

DODGE

1975

DART



DART SPECIAL EDITION

Uncommon luxury in a very practical size.



DART SPECIAL EDITION 2-DOOR HARDTOP



Special Edition—embodiment of extraordinary character, fine quality, and superior craftsmanship.

For 1975, our Dart Special Edition is characteristic of traditional Dart economy and all the quality and luxury its name so richly implies.

Dart Special Edition surrounds you with all those little extras that make it a rewarding pleasure. For instance, soft crushed velour seats—the kind usually found only on the world's most luxurious cars. There are front disc brakes, automatic transmission, and power steering to help make driving easier; plush cut-pile carpeting to sink your shoes into; and a radio to keep you company.



Standard crushed velour front bucket seats with freestanding center armrest.

Outside, a full vinyl roof is also standard.



Even the trunk tells you this Dart is something special. It's completely carpeted so that even your luggage will travel first class.



Dart's extra features include 16 cubic feet of trunk space. Dart hardtop... 17.7 cubic feet.

As for traditional Dart economy, the Special Edition offers the same spirited 318 V8 or economical 225 Slant Six engine that over a million and a half

Dart owners have grown to depend on. There's Dart's overall reputation for value—when you buy it, as you drive it, and when you trade it in.



Deluxe low-back crushed velour front bench seat. (Available at no extra charge.)

There are two Dart Special Edition models for 1975. They're each one of life's uncommon little luxuries.



Dart Special Edition hardtop.



Dart Special Edition sedan.

DART CUSTOM

A four-door sedan for the thrifty family man.



DART CUSTOM 4-DOOR SEDAN



Dart has a lot more going for it than just gas economy and a trim compact size. You also get the secure feeling of riding in a car that's heavier than most of the minis on the road today. Plus there's Dart's wide choice. In all, there are eight Dart models to choose from.

Take our Dart sedans. There's a lot of room behind those four doors. A family of six can sit comfortably inside. And just take a look at Dart Custom's interior. The foam-padded cloth-and-vinyl seats



Outboard Dart Custom also has front space seat with cooler, armrest. Available in black, green, gold, and parchment.

are standard. As are the color-keyed carpeting and simulated wood-grained dash and door trim panels.

Even out back, Dart is family-sized. There's plenty of luggage space for a family of six. Dart's trunk will carry



Standard Dart instrumentation includes alternator, temperature, and fuel gauges, and low oil and brake-on warning lights.

two men's overnight suitcases, a two-suit, three lady's overnight suitcases, a Pullman case, two golf bags, and over a dozen shoe boxes. . . whew!

And underneath it all, Dart features dependable Electronic Ignition, solid Unibody construction, and rugged torsion-bar suspension.



Cloth-and-vinyl seats are standard on Dart Custom.

Dart Custom or Dart sedan—a painless way to seat a family of six.



Dart sedan.



People like you.
That's who we
have to thank for
making Dart the
success it is today.
You recognized

Dart's unique blend of economy,
comfort, and value.

For 1975, we intend to
keep the Dart Swinger as
one of the largest selling
models in our Dart lineup.
This year, you'll find Swinger
is available with either an
economical 225 Six or
a more powerful (but still
economical) 318 V8
standard.

225-cubic-inch Six
standard on six-
cylinder Dart models.



318-cubic-inch V8
standard on V8
Dart models.



Optional Fuel Pacer
System warns you
of excessive fuel use.

And to help your gas-
buying dollars go even
farther, an optional Fuel
Pacer System is also
available. When you give
the car too much gas, this
system alerts you with a glowing fender-
mounted light. Easing up on the accel-
erator causes the light to go off. This
helps you to drive more economically.



Dart Swinger's standard vinyl seat backrest. (An optional cloth-and-vinyl center-attached front bench seat is also available.)

One place Swinger doesn't econo-
mize is inside. It's got room for six
adults. Plus plenty of
extras such as color-
keyed carpeting, a
padded steering
wheel, and a simu-
lated wood-grained
applique instrument
panel.



Electronic Ignition System
gives us 30-35 percent more
starting without the points
and condenser you
find on other systems.



Optional automatic speed
control.

As for value,
there's Dart's solid
resale value. Plus our
money-saving Electronic Ignition
System. This system is virtually main-
tenance free. It has no points to wear
out or condenser to replace.

Dart. You made it what it is. And
we intend keeping it
"Right on Target."



Dart Swinger Special.

DART SWINGER.

Over a million satisfied Dart owners can't be wrong.

Dart is "Right on Target."



DART SPORT

Dart Sport Convertriple. Three for the money.



DART SPORT 2-DOOR COUPE



Who'd believe the Sport is our lowest priced Dart. It has the same money-saving

Electronic Ignition System as our most expensive cars. There's carpeting. And the trunk is as big as some of the most luxurious cars built in America.

Now consider Dart Sport Convertriple. It's like getting three cars for the price of one. *Car one* is our ever popular economy coupe. With plenty of room for five. *Car two* is like a fun-seeking convertible. Just add the optional metal sun roof,



Optional Dart Sport interior includes a floor-mounted automatic transmission, cassette, and all- vinyl bucket seats in black or white.



and you can fill your Dart with the warmth of the sun or a starry sky. As for *car three*, it's like a little wagon. The optional fold-down rear seat gives you a carpeted cargo area over six-and-one-half-feet long—any time you need it. That's three cars in one. Three for the money.

But if you prefer a small car with even more excitement, check into the lively Dart Sport Hang 10 and Dart 360 Sport.



The new Hang 10 will turn you on with its brilliant orange shag carpeting, white bucket seats with multicolored inserts and Wave Crest tape stripes. The Dart 360

Sport features an easy-to-drive Torque-Flite automatic transmission, a 360-cubic-inch four-barrel V8, heavy-duty suspension, and front sway bar.

Dart Sport. For the low price or just for the fun of it.

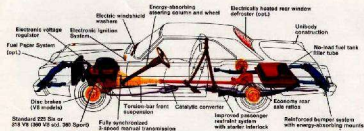


Dart Sport Hang 10



Dart 360 Sport

DART ENGINEERING FEATURES



STANDARD EQUIPMENT

DART SPECIAL EDITION: Rear seat armrests • Front and rear seatbelts • Assist handles • Front disc brakes • Front and rear bumper guards • Cut-pile color-keyed carpeting • Trunk carpeting • Cigarette lighter • Glow box lock • Heater/defroster • Inside hood release • Dual horns • Simulated wood-grained applique instrument panel • Deluxe insulation package • Keyless door locking system • Light package • Interior daylight and outside left remote mirrors • Bolt (hardtop), lower deck lid applique, drip, sill, upper door frame (sedans), and wheel-moldings • **AM radio** • Power steering • Crushed velvet cloth-and-vinyl seats (front bucket seats with freestanding armrest or low-back front bench seat with center armrest) • High-speed starter • Inertia steering wheel • Front sway bar • Body side tape stripes • Automatic transmission • Vent windows (sedans only) • Full vinyl roof • Color-keyed wheel covers • Electric windshield washers • 3-speed electric windshield wipers • Simulated wood-grained vinyl applique door trim panels.

DART SWINGER AND CUSTOM SEDAN: Rear seat armrests • Front and rear seatbelts • Bumper guards • Color-keyed carpeting • Cigarette lighter • Heater/defroster • Hubcaps • Simulated wood-grained applique instrument panel • Keyless door locking system • Outside left mirror • Paint-filled body side, lower deck lid applique, and drip moldings • All-very front bench seat (Swinger), cloth-and-vinyl front bench seat (Custom sedan) • High-speed starter • Deluxe steering wheel • Vent windows (Custom sedan) • Electric windshield washers • 3-speed electric windshield wipers • Simulated wood-grained vinyl applique door trim panels.

DART SWINGER SPECIAL AND SEDAN: Rear seat armrests (sedan) • Front seatbelts • Bumper guards • Cigarette lighter • Color-keyed rubber floor mats • Heater/defroster • Hubcaps • Simulated wood-grained applique instrument panel cluster • Keyless door locking system • Outside left mirror • Outside left mirrors, cloth-and-vinyl front bench seats (Swinger Special), all-very front bench seats (sedan) • High-speed starter • 3-spoke steering wheel • Vent windows (sedan) • Electric windshield washers • 3-speed electric windshield wipers.

DART SPORT: Front seat ashtray • Bumper guards • Color-keyed carpeting • Heater/defroster • Hubcaps • Simulated wood-grained applique instrument panel cluster • Keyless door locking system • Outside left mirror • Lower deck panel applique and wheel-lip moldings • Cloth-and-vinyl front bench seats • High-speed starter • 3-spoke steering wheel • Electric windshield washers • 3-speed electric windshield wipers.

DART 360 SPORT: Front seat ashtray • Power front disc brakes • Bumper guards • Color-keyed carpeting • Cigarette lighter • Dual air outlets • Heater/defroster • Hubcaps • Simulated wood-grained applique instrument panel cluster • Keyless door locking system • Outside left mirror • Lower deck panel applique and wheel-lip moldings • Cloth-and-vinyl front bench seats • High-speed starter • 3-spoke steering wheel • Heavy-duty suspension • Front sway bar • Up and over tape stripes • Electric windshield washers • 2-speed electric windshield wipers.

DART SPORT HANG 16: Front seat ashtray • Orange shag carpeting • Console • Bumper guards • Heater/defroster • Orange-painted instrument panel with simulated wood-grained applique instrument cluster • Keyless door locking system • Outside left mirror • Multicolored woven vinyl door trim and seat inserts • White paint • All-very front bucket seats • High-speed starter • 3-spoke steering wheel • Grille closure panel, hood, and side valve • Chief sign strips • Electric windshield washers • 2-speed electric windshield wipers • Lower deck panel applique and wheel lip moldings.

OPTIONAL EQUIPMENT

O—Optional
X—Optional in package only
R—Required option
S—Standard

	Dart Special Edition	Dart Custom and Swinger	Dart Sedan and Swinger Special	Dart Sport	Dart 360 Sport	Dart Sport Hang 16
Air conditioning • Glass, tinted	O	O	O	O	O	O
Axis, Sure Grip	O	O	O	O	O	O
Brakes, power front disc	O	O	O	O	S	O
Carpeting: Color-keyed	S	S	S	S	S	S
Trunk	S	S	S	X	X	R
Cigarette lighter	S	S	S	O	X	O
Console	O	O	O	O	O	S
Defogger, rear window blower or electrically heated	O	O	O	O	O	O
Fuel Pacer System • Gas cap, locking type	O	O	O	O	O	O
Hood release, inside	O	O	O	O	O	O
Horns, dual	S	O	O	O	O	O
Instrument panel, simulated wood-grained applique	S	S	O	O	O	O
Mirrors: inside daylight and outside left remote	S	O	O	O	O	O
Dual sport-styled	O	O	O	O	O	O
Moldings: Body side (vinyl)	O	O	O	O	O	O
Drip	S	S	O	O	O	O
Sill	S	O	O	O	O	O
Upper door frame (4-drs.)	S	O	O	O	O	O
Wheel lip	S	O	O	S	S	S
Power steering	S	O	O	O	O	O
Rearview: AM	S	O	O	O	O	O
AM/FM	O	O	O	O	O	O
Seats: Cloth-and-vinyl front bench with center armrest (N/A Custom)	O	O	O	O	O	O
All-very front bench with center armrest (N/A Swinger)	O	O	O	O	O	O
All-very front bench	O	O	O	O	O	O
Fold-down rear	O	O	O	O	O	R
All-very front bucket (2-drs.)	O	O	O	O	O	O
Speaker, single rear seat	O	O	O	O	O	O
Speed control, automatic	O	O	O	O	O	O
Steering wheel: Deluxe	S	O	O	O	O	O
Tuff	O	O	O	O	O	O
Sun roof, manual (2-drs.)	O	O	O	O	O	O
Suspension, heavy-duty	O	O	O	O	S	O
Sway bar, front	S	O	O	O	S	O
Tape stripes: Body side	S	O	O	O	S	S
Up and over	O	O	O	O	O	O
Transmissions: 3-speed manual floor-mounted	O	O	O	O	O	O
4-speed manual floor-mounted	O	O	O	O	O	S
TorqueFile automatic column-mounted	S	O	O	O	O	S
TorqueFile automatic floor-mounted	O	O	O	O	O	R
Tires: Raised white letter	O	O	O	O	O	O
Steel-filled radial	O	O	O	O	O	O
White-wall	S	O	O	O	O	R
Undercoating and hood insulation pac	S	O	O	O	O	O
Vinyl roof: Canvas	O	O	O	O	O	O
Full	S	O	O	O	O	O
Wheel covers: Deluxe	O	O	O	O	O	O
Wire	O	O	O	O	O	R
Wheels, rally	O	O	O	O	O	R
Windshield wipers, 3-speed electric	S	O	O	O	O	O

DART OPTIONAL PACKAGES

BASIC GROUP (N.A. Dart Special Edition and 360 Sport): Power steering • AM radio • Left variable-control mirror • 3-speed wipers • Deluxe wheel covers • Standard-size whitewall tires

FOLD-DOWN REAR SEAT PACKAGE (Dart Sport and 360 Sport only): Fold-down rear seat • Security panel • Trunk carpeting

RALLY PACKAGE (Dart Sport only): 200 V6 engine • 4-speed manual transmission • Power steering • Heavy-duty suspension with front sway bar • 170 x 14 raised white letter tires • Rally wheel covers with chrome trim rings • Tuff steering wheel • Deluxe vinyl bench seat • "Dodge" lettering on quarter panel.

INTERIOR DECOR PACKAGE (Dart Sport and 360 Sport only): Rear armrests with ashtray • Simulated wood-grained vinyl door trim panels • Deluxe steering wheel • Simulated wood-grained instrument panel applique.

DELUXE SOUND INSULATION PACKAGE (Dart Sport, 360 Sport, Custom and Swinger, and Dart Special Edition): Undercoating and hood pad • Noise reduction package • Special body sound insulation.

PROTECTION PACKAGE (N.A. Dart Special Edition): Inside hood release • Glove box lock • Locking gas cap.

CUSTOM PACKAGE (Dart Sport and 360 Sport only): Cigarette lighter (std. Dart 360 Sport) • Sill moldings • Deluxe sound insulation package • Interior door package • Drip moldings.

RADIAL TIRE ROADABILITY PACKAGE (N.A. 360 Sports): Front sway bar (std. Dart Special Edition) • Special body lining system.

LIGHT PACKAGE (std. Dart Special Edition): Power-mounted turn signals • Mag and courtesy lights • Glove box light • Ashtray light • Trunk light • Ignition switch light with low delay.

TOPPER PACKAGE (Dart Sport only): Canvas vinyl roof • "Up and over" tape stripes • Deluxe vinyl seat • Interior door package • Deluxe sound insulation package • Fuel Pacer System • Deluxe wheel covers • Standard-size whitewall tires • Daylight inside mirror.

MERCHANDISING PACKAGE (Dart Custom and Swinger only): Automatic transmission • Fuel Pacer System • vinyl roof • Power steering • AM radio • Light package • Deluxe sound insulation package • Deluxe wheel covers • White sidewall tires • Daylight inside rearview mirror • Outside left remote control mirror • 3-speed windshield washers • Black vinyl body side moldings • Sill moldings • Upper door frame moldings (sedan only) • Wheel-lip moldings • Manual front disc brakes (std. with V6) • Dual horns • Inside hood release.

LIGHT TRAILER-TOWING PACKAGE: Wide wheel tires • Built-in T-wire trailer wiring harness with connector • Variable-load turn signal flasher • Load-carrying trailer hitch with 1 1/2" ball for loads up to 2000 pounds total trailer weight • Heavy-duty suspension • 8" rear axle.

*N.A. does not include the following optional equipment: automatic transmission, power front disc brakes, and interior door package. **Optional equipment is not available on the Dart Special Edition and 360 Sport. †N.A. does not include the following optional equipment: automatic transmission, power front disc brakes, and interior door package.

SAFETY EQUIPMENT

Automatic brake adjuster • Backup lights • Light system circuit breakers with automatic reset • Combined lap and shoulder belt restraint system with safety interlock • Dual braking system with warning light • Electric windshield washers • Energy-absorbing steering column and wheel • Fire protection line in main wiring harness • Fire-retardant release materials • Hazard warning flasher • Head restraints • "Key-off-in-ignition" buzzer • Nonoverhaul door locks (except driver's door) • Reversing control steering wheel and instrument panel controls • Reinforced bumper system with hydraulic absorbers • Fuel design inside door handles • Safety-Rim wheels • Side door beams • Side marker lights and reflectors • Steering column lock • Supplementary throttle return spring • Turn signals with lane change.

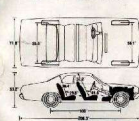
DART DIMENSIONS*

STANDARD SPECIFICATIONS

ENGINES:	225 Six, 318 V6, 360 V8 (Dart 360 Sport)
TRANSMISSIONS:	3-speed manual, column-mounted TorqueFile automatic, column-mounted (Dart Special Edition and 360 Sport)
SUSPENSION:	Front: Torsion bars (and sway bar on Dart Special Edition and 360 Sport) Rear: Asymmetrical leaf springs
TIRES:	170 x 14 85W (225 Six) 170 x 14 85W (318 V6) E70 x 14 85W (Dart 360 Sport) E78 x 14 WSW (Dart Special Edition)
WHEELS:	14 x 4.5; 14 x 5.5 (Dart 360 Sport)
BRAKES:	Front: 10" x 2 1/2" drum (225 Six) Manual disc (318 V6 and Dart Special Edition) Power disc (Dart 360 Sport) Rear: 8" x 3" drum (225 Six) 10" x 2 1/2" drum (V6 and Dart Special Edition)

*Dimensions shown are for Dart Sedan models. See your Dealer for the exact dimensions of your Dart model.

DART DIMENSIONS



REAR AXLE AVAILABILITY

ENGINE	TRANSMISSION	STD.	OPT.
225 Six	3-speed manual	2.76	(2.71, 3.21 Sure Grip)
	TorqueFile automatic	2.76	(2.71, 3.21 Sure Grip)
360 V8	3-speed manual	2.45	(3.21 Sure Grip)
	4-speed manual	2.76	(3.21 Sure Grip)
360 V8	TorqueFile automatic	2.45	(2.71, 3.21 Sure Grip)
	TorqueFile automatic	2.94	(3.21 Sure Grip)

41-
**1975
 DODGE
 DART**

**EXTERIOR
 COLOR SELECTOR**

- Black
- Powder Blue
- Golden Fawn
- Parchment
- Bright Red
- Eggshell White
- Yellow Blaze
- Lucerne Blue Metallic
- Cinnamon Metallic
- Frosty Green Metallic
- Inca Gold Metallic
- Spanish Gold Metallic
- Vintage Red Metallic
- Deep Sherwood Metallic
- Sienna Metallic
- Silver Cloud Metallic



DART SPECIAL EDITION 2-DOOR HARDTOP



DART SPECIAL EDITION 4-DOOR SEDAN



DART SWINGER 2-DOOR HARDTOP



DART CUSTOM 4-DOOR SEDAN



DART SWINGER SPECIAL 2-DOOR HARDTOP



DART 4-DOOR SEDAN



DART SPORT 2-DOOR COUPE



DART SPORT HANG 10



DART 360 SPORT 3-DOOR COUPE



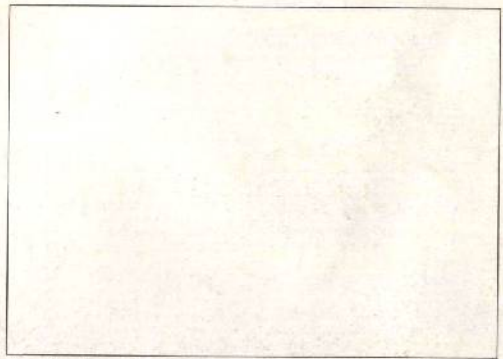
**YOUR SIGNS FOR
 MOTORING SATISFACTION**



Dodge

Dodge Trucks

FORM NO. 31-09-1002
 LITHO IN U.S.A. 874



All vehicle illustrations and specifications are based on information received at the time of publication and are subject to change without notice. Some of the equipment shown on these vehicles may not be standard on all models. Dodge is a registered trademark of Chrysler Corporation. © 1974 Chrysler Corporation.

