

1972 DODGE

The cars that put people first: Dart Demon, Dart, Challenger, Coronet, Charger, Polara, Monaco.



You're looking a little more thoughtful this year.

You're investigating before buying a car. After all, any car can look good at first glance. But when you pay for a car, you want some idea of how durable it will be. And what about ecology and safety? If you're interested in those things, as most people are, Dodge has a few answers for you, a few points you might well want to know.

Torsion-Bar Suspension and Unibody

Two things you may have heard of before. Hopefully you have, because Dodge thinks they're pretty important.

Torsion-bar suspension. For sureness of handling and firm control, torsion bars are used on many European sports cars and all domestic Dodges.

Unitized construction. This is a method of welding the car body into one strong unit—the unibody. This produces a strong body and helps eliminate rattles.

Protecting the World We Live In

In less than ten years, Dodge and the rest of the automobile industry have succeeded in reducing automobile emissions by 74 percent. In 1963, Dodge introduced the PCV crankcase control valve nationwide on its cars. In 1968, Dodge cars began carrying the Cleaner Air System exhaust control nationally. In 1971, the Vapor Saver System. Together these emission devices have reduced hydrocarbon emissions by 83 per-

cent and carbon monoxide by over 70 percent. And Dodge continues in 1972 to meet all Federal and State air pollution standards.

Dodge does even more. In 1972, Dodge introduces an optional electronic ignition system. By replacing the points and condenser, this system gives you several benefits. You have a system that is virtually maintenance-free and that eliminates the major cause of engine misfire. And because there are no points in this system, the chances are, you'll be driving a better tuned car, thereby reducing emissions. Although Dodge feels justifiably proud of the progress made, Chrysler engineers continue to work to further control automotive emissions.

Your Man in Detroit

It's nice to have a friend at the factory. And you do. We'd like to introduce you to Byron J. Nichols. He's the new Vice President of Consumer Affairs, and he'd like to hear from you with any suggestions, questions, or comments you have about Dodge. You can reach him by writing Mr. Byron Nichols, My Man in Detroit, Chrysler Motors Corp., P. O. Box 1086, Detroit, Michigan 48231.

Standard Safety Features

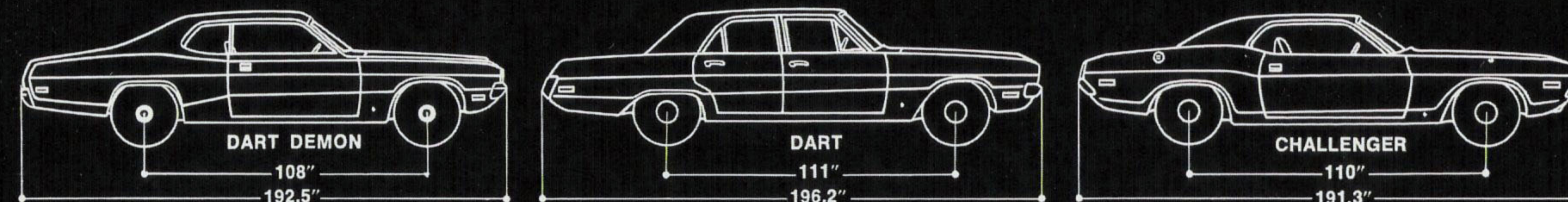
Antitheft steering column lock
Backup lights
Breakaway front ashtray
Combination side marker lights and

reflectors
Dual braking system
Energy-absorbing steering column and wheel
3-point safety belt system with locking retractors
Hazard warning lights
Head restraints
"Key-left-in-ignition" warning buzzer
Security locks on folding front seatbacks
Left, outside mirror
Inside rearview mirror with double-ball-joint safety mount
Nonoverride door locks, except driver's door
Padded instrument panel and sun visors
Parking brake
Parking brake and master cylinder warning light
Safety-Action inside door handles
Safety-Rim wheels
Soft coat hooks
Soft knobs on window cranks
Turn signals with lane-change feature
Windshield wipers and washers

The rest of the catalog tells you about individual cars. One thing you'll be pleased to see is that almost all of the features we show and discuss are standard equipment. Dodge builds cars your way, right from the start, so you don't have to add a lot of extras. Remember, if you're looking for a well-thought-out car for 1972, it'll be from Dodge. Depend on it.

DART DEMON / DART / CHALLENGER

On the next seven pages, you'll find a selection of compact cars that are big enough to be your only car.



Sure, Dodge could build less expensive small cars. But we thought you might want to take one of our cars out on the expressway, or bring a few friends along, or go on a trip in it.

Anybody can build a car that shouts economy. Dodge builds cars that give you economy but are very quiet about it. They take you anywhere. They'll save you gas while driving to work, but give you enough room so you can keep your membership in the car pool.

Dodge compact cars give you the kind of performance and comfort that'll make you glad you're riding in a car larger than a mini import. For example, Dart, Dart Demon, and Challenger offer both six- and eight-cylinder engines. Dodge compact cars also have the advantages of Chrysler unitized construction and torsion-bar suspension. Dodge emphasizes quality construction. These cars weigh more than the minis, 300 to 600 pounds more. What advantage does that give you? A little thing called extra stability on expressways. We thought you'd like that.

Dodge gives you plenty of foam padding in the seats and enough legroom for both front and back seat passengers. And you have a choice of two-door hardtops and coupes and four-door sedans.

Think you see a lot of sense in the Dodge approach to smaller cars? So do other people. Just check over the resale prices on Dart, and you'll see what we mean.

Dart, Demon, or Challenger. Each fits a special need in the compact car world. After all, it's foolish to expect the same car to be just the thing for the lively minded young secretary and the vacation-bound retiree. So if you're thinking about an enjoyable little car, browse through the next seven pages. You're sure to find what you're looking for.



DART DEMON. It's ready, willing, and stable.

Dart Demon. Less expensive than most compacts, yet a lot roomier than the new minis. How about that, savers? The Dart Demon has a longer wheelbase and gives you more legroom than the new minis. It also is heavier. If you ever want to go over 50 on an expressway, you'll appreciate that. You'll never have to apologize when you ask

anybody to step inside your Demon, either. It comes complete with simulated wood-grained dash. Now, with any car that has a spirited name like Demon, you know there has to be spirit. There is. Just say Dart Demon 340 and see what happens. You'll get the same Demon weight and quality construction. Plus a nifty 340 V8 engine that sneers

at gas stations, a Rallye suspension (heavy-duty torsion bars, springs, shocks, and front sway bar), and E70 x 14 bias-belted tires. If outward appearances count, you can order performance hood, with or without scoop, and/or paint stripes. On the other hand, if you want a functional clean machine, just say nix to all the trimmings.

STANDARD EQUIPMENT. Cloth-and-vinyl, full-width front bench seat with integral head restraints. Simulated wood-grained finish on instrument panel. Dome light. Heater/defroster. Ventless front windows. Keyless door locking system. 2-speed windshield wipers. 3-spoke steering wheel with center horn button. Cigarette lighter (Demon 340).

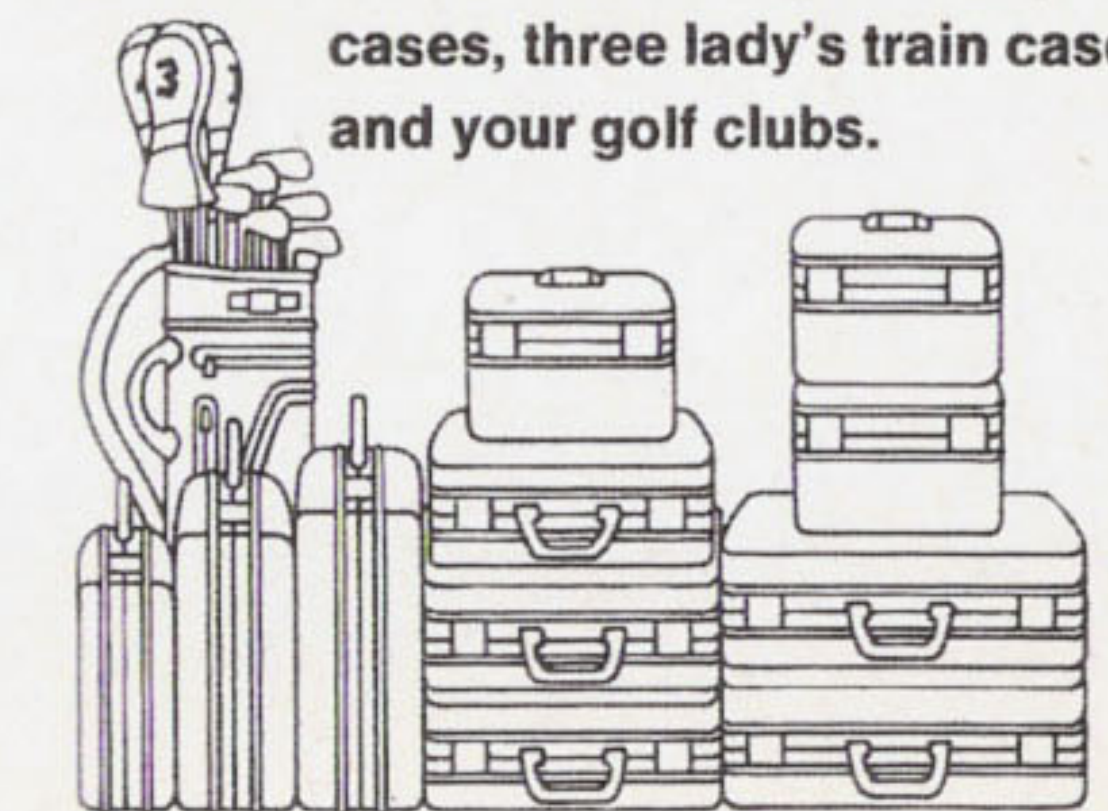


Dart Demon seats don't just fold forward—they fold down, almost completely flat, for real ease in getting in, out, or putting packages in the back seat.



Yes, you can take it with you. The sturdy Dart Demon equipped with the standard V8 engine can handle a trailer load of up to 1500 pounds.

You may not be planning to leave town soon, but when you are, you'll be glad to know Dart Demon's luggage compartment handles the following items easily: two men's two-suiters, two men's overnight cases, a lady's Pullman and wardrobe, two lady's overnight cases, three lady's train cases, and your golf clubs.



DART.
The compact
with the
split personality.

Two kinds of people like Dart. Young savers—who want a car that will accommodate a young family. More mature savers—who are tired of big-car expenses. Limited market? Hardly. Today, more people drive Dodge Darts than any other compact car built in the United States. (If you're not one of them, maybe you should be.)

Dart is priced to compete with other compacts, but sized to compete with the intermediates. You actually get more hiproom and legroom in a Dart than you get in some intermediates. It's possible to get over 20 miles to the gallon with a Dart. As a matter of fact, a survey of Dart owners in the June 1971 Popular Mechanics showed that the majority with 225-six-cylinder engines

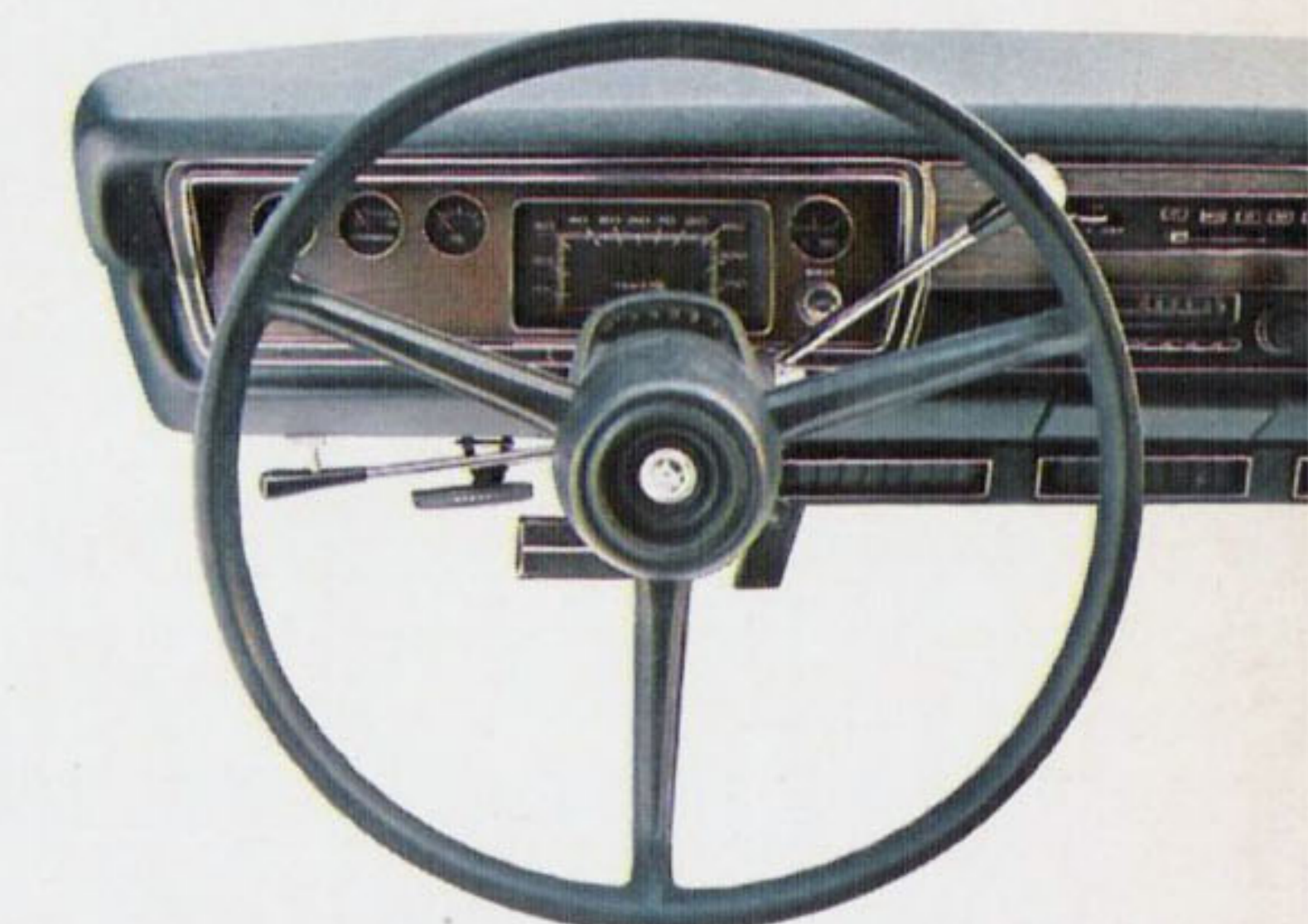
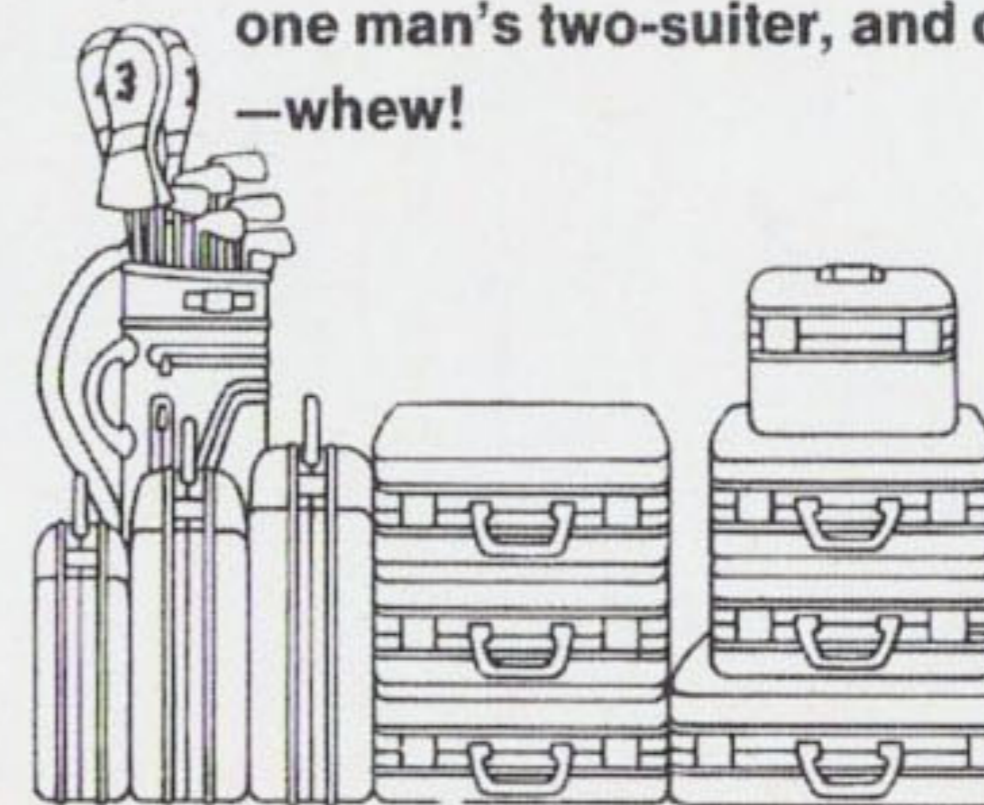
got between 16.4 and 22.2 miles, locally, and 20 and 25.4 on trips. Not bad work for that thrifty Six! Now, Dart offers you a choice of two- and four-door models, hardtops, and sedans. Dart is not only one of the few compact hardtops offered in the United States, it's one of the lowest priced hardtops! Maybe that's the sort of thing that's made Dart so successful.

STANDARD EQUIPMENT. Cloth-and-vinyl, full-width front bench seat with integral head restraints (all-vinyl on Dart and Swinger). Steering wheel with horn button. Simulated wood-grained finish on instrument panel. Front door vent windows. Dome light. Heater/defroster. 2-speed windshield wipers. Keyless door locking system.

CUSTOM AND SWINGER. Side moulding with black painted insert. Drip rail moulding. Grille surround moulding. Deluxe instrument panel decor with simulated wood-grained trim and matching trim on door panels. Deep-pile carpeting. Steering wheel with spoke-mounted horn bars.



One thing most people forget to ask about is the trunk—that is, until they're ready to go on a trip. Dodge doesn't wait until you ask—we're proud to tell you the Dart trunk has room for three lady's overnight cases, one lady's wardrobe case, one lady's Pullman case, one lady's train case, three men's overnights, one man's two-suit, and one golf club bag—whew!



Dodge realizes that just because people want to be economical, it doesn't follow that they want to be drab. So, voila! The new Dart instrument panel with simulated wood-grained dash and well-separated, easy-to-read dials and gauges.

This year, Dart has a new seat which takes up less space and gives rear seat passengers more legroom than they've had before.



CHALLENGER. Good looks can get you anywhere.

Anywhere you want to go with a car that's long, low, and tough. Dodge makes no apologies for Challenger's wide stance, good looks, and roomy interior. Or for the fact that the standard interior includes such unusual extras as simulated wood-grained trim and instrumentation. Then there are the bucket seats with the one-hand seatback release.

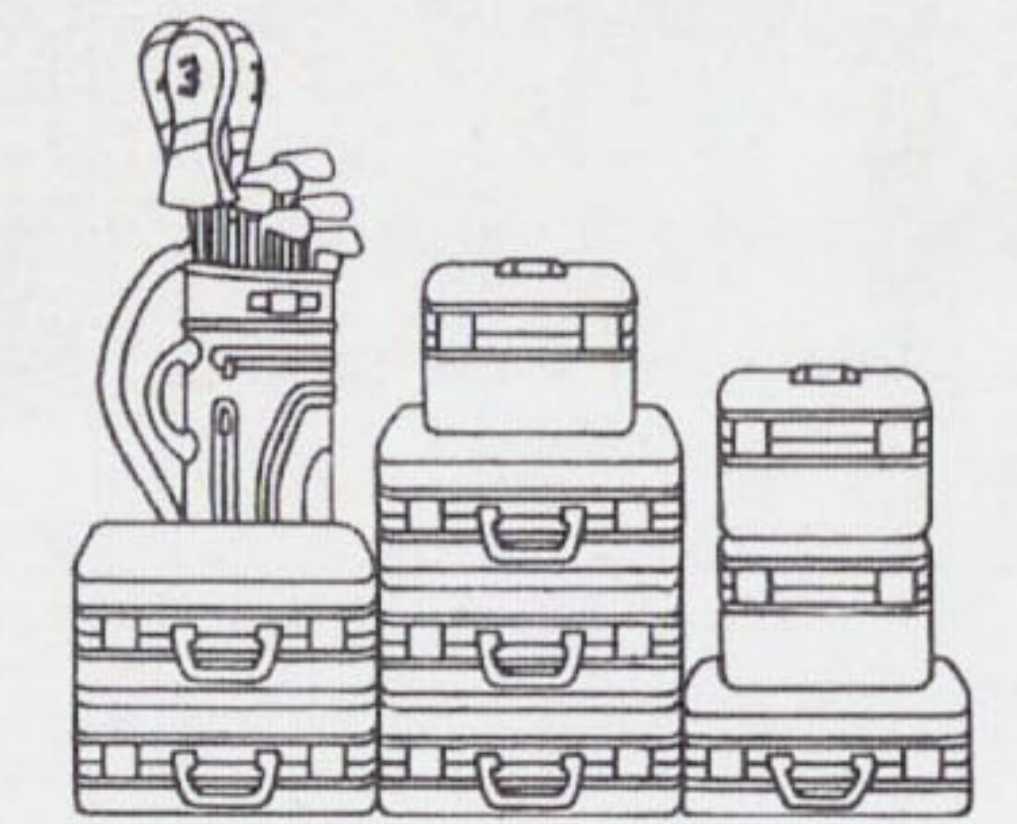
At one time, it was thought that the specialty compact was the ideal car for everybody. It's not. Challenger is built for the guy or gal who seeks an extremely personal attachment with his or her car. Who likes the extra firmness and control of honest torsion bars up front. For a person who drives alone . . . or with one very close friend.

For this type of driver, we build Challenger. We ask a little more for it than for the average compact. But no more than the be-all-things-to-all-people competitors. When you think about it, that's not all bad. A personal sports compact that's really personal.

STANDARD EQUIPMENT. All-vinyl bucket seats with one-hand release system. Integral head restraints. Cigarette lighter. Deep-pile carpeting. Dome light. Simulated wood-grained door inserts. Glove box lock. Heater/defroster. Concealed 2-speed electric windshield wipers. Ventless front windows. Keyless door locking system. Wheel opening, roof drip rail, grille, and deck lid mouldings. Dual body paint stripes (except Rallye). Body side simulated louvers and performance tape stripes (Rallye only). Performance hood with detachable scoop plates (Rallye only). Rallye Instrument Cluster (Rallye).



For all its smooth rear-end styling, Challenger's trunk is still large enough to carry three lady's train cases, five lady's overnight bags, a man's overnight bag, and a set of golf clubs.



Challenger's new whip antenna. End of a dilemma. Whether to suffer the reduced reception of the hidden type or the frequent breakage of the standard type. Spring steel's the answer. Bring on your vandals, your carwash jockeys, your . . . ?



For people who like to know what's going on, a dash you can read. The Rallye Instrument Cluster, standard with Challenger Rallye, optional with Challenger, starts out with a simulated wood-grained instrument panel and continues with a tachometer, trip odometer, and clock, in addition to the gauges you'd expect. That good-looking steering wheel is yours even if you don't choose the Rallye Instrument Cluster.



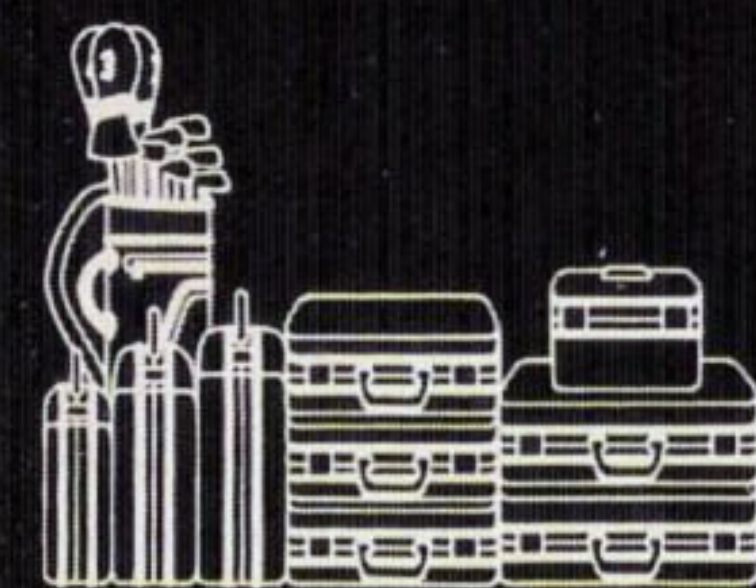
CHALLENGER RALLYE. It speaks softly, but gives you a big kick.

The way things are today, maybe what you need is not the world's hottest car. Maybe what you need is a well-balanced, fully instrumented road machine. One with a highly individualized style, a well proportioned balance between acceleration, road-holding, braking—you know the bit.

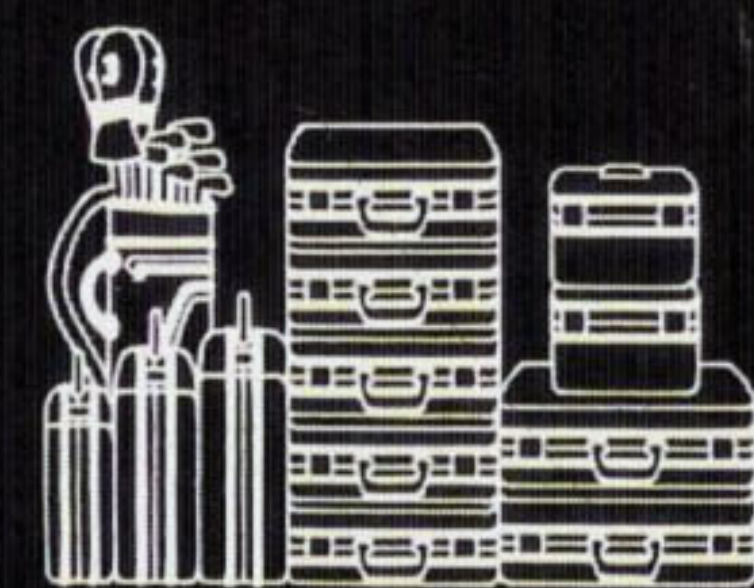
This is it. Challenger Rallye. Inexpensive to buy,

to run. About as quick in the legal range as anything its size. And a lot more thoughtfully done.

The Rallye Instrument Cluster is standard. So are the heavy-duty Rallye Suspension, performance hood and slick three-speed full-synchro floor shift. Urge is supplied by the envied optional 340 V8. My, it's nice to have a goer that's not a guzzler.



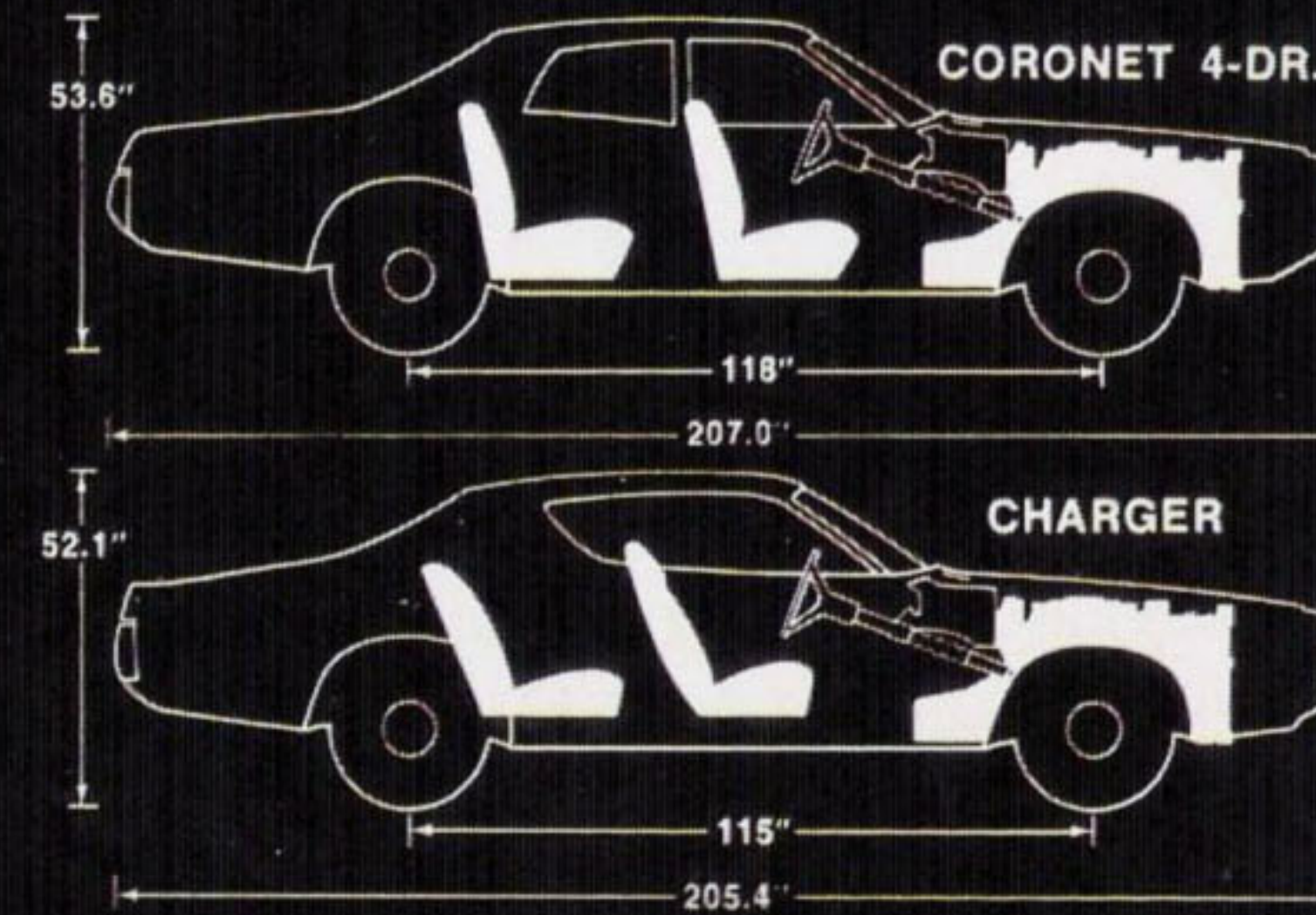
CHARGER
(luggage capacity)
2 men's 2-suiters
1 lady's Pullman
1 lady's wardrobe
1 man's overnight bag
3 lady's overnight bags
1 lady's train case
1 golf bag



CORONET 4-DR.
(luggage capacity)
2 men's 2-suiters
1 lady's Pullman
1 lady's wardrobe
1 man's overnight bag
5 lady's overnight bags
2 lady's train cases
1 golf bag



CORONET CHARGER



Seven pages of family-sized cars that have plenty of room for style and value.

No, Dodge didn't decide what size a family car should be. You did. You found that a car with a wheelbase somewhere around 115 to 118 inches gave your family the right amount of room. And a car that size was easy to drive and easy to buy. There you had it. Comfortable car. Comfortable price.

This kind of family car was easy to find about two or three years ago. Plenty of people bought them. And liked them. That's why Dodge is still building that kind of family car. Other manufacturers have been concentrating on building larger, more expensive cars . . . or smaller cars. Not Dodge. We still have that kind of car for you.

Family car—what does it look like? That depends on the family attitude. For families with elan who value spirited good looks, there's the dashing Charger. On the other hand, for a completely rational well-thought-out, every-detail-in-place car, there's the handsome Coronet. Which one is for you? Read the next six pages and see.

CORONET

Yes, it is possible to get a comfortably sized, comfortably priced family car. Just ask for Dodge Coronet.

Rejoice, four-door lovers. You've just found somebody who really likes you. Somebody who set out to build a new car, a great car, just for you.

Can a four-door sedan be designed to look as clean and as modern and exciting as a two-door? Certainly, if you don't try to make one design serve two masters. Dodge didn't. And the looks prove how exciting it can be when you have only one thought in mind.

How large should a four-door be? How expensive? How lavishly appointed? Dodge rejected the thought that all sedan types are either as rich as Croesus or as poor as church mice. Coronet is very nice without being extravagant, and economical without being penurious.

Coronet is thoughtfully sized right where most people wanted it to be just three short years ago. If your family hasn't suddenly shrunk or grown both in size and numbers, perhaps it's where you ought to be, too.

Coronet is designed to be lived in

and used and appreciated by a family group. It is large enough to hold six and their luggage on an extended trip without strain. It is small enough to run to the supermarket without feeling like a consumptive spender. The fabrics do not come from the sacred looms of Egypt, they come from a family of hard-working cloths or vinyls that know how hard an active family lives. The standard V8 is not large enough to boost you to the moon—on the other



hand, it passes gas stations with a casual indifference that will give your budget a sense of well being.

A few thoughts about handling. Since big cars ride more smoothly than little ones but are harder to maneuver, you have a choice to make. Coronet is a pleasant, thoughtful one. The size is well balanced. Nimble in town, stable and secure on the highway. Coronet has torsion bars. They do make a feelable difference. About the best place to find this out is on the nearest snaky, up-and-down asphalt road. You know the one. The one that used to make you just a trifle uneasy. Try it again sometime. In Coronet. In the rain.

People who bought a Coronet last year mentioned the styling first when asked why they liked it. Then the handling. Finally, they said they thought it was quite a bargain at the price.

If you're looking for a car you'll like better every time you think about it, there is somebody who's still building your kind of car. Dodge. Depend on it.

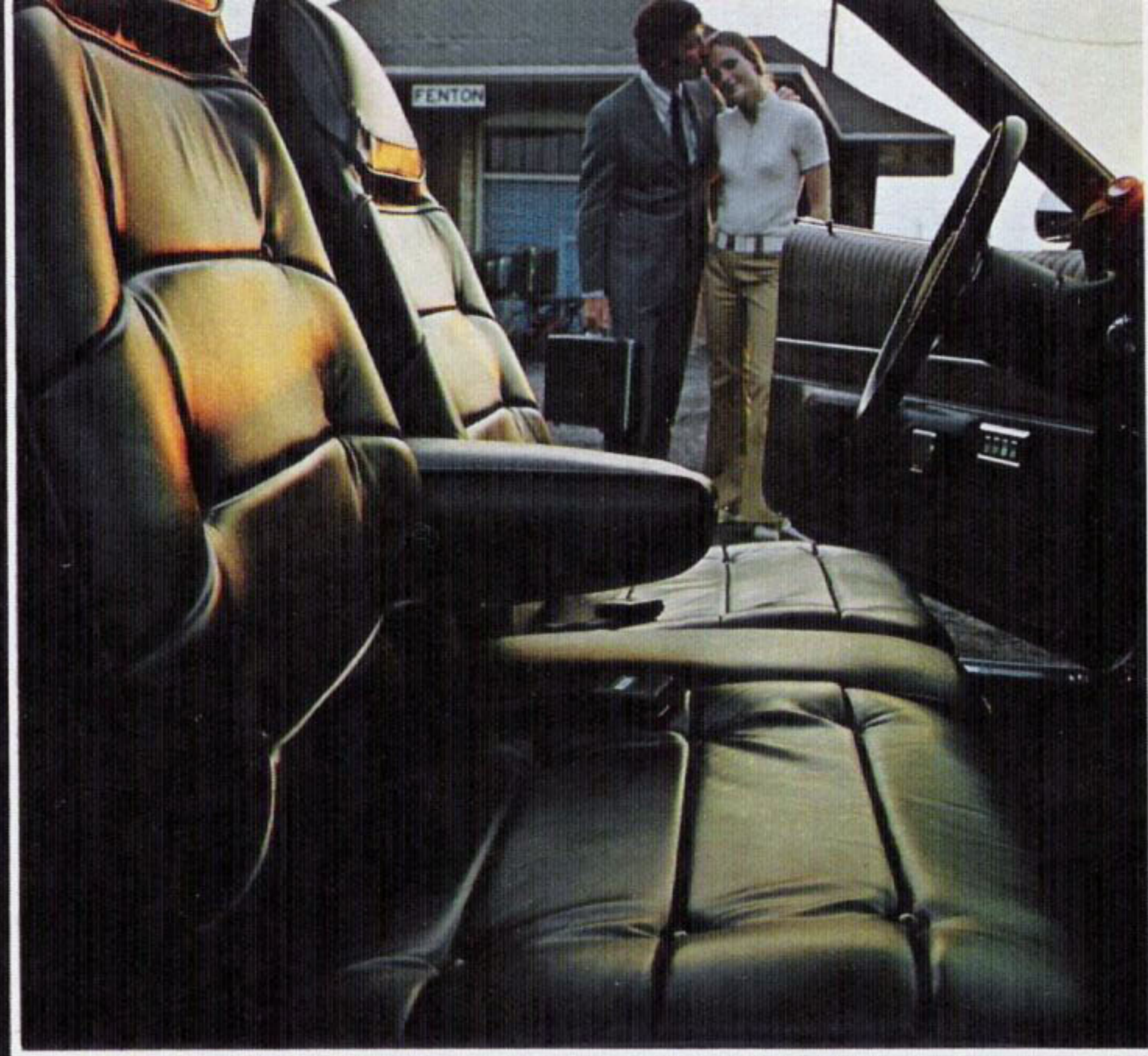
STANDARD EQUIPMENT

- All-vinyl bench seats (Coronet only)
- Pleated cloth-and-vinyl bench seats (Custom only)
- Keyless door locking system
- 3-spoke color-keyed steering wheel (with simulated wood-grained insert, Custom only)
- Foot-operated parking brake
- Glove box lock
- Trunk mat
- Color-keyed carpeting (Custom only)
- Cigarette lighter
- Inside day/night mirror
- Front and rear armrests
- Simulated wood-grained door trim inserts and instrument panel applique (Custom only)
- 2-speed concealed wipers
- Full length body side moulding (Custom only)

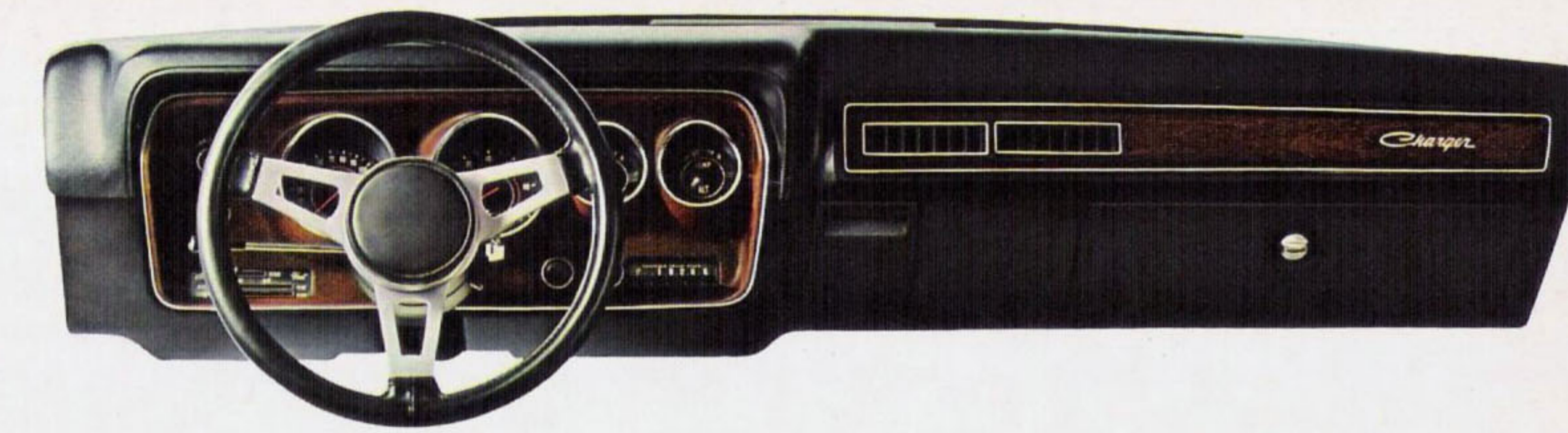


CORONET CUSTOM 4-DOOR SEDAN





CHARGER



Owning a Charger is like taking a Caribbean vacation with green stamps.

Charger has been on people's "most wanted car" list ever since it came out in 1966. It heads for the railroad station or golf course with equal aplomb.

Unfortunately, lots of people thought they couldn't afford a Charger. Not true. Charger is far less expensive than many "personal luxury cars." And, we have to admit, Charger is also a lot better-looking than most. Charger is even less expensive than many of the so-called economy sports compacts. For a very unaverage car, Charger has an amazingly average price.

Then there were other people who thought they needed more room than a Charger offered. We doubt it. True, Charger is designed to catch the eye of the sports-car-owner-turned-family-man. To him, Charger combines the tautly knit driving experience he loves with room for a family of six . . . and its luggage. But we think the rest of you comfort-seekers will find Charger quite adequate. It's longer than many "family-sized" cars others offer.

You have a choice of Chargers, each with a look you'll like and one or more with a price that's sure to fit your budget. There's the thrifty coupe, a neat

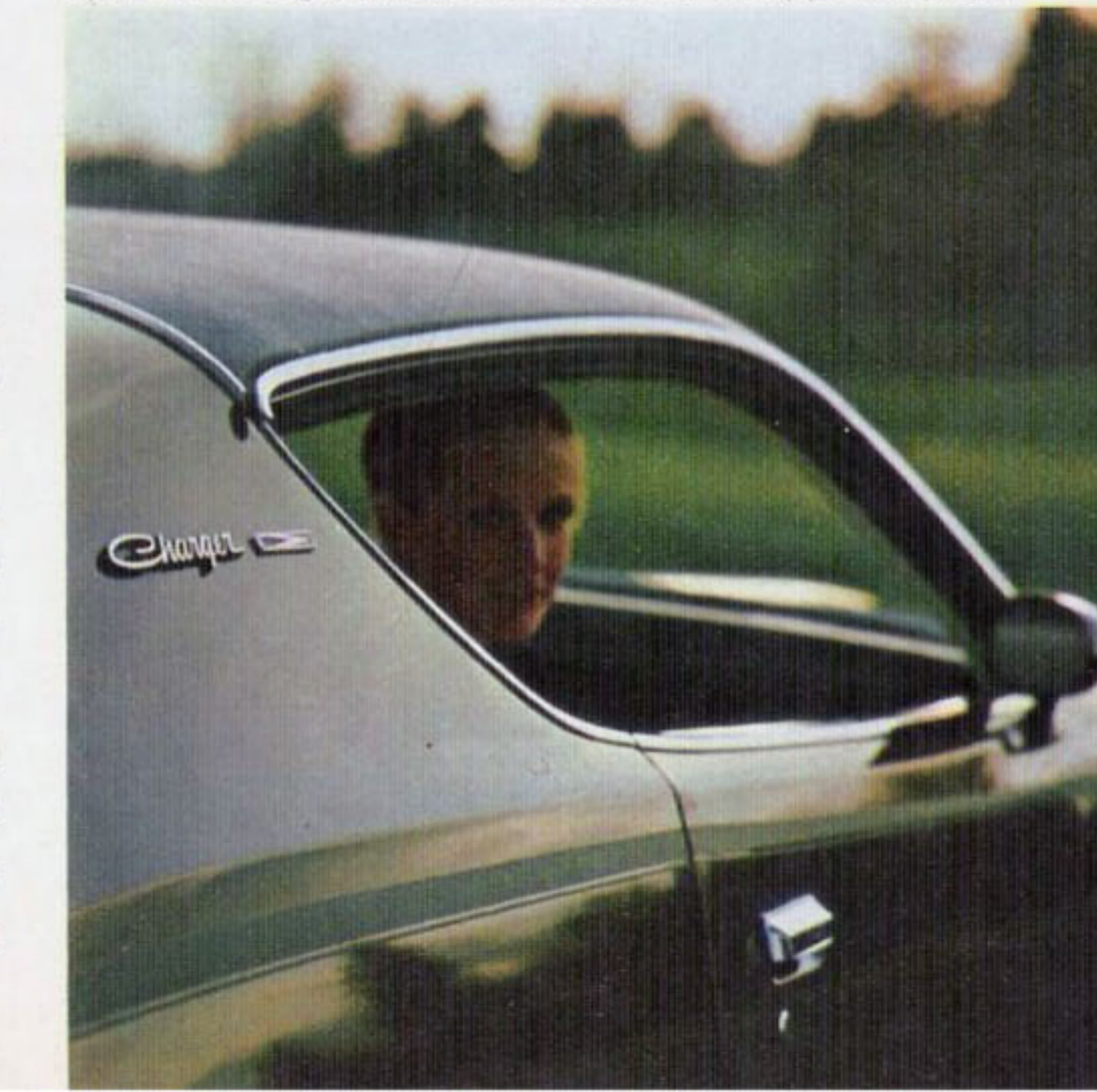
way to save money and still drive a Charger. Probably the most popular model is the Charger hardtop shown on the opposite page. For the *piece de resistance*—the Charger SE. That's so special we've devoted the next two pages to it.

CHARGER STANDARD EQUIPMENT (not SE)
 All-vinyl front bench seat
 3-spoke color-keyed steering wheel
 Simulated wood-grained steering wheel insert (except coupe)
 Heater/defroster

Keyless door locking system
 Foot-operated parking brake
 Glove box lock
 Dome light
 Color-keyed carpeting (except coupe)
 Cigarette lighter (except coupe)
 Simulated wood-grained door trim inserts (except coupe)
 Simulated wood-grained instrument panel applique (Charger hardtop only)
 Simulated wood-grained instrument panel applique, with hooded, circular

instrumentation including: 150-mph speedometer, oil pressure and fuel gauges, temperature and alternator gauges (Rallye)
 Dual horns (except coupe)
 2-speed concealed wipers
 Body side paint stripe (except coupe)
 Sculptured black grille (Rallye only)
 Power bulge hood with blackout treatment (Rallye only)
 Simulated door louvers with blackout treatment (Rallye only)
 Louvered taillights (Rallye only)

Optional Charger bucket seats shown on opposite page.



CHARGER SE

Charger SE. The rationally priced personal luxury car.

The realm of personal luxury cars is an exciting, glamorous one. It's a return to elegance, a joyful look back to the days when driving was fun. And it used to be an extravagant, expensive world.

Then came Charger SE. The car that put you into the world of personal luxury cars. The car that considers the price you want to pay.

There's no extra charge for the looks you get with Charger SE. The looks that caused *Car and Driver* to say the '71 Charger SE was the best-styled car of the year. And that was last year.

Wait 'til they see the '72 model!

Starting from the top . . . a brand-new look. A formal vinyl roof with straight severe lines, crisply defined windows. Then . . . special grille, hidden headlights, and sleek moulding delineating the edges of the car. In all, a distinctive style that sets this car apart.

The Special Edition look continues inside. A Rallye Instrument Cluster with gauges telling you everything you need to know about the car's performance. Of course, the gauges are set into rich simulated wood-toned paneling. Standard seats—pleated vinyl bench in your choice of six colors. Bucket seats are available, or treat yourself to the Brougham package with

split-back front seats, center armrest, and an interior that's in a word—posh.

But what you see isn't all of what you get. There's room for a family of six and its luggage. There's a crispness and surety of control that comes from properly positioned cars suspended on torsion bars and controlled by a special front-mounted sway bar.

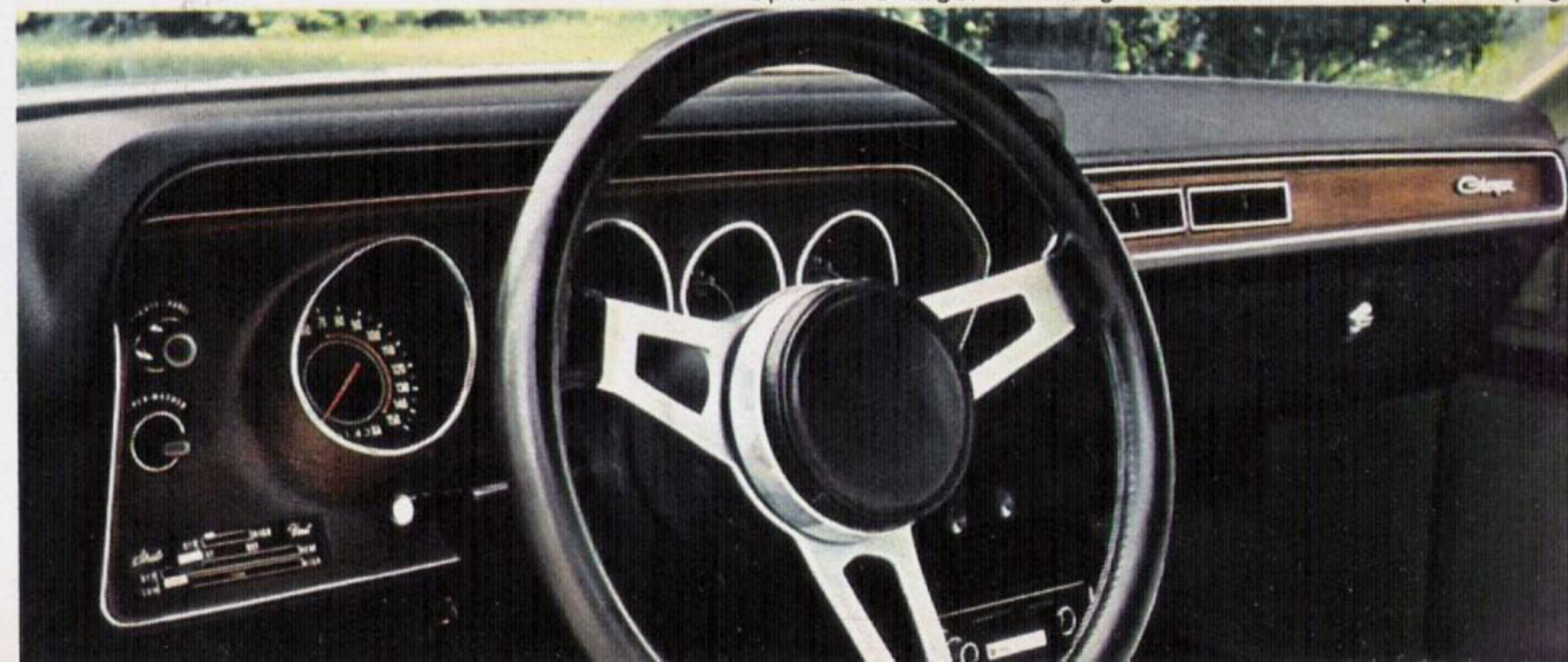
Who built a personal luxury car for you? Dodge. Depend on it.

CHARGER SE STANDARD EQUIPMENT
Pleated vinyl seats (front and rear)
3-spoke color-keyed steering wheel with simulated American walnut insert

Heater/defroster
Keyless door locking system
Foot-operated parking brake
Glove box lock

Dome light
Color-keyed carpeting
Cigarette lighter
Simulated wood-grained door trim inserts
Simulated wood-grained instrument panel applique, with hooded, circular instrumentation including: 150-mph speedometer, oil pressure and fuel gauges, temperature and alternator gauges
Dual horns
Formal vinyl roof
Instrument panel hood release
Concealed headlights
2-speed concealed wipers
Chrome taillights
Bright wheel-lip mouldings
Bright roof drip rail mouldings
Lower body side paint stripes

Optional Charger SE Brougham seat shown on opposite page.



CHARGER RALLYE

Charger Rallye—lively to look at, exciting to drive.

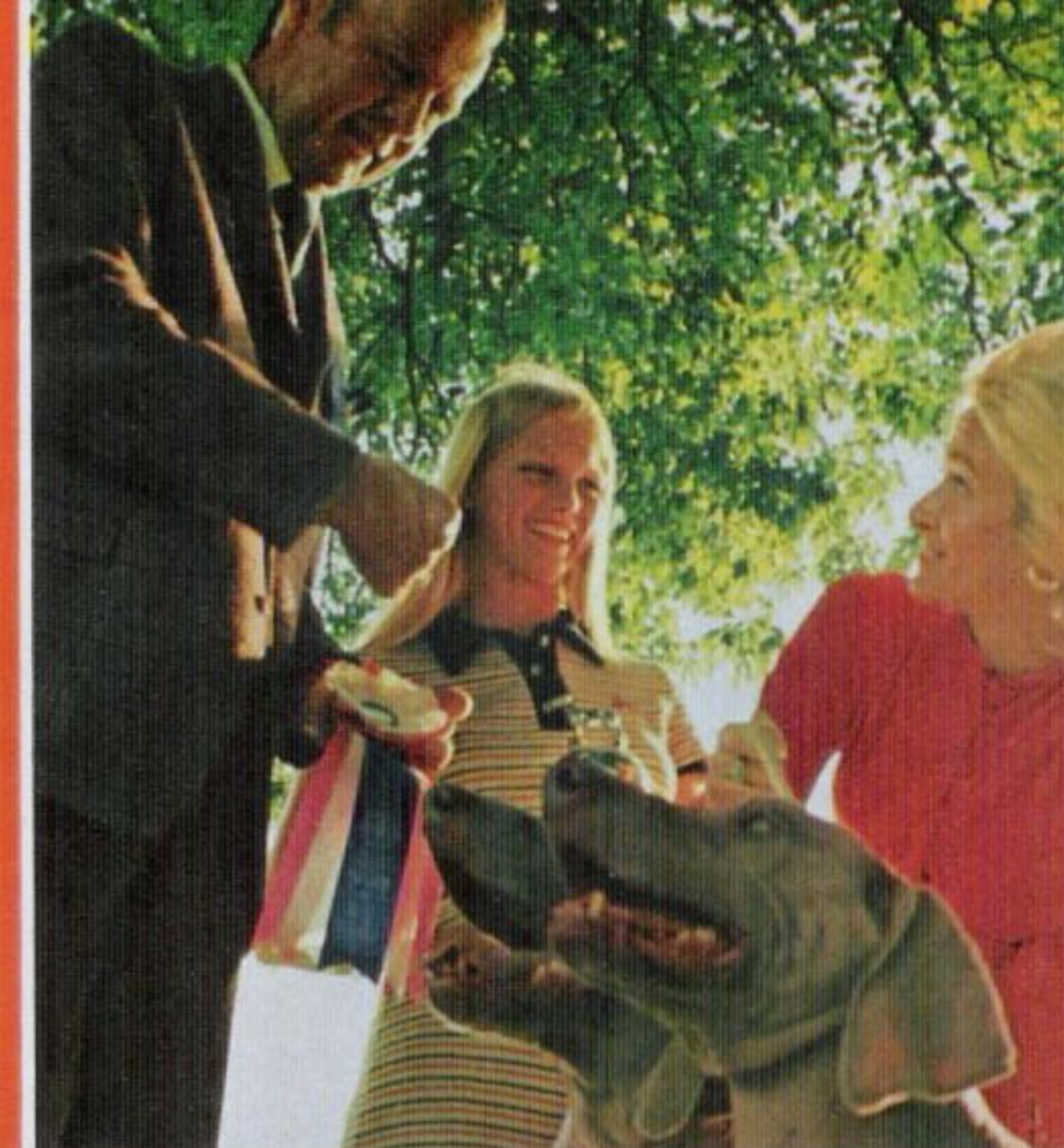
Okay, drivers, how do you see yourselves? The sports-car-buff-turned-family-man? Or the conservative who likes the look but remembers the insurance costs? Either way, Charger Rallye is for you.

You both get the look that's just a step ahead of the other fast-moving cars. Just watch a Rallye go by. The rugged, sculptured grille, the restrained body louvers, the multilouvered taillights—whish. Inside, there's a Rallye Instrument Cluster. You get oil, temperature, and fuel gauges; and an ammeter. All on readable black dials with white letters.

For driving excellence, there're special front and rear sway bars, and F70 x 14 bias-belted whitewalls.

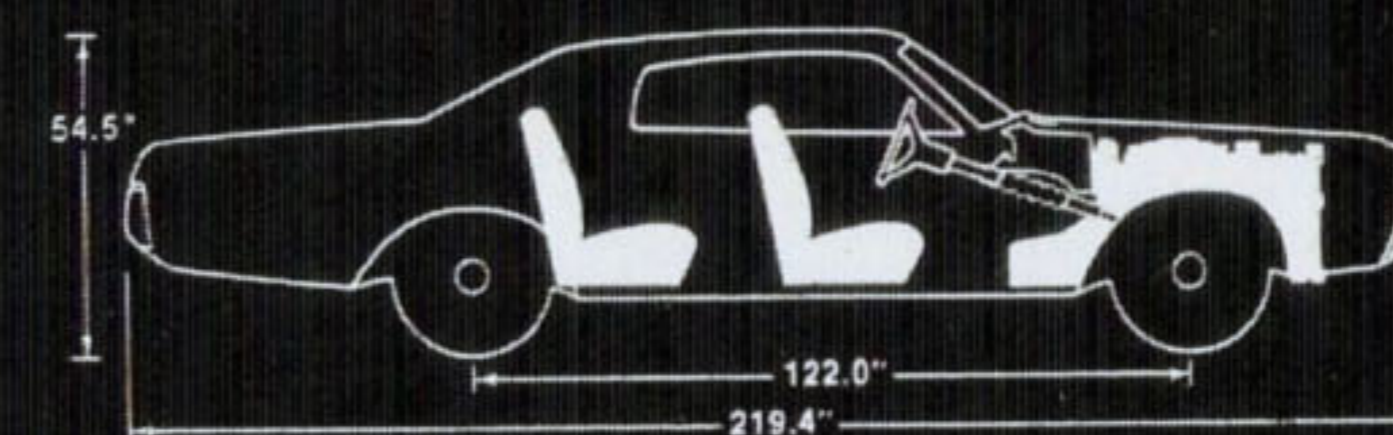
Now, men, it's time to separate. Those of you who want power, pick from the 340 four barrel, the 400 two-barrel or the 400 four-barrel, the 440 four-barrel, or the 440 SixPack engines. Maybe add four-speed transmission with Hurst shifter and Rallye wheels.

The rest of you can just look wild. Nobody will know you have a gas-hoarding 318 V8. Nobody, that is, except you and your friendly gas station attendant who won't get a chance to see you very often.



Polara Monaco

Size is a luxury. But the next six pages prove it needn't be an expensive one.

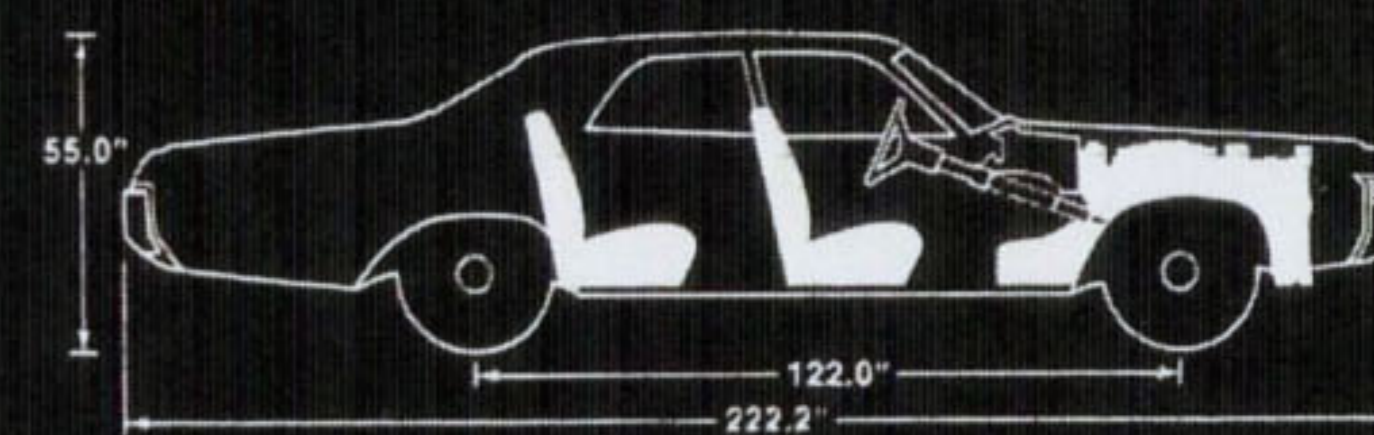


POLARA 2-DR. HARDTOP

Comes a time when you want to make your life a little easier. You deserve it. You need it. When that time comes, you want a big car. There's no other car that gives you the room, the comfort—yes, the luxury—that you get in a full-sized car.

Dodge offers you a choice of three full-sized cars. Polara. Polara Custom. Monaco. And Dodge designs them to give you everything you want, everything you expect in that kind of car. And more.

To really give you easy-chair comfort, Dodge puts Torsion-Quiet Ride on all these cars. This luxury car suspension was originally designed for Chrysler's most expensive automobiles. It allows you to enjoy all the fine riding characteristics of the luxury cars, while driving in an island of silence. Simply stated, Torsion-Quiet Ride is a series



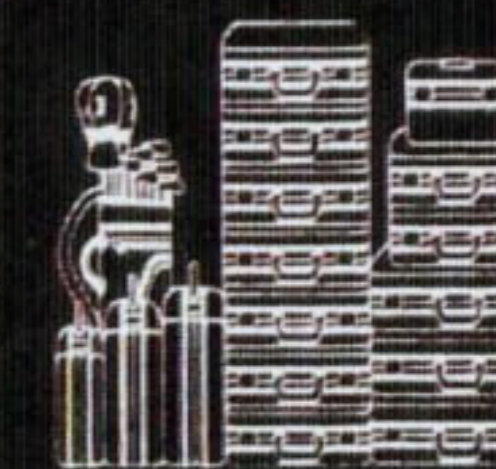
MONACO 4-DR. SEDAN

of rubber mounts, extra padding and insulation which isolates the passenger compartment from road and engine noises.

In any purchase, price is an important consideration. So you'll be happy to know that Dodge offers a Polara which is one of the lowest priced, full-sized four-door hardtops built in the United States.

All cars in the Polara and Monaco series are designed to give you an amazing amount of luxury at a modest price.

Looking for a big car that respects quality and your budget? It'll be from Dodge. Depend on it.



Polara/Monaco 2-dr. luggage capacity 3 men's 2-suiters 1 lady's Pullman 1 lady's wardrobe 3 men's overnight bags 7 lady's overnight bags 1 lady's train case 1 golf bag.

Dodge builds its traditionally sized cars on the premise that, for many families, a little extra size and riding comfort are not a luxury, but a vital necessity. A necessity to be provided at the lowest cost consistent with reputable quality.

You will find that today many models of smaller cars bear price tags higher than that of a full-sized Dodge. Before paying more for a dressed-up smaller car, it might be wise to weigh your family needs, then consider what

Polara offers. It'll be worth your while! **DODGE BELIEVES A GREAT CAR STARTS WITH STYLING, BUT IT CAN'T END THERE.** In a year when most cars look a lot like last year's, Dodge Polara doesn't. It is clean, fresh,

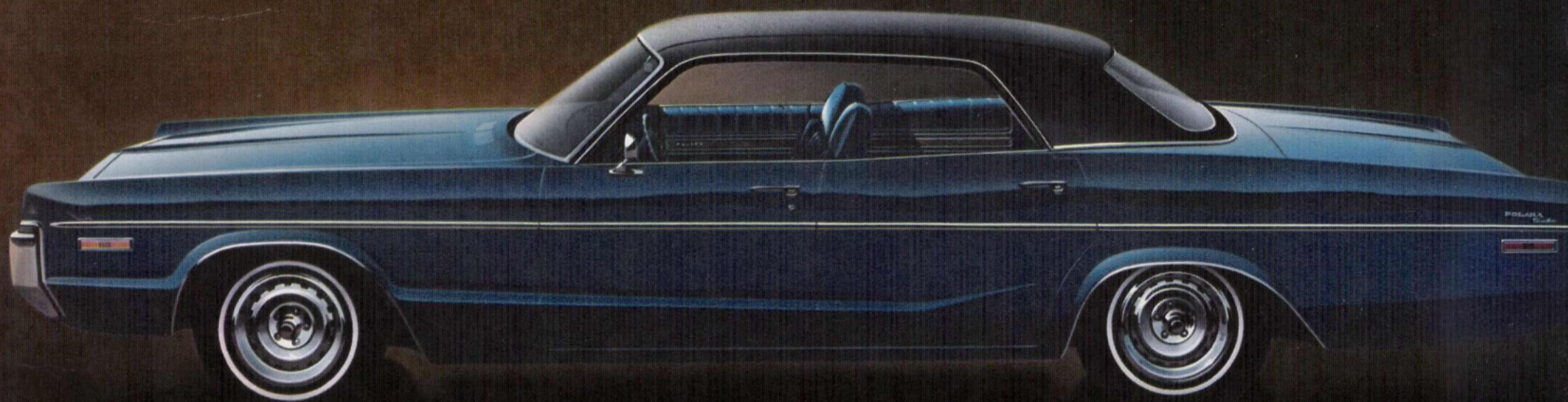
and achieves styling distinction without tricks. No obvious devices that tend to look so old so fast. For people who place styling first, that alone might be enough. But Dodge has always catered to the more thoughtful buyer.

DODGE IS ONE OF THE ROOMIEST CARS IN AMERICA, REGARDLESS OF PRICE. Dodge hopes you will take the opportunity to sit in its full-sized car. Notice in particular the depth of the foam-padded seats, their

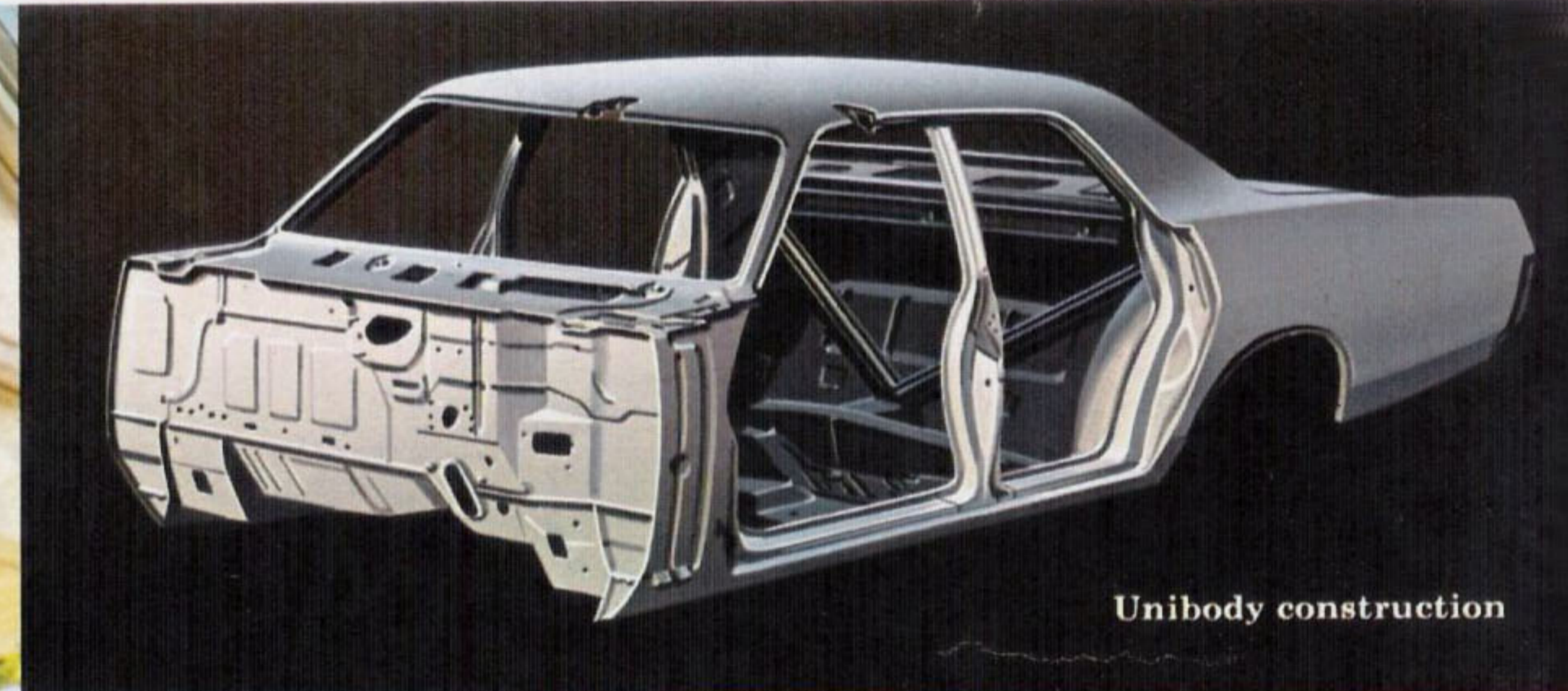
comfortable height above the floor. You may wish to check the fullness of door openings and the ease with which you can enter and leave. (There's more to the Polara story on the next page, so read on, friend.)

Standard Polara seat.

Polara. A few words about selecting a traditionally sized family car.



Polara Custom 4-door hardtop



Unibody construction



Polara 4-door sedan



Our two-door model has more rear seat head-room than many competitors', but obviously, nothing beats a four-door for full six-passenger comfort. If a four-door model is your preference, you will be impressed with the amount of head-room in back. All models have two-position door checks, a great convenience in parking lots or other areas where space is tight.

DO ALL LARGE CARS RIDE THE SAME? Obviously many people seem to think so, because few buyers bother to drive a car before they purchase it. This is unfortunate, because Dodge uses Torsion-Quiet Ride on its larger cars. (See Polara/Monaco introductory page for a description of this sophisticated suspension system.)
THE CASE AGAINST THE THUNDERING V8.

The idea that a large-car buyer shouldn't care anything about economy or gas mileage didn't sit well with Dodge engineers. Just because Dodge builds one of the most powerful V8's (440-cu.-in.) in the industry doesn't mean that everybody has to take it. That is why the standard engine on the economy-priced Polara is the 318 V8. It gives you performance that is refreshingly lively.

The economy you get plus the ability to use regular gas is an unexpected bonus you'll appreciate. Larger engines are recommended for people expecting to pull trailers. Polara comes in two very attractive versions. Polara and Polara Custom. Either one gives you all the features you've just read about. Polara Custom gives you more trim, more style.

Optional Polara Custom seat.

POLARA STANDARD EQUIPMENT
Cloth-and-vinyl front bench seats—Blue, Black, and Green interior trim colors (Polara), all these plus Gold (Polara Custom) □ Simulated wood-grained door-trim insert (Polara Custom) □ Leather-grained vinyl instrument panel (Polara) □ Simulated wood-grained instrument panel (Polara Custom) □ Cigarette lighter

□ Color-keyed carpeting □ Ventless front windows □ 2-speed concealed windshield wipers with articulated blade on driver's side □ 3-spoke, color-keyed steering wheel (simulated wood-grained insert, Polara Custom) □ Torsion-Quiet Ride □ Side moulding with vinyl insert (Polara Custom) □ TorqueFlite automatic transmission □ Power steering.

Polara. The value story goes on.



Polara Custom 2-door hardtop



Protective vinyl moulding

This is an honest, no-nonsense medium-priced car. A car with a conservative clean look all its own. A car that is obviously more luxurious than expensively equipped low-priced models, yet not that far above them in price. A car that includes the basic necessities of a luxury car as standard equipment. Power steering, power front disc brakes, and automatic transmission.

The emphasis in design of this new car has been on strength, solidity, and silence. The 1972 Monaco gives you a fresh bright look in a year when many other car manufacturers are simply reshaping last year's look. And style doesn't begin and end with the outside either. That's why you get easy-to-clean cloth-and-vinyl seats in rich decorator colors, carpeting,

and simulated burl walnut trim. The Monaco features Torsion-Quiet Ride and a new 360-cubic-inch V8 engine. This engine offers unusual smoothness, improved low-speed acceleration, and effortless superhighway cruising. It operates efficiently on regular or low-lead fuels.

The new Dodge Monaco. An honest, solid,

exceptionally comfortable medium-priced car. Amazing what you can accomplish when you know exactly what it is you want to be.

MONACO STANDARD EQUIPMENT

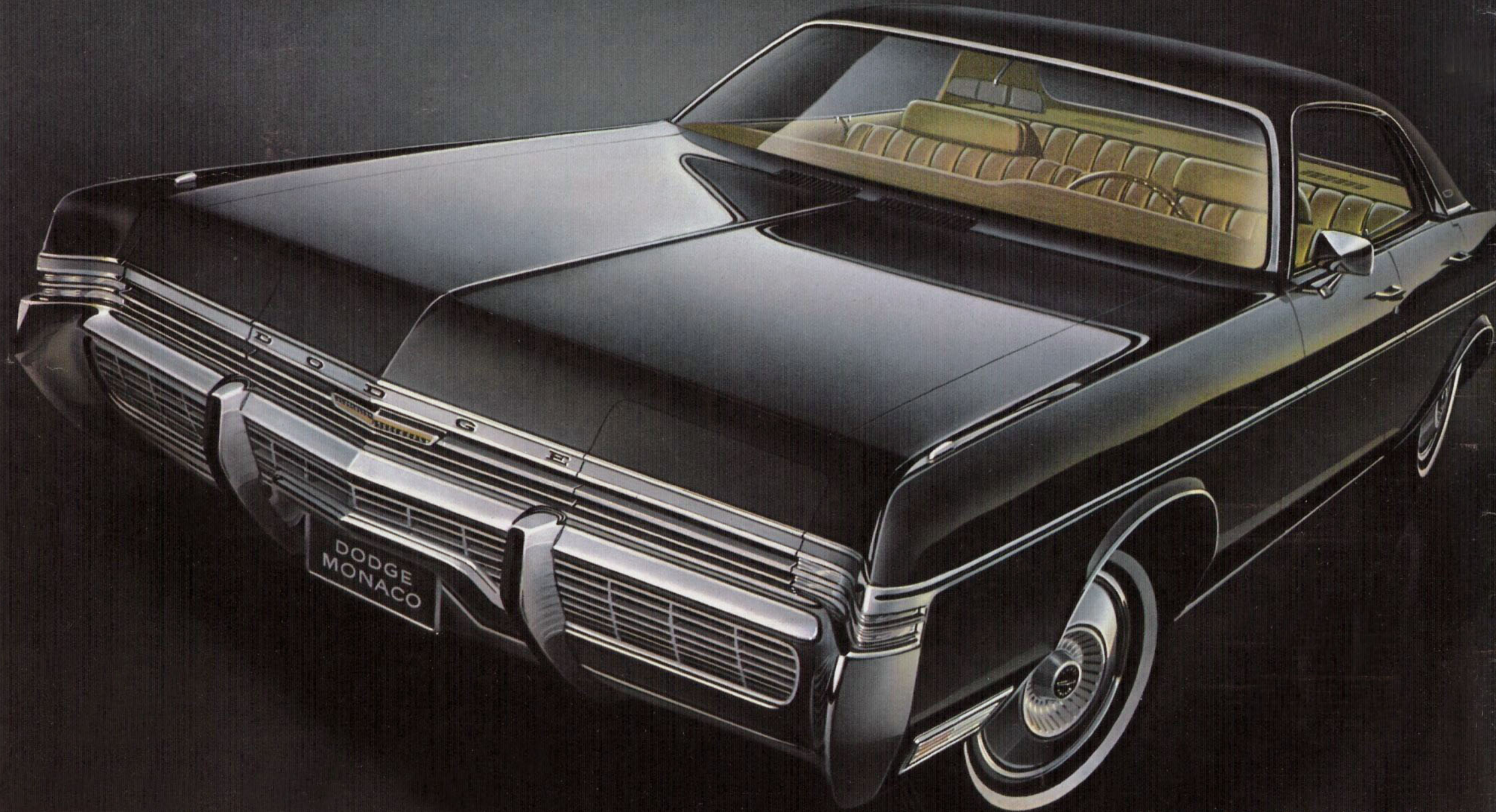
Cloth-and-vinyl split-back front bench seats with center armrest—Blue, Green, Gold, and Black interior trim colors □ Simulated wood-

grained door-trim insert with carpeted lower panel □ Simulated wood-grained instrument panel □ Cigarette lighter □ Combination dome and map light □ Color-keyed carpeting □ Instrument panel ash receiver light □ Glove box light □ Rear door automatic dome light switch □ Trunk light □ Ventless front windows □ 2-speed, concealed windshield wipers with

articulated blade on driver's side □ 3-spoke, color-keyed steering wheel with simulated wood-grained insert □ Torsion-Quiet Ride □ Side moulding with vinyl insert □ Concealed headlights □ TorqueFlite automatic transmission □ Power steering □ Power front disc brakes □ Deluxe wheel covers □ Arm rests □ Inside hood release □ Prismatic inside rear view mirror.

Monaco Brougham seat.

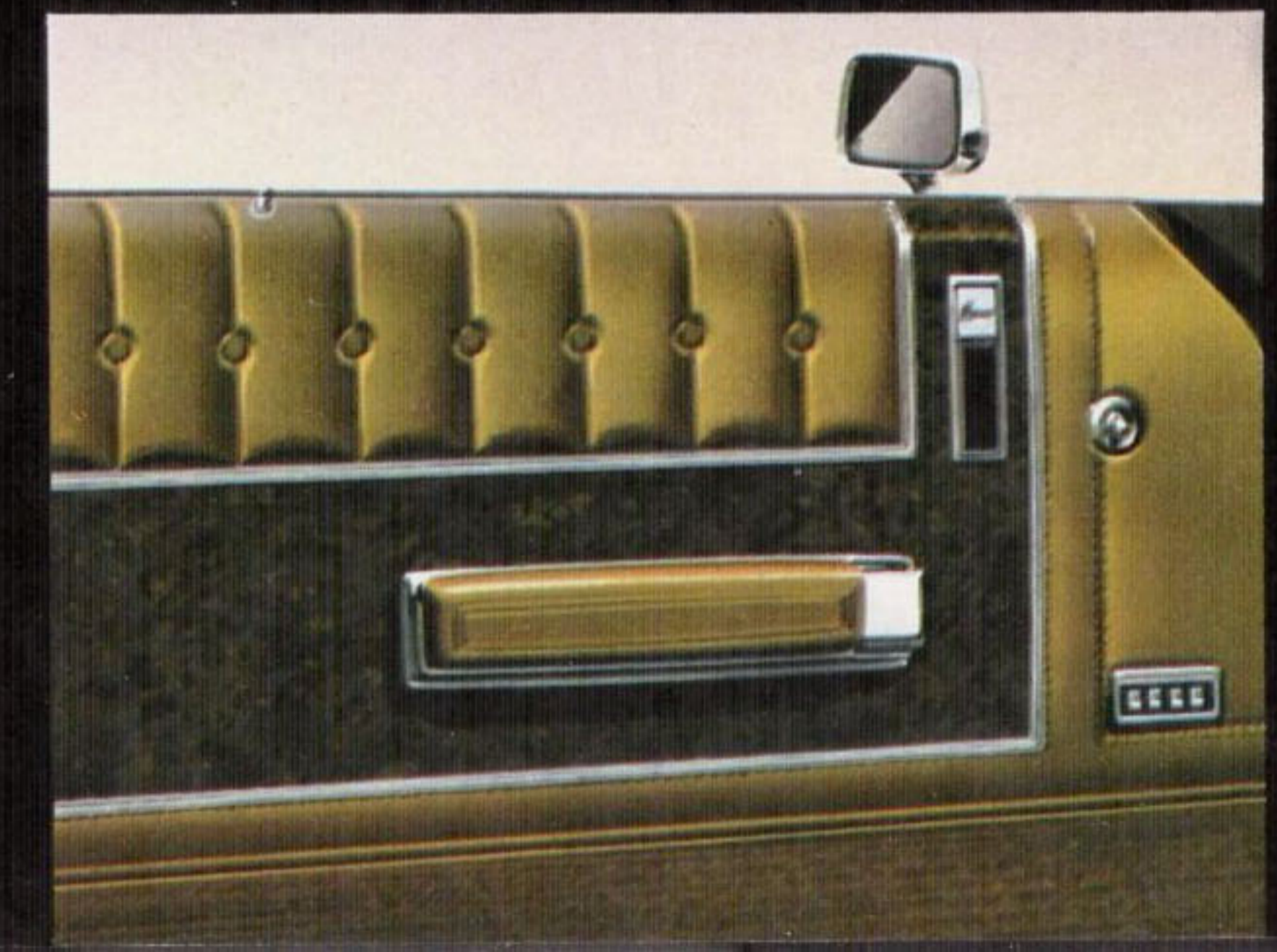
Monaco. Excellence without extravagance.



Monaco Brougham 4-door hardtop



Monaco 2-door hardtop



Three ways to look at wagons.

A station wagon is more than a car with a larger trunk. It is a land yacht, a school bus, a partner in odd jobs around the house, a home away from home, the reason the dog doesn't have to be put in the kennel. It is the whole family's passport to just about anywhere. And since some people prefer to take it to the club, while others prefer a remote campground, and some families wear soup-and-fish, while others prefer jeans—just one kind of wagon really won't do. No, it won't.

Dodge wagons are simple, practical, luxurious, economical, work-a-day, and dependable. The nicest thing is that, by proper selection, you can combine the qualities in almost any quantity you want. A brief summary of your available choices is included here. For full technical details, ask your Dealer for his special wagon folder.



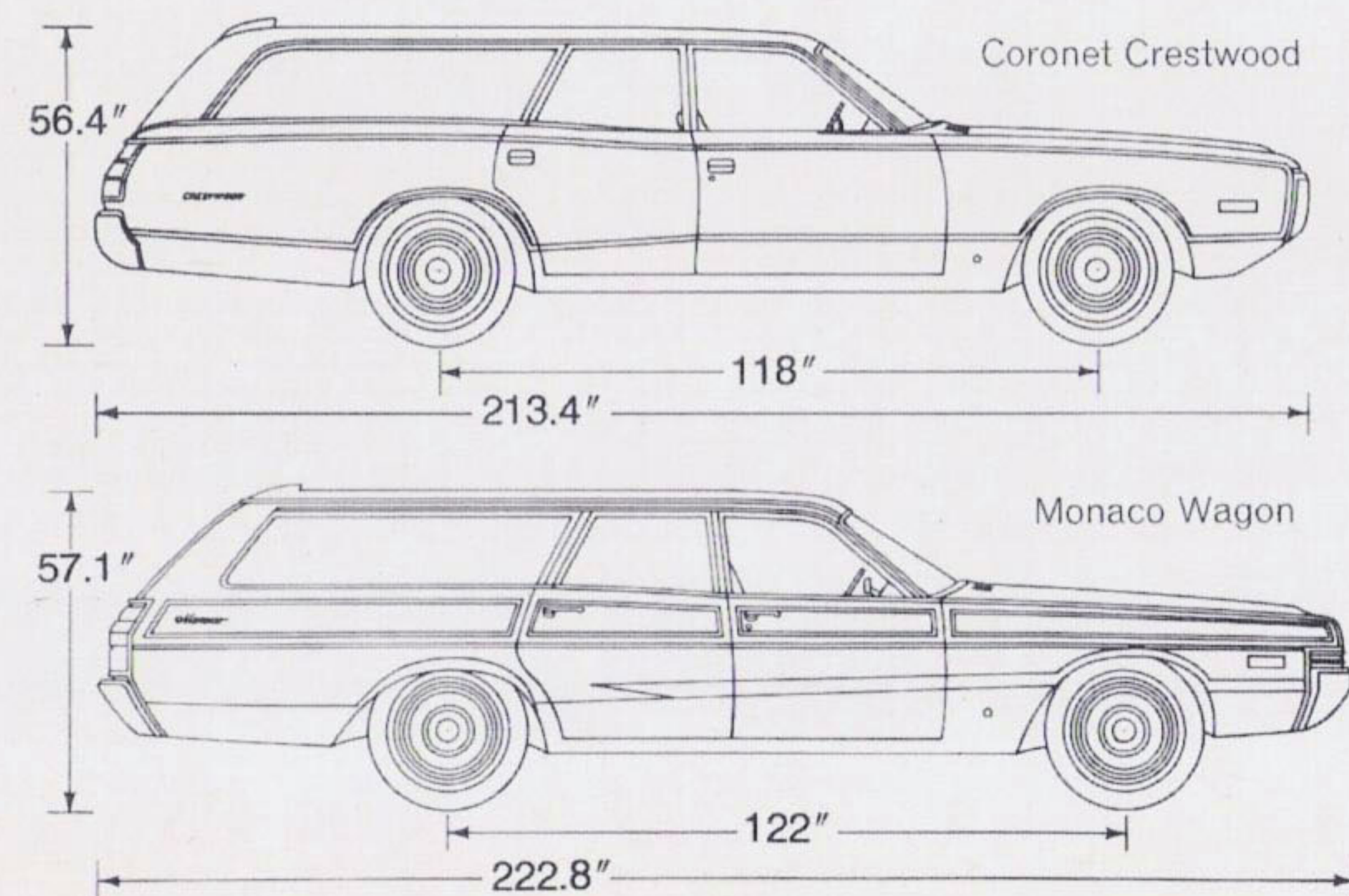
CORONET Standard Equipment

All-vinyl front bench seat (Coronet and Custom)
 All-vinyl split-back front bench seat with center armrest (Crestwood)
 Simulated wood-grained inserts on door trim and instrument panel (Crestwood and Custom)
 Leather-grained vinyl instrument panel applique (Coronet)
 Carpeting (Custom and Crestwood)
 Cargo compartment carpeting (Crestwood)
 3-spoke color-keyed steering wheel (Coronet), with simulated wood-grained insert (Custom and Crestwood)
 Cigarette lighter
 Glove box lock
 Keyless door locking system
 Auto-Lock electric tailgate lock system (3-seat wagons)
 Heater/defroster with 3-speed blower fan
 Dual Action hardtop tailgate with concealed hinges
 Foot-operated parking brake
 Ventless side windows
 2-speed concealed wipers
 Aerodynamic roof air deflector (Crestwood)
 Tailgate opening step pad (3-seat wagons)
 Exterior simulated wood-grained overlay (Crestwood)

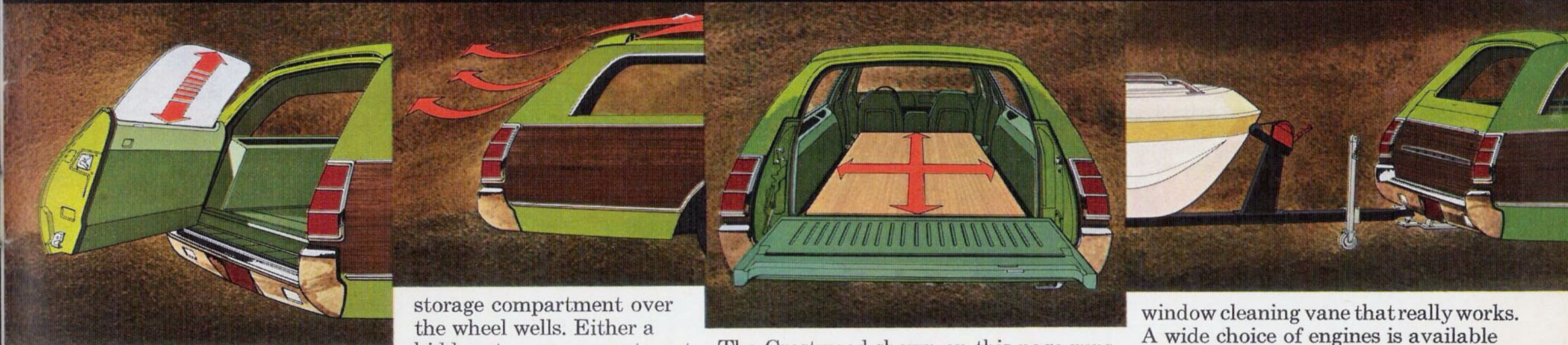
POLARA/MONACO Standard Equipment

All-vinyl front bench seat (Polara)
 All-vinyl split-back front bench seat with center armrest (Polara Custom and Monaco)
 Simulated wood-grained inserts on door trim and instrument panel (Polara Custom and Monaco)

Leather-grained vinyl instrument panel applique (Polara)
 3-spoke color-keyed steering wheel (Polara Custom and Monaco also include simulated wood-grained insert)
 Color-keyed carpeting
 Cargo compartment carpeting (Monaco)
 Combination dome and map light (Monaco)
 Cargo compartment dome light (3-seat and all Monaco wagons)
 Glove box light (Monaco)
 Instrument panel ash receiver light (Monaco)
 Rear door dome light switch (Monaco)
 Cigarette lighter
 Glove box lock
 Keyless door locking system
 Auto-Lock electric tailgate lock system (3-seat wagons)
 Heater/defroster with 3-speed blower fan
 Dual Action hardtop tailgate with concealed hinges
 Foot-operated parking brake
 Ventless side windows
 2-speed concealed wipers
 Aerodynamic roof air deflector
 Tailgate opening step pad (3-seat wagons)
 Exterior simulated wood-grained overlay (Monaco)
 TorqueFlite automatic transmission
 Power steering
 Power front disc brakes (Monaco)
 Side moulding with vinyl insert (Polara Custom and Monaco)
 Deluxe wheel covers (Monaco)
 Concealed headlights (Monaco)



Coronet



We think you will find this a very pleasant-sized wagon, indeed. It is large enough to seat six adults easily or hold a four-by-eight sheet of plywood flat on the floor. It has a comfortable 118-inch wheelbase that makes it easy to park, and it fits most garages easily.

As to special wagon features, Coronet includes the two-way hardtop tailgate and a special

storage compartment over the wheel wells. Either a hidden storage compartment or a third seat is available.

Coronet wagons are available in three different levels of trim. (Coronet, Coronet Custom, Coronet Crestwood.) The standard Coronet is clean, simple, and utilitarian without being stark. The Custom adds a few niceties without straining your budget.

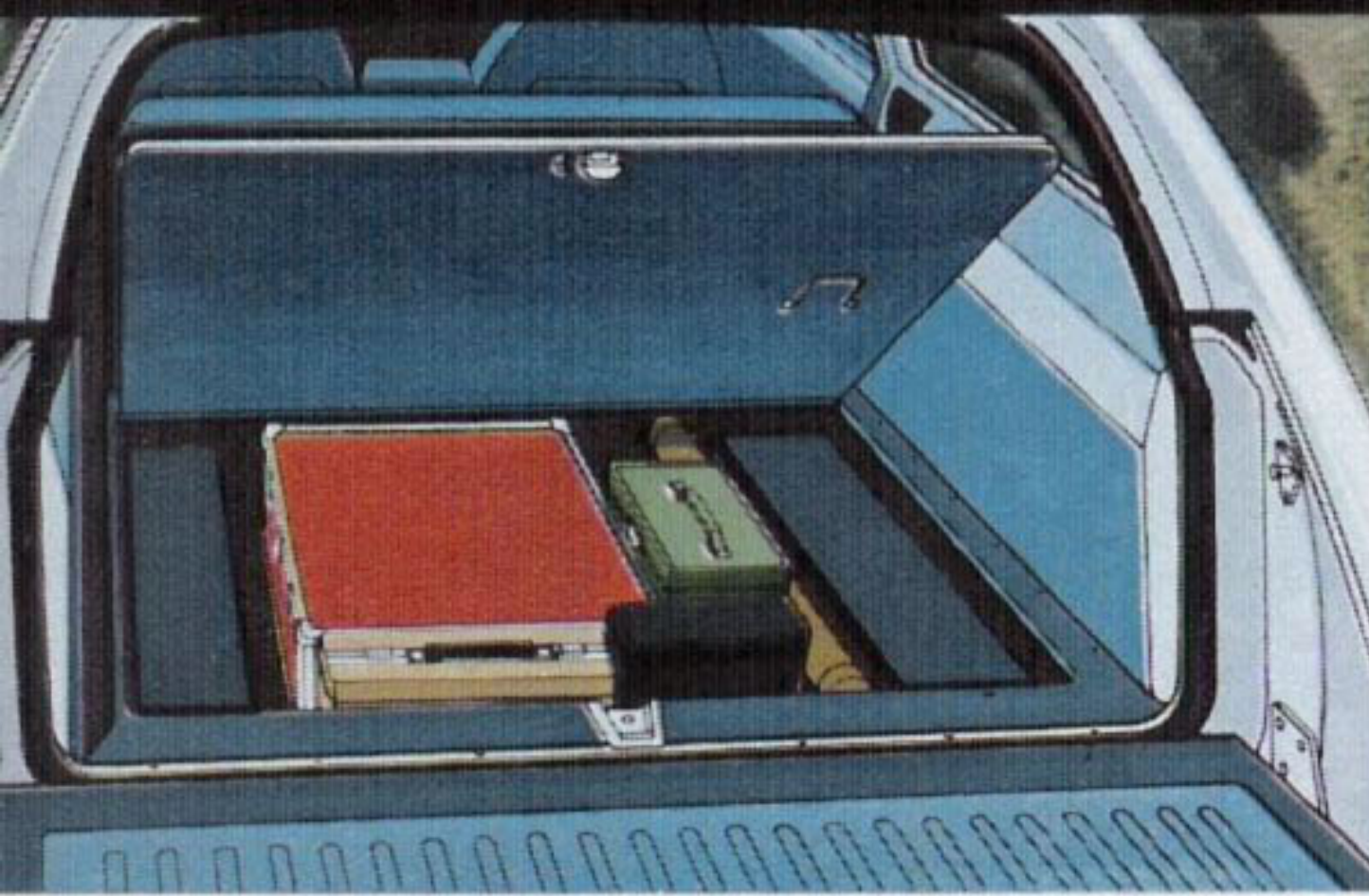
The Crestwood shown on this page runs to elegant, yet liveable, luxury: color-coordinated simulated wood-grained trim on the sides, matching panel and plush door inserts inside; carpeting (that means in the cargo area, too); and a rear

window cleaning vane that really works. A wide choice of engines is available on all Coronets as is a complete selection of popular options and accessories. You will probably find that your budget can easily handle more of these desirable items than you thought.

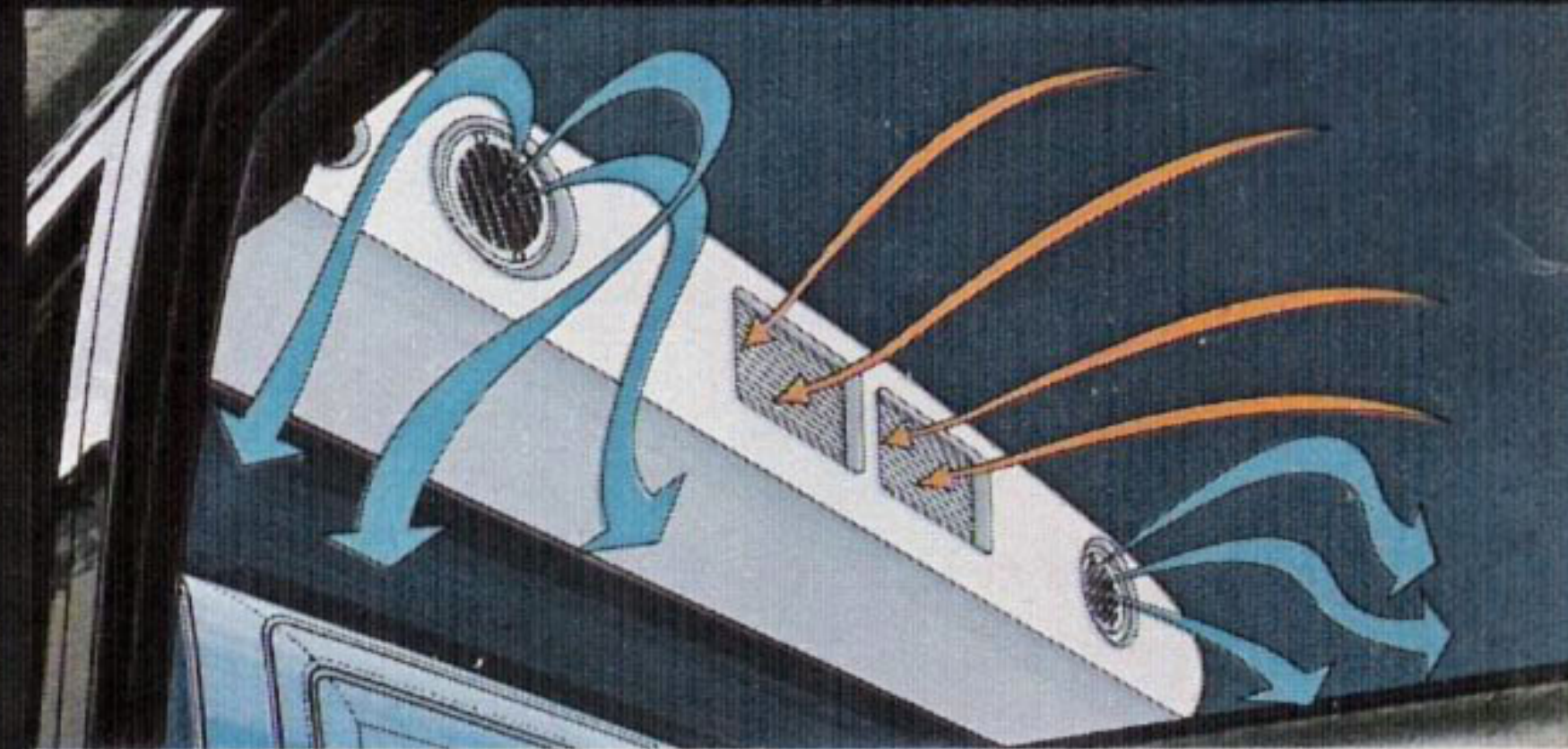


Coronet Crestwood

Polara/Monaco



Polara Custom Wagon



Dual Air Conditioning

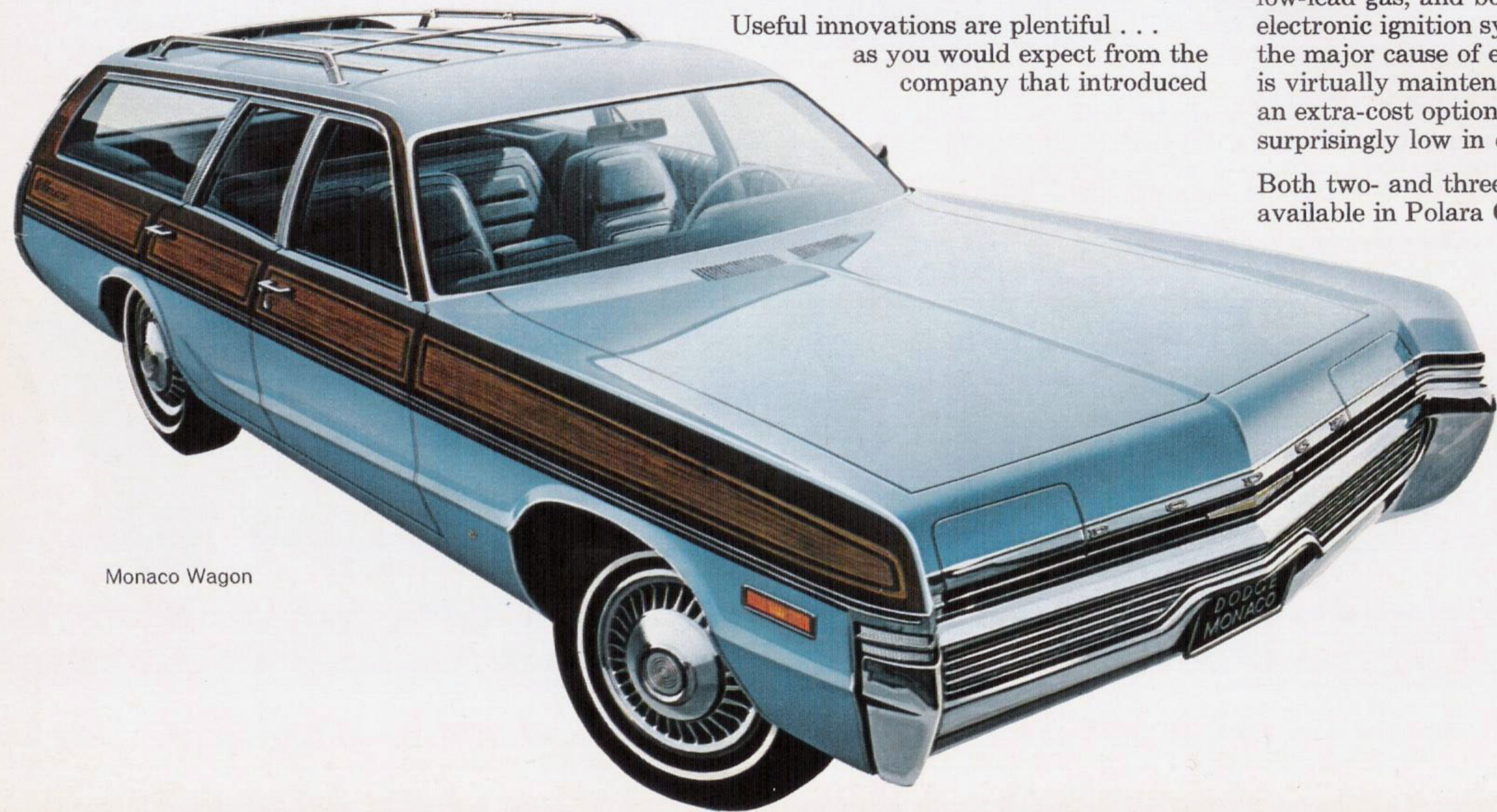
America's first all-metal station wagon. New two-way tailgate with hardtop glass, efficient wind deflector (on both models), and interesting features like optional dual air conditioning. Highly efficient V8 engines all run on regular or low-lead gas, and both wagons offer the electronic ignition system that eliminates the major cause of engine misfiring and is virtually maintenance-free. This is an extra-cost option, but one which is surprisingly low in cost.

Both two- and three-seat models are available in Polara Custom and Monaco.

Polara and Monaco are similar in size—but different in styling and appointment levels. Both include the exclusive Torsion-Quiet Ride—an advanced suspension system

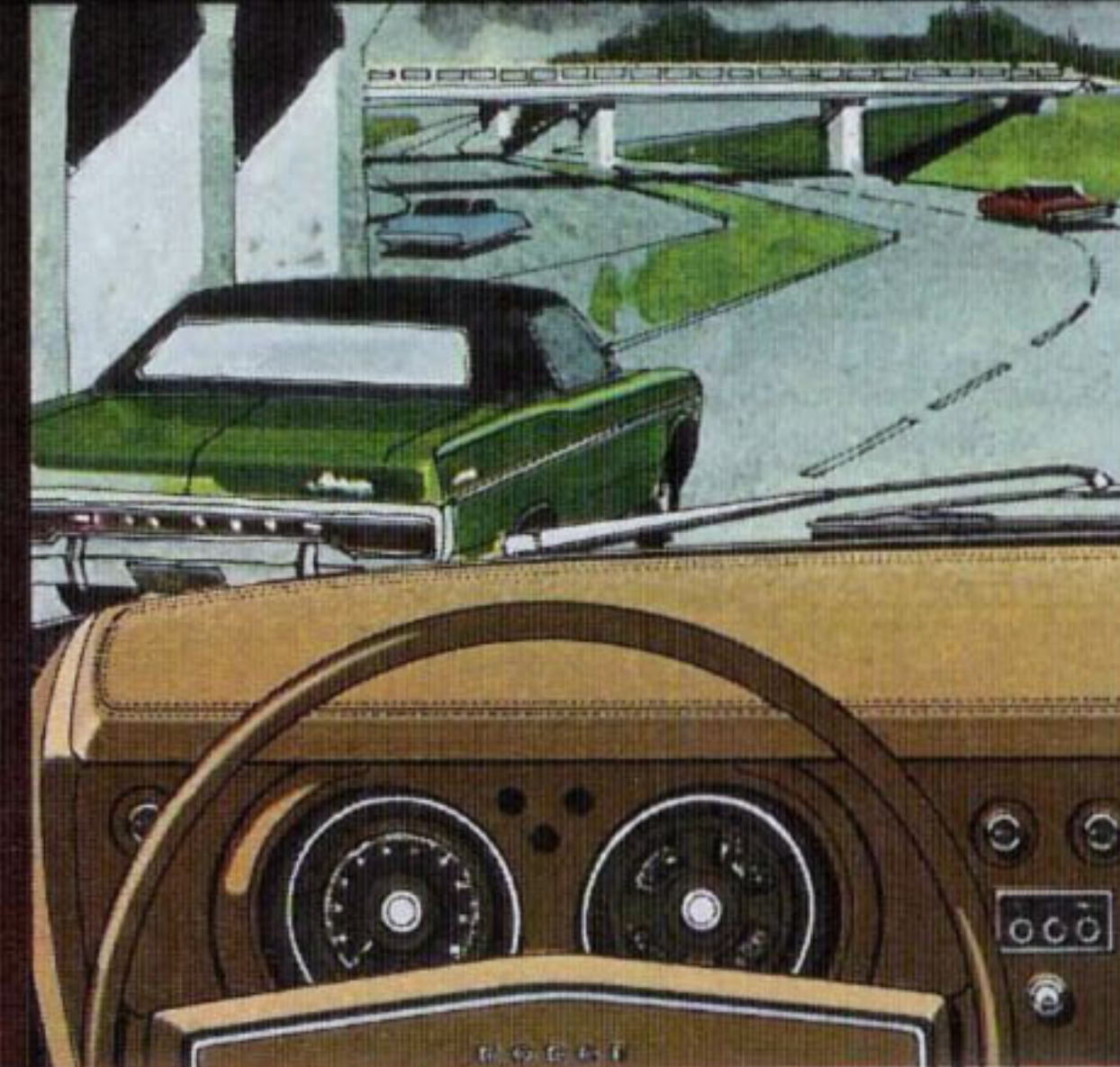
that uses strategically placed rubber mounts to isolate road noise and vibration from the passenger compartment. Coupled with the torsion-bar suspension system, the end result is a wagon that rides more like a limousine than a wagon, and gives outstanding silence to match.

Useful innovations are plentiful . . . as you would expect from the company that introduced



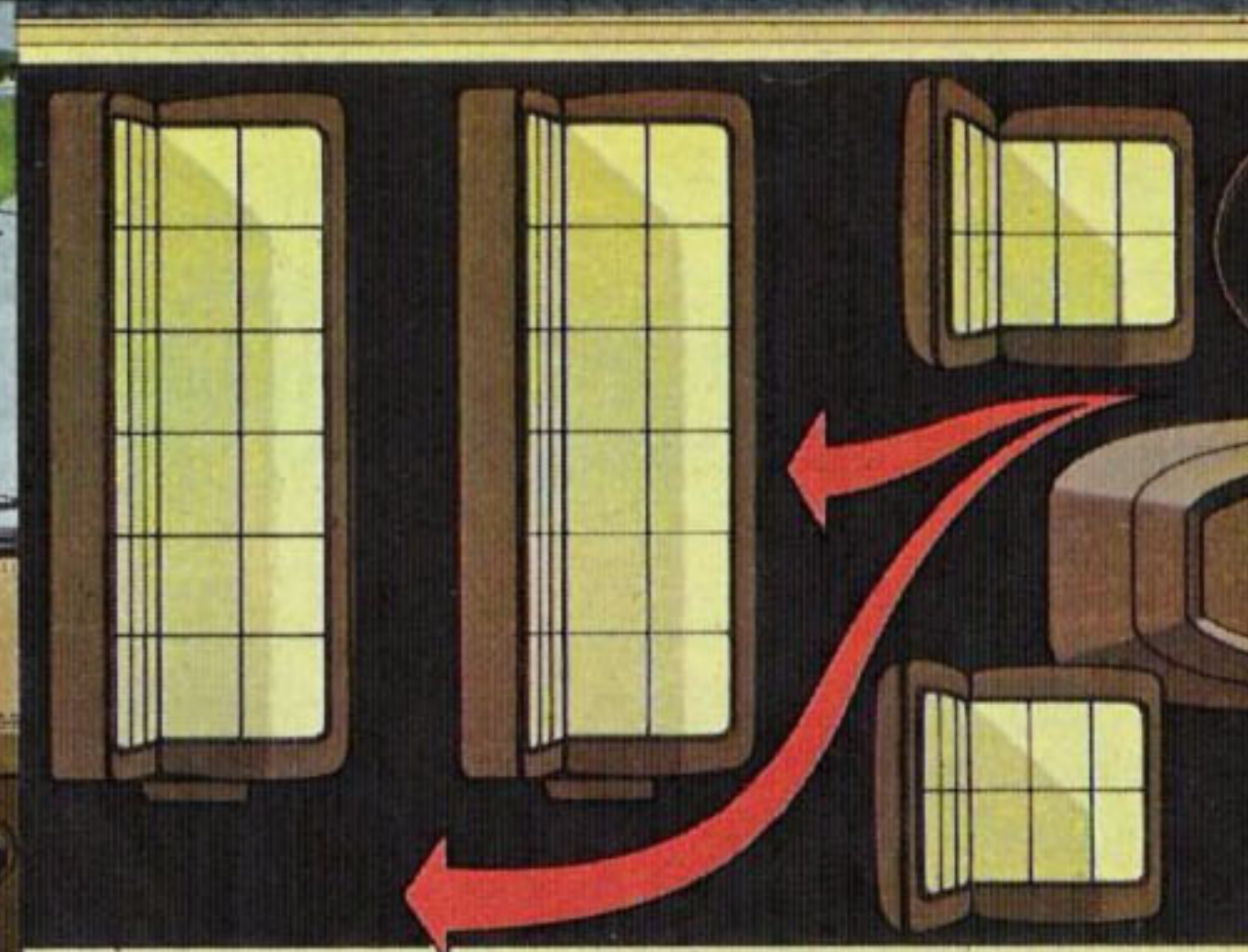
Monaco Wagon

Sportsman



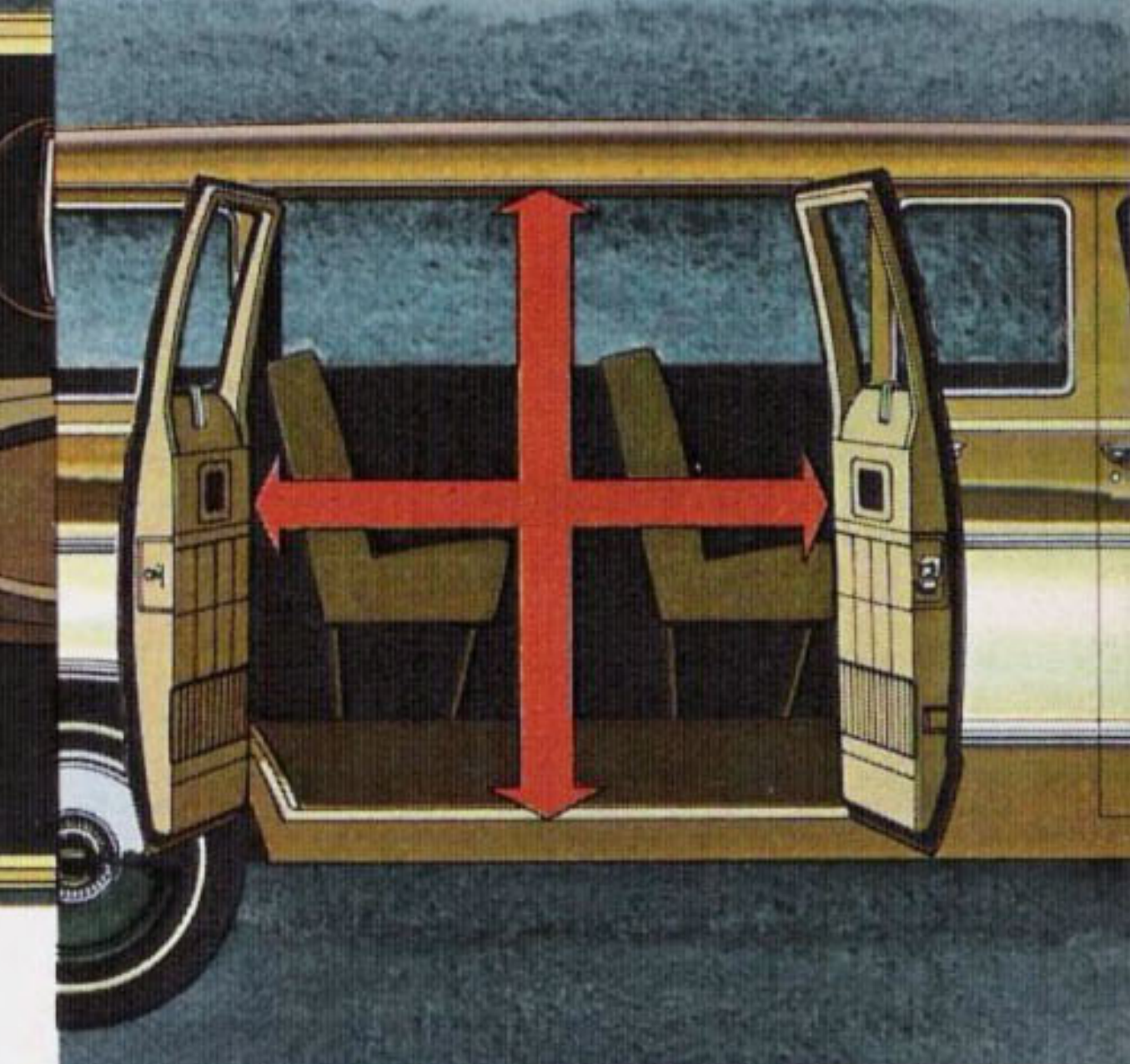
This is the most advanced "new concept" station wagon built in the United States. It has so many special features and advantages that a complete catalog has been produced for it alone. Ask your Dealer for a copy.

In brief, you'll find the Sportsman has independent front suspension, which greatly improves the ride; a choice



of seating arrangements no wagon of its type can match; more room; a greater choice of most-wanted options . . . power steering, power brakes (standard on B200 and B300 models), automatic transmission, Fresh Air air conditioning, and power front disc brakes (B200 and B300 models only).

You get more room in the front



seats, controls you can reach, a concealed, weather-protected entrance step, and a wind tunnel body shape to reduce wind sway and noise. All standard. You have a choice of three levels of trim. For campers, many different conversions are available.



Dodge Sportsman Wagon

OPTIONS

Dodge offers plenty of ways you can make your car uniquely your own. Besides the traditional options you're used to, Dodge has some that are distinctively Dodge's. Consider a few of the many exciting options and accessories available.

1. (THE WHEELS) From wheel covers to honest-to-goodness wheels, Dodge has them all. For the sporting type, Dodge offers Road wheels or 14- and 15-inch Rallye wheels. If Road or Rallye wheels aren't your style, chances are, you'll want to add wheel covers as a final good-looking touch to your car. Take your pick of a wide selection.

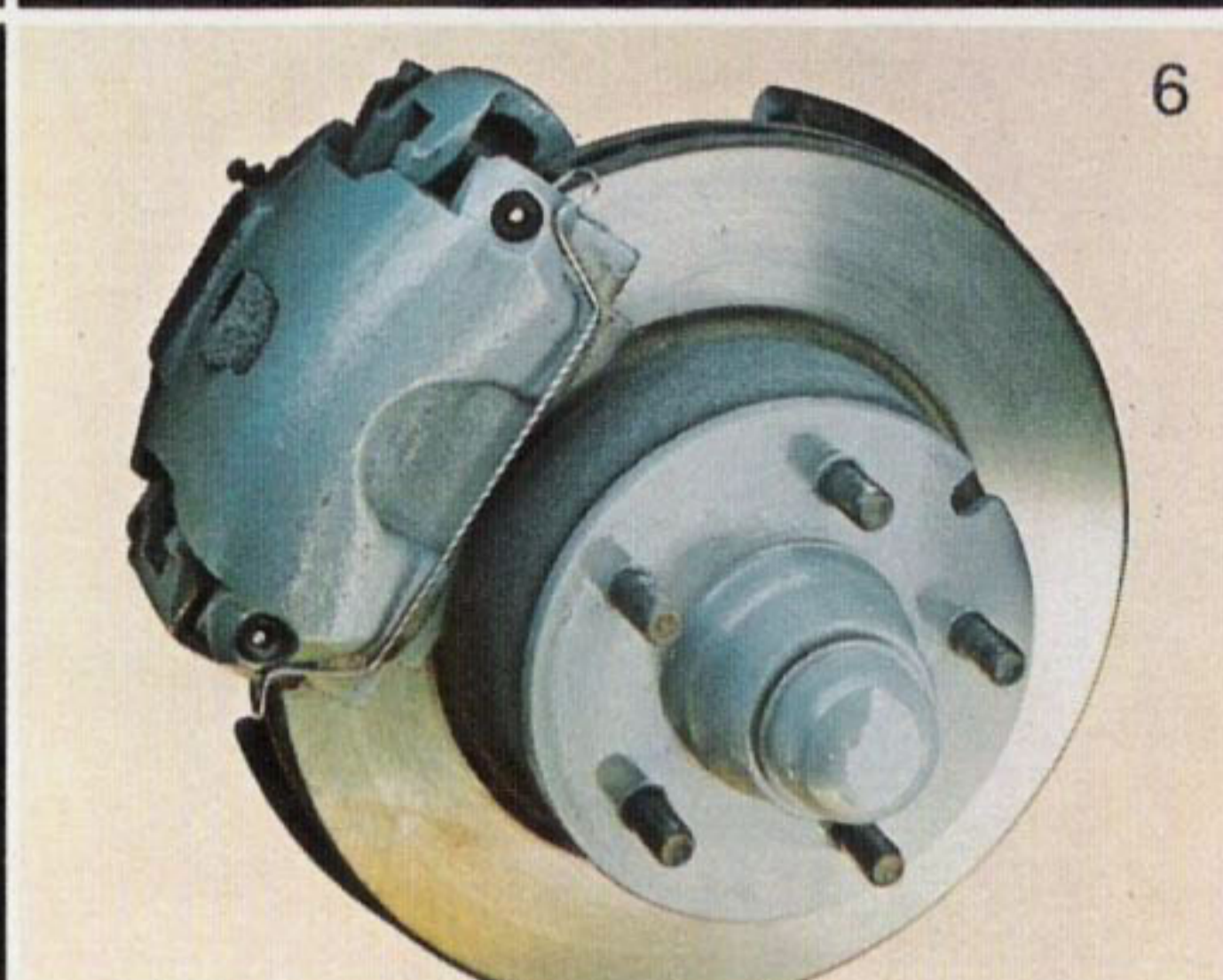
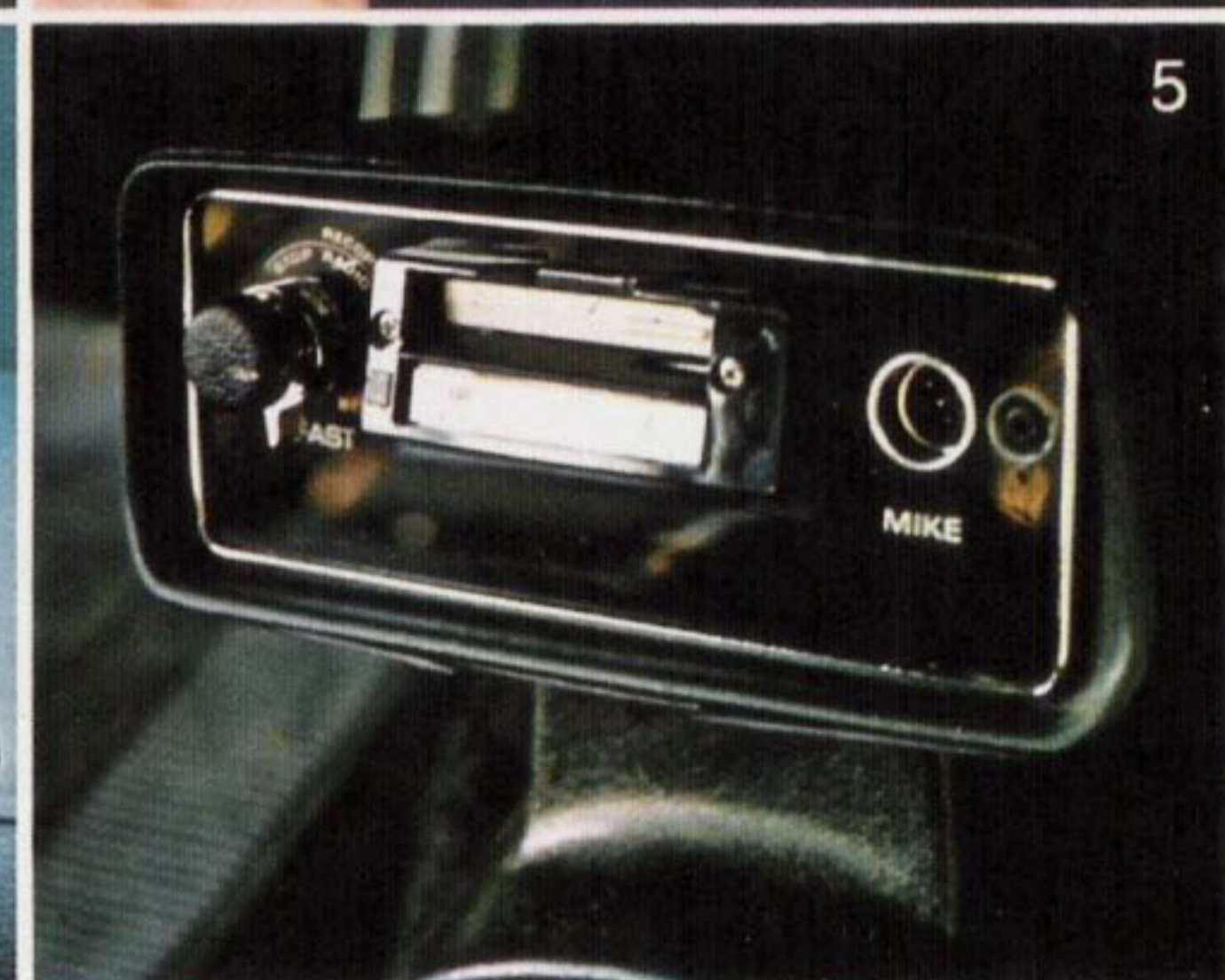
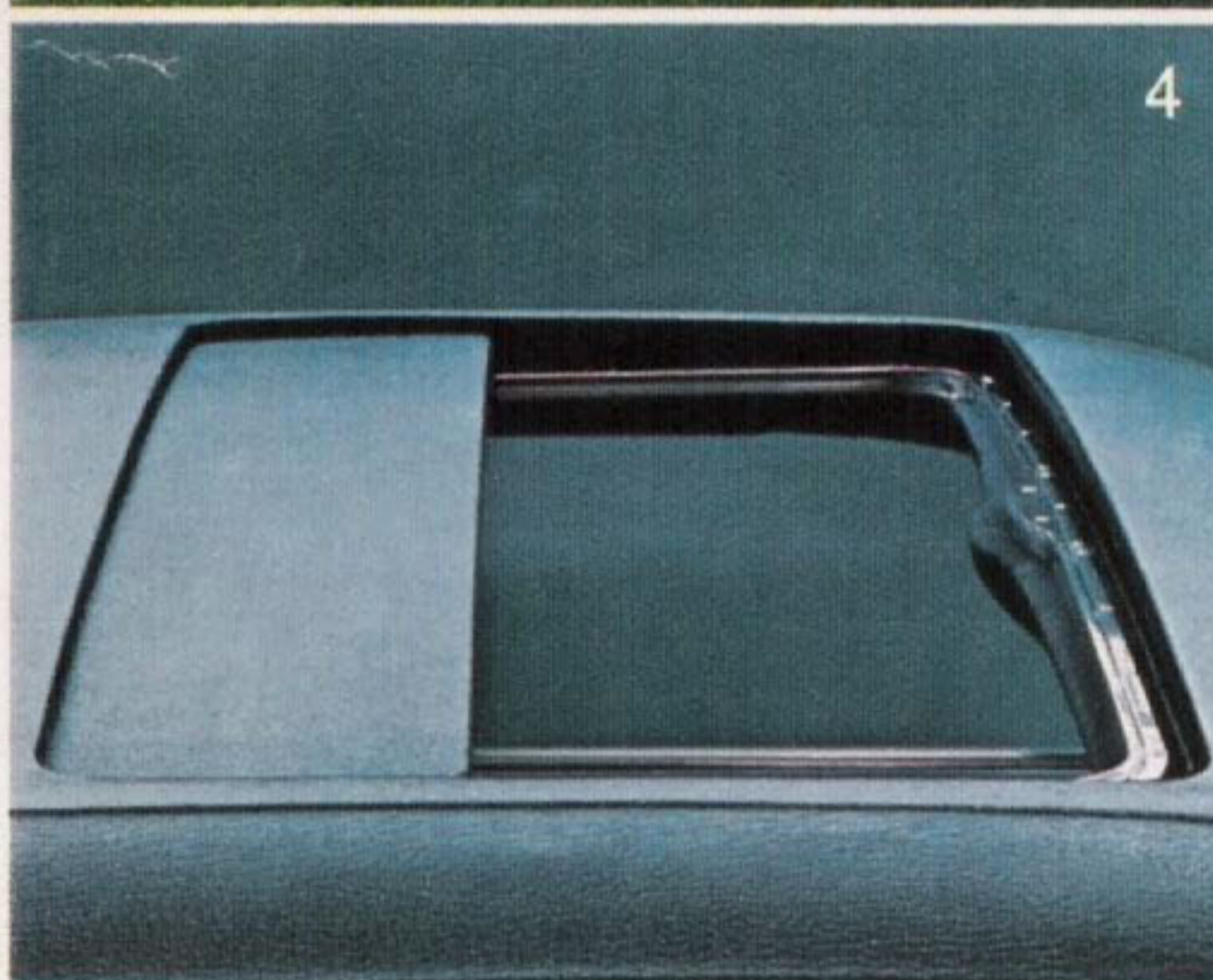
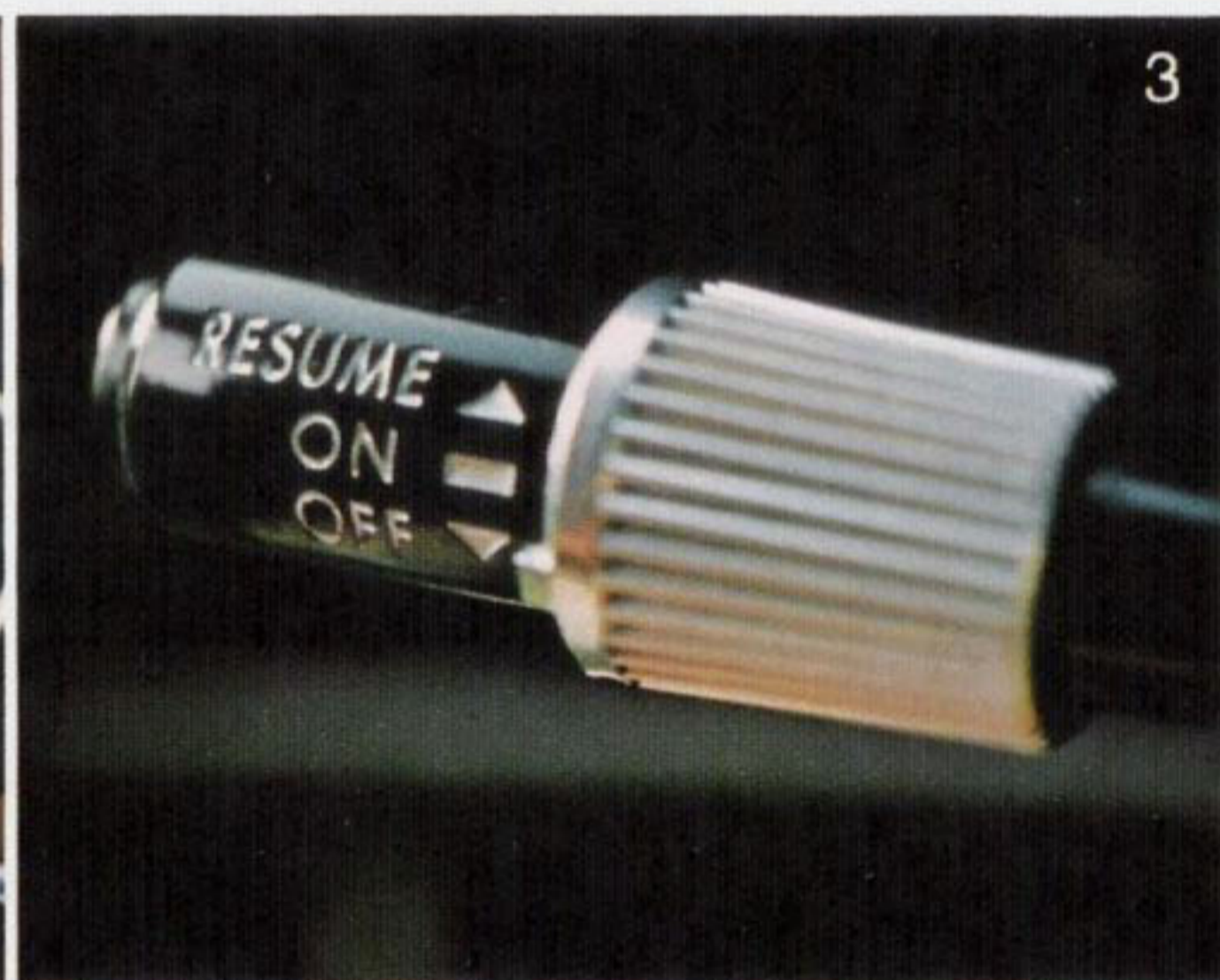
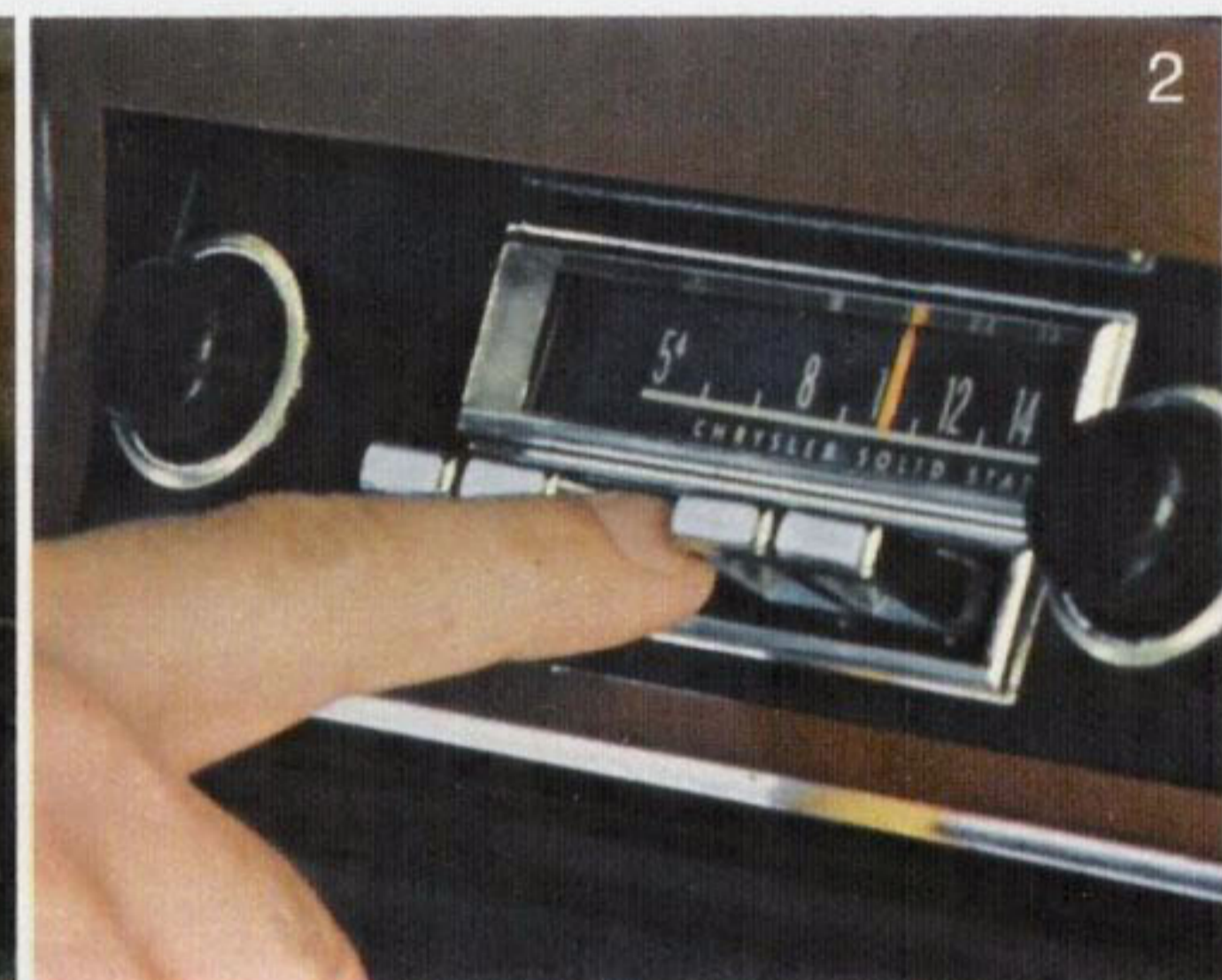
2. (THE RADIOS) Dodge offers AM, AM/FM, and stereo. This year, for the first time, you can get an AM/FM on a Dart.

3. (SPEED CONTROL) Set it at one speed, and it'll stay there until you disengage it by stepping on the brakes or turning the control handle to the "off" position. You can also return to the pre-set speed by turning the control handle until it stops at the "resume" position. Adjust the speed up or down by pressing the button on the handle and releasing it when the desired speed is reached.

4. (SUN ROOF) Fresh air fans, here it is, 1972's replacement for the convertible. Gives you the convertible feel and flair without wind-blowing drawbacks.

5. (STEREO TAPE RECORDER) Dodge offers a compact cassette-type tape recorder designed to fit compactly in your car. It can be used for recording directly from the radio as well as listening.

6. (DISC BRAKES) Get extra stopping power with power front disc brakes, extra security on those front wheels which do most of the stopping work. You'll be glad these floating-caliper disc brakes are fade-resistant.



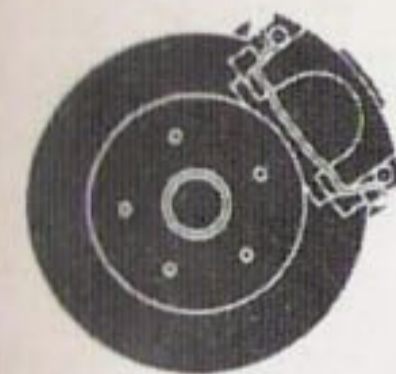
COLORS

(A) Available on all cars. (C) Available on Polara, Monaco
(B) Available on Dart, Challenger, Coronet, Charger.

*Hi-impact color; optional at extra cost.

SPECIFICATIONS

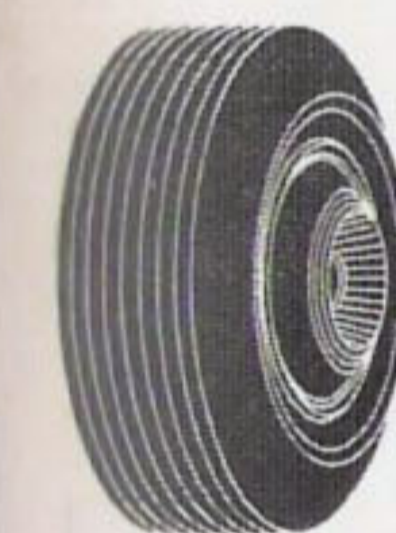
BRAKES



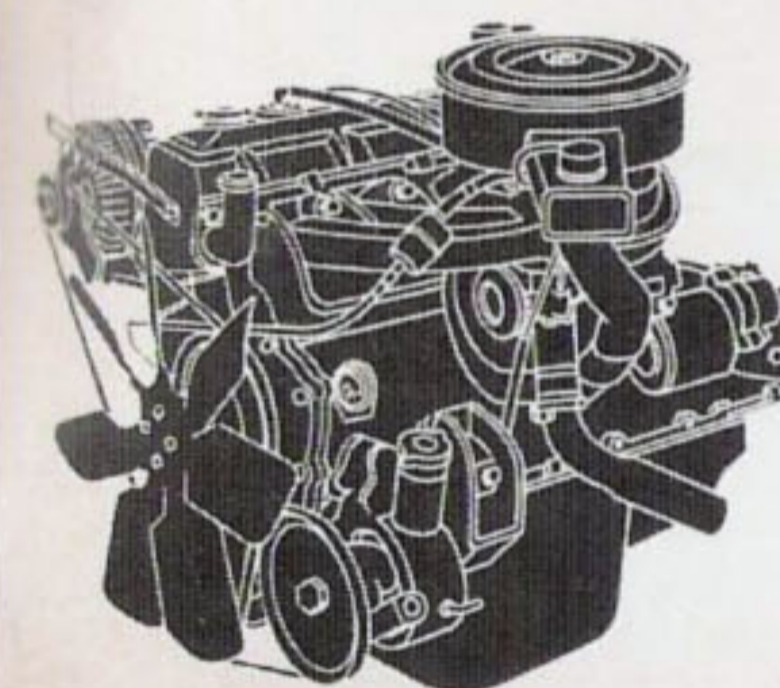
Dart, Demon (6-cyl.)—9" x 2½" (front), 9" x 2" (rear)
Dart, Demon, Demon 340 (V8)—10" x 2¼" (front), 10" x 1¾" (rear)
Challenger, Charger, Coronet—10" x 2½" (front and rear)
Polara, Polara Custom—11" x 2¾" (front), 11" x 2" (rear)
Monaco—power front discs, 11" x 2" (rear)
Wagons: Coronet—11" x 3" (front), 11" x 2" (rear);
Polara, Polara Custom—11" x 3" (front),
11" x 2½" (rear);
Monaco—power front disc, 11" x 2½" (rear)

TIRES

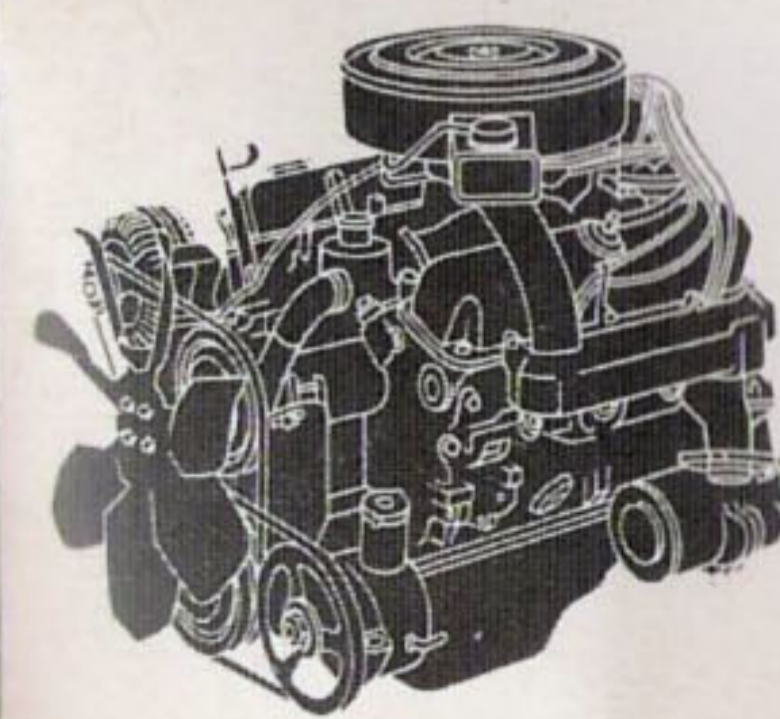
All tires are 4-ply-rated:



Monaco—G78 x 15 bias-belted
Polara and Polara Custom—F78 x 15 bias-belted
All Coronets and Chargers (except Charger Rallye)—
E78 x 14 bias-belted
Charger Rallye—F70 x 14 bias-belted, raised white letters
Challenger (except Rallye)—7.35 x 14 polyester
Challenger Rallye—F70 x 14 bias-belted
Demon and all Darts—6.95 x 14 polyester
Demon 340—E70 x 14 bias-belted
Monaco and Polara 3-seat wagons—L84 x 15 bias-belted
Polara and Monaco 2-seat wagons—J78 x 15 bias-belted
Coronet wagons—H78 x 14 bias-belted



ENGINES



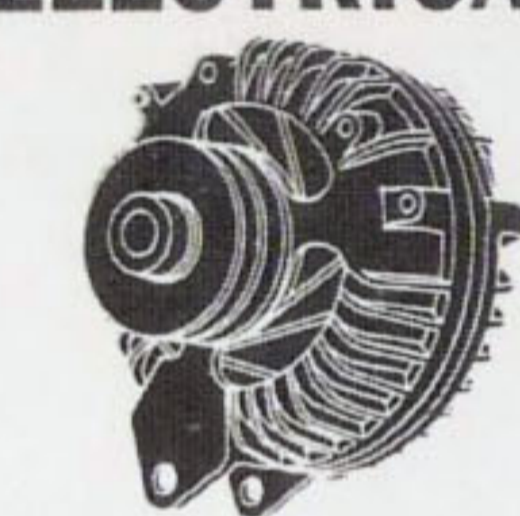
	Cubic-Inch Displacement	198 (6)	225 (6)	318 (V8)	340 (V8)	360 (V8)	400 (V8)	440 (V8)	400 (V8) Magnum	440 (V8) Magnum	440 (V8) SixPack
Carburetor		1-bbl.	1-bbl.	2-bbl.	4-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	Three 2-bbl.
Exhaust system		Single	Single	Single	Dual	Single	Single	Single	Dual	Dual	Dual
Recommended fuel		Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Regular	Premium
Valve system		Mechanical tappets	Mechanical tappets	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Standard on		all Darts and Demon	Challenger, Charger, Charger Coupe, Coronet, Coronet Custom	all cars except Demon 340 and Monaco	Demon 340	Monaco					
Optional on			All Darts, Demons		Challenger, Challenger Rallye, Charger Rallye	Polara, Polara Custom	all cars except Darts, Demons, Challengers	Polara, Polara Custom, Monaco	Charger, Charger Coupe, Charger SE, Coronet, Coronet Custom, Coronet Crestwood	Charger Rallye, Charger SE	Charger Rallye

DIMENSIONS

	Wheel-base	Front track	Rear track	Overall length	Overall width	Overall height
Polara—4-door models†	122"	62.1"	63.4"	219.4"	79.6"	55.0"
Monaco—4-door models†	122"	62.1"	63.4"	222.2"	79.6"	55.0"
Coronet—4-door sedans	118"	59.7"	61.6"	207.0"	77.7"	53.6"
Charger—hardtop	115"	59.7"	61.6"	205.4"	76.9"	52.1"
Challenger—hardtop	110"	59.7"	61.6"	191.3"	76.3"	50.9"
Dart Swinger—hardtop	111"	57.4"	55.6"	196.2"	69.6"	52.6"
Dart—4-door sedans	111"	57.4"	55.6"	196.2"	69.6"	54.0"
Dart Demon—coupe	108"	57.5"	55.6"	192.5"	71.7"	53.0"
Coronet wagons	118"	60.1"	63.4"	213.4"	78.7"	56.4"
Polara/Monaco wagons	122"	62.1"	63.4"	*222.8"	79.2"	57.1"

†Polara/Monaco 2-door-hardtop dimensions are identical except for overall height, 54.5". *Monaco, 225.6".

ELECTRICAL



(All Dodge cars have transistorized regulators.)

	59-amp-hr battery	46-amp-hr battery	41-amp alternator	34-amp alternator
Monaco		All cars except Monaco	All cars except 6-cylinder Darts and Dart Demons	6-cylinder Darts and Dart Demons



Dart Demon



Charger Coupe



Coronet Custom Wagon



Polara Wagon



Dart Demon 340



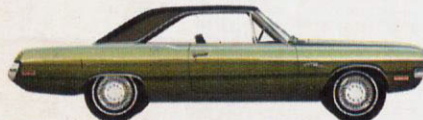
Charger



Coronet Crestwood



Polara Custom Wagon



Dart Swinger Special



Charger Rallye Coupe



Polara 2-Door Hardtop



Monaco 2-Door Hardtop



Dart Swinger



Charger Rallye



Polara 4-Door Sedan



Monaco 4-Door Sedan



Dart 4-Door Sedan



Charger SE



Polara 4-Door Hardtop



Monaco 4-Door Hardtop



Dart Custom 4-Door Sedan



Coronet 4-Door Sedan



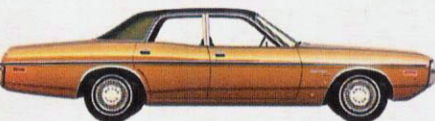
Polara Custom 2-Door Hardtop



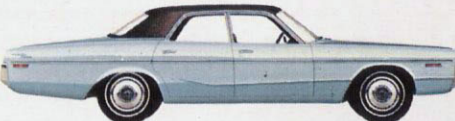
Monaco Brougham 4-Door Sedan



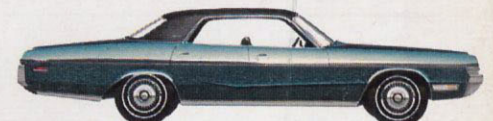
Challenger



Coronet Custom 4-Door Sedan



Polara Custom 4-Door Sedan



Monaco Brougham 4-Door Hardtop



Challenger Rallye



Coronet Wagon



Polara Custom 4-Door Hardtop



Monaco Wagon



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