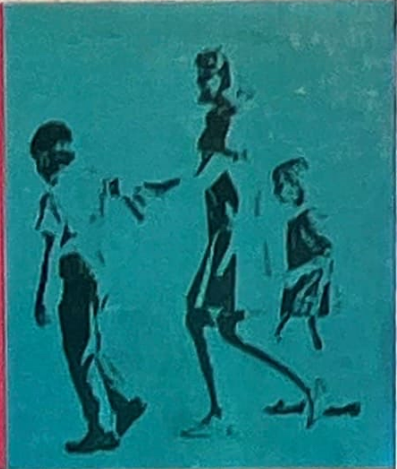
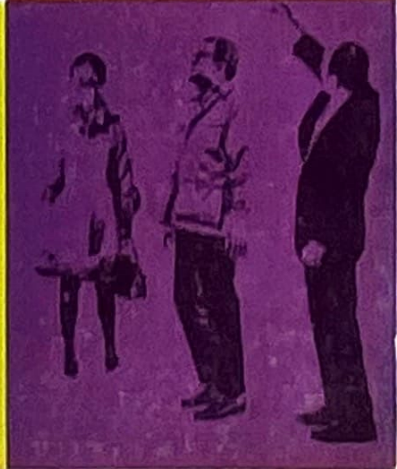
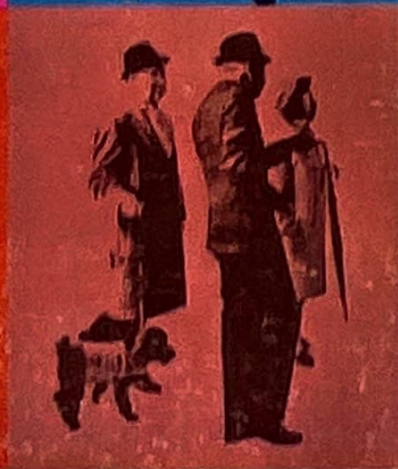
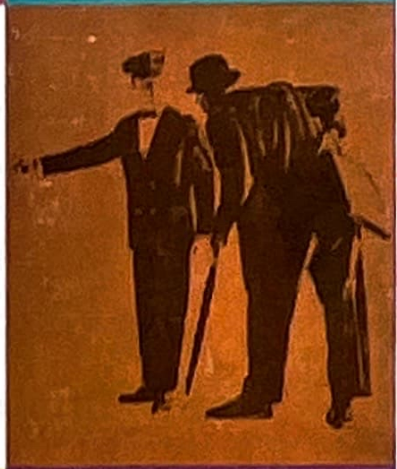


Dodge

1970



extraordinary!



1970 Dodge extraordinary!

What makes a car extraordinary? Most importantly, it must be better designed, engineered and built to please its buyer more than just ordinary cars.

An extraordinary car is also very distinctive and pleasing in appearance.

Its engineering excellence must be second to none. It must also have a quality throughout that produces an extra measure of driving satisfaction every day its owner drives, wherever he drives.

Whether it's a luxurious family sedan or a spirited sport car, an extraordinary automobile must have an unusual number of features that suit the individual needs of its owner. An extraordinary car gives him the kind of extra performance, comfort, convenience, and safety that ordinary cars do not have.

The Dodge line for 1970 is truly extraordinary. Every Dodge is an ultra-modern automobile built to give an individual buyer what he wants in his car. The extraordinary 1970 Dodge that is exactly right for you is shown in this catalog. Your Dodge dealer will assist you in selecting the most extraordinary car you've ever had—a 1970 Dodge!

Now gaze with pleasure at the exciting new Dodge and Dodge Darts for 1970—designed and engineered by Chrysler Corporation and quality-built to fit varying driving conditions throughout the world.

Dart and Dart Custom

The best-selling Dodge, world-wide, is the Dart. Certainly its success is due to its extraordinary character as well as the fact that it is the lowest-priced Dodge. For 1970, the Dart line has fresh new styling as well as many extra value features you're not likely to find in other cars in this price class. With a 111-inch wheelbase, Dart and Dart Custom have desirable smaller-car benefits such as exceptional maneuverability and handling ease.

Darts are roomy and comfortable, with luxury car ride and performance. Compared to other cars in their class, this makes Dart extraordinary indeed. The sporty Dart Swinger has a bright new look and a new Six-cylinder or V-8 liveliness befitting the Swinger name. If you want a compact car with family-size, style and performance benefits, the extraordinary 1970 Dart should be your car!



DART SWINGER 4-DOOR HARDTOP



DART CUSTOM 4-DOOR SEDAN



DART 4-DOOR SEDAN



1970 Dodge extraordinary!

Exciting, sportier styling characterizes every 1970 intermediate size Coronet—from the Coronet Deluxe to the Super Bee and 440—and the most luxurious cars in the medium-size Dodge lineup, the Coronet 500 and Coronet R/T. A glance reveals the extraordinary new longer hood, shorter deck and massive look of all the 1970 Coronets. See the exceptionally deep, grille-encircling bumpers, front and rear. Note how the

impressive new body sculpturing and ornamentation give a unique look to each of the models in this series. Tasteful, custom-quality interiors—with a great variety of fine upholstery and seating styles—are again available in Coronets. Many new body, chassis and engine features for 1970 are also built into this extraordinary line of Dodge cars. Want big-car luxury? Choose Coronet!



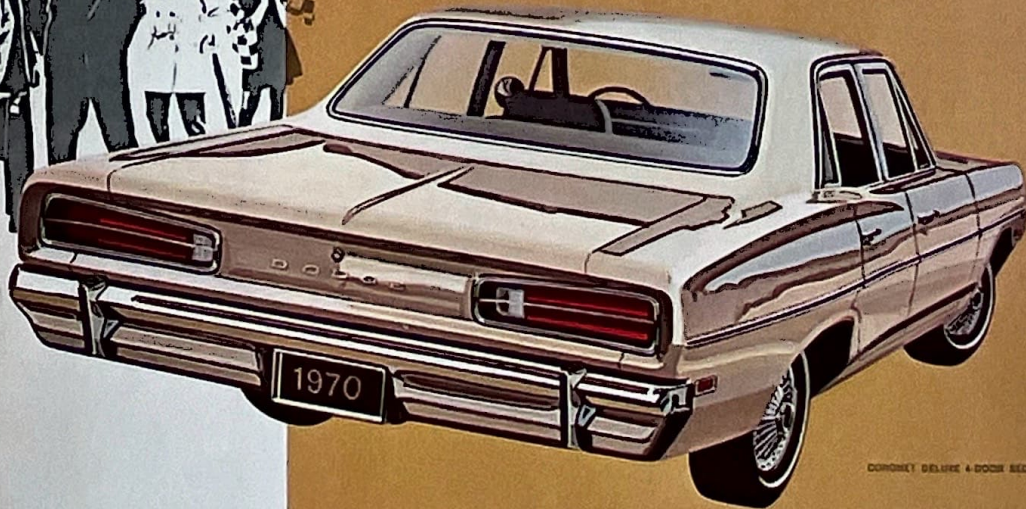
CORONET 440 4-DOOR SEDAN

Coronet Deluxe

Although this is the lowest-priced of the great intermediate size Dodge Coronet cars, distinctive and deluxe quality is apparent in every inch of the entire Coronet Deluxe lineup. Choose one of these exciting body styles—2-door Coupe, 4-door Sedan or 4-door, 2-seat Station Wagon. Handsome to look at, Dodge quality everywhere!



CORONET DELUXE 2-DOOR COUPE



CORONET DELUXE 4-DOOR SEDAN

Coronet 440

Exceptional beauty and value, with a wide selection of body styles—2-door Coupe... 2-door Hardtop... 4-door Sedan... and 4-door 2-seat and 3-seat Station Wagons—that's Coronet 440 for 1970. And, like each Coronet series, distinctive model identification is in keeping with its very tasteful styling.



CORONET 500, 2-DOOR HARDTOP

Coronet 500

These models offer the utmost in built-in beauty, comfort, convenience, and dependable performance. With an unusually wide selection of power and other available options, you can tailor your remarkable Coronet 500 to suit your own personal or family needs exactly. A very fine modern automobile! Available in a 2-door Hardtop and Convertible . . . a 4-door Sedan . . . and a 2- or 3-seat, 4-door Station Wagon!

Polara and Polara Custom

Six meticulously-crafted Polara models are available: 2-door Hardtop or Convertible . . . 4-door Sedan, 4-door Hardtop and a 4-door, 2-seat or 3-seat Station Wagon. Custom models include a 2-door Hardtop . . . a 4-door Sedan and a 4-door, 2-seat or 3-seat Station Wagon. Every one includes a remarkable number of standard, no-extra-cost features that make driving a total pleasure.

Monaco

The ultimate Dodge! In 1970, it is—like Polara—one of the world's longest and widest luxury cars. Elegant in every detail! Unsurpassed quality throughout, to satisfy the most demanding expectations of the luxury car buyer. Available in these models: 2-door Hardtop . . . Convertible . . . 4-door Sedan or Hardtop . . . and 4-door, 2- or 3-seat Station Wagons.

1970 Dodge extraordinary!

Polara and Monaco . . . the largest and most luxurious of all Dodge cars . . . magnificent examples of the world's finest automobiles. Superlative interiors, with the very best materials available to the industry . . . superb appointments . . . and total luxury-car comfort and spaciousness. If you seek the very best in modern automobile transportation, you will find it in Polara, Polara Custom, and Monaco!



POLARA, 4-DOOR HARDTOP

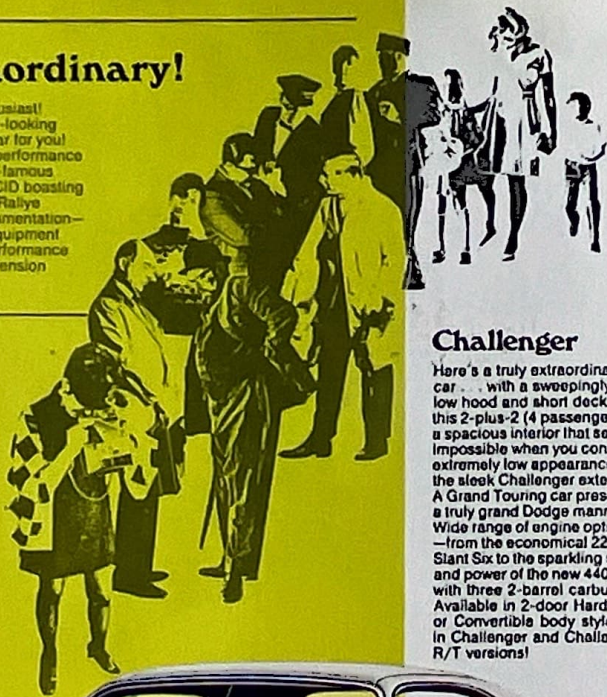


MONACO, 4-DOOR SEDAN



1970 Dodge extraordinary!

Dodge is the 1970 car for the true performance enthusiast! Leading off with its all new, very sleek and powerful-looking Challenger. Dodge has the just-right performance car for you! Power options take you all the way from economy performance—with the 225-CID Slant Six—up through the world-famous 426 CID Hemi and the new high-performance 440 CID boasting three 2-barrel carburetion. Other options—such as Rallye suspension, road wheels, disc brakes and full instrumentation—make it possible for you to select the car and the equipment you want for your specific needs—from economy performance to the flashing acceleration and road-hugging suspension required for driving in competitive events!



Challenger

Here's a truly extraordinary new car... with a sweepingly long, low hood and short deck. And this 2-plus-2 (4 passenger) has a spacious interior that seems impossible when you consider the extremely low appearance of the sleek Challenger exterior! A Grand Touring car presented in a truly grand Dodge manner! Wide range of engine options, too—from the economical 225 CID Slant Six to the sparkling speed and power of the new 440 CID with three 2-barrel carburetors. Available in 2-door Hardtop or Convertible body styles, in Challenger and Challenger R/T versions!



CHALLENGER 2-DOOR HARDTOP



DART SWINGER 340 2-DOOR HARDTOP

Dart Swinger 340

This high-performance 2-door Hardtop—with the same basic dimensions as other Darts—is a smaller performance car offered at a modest, competitive price. For those who want especially lively power, the Swinger 340 features, as standard equipment, the big 340 CID V-8 engine (10.5 compression ratio) developed for this extraordinary and popular model!

Charger

Family-sized sport cars, the fabulous 5-passenger Charger and Charger R/T have a very special performance-car look. Long hoods and gracefully sweeping lines, all incorporated into a breathtaking design that emphasizes both length and width! Dazzling beauty, to be sure! And for extraordinary Go-power to match it, Charger R/T buyers (as well as Coronet Super Bee and Coronet R/T buyers!) can choose from many power plants ranging from the economical 225 CID Slant Six to the optional high-performance 440 CID V-8 (three 2-barrel carburetors, 10.5-to-1 compression ratio)!



CHARGER 2-DOOR HARDTOP



1970 Dodge extraordinary!

Dodge has something great for everyone in 1970, its 50th year of building fine cars! You belong in a Dodge... and when your new 1970 Dodge is delivered to you, it's reassuring to know that Dodge has long had an extraordinary reputation for quality. For many years, it has been proud to be called "the engineer's car". It is equally proud to know that in recent years, and especially for 1970, it also has set the pace for new and innovative styling trends for the entire automobile industry.

Remember, too, that Dodge is a distinguished product of the Chrysler Corporation, the multi-national company that enjoys a worldwide reputation for engineering excellence, constantly adding improvements and making new achievements, year after year. Now having manufacturing operations in 18 countries that carefully build fine automotive products for discriminating buyers in more than 150 countries, it offers you world-famous Slant Six and V-8 engines... TorqueFlite transmissions... Torsion Bar suspension... and, along with many other major achievements, scores of new owner benefits for 1970.

The 1970 Dodge cars in our dealers' showrooms throughout the world are masterpieces of modern engineering. And they most certainly are more beautiful than ever. No other manufacturer offers you greater value. The 1970 Dodge—to please you in extraordinary fashion—is among the following:

extraordinary selection of Dodge exterior colors for 1970

Dodge for 1970 offers a magnificent array of interior colors, each harmonized with a variety of beautiful interior colors and fabrics that have been created exclusively for the new Dodge models.

LIGHT BLUE METALLIC	BLACK
BRIGHT BLUE METALLIC*	BANANA*
DARK BLUE METALLIC	CREAM
FLAME ORANGE*	LIGHT GOLD METALLIC
BRIGHT RED*	*Exterior Paints/Metals
LIGHT GREEN METALLIC	Polara/Monaco only:
DARK GREEN METALLIC	SILVER METALLIC
WHEAT*	DARK GRAY METALLIC
RED BURNISH*	LIGHT YUMOROUS METALLIC
DAKE BURNISH ORANGE METALLIC	RED
ROSE	BURGUNDY
DARK TAN METALLIC	VAN METALLIC
ROSE ORANGE*	GOLD METALLIC
WHITE	

CHALLENGER
2-door Hardtop
2-door Convertible
2-door Special Edition

CHALLENGER R/T
2-door Hardtop
2-door Convertible
2-door Special Edition

BART
4-door Sedan

BART CUSTOM
2-door Hardtop
4-door Sedan

BART SWINGER
2-door Hardtop

BART SWINGER 240
2-door Hardtop

CORONET DELUXE
2-door Coupe
4-door Sedan
4-door, 2-seat Station Wagon

CORONET SUPER BEE
2-door Coupe
2-door Hardtop

CORONET 440
2-door Coupe
2-door Hardtop
4-door Sedan
4-door, 2-seat Station Wagon
4-door, 3-seat Station Wagon

CORONET 600
2-door Hardtop
2-door Convertible
4-door Sedan
4-door, 2-seat Station Wagon
4-door, 3-seat Station Wagon

CORONET R/T
2-door Hardtop
2-door Convertible

CHARGER
2-door Hardtop

CHARGER 600
2-door Hardtop

CHARGER R/T
2-door Hardtop

POLARA
2-door Hardtop
2-door Convertible
4-door Sedan
4-door Hardtop
4-door, 2-seat Station Wagon
4-door, 3-seat Station Wagon

POLARA CUSTOM
2-door Hardtop
4-door Sedan
4-door, 2-seat Station Wagon
4-door, 3-seat Station Wagon

MONACO
2-door Hardtop
2-door Convertible
4-door Sedan
4-door Hardtop
4-door, 2-seat Station Wagon
4-door, 3-seat Station Wagon

obviously, you have
an extraordinary choice...
with 1970 Dodge!

the extraordinary ENGINE SELECTION for 1970 Dodge

Holding many major performance, endurance and economy records, the outstanding Dodge Slant Six and V-8 engines have numerous improvements in 1970—to keep each Dodge engine a star performer in its class.

SLANT SIXES—New 198 CID* Six (more 1970 performance with maximum economy) ... 225 CID Six ... 225 CID Heavy-Duty Six.

V-8s—Eight Engines are available from Economy to Hi-performance versions, 318 CID ... 340 CID ... 363 CID in single 2 Venturi and single 4 Venturi carburetor.

versions ... 426 CID ... 440 CID in Standard and Hi-performance versions with single 4 Venturi carburetor and the 440 CID special with 3 two Venturi carburetors.

*CID is Cubic Inch Displacement.

TRANSMISSIONS—Dodge for 1970 offers you a choice of world-famous TorqueFlite automatic transmissions (widely considered to be the world's finest automatics) ... or the smooth 3- or 4-speed synchromesh manual shifts, either column- or floor-mounted. (New for 1970, a pistol grip shifter on Hurst 4-speed transmissions.)

an extraordinary number of great OPTIONS AND ACCESSORIES is a Dodge tradition

More style, more flair. More comfort, more convenience. More safety. That's what options and accessories mean to their buyers. No wonder more car buyers everywhere are buying more of them every year!

Dodge for 1970 offers scores of popular options—to please you very personally. (Obviously every buyer is likely to enjoy different things about his car, thus every buyer is apt to want quite different "additional" items.)

Following are the most generally popular of all Dodge options. Your Dodge dealer will be happy to discuss those likely to give you extra driving pleasure on the 1970 Dodge of your choice.

POWER BRAKES—Only about half as much pedal pressure is needed to stop a car

with power brakes. Effectiveness is also increased, and, under a variety of driving conditions, the driver may have better control and be able to stop more quickly with power brakes.

DISC BRAKES—Although Dodge's large area drum brakes are equally powerful, front disc brakes are a suitable option for owners who drive under unusually severe conditions. Disc brakes also provide stable braking under repeated hard usage and frequent exposure to water, dirt and temperature extremes. Utilizing a ventilated disc design, new floating caliper disc brakes for 1970 provide adequate cooling and long pad life, especially in heavier vehicles.

POWER STEERING—Up to 80 percent less steering effort... easier parking... less fatiguing driving... better steering control under emergency conditions. That's why

power steering is ordered by a great many buyers.

AIR-CONDITIONING—To keep drivers and passengers more comfortable... and their clothes cleaner. As proof of its popularity, air-conditioning is now installed in nearly half of all Chrysler Corporation's passenger cars.

Consider, too—Headlamp Delay Unit (keeps headlamps on for 90 seconds after you switch off your lights and engine) ... Tailgate Window Washers (station wagons) ... Tilt-type Steering Wheels ... Center Consoles ... Remote Control Outside Mirrors ... Center Seat Belts and Head Restraints ... Rear Window Defoggers ... Vinyl Roofs ... Tachometers ... Trailer-Towing Packages ... Tinted Glass, etc. (Tell your Dodge dealer what you'd enjoy!)

every extraordinary 1970 Dodge has been designed and built with your safety in mind

While safety on the road depends largely on the driving habits of the driver, an extraordinary car must be carefully engineered to incorporate all possible safety factors. The 1970 Dodge and Dodge Dart will continue to have all previous major safety features, such as safety steering columns, padded instrument panels, dual braking systems and many other protective items.

In addition, the following are among new Dodge safety features for 1970—Roadside Warning Flasher (control is on steering column) ... Turn Signal Switch with "Lane Change" Feature ... Positive-Action Glove Compartment Latch

Headlamp Delay Unit (above)
Steering Wheel Lock (to deter car theft)
Ignition Buzzer (to remind driver to remove key) ... Reflective and Illuminated Side Marker Lamps. Also, as applicable to specific models: Flush-type outside Door Handles and Interior Door Controls ... Reinforced Doors (for greater protection against impact) ... Auxiliary Road Lamps.

Safety features introduced on prior models are continued or improved—to make them safer, more convenient to use, or, in some cases, more attractive to look at!

why be satisfied with an ordinary car?
DODGE FOR 1970 IS EXTRAORDINARY!

1970 **Dodge** extraordinary!



Exterior dimensions (inches)

	Challenger (2-door Hardtop)	Dart & Swinger	Coronet & Charger	Polara & Monaco (V-8)
Wheelbase	110	111	117	122
Track	Front	59.7	57.4	59.7
	Rear	58.7	55.6	59.7
Over-all	Length	191.3	198.2	209.2
	Width	76.4	63.6	70.7
	Height	61.4	64.5	64.5

All dimensions are preliminary and based on six-cylinder 4-door Sedan, standard tires and 2-passenger load, unless otherwise specified.

Interior dimensions (inches)

		Challenger (2-door Hardtop)	Dart	Coronet	Polara & Monaco (V-8)
Effective Head Room	Front	37.4	30.3	33.6	38.8
	Rear	35.0	37.3	37.4	38.4
Seat Height	Front	8.5	8.9	8.6	9.2
	Rear	10.5	11.1	11.0	11.5
Leg Room	Front (max.)	42.3	41.7	41.9	41.8
	Rear (min.)	30.8	33.7	36.2	39.7
Shoulder Room	Front	58.4	53.4	58.1	63.4
	Rear	56.8	55.4	58.1	63.0

The policy of Chrysler International, B.A. is one of continuous improvement in design and manufacture wherever and whenever possible. Specifications and equipment are therefore subject to change without notice. In some cases, the automobiles illustrated in this catalog show optional equipment available at extra cost.



CHRYSLER
INTERNATIONAL