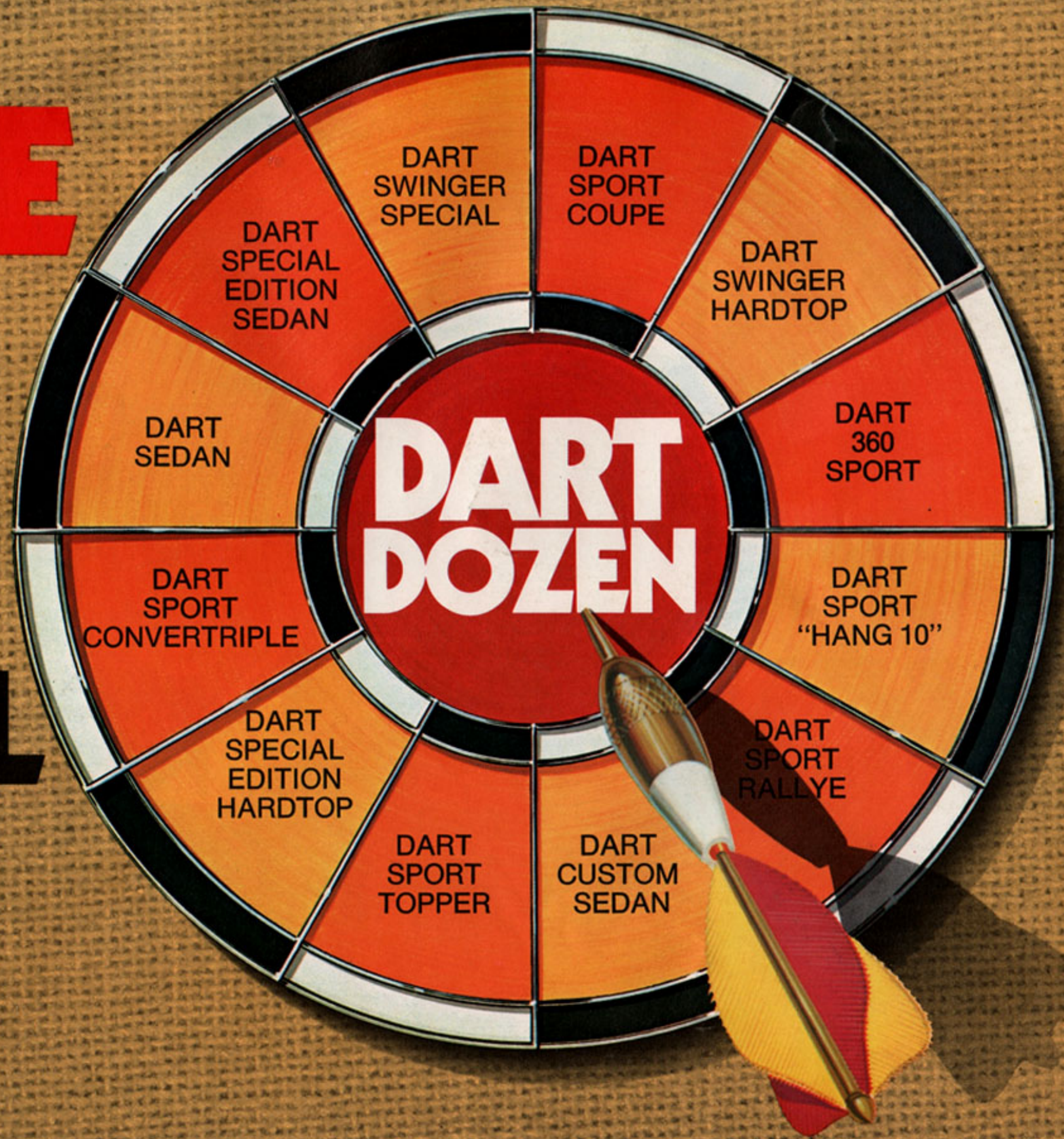


DODGE
RIGHT
ON
TARGET
IN SMALL
CARS



ANNOUNCING DART SPECIAL EDITION

Parchment standard interior with crushed velour cloth and vinyl front bucket seats with center cushion and fold-down center armrest. Bench seat in same fabrics, also available at no charge.

Dart Special Edition, 4-door sedan



Now Dodge brings you Dart with a whole new dimension of luxurious comfort and style. Consider these standard features: Parchment crushed velour and vinyl interior and parchment (or black) vinyl roof. Automatic transmission, Power steering, AM radio, Plush cut-pile carpeting, Color-keyed wheel covers and whitewall tires, Extra insulation, Carpeted trunk. And bright exterior trim. Dart Special Edition sets high standards of luxury and value.

NEW SMALL CAR LUXURY

Convenient pockets behind seat back provide handy storage for rear seat passengers.

Special Edition

DART SPORT CONVERTRIIPLE (3 Cars in One!)



It starts as a Dart Sport 5-passenger coupe. Then you do your stuff. Add the optional sliding metal sun roof for the open-air fun of a convertible. And the optional fold-down rear seat for a 6½-foot long cargo space—like an economy wagon! Convertriiple—the compact car that's a lot of cars. It's three cars in one!

Optional all-vinyl, full-volume foam bucket seats

NEW DART SPORT "HANG TEN"

White vinyl bucket seats
feature multi-colored
vinyl inserts



DART SWINGER

Free Automatic Transmission*



Whether you prefer the 4-door convenience of a Dart Custom or the classic 2-door hardtop styling of a Dart Swinger, you get a TorqueFlite automatic transmission free when you order yours with a special package of popular options—including power steering, vinyl roof, AM radio, whitewalls, deluxe wheel covers, remote-control mirror and more. Two ways for the smart buyer to get extra value—automatically!

Swinger optional interior with fold-down center armrest



*The factory provides the automatic transmission at no charge to the dealer, so we can pass it on to you!



You don't have to be a surfer to go overboard for this eye-popping new package. It's a white coupe with red, white and blue "wave crest" stripes outside and a white interior with bright orange accents. Available on Dart Sport or 360 Sport models with automatic transmission, rallye wheels, white-wall or raised white letter tires and a folding rear seat. Fun's up!

Folding rear seat package provides extra storage room with full carpeting.

YOU'RE RIGHT ON TARGET WITH THE DART DOZEN!

Whatever you're after in a compact, you'll find a Dodge Dart fashioned to fit it. Low price...operating economy...passenger room...sportiness...luxurious appointments...and special value features! Dart gives you a special blend of economy and value — and your choice of a dozen ways to go!

EACH ONE GIVES YOU MORE OF WHAT YOU BUY A SMALL CAR FOR!

ECONOMY

The Dart "Slant Six" engine can give you more miles per gallon than comparable size compact cars.* And with passing power to boot.

ROOM FOR 5 OR 6

Interior dimensions vary with different Dart models, but all are roomy and comfortable. Dart's famous for its popularity with passengers.

BIG TRUNK

Luggage likes the Dart, too. And several models feature an optional fold-down rear seat — with a security panel — that provides space for unusually long cargo.

ELECTRONIC IGNITION

It gives you up to 35 percent more starting voltage to begin with, and — without points or condenser to wear out — it stays in tune far longer than conventional systems. Spark plugs can last longer, reducing normal maintenance costs.

HIGH TRADE-IN

All these reasons help to account for the Dart's traditionally high resale value. With over a million Darts on the road, you have to have a friend who owns one. Why not ask what it does for him?

*EPA mileage figures based on October 1974 Popular Science Magazine. Tests performed by Popular Science for its report were conducted on 1973 vehicles. Figures were adjusted by Popular Science for 1974 Model Changes and the results of EPA tests.



All prices and specifications are based on information available at the time of publication. Accuracy cannot be guaranteed. Some of the equipment shown is product of other manufacturers. Chrysler Motor Corporation reserves the right to make changes in design, material, price, and availability without notice or obligation.

Extra Care in Engineering makes a difference in Dodge... Depend on it!

There are important engineering differences in every Dodge car made in this country, Differences that are basic to the way we build our cars. Differences that could help you choose your next car.

Electronic engine testing

Every Dodge engine plant in this country has Electronic Engine Function Testers to help keep a substandard engine out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

Use of electronics

Dodge offers such Space Age electronic advancements as Electronic Ignition, silicon electronic voltage regulator, optional electronic digital clock, and factory-installed optional Electronic Security Alarm System.

TorqueFlite automatic transmission

Standard on all full-sized Dodge cars. Rugged and dependable. With no recommended fluid replacement, filter replace-

ment, or band adjustment under normal driving conditions.

Electronic ignition

Standard on every Dodge built in the U.S.A., this proven Electronic Ignition System delivers up to 35 percent more starting voltage than conventional systems to help you start in any kind of weather.

Torsion-Bar suspension

Standard on all Dodge cars made in the U.S.A., torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

Unibody Construction

The body panels and structural members on all Dodges are fused into one unit by more than 4,000 tough welds for strength and durability.

Dodge Dart & Dart Sport... Right on target... Right?

Judge for yourself. Every day more people discover the advantages of a Dart or Dart Sport over Vega, Pinto and Mustang II. You get so much more car for such a little difference in price.

	Dart Sedan	Dart Sport	Vega	Pinto	Mustang II
Passenger Capacity	6	5	4	4	4
Trunk Size (Cu. Ft.)	15.4	19.8	8.7	6.3	6.7
Wheelbase	111.0"	108.0"	97.0"	94.2"	96.2"
Front Track	59.1"	59.1"	55.2"	55.0"	55.6"
Exterior Width	69.6"	71.8"	65.4"	69.4"	70.2"
Ignition System	Electronic Ignition	Electronic Ignition	Points and Condenser	Points and Condenser	Points and Condenser
Engine (Cu. In.)	198*	198*	140	122	140
Engine Cylinders	6	6	4	4	4

*NA in California: 225 Six optional

DODGE DIVISION



CHRYSLER
MOTORS CORPORATION

Litho in U.S.A.