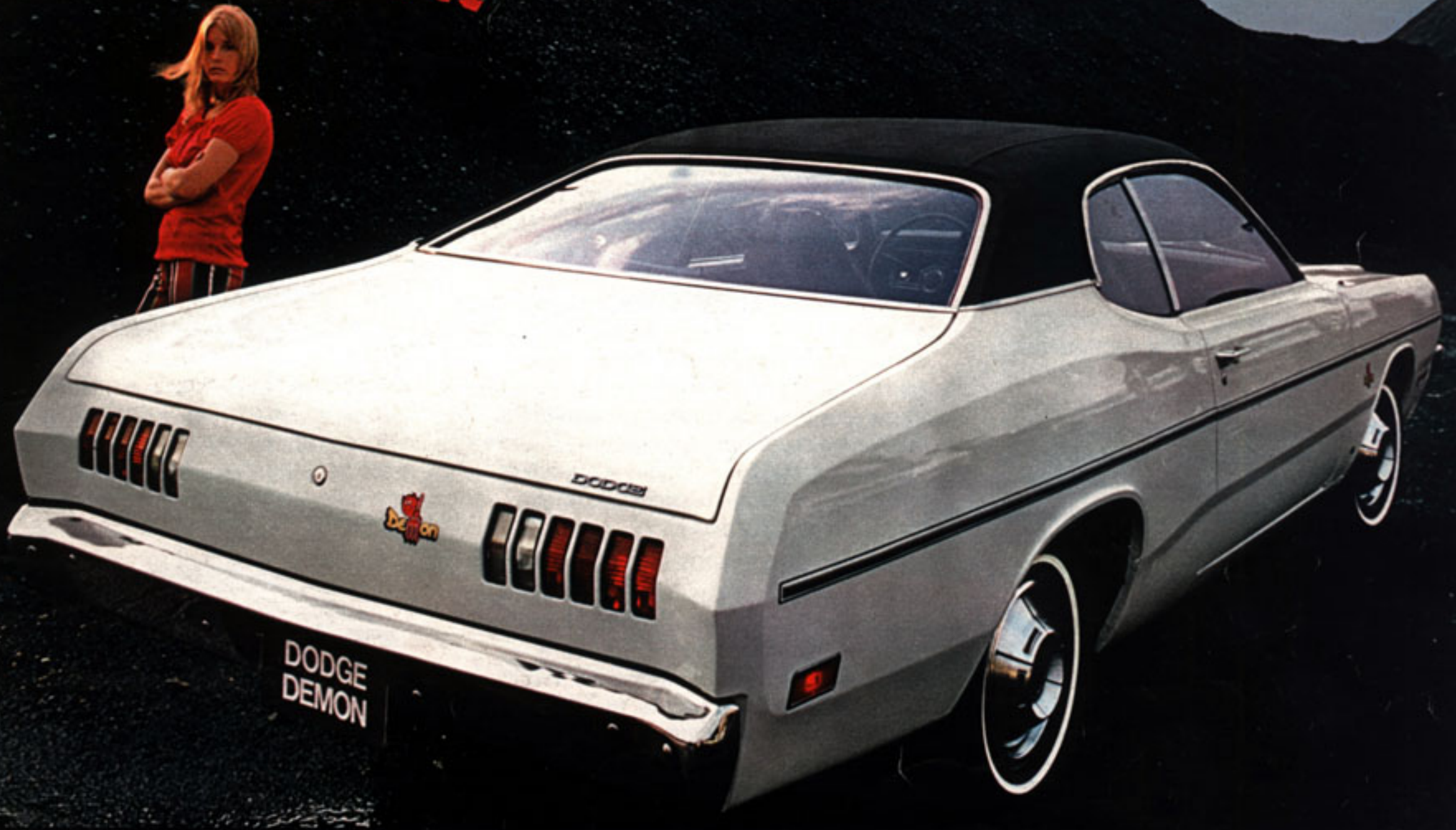


# DODGE 71



DART



CHALLENGER



CHARGER



CORONET



POLARA



MONACO

## LET'S LOOK AT IT

It's your car. You drive it. Ride in it. Pay for it. So why not do it your way? Dodge believes people should have the kind of car they want—regardless of price or size considerations. Want to be economical? Then take a look at our first section—for savers. You'll find Dodge knows how to make an economy car in any size you want—from the newest of compacts, the thrifty Demon, to Polara, which is one of America's roomiest cars. Need a car that matches your driving capabilities? Then go right to the "Drivers" section for a sporty car at your kind of size and price. Want a car that provides you with the extras? Browse through the "Connoisseurs" section and see how much luxury you can get in a small car, how much savings you can get in a plush car. But before you start, here are some other

Dodge advantages you might want to know about.

### **POLLUTION CONTROL**

Dodge Division shares your concern about air pollution. And Dodge shows its concern by doing something about it. All 1971 Dodge cars are equipped with the Vapor Saver which prevents much of the gas tank evaporation from getting in the air. This evaporation is normally a source of pollution, so Dodge is proud of doing its part to eliminate it.

### **TORSION-QUIET RIDE**

An exclusive development of Chrysler Corporation, originally designed for only the most expensive luxury cars. Now used on all Polaras and Monacos. What is it exactly? Take the engine, the supple torsion bars, the steering gear. Mount

them on a massive frame. Isolate them from the Unibody with special rubber mounts in eight critical areas. That's Torsion-Quiet Ride.

### **UNITIZED CONSTRUCTION**

Your car should be strong. Free from rattles and noises. That's why Dodge uses unitized construction. It's a new method, more advanced than bolting the body and frame together. A Dodge car body is one solid structure. A steel fortress. How's



**YOU**

## **FROM YOUR POINT OF VIEW.**

it built? Dodge takes all the body parts —the floor pan and side and roof panels —and welds them into a single sturdy unit.

### **THE FOLLOWING SAFETY FEATURES ARE STANDARD ON ALL DODGE CARS BUILT**

Dual Braking System  
Turn signals (with lane change feature)  
Padded instrument panel and sun visors  
Master cylinder and parking brake warning light  
Left, outside, rearview mirror  
Safety-Action inside door handles  
Front and rear seat belts  
Breakaway front ashtray  
Backup lights  
Combination side marker lights and reflectors  
Soft window knobs

Safety-Rim wheels  
Energy-absorbing steering column and wheel  
Windshield washers  
2-speed electric windshield wipers; parallel-action blades with glare-reducing finish  
Hazard Warning System (4-way flasher)  
Front shoulder belts (on all models except convertibles)  
Security locks on front seatbacks (2-door models)  
Padded front seatbacks  
Nonoverride door locks, except driver's door  
Head restraints  
Antitheft steering column lock  
Rearview mirror with double-ball-joint mount  
"Key-left-in-ignition" warning buzzer



**On every Dodge you see, the low price is standard equipment.**

## WHAT IS ECONOMY?

*It's a way of looking at life. And the things you buy. It's buying the essentials, the things you have to have. But it's also getting the most for your dollars. After all, you're the kind that's known as a shrewd shopper. Some people need a big car, some a small. Dodge gives you any size you want. Economically.*

## DEMON

Come in for a Demon-stration ride—just for the devil of it.

The spirited little car from Dodge. Shows its spirit when it whisks right by gas stations without even a nod. Of course, having either a hardworking 198 Six or 318 V8 helps. And Demon shows its spirit by the way it hangs on to the roughest, curviest roads. Now that's where those sturdy torsion bars help. Demon is fiendishly clever the way it tempts you with a little more room than you find inside the subcompacts. But is comfort such a bad thing? Heavens, no. What's the price you have to pay for a little car with big ideas about comfort and handling ability? A lot less than you'd think. Check it out.

## DART

The compact that puts people, not price, first. Eight years ago, Dart was the car that made compacts famous. How? By offering you a back seat that you didn't have to be ashamed to ask your friends to ride in. By giving you smart styling and a supersized trunk. So, what has Dart done for you lately? Added carpeting, deluxe steering wheel, foam-padded seats, and a deluxe interior with a simulated wood-grained dash to the Swinger. And with all that, Dart Swinger is still one of America's lowest priced compact hardtops. For folks with lots of friends, Dart also comes as an easy-to-get-into four-door sedan. Both Darts offer a choice of 198 Six or 318 V8. Of course, they use regular gas. But not much.



Optional Dart Custom interior

# SAVERS



Demon (above)

Dart (below)





Coronet (above)

Charger (below)



## CORONET

One, two, three, four—that's what doors are for.

Amazing what happens when you design a car to be only one thing. Take the new Coronet. America's only four-door sedan that isn't second cousin to a two-door hardtop. Which is probably why Dodge is one of the few willing to put a picture of its four-door sedan in its catalog.

What the Coronet looks like is a great car for a man with friends, or for a couple tired of bending over forward for the kids.

What you get is full-sized room for six, a great new look, plenty of headroom in the back seat, a wide choice of engines, and a low price you thought wasn't in style anymore. Moral: A two-door is nice for the two of you—if you pack more . . . go four. Dodge Coronet—the all-sedan sedan.



## CHARGER

It looks like a Charger. It drives like a Charger. It is a Charger. (But what have they done to the price?)

Now the world's most exciting car comes at the world's most exciting price. Charger is the car you've always wanted . . . someday, when you could afford it. This 1971 Charger has a price that says "Now!" Take a look. It has that look that made Charger famous. A little cleaner line. A lot less chrome. And a shape like nothing else on wheels.

It has an interior made for driving. The clean, readable dials; the cushy vinyl seats; and a look over that long, crisp nose that says, "Let's get going."

Nobody ever mistook a Charger for just another hardtop. And nobody ever expected to buy a Charger for ordinary hardtop prices. But you can. Buy it, drive it, own it, for ordinary hardtop prices . . . maybe even a little less. Stop dreaming, America . . . start driving. At Charger's new low price, YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL.



Charger



**POLARA** This space reserved for former Ford and Chevrolet owners.

Comes a time when you want a really big car. But sometimes the more you need a big car, the less you can afford a big price. That's why Dodge builds this Polara. It has the room you need—the comfort, the ride you want. And the low price you've been looking for. It's easy to say a car is roomy. But you want to know how roomy. Okay, for the past two years, *Automotive News* figures proved Polara the second roomiest car in America. That means there's more room inside a Polara than in cars costing hundreds of dollars more. And don't forget the ride we promised you. The smooth, quiet ride, the easy handling—they're yours because of Torsion-Quiet Ride. Power? How much do you really need? Polara offers one of the smallest V8's in its field. The 318 will cruise effortlessly at the maximum legal speed anywhere in the United States. You may lose a fraction of a second at the stop lights, but you won't waste much time at the gas pumps. And when you pull up, say "Regular." Yes, Dodge offers a choice of bigger engines. The point is, you don't have to take one. The choice is yours. Surprising, isn't it, that for all its size, for all its comfort, for all the extras it gives you at no extra cost, Polara is priced right with Ford and Chevrolet?





## THE NEXT FOUR PAGES ARE FOR PEOPLE WHO REALLY LOVE TO DRIVE.

Now, some people buy a car because it fits their garage. And some people buy a car because it fits their family. Some, because it fits their budget. But some . . . the live ones . . . buy a car because of the way it corners, holds the road, stops, goes, and transmits every little crinkle in the road up the steering wheel where waiting fingertips can sense and perceive.

For the live ones, Dodge makes the Scat Pack. With pride and more than a little success. And because not even they can always be totally selfish about the whole thing, Dodge builds a large variety of cars that just might also fit family and budget.

### DEMON 340

IT RUNS AWAY WITH EVERYTHING BUT THE PRICE.

The price is small, the chassis and body light, and the mill hits 6,000 rpm the way Callas hits high C. You can save a bundle going in and still leave the fat banana boats quivering in their own skins. You get the Rallye Suspension, the

heavy-duty brakes, the sneak-attack potential. Everything is tough except the payments. Demon 340—the tough, nitty-gritty little devil that will drive you right out of the high rent district . . . but fast.



Optional cloth-and-vinyl interior and tachometer (left and below).



## CHARGER R/T

THE TOUGH ONE YOU CAN BUY ON LOOKS ALONE . . . OR PRICE ALONE . . . OR . . .

Once there were great-looking performance automobiles. Charger still is. Once there was a group of strong ones that gave you a choice of the things you really didn't need and made standard the things you did. Charger still does. It comes in two versions. The R/T. The no-holds-barred, spit-in-your-eye, great-looking brute for the guy who can afford all the gas it takes. 440 Magnum, standard; Hemi, optional. 'Nuff said.

Super Bee. With a 383 Mag that runs on regular. Great way to help you save a little. Not that anybody'll know from the "looks" you get. Blacked out hood. Super Bee decal. Performance tape stripes. Among the fat cats, you'll still be the man. It ain't the end, but it's a long way from the beginning.

## CHALLENGER

IT EARNS TWO DEGREES, JPC AND R/T. JPC stands for "just plain Challenger." Actually, "just plain" includes the vinyl buckets with integral head restraints, a lively 318 V8, etc., etc. Why do we call it plain? Move up to R/T and see. 383 Magnum. Rallye Suspension, heavy-duty brakes, performance hood, performance stripes—the works.

And for you fun lovers who want the feeling of driving under the open sky, there's the Challenger convertible. It comes with bucket seats and all the features of JPC, plus a collapsible spare tire.

Charger Super Bee (below)



Charger R/T interior



# DRIVERS



# Dodge puts luxury in any size car you want.

*Some makers think a luxury car means only a big car. Not Dodge. Dodge doesn't measure luxury by size alone. Leather upholstery in a Charger.\* The boar-grain vinyl roof on a Coronet.\* These touches turn any car into a luxury car. So, what's your pleasure? The traditional prestige four-door? Something fast and sporty? New and innovative? They're all here. Dodge makes surprising luxury cars to fit your way of life.*

\*Optional features.

## **Coronet Brougham** The contemporary limousine. Sensible in size. Moderate in price.

Today's luxury lover has learned to be the great economizer. How else are you going to get so much for your money? If your needs dictate a moderate-sized car, you're the lucky man who can have luxury at a lower price. Coronet Brougham. The car that gives you all the power you want, from the 318 V8 all the way up to the optional 383 Magnum V8. And they all run on regular. Coronet Brougham luxury also means cloth-and-vinyl split-back seats with center armrest and deluxe wheel covers. It means thoughtful touches such as lights in the glove box, over the ashtray, for map reading, and a rear door courtesy light. And, of course, the Brougham is a four-door, the classic style of a luxury car.



## Charger SE The driving man's luxury car.

Who says luxury can't be fun? Charger proves it can. Road-loving Charger dresses up and goes formal at the drop of an SE. That stands for Special Edition and goes on a crest you'll see on the side of the car. SE also stands for the Landau vinyl roof, deluxe wheel covers and, of course, concealed headlights. An interior with split-back cloth-and-vinyl seats and armrest. Want to open the hood? No trouble—just use the hood release right on the dashboard. To be really plush, Charger SE even has a carpeted trunk. For an extra touch, add the optional bucket seats with leather facings. If you want more muscle in your luxury, just say Charger SE with the optional 440 engine. That'll give you a real driving man's car plus the SE touches.



## **Polara Brougham** A great big dose of luxury.

All right, we've listened to you. You want a full-sized luxury car that doesn't drive you right to the poorhouse. Polara Brougham coming right up. With one of the roomiest interiors in America. With Torsion-Quiet Ride for a smoother, quieter ride. With luxury touches such as decorator shades of carpeting—from honey gold to moss green, from deep russet to soft blue. All planned to complement the upholstery colors. With simulated wood-grained instrument panel and deluxe wheel covers. And, of course, Polara Brougham is too big to be nicked and dimed to death at the gas station. The standard 383 V8 shows you that luxury can run on regular gas. So if you like elegance and value, **YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL.**



**Monaco** No matter how much you can afford to spend on a car, spend it wisely.

Monaco. The ultimate in Dodge luxury cars. Designed to give you much more than your money's worth. Not just because of its handsomely appointed interior with simulated wood-grained trim on the dash and doors, center armrests, and color-coordinated carpeting. Even if you order the optional Brougham with individually adjustable split front seats (passenger side reclines, too), vinyl roof, and carpeting in the trunk, Monaco is still more than all that. It's the comfort, the unbelievable comfort, you're going to enjoy in a Monaco, that'll prove it's a luxury car. From the Torsion-Quiet Ride to the thickly foam-padded seats, Monaco is a smoother riding, quieter, easier handling car. Now, that's luxury.



## FAMILIES ON THE GO WILL FIND A WELCOME WAGON HERE.

The standard Dodge wagons—Polara Custom, Monaco, and the Coronet line—have their differences. Just enough to suit your individual needs. But they also have lots of helpful things in common. So, let's talk about those first. When it comes to pleasing you with useful ideas, Dodge wagons don't miss a trick. Size. Plenty of room for carrying people. (Two and three seats. Take your choice.) And things. (Go ahead. Load four-by-eight sheets of plywood in the back. They'll fit.) Convenience. Dual Action tailgate that opens down or out. Roomy tote pockets in back that you can use for packages or kids can use for crayons, coloring books, or model cars.

And that's not all that's available. There's a rear window cleaning vane that keeps road dust and dirt off the back window. It's standard on Polara and Monaco, and you can easily add it to a Coronet. And, of course, you can order air conditioning on all wagons. Especially nice for summer trips. And so's the optional, adjustable luggage rack that keeps your bags from sliding around, no matter how many or how few you have.

Now, how do the wagons differ?

**POLARA CUSTOM and MONACO** show you what considerate creatures wagons can be. Both with smooth-riding, 122-inch wheelbases. Plush interiors with carpeting in colors that are coordinated with the upholstery. And when Dodge says fully carpeted, that's just what it means. Even rear floor wells in the three-seat wagons are carpeted. Seats are that good old easy-to-clean vinyl. Added touch—Monaco's vinyl front seats have a convenient center armrest. For even more flexibility, order the optional split-bench front seats. These seats allow passenger and driver to adjust their halves individually so each gets the amount of legroom he wants. And consider the people in the back when you're thinking of air conditioning. Both Polara Custom and Monaco have the optional dual air conditioning. This system provides additional cooling power for the back seat, as well as separate back seat outlets and controls. Now, as to engines. Polara Custom comes with a 318 V8. Monaco has a standard 383 V8. But you can get power all the way up to an optional 440 V8. All these engines run on regular gas, by the way.

**CORONET** is the reasonably sized wagon. Reasonable enough to have an 118-inch wheelbase so it can maneuver easily in and out of parking places or around other cars in heavy traffic. Reasonable enough to have a four-by-eight-foot carrying space in back. But after all, isn't that what you'd expect from a family wagon? And that's what Coronet is—a real family wagon. Complete with a tailgate that swings down or out. For extra convenience, the window doesn't have to be rolled down when you open the tailgate out. Then there's the tailgate Auto-Lock that's standard on all three-seat wagons. Great safety device when you have the kids in the back. And because families have different budgets, Coronet wagons come in three different versions of trimmings and prices—Coronet, Coronet Custom, and Coronet Crestwood. Coronet is, available in two-seat models, the others in two- or three-seat models. The choice is yours.

**SPORTSMAN** combines the room and usefulness of a camper wagon with the ease and convenience of a car. And that's why it's called the "his and hers" wagon. "His" for the standard six- or eight-cylinder engine that runs on regular gas. The independent front suspension that can be aligned on gas station equipment. "Hers" for the car-type steering wheel, the options such as power steering, automatic transmission, air conditioning, and even FM-stereo. The extra foot- and legroom for front seat passengers. All that and more make the Sportsman a wagon that he, she, and all the family can enjoy. Sportsman wagons are very special. We even have a special catalog that tells you more about them. Ask for a free copy.

Polara Custom wagon



Sportsman wagon with Camper Conversion by Travco



Coronet Crestwood wagon



Monaco wagon



## PERSONALIZERS

With more than 50 options, Dodge offers plenty of ways you can make your car uniquely your own. Add anything you want—from air conditioning to a locking gas cap. Besides the traditional options you're used to, Dodge has some that are distinctively Dodge's. So, take a look at a few of the newer, more exciting options you can get. Most are available on all Dodges.

**AIR CONDITIONING.** Pick your own climate summer or winter. It's pretty nice to be able to roll up the windows and ignore the sun because you've got optional air conditioning on your Dodge. Dodge actually offers two optional systems to fill your comfort requirements. The Standard Air Conditioning System works in conjunction with the heating system, supplying fresh, filtered, dehumidified air through separately controllable outlets. The Dual Air Conditioning System offers the added

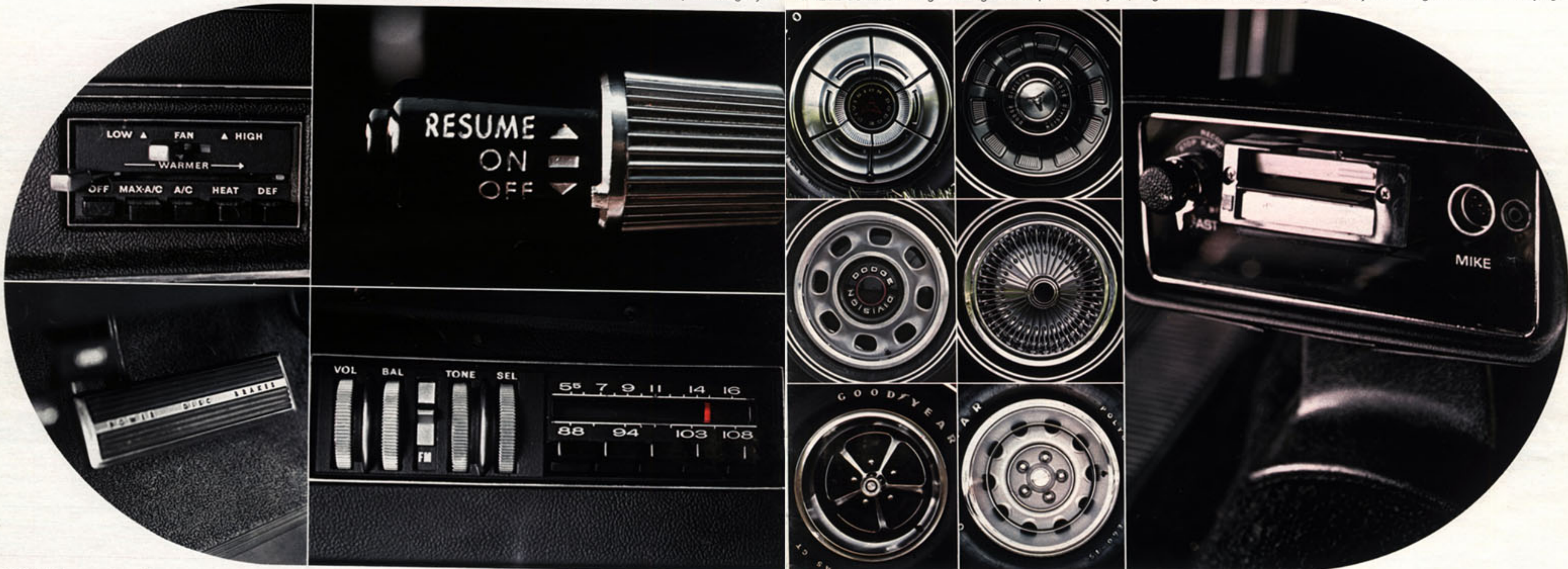
cooling power and controls necessary to give back-seat passengers in Polara Custom and Monaco station wagons extra air-conditioning comfort.

**AUTOMATIC SPEED CONTROL.** Set it and forget it. That's the way it should be. And, on a Dodge, it is. Our speed control finds it hard to get over the speed you choose—or under it. Great to know you're not going to count the blades of grass going up a hill and see everything in a blur going down. And the Dodge speed control just can't get your

speed out of its mind. If you disengage it by stepping on the brakes or twisting the handle, it'll remember and wait. Simply twist the handle of the turn signal when you're ready to return. The speed control sees that your car automatically goes back to its old speed. And if you're not quite happy with that speed, you can adjust it up or down easily with a tap of the button or a twist of the handle.

**WHEEL COVERS.** The great Dodge cover-up. New this year, elegant

simplicity for the careful spender—the trim ring. A stark, clean, chromed circle that surrounds the hubcap. A great way to economize while you personalize. Next (from left to right, top to bottom), Dodge offers two versions of the sculptured deluxe wheel covers. A three-dimensional, deep-dish cover that simulates the look of mag road wheels. Then, the classic wire wheel cover. That covers the wheel covers. Want the real thing? Go around in the best circles with any of the Dodge road wheels. Sturdy, light-



weight. Make cornering and handling easier. Your choice of looks. Bottom row shows two of three available wheels. The styled steel wheel with chromed ring and the Racy Rallye wheel. Talk to your Dealer about the ones that best complement your car.

**STEREO TAPE RECORDER.** (Far right.) For the first time, Dodge offers one designed just for your car. It's the compact cassette type that can be used for recording as well as listening, and comes with cartridges that

take up only a fourth the space of the eight-track tapes. This handy tape recorder fits neatly under the dash. Out of the way, yet easy to reach. Use it to play prerecorded tapes (either stereo or mono). Record your favorite programs directly from the car radio. Blank cartridges record up to two full hours of music or talk. A great aid for salesmen. They can dictate memos or orders seconds after seeing a client . . . if the optional microphone is added. Tapes are available with handy mailing envelopes. And

if you think these ideas sound good, wait until you hear the recorder.

**DISC BRAKES.** (Bottom left.) Get extra stopping power with Dodge power disc brakes. Extra security on those front wheels which do most of the stopping work. Quick-acting disc brakes are far more resistant to water than ordinary brakes. And you'll be glad to know, they're fade-free.

**RADIOS.** Make your own kind of music. It's easy to do with the wide choice of radios Dodge offers. There's the standard AM. Or increase

your listening power with an AM/FM. For the ultimate musical enjoyment, you can get an AM/FM stereo with up to five speakers.

These are just a few of the many exciting Dodge options and accessories available. Your Dodge Dealer will be glad to help you select those most suitable to the type of driving you do . . . and the particular model Dodge you select.

## STANDARD EQUIPMENT

**MONACO**—Cloth-and-vinyl split-back front bench seat with center armrest  Combination dome and reading light  Simulated wood-grained instrument panel  Ashtray light  Glove box light  Rear-door automatic dome light switch  Cigarette lighter  Color-keyed carpeting  Trunk compartment light  Vinyl body side mouldings  Ventless front windows  2-speed concealed windshield wipers with articulated blade on the driver's side  Cornering lights  Deluxe wheel covers

**POLARA**—Cigarette lighter  Dome light  Ventless front windows  2-speed concealed windshield wipers with articulated blade on driver's side  Cloth-and-vinyl split-back front bench seat with armrest (Brougham)  Simulated wood-grained instrument panel (Custom, Brougham)  Color-keyed carpeting  Vinyl body side mouldings (except Polara)  Deluxe wheel covers (Brougham)  Trunk compartment light (Brougham)

**CHARGER**—Ventless front windows  2-speed concealed windshield wipers with articulated blade on driver's side  Dome light  Custom-contoured outside door handles  Landau-style vinyl roof (SE)  Instrument-panel hood release (SE)  Ignition switch

light with time delay (SE)  Cigarette lighter (except Coupe)  Ashtray light (SE, R/T)  Instrument-panel-mounted map/courtesy light (SE, 500, R/T)  Concealed headlights (SE)  Deluxe wheel covers (500, SE)  3-spoke steering wheel (Coupe)  Clock (SE)  Cloth-and-vinyl split-back bench seat with center armrest (SE)  Simulated wood-grained door trim inserts  Carpeting (except Coupe)  Simulated wood-grained instrument panel (except Coupe)  Bucket seats (500, R/T)  Performance hood with blackout treatment (Super Bee, R/T)  Performance stripes (Super Bee, R/T)  Rallye Suspension Package (Super Bee)  Extra-heavy-duty suspension package (R/T)  3-speed floor-mounted fully synchronized transmission (Super Bee)  Automatic transmission (R/T)

**CHALLENGER**—3-speed manual transmission with floor-mounted shift lever  Vinyl front bucket seats  Color-keyed carpeting  Ventless front windows  2-speed concealed windshield wipers with articulated blade on driver's side  Simulated wood-grained door trim inserts  Dome light (except convertible)  Cigarette lighter (except Coupe)  Dual body side paint stripes (N.A., R/T; opt., Coupe)  Rallye Instrument

Cluster on simulated wood-grained panel (R/T)  Dual exhausts (R/T)  Rallye Suspension Package (R/T)

**CORONET**—Dome light  Ventless front windows  2-speed concealed windshield wipers with articulated blade on driver's side  Cloth-and-vinyl split-back front bench with center armrest (Brougham)  Ashtray light (Brougham)  Instrument-panel-mounted map / courtesy light (Brougham)  Glove box light (Brougham)  Rear door courtesy light (Brougham)  Simulated wood-grained instrument panel (Custom, Brougham)  Simulated wood-grained door trim inserts (Custom, Brougham)  Color-keyed carpeting (Custom, Brougham)  Deluxe wheel covers (Brougham)

**DART AND DEMON**—Dome light  Ventless front windows (Demon, Demon 340)  Carpeting (Swinger, Custom)  Cloth-and-vinyl front bench seats (Custom)  Simulated wood-grained instrument panel (Swinger, Custom, Demon 340)  Front vinyl bench seats (Dart, Demon, Demon 340, Swinger)  3-speed manual transmission with floor-mounted shift lever (Demon 340)

**MONACO WAGONS**—Dual Action tailgate  Power tailgate window with

outside key switch  Rear compartment dome light  Rear window cleaning vane  Cargo floor carpet  Rear floor well carpet (3-seat wagon)  Lockable rear compartment  Vinyl split-back front bench seat with center armrest  Tailgate opening step pad (3-seat wagon)

**POLARA CUSTOM WAGONS**—Dual Action tailgate  Power tailgate window with outside key switch  Vinyl front bench seat  Rear window cleaning vane  Rear floor well carpet (3-seat wagon)  Dual Action tailgate opening step pad (3-seat wagon)  Rear compartment dome light (3-seat wagon)

**CORONET WAGONS**—Dual Action tailgate with hardtop glass (Rear window need not be lowered to open tailgate as a door)  Rear compartment dome light (3-seat wagons)  Rear door automatic dome light switch (Crestwood)  Simulated wood-grained instrument panel (Custom, Crestwood)  Color-keyed carpet for rear floor well (3-seat wagons)  Tailgate opening step pads (3-seat wagons)  Auto-Lock electric tailgate lock system (3-seat wagon)  Deluxe wheel covers (Crestwood)  Color-keyed carpeting (Custom, Crestwood)  Vinyl split-back front bench seat with center armrest (Crestwood)

## ENGINES

SCAT PACK V8's standard on Demon 340, Challenger R/T, Charger Super Bee and R/T, and optional on certain other cars.

Cubic Inch Displacement	198 (6)	225 (6)	318 (V8)	360 (V8)	383 (V8)	440 (V8)	340 (V8)	383 (V8) Magnum	440 (V8) Magnum	440 (V8) SixPack	426 (V8) Hemi
Bore and stroke (in.)	3.4 x 3.64	3.4 x 4.12	3.91 x 3.31	4.00 x 3.58	4.25 x 3.38	4.32 x 3.75	4.04 x 3.31	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75	4.25 x 3.75
Compression ratio	8.4:1	8.4:1	8.6:1	8.7:1	8.5:1	8.8:1	10.3:1	8.5:1	9.5:1	10.3:1	10.2:1
Carburetor	1-bbl.	1-bbl.	2-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.	Three 2-bbl.	Dual 4-bbl.
Gross hp @ rpm	125 @ 4400	145 @ 4000	230 @ 4400	255 @ 4400	275 @ 4400	335 @ 4400	275 @ 5000	300 @ 4800	370 @ 4600	385 @ 4700	425 @ 5000
Gross torque (lbs.-ft.) @ rpm	180 @ 2000	215 @ 2400	320 @ 2000	360 @ 2400	375 @ 2800	460 @ 3200	340 @ 3200	410 @ 3400	480 @ 3200	490 @ 3200	490 @ 4000
Installed net hp @ rpm	105 @ 4400	110 @ 4000	155 @ 4000	175 @ 4000	190 @ 4400	220 @ 4000	235 @ 5000	250 @ 4800	305 @ 4600	330 @ 4700	350 @ 5000
Installed net torque (lbs.-ft.) @ rpm	160 @ 2000	185 @ 2400	260 @ 1600	295 @ 2400	305 @ 2800	350 @ 3200	310 @ 3200	325 @ 3400	400 @ 3200	410 @ 3200	390 @ 4000
Exhaust system	Single	Single	Single	Single	Single	Single	Dual	Dual	Dual	Dual	Dual
Recommended fuel	Regular	Regular	Regular	Regular	Regular	Regular	Premium	Regular	Premium	Premium	Premium
Valve system	Mechanical tappets	Mechanical tappets						Hydraulic			
Standard on	All Darts, Demon, and Challenger Coupe	Challenger, Charger, Charger Coupe, Coronet, Coronet Custom, and Polara	All cars except Scat Pack cars, Polara Brougham, and Monaco		Polara Brougham and Monaco		Demon 340	Challenger R/T and Charger Super Bee	Charger R/T		

## BRAKES

Monaco, Polara

11" x 2¾", front; 11" x 2", rear (Polara, Polara Custom); 11" x 2½", rear (Polara Brougham, Monaco).

Coronet and Charger (except Super Bee & R/T)

10" x 2½", front and rear brakes.

Super Bee and R/T

11" x 3", front; 11" x 2½", rear.

Dart and Demon

6-cylinder models—9" x 2½", front; 9" x 2", rear.

V8—10" x 2¼", front; 10" x 1¾", rear.

Demon 340

10" x 2¼", front; 10" x 1¾", rear.

Monaco Wagon

Front power disc brakes—11" x 2½", rear.

Polara and Coronet Wagon

11" x 3", front; 11" x 2½", rear.

Challenger

10" x 2½", front and rear brakes.

Challenger R/T

11" x 3", front; 11" x 2½", rear.

## STANDARD AXLE RATIOS

(with standard engines and transmissions)

Dart, Demon, and Challenger	3.23:1
Coronet 6-cylinder sedan	3.23:1
Coronet V8 sedan	2.94:1
Coronet 6-cylinder wagon	3.55:1
Coronet V8 wagon	3.23:1
Charger V8 models	2.94:1
Polara 6-cylinder models	3.55:1
Polara and Monaco V8 models	3.23:1

## TIRES All tires are four-ply-rated:

Monaco and Polara Brougham—H78 x 15 bias-belted

Polara and Polara Custom—G78 x 15 bias-belted

All 6-cylinder Coronets and Chargers and 8-cylinder Charger Coupes—E78 x 14 bias-belted

All 8-cylinder Coronets and Chargers (except Charger Coupe, Super Bee, and R/T)—F78 x 14 bias-belted

Charger Super Bee—F70 x 14 bias-belted, whitewalls

Charger R/T—G70 x 14 bias-belted, raised white letters

Challenger (except R/T)—7.35 x 14 polyester

Challenger R/T—F70 x 14 bias-belted

6-cylinder Demon—6.45 x 14 polyester

8-cylinder Demon and Darts—6.95 x 14 polyester

Demon 340—E70 x 14 bias-belted

Monaco 3-seat wagons—L84 x 15 bias-belted

All Polara wagons and Monaco 2-seat wagons—J78 x 15 bias-belted

Coronet wagons—H78 x 14 bias-belted

## DIMENSIONS (All dimensions are for 2-door hardtop V8's except where stated.)

	Wheelbase	Front track	Rear track	Overall length	Overall width	Overall height
Polara/Monaco	122"	62.1"	63.4"	220.2"	79.3"	54.5"
Coronet—4-door sedans	118"	59.7"	62.0"	207.0"	78.6"	53.7"
Charger	115"	59.7" <sup>1</sup>	62.0"	205.4"	79.1"	52.2" <sup>2</sup>
Challenger	110"	59.7"	61.6"	191.3"	76.3"	51.0"
Dart	111"	57.4"	55.5"	196.2"	69.7"	52.7"
Demon	108"	57.5"	55.5"	192.5"	71.6"	52.6" <sup>3</sup>
Coronet Wagon	118"	60.1"	63.4"	213.4"	79.2"	56.4"
Polara/Monaco Wagon	122"	62.1"	63.4"	223.5"	79.2"	57.0" <sup>4</sup> 57.1" <sup>5</sup>

<sup>1</sup>Super Bee and R/T, 60.1"  
<sup>2</sup>Super Bee, 52.7; R/T, 53.0








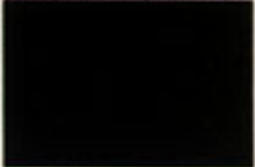




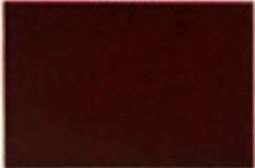











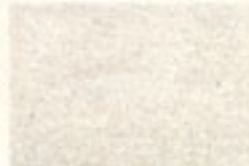
<sup>3</sup>Demon 340, 52.8"  
<sup>4</sup>2-seat Monaco, 3-seat Polara Custom

<sup>5</sup>2-seat Polara Custom, 3-seat Monaco

## ELECTRICAL All Dodge cars have transistorized regulators.

70-amp-hr battery	59-amp-hr battery	46-amp-hr battery	37-amp alternator	34-amp alternator
Charger R/T	Monaco, Polara Brougham, Challenger R/T	Polara Custom, Polara, Coronet, Dart, Demon, Demon 340, Challenger	Monaco, Polara, Charger, Coronet, Challenger, Dart V8, Demon 340, Demon V8	6-cylinder Darts and Demons

## COLORS

				
LL Gunmetal Metallic (A)	Lt. Blue Metallic (A)	Dk. Blue Metallic (A)	Bright Red (A)	Lt. Green Metallic (A)
				
Dk. Green Metallic (A)	Dk. Bronze Metallic (A)	Black (A)	Citron Yella (A)*	Gold Metallic (A)
				
Dk. Gold Metallic (A)	Dk. Gunmetal Metallic (C)	Burgundy (C)	Moss Green Metallic (C)	Turquoise Metallic (C)
				
Dk. Tan Metallic (C)	White (C)	Gold (C)	Bright Blue Metallic (B)	Plum Crazy (B)*
				
Green Go (B)*	Butterscotch (B)*	Tan Metallic (B)	Hemi Orange (B)*	Bright White (B)

(A) Available on all cars.

(B) Available on Dart, Challenger, Coronet, Charger.

(C) Available on Polara, Monaco.

\* High-impact colors. Optional at extra cost.

From the lowest priced Dodge, the Demon, shown at far left, to the highest priced Dodge, the Monaco station wagon, shown at far right, Dodge builds a complete lineup of cars to fit every family and every budget.



Demon



Polara 2-door hardtop



Polara Custom 2-door hardtop



Charger R/T



Dart 4-door sedan



Polara 4-door sedan



Challenger R/T



Monaco 4-door hardtop



Dart Swinger 2-door hardtop



Charger



Charger SE



Monaco station wagon



Dart Custom 4-door sedan



Coronet station wagon



Polara Custom 4-door hardtop



Demon 340



Charger Super Bee



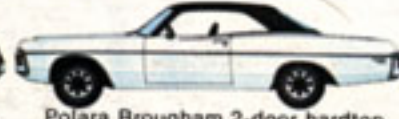
Coronet Crestwood station wagon



Coronet 4-door sedan



Coronet Brougham 4-door sedan



Polara Brougham 2-door hardtop



Coronet Custom 4-door sedan



Challenger convertible



Polara Brougham 4-door hardtop



Challenger Coupe



Charger 500



Polara Custom station wagon



Challenger



Coronet Custom station wagon



Monaco 2-door hardtop



Charger Coupe



Polara Custom 4-door sedan



Monaco 4-door sedan



customer  
care

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