

DODGE DART

THE GT SERIES THE 270 SERIES THE 170 SERIES



THE DEPENDABLES BUILT BY DODGE



THE FAMILY-SIZE, FAMILY-PRICED COMPACT. Something new! A compact in the large economy size. Dodge Dart looks bigger, acts bigger, and *is* bigger than usual compacts. It's the compact designed with the family in mind. There's an abundance of room for a family of six, bag and baggage. Dart's trunk offers more usable luggage space than many full-size cars. And Dart is not only *sized* to fit your family . . . it is powered to fit your needs. Its standard Slant Six puts out performance equivalent to many V8's. Yet Dart IS a compact. You can tell by the low price, easy

parkability, easy upkeep and great gas mileage. Dart for 1964 is available in three nifty series, nine spunky models—including sedans, station wagons, convertibles and a 2-door hardtop. Each treats you to such big-car luxuries as chair-high seats and padded armrests, front and back. Each has the strength and silence of a rugged fully-united, thoroughly rust-protected body. In short, few compacts cost less than Dart. Not one gives you so much for the money.





DODGE DART GT SERIES. Here are two 5-passenger fun-cars for the family man who never quite got sports cars out of his system. Dart GT hardtop or convertible. With bucket seats, all-vinyl upholstery, wall-to-wall carpeting, padded dash, the works! GT's standard 170 cubic inch six (the equal of most other compacts' optional power packs) and GT's 225 optional six now have higher, hotter compression ratios and more punch than ever. A low center of gravity and torsion bars up front give you tight-on-the-road tracking that's tough to beat. Four-on-the-floor manual shift and Sure-Grip differential available at slight extra cost.

DART GT SERIES MODELS: CONVERTIBLE • 2-DOOR HARDTOP

STANDARD EQUIPMENT: Individually-adjustable bucket seats (front), with chromed side rails • wall-to-wall carpeting • padded dash • all-vinyl upholstery, door trim and headlining • steering wheel horn ring • interior rear pillar lights (hardtop) • map and courtesy light (convertible) • deluxe vinyl-covered visors (right & left) • armrests, front & rear • individual ash receivers in both rear armrests • deluxe wheel covers • cigar lighter • electric windshield wipers • turn signals.

ENGINES: 170 SLANT SIX (standard), 225 SLANT SIX (optional)



DART GT INTERIOR WITH BUCKET SEATS AND ALL-VINYL TRIM



DART TRUNK HAS MORE USABLE SPACE THAN MANY FULL-SIZE CARS



DART GT CONVERTIBLE



DART GT 2-DOOR HARDTOP



DODGE DART 270 SERIES. Dart 270's are family cars all the way. Big size where it counts—where it comforts. A generous choice of luxurious, color-keyed trim combinations that out-prestige many a larger car. Durable, easy up-keep nylons and vinyls that shrug wrinkles, clean easily and stand up beautifully under rough wear! Its famous torsion-bar ride soaks up anything a scrub-board road can throw at it. If you've a mind to drive a roomy, gas-stretching Dart 270 on this year's vacation, who could blame you.

DART 270 SERIES MODELS: CONVERTIBLE, 2-DOOR SEDAN, 4-DOOR SEDAN, 4-DOOR STATION WAGON.

STANDARD EQUIPMENT: Wall-to-wall carpeting • foam front seat pad • vinyl headlining • steering wheel horn ring • interior dome light • map and courtesy light (convertible) • deluxe visors (convertible), standard visors (other models), right & left • armrests, front & rear • individual ash receivers in both rear seat armrests • cigar lighter • electric windshield wipers • turn signals.

ENGINES: 170 SLANT SIX (standard), 225 SLANT SIX (optional)



DART 270 WAGON AND CONVERTIBLE INTERIOR WITH ALL-VINYL TRIM



DART 270 SEDAN INTERIOR WITH NYLON AND VINYL TRIM



DART 270 CONVERTIBLE



DART 270 2-DOOR SEDAN



DART 270 4-DOOR STATION WAGON



DART 270 4-DOOR SEDAN



DODGE DART 170 SERIES. These are the lowest priced cars Dodge offers. Dart 170. The biggest bargain that ever rolled between two bumpers. Really big! The doors, for instance, open wide enough so you lose neither derby nor disposition getting in. In fact, you enter and exit as easily as Dart whisks in and out of parking spaces. Here are performance, dependability, and ride just like the top of the line—for a price that makes the Dart 170 one of America's lowest priced automobiles. If you like comfort, low initial cost, and minimum up-keep . . . put your money on the dollar-saving Dart 170.

DART 170 SERIES MODELS: 2-DOOR SEDAN, 4-DOOR SEDAN, 4-DOOR STATION WAGON

STANDARD EQUIPMENT: Floor mats to match interior colors • foam front seat pad • vinyl headlining • interior dome light • sun visors (right & left) • armrests, front & rear • individual ash receivers in both rear seat armrests • cigar lighter • electric windshield wipers • turn signals.

ENGINES: 170 SLANT SIX (standard), 225 SLANT SIX (optional)



DART 170 2-DOOR SEDAN INTERIOR WITH NYLON AND VINYL TRIM



DART 170 4-DOOR SEDAN INTERIOR WITH NYLON AND VINYL TRIM



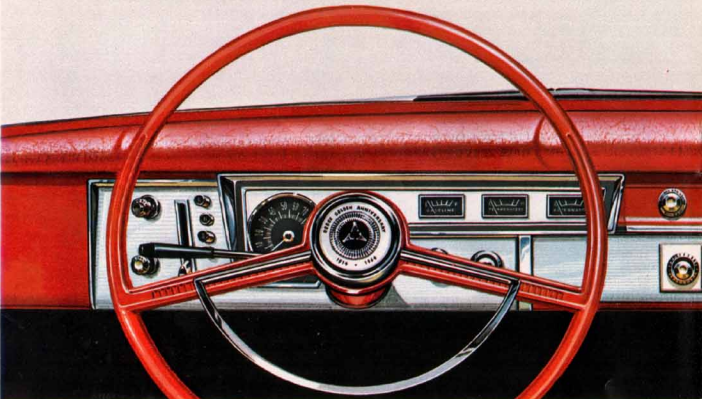
DART 170 2-DOOR SEDAN



DART 170 4-DOOR STATION WAGON



DART 170 4-DOOR SEDAN



SIZE IS THE BIG DIFFERENCE IN DART. Compared to usual compacts, Dart is bigger in the performance department, more useful in the luggage department, and roomier in the comfort department. In short, Dart is the biggest bargain in the compact field. So, why settle for a compact that offers economy alone . . . when you can settle back and relax in a comfortable, capable compact Dodge Dart.

COMPACT DART IS DESIGNED TO GIVE YOU WHAT YOU GO FOR—DEPENDABLE LOW COST DAY-TO-DAY PERFORMANCE

DART STANDARD EQUIPMENT

170 SLANT SIX. This gas-stretching six puts out a hustling 101 horsepower. You have to pay extra for this kind of muscle in most other compacts. Increased compression ratio has this one saving and performing better than ever . . . on regular gas, of course.

3-SPEED MANUAL TRANSMISSION. This is the easy way to get maximum mileage and performance. Shifting is quick, quiet, smooth. Detail improvements of components in both gear-box and manual clutch for 1964 mean even greater dependability and increased service life.

UNITIZED BODY. A one-piece fortress of steel. A strong, rattle resistant structure that has no peer. Makes Dart the strong, silent type.

THOROUGHLY RUST-PROTECTED. Some car makers dip. Some spray. Dart is both dipped and sprayed. Dart is rust-protected with the best anti-corrosion process in the business. Galvanized steel is used in critical moisture areas for additional protection. In addition, most of Dart's exterior trim is made of polished stainless steel. The rest is rust-annealed aluminum. Both are rust resistant metals to keep your Dart new-looking for years.

SELF-ADJUSTING BRAKES. Just pull Dart in reverse, back up and stop—and these big bonded brakes adjust automatically. They wear evenly, last for longer.

32,000 MILES BEFORE MAJOR GREASE JOBS. Makes the costly and annoying monthly grease jobs a thing of the past.

ALTERNATOR instead of the old-fashioned generator. Produces current at all speeds, even at idle. Keeps battery up for fast starts, longer life.

TORSION BAR SUSPENSION. Chrome steel torsion bars up front, asymmetrical leaf springs in rear. Considered by many the best handling suspension in the industry. Makes Dart a great road car.

CUSTOM-POSITIONED BUCKET SEATS. This is in addition to the back and forth adjustments that you can make. Your Dodge Dealer can adjust the seat in your Dart GT for height and tilt to give you maximum comfort.

TWO-POSITIONED DOOR CATCHES for added convenience and easy entry. **NEW, STRONGER DOOR LOCKS.** Easier, safer to use. More positive closing action. Designed to avoid clothing snags when entering or leaving the car.

LOW-FRICTION STEERING. Dart handles with amazing deftness and ease.

CLOSED CRANKCASE VENTILATION (an anti-smog device).

HIGH-SPEED STARTER for quicker starts in any weather.

TURN SIGNALS, CIGAR LIGHTER, INTERIOR DOME LIGHT, ARM-RESTS, front and back (individual ash receivers in both rear armrests).

SUN VISORS, right and left. **ELECTRIC WINDSHIELD WIPERS.**

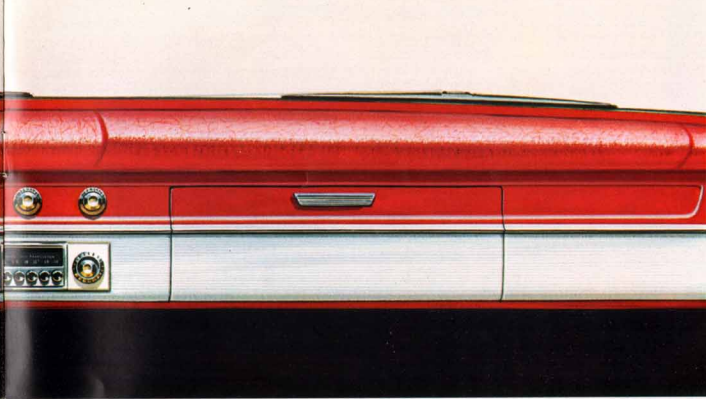
DART OFFERS A WIDE CHOICE OF NEW-CAR EXTRAS THAT ADD IMMEASURABLY TO YOUR MOTORING PLEASURE

DART OPTIONAL EQUIPMENT

225 SLANT SIX. This is the famous Dodge Six with the muscle of an Eight. In fact, it takes a good sized V8 just to keep up with it. Increased compression ratio gives you greater fuel economy and acceleration on regular gasoline. Available on all Dart models for a few extra dollars. It's the hottest Six offered on any compact car.

TORQUEFLITE AUTOMATIC TRANSMISSION. Push-button Torqueflite is specially designed for use with Dart engines. Three speeds, instead of the usual two, give you better get-a-way and economy . . . in-city and on the open road. Considered by many auto experts to be the best automatic transmission in the business.

FOUR-SPEED MANUAL TRANSMISSION. Dodge designed. Optional on all Dart models. Exceptionally smooth, rugged, positive. All four forward speeds are fully-synchronized. Shift lever is floor-mounted.



FRESH-AIR HEATER AND VENTILATION. Here is a heater, defroster and ventilating system all in one compact unit. Temperature is regulated by varying mixture of fresh outside air and warm inside air. Result: the exact degree of warmth that you desire.

ALL-TRANSISTOR RADIO. Plays instantly. No warm-up needed. Tone is rich, clear. Ultra-fine audio response filters out interference from adjacent channels. Five convenient push-buttons.

PADDED DASH. Stylish safety feature. Vinyl covered. Foam padded. And color-keyed to the predominant interior color. (Standard on GT.)

OTHER OPTIONS TO PERSONALIZE YOUR PURCHASE: Power steering. Power-operated top (convertible). Electric tail gate window (wagon). Air conditioner. Deluxe wheel covers (standard on GT). Color-keyed seat belts, front. Super-foam front seat (270 and 170 only). Push-button windshield washers. Variable-speed electric windshield wipers with windshield washers. Tinted glass, all windows or windshield only. Outside left rear-view mirror. Inside prismatic rear-view mirror. Roof luggage rack (wagon). Bumper guards, front and rear. Undercoating, including hood silencer pad. Sure-Grip differential. White sidewall tires, 6.50 x 13" rayon. 7.00 x 13" rayon, black sidewall or white sidewall.

DETAILED PROOF THAT DART IS YOUR BIG BUY IN THE COMPACT FIELD
DART SPECIFICATIONS

WHEELBASE: 111" (wagons 106")

EXTERIOR DIMENSIONS: (4-door sedan). Overall length 196.3"; width 69.8"; height 53.5". Tread, front 55.9"; rear 56.6".

INTERIOR DIMENSIONS: (4-door sedan). Headroom, front 38.1"; rear 37.2". Seat height, front 8.7"; rear 11.6". Legroom, front 56.9"; rear 57.0". Knee clearance, rear 5.5".

ENGINES: 170 Slant Six. Standard on all Dart 6-cylinder models. In-line block slanted 30°. 170 cubic inch displacement. Overhead valves. Bore 3.40". Stroke 3.125". Compression ratio 8.5 to 1. Horsepower 101 at 4400 rpm. Torque 155 lbs. ft. at 2400 rpm. Single downdraft carburetor. Full flow oil filter. Oil capacity 4 quarts (5 quarts when changing filter). Coolant capacity 11 quarts (without booster).

225 Slant Six. High performance engine, optional at extra cost on all Dart 6-cylinder models. In-line block slanted 30°. 225 cubic inch displacement. Overhead valves.

Bore 3.40". Stroke 4.125". Compression ratio 8.4 to 1. Horsepower 145 at 4000 rpm. Torque 215 lbs. ft. at 2800 rpm. Single downdraft carburetor. Full flow oil filter. Oil capacity 4 quarts (5 quarts when changing filter). Coolant capacity 12 quarts (without heater).

TRANSMISSIONS: 3-SPEED MANUAL. Standard on all Dart models. 3 forward speeds. 2nd and 3rd speeds synchronized. Shift lever steering column mounted. Ratios: (with 170 Slant Six) 2.22—1.85—1.00; (reverse 3.80) to 1. (With 225 Slant Six) 2.95—1.83—1.00; (reverse 3.80) to 1.

Axle ratios with 170 Slant Six: 3.23 standard, 2.93, 3.55 optional. Axle ratios with 225 Slant Six: 3.23 standard, 3.55 optional. Axle ratio with Sure-Grip differential: 3.23 (all engines).

3-SPEED AUTOMATIC. Push-button Torqueflite. Optional at extra cost on all Dart models. 3 forward speeds. Lever actuated parking sprag. Water cooled. Lifetime transmission oil filter. Ratios: 2.45—1.45—1.00; (reverse 2.20) to 1. Axle ratios with 170 Slant Six: 3.23 standard (all models), 3.55 optional (wagons only). Axle ratios with 225 Slant Six: 2.93 standard (all models), 3.23 optional (all models), 3.55 optional (wagons only). Axle ratio with Sure-Grip differential: 3.23 (all engines).

4-SPEED MANUAL. Optional at extra cost on all Dart models. All 4 forward speeds fully synchronized. Floor mounted shift lever. Ratios (with all Dart engines): 3.09—1.92—1.40—1.00; (reverse 3.00) to 1. Axle ratios: 3.23 standard, 2.93, 3.55 optional. With Sure-Grip differential: 3.23 (all engines).

SUSPENSION: Torsion bars, ball joints in front. Asymmetrical leaf springs, rear (4 leaves; wagons, 5). Drift/shock absorbers at each wheel. All rubber-isolated. 6.50 x 13" tires standard on all models. 7.00 x 13" tires optional.

BRAKES: Hydraulic. Self-adjusting. Bonded, not riveted, for longer life. 15.5 square inches of effective brake lining. Parking brake hand-operated, actuating cast rear-wheel shoe.

ELECTRICAL: 30 amp. alternator standard on all models. Battery, 12-volt, six cell. Capacity: 48 amp. hr. with 225 Slant Six Engines. 38 amp. hr. with 170 Slant Six.

FUEL CAPACITY: 18 gallons. Regular gasoline. All models. For oil and coolant capacities, please refer to engine specifications (above).

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 SELLS THE STANDARD-SIZE DODGE AND BIG 880. ASK HIM FOR CATALOGS COVERING THESE CARS.