

KING DODGE, INC.

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ST. LOUIS, MISSOURI

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1964 DODGE 880



In 1964, Dodge will mark a half century of building automobiles. From the beginning, the greatness of the Dodge trademark centered on dependability. Dodge motorcars were well-built—carefully-built. It was this kind of dependability that carried General Pershing along the Mexican border in a 1915 Dodge staff car, and established a tradition that has been identified with Dodge through the years.

Today Dodge vehicles are being assembled in several different locations across the country, to meet expanding demands. But no matter where Dodge automobiles are built, the half-century heritage of dependability is evident in careful design, solid construction, and in the individual skills of thousands of proud craftsmen. To each of the men of Dodge, dependability is still as much a challenge as it is a legacy.

This brochure describes the largest and most luxurious of Dodge automobiles—the elegant Dodge 880.



Elegant, Impressive. These are words that describe your first impression of the 1964 Dodge 880 and Custom 880. Styling and finish throughout are impeccable. To drive an 880 is a rewarding experience, the handling and ride are superb. Simply said: The 1964 Dodge 880 is the most elegant automobile ever fashioned by Dodge.

# 1964 DODGE 880



CUSTOM 880: THE CONVERTIBLE

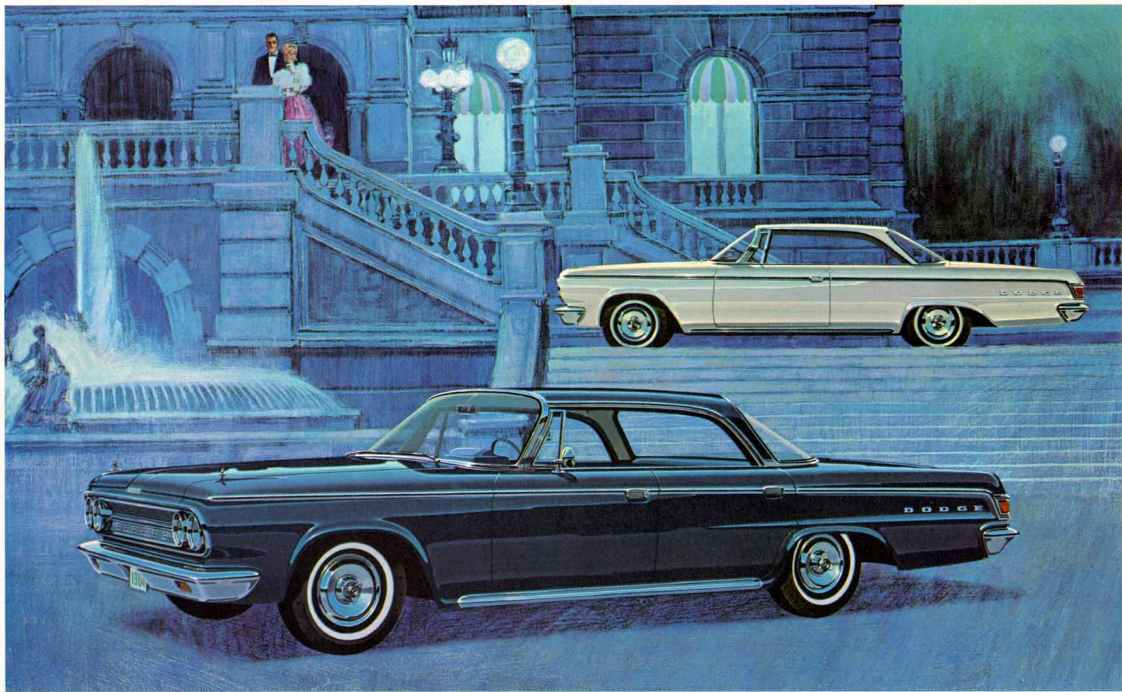
## CUSTOM 880: THE CONVERTIBLE

Here is a car with a definite sports flair that, frankly, makes no apologies about being big! It is designed for the man who likes everything in his motoring big. The 880's ride is big. Its room is big. So is its luxury. □ □ □ The 880 offers solid construction, outstanding workmanship and lasting beauty at a traditional Dodge price. Look over the Custom 880's exquisite upholstery. Note how careful hand-fitting gives it a snug, wrinkle-free fit. The entire trim is of a very supple vinyl—highly resistant to scuffs, cracking or peeling. This premium grade material offers the appearance and luxury of genuine leather, without the major drawbacks. □ □ □ The power of the 880 is impressive. A choice of two smooth, powerful V8 engines is offered—361 V8 and 383 V8. Either engine may be coupled with standard 3-speed floor-mounted sport shift or the optional push-button automatic transmission. In addition, the more powerful 383 V8 is available with an optional 4-speed manual transmission, all forward speeds fully-synchronized. □ □ □ Convertible top material for the Custom 880 is available in a choice of black, white or blue.



**STANDARD EQUIPMENT** Custom 880 Convertible: Glove box lock—electric windshield wipers—foam-padded visors (2)—cigar lighter—map and courtesy light—pocket panel lamps, rear—parking brake warning light—oil pressure gauge—full horn ring—turn signals—air foam seat pads, front and rear—bright metal front seat side shields—arm rests, front and rear—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.





CUSTOM 880: THE HARDTOPS

## CUSTOM 880: THE HARDTOPS

Luxury surrounds you in the Custom 880 . . . in the way it looks, in the way it's built. The extraordinary ride virtually frees you from the annoyance of lean and sway when turning corners. Moreover, you feel none of the *squat* on fast starts, nor do you experience front-end *dip* when stopping this car. □ □ □ The 1964 Dodge Custom 880 gives you impressive performance. The stan-

dard 361 V8 engine, despite its high performance characteristics, is still smooth, quiet and satisfyingly economical. It uses regular gasoline. If you choose the optional 383 V8—you're asking for more action. More power to you! Yet, you will discover that the 880 handles such big power with the smooth, effortless grace you deserve in a big automobile. □ □ □ Custom 880 hardtops come in two models—2-door and 4-door. Interiors on both hardtop models (all-vinyl on the 4-door, nylon and vinyl on the 2-door) display the same sporting flair and clean design seen in the Custom 880 convertible.



**STANDARD EQUIPMENT** Custom 880 2-door & 4-door Hardtops: Glove box lock—electric windshield wipers—sun visors, right & left—cigar lighter—map and courtesy light—center dome lamp—parking brake warning light—oil pressure gauge—full horn ring—turn signals—foam front seat pad—bright metal front seat side shields—armrests, front and rear—tinted glass rear window—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.





CUSTOM 880: THE SEDAN



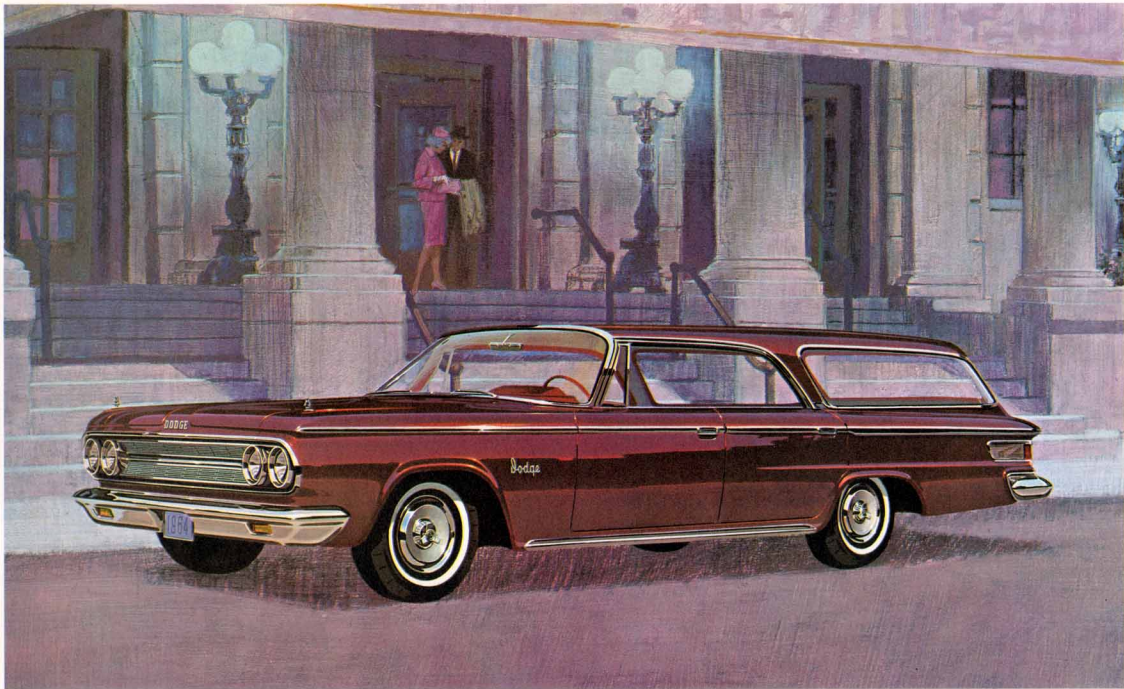
### CUSTOM 880: THE SEDAN



The Custom 880 for 1964 offers the comfort and sense of well-being that only a large car can give you. The Custom 880's luxury is everywhere about you—from the deluxe noise-absorbing headlining to the deep, thick wall-to-wall loop carpeting on the floor. Lavish use of rich, heavy-grade vinyls and custom all-nylon fabrics typify the superb quality that is yours in the 1964 Custom 880. □ □ □ Inspect the 880's spacious interior. The remarkable ease of entry and exit. Comfortable chair-high seats let you sit up or stretch out and relax. All seats are deeply-padded. The Custom 880's interior is impeccable. Its design, color, and comfort reflect an enduring good taste.

**STANDARD EQUIPMENT** Custom 880 4-door sedan: Glove box lock—electric windshield wipers—sun visors, right and left—cigar lighter—map and courtesy light—center dome lamp—parking brake warning light—oil pressure gauge—full horn ring—turn signals—air-foam front seat pad—bright metal front seat side shields—armrests, front and rear—tinted glass rear window—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.





CUSTOM 880: THE HARDTOP WAGON

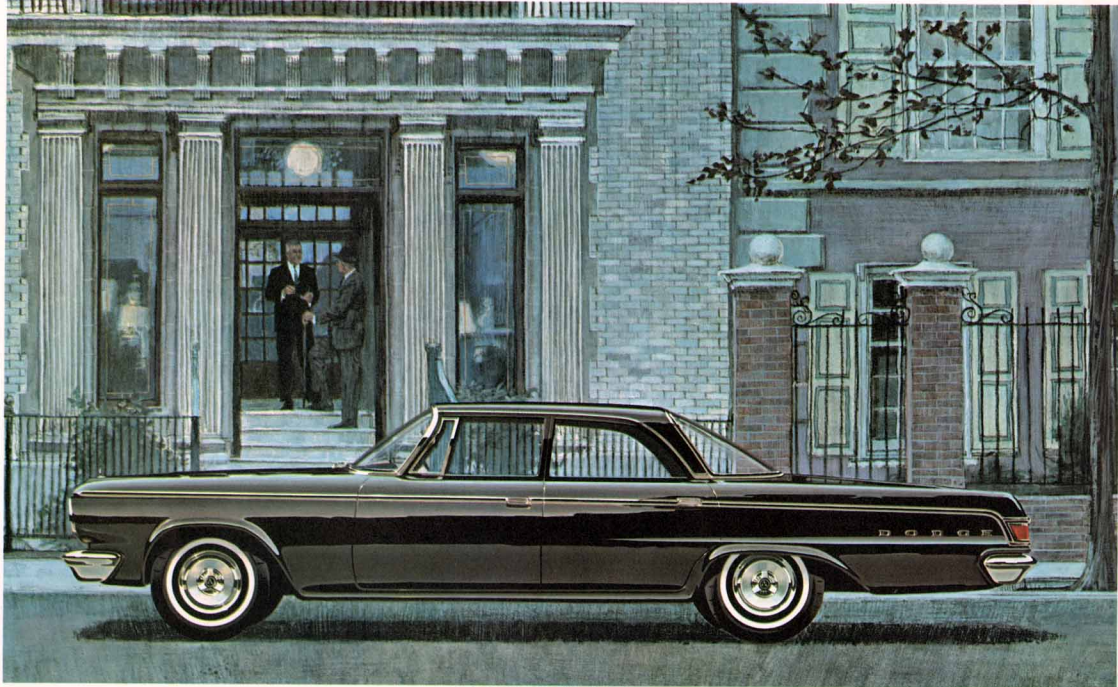
## CUSTOM 880: THE HARDTOP WAGON

Here is a station wagon design that is at once distinctive and highly practical—the Custom 880 *hardtop* wagon. It provides a cargo deck more than ten feet deep (from the back of the front seat to the end of the open tailgate). Custom 880 hardtop wagons have a cargo opening more than 49 inches wide—room enough for just about any kind of load. In addition, the open area created between the side doors, due to the elimination of the center roof pillar, makes the handling of bulky items easier and safer. □ □ □ Despite all of its luxury and great size, the Custom 880 hardtop wagon can go where the going's rough and take a backbreaking load along. Its total cargo capacity: 91.9 cubic feet. Large? It's mammoth! □ □ □ Custom 880 hardtop wagons are offered in two glamorous models: a 2-seat, six-passenger model, and a 3-seat nine-passenger model (with rear facing 3rd seat). Second (and 3rd) seats fold flat quickly and easily, converting your Custom 880 wagon into a cavernous cargo carrier! □ □ □ The interior of the Custom 880 hardtop wagon is all-vinyl. The same premium-grade, supple vinyl you will find used throughout the Custom 880 series.



STANDARD EQUIPMENT Custom 880 Hardtop Wagons; glove box lock—locking luggage compartment (2-seat model)—electric tailgate window (both models)—electric windshield wipers—foam-padded visors (2)—cigar lighter—map and courtesy light—two center dome lights, rear (one, in 2-seat model)—parking brake warning light—oil pressure gauge—full horn ring—turn signals—air foam seat pads, front and 2nd seat—bright metal front seat side shields—armrests, front and rear—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.





DODGE 880: THE SEDAN

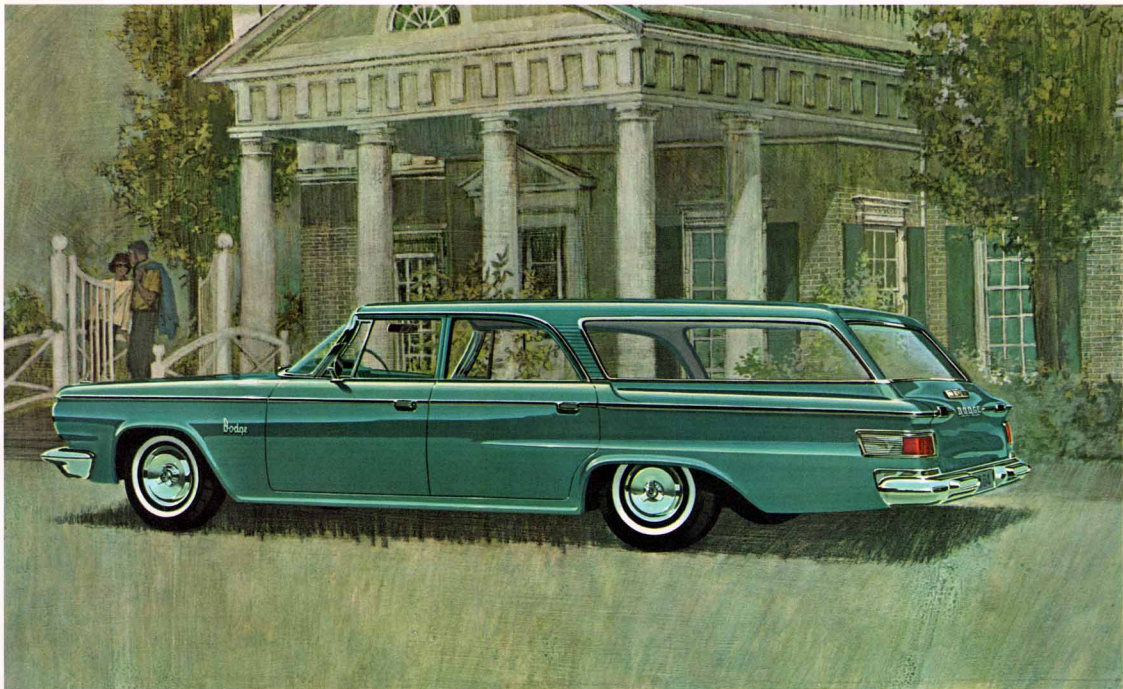
### DODGE 880: THE SEDAN



The Dodge 880 is second in elegance only to the Custom 880! In size and mechanical equipment, you will find they are practically identical. It offers you the splendid room, ride, and power of the Custom 880 series, yet is priced lower. The Dodge 880 is one of the finest visible values you will find anywhere. In every respect, the Dodge 880 is a large automobile with a strong sense of value representing a wise and enduring investment. □ □ □ For the "big car man" looking for a durable, comfortable luxurious automobile—the Dodge 880 sedan has every answer. Big room. Big power. Big in everything but its traditional Dodge price. It's one of the finest family automobiles you could own.

**STANDARD EQUIPMENT** Dodge 880 4-door sedan: Glove box lock—electric windshield wipers—sun visors, right and left—cigar lighter—center dome lamp—oil pressure gauge—turn signals—foam front seat pad—armrests, front and rear—tinted glass rear window—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.





DODGE 880: THE SEDAN WAGON

### DODGE 880: THE SEDAN WAGON

By every measure of comparison, the 1964 Dodge 880 station wagon may well be the greatest wagon-buy in America! This mammoth station wagon accepts your loads like a bottomless pit. And, it has a reserve of power, the handling ease, and the heavy-duty suspension to take your backbreaking loads almost anywhere. There is luxury and room for people, too—in a choice of 2-seat (six-passenger) or 3-seat (nine-passenger) models. Second (and 3rd) rear seats quickly fold flat, letting you tote the bulkiest of cargoes with exceptional ease and safety. □ □ □ This wagon is a real challenger! It challenges not only other "big wagons"—but wagons of *every* size and price to match it for room, ride, operating economy and dollar-for-dollar value! □ □ □ The interior trim of the Dodge 880 Sedan Wagon features all-vinyl door panels, combination vinyl-and-cloth seat trim. The Dodge 880 Sedan Wagon was expressly created for the man who wants his wagon and his value big!



STANDARD EQUIPMENT Dodge 880 Sedan Wagons: glove box lock—locking luggage compartment (2-seat model)—electric tailgate window (3-seat model)—electric windshield wipers—sun visors, right and left—cigar lighter—two center dome lamps, rear (one, in 2-seat model)—oil pressure gauge—turn signals—foam front seat pad—armrests, front and rear—rust-protected unitized body—stainless steel exterior trim—self-adjusting brakes—sealed chassis lubrication (32,000 miles between major grease jobs)—high-output electric alternator—Safety-Rim wheels—airfoil windshield wiper blades.



## CUSTOM 880

CONVERTIBLE • 2-DOOR HARDTOP • 4-DOOR HARDTOP • 4-DOOR SEDAN • 4-DOOR HARDTOP STATION WAGONS

(2-seat & 3-seat models)

## DODGE 880

4-DOOR SEDAN • 4-DOOR SEDAN WAGONS

(2-seat & 3-seat models)

### OPTIONS & ACCESSORIES

Standard equipment listings have been included on the reverse side of each 880 model picture. You will note that many "extra" items have already been included at no extra cost. However, the 880 is a highly individual car. You are invited to tailor it to your exact needs with the following optional equipment and accessories.

**PUSHBUTTON TORQUEFLITE AUTOMATIC TRANSMISSION.** Optional at extra cost on all 880 models. Many automotive experts consider this to be the finest automatic transmission in the industry today. It provides smooth, live action—and enables the engine to deliver a maximum of gasoline economy. Famous Dodge pushbuttons give you safe, positive and convenient operation. Positive-lock transmission sprag keeps the car from rolling when parked. Special heavy duty components, designed expressly for use with the 880's, insure long, trouble-free operation.

**383 POWER-PACK V8.** Optional at extra cost on all 880 models. This is one of the hottest production V8's ever built. Naturally, this 383 cubic-inch V8 engine delivers more power than the standard 361 cubic-inch V8. It takes premium fuel. It gives premium performance.

**4-SPEED FLOOR STICK.** Optional at extra cost on all 880's powered by the 383 V8 engine. Four forward speeds, all fully-synchronized. (Standard manual transmission has 3 forward speeds, only 2nd and 3rd speeds are synchronized.) This specially-built Dodge transmission adds an exciting sports flair, especially to hardtops and convertibles. It provides an extra measure of performance in 880 wagons. Its operation is exceptionally smooth, stimulating and versatile. Shift lever is floor-mounted. Gear ratios are given in 880 Specifications, (right).

**HEATER, DEFROSTER, VENTILATOR.** Pushbutton-operated for convenience. Full-flow ventilation of heated or outside air is equivalent of travelling at 30 mph, even when waiting at a light. Dodge-built high-speed axial turbine blower is as quiet as it is powerful.

**CUSTOM AIR-CONDITIONING.** Optional at extra cost only on Dodge 880's which are equipped with automatic transmission and power steering. Not only cools—but filters air free of dust and pollen, dehumidifies. Degree of cooling and direction of air are fully adjustable. This unit also provides heating and defrosting. As a further option, dual air-conditioning units are available on 880 wagons.

**RADIOS.** Dodge offers a choice of two exceptionally fine transistor radios for 1964. Both feature pushbutton tuning. (1) A 5½-watt AM radio with plenty of power to bring in distant stations loud and clear. (2) A new Dodge AM-FM radio, that adds the fidelity and richness of FM to your motoring pleasure. In addition, an optional rear speaker with reverberation amplifier adds concert hall realism to radio reception. This feature is available with either Dodge radio, on all models, except 880 wagons.

**POWER ASSISTS.** Power-operated components have come to be regarded as modern conveniences rather than mere luxuries. You can equip your 880 with a full selection of optional power assists. (1) Power steering and (2) Power Brakes. (3) Adjustable steering column is optional with power steering and automatic transmission. (4) Power windows are offered on all 880 models. (5) Power operated tailgate windows (standard on all Custom 880 wagons) are optional on Dodge 880 2-seat wagons, standard on Dodge 880 3-seat wagons. (6) Power-operated front seat is available on all models. (7) Vacuum-operated door locks are offered on all 4-door models, including wagons. One driver-controlled action securely locks all doors, front and back. Children cannot open the doors from the inside while the car is moving. (8) Autopilot speed control, available on all 880's equipped with automatic transmission and power brakes, relieves the driver during long trips. It automatically governs the position of the accelerator pedal to maintain a given road speed, regardless of terrain. A touch of the brake instantly deactivates the Autopilot. The driver is always in full control. (9) Electric windshield washers operate at the touch of a pushbutton.

**CONVENIENCE LIGHTS.** Additional lights add safety as well as convenience to your 880. These include (1) automatic backup lights, (2) parking brake, map and courtesy lights (standard on Custom 880), (3) glove box light, (4) trunk compartment light, (5) 2nd rear dome light (standard on all 880 3-seat wagons), optional on all 2-seat wagons.

TO FURTHER PERSONALIZE YOUR NEW 880 the following options are also available—undercoating and fiberglass hood padding—two tone paint (except convertibles)—front bumper guards and rear bumper guards (except wagons)—super spinner wheel covers—safety padded instrument panel—electric clock—front and rear seat foam pad—prismatic rearview mirror (inside)—outside mirror (regular or remote-controlled)—tinted glass; all around or windshield only. (Tinted rear window is standard on 4-door sedans and hardtops)—safety seat belts—roof luggage rack (station wagons only)—Sure-Grip differential (all models, all transmissions)—white sidewall tires—oversize 8.50 x 14" tires—variable speed electric windshield wipers.

### SPECIFICATIONS

**EXTERIOR DIMENSIONS** . . . Wheelbase 122". Overall length 214.8" (wagon 216.3"). Overall width 79.0" (wagon 80.0"). Overall height 55.2" (convertible 55.5"; wagon 55.8"). Tread, front 61.0"; rear 59.7".

**INTERIOR DIMENSIONS** . . . (4-door sedan). Headroom, front 38.0"; rear 37.9". Legroom, front 41.9"; rear 39.3". Hiproom, front 63.8"; rear 62.8". Seat height, front 9.0"; rear 10.9".

**ENGINES** . . . 361 V8. Standard on all 880 models. Overhead valve, 90° V-type, 8 cylinders. Displacement 361 cubic inches. Bore 4.12". Stroke 3.38". Compression ratio 9.0 to 1. Horsepower 265 at 4400 rpm. Torque 380 ft.-lbs. at 2400 rpm. Single exhaust. 2-barrel carburetor. Uses regular grade gasoline.

. . . 383 V8. Optional at extra cost on all 880 models. Overhead valve, 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 305 at 4600 rpm. Torque 410 ft.-lbs. at 2400 rpm. Single exhaust. 2-barrel carburetor. Uses premium grade gasoline.

**TRANSMISSIONS** . . . 3-speed manual. Standard on all 880 models. Gear ratios 3.02 to 1, 1.49 to 1, 1.00 to 1, and 3.34 to 1, reverse. Shifting lever is floor mounted. Axle ratio (including optional Sure-Grip differential) 3.23 to 1. Manual clutch: dry plate, semi-centrifugal, 10.5" in diameter.

. . . 3-speed automatic Torqueflite. Optional at extra cost on all 880 models. Pushbutton operated. Water cooled. Lever actuated parking sprag. Gear ratios 2.45 to 1, 1.45 to 1, 1.00 to 1, and 2.20 to 1, reverse. Axle ratio (including optional Sure-Grip differential) 2.76 to 1. . . 3.23 to 1 optional with 383 V8.

. . . 4-speed manual. Optional at extra cost only on 880 models with 383 V8 engine. All 4 forward speeds fully synchronized. Gear ratios 2.66 to 1, 1.91 to 1, 1.39 to 1, 1.00 to 1, and 2.58 to 1, reverse. Shifting lever is floor mounted. Axle ratio (including optional Sure-Grip differential) 3.23 to 1.

**BRAKES** . . . Hydraulic, self adjusting. Bonded brake linings. Effective brake lining area 263.4 sq. in. (287.3 sq. in. in all 880 wagons).

**TIRES** . . . 8.00 x 14" blackwall rayon tubeless tires standard on all 880 models. 8.00 x 14" white sidewall optional on all 880 sedans, hardtops and convertible. 8.50 x 14" black-or-white sidewall optional on all 880 wagons.

**STEERING** . . . Steering gear ratio 20.4. Over-all ratio 30.2. Number of steering wheel turns 5.45. Turning diameter (curb-to-curb) 42.7 ft.

**SUSPENSION** . . . 40-inch chrome-steel torsion bars and ball joints in front. Asymmetrical leaf springs in rear (6 leaves, 7 in 880 wagons).

**ELECTRICAL** . . . 12-volt, 6-cell battery. 59 amp/hr rating (70 amp/hr with 383 V8). 35 amp. alternator standard (40 amp with air-conditioning).

**CAPACITIES** . . . Crankcase 5 quarts. Cooling system 16 quarts (17 quarts with heater). Fuel 23 gallons (22 gallons in 880 wagons).

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.



YOUR DODGE DEALER ALSO OFFERS YOU THE STANDARD-SIZE '64 DODGE AND THE COMPACT  
DODGE DART. PLEASE ASK HIM FOR SEPARATE CATALOGS FEATURING THESE AUTOMOBILES.

DODGE DIVISION  **CHRYSLER**  
MOTORS CORPORATION