

# 1969 DODGE DART

This year,  
Dodge is turning up  
the Fever.

**DODGE**  
*fever*





**When you're America's best-selling compact . . . there has to be a reason.**

Maybe it's Dart's stylish shape. A look that just doesn't say, "compact." Or could it be the extra room and comfort that Dart offers inside? Perhaps it's the way Dart handles. It's nimble. Sure. Confident. It could be Dart's many personal touches: the 16-to-1 fast manual steering gear,\* AM/FM radio,\* and "head-lamp-on" reminder.\* Plus, Dart offers many performance options. In fact, there are probably as many reasons for Dart's popularity as there are people who buy Dart. But in case you need one to get started with, how about Dart's nice, low compact price? Reason enough to catch Dodge Fever.

\*Optional, at extra cost.



*"Maybe Dart's first because people come back for seconds."*







Dart GT Sport Hardtop (340 or 363 V8)  
(also available in convertible model)



Dart GT Convertible (170 & 225 Six; 273, 318 V8)



Dart GT Hardtop (170 & 225 Six; 273, 318 V8)



Dart Custom Hardtop (170 & 225 Six; 273, 318 V8)

**DART GT** GT models are the most luxurious, offering the most complete list of standard and optional equipment in the Dart line for '69. Standard GT equipment includes 170 Slant Six or 273 V8 engine, three-speed manual column shift, heater/defroster, cigarette lighter, \* power top for convertible, \* a choice of 16 exterior colors, \* 18-gallon fuel tank, \* self-adjusting brakes, \* spare tire storage in tirewell beneath luggage compartment floor, \* Cleaner Air System, \* full carpeting, \* 3-spoke steering wheel with padded hub and partial horn ring. \* GT convertibles have all-vinyl, full-width bench seats (bucket seats are optional). GT hardtops have bucket seats standard. Both types of interiors are available in blue, red, black, or white/black. In addition, interiors with buckets are available in green, gold, white/blue, white/green, or white/gold.

**DART SWINGER 340** Here's the lowest priced high-performance Dodge for 1969. It's the Swinger hardtop, muscled-up with the big 340-cu.-in., 4-bbl. V8, 4-on-the-floor (with Hurst shifter), Rallye Suspension, Firm Ride shocks, and D70 x 14 wide-tread tires (on 5.5J wheels). Outside, Swinger 340 boasts "power bulges" on the hood, bright dual exhaust tips, and famous "Bumblebee Stripes" (to identify it as a full-fledged member of the Dodge Scat Pack). Inside, Swinger 340 offers full carpeting (with std. 4-speed; carpeting optional with optional TorqueFlite automatic) and all-vinyl bench seats.

**DART SWINGER and Dart Sedan.** The two-of-a-kind Dodges. They're both kind to your budget. This year, Dart Swinger, the lowest priced Dodge hardtop, joins the Dart sedan, the lowest priced Dodge of all. Rarely can you find this kind of room, comfort and convenience in the compact price range. Standard equipment includes all Dart Custom items with the exceptions of cigarette lighter, carpeting, cloth-and-vinyl upholstery, dual horns, and partial horn ring. Dart Series models have all-vinyl, full-width bench seats in a choice of blue, tan, or black (sedan), and blue or black (Swinger). An optional deluxe pleated all-vinyl seat trim is available on the Swinger in a choice of blue, tan, or black.

**DART GTS** This is the top of the Dart line for 1969. Definitely a performance-oriented car that offers the 383 Magnum engine, available as an option only on GTS and on no other Dart model. Standard GTS equipment includes: 340 (4-bbl.) V8 engine, TorqueFlite three-speed automatic transmission, Rallye Suspension, Firm Ride shocks, 14 x 5.5J wheels, E70 x 14 Red Line wide-tread tires, "power bulges" in the hood, "bumblebee" stripes, bright dual exhaust tips, and an engine dress-up kit. The remainder of the standard equipment list is similar to that for Dart GT models.

GTS convertibles have all-vinyl, full-width bench seats (bucket seats are optional). GTS hardtops have bucket seats standard. Both types of interiors are available in blue, red, black, or white/black. In addition, interiors with buckets are available in green, gold, white/blue, white/green, or white/gold.

\*These starred items are included as standard equipment on GTS models, too.

**DART CUSTOM** People who want a lot of car for their money (but don't want to spend a lot of money on their car) will find a great deal to their liking in the new Dart Custom models for 1969. Standard Custom Series equipment includes: 170 Slant Six or 273 V8 engine, three-speed manual column shift, heater/defroster, cigarette lighter, a choice of 16 exterior colors, 18-gallon fuel tank, self-adjusting brakes, spare tire storage in tirewell beneath luggage compartment floor, Cleaner Air System, full carpeting, and 3-spoke steering wheel with padded hub and partial horn ring.

Dart Custom hardtops have all-vinyl, full-width bench seats, with interiors available in blue, green, tan, red, black, white/black, or white/blue. Dart Custom 4-door sedans have cloth-and-vinyl, full-width bench seats. Interiors are offered in blue, green, black, or champagne/black. In addition, an optional all-vinyl interior is available for Dart Custom sedans in blue, tan, green, or black.



Dart Custom Sedan (170 & 225 Six; 273, 318 V8)



Dart Swinger 340 with 340 V8 only



Dart Swinger (170 & 225 Six; 273 & 318 V8)



Dart Sedan (lowest priced Dodge for 1969)



## Dimensions

Wheelbase.....111"  
Track, front/rear.....57.4"/55.6"  
GTS, Swinger 340 track, f/r.....58.1"/56.3"  
Overall length.....195.4"  
Overall width.....69.6"  
Overall height (6-cylinder sedan).....54.4"

## Suspension

All Dart models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. The Dart Rallye Suspension and Firm Ride heavy-duty shock absorbers (described on the Optional Equipment page) are standard on GTS and Swinger 340 models, optional on other Dart models.

## Brakes

Front/rear (6-cyl.).....9" x 2 3/4"/10" x 2"  
Front/rear (V8).....10" x 2 3/4"/10" x 1 3/4"  
Dual Braking System. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Parking brake is hand-operated, hand-released—mechanically actuating shoes on each rear wheel. Power brakes are optional on all Dart models. Front disc brakes (14" wheels and tires are included) are also optional on all Dart models.

## Tires

6-cyl. models (except convertibles).....6.50 x 13 (170 Six only)  
All 225 Six models (and 170 Six convertibles) 7.00 x 13 V8 (except GTS and Swinger 340).....7.00 x 13  
GTS models.....E70 x 14 wide-tread  
Swinger 340.....D70 x 14 wide-tread  
14" wheels and tires are optional on all Dart models except Dart GTS and Swinger 340 models on which they are standard. Optional wide-tread tires require the addition of optional Rallye Suspension. Also available are fiber-glass-belted tires. C78 x 14 fiber-glass-belted tires are optional on all models except Dart GTS and Swinger 340. E70 x 14 fiber-glass-belted tires are optional on all Darts and require the optional Rallye Suspension.

## Electrical System

Battery: 12-volt, 6-cell, 35-amp-hr, standard on 6-cylinder models; 45-amp-hr, standard on V8s. 58-amp-hr optional on all Dart models.  
Alternator: 30-amp standard on 6-cylinder models; 37-amp standard on V8s (and Sixes with air conditioning); 46-amp alternator is optional with 6 or V8 and standard with air conditioning on V8 models.

## Engines

	Swinger 340		GTS & GTS only		GTS only	
displacement	170 cu. in.	225 cu. in.	273 cu. in.	318 cu. in.	340 cu. in.	383 cu. in.
no. of cylinders	6	6	V8	V8	V8	V8
bore and stroke (in.)	3.4 x 3.125	3.4 x 4.125	3.63 x 3.31	3.91 x 3.31	4.04 x 3.31	4.25 x 3.38
tappets	mechanical		V8 engines have hydraulic tappets			
carburetor	1-bbl.	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.
compression ratio	8.5:1	8.4:1	9.0:1	9.2:1	10.5:1	10.0:1
air cleaner	silenced				unsilenced	
exhaust system	single exhaust system				dual	
crankcase	4 quarts on all engines—5 quarts when replacing oil filter					
coolant	12 qts.	13 qts.	19 qts.	18 qts.	18 qts.	17 qts.
horsepower @ rpm	115@4400	145@4000	190@4400	230@4400	275@5000	330@5200
torque (lbs.-ft.) @ rpm	155@2400	215@2400	260@2000	340@2400	340@3200	410@3600
fuel recommended	regular	regular	regular	regular	premium	premium

## Transmissions

Three basic transmissions are offered on 1969 Dodge Dart models.

- (1) The three-speed manual, with column-mounted shift lever. It is standard with the 170 Six, 225 Six, and 273 V8 only, and not available on GTS or Swinger 340 models.
- (2) The four-speed manual has a Hurst floor-mounted shift (or console-mounted Hurst shifter in Dart models equipped with optional center console). The four-speed manual is standard on Swinger 340, optional on all other Dart models with V8 engines, and is not available on six-cylinder models.
- (3) The three-speed TorqueFlite automatic has a column-mounted shift (console-mounted in Dart models equipped with optional center console). It is water-cooled, has an aluminum housing and an internally actuated parking sprag. A "partial kickdown" (2nd gear) feature gives improved acceleration and economy for six-cylinder Dart models. TorqueFlite automatic is standard on GTS models, optional on other Dart models—Sixes and V8s.

## Rear Axle Ratios

A number of rear axle ratios are offered with each Dart engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Dart delivered with a more suitable ratio (optional at extra cost). You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional, at extra cost). In sand, snow and mud, power is transmitted to the rear wheel with the better traction.

## Trailer-Towing Package

The Trailer-Towing Package for Dodge Dart models is required for towing trailers with a loaded gross weight of 1500 lbs. and not exceeding 2000 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 150 lbs. (Hitch not supplied by Dodge.)

Basic equipment includes: maximum cooling system with high-capacity radiator. Seven-blade fan. Fan shroud. Hood seal (std. with V8 engine). Heavy-duty rear axle with 3.23 ratio. Heavy-duty suspension, front and rear, with sway bar. Heavy-duty turn signal flasher. 10" diameter brakes (standard with V8 engines). Wide-rim wheels (5.5JK).

Trailer-Towing Package is available on Dart models powered by 225 Six or 273, 318, and 340 V8s only. The following extra-cost equipment is also required: TorqueFlite automatic transmission. D70 x 14 or E70 x 14 wide-tread tires.

Recommended additional optional equipment for trailer towing: Power steering, power brakes. Sure Grip differential. High-output, 46-amp alternator. 70-amp-hr heavy-duty battery, with rubber separators and heat shield. Air conditioning. Front disc brakes.

## All Dart models include these items as standard safety equipment.

Dual Braking System  turn signals  padded instrument panel  master cylinder/parking brake warning light  windshield washers  Safety-Action inside door handles  left, outside rearview mirror  retractable front seat belts  breakaway ashtray on instrument panel  side marker reflectors  soft knobs on window cranks  Cleaner Air System  energy-absorbing steering column and wheel  backup lights  padded sun visors  windshield wipers, 2-speed, electric; parallel action, with glare-reducing finish  Hazard Warning System  Safety-Rim wheels  prismatic, day/night, inside rearview mirror with double-ball-joint mount  front shoulder belts, left and right (except convertibles)  rear seat belts  manual latch on front seatbacks (2-door models only)  padded front seatback  nonoverride door locks.

All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



CUSTOMER  
CARE

## Colors

A choice of 16 standard oven-baked, acrylic enamel colors is offered on all 1969 Dart models. In addition, many combinations of two-tone paint are offered as options on sedans and hardtops; and vinyl roof covering in green antique, black, white affair, or tan is optional on the Dart Custom sedans and all Dart hardtops.

"Color it yours."



BEIGE

GOLD METALLIC

DARK GREEN METALLIC

CREAM

BRIGHT RED (Swinger 340 only)

RED

LIGHT BROMIZE METALLIC

BRIGHT BLUE METALLIC

LIGHT GREEN METALLIC

BRIGHT TURQUOISE METALLIC

YELLOW

COPPER METALLIC

LIGHT BLUE METALLIC

MEDIUM BLUE METALLIC

MEDIUM GREEN METALLIC

Black and White not shown



This is Dart's way of saying, "Have it your way."

And "your way" is just about any way you want to equip your new Dart. We've arranged Dart's generous list of extra-cost items into logical groups for easy reading and convenient reference. They're all here—from "A," Airtemp air conditioner, to "W," wide-tread tires. (Our engineers are still working on options that begin with X, Y and Z.)

#### **Comfort and Convenience**

Airtemp air conditioner  
Rear window defogger (except on convertibles)  
Music Master AM radio  
Solid-state AM-FM radio  
Power steering  
Power brakes  
Center console (GT, GTS w/ buckets)  
Right, outside mirror  
Left, outside remote-control mirror  
Tinted windshield  
Tinted windshield and windows  
Undercoating and hood insulation  
Color-keyed head restraints, front seats, left and right  
Rear seat shoulder belts, left and right (N.A. convertibles)  
Variable-speed wipers/ electric washer  
Extra-thickness foam-padded front seat cushion (standard with bucket seats)  
All-vinyl interior  
(This is standard on all models except the Dart Custom 4-door, which has cloth-and-vinyl interior trim. If you want your Dart Custom 4-door with all-vinyl interior, it's available as an option.)

#### **Dodge Dart Light Group**

Trunk compartment light  
Glove box light  
Ashtray light  
Time-delay ignition switch light  
(This is a little delay switch that leaves your ignition switch light "on" for a short time after the car doors are closed. It lets you find the ignition switch in the dark without switching on the interior lights.)  
Head-lamp-on reminder

Map and courtesy light\*  
Glove box lock (standard on GT and GTS models)

\*This item is standard on Dart convertibles, but a part of the optional Light Group on other Dart models.

#### **Dart Radio Group**

Music Master AM radio  
Power steering  
Variable-speed wipers/ electric washers  
Deluxe wheel covers  
Left, remote-control mirror  
Extra-thickness foam-padded front seat cushion

#### **Dart Protection Group**

Color-keyed floor mats  
Front and rear bumper guards  
Undercoating and hood insulation

#### **Decor Group**

Dart Series hardtop and sedan: Drip rail mouldings and body side mouldings  
Swinger 340: Drip rail mouldings and wheel lip mouldings

#### **Performance**

225-cubic-inch Six (170-cu.-in. Six is standard—Sixes not available on GTS models and Swinger 340)  
318-cubic-inch V8 (273-cu.-in. V8 is standard—273 and 318 V8s not available on GTS models and Swinger 340)  
383-cubic-inch V8 (GTS only: 340-cu.-in. V8, standard)  
TorqueFlite three-speed automatic transmission (standard on GTS models)  
4-on-the-floor manual transmission with Hurst shifter (available with V8 engines only; standard on Swinger 340)  
16:1 fast manual steering ratio (24:1, a little slower steering ratio, is standard)  
Front disc brakes (14" wheels and tires are included)

Rallye Suspension (standard on Dart GTS models and Swinger 340, optional on others)—includes: heavy-duty torsion bars, heavy-duty ball joints, heavy-duty rear springs (6 leaves), sway bar  
Firm Ride shock absorbers (standard on GTS and Swinger 340, optional on other Dart models)  
E70 x 14 Red Line wide-tread tires (standard on GTS, optional on others)  
5.5J wide-rim wheels (required with wide-tread tires)  
Trailer-Towing Package (details are listed with specifications on page 11)  
Tachometer (mounted on optional console in bucket seat V8 models only)

#### **Appearance**

Two-tone exterior paint (sedans and hardtops only, not convertibles)  
Vinyl roof covering (Custom Series sedan, all hardtop models) (choice of four colors: black, white affair, green antique, or tan)  
Deluxe wheel covers  
Deluxe 14" wheel covers (on models equipped with 14" wheels and tires)  
Deep-dish 14" simulated "mag" wheel covers (these require the 5.5J wide-rim wheels)  
Cast 14" road wheels with wide-tread tires  
Front/ rear bumper guards  
Sill moulding (optional on all models except GTS)  
Fender-top turn signal indicators (optional, all models)  
Door upper frame mouldings (4-door sedans only)

Belt mouldings (Custom hardtop, GT, and GTS models only)  
3-spoke steering wheel with full horn ring, padded hub (optional, all models)  
Sports-type, simulated wood-grained steering wheel with padded hub  
Color-keyed floor mats  
Pedal dress-up

Some options, such as Airtemp air conditioner, console, power steering, fast manual steering, tachometer, tires and wheels of specific designs, Trailer-Towing Package and four-speed transmission, are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

"Dart's a beautiful package no matter how you wrap it."







1969 Dodge Dart—America's biggest reason for going compact.

**Dodge**

