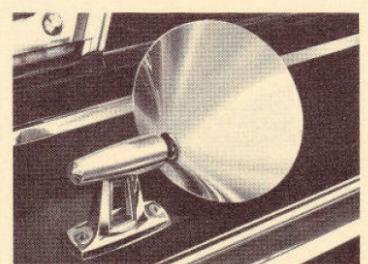


DODGE OPTIONS & ACCESSORIES FOR 1963



TO GIVE YOU THE MOST FUN WITH YOUR '63 DODGE

ADD AN EXTRA MEASURE OF SAFETY



OUTSIDE REARVIEW MIRROR — Helps you keep tab on cars approaching from behind! Your outside rearview mirror is easily adjustable, gives you a clear, full view of the left lane behind.

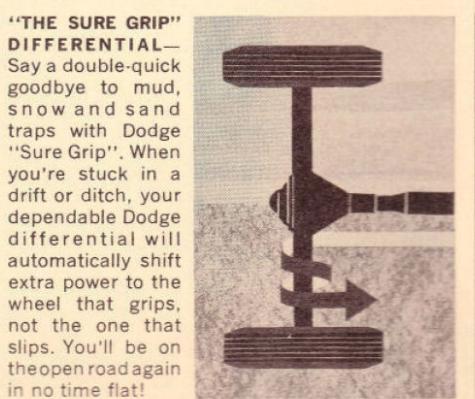
TRAILER HAULING PACKAGE — Now available on Dodge, medium and heavy-duty trailer hauling packages—larger, tougher equipment designed to stand the stresses and strains of hauling practically any load on any road. Included in these packages are such necessary items as oversize tires, load-levelers, heavy-duty rear axle, heavy-duty brakes and an extra-large clutch. Ask your Dodge dealer about the trailer hauling package just right for your special needs.



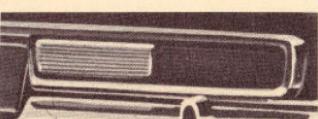
CHOOSE A LUXURIOUS PADDED INSTRUMENT PANEL — Combine beauty and safety with this common sense option. Tests show that the deep plastic foam padding has high shock absorbency—protects you and your family. Attractive vinyl covers the plastic foam—helps you feel attractively at home in your new Dodge.



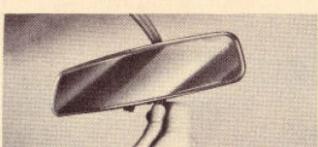
SEAT BELTS — Recommended by the Natl. Safety Council. Dodge Seat Belts provide you with extra security at very low cost. Passengers are protected by belts securely anchored to the strong Dodge unitized body. Your family shouldn't be without them!



"THE SURE GRIP" DIFFERENTIAL — Say a double-quick goodbye to mud, snow and sand traps with Dodge "Sure Grip". When you're stuck in a drift or ditch, your dependable Dodge differential will automatically shift extra power to the wheel that grips, not the one that slips. You'll be on the open road again in no time flat!



FOOT-OPERATED OR PUSH-BUTTON WINDSHIELD WASHERS AND VARIABLE SPEED AIR-FOIL WIPERS — Keep a clear view ahead at all times! Just a slight touch of the toe makes it possible in all Dodge and Dart models. Foot-operated windshield washers instantly send twin jets of water over your windshield. In Dodge models this foot-action automatically starts the windshield wipers. In a jiffy your windshield is clean. In Dodge 880 and Custom 880 models the washing action is instantly activated by a push-button conveniently mounted on the dash. When you order your washer remember to order the other half of a perfect cleaning pair—Dodge variable speed wipers, with the dramatic new air-foil design that catches the wind and puts it to work, increasing the cleaning pressure of the wiping blade on your windshield. You adjust speed easily, according to the intensity of rain or snow. You get just the right wiping action in all weather.

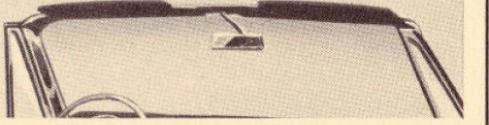


INSIDE GLAREPROOF MIRROR — Now—see easily at night! Screen out blinding lights approaching from the rear. In the daytime just flip a handy lever for regular vision. Ask your Dodge dealer about the Glareproof Mirror!



PARKING BRAKE WARNING LIGHT — A dash-mounted redlight reminds you to disengage your parking brake.

TINTED GLASS — Help reduce the sun's glare while you add safety to your car. Dodge green tinted glass filters out the sun's rays—keeps your car cooler in summer. Available for all windows, or the windshield only.



VACUUM-OPERATED DOOR LOCKS — Vacuum-operated locks let you make sure all doors are locked, by simply turning a switch on the instrument panel. They minimize the dangers of children opening doors. Available for 880 only.



PADDED SUN VISORS — Add a beauty note with safety. Dodge padded sun visors. Foam padding surrounded by vinyl.

ADD EXTRA COMFORT AND CONVENIENCE

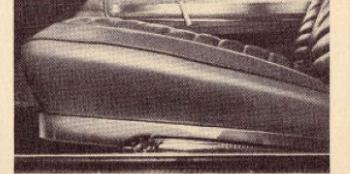
THE DODGE FORCED-AIR VENTILATION SYSTEM — You can choose your own driving climate quick-as-a-wink with this unique ventilation system. Using an axial flow blower, the Dodge system will fill your car with 225 cubic feet of air per minute while it is standing still. A heater is an integral part of the unit, too. Simply push the "hot", "cold" or "defrost" button and you get what you want instantly, at the desired rate.



ELECTRIC TAILGATE WINDOW FOR WAGONS — Wagon owners! Instantly control your tailgate window directly from the dash, or with the key from outside. Perfect for loading, unloading, or just letting in an extra cooling breeze!

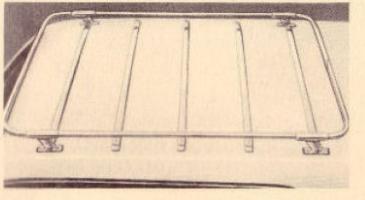


EXTRA SEAT PADDING — Extra-soft, extra-durable Super Foam seat padding in front. Comfortable as your living room chair, this extra padding gives you the added firm support you'll appreciate.

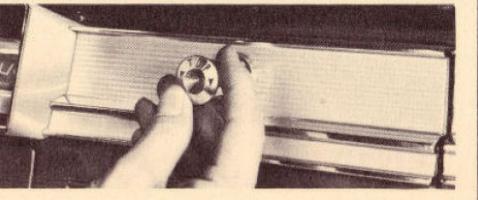


EFFORTLESS POWER STEERING — Just a flick of the wrist and you're out of the tightest parking space. Dodge full-time power-steering makes it a simple proposition for anyone to maneuver safely in heavy traffic or on the open road. You have the feel of the road in your hands—instant, true control at your command, without one bit of stress or strain.

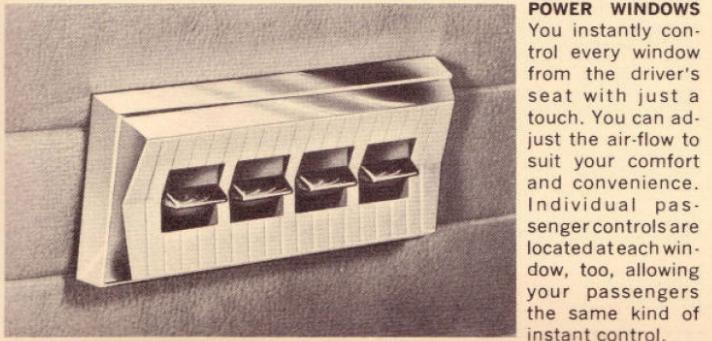
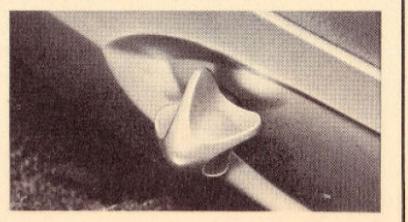
ROOF-MOUNTED LUGGAGE RACK — Attractive as well as useful, your Dodge luggage rack is the perfect compliment to your Dodge wagon. Carries a vacation's load of luggage safely.



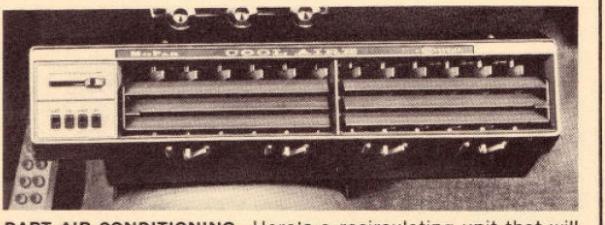
POWER-OPERATED CONVERTIBLE TOP — This added convenience is available as an option on the compact Dodge Dart. With just a turn of the switch it allows you to raise and lower your convertible top. At a moment's notice, you're ready for any weather—fresh, cooling breeze or sudden storm.



6-WAY POWER SEATS — One control knob conveniently located at the side of the driver's seat permits you to instantly raise or lower your Dodge Power Seat, adjust it fore and aft, tilt it back or forward.

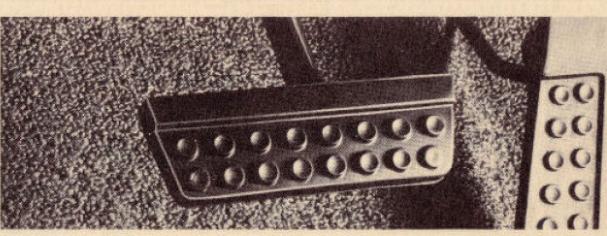
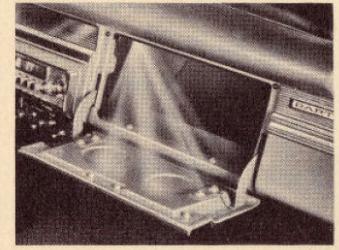


POWER WINDOWS — You instantly control every window from the driver's seat with just a touch. You can adjust the air-flow to suit your comfort and convenience. Individual passenger controls are located at each window, too, allowing your passengers the same kind of instant control.



DART AIR CONDITIONING — Here's a recirculating unit that will keep your car comfortably cool throughout the summer months. Here is a unit that is extremely economical to operate, yet will filter out sneeze-producing pollen, and cough-causing cigar smoke. The Dart Air Conditioner is easy to operate—even easier to own.

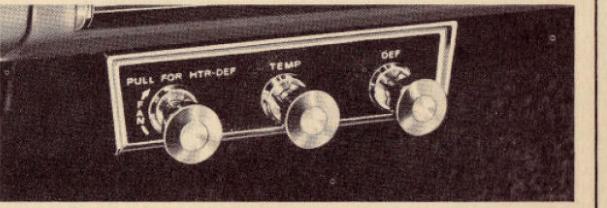
GLOVE BOX LIGHT — Your Dodge Glove Box Light illuminates automatically when the glove box door is opened, allowing easy selection of items without disturbing the entire contents of the glove box area!



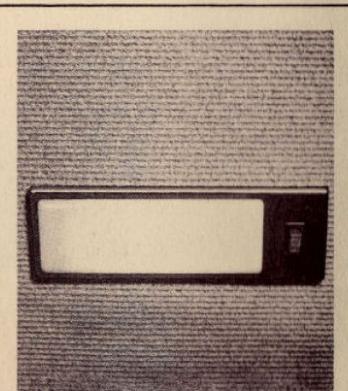
BIG POWER BRAKES — Let Dodge Power brakes do two-thirds of the work for you in quick action situations. Just a touch of your toe will stop you smoothly and safely. The brake pedal is extra wide for left foot braking. Dodge Brakes have added extra reserve against brake fade in '63. Use them again and again and get controlled short-distance stops.



ELECTRIC CLOCK — You always have the time of day in your new Dodge when you have the amazingly accurate Dodge electric clock. No fuss! Your Dodge clock is self-winding.



THE DART RAM-AIR VENTILATION SYSTEM — Here's your ticket to all-weather comfort in your new Dart! In summer an entirely new Ram Air Ventilation System provides fresh, cooling air at all traffic speeds, allows immediate adjustment of in-car temperature via 3 simple control knobs, also, simultaneous regulation of front window defrosters. And if you're a fresh-air fan, take note—the Dart ventilation unit provides 40% higher fresh air capacity than former units.



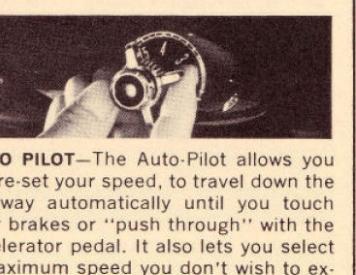
REAR DOME LIGHT, WAGONS — Puts light on any subject in your wagon's cargo compartment. Perfect for unloading that wagon on a night camping trip.



RELAX WITH DODGE AIR CONDITIONING — Surround yourself with comfort in any season! Every Dodge Air Conditioner is fully-adjustable, providing exactly the temperature you want . . . instantly, with just the push of a button. Conveniently placed, so as not to interfere with interior room, your Dodge Air Conditioner filters the air, removes pollen and sticky humidity. A powerful blower for instant heating and defrosting is included in the conditioner package and spot coolers enable you to pinpoint the direction of air for the complete comfort of your passengers.



TRUNK LIGHT — Your Dodge trunk light shines automatically when the trunk opens—makes the spare tire and rear tire areas easy to see and work around at night. A necessity for people with unlighted garages.



AUTO PILOT — The Auto-Pilot allows you to pre-set your speed, to travel down the highway automatically until you touch your brakes or "push through" with the accelerator pedal. It also lets you select a maximum speed you don't wish to exceed. Just set the dash-mounted knob at the speed limit you want and you'll encounter a moderate resistance when you reach that speed. Again, you can simply "push through" your pre-set speed if you wish, without annoying bells and buzzers. 880 and Custom 880 models only.