

PRESENTING THE **New '54 DODGE**

Elegance in Action



New '54 DODGE

*Widest range of models meets
every driving need!*

Whatever your driving needs, you'll find just the car you've been looking for in this complete line of elegant new Dodge models for '54. There's the widest range of body styles available for your selection—from "show car" Royal V-8 Sport Coupe and Convertible to the versatile Coronet Station Wagons. Or

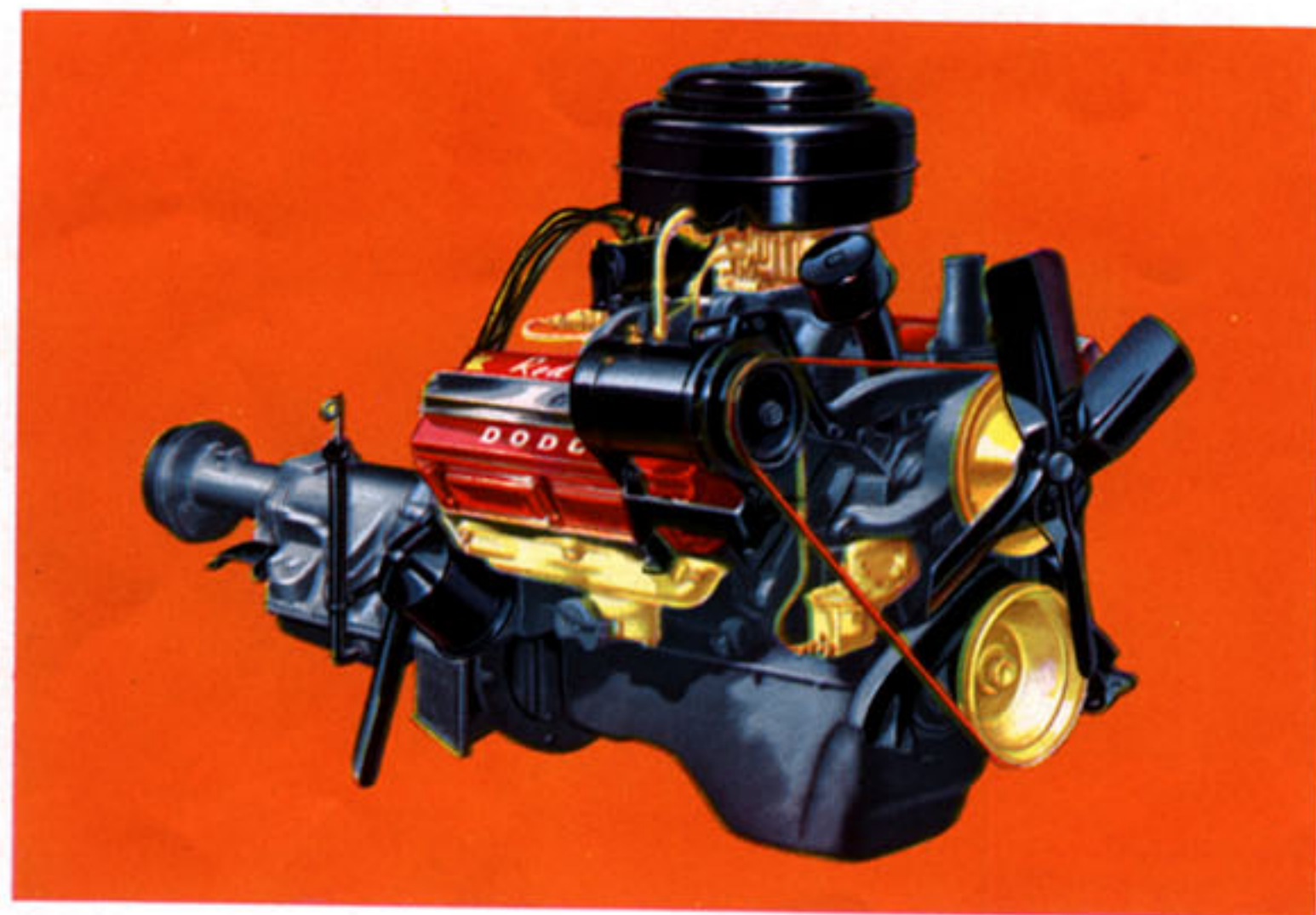
you may prefer one of the several, popular 4-door Sedans and Club Coupes available—in either V-8 or Six! Whatever Dodge model you choose, the very best in riding comfort, safety and handling ease will be yours to enjoy—and with all the extra value and proved dependability that only Dodge can offer!

Dodge built-in value features

- Safety-Rim Wheels for blow-out protection.**
- Independent Parking Brake for greater safety.**
- Electric Windshield Wipers for constant speed operation.**
- Screened Cowl Vent for cooler summer driving.**
- Roto-Grip Door Latches for rattle-proof doors.**
- Oriflow Shock Absorbers for smoother riding.**
- Foam Rubber Seat Cushions for greater comfort.**
- Safe-T-Site Instrument Panel with satin-tone finish for less glare.**
- Cyclebond Brake Linings for longer life.**
- Oilite Fuel Filter for reliable engine operation.**
- Baked Enamel Body Finish for lasting beauty.**
- Ignition-Key Starting for greater convenience.**
- Cargo Carrier Rear Deck for more luggage space.**

The Dodge with more than ever before!

More to it — More in it — More of it!



More Powerful "Get-Away Six"

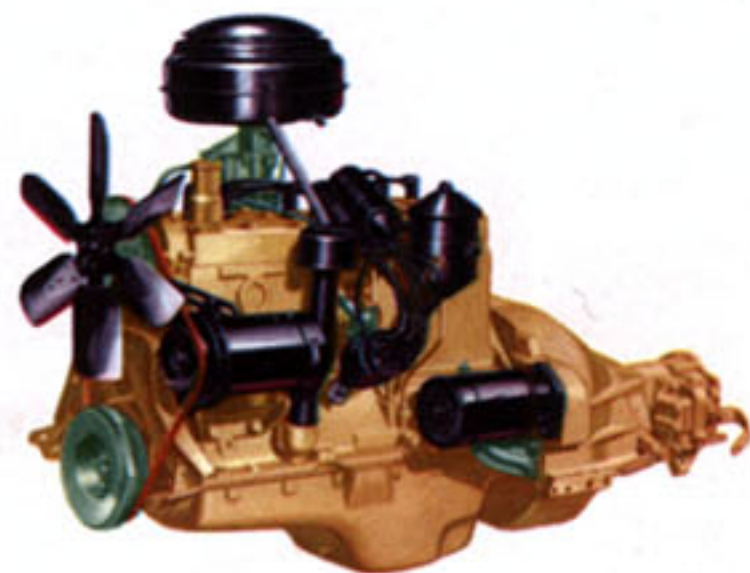
America's most dependable "Six." Now boosted to 110 horsepower. Higher compression ratio of 7.25 to 1 gives smoother operation, greater fuel economy. Features weatherproof ignition, exhaust valve seat inserts, full-pressure lubrication. Time-tested and proved in the hands of millions of owners. Truly one of the great power plants on the road!



New Stepped-Up Red Ram 150 V-8 Engine

Here's America's top economy 8—official winner in AAA economy tests and performance runs—now stepped-up in surging power and performance! With a higher compression ratio

of 7.5 to 1, it produces a full 150 horsepower—and on *regular* fuel! It's the most efficient engine design in any American car. Packs more power punch per cubic inch. Features hemispherical head design for smooth power thrust, with centrally-located spark plug. Extra-large lateral overhead valves give better breathing. Short piston stroke cuts friction—increases mechanical efficiency. Truly, a magnificent performer that stands out alone in its field!



New Fully-Automatic PowerFlite Drive



Here's the smoothest and most powerful automatic transmission of them all—new Dodge PowerFlite! Delivers *more* accelerating power *more* smoothly than any other transmission. It's *fully* automatic, too. No clutch. No more bothersome shifting of gears. To go, all you do is slip the selector lever into "Drive", and step on the accelerator. And there are only four positions on the selector, for simpler driving. "Neutral" is located between "Reverse" and "Drive." You don't have to go through a forward position when shifting from "Neutral" to "Reverse." Also, for safety, the engine will start only when the selector is in "Neutral". Try Dodge PowerFlite! It's a completely new experience in motoring pleasure!

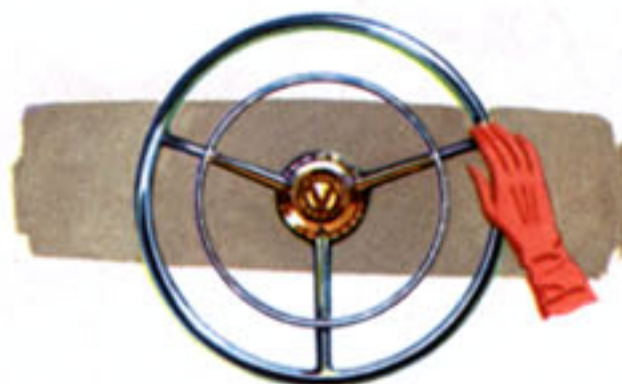
New Flashing Performance... New Driving Ease



Surging Red Ram V-8 Power masters hill and highway with effortless ease. Here's the most efficient engine in *any* American car! You drive with greater confidence and safety.



New 'No-Shift' Driving Ease with the newest, smoothest, and most powerful of all automatics—Dodge PowerFlite! No shifting! Just touch the gas for the *mightiest* "go!"



New Full-Time Power Steering makes guiding the car as easy as a gesture! Hydraulic "muscles" do the work. You park, take turns with ease. No "wheel fight" on rutted roads.



New Dodge Airtemp Air Conditioning lets you make your own climate! Cools and filters the air, controls the humidity. Makes every trip less fatiguing and more enjoyable!



Smoothest, Safest, Steadiest Ride of All!

From its new Center-Balance steering system right on down to its Stabilizer suspension, famous Oriflow shock absorbers and rugged double-channel frame, this sturdy Dodge "Road Action" chassis is engineered to give you the smoothest, steadiest ride in motordom! There's less pitch, roll and jounce. Safe-Guard Hydraulic brakes give sure, positive control. It's the master of every driving condition—every kind of road!



**Rich New "Color Harmony" Interiors
in Elegant Jacquard Fabrics!**

Luxurious, new Jacquard fabrics—loomed in the manner of most exquisite tapestries—create a new sense of gracious living inside the '54 Dodge to match its brilliant new exterior beauty. Fabric, carpeting, paneling and trim are all color-mated for a pleasing "Color Harmony" effect. New satin-tone styling of the instrument panel cuts glare, lends an added touch of beauty.

New Elegance...New Gracious Beauty... New Brilliant Styling

Here's the elegant new '54 Dodge—with *more than ever before!* To the car already famous as the Action Car, comes flashing new performance . . . gracious new beauty and elegance . . . brilliant new styling! Lower, more sweeping lines accent its greater length. It's longer from bumper to bumper, from head lamp to tail light . . . more massive, more impressive from every angle! Rich new "Color Harmony" styling with luxurious new Jacquard fabrics give new beauty and elegance to the interiors. There's new fully-automatic driving ease with sensational new PowerFlite Drive . . . new steering magic with Dodge Full-Time Power Steering . . . and more power and safety than ever before with stepped-up Red Ram 150 V-8 engine! And you'll have the widest range of models ever to choose from: Royal V-8, Coronet V-8, and Coronet 6.



Widest Choice of Lustrous New Body Colors and Brilliant New Two-Tone Combinations!

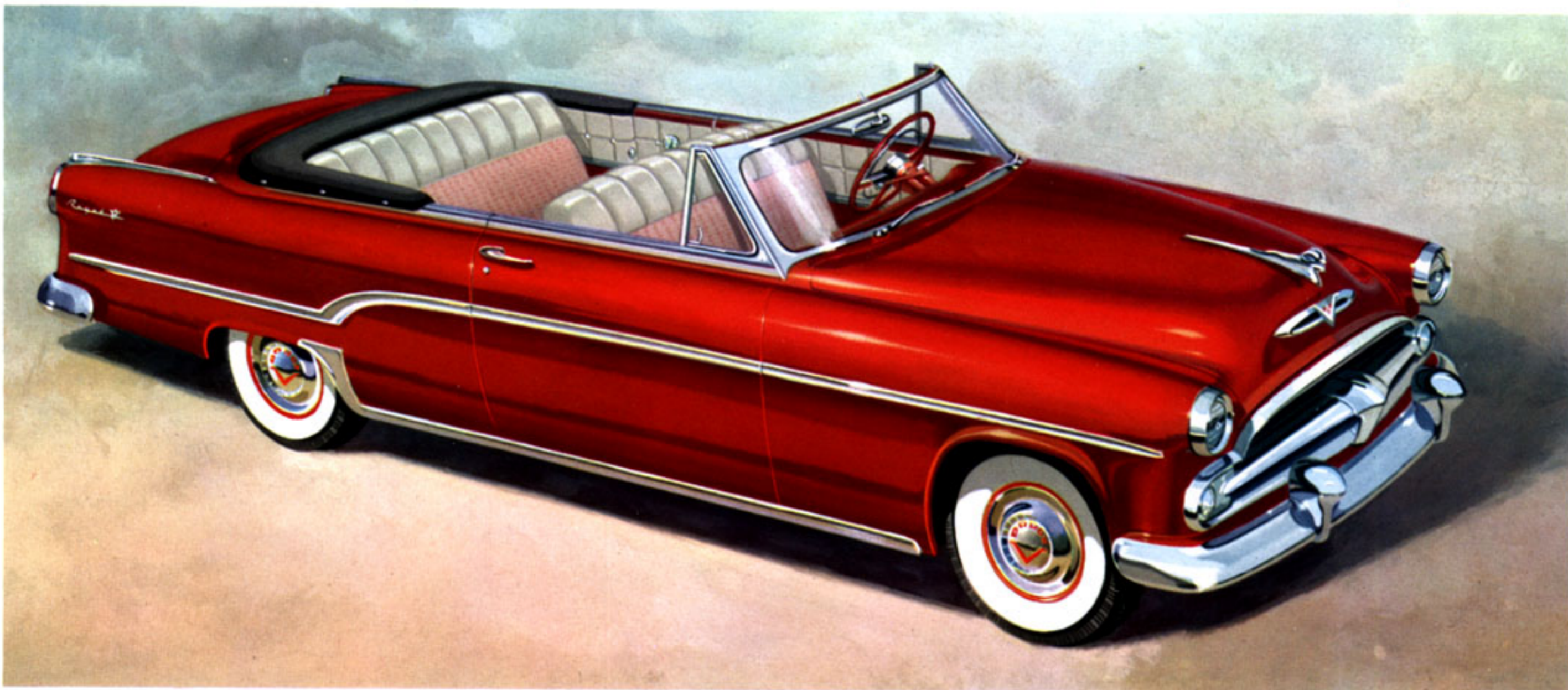
Royal V-8 Series



A superb achievement in fine car luxury and performance is the elegant new Dodge Royal V-8. Powered by the famous Red Ram 150 V-8 engine, and available in 4-door Sedan, Club Coupe, Sport Coupe and Convertible.



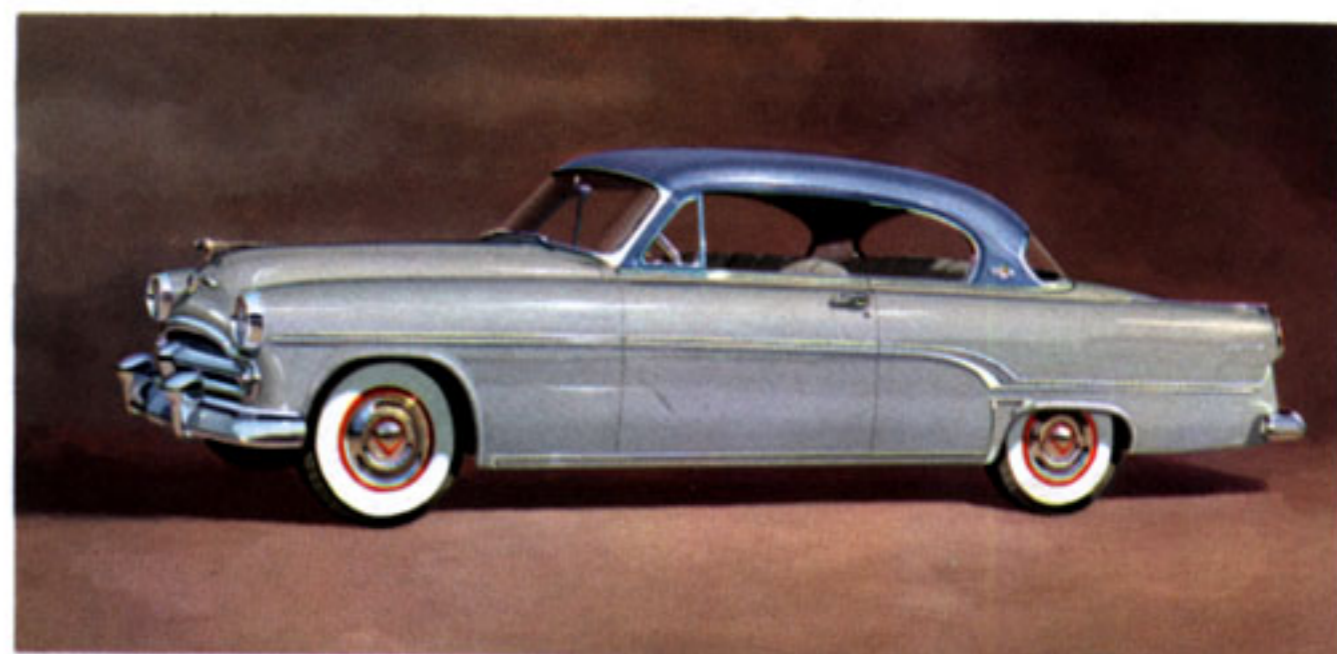
Royal V-8 4-door Sedan



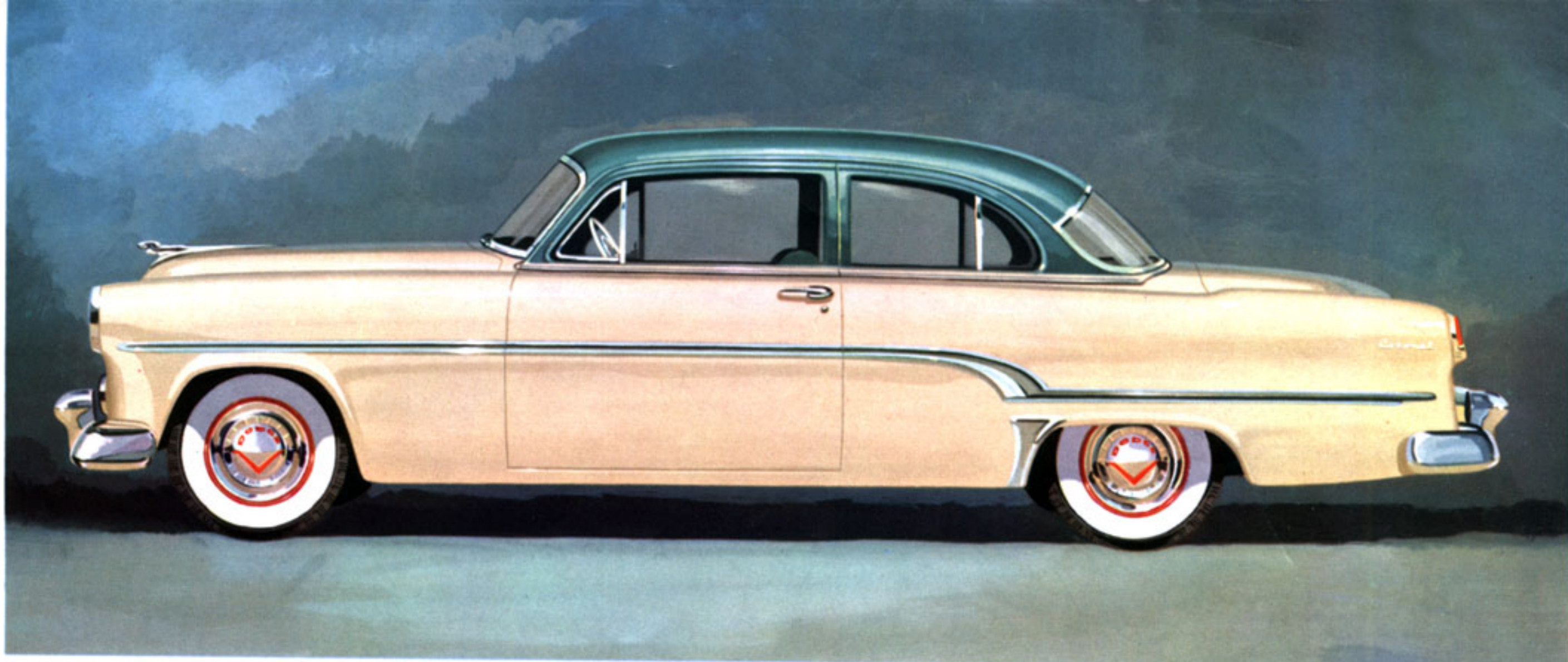
Royal V-8 Convertible



Royal V-8 Club Coupe



Royal V-8 Sport Coupe



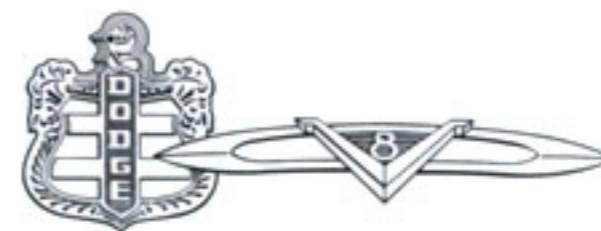
Coronet V-8 Club Coupe

Coronet Series V-8 and Six



Coronet V-8 4-door Sedan

Now available with either Red Ram 150 V-8 engine or dependable "Get-Away Six," the popular Dodge Coronet Series offers a wide range of smart new body styles—4-door Sedan, Club Coupe, Sierra 4-door and Suburban 2-door. Also, Coronet V-8 Sport Coupe and Convertible.





Coronet Six 4-door Sedan



Coronet Six Club Coupe

Coronet V-8 Suburban 2-door
Also available as "Six"



Coronet V-8 Sierra 4-door (6 or 8 passenger)
Also available as "Six"

SPECIFICATIONS

Royal V-8

Engine: *Red Ram V-8*—Eight-cylinder overhead-valve, V-type, 150 horsepower at 4400 rpm. Torque, 222 lb-ft. at 2400 rpm. Compression ratio, 7.5 to 1. Bore, $3\frac{7}{16}$ inches. Stroke, $3\frac{1}{4}$ inches. Piston displacement, 241.4 cu. in. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts.

Electrical System: 3-cell, 6-volt battery. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition.

Chassis: Double-channel box-section frame. Oriflow shock absorbers. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Tires, 7.10 x 15. Inde-

pendent parking brake. Fuel capacity, 17 gals.

Transmissions: *PowerFlite Drive*—fully-automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Overdrive*—2-speed planetary gear set with standard transmission. *Easy-Shift Transmission*—conventional 3-speed.

Models—Dimensions: *Four-Door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 205½ in. Overall width, 74¼ inches. Overall height (loaded), 62 in. *Convertible and Sport Coupe*—Wheelbase 114 in. Overall length, 196 in. Overall width, 73¾ in. Overall height (loaded), 60¼ in. for Convertible, 61 in. for Sport Coupe.

Coronet V-8

Engine: *Red Ram V-8*—Eight-cylinder overhead-valve, V-type, 150 horsepower at 4400 rpm. Torque, 222 lb-ft. at 2400 rpm. Compression ratio, 7.5 to 1. Bore, $3\frac{7}{16}$ inches. Stroke, $3\frac{1}{4}$ inches. Piston displacement 241.4 cu. in. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts.

Electrical System: 3-cell, 6-volt battery. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition.

Chassis: Double-channel box-section frame. Oriflow shock absorbers. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Tires 7.10 x 15. Independent parking brake. Fuel capacity, 17 gals.

Transmissions: *PowerFlite Drive*—fully-automatic transmission with torque con-

vertor and 2-speed planetary gear set. *Automatic Overdrive*—2-speed planetary gear set with standard transmission. *Easy-Shift Transmission*—conventional 3-speed.

Models—Dimensions: *Four-Door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 205½ in. Overall width, 73½ in. Overall height (loaded), 62 in. *Convertible and Sport Coupe*—Wheelbase, 114 in. Overall length, 196 in. Overall width, 73½ in. Overall height (loaded), 60¼ in. for convertible, 61 in. for Sport Coupe. *Sierra 4-Door*—Wheelbase, 119 in. Overall length, 195¾ in. Overall width, 73¾ in. Overall height (loaded), 62¼ in. *Suburban 2-Door*—Wheelbase, 114 in. Overall length, 190¾ in. Overall width, 73¾ in. Overall height (loaded), 62¼ in.

Coronet Six

Engine: "Get-Away Six"—Six-cylinder, L-head, in-line type. 110 horsepower at 3600 rpm. Torque, 190 lb-ft. at 1600 rpm. Compression ratio, 7.25 to 1. Bore, $3\frac{1}{4}$ inches. Stroke, 4¾ in. Piston displacement, 230.2 cu. in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 14 qts.

Electrical System: 3-cell, 6-volt battery. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition.

Chassis: Double-channel box-section frame. Oriflow shock absorbers. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Tires 7.10 x 15 (Suburban 6.70 x 15). Independent parking brake. Fuel capacity, 17 gals.

Transmissions: *PowerFlite Drive*—fully-automatic transmission with torque converter and 2-speed planetary gear set, except for the *Sierra* and *Suburban*. *Automatic Overdrive*—2-speed planetary gear set with Standard transmission. *Easy-Shift Transmission*—conventional 3-speed.

Models—Dimensions: *Four-Door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 205½ in. Overall width, 73½ in. Overall height (loaded), 62 in. *Sierra 4-Door*—Wheelbase, 119 in. Overall length, 195¾ in. Overall width, 73¾ in. Overall height (loaded), 62¼ in. *Suburban 2-Door*—Wheelbase, 114 in. Overall length, 190¾ in. Overall width, 73¾ in. Overall height (loaded), 62¼ in.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

Specifications, prices and equipment subject to change without notice.

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