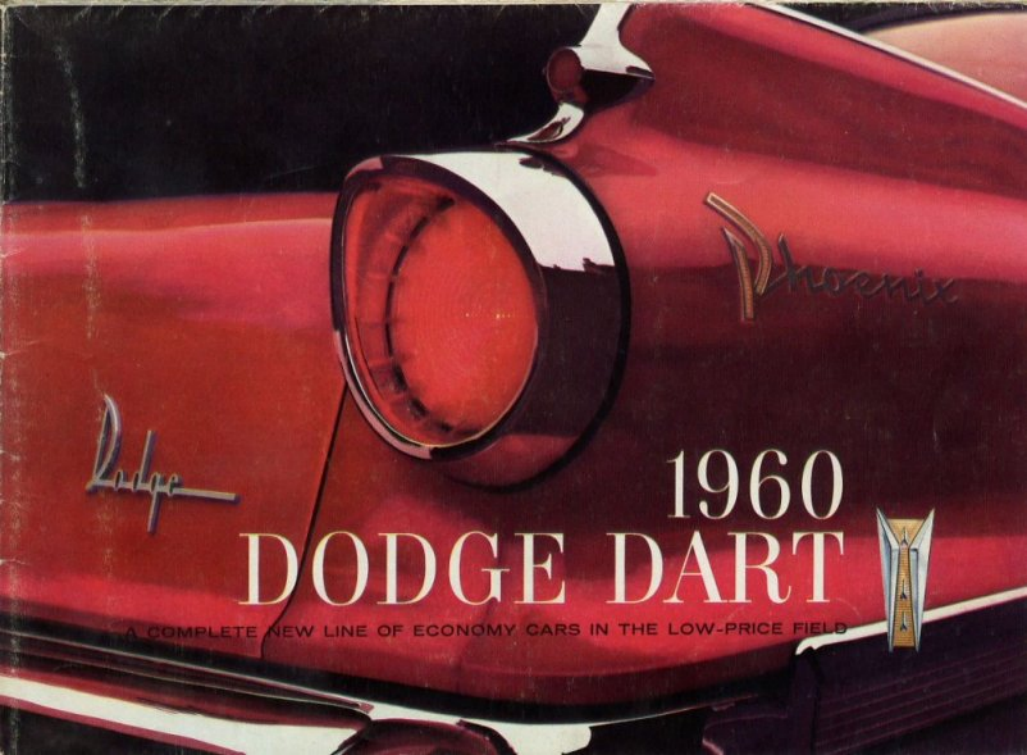




1960
DODGE DART

A COMPLETE NEW LINE OF ECONOMY CARS IN THE LOW-PRICE FIELD



DODGE DART



Fun-packed and budget-priced!

This Dodge Dart was built for people who have some definite ideas about what they want in a new car.

It was built for people, who, frankly, expect a *lot* in the car they buy—style and luxury and comfort and performance—yet who demand *economy* also, both in terms of initial price and everyday operating costs.

The Dodge Dart fills the bill beautifully. It is a complete new line of economy cars in the low-price field, priced model for model across the board with other cars in this class.

The similarity ends right there, however.

In a nutshell: *There has never been a car in the low-price field like the Dodge Dart.*

This booklet tells the story of the Dodge Dart, the thinking and planning that went into it, the exclusive features and engineering advances that set it apart from other cars, the many reasons that make it an exceptional buy for the money.





High Style! High Performance! Low Price Tag!

Any ideas you may have that "all low-price cars are the same" will change the first time you see and drive the Dodge Dart.

There is a solid, substantial look and feel to the Dodge Dart that set it apart from other low-price cars. It is more than just smart and stylish looking, it is *expensive looking*.

The Dodge Dart not only *looks* more solid, it is *more solidly built*. Unlike other low-price cars with separate body and frame, the Dodge Dart has a *one-piece welded body*. This Unibody is stronger and more rigid. It virtually eliminates rattles and rust.

The revolutionary Unibody makes this Dodge Dart far roomier to ride in. It eliminates space-wasting side rails and crossmembers. You have extra room for your feet, your shoulders, your hat, too. Seats are those deeper, softer "sit back and relax in" kind. Bigger doors swing wide to let you enter with new ease.

The Dodge Dart offers many other advanced features. A new Economy Slant "6" engine that delivers more "go" on less gas. New Vacuum Door Locks* (4-door models only) that lock all doors from the driver's seat. Plus push-button driving*, Torsion-Aire Ride and Total-Contact Brakes.

The Dodge Dart is a *complete line* of low-price cars. It is available in 20 models and three series—the luxurious Phoenix, the distinguished Pioneer, the dashing and economical Seneca.

*Optional at extra cost



DODGE DART PHOENIX Series

There is no mistaking that the Phoenix is the top line of the Dodge Dart cars. It has luxury and prestige written on every sleek, rakish line. You can drive the Phoenix *anywhere*, park it next to *anything* with the smuggest, most self-satisfied feeling in the world. The Phoenix leaves nothing to be desired. It is completely satisfying to own and to drive.



PHOENIX 4-DOOR HARDTOP V-8



PHOENIX CONVERTIBLE COUPE V-8



PHOENIX 4-DOOR SEDAN V-8



PHOENIX 2-DOOR HARDTOP V-8

DODGE DART PIONEER Series

If you have a flair for the dramatic, a keen appreciation for sleek lines, smart appointments, spirited performance—yet have a strong, practical nature as well—you need look no further than the Dodge Dart Pioneer. There just isn't a better or more logical choice. The Pioneer gives you the extra smartness and elegance you like, at a price you're willing to pay.



PIONEER 2-DOOR HARDTOP, V-8 OR "6"



PIONEER 4-DOOR STATION WAGON, V-8 OR "6"
(AVAILABLE IN 6- AND 9-PASSENGER MODELS)



PIONEER 4-DOOR SEDAN, V-8 OR "6"



PIONEER 2-DOOR CLUB SEDAN, V-8 OR "6"

DODGE DART SENECA Series

The Seneca Series is the lowest priced line of Dodge Dart cars. Yet, in addition to the obvious savings in initial cost, there are many other reasons that make it a wonderful buy. Important reasons like its crisp, clean style, relaxing new riding comfort, money-saving durability and operating economy. They're all built right into this surprising Seneca to a degree that makes you wonder how it can be so modestly priced.



SENECA 4-DOOR SEDAN, V-8 OR "6"



SENECA 4-DOOR 6-PASSENGER STATION WAGON, V-8 OR "6"

Great news for station wagon buyers—a low-price Dodge Dart wagon! Owning a station wagon was never easier! This beautiful Dodge Dart Seneca is priced right down with the lowest priced station wagon models in the low-price field. But what a difference in what you get for your money! The Dodge Dart gives you a whole host of exciting station wagon features: Rear-facing "Observation Lounge". Fold-down third seat. One-piece tailgate with roll-down rear window. All this plus such great engineering advances as Torsion-Aire Ride, Total-Contact Brakes and the roomiest interiors in the field!

SENECA 2-DOOR SEDAN, V-8 OR "6"



THE DODGE DART GIVES YOU THE GREATEST ADVANCES OF 1960



TORSION-AIRE RIDE

Here is, by all standards, the finest suspension in the industry. Torsion bars put an end to sway on curves, dip on stops, make every road smoother. Far superior to coil springs still found on other low-price cars.

FAMOUS PUSH-BUTTON DRIVING*

This easier way to drive is now available with three great transmissions. The new TorqueFlite Six (first automatic transmission designed for a 6-cylinder engine), popular 2-speed PowerFlite, or the high-performance 3-speed TorqueFlite.



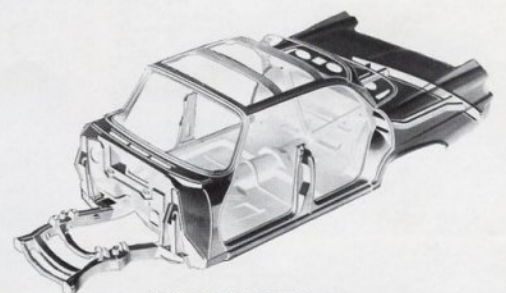
VACUUM DOOR LOCKS* (4-door models only)

A handy, dash-mounted control locks all doors instantly and automatically, both inside and out. Keeps active children safe and sound while you enjoy the ride. Well worth its small cost in peace of mind.



NEW MUSIC MASTER RADIO*

New design features two transistors, larger more powerful speaker, push-button tuning. Very low priced, yet far superior to off-brand sets. Also available on Pioneer and Phoenix models—new Astrophonic Radio with front and rear speakers, unequalled fidelity and tone. (Rear seat speaker not available on convertibles and station wagons.)



UNIBODY CONSTRUCTION

This unique, one-piece welded body offers many advantages over conventional body-bolted-to-frame types. It is far stronger and more rigid. It virtually eliminates rattles and squeaks because strength is permanently welded in. Elimination of conventional frame with its space-wasting side rails gives you more comfort room inside—more headroom, legroom, shoulder-room. Solid, oversized doors swing wider to let you slip in or out with ease. And Unibody protects your investment with 11 separate rustproofing treatments. It's dipped 7 times in newly developed rust and corrosion preventives to seal every crack and crevice, inside and out. Then four additional coats are sprayed on—two of primer, two of tough, enduring Lustre-Bond Hi-Baked Enamel. This longer lasting fade-free finish keeps your Dodge Dart looking showroom new for years.

1960 DODGE DART SPECIFICATIONS

CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic Total-Contact 11" brakes with Cyclebond lining. External contracting parking brake with Standard Transmission. Internal expanding parking brake with PowerFlite, TorqueFlite or TorqueFlite Six Transmissions. Parking brake operated independently of service brakes.

TIRES—Tubeless tires, size 7.50 x 14 (except Station Wagons and Convertible). Tire size 8.00 x 14 on Station Wagons and Convertible, optional at extra cost on other body styles. Tire size 8.50 x 14 optional at extra cost on 9-Passenger Station Wagon only.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift 3-speed Manual Transmission standard. PowerFlite fully automatic 2-speed transmission with torque converter optional at extra cost with V-8 engines only. TorqueFlite fully automatic 3-speed transmission with torque converter optional at extra cost with V-8 engines only. TorqueFlite Six fully automatic 3-speed transmission with torque converter optional at extra cost with 6-cylinder engine only.

STANDARD REAR AXLE RATIOS—3.54 to 1 standard with 3-speed Manual Transmission on all models; 3.31 to 1 with optional TorqueFlite Six and PowerFlite; 2.93 to 1 optional with TorqueFlite.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35-ampere generator. Follow-thru Bendix Drive starter. Battery capacity: 60 ampere-hours on D-500 Ram Induction V-8; 50 ampere-hours on Red Ram V-8 and Economy Slant "6". Single-speed electric windshield wipers. Variable-speed electric windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: torsion springing front suspension; semi-elliptical rear springs mounted outboard. Rear axle clamped forward on rear springs to absorb torque. Direct-acting Oriflow shock absorbers. Symmetrical idler arm steering system. New ball joints. Anti-brake dip. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. Choke: remote in manifold on Economy Slant "6", Red Ram D-500 Ram Induction Engines. Mechanical fuel pump. Fuel filter: plastic in fuel tank with 6-cylinder engine; plastic in fuel tank, plus 15-micron filter in fuel line, with all V-8 engines. Tank capacity: 20 gallons (Station Wagons, 22 gallons)

GENERAL DIMENSIONS—Wheelbase 118". Over-all length (max. with bumper guards) 210.5". Over-all length Station Wagons (max. with bumper guards) 216.5". Over-all width (max.) 78".

D-500 RAM INDUCTION 361 V-8 ENGINE—Available at extra cost on Phoenix. Eight-cylinder, overhead-valve, 90° V-type. Ram Induction-type manifold. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.12". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter.

Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty dry-type air cleaners. Two 4-barrel carburetors. Taxable horsepower: 54.3.

RED RAM V-8 ENGINE—Standard on all V-8 models. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 9 to 1. Bore: 3.91". Stroke: 3.31". Piston displacement: 318 cu. inches. Rotary oil pump. Shunt-type oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor on Seneca and Pioneer. 4-barrel carburetor on Phoenix. Taxable horsepower: 48.9.

ECONOMY SLANT "6" ENGINE—Standard on 6-cylinder Seneca and Pioneer. Six-cylinder, overhead-valve, in-line, slanted block. Wedge-shaped combustion chamber. Compression ratio: 8.5 to 1. Bore: 3.40". Stroke: 4.13". Piston displacement: 225 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 4 quarts (5 quarts when changing oil filter). Coolant capacity: 13 quarts (with heater, 14 quarts). Single downdraft carburetor. Taxable horsepower: 27.74.

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Therefore, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION