dodge offers that promise you maximum dependability and economy.

## MONEY SAVING

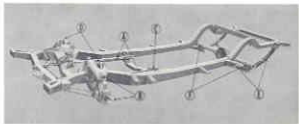
for top economy and dependability

Compression ratio of this 344-cu-in. workhorse has been raised to 8.2 to 1, with 230 cu. in. displacement and new Automatic Drive Program with 2700-rpm Top Fuel-Low Compression, Economy Air Cleaner and Rechargeable Battery Oil Filter. This power plant yields savings power with top fuel economy.

## HEAVY-DUTY TOTAL-CONTACT BRAKES

for safer stops and longer life

Dodge Taxi brakes are 11" x 2 1/2" floating disc, heavy-duty type with Cathedral linings which eliminate much brake dust longer lining life, require 75% less pedal effort from wheels. New 2 Brake Pistons for safer, steadier stops.



## TORSION-AIRE

*Includes the following major engineering advances that mean greater handling ease and improve the ride of the '57 Dodge Taxi:*

It all starts with this all-steel frame which provides extra rigidity and rugged resistance to rough taxi service. Made longer than former models, it provides a leg-up wheelbase of 113 inches. Outstanding features include: (1) Torsion bar front springs that provide flat steering with less sway or corner. (2) Completely new ball joints that give better steering "kick." (3) Manual device to adjust car height. (4) New-sprung shock absorbers are more responsive to heavy bumps and better ride smoother roads. (5) Outboard-mounted rear springs also minimize body roll and "lean" in turns. (6) Rear axle mounted forward on rear springs to absorb torque. Body is isolated from frame by five rubber air shock points, and rubber control straps (originally used to keep up vibration) larger than on earlier models, which also contribute to the smoothness of Torsion-Aire Ride.

