

Meet Diplomat.



A manageable new size
in a great new mid-price car
from Dodge.

Coming to your Dodge Dealer's in May.

From now on, there's a
brand-new definition for luxury cars.
New Diplomat from Dodge.



In very simple yet elegant terms, Dodge presents the Diplomat, a mid-sized, easy-to-manage luxury car with a price that may make you wonder why other luxury cars cost so much. There are two versions to choose from: the impressive Diplomat and the even more impressive Diplomat Medallion. Each is offered as a two-door and a four-door on a 112.7-inch wheelbase—an efficient size particularly suited to the needs of our times. Interiors are exceptionally rich-looking. The superb interior shown below (available on Medallion only) is a 60/40 design with center armrest and individual seat recliners finished in supple genuine leather and vinyl. The optional illuminated vanity visor mirror and fluorescent digital chronometer, as well as the standard overhead reading lamps, offer further evidence that today's luxury is no longer measured in terms of sheer size. Be sure to test drive Diplomat at your first opportunity.



The Diplomat Medallion two-door.





The Diplomat Medallion four-door.



New Diplomat. You'll admire its efficient kind of elegance.

You'll like the Medallion's standard 60/40 cloth interior shown at left. It features dual recliners and center armrest. You'll enjoy the convenience of the Diplomat four-door's rear compartment vanity mirrors with lamps—plus a number of other strategically placed courtesy lights. You'll appreciate the convenience of Diplomat's tastefully efficient instrument panel, the helpful overhead assist handles, and the comfort of the Diplomat's new rear seat construction. Even more, you'll prefer Diplomat's smooth going—with a "just right" 318 V8 and Electronic Lean Burn System, three-speed TorqueFlite automatic transmission, power steering, and power braking. Practical, of course! But not at the expense of good taste. See for yourself at your Dodge Dealer's, soon.

All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional at extra cost. Automotive Sales Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors, and materials, and to change or discontinue models.

