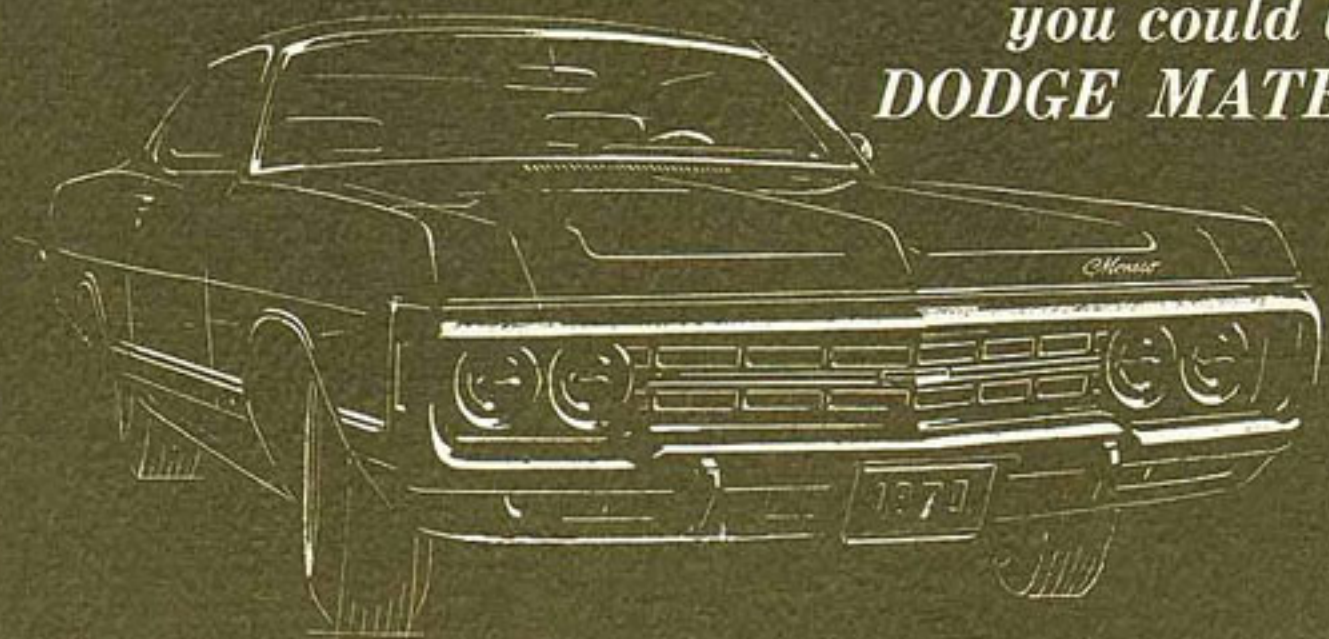


Monaco 'Seventy

*If you expect the good things in life...
you could be
DODGE MATERIAL.*



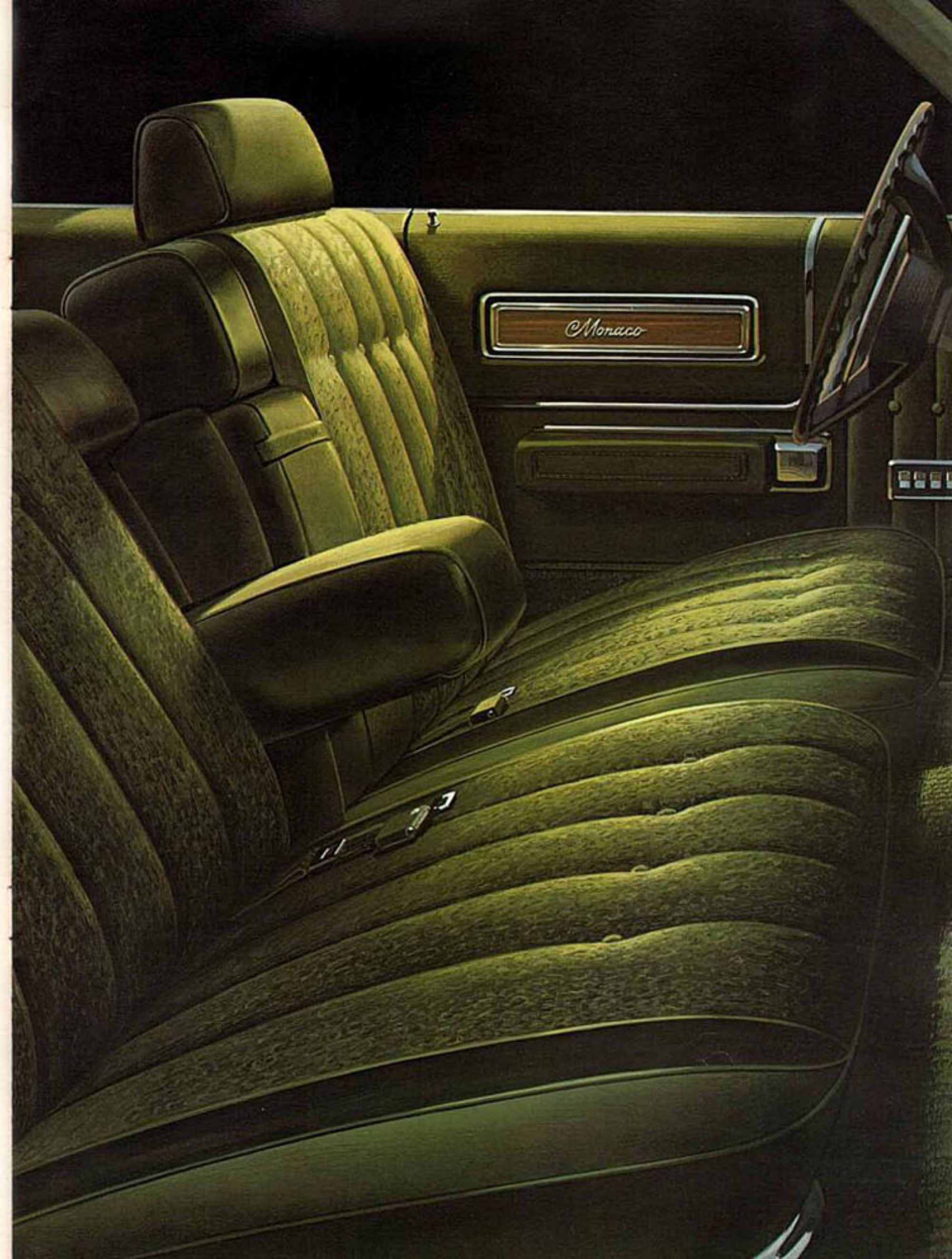
The all-new 1970 Dodge Monaco.

Or...a luxury car is not measured by price alone.

No question about Monaco's being a luxury car. One glance tells you. Gleaming new grille. Long, sloping hood. Taut rear deck. Massive bumpers, front and rear. And for 1970, a wider rear stance for greater stability. Monaco offers an even smoother ride than ever before. Torsion-Quiet Ride, available on hardtop and sedan models, brings a new concept of silence to the moderately priced field. This suspension system reduces road noise and vibration in the interior of the car. (A more detailed explanation can be found in specifications.)

The interior of the '70 Monaco is spacious, with special attention given to even the smallest detail. The instrument panel has simulated walnut in the instrument and switch areas and on the horizontal moulding that runs across the thickly padded dash. Deep-pile carpeting is offered in a wide choice of colors. Optional 50-50 split-bench seat (see opposite page) for the convenience of driver and passenger alike. And if you were limited to a one-word description of Monaco's ride, you'd probably say, "Quiet."

*So, if you demand a quiet hour every day...
you could be DODGE MATERIAL.*





A car as good-looking as this just has to have a luxury ride and performance to go with it. Monaco for '70 does. Look under that long, lean hood. Check that big, 383-cubic-inch V8 engine. It's ready and eager to obey. You just give the orders. Monaco's handling is superb. Threads through heavy traffic almost effortlessly. And out on the highway, Monaco holds the road as if it owned it. The four-door above shows the optional cornering lights. They let you see ahead into a turn. An optional vinyl roof is available in four colors plus Gator Grain on hardtops and three colors on sedans.



The vertical slots in the ends of the quarter panels shown above are the backup lights.



Monaco's taillights fill the entire bumper opening. They are well protected from accidental mishaps.



Luxury will never look as inviting as it does the moment you swing open the front door of a Monaco and take in the handsome interior with a sweeping glance. It's everywhere. In the fabrics that say, "Spare no expense." In the cloth-and-vinyl-covered seats. Thick, foam-filled seats that sink down and hold you firmly in lounge-chair comfort. Note the center armrest for the convenience of both passenger and driver.

Air conditioning for even more driving comfort is available as an option with or without automatic temperature control. The latter keeps the inside temperature always constant, no matter what the outside temperature may be.

Like the look and feel of luxury? Come in. Relax. This is a '70 Dodge Monaco.



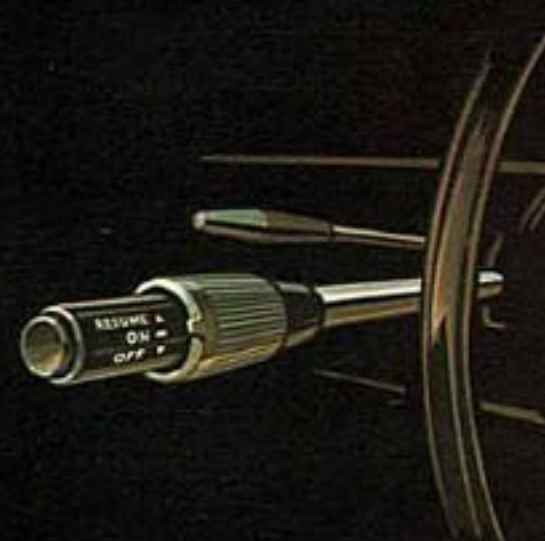
1970 Monaco 4-door sedan.



For the man who wants a little more of the "personal touch" in his luxury car, try these options on your '70 Monaco. Bucket seats with folding armrest (exclusive with the two-door hardtop shown above). A husky, 440 four-barrel V8 engine with dual exhausts. TorqueFlite automatic transmission. Rallye Suspension with sway bar. And a "man about town" should have music wherever he goes. Ask for the AM radio with the eight-track stereo-tape player. Want more? How about trunk carpeting and a spare-tire cover? Now all Monaco needs is your name on it. That's a do-it-yourself project.



1970 Monaco station wagons are available in two-seat and three-seat models. Both have an aerodynamic slipstream deflector to keep the rear window from collecting road dust.



Set Dodge automatic speed control at desired speed. It holds until you tap brake pedal. To resume speed, twist knob at end of turn signal wand and you're back on automatic.



Tilt steering wheel adjusts up and down to suit your driving needs and comfort.

"500" bucket seats. All-vinyl with fold-down center armrest for driver and passenger comfort.



Add luxury to luxury with these comfort and convenience options.

Monaco Seventy



Monaco electric clock, AM radio with eight-track stereo-tape player, and air conditioning with automatic temperature control.



Cornering light that lets you see ahead into the turn.



Steel road wheel with chromed trim ring. A handsome dress-up option.



Monaco Optional Equipment

COMFORT AND CONVENIENCE

Monaco Airtemp air conditioning is available several ways. You can order your Dodge Monaco with regular air conditioning or with air conditioning plus automatic temperature control. In addition, for Monaco station wagons, you have the option of selecting dual air conditioning or dual air conditioning with automatic temperature control. AM radio with 8-track stereo-tape player. AM-FM radio, with FM multiplex. Bucket seats with folding armrest (2-dr. hardtops only). Cornering lights. Electric clock with automatic regulator. Electric door locks (a single button inside locks all doors electrically). Head lamp time delay with head-lamp-on reminder. Mirror, left, outside, remote-control. Power brakes, power seats, power steering. Power windows, power trunk-lid release. Rear seat speakers. Rear window defogger. Super-Lite (quartz-iodine driving light). Tilt steering wheel with "Rim Blow" horn. Tinted windshield. Tinted windshield and windows.

PERFORMANCE

440 4-bbl. V8 (383 V8 is standard). TorqueFlite 3-speed automatic transmission. Sure Grip differential. Front disc power brakes. Trailer-Towing Package (see your Dealer for details).

APPEARANCE

Front center console (with bucket seats). Two-tone exterior paint. Vinyl roof covering: Black, White, Champagne, Green, and Gator Grain (Champagne and Gator Grain N.A. on sedans; vinyl roof N.A. on wagons). Deep-dish wheel covers. Chromed steel road wheels with chromed trim ring.

STATION WAGON

Roof luggage rack, adjustable to fit load. Tailgate entry assist handles. Tailgate window washer and wiper.

MONACO BROUGHAM PACKAGE

(available on 4-dr. sedans and 4-dr. hardtops only). Vinyl roof, trunk carpet, spare tire cover, and 50-50 split-bench front seat with passenger-side recliner.

MONACO 500 PACKAGE

(available on 2-dr. hardtops only). Front bucket seats, center front seat with armrest or console, trunk carpet, spare tire cover.

RADIO GROUP

Astrophonic AM radio; power steering; power brakes; 3-speed wipers; deep-dish wheel covers; mirror, left, outside, remote-control.

SEAT BELT GROUP

Available in group only: Instrument panel "Fasten Seat Belt" light with time delay. Custom push-button buckles—color-keyed with buckle stowage brackets.

Some options are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

Monaco Standard Equipment

383-cu.-in. 2-bbl. V8 engine • 3-speed manual transmission • Cloth-and-vinyl seats with front center armrest (4-dr. sedans and 4-dr. hardtops) • All-vinyl front split-bench seat with center armrest (station wagons and 2-dr. hardtops) • Deep-pile carpeting • 3-spoke steering wheel with partial horn ring • Heater/defroster • Cigarette lighter • Glove box lock • Power tailgate window (Monaco wagons) • Lockable 3rd seatwell (3-seat wagons) • Foot-operated parking brake • Sway bar • Self-adjusting brakes • Deluxe wheel covers • Ventless side glass on 2-dr. hardtops • Front and rear foam seat-cushion pads • 24-gallon fuel tank (23, wagons) • Simulated walnut instrument panel and door inserts

STANDARD SAFETY EQUIPMENT

Dual Braking System • Turn signals • Padded instrument panel and sun visors • Master cylinder and parking brake warning light • Mirror, left, outside, rearview • Safety-Action inside door handles • Front seat belts, including belt for center passenger • Breakaway front ashtray • Backup lights • Soft window crank knobs • Safety-Rim wheels • Energy-absorbing steering column and wheel • Windshield washers • Windshield wipers, 2-speed electric; parallel action, with glare-reducing finish • Hazard Warning System (4-way emergency flasher) • Day/night, inside rearview mirror with safety mount • Head restraints • Three-way ignition, steering, and transmission lock • Combination side marker lights and reflectors • "Key-left-in-ignition" warning buzzer

1970 Monaco Specifications

DIMENSIONS AND CAPACITIES

(These are 1970 Monaco 4-door-sedan dimensions. Other body styles may vary in some degree.)

Wheelbase	122"
Front track	62.1"
New wide-stance rear track	63.4"
Overall length	220.4"
Overall width	79.2"
Overall height	55.7"
Fuel tank capacity	24 gallons



REAR AXLE RATIOS

Standard ratios have been carefully chosen to provide a balance of performance and economy. For more specialized applications, your Dodge Dealer will be glad to assist.

TIRES

All except wagons: H78x15 fiber-glass-belted, 5.5JJ wheels. Station wagons: J78x15 fiber-glass-belted, 6.5JJ wheels.

ELECTRICAL SYSTEM

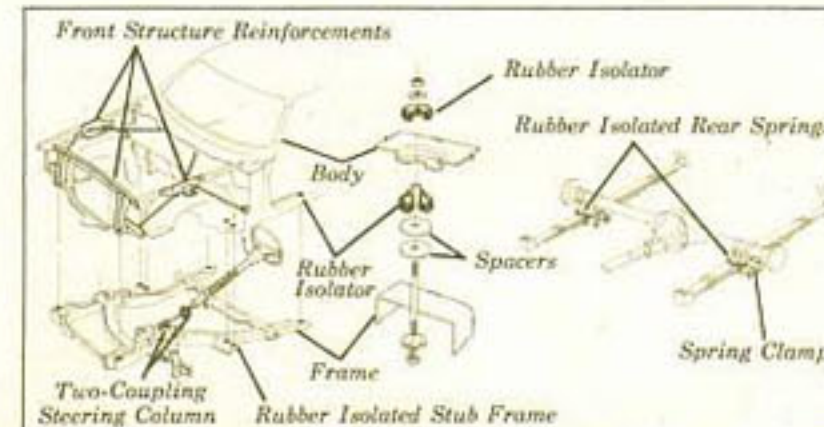
Battery: 12-volt, 6-cell, 59-amp-hr, standard with 383-cu.-in. engine. 70-amp-hr, standard with 440-cu.-in. engine and optional with the 383. Alternator: 37-amp, standard. (46-amp, standard with Airtemp air conditioning and optional on Monaco models not so equipped.)

BRAKES

Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-released lever and mechanically actuating shoes on each rear wheel.

MONACO ENGINES

The standard Monaco engine is the 383-cu.-in. 2-bbl. V8 using regular fuel to produce 290 hp at 4400 rpm. Optional is the 440-cu.-in. 4-bbl. V8 engine (requires premium fuel; 350 hp at 4400 rpm).



NEW TORSION-QUIET RIDE

All 1970 Dodge Monaco hardtops and sedans are equipped with the new Torsion-Quiet Ride which retains all of Monaco's handling characteristics, but further reduces road and engine noise in the passenger compartment. Noise reduction is achieved by using a new type of rubber isolator in a number of key suspension locations: at the front, in the rear, and along the steering gear. In addition, a new front "stub frame" further isolates noise from the rest of Monaco's body.

Dodge



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