

DODGE 1972

MONACO

POLARA

CHARGER

CORONET

CHALLENGER

DART

COLT



Dodge gives you a lot to count on.

1972 is "count on Dodge" year. After reading about the outstanding features offered on the wide range of Dodge cars, you'll understand why. First of all, it's "count on" Dodge for Quality Engineering. Next, "count on" Dodge for the wide choice of models, sizes, colours, options, and price ranges. Finally, "count on" Dodge for pollution control and safety features. For great value pick a Dodge this year. You'll get a lot to count on.

Torsion-bar suspension and unitized construction.

Just two examples of Chrysler Quality Engineering. Torsion bars are used instead of conventional front springs. They actually twist and flex to rid the car of road shock, take the curves and corners without undue lean and sway.

Unitized Construction means body and frame welded into one solid fortress of steel to protect you and your family. There are no bolts to work loose and cause rattles. Your Dodge is built right and tight...and stays that way. And every Dodge goes through a special 7-stage dip and spray rust-prevention treatment. Keeps that Acrylustr finish new-looking for years.

Protecting the world we live in.

Chrysler engineers have a concern about air pollution. Starting with the "Positive Crankcase Ventilation" system in 1962 and continuing with the "Cleaner Air System" in 1968, and the Vapor Saver System in 1971, anti-pollution devices have reduced the pollutants emitted by Chrysler-built automobiles considerably. These systems have been so effective that if all cars were brought up to 1972 standards, the automobile would rank no higher than 15th as a cause of air pollution.

Chrysler engineers continue to work on new techniques for cleaner air. Available for 1972 on certain V8s is an Electronic Ignition System which eliminates the use of distributor points in firing the engine. Two benefits result from this—no point replacements, less risk of polluting the air with emissions that result from an imperfectly tuned car. This is progress to be proud of—and Chrysler engineers are continuing to work for even more new ways to make our world a better place to live in.

Today's driver, whether he's single or a family man, a beginner or a veteran, wants good value for his transportation dollar,

and Dodge, in 1972, provides a choice of cars that combine durability, safety, good looks, and economy. It's value you can "count on" when you go with Dodge.

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Dodge gives you a lot to count on in full-sized luxury cars.

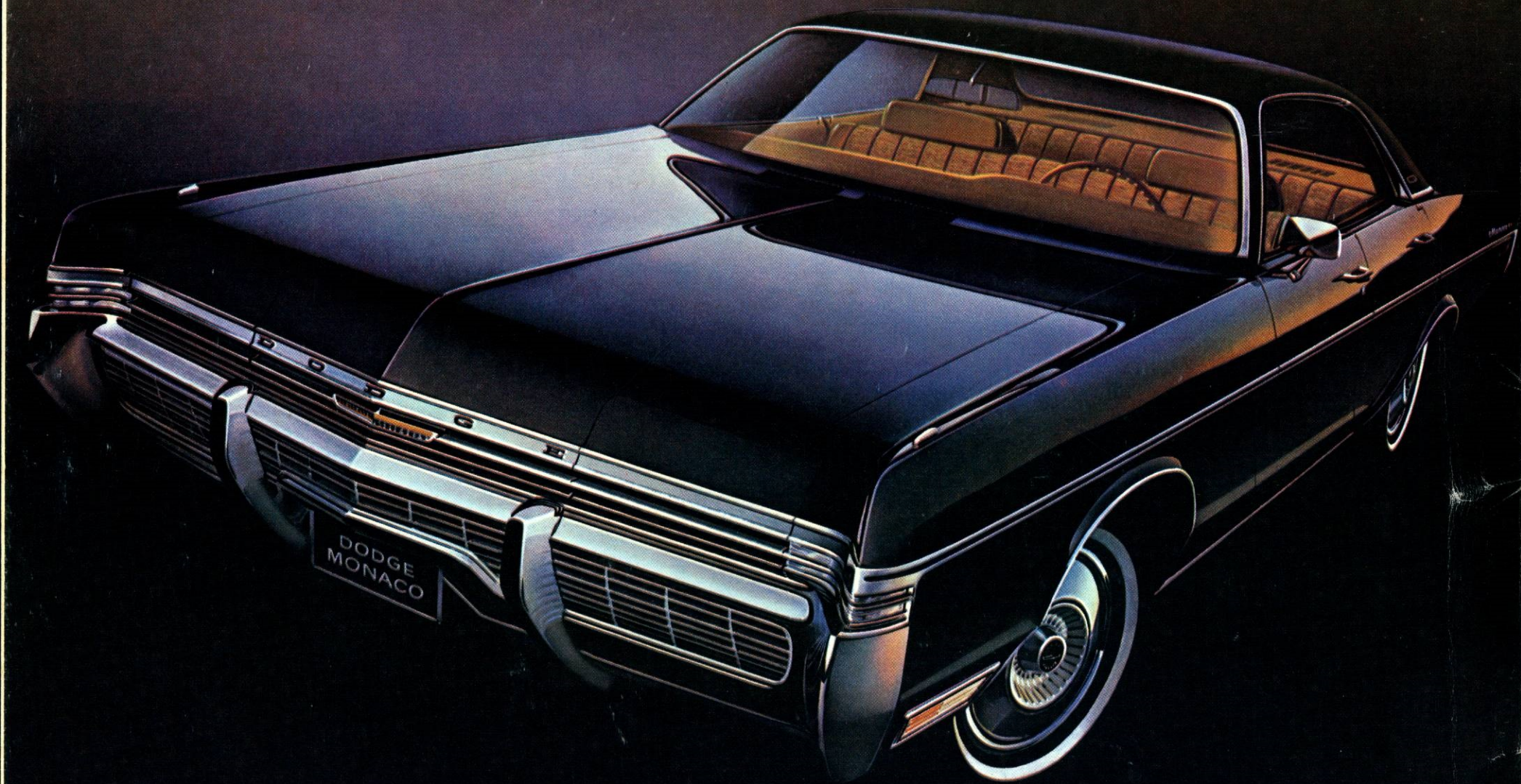
Choice, for one thing. From the "posh" Monaco Brougham down to "luxury-with-economy" Polara Special, the Monaco/Polara series offers 19 full-sized models, all with the full-sized luxury and comfort that can be yours at an affordable price. All models have a big 122" wheel-base. The Monaco Brougham and the Monaco are equipped with a standard 360 cu. in. V8 engine; the Polara series have standard 318 cu. in. V8s. Models come in two- and four-door hardtops and four-door sedans, plus two- and three-seat wagons

which are described on page 28. Just some of the standard features on Monacos and Polaras are: Torqueflite automatic transmission, power steering, heater/defroster with upper level ventilation and "Torsion-Quiet Ride". "Torsion-Quiet Ride" is a combination of torsion bar suspension, unitized body and rubber mounts, extra padding and other materials insulate the passenger compartment from engine vibration and road noises. Depending on the model, you get your choice of furniture-designer's cloth-and-vinyl bench seats, plus

wood-grain patterned trim inserts, wood-grain patterned instrument panel applique, and colour-keyed deep-pile carpeting. With the numerous options you can make your Monaco or Polara as completely luxurious as you want. All the cars in the Monaco and Polara series are designed to give you a whole lot of luxury at a down-to-earth price.

When you're looking for a full-sized luxury car built with respect for quality and your budget, you can count on Dodge Monaco and Polara to deliver a full measure.

Monaco Brougham



...a quiet note of elegance.

Elegance for the man who appreciates the finer things in life. Monaco Brougham, available in four-door sedan and hardtop, combines quality engineering and superb styling and comfort that will satisfy the most discerning buyer. Take a look inside. The plush, cushioned seats are upholstered in classically designed fabrics and vinyl, colour-keyed to your personal choice. The front seat is a 50/50 split bench with individual centre arm rests for driver and passenger. The passenger seat back reclines for added comfort. Colour-keyed deep-pile carpeting throughout, and it even includes the carpeted trunk and spare tire cover. To enhance all this interior comfort, Monaco Brougham gives you "Torsion-Quiet Ride" suspension, an ingenious cushioning system which insulates the passenger compartment from engine vibration and annoying road noises.

The Monaco Brougham's standard performance features include power steering, Torqueflite automatic transmission, and powerful 360 cu. in. V8 with 2 bbl. carburetor. Optional engines include a 400 cu. in. V8 and a 440 cu. in. V8. On standard and optional engines, you can get a new unique electronic ignition system which eliminates the need for distributor points. This means less expense at tune-up time.

The exterior lines are all you could ask for on a luxury car. The elegant body lines are undisturbed—headlights and windshield wipers are concealed. And the standard vinyl roof in your choice of 5 colours on the hardtop and 3 for the sedan—perfectly complements the buffable Acry-lustre finish available in 16 beautiful hues. Extra protection is afforded by the standard vinyl body side mouldings.

Of course, you can choose options to increase your luxury: AM/FM stereo radio and Air-Temp air conditioning just to name two. But whatever you do, it's luxury all the way with Dodge Monaco Brougham.



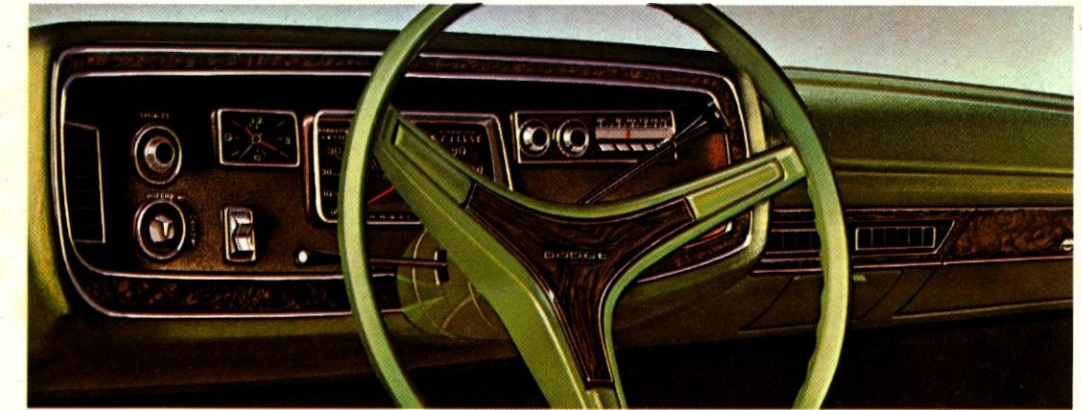
Monaco Brougham 4-door Hardtop

Monaco

...excellence without extravagance.

A car with excellence written all over, in performance and styling. Monaco comes in your choice of two- and four-door hardtops, four-door sedan, and two- and three-seat wagons. Here are just a few of the luxury features that are standard on the Monaco; "Torsion-Quiet Ride", a 360 cu. in. V8 engine, power steering, Torqueflite automatic transmission, and heater and defroster with upper-level ventilation.

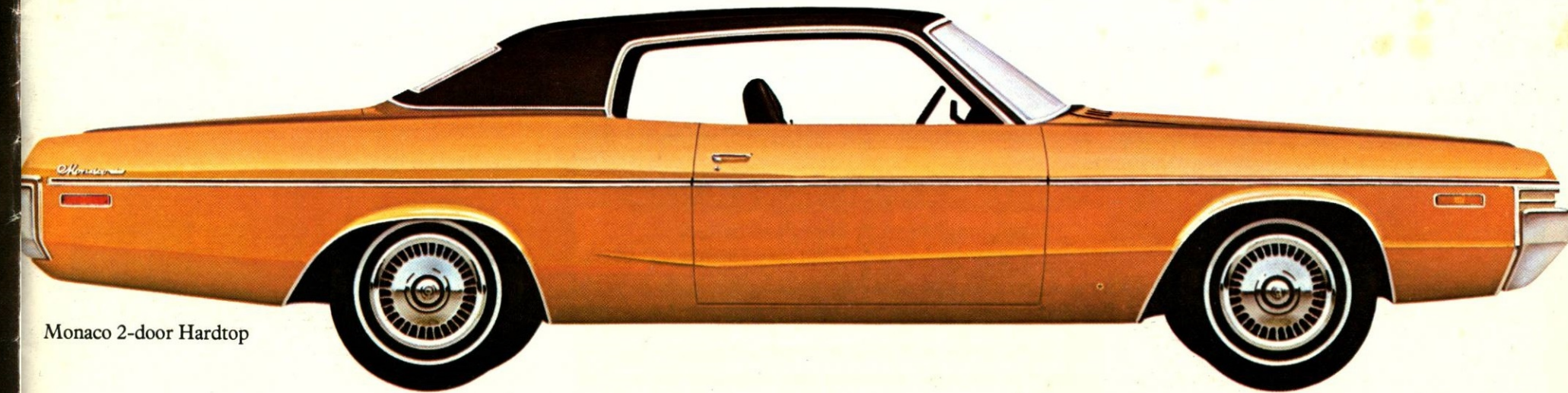
The emphasis in Monaco design is on strength, solidity, silence, and performance. The engine offers unusual smoothness, responsive low-speed acceleration for passing safely and operates efficiently on regular or low-lead fuels.



The handsomely appointed interior features wood-grain patterned trim on the doors and on the easy-to-reach instrument-control panel. You also get colour-coordinated deep-pile carpeting. The seating is the cloth-and-vinyl bench or the optional all-vinyl bench with fold-down centre arm rest. The luxury is there, the smoothness and performance are there, and you could be there. Monaco from Dodge—count on it.



Monaco 2-door Hardtop





Polara Custom

Flagship of the Polara line. Your choice of models in two- and four-door hardtop, four-door sedan, and two- and three-seat wagons. From its comfortable, well-appointed interior, to the standard 318 cu. in. V8, Polara Custom, standing on a big 122" wheelbase, gives you what you want in a full-sized car—size, ride, and power. Just a few of the standard features: "Torsion-Quiet Ride", Torqueflite automatic

transmission, power steering, self-adjusting brakes, long-wearing fibreglass-belted tires, and the interior comfort of cloth-and-vinyl, foam-padded seating, and colour-keyed deep-pile carpeting. On two-door hardtops there's an optional seating choice of all-vinyl buckets.

This is big car value for the price. Yours, because Dodge believes in spreading big-car luxury around.



Polara



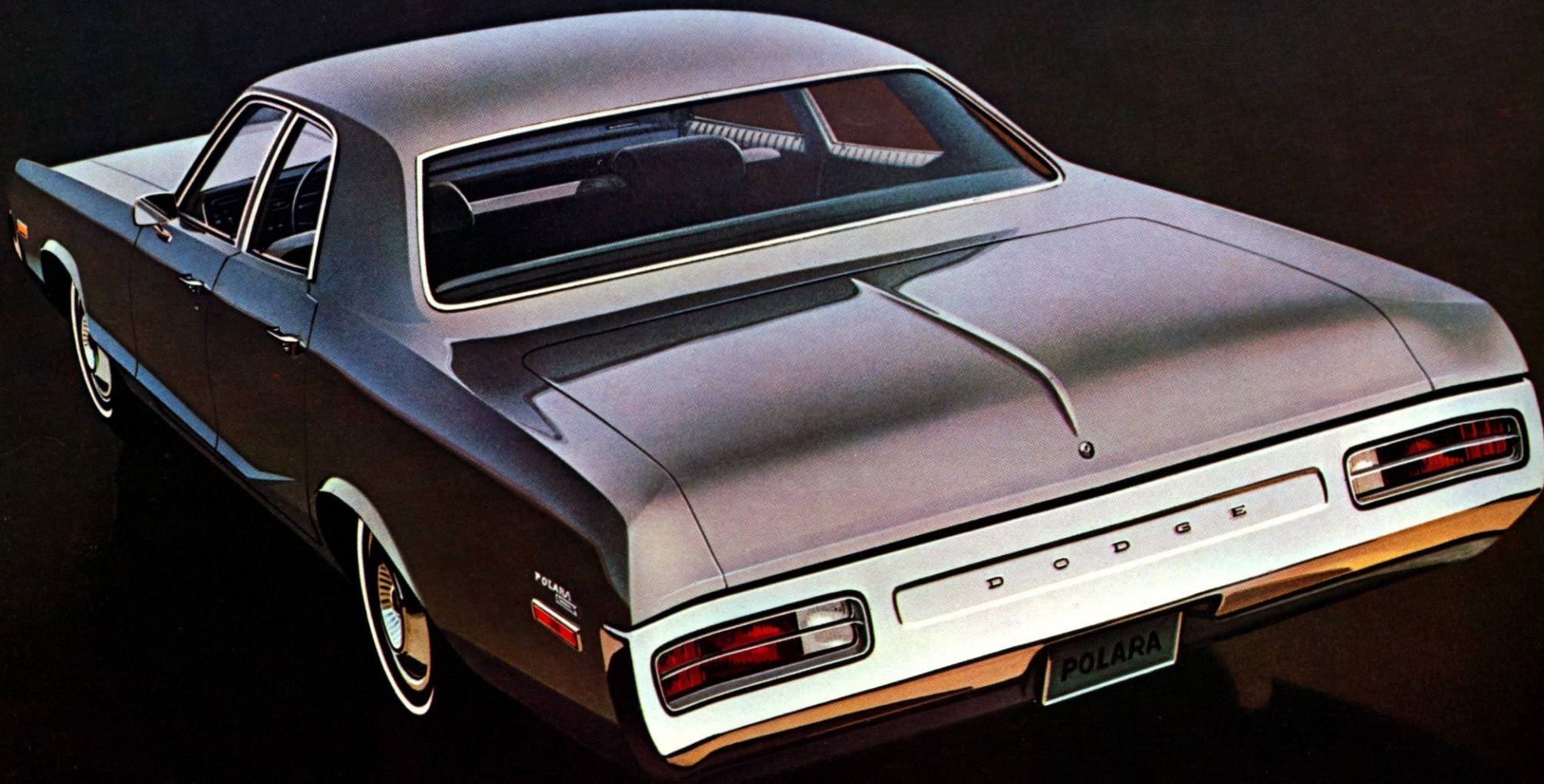
Here's where Dodge economy comes to the fore, without sacrificing on room and performance. This is the big car for the budget conscious family. It comes in two- and four-door hardtops, and a four-door sedan. And with a long list of standard items that includes a 318 cu. in. V8, "Torsion-Quiet Ride", Torqueflite

automatic transmission, power steering, and fibreglass-belted tires. Just a few of the options are vinyl roof, AM/FM radio and automatic speed control.

If size luxury and performance are a necessity for you and your family and price is an important consideration, Polara is your kind of car.



Polara Special



Polara Special 4-door Sedan

The lowest price model of the full-sized Dodge series, but it has value written all over it. All the full-sized comforts are built in as regular features. This car has the same "Torsion-Quiet Ride" suspension as the

other Monaco/Polara models, and the same big 122" wheelbase, which means that Polara Special will be a perfect car for the budget minded family. The engine is a 318 cu. in. V8 that gives great performance on

regular gas. Standard features also include Torqueflite automatic transmission and power steering, and a lot more. Dodge Polara Special—family-sized room at a budget price—a lot to count on.

CORONET CHARGER:

When it comes to mid-sized cars Dodge gives you a lot to count on in the Coronet and Charger.

Coronet sedans and wagons are built on a 118" wheelbase which means family roominess. The sedans come in Coronet and Custom editions with six or V8 engines. The wagons are all powered by the 318 cu. in. V8. Coronet wagons are available in two-seat models while the Custom and Crestwood wagon models come in two- and three-seat editions. Read the Coronet wagon story on page 30-31.

Charger gives you sports car pleasure at a family man's price. Both the Sport Coupe and the two-door hardtop have a 115" wheelbase. You get your choice of a 225 cu. in. Slant-Six or 318 cu. in. V8 as standard engines, and the optional engines go all the way up to the 440 cu. in. V8 with four-barrel carburetor.



The Charger SE (Special Edition) formal hardtop is exactly what its name says—special—with the clean-lined vinyl top setting off the sculptured exterior lines.

Coronet and Charger are nimble and quick. Sized just right for city traffic but still with family-sized roominess and comfort. Great highway cars, too, with torsion-bar suspension; and the tight, sure strength of a fully-unitized body.



CORONET CUSTOM/CORONET:

Living room comfort on wheels.

All the comforts of home on the road, and with styling that says nice things about your good taste. Models are available in four-door sedan, and in two and three-seat wagons. All the comfort and luxury to make you feel at home wherever you drive: In the Custom you'll find colour-keyed, deep-pile carpeting, wood-grain patterned door trim and instrument panel applique, and pleated cloth-and-vinyl bench seat. Of course you can choose from a long list of options: all-vinyl bench seat with centre arm rest on the Custom, power steering, windows and power front disc brakes, just to give you a sample. Both the Coronet Custom and Coronet have torsion bar suspension and heater-defroster with upper level ventilation. The standard 225 cu. in. Slant-Six or 318 cu. in. V8 gives you all the power and performance needed for town or country driving. Roomy and comfortable for a family of six, these mid-sized sedans and wagons give you a lot to count on.





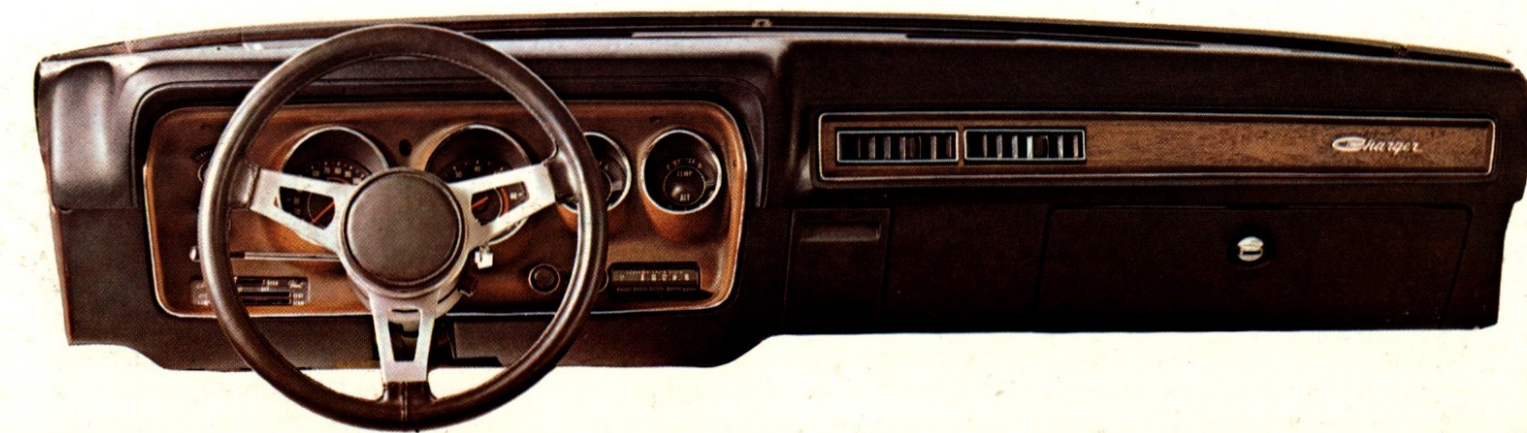
CHARGER SE: Special Edition, and looks it.

"Extravagant!" is what your friends will be thinking when you drive up in a new Charger "SE"—let them think what they like, there's nothing extravagant about the price of this personal luxury car. The exterior luxury starts with a standard formal vinyl roof that complements SE's straight, uncluttered lines, and gives a limousine look to the window. There's a distinctiveness about SE's grille, hidden headlights, and sleek, full-loop bumper, to give you just a small part of the picture. Put yourself in the picture with a Charger SE. Its "special edition" styling will put you in the spotlight at any occasion.

The standard 318 cu. in. V8 delivers performance that'll put you out front in still another way. Charger SE has a

special rallye instrument cluster featuring a 150-mph speedometer, just to let you know how you're doing. This instrument panel comes in wood-grain pattern, and has hooded circular instrumentation. Even with all its sportiness, the Charger SE keeps its luxury.

Look inside. Deep-pile carpeting, soft vinyl-upholstered bench seats, or the optional Brougham package featuring cloth-and-vinyl split-back front bench seats with fold-down centre arm rest. Options include the powerful 400 cu. in. and 440 cu. in. V8s, electric sun roof, or vinyl bucket seats. The Charger SE has that roomy and smooth style that will lift your friends' eyebrows.





CHARGER: Sporty looking family car.

Our lowest priced hardtop in the Charger series but you'd never know it from looking at it. You can have the sports-car look of Charger, and still have family roominess. Standard engines are the 225 cu. in. Slant-Six and the 318 cu. in. V8. They provide the performance you need for both city and super-highway driving. Models are available in

CHARGER RALLYE:

This extra-special beauty looks like a tiger on the road, but it's gentle as a kitten to drive. Standard engine is the 318 cu. in. V8. But you performance buffs can choose from the optional 340, 400 and 440 V8s. With high-rate torsion bars, heavy-duty shock absorbers, extra-heavy-duty rear springs, front and rear sway bar and heavy-duty

two-door hardtops and coupes, and both give you "living room" comfort inside. Soft-looking and soft-feeling all-vinyl bench seats are standard, and on the hardtop you get colour-keyed deep-pile carpet. Optional for the hardtop are all-vinyl bucket seats. Sporty, comfortable and exciting. Charger delivers—count on it.

brakes, you get rallye performance that's quiet and smooth. Four-speed manual floor shift gives you the sports car feeling that you want. Special grille with hidden headlights, Sport performance hood, Body side louvers and a Rallye instrument cluster gives it sports car looks to match. With Charger Rallye you've got a lot going for you...count on it.

Travellin' the Econ-o-way... you get a lot to count on with DART, CHALLENGER, COLT.

Like the idea of a compact car, compact sports car, even a sub-compact? Dodge has the answer in Dart, Dart Demon, Challenger and the 'Super baby' Dodge Colt.

Each fit a special need for a special type of person. The type that tootles around town and the type who does his travelling super highway style. And the same Quality Engineering goes into all our compact and sub-compacts that we build into our full-sized cars. Take Dart and Dart Demon. They both have torsion bar suspension and a fully unitized body. A choice of two slant 6 engines and a 318 V8. On the Demon 340 the 340 cu. in. engine with 4 barrel carburetor and dual exhausts is standard. The Dart series comes in 2-door hardtops and 4-door sedans all on a 111" wheelbase. Demon comes as a 2-door sports coupe on a 108" wheelbase.

Want to talk a little tougher, Challenger

...now you're talking. Above all Challenger is a very personal car. Not for everybody we grant you. But if you want a sports hardtop that rides on a sporty 110" wheelbase, grips the road with Torsion-Bars up front, has real instrumentation instead of blinking lights and choice of engines up to the 4 bbl.—340 V8 with dual exhaust and electronic ignition. Challenger and its 'uppity' cousin Challenger Rallye could be your thing. Then there's our little guy, Dodge Colt, the 'super baby'. But don't be fooled by its cute looks, underneath lies a whole lot of machine rarin' to go. Colt comes in a complete range of models. 2-door Hardtop, 2-door Coupe, 4-door Sedan plus a practical 4-door Station Wagon. All ride on a tight 95.3" wheelbase providing economy with surprising performance. That's the Dodge compact and sub-compact lineup... gives you a lot to count on including choice.





Dart Demon Sport coupe



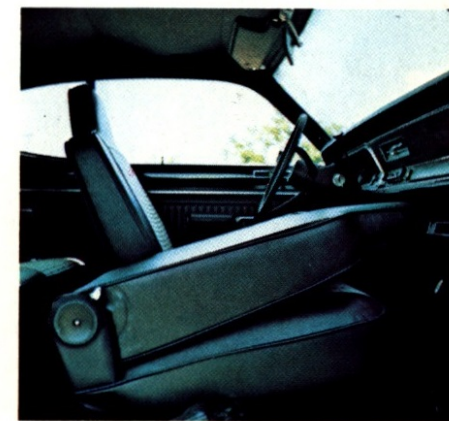
Standard cloth and vinyl seat available in blue, green black with white.



Dart Demon

Demon apologizes to no one, not on the highway where its 108" wheelbase hugs the road like a lover, or in town, where the parking gets tough. Don't get the idea comfort has been sacrificed for space...it hasn't. Dart Demon will take you and four others and all your gear across town or across country, and get you there with comfort to spare. Torsion-Bars up front, unitized construction and plush cloth and vinyl front benches with integral head restraints make the going stylish. And you'll appreciate other little touches like the wood-grain finish on the instrument cluster. For '72 there's an optional folding sun roof to let all the sunshine in. Standard engines include the peppy 198 cu. in. six or a 318 2 bbl. V8. You say you want more performance. Go with Demon 340. Demon 340 is really willing and stable, with all the 'right on' quality engineering features that Dodge provides. Features like a floor-mounted three-speed fully synchro-shift transmission. Plus a nifty 340 4 bbl. V8 with electronic ignition. With Rallye suspension, wide fibreglass-belted tires, sassy performance side and rear deck stripes, Demon 340 gives you the kind of action you can count on.

Dart Demon and Demon 340...count on 'em.



Seat backs are full-depth foam. Fold flat for easy entry and exit to rear seat.



Dart Swinger

Dart Custom



Standard Swinger all-vinyl bench seat, available in choice of blue, green, gold or black.



Dart Swinger and Custom

Two kinds of people like Dart, young savers, who want an inexpensive car for the young family. And the mature savers, who want style and comfort while watching the budget. For these two distinct types Dart's the perfect answer. Dart is compact priced, but big on comfort and room—like five people room.—clever Huh?

Hope you haven't gotten the impression that because Dart's so roomy and comfortable, it's forgotten what economy means. Not so. Take Dart Swinger, again for '72 retains the features that have made it so popular. Features like deep-pile carpeting; wood-grained instrument panel; dual horns; cigar lighter; vinyl full-width bench seat with integral head rests. Swinger power is the peppy 198 six and the rarin' to go 318 V8. Both standard and both economical. Dart Swinger and Custom still

groove along on a tight 111" wheelbase with torsion bar suspension. Short enough to handle easily, long enough to hug the highway at highway speeds, safely and surely. Dart Swinger and the lower priced Swinger Special come in 2-door hardtops in a choice of 16 Acrylustre finishes. Bodies are fully unitized and go through a 7-stage dip and spray rustproofing process.

When it comes to Dart Custom, some people believe in it so much they've been coming back for seconds! Custom has everything it takes to get the family out and about. Families that understand what value is all about in a four-door sedan. Available with a choice of six or V8 power.

Optional choices for all Dart models include Chrysler Airtemp air conditioning, vinyl roof, AM-FM radio, power steering, Torqueflite automatic transmission and a lot more.



Dodge Challenger

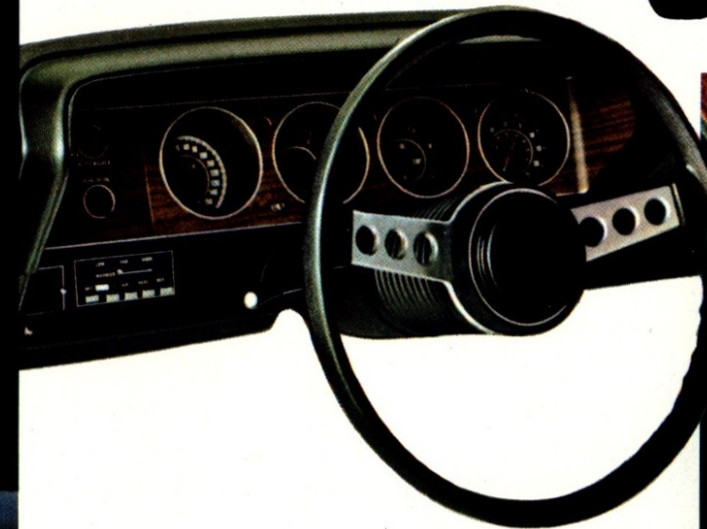


Foam padded all-vinyl bucket seats in your choice of blue, green, gold, black, and white with black are standard. Include integrated head restraints.

Challenger



Going away Challenger looks great too.



Challenger. All things to all people it's not. But if you want a specialty compact that's long and low and sleek, you're Challenger material.

Challenger's built for the guy, or gal, who wants the sure-footedness of torsion-bars up front, a wide stance, tower back buckets, full instrumentation and a nice balance between power and weight with a 225 cu. in. six or a 318 cu. in. V8 that are goers not guzzlers. For those who might want a little extra luxury out of life, order the AirTemp air conditioning, Torqueflite automatic, power disc brakes and power steering, stereo tape system, sliding sun roof.

Order them all or as many as you please. No matter how you order your Challenger, it still comes with the things that Chrysler Quality Engineering provide. 7-stage dip and spray rust proofing treatment, unitized construction that resists rattles and a host of safety features that are built in, not added on.

No doubt about it, the Challenger sports hardtop gives you a lot to count on.



Challenger Rallye

Meet Challenger Rallye! Easy to buy and drive and very thoughtfully put together. If you've been looking for a sports compact with a whole lot going for it, Challenger could be right up your dragstrip. Take Rallye's instrumentation, every dial tells

where it's at, and the cluster includes items like a clock, tach, oil pressure gauge and a 150 MPH speedometer—instruments the driver's driver can rely on. By the way, they're surrounded with a simulated wood-grain look that says class. Nuts and bolts? How about the heavy-duty Rallye suspension, performance hood scoops that really scoop, a fully synchro-mesh 3-speed floor shift

to mate with the 318 cu. in. V8 that's standard. If you want it a little stronger, order the 340 4 bbl. V8 with twin exhausts and electronic ignition. Of course aerodynamic thin-shell full-foam buckets are standard, and come in your choice of blue, green, gold, black and white with black. Also standard are the F70 fibreglass-belted white wall tires and tape stripes on door and side panels. For looks to match the go....go Challenger Rallye.

**Dodge Colt...
for a little car,
it gives you a lot to count on.
High spirited but low priced.
Small size but big on roominess.**

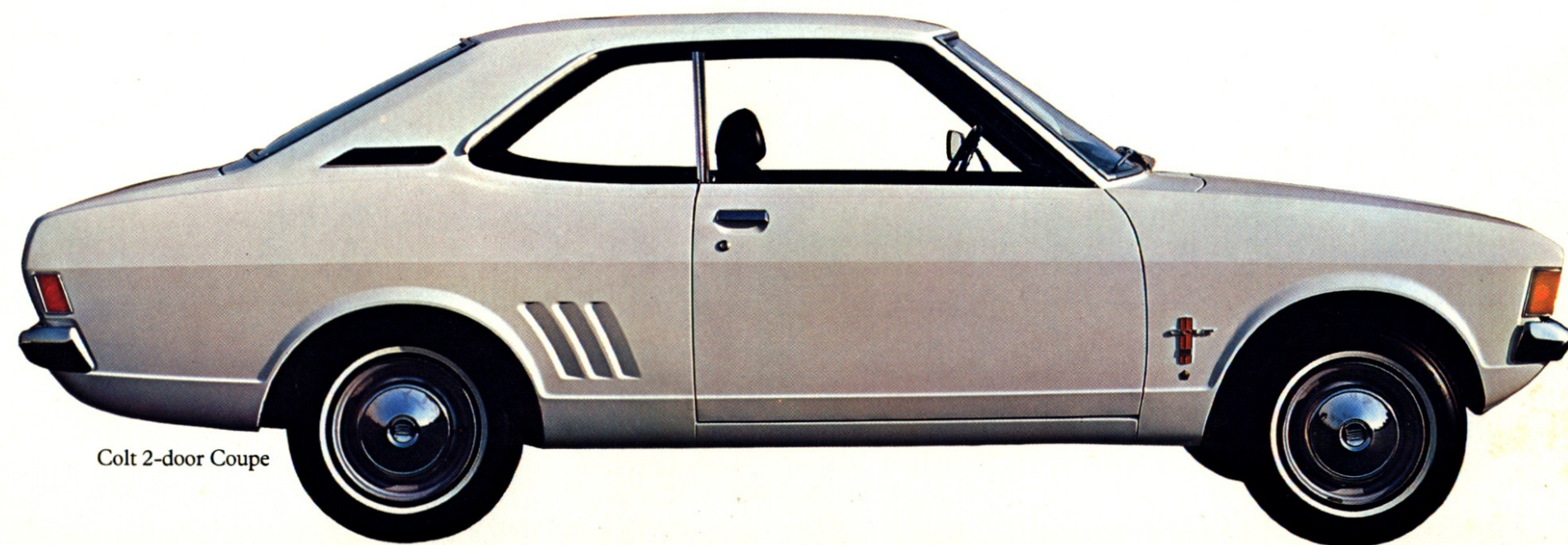
Dodge Colt is an economy car that offers a lot of car for its price. Standard equipment includes items that you could pay extra for like adjustable steering column, front disc brakes, flow-through ventilation, bucket seats and a "mini-hemi" engine that delivers great performance and economy. For a little car it's a lot of car! And because it's a Dodge it's been designed with dependability in mind...count on it.

Colt 2-door Hardtop





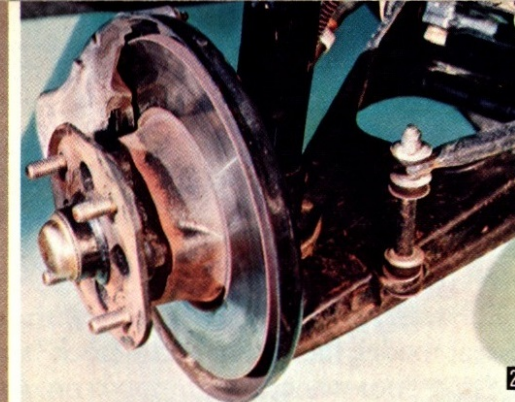
Colt 4-door Sedan



Colt 2-door Coupe



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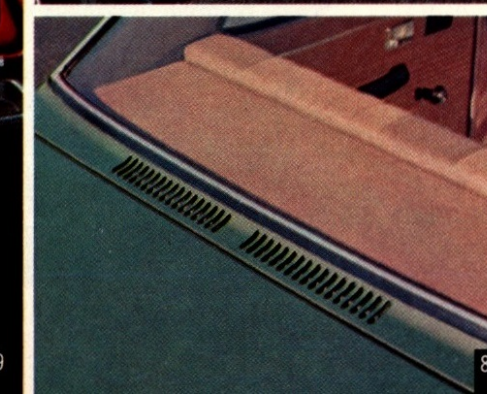
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Colt Features

1. Four-speed stick. Standard on all Dodge Colt models is a floor-mounted, 4-speed manual transmission synchronized in all forward speeds, it gives you smooth, effortless shifting.

2. Disc Brakes. You get front disc brakes as standard on all Dodge Colt models.

3. 3-Speed Automatic Transmission. Extra cost on all models is a 3-speed automatic transmission which has the selector lever mounted on the floor.

4. Radio. An extra-cost—7-transistor push-button AM radio mounts in the instrument panel. In coupe, hardtop and sedan models, the antenna is actually the trunk lid. In station wagons, the antenna is mounted on the fender.

5. Spring-loaded seat-back release. In the 2-door hardtop, the front seat-back release is spring loaded. A push on the release lever causes the seat-back to fold forward automatically.

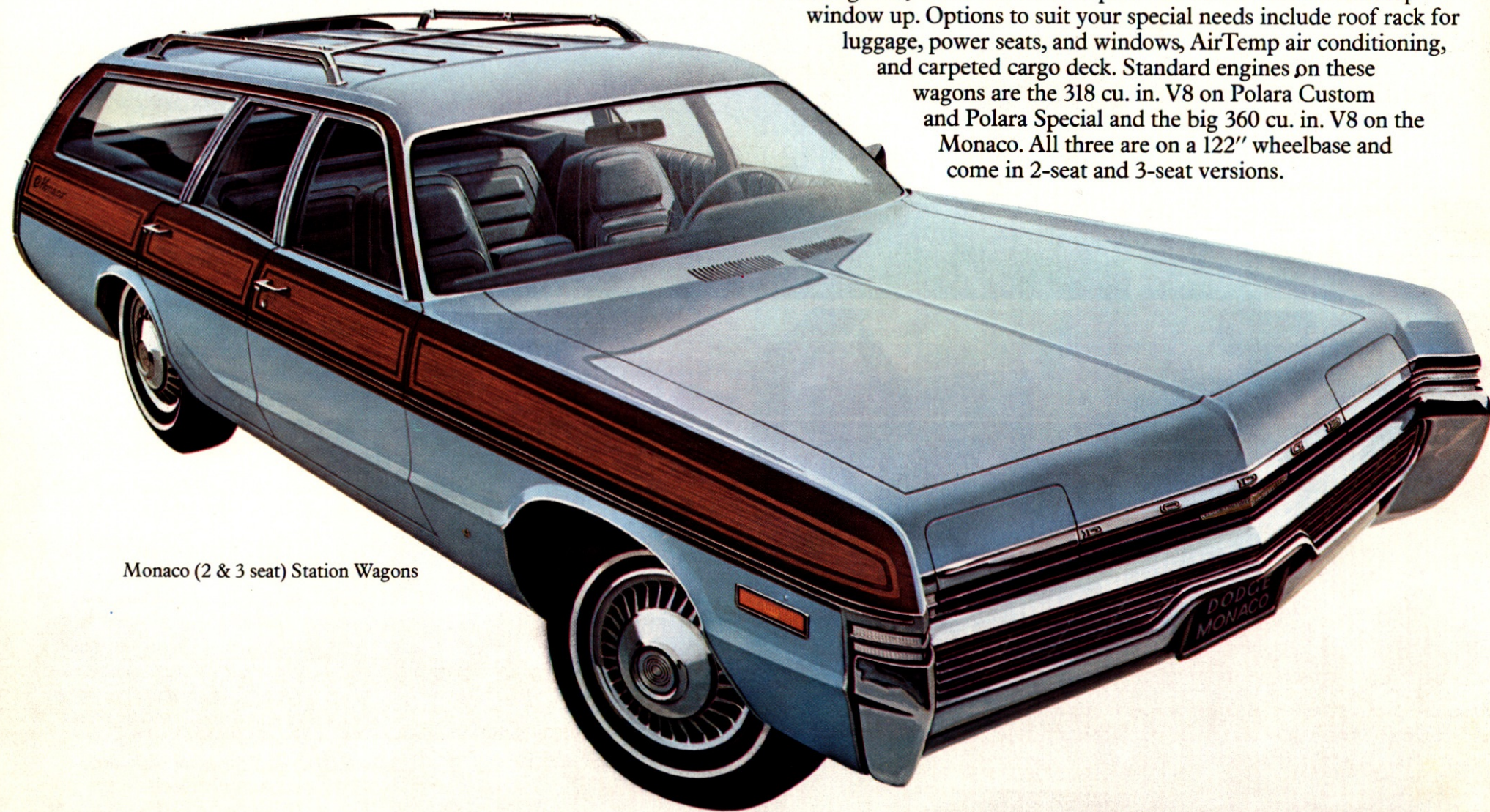
6. Adjustable steering column. Standard on all Dodge Colt models, the adjustable steering column can be adjusted up or down to a new level of individualized driving comfort.

7. The "Mini-Hemi" 4-cylinder engine has an overhead cam, and 97.5 cubic inches of displacement, a smooth performer.

8. Flow-through ventilation. For your quiet, draft-free comfort, fresh air is passed through the Dodge Colt with all of the windows closed. Dash mounted adjustable vents direct the fresh air where you want it while air is exhausted through special vents in the rear of the car.

9. Choice of full-foam, breathable vinyl bucket seats in blue, brown or black is standard on all models except Coupe which has black vinyl as standard. Reclining seat backs are also standard on all models except Coupe. Of course fully adjustable front seat head restraints are standard.

DODGE FULL-SIZED WAGONS: Count on big performance for any sized family.

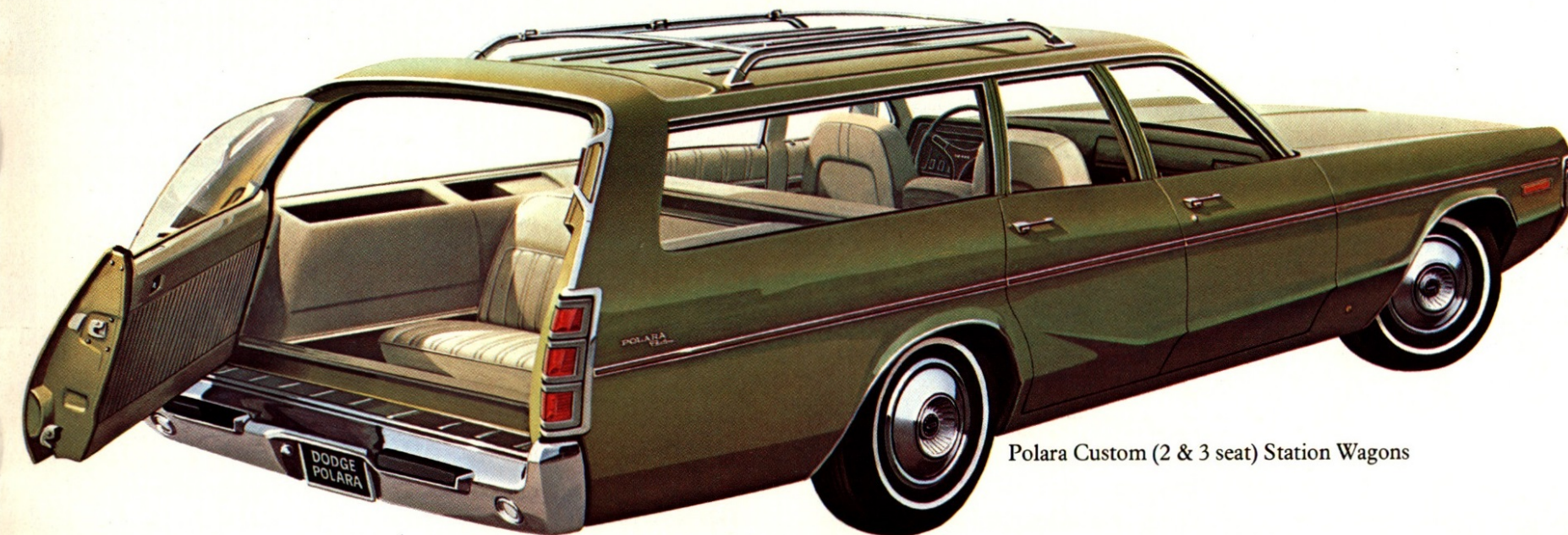


Monaco (2 & 3 seat) Station Wagons

The '72 Dodge Polara and Monaco wagons are big on everything—styling, room, ruggedness, and convenience. They combine the great good looks and comfort of sedans and hardtops and the heavy-duty engineering you need for the tough jobs too. Let's start with some of the standard features: Torqueflite automatic transmission, power steering, heating defrosting with upper level ventilation, "Torsion-Quiet Ride", power tailgate window, a special rear air deflector that helps keep the rear window free from road dust. For safety when you're driving with children in the back, on the three-seat model, there's an "Auto-Lock" system that automatically locks the rear door when the ignition is on. And that rear door is special too—it swings out, down and can be opened as a door with the hardtop window up. Options to suit your special needs include roof rack for luggage, power seats, and windows, AirTemp air conditioning, and carpeted cargo deck. Standard engines on these wagons are the 318 cu. in. V8 on Polara Custom and Polara Special and the big 360 cu. in. V8 on the Monaco. All three are on a 122" wheelbase and come in 2-seat and 3-seat versions.



Polara Special (2 & 3 seat) Station Wagons



Polara Custom (2 & 3 seat) Station Wagons

Monaco

The Monaco wagon is limousine-luxurious yet tough enough for field-and-stream driving. Monaco's styling strikes you with one look at the special two-tone effect wood-grain inlay on the sides, and the hidden headlights. Monaco interiors are a marriage of function and beauty. The standard all vinyl bench seat with centre arm rest is standard and comes in your choice of blue, green, parchment or black. Standard engine is a 360 cu. in. V8.

Polara Custom

Built for the family that wants size and comfort with only slightly less posh. Polara Custom gives you standard features like wall-to-wall passenger compartment carpeting, fibreglass-belted tires, and plenty of "room for a bunch to go". Available in a choice of 5 colour-keyed vinyl interiors with front centre armrest. For work or pleasure, count on the Polara Custom.

Polara Special

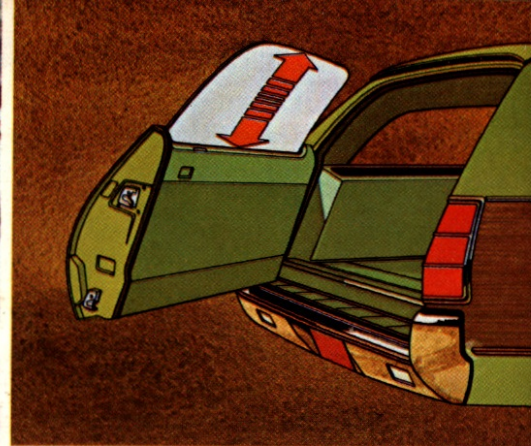
This low-priced hard-worker gives you the ruggedness, roominess and performance that a budget-minded family wants. Cargo-carrier or vacation bus, it fills both bills. And it features standard items like "Torsion-Quiet Ride", Torqueflite automatic transmission, power steering and upper-level ventilation. Two seat models feature a rear compartment storage well.

Mid-sized wagons with family room.

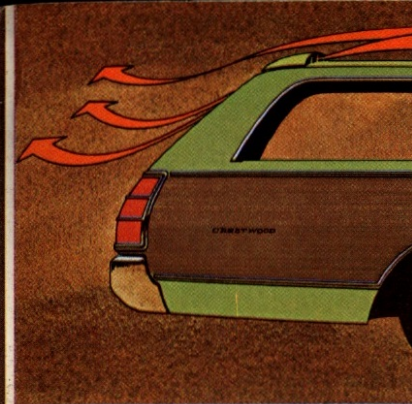
Coronets are very pleasant sized wagons indeed, with a host of thoughtful standard features. They come on a trim 118" wheelbase that permits a 4' x 8' sheet of plywood to be placed flat on the floor. All Coronet wagons have a 3-way tailgate with hardtop glass. Torsion bar suspension gives them handling stability, unitized construction makes them tight and rattle-free. Standard power is the 318 cu. in. V8. 3-seat wagons have an Auto Lock Tailgate feature.

Coronet Crestwood

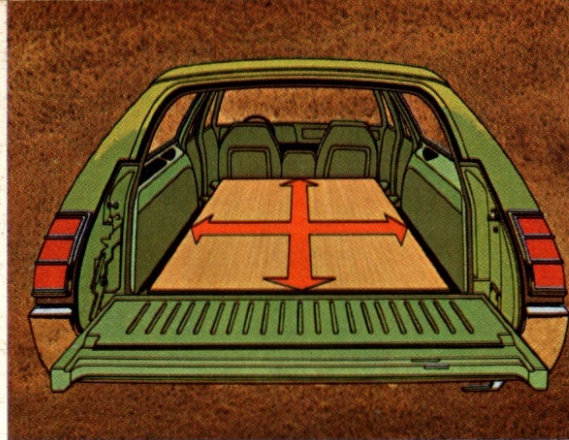
This wagon has special styling features, like co-ordinated wood-grain trim on the sides, matching panel and door inserts inside, and deep-pile carpeting even in the luggage compartment. The all-vinyl bench seat with centre armrest is beautiful and practical and is available in blue, green, tan and black. The roof-mounted air deflector is standard and helps keep the rear window free from dust.



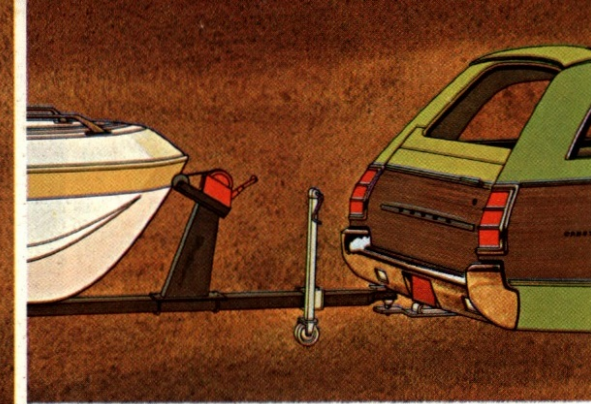
The three-way tailgate opens wide like a door, without lowering the window, or down for a loading platform. A special "Auto-Lock" system on three-seaters automatically locks the rear door when the ignition is on.



The air deflector forces a portion of the air flowing over the roof downward over the rear window to prevent dirt from collecting, and prevents exhaust fumes, dust and rain from coming in when the window is open. Standard on Crestwood.



With the rear seat down the storage compartment is large enough for a 4' x 8' sheet of plywood flat on the floor.



Special Trailer-Tow package features heavy-duty wheels, suspension, sway bar, special axle and extra engine cooling.



Coronet Crestwood (2 & 3 seat) Station Wagons

Coronet/Coronet Custom Wagons

Here are two mid-sized wagons that are smart looking, practical, roomy and comfortable. Both feature a fully-unitized body, torsion-bar suspension and a three-way tailgate and have as standard a 318 cu. in. V8 that runs on regular gas. Big H78 x 14 fibreglass-belted tires are standard. The Coronet Custom is available in 2- and 3-seat models. Interior trim is in hard-wearing vinyl in a choice of blue, green, tan or black. Interior appointments include wood-grain patterned inserts on the doors, steering wheel and instrument panel applique for touches of luxury.

The low-priced Coronet is available as a 2-seat model only and like all 2-seat wagons provides a hidden storage compartment under the rear floor. The second seat folds down to provide a spacious area for large objects. Trim selections are in all-vinyl blue, green or tan.

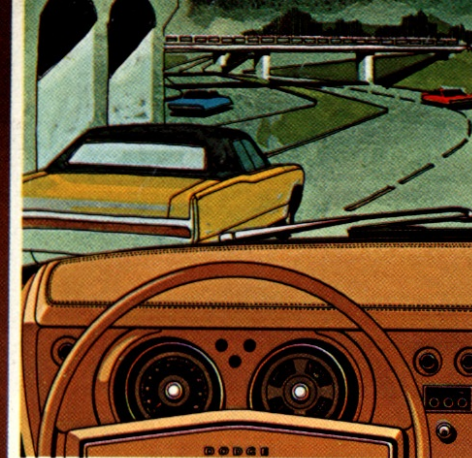
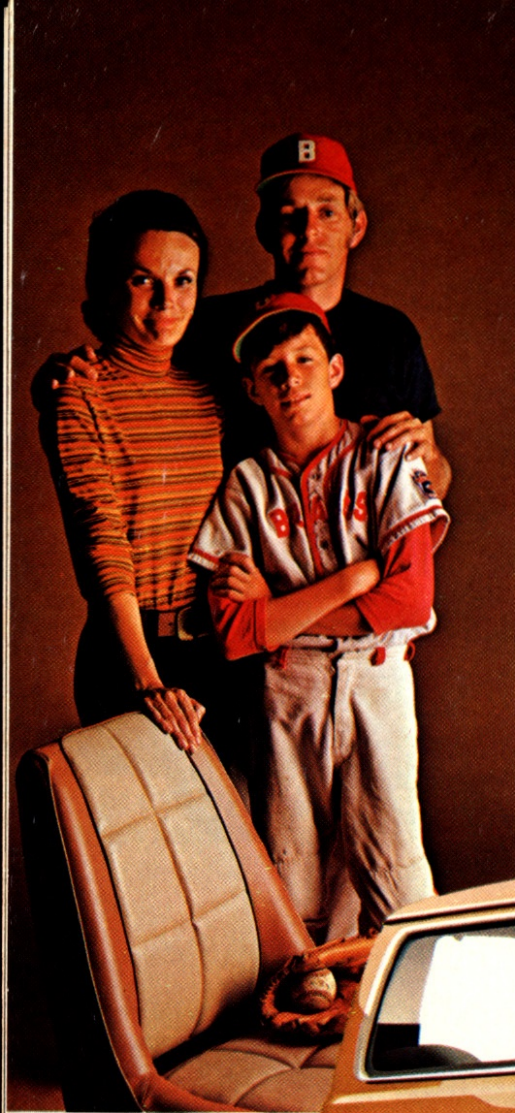


Coronet Custom (2 & 3 seat) Station Wagons



Coronet (2 seat) Station Wagon

You can tailor your wagon just the way you want it with a wide selection of options. Power for one thing...400 cu. in. V8 engines in 2 bbl. or 4 bbl. versions. Power steering, power front disc brakes, power windows. Torqueflite automatic transmission, air conditioning, roof air deflector, roof luggage rack and power electric tailgate window and more.



Big windshield for a great view of the road.

Dodge Sportsman

Dodge Sportsman, designed to move people, all kinds of 'em and their kids and equipment in style and comfort. Sportsman comes in 21 different models on a 109" and 127" wheelbase. There are no less than four different seating plans. Need a lot of space? How about the Maxi wagon. It can carry up to 15 people. All Sportsman models have Chrysler Quality Engineering features like independent front suspension for a smooth ride, easy to reach controls, easy access to the engine compartment for routine service, a concealed, weather protected entrance step, Posi-Latch doors provide the surety you want. Standard engines are the 225 cu. in. Slant-Six and 318 cu. in. V8. Optional on some models is 360 cu. in. V8. Options include power steering, automatic transmission, radio, air conditioning, power brakes, two-tone paints and bright moulding treatments. When it comes to toting people...count on Sportsman.



Royal Sportsman



To make it easy to load and unload, the entire rear door lifts up and out of the way.



For added cargo space the spare tire is mounted under the rear of the body. Has added feature of anti-theft lock.



Wagon rear seat folds down to create an unbroken cargo space from the inside of the tailgate to the back of the front bucket seats.



Ignition switch and steering wheel lock. Column has adjustable feature.

Dodge Colt Station Wagon

Want a lot of little wagon? Check out Colt. Family-sized roominess for five...comfortably. Rear seat folds forward for added cargo space. Lift up rear door makes it easy

to load and unload. The Mini-Hemi engine and disc brakes up front are standard, so are the reclining bucket seats and the adjustable steering column. Dodge Colt Station Wagon...room, comfort *and* economy, what more could a family ask for?



1972. The year to count on a lot from Dodge.

In 1972, our main objective is to produce cars that will give you many thousands of miles of reliable transportation. We are as concerned about dependability, safety, serviceability and all-round performance and economy as you are. "Quality Engineering" is more than an advertising claim. It's a philosophy that combines design, research and continual testing to provide some of the advancements we have been able to introduce this year. Some are very significant advances in automotive engineering, some not so significant but important in their own right to make your new car purchase and ownership a pleasurable experience.

New Electronic Ignition System

A new and unique solid-state electronic ignition system is available on many Dodge cars equipped with 340, 360, 400, and 440 cu. in. engines. Essentially this system eliminates the need for breaker points, a common cause of unwanted emissions due to engine misfires. This new electronic ignition system is more efficient, and as a result requires fewer tune-ups.

TorqueFlite Automatic Transmission

The Torqueflite automatic transmission has been subjected to a refining programme to improve its performance. Design improvements have resulted in a quieter, smoother transmission and longer service life.

New 400 CID Engine

A new 400 cu. in. engine has been added to the Dodge lineup for 1972. Midway between the 360 engine and the very powerful 440 the 400 offers excellent acceleration, passing reserve power and is designed to operate on regular gasoline.

Special Equipment for Improved Quality Control

Electronic ignition test: This system can check each component of the solid-state electronic circuitry separately. Makes possible super-rapid diagnosis of ignition deficiencies.

Wiring Harness Test System

Use of a new automatic test system makes possible 100 percent checkout of all wiring circuits during assembly. Exterior lamps, heater motor, power windows, rear defogger and windshield wipers, can all be checked for possible line loads or short circuits.

Transmission Test Computer System

The heart of this system is a Process Automatic Computer. Coupled with manual testing techniques prior to assembly of the transmissions into vehicles, the system is capable of subjecting 28 transmissions at one time to the most rigorous testing programme. The programme, together with regular highway tests, was developed to ensure smooth, efficient transmission operation.

These are but a few of Chrysler's sophisticated test systems to make your new car as road worthy as possible. Many other tests are involved, too

lengthy to include here. They are designed to make sure that you get a lot to count on from Dodge.

Nuts and Bolts stuff to increase your driving pleasure

The following are some neat, new ideas from Dodge to make the going a little easier...more enjoyable.

Sun Roof for Demon

A manually operated optional folding vinyl sun roof is available on Demon this year, it provides a spacious area above the front seats. Just enough to let all the sunshine in.

Upper-Level Ventilation

On all Dodge mid-sized and full-sized models. Upper-level ventilation is standard. Keeps fresh air circulating at a level you control. Helps beat the frazzles on hot summer days.

New Chrome Plating Process Improves Corrosion Protection

A new improved method of plating encompassing no less than 6 different layers add brightness and longer life to

plated surfaces. This new process reduces the effect that chemicals such as road salt can have on bright parts.

Vapor Saver Improvements

An overflow limiting valve (except Colt, Coronet, Charger and all station wagons) and a charcoal filtration canister have been added to the vapour evaporation control system. Fuel vapour evaporation to the air has effectively been reduced.

New type of Radio Antenna

A new solid, one piece, stainless steel radio antenna is used on all Dodge cars for '72. (except Colt) The new antenna is so flexible that there is less chance of damage from vandalism or car wash mechanisms.

New low-beam headlight

New 5¼" sealed low-beam headlights are standard on all '72 Dodge cars with 4 headlights (except Colts). They have higher wattage and increased candlepower, and provide more light to road for improved night visibility.

Chrysler Quality Engineering gives you a lot to count on from Dodge.



Monaco 4-door Sedan



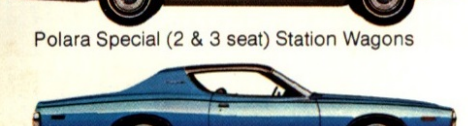
Monaco 2-door Hardtop



Polara Custom 2-door Hardtop



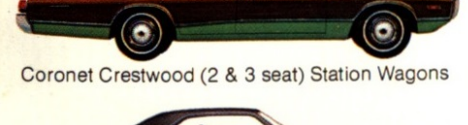
Polara Special 2-door Hardtop



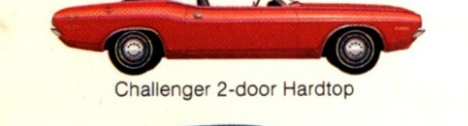
Polara Special (2 & 3 seat) Station Wagon



Charger 2-door Hardtop



Coronet Crestwood (2 & 3 seat) Station Wagon



Challenger 2-door Hardtop



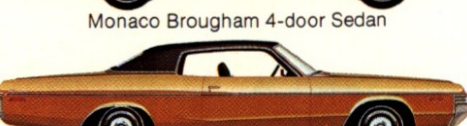
Dart Demon Coupe



Colt 4-door Sedan



Monaco Brougham 4-door Sedan



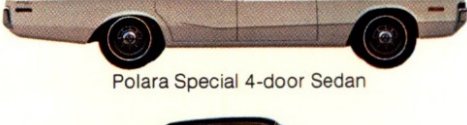
Monaco 2-door Hardtop



Polara Custom 4-door Hardtop



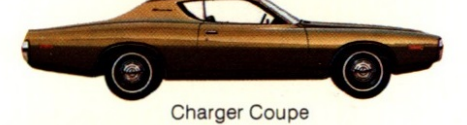
Polara 4-door Sedan



Polara Special 4-door Sedan



Charger SE 2-door Hardtop



Charger Coupe



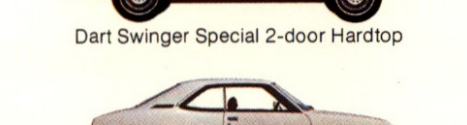
Coronet (2 seat) Station Wagon



Dart Demon 340 Coupe



Dart Swinger Special 2-door Hardtop



Colt 2-door Coupe



Monaco Brougham 4-door Hardtop



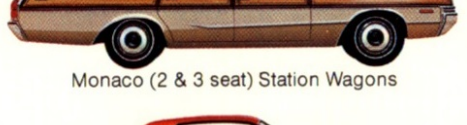
Polara Custom 4-door Sedan



Polara 4-door Hardtop



Monaco (2 & 3 seat) Station Wagon



Charger Rallye 2-door Hardtop



Coronet Custom 4-door Sedan



Coronet Custom (2 & 3 seat) Station Wagon



Dart Swinger 2-door Hardtop



Dart 4-door Sedan



Colt 2-door Hardtop



Colt 4-door Station Wagon



Monaco 4-door Hardtop



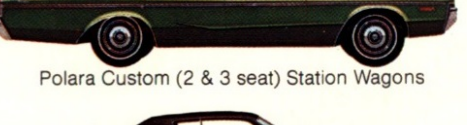
Polara Custom 4-door Sedan



Polara 2-door Hardtop



Polara Custom (2 & 3 seat) Station Wagon



Charger Rallye Coupe



Coronet 4-door Sedan



Challenger Rallye 2-door Hardtop



Dart Custom 4-door Sedan



Colt 2-door Hardtop



Royal Sportsman

	Colt	Dart Demon	Demon 340	Dart Swinger Custom	Challenger	Challenger Rallye	Coronet	Coronet Wagons	Charger	Charger SE	Charger Rallye	Polara	Monaco
97.5 cu. in. Four	S-4												
198 cu. in. SIX		S-6		S-6									
225 cu. in. SIX		O		O	S-6		S-6		S-6				
318 cu. in. V8 2 bbl.		S-8		S-8	S-8	S-8	S-8	S-8	S-8	S-8	S-8	S-8	
340 cu. in. V8 4 bbl.			S-8		O	O			O		O		
360 cu. in. V8 2 bbl.							O					O	S-8
400 cu. in. V8 2 bbl.							O	O	O	O	O	O	O
400 cu. in. V8 4 bbl.							O	O	O	O	O		
440 cu. in. V8 4 bbl.									O	O	O	O	O
WHEELBASES	95.3"	108"	108"	111"	110"	110"	118"	118"	115"	115"	115"	122"	122"

S—Standard O—Optional



Dodge

CHRYSLER

Dodge Trucks

SALES/SERVICE

NOTES



MONACO



CHARGER



CORONET



CHALLENGER




DART



COLT

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FLD-72-E 

Dodge 
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