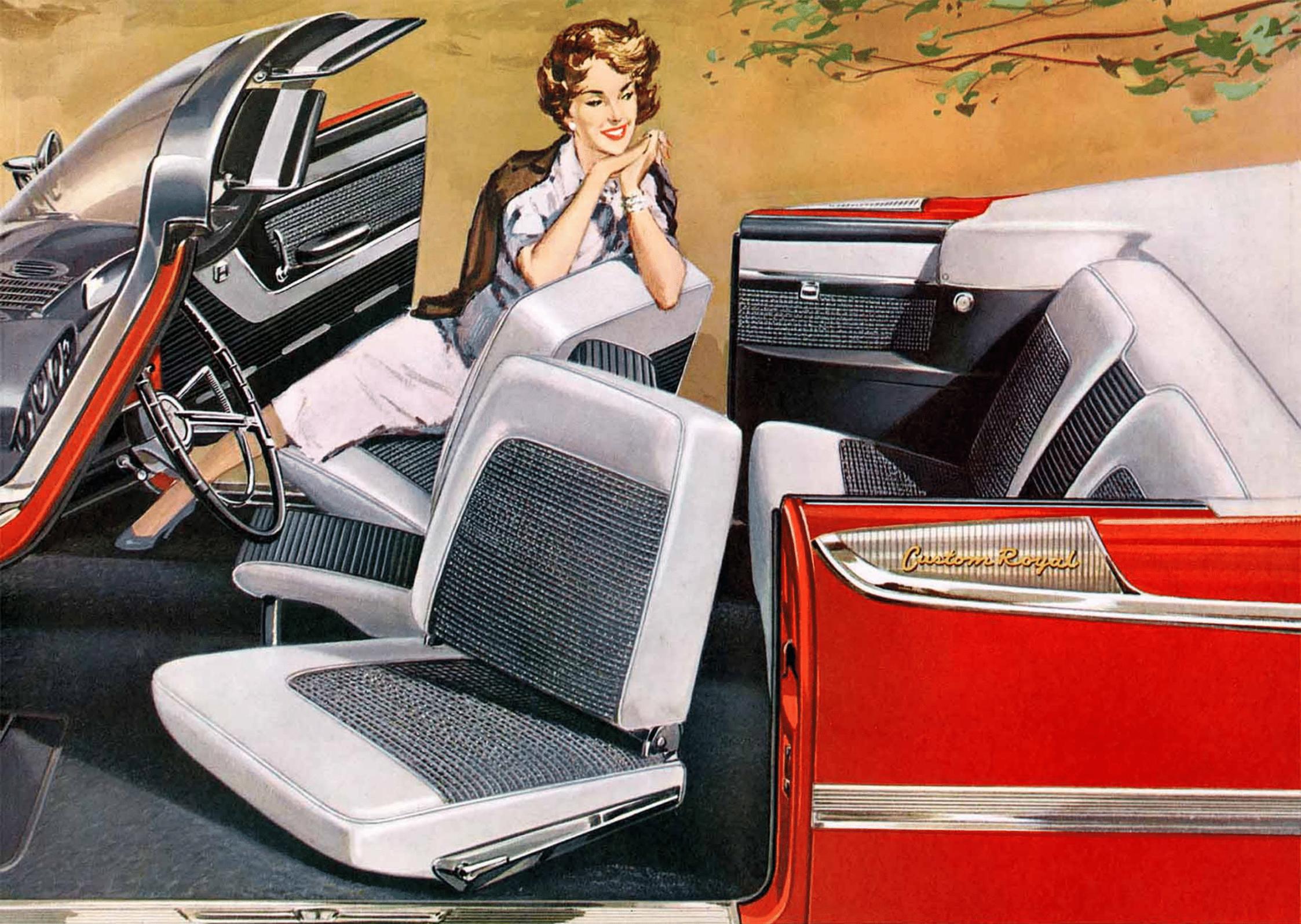


NEW '59 DODGE

CORRECTION—Information contained in this catalog notwithstanding, all Dodge passenger cars are equipped with 3-speed manual transmission as standard equipment. PowerFlite and TorqueFlite automatic transmissions are available at extra cost.



NEW "IN-AND-OUT" EASE WITH DODGE SWING-OUT SWIVEL SEATS.

Once you discover the ease and convenience of Dodge Swing-Out Swivel Seats, you'll wonder how you ever managed without them. Seats pivot 40 degrees to make getting in and out gracefully easy.

Comes with center arm rest that may be folded back when three ride in front seat. Deep foam rubber cushions let you float along in perfect relaxation. Exciting new fabrics and trims furnish the perfect finishing touch. Available at slight extra cost on all models.

The Newest Of Everything Great!

The Greatest
of Everything New

New things, great things, reward you in this '59 Dodge. Seats swing out to invite you in. New HC-HE engines — high compression, high economy — whisper their promise of eager performance at substantial savings. Orderly rows of buttons on a gleaming panel welcome you to the first all-pushbutton car, with fingertip control of driving and weather. New Level-Flite Torsion-Aire introduces you to three-dimensional comfort — ride control, road control, load control — that keeps you on an even keel at all times. Outside mirrors adjust from the inside. Inside mirrors adjust themselves electronically to banish glare. Even a new Lustre-Bond baked enamel finish, mirror smooth and doubly durable. All this is great. But the final reward is the greatness built into this '59 Dodge. It is deep down, through and through, and thoroughly satisfying.





Custom Royal 4-Door Sedan



Custom Royal Lancer 2-Door



Custom Royal Lancer Convertible

BEHOLD THE LOOK OF LUXURY! This is an example of the kind of luxury to be found in all Custom Royal models. The interior of this 4-door Lancer is highlighted by elegant Nassau fabric with contrasting or harmonizing saddle grain vinyl.



INTRODUCING THE FIRST ALL-PUSHBUTTON CAR! A touch of your finger gives complete control of driving and weather. New IndiColor Speedometer changes color as you change speed. New steering wheel is elliptical-shaped to give greater forward visibility.



THE VIEW AROUND YOU! This is the smart new rear window treatment on Lancer 4-Door models. Provides greater visibility and increased glass area.



STANDARD EQUIPMENT! Just push a button for the smoothest "go" on the road. Push-button TorqueFlite is now standard on all Custom Royals.

Custom Royal Series



Custom Royal Lancer 4-Door with new sculptured Landau roofline.

Everything About It Says, "Here is a Fine Car."

Some cars have a certain class, a certain sleekness of line and smartness of detail that set them apart from other cars. This is the kind of distinction the Custom Royal enjoys. Here is a car completely satisfying in every respect — where nothing has been compromised to provide you with the utmost in luxury, in comfort, in motoring ease. You can choose any model with the complete assurance that it will give you more pride and pleasure, more joy and satisfaction than any other car you have ever known. In every sense of the word, it is a truly fine car.

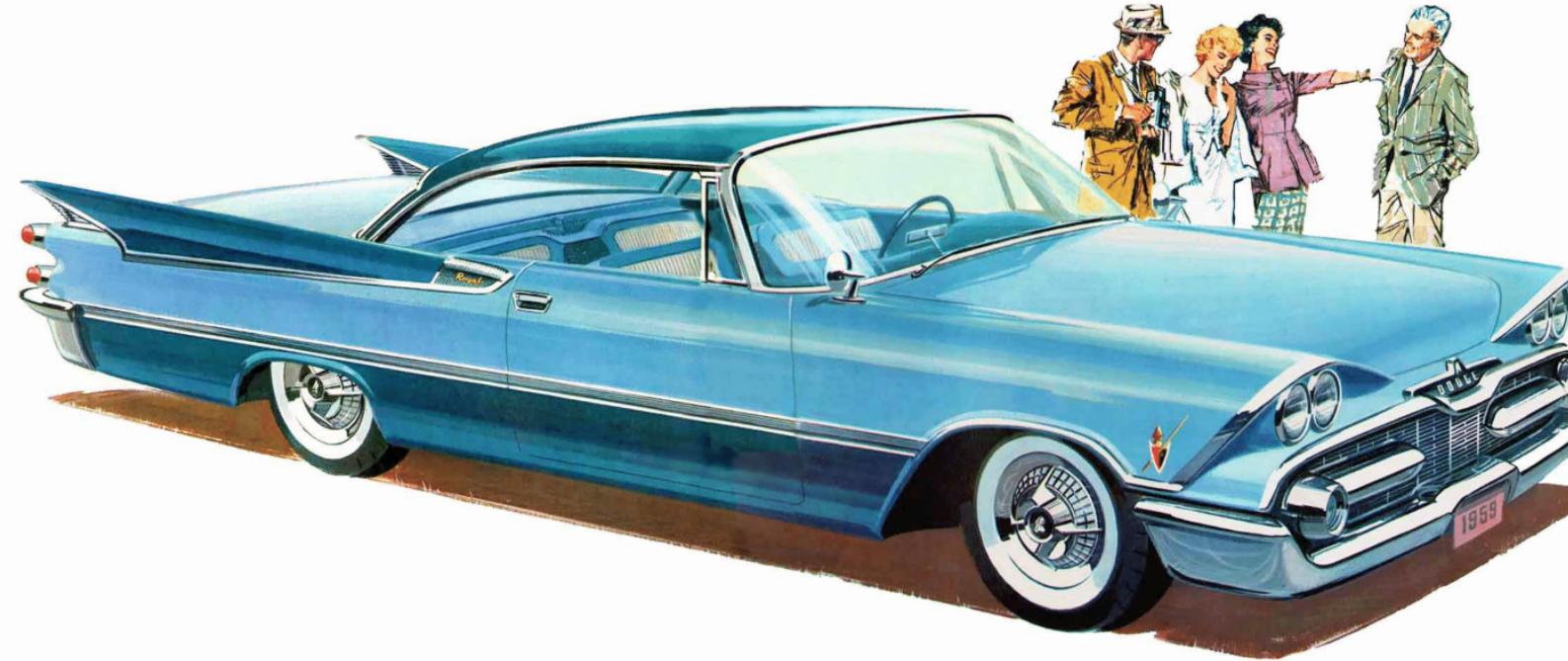


Royal Lancer 4-Door



Royal 4-Door Sedan

THE INTERIORS ARE REALLY ROYAL! For rich color and texture, it would be difficult to surpass the Malay fabrics featured in this Royal Lancer 2-Door. Soft, sound-absorbing Acousti-Foam headlining is available at extra cost.



Royal Series

It Gives You More of What You Buy For!

If a man were looking for "buying justification," he could certainly find plenty of reasons in the Dodge Royal Series, because the list is both long and impressive. He might start with styling — with the low, sweeping lines, the dazzling new grille, the dramatic rear-quarter treatment. Or it might be performance — the smooth way this car rides, the level way it takes curves, the effortless way it responds to every command. Or, perhaps, it

might be the luxury of the interiors — the rich fabrics, the sparkling instrument panel, the elegance of all the appointments. Or the comfort of seats that cradle you to perfection on downy-soft foam rubber. Or the convenience of the latest driving advances. Or the remarkably low price tag. Whatever the reason, the conclusion is clear. There's more of what you buy for in a Dodge Royal.



JET-TRAIL TAIL LAMPS add a dashing flair to the '59 Dodge. Unquestionably the most distinctive styling note of the year.



STANDARD EQUIPMENT! Royal models now offer the added ease and convenience of Push-button PowerFlite.



TWICE THE VIEW! An outstanding feature for Dodge is the visibility through the huge "picture window" windshield. Available with glare-reducing Solex glass.

Coronet Series



Coronet 4-Door Sedan, available with V-8 or "6" engine

Your Low-Cost Invitation to Luxury Motoring!

Never before has a moderately priced car offered so many custom features, so much deep down driving pleasure. The sparkling Dodge Coronet for 1959 has the rich quality feel and look that you would expect only in cars costing hundreds of dollars more. The stylists accomplished it with form and color. With sweeping lines. With a new sheer shape of chrome and glass. With stunning new fabrics that dazzle the eye. The engineers made important contributions. Massive box-section frames. A new suspension. A new V-8 engine. Better brakes — easier steering. The conclusion is simply this: For the money, no other car can match a Dodge Coronet.



NEW HC-HE V-8 ENGINE — Coronet models are powered by a new 255 hp. 326 cu. in. HC-HE Red Ram V-8 engine. This high compression, high economy engine delivers more thrust, uses less gas.



AN EXCITING NEW LOOK! There is no mistaking this '59 Dodge. There is no mistaking the sweeping chrome hoods over dual headlamps. The massive wrap-around bumpers. The parking light pods. The fine grille. The flat, smooth hood. Everything in the best of taste.



Coronet Lancer 4-Door



Coronet Lancer 2-Door, V-8 or "6"



Coronet 2-Door Sedan, V-8 or "6"



Coronet Lancer Convertible

EXTRA GLAMOUR FOR CORONET MODELS! Available for all Coronet models (except convertibles) is a special custom interior which includes color-harmonized fabrics, special body cloth and stylized bolsters, carpets front and rear, notched seat backs front and rear, custom door trim panels, airfoam front seat; and chrome moldings over front wheel openings.



Station Wagon Series



9-Passenger Custom Sierra Station Wagon with Observation Lounge

Wonderful Way to Live It Up!



OBSERVATION LOUNGE. No more squirming past the second seat! Passengers step directly into Observation Lounge from rear of station wagon. Plenty of room, wonderful view—and just look at those gorgeous interiors! Observation Lounge is standard equipment on all 9-passenger models.

It's not at all surprising that sales of Dodge station wagons go higher and higher every year. First of all, more and more people are learning that nothing can match a station wagon for today's busy, on-the-go schedule. It "fits in" beautifully wherever they go, whatever they do. But even more important, people are learning that no station wagon in its field offers so many exclusive features—from rear-facing Observation Lounge to a locked luggage compartment, from a one-piece tailgate to a rear window that rolls down. Dodge station wagons come in two series—Custom Sierra and Sierra—in both 6- and 9-passenger models.



6-Passenger Sierra Station Wagon



LOCKED LUGGAGE COMPARTMENT. No more worries about exposing your valuables! This special locked luggage compartment is well worth its slight extra cost. (6-passenger models only.)



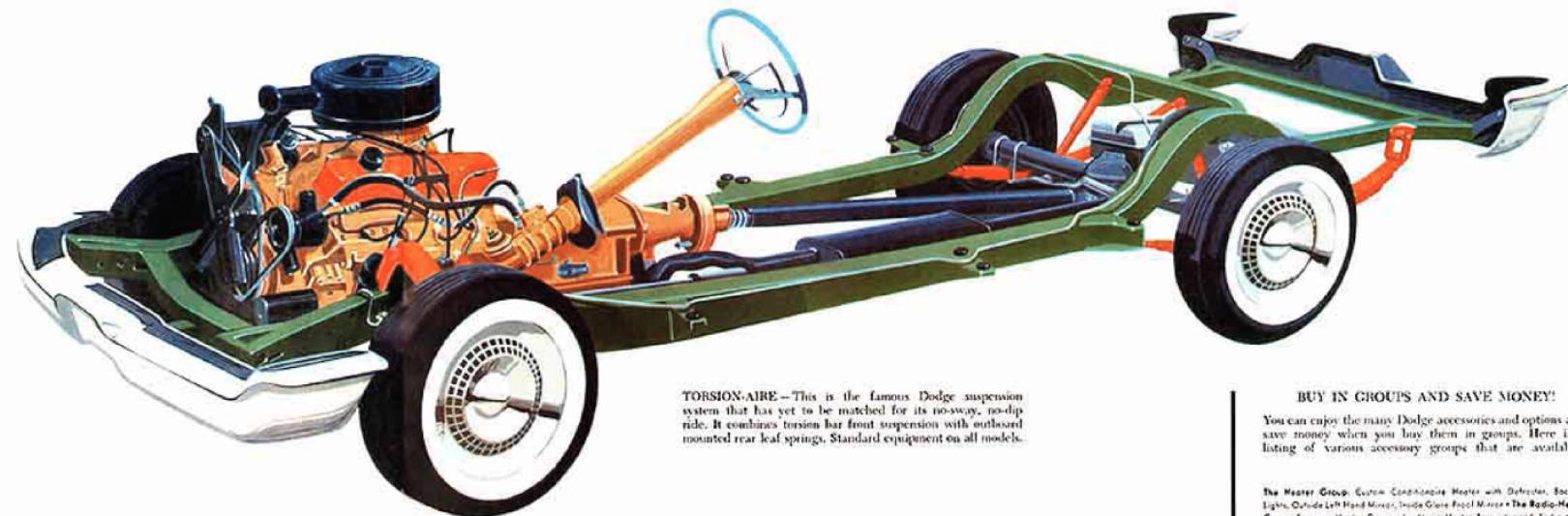
ONE-PIECE TAILGATE. No more ducking under an old-fashioned lifgate! *Note to parents:* Tailgate cannot be opened until rear window is completely down (by key or dash control).



THE DISAPPEARING ACT. No more removing the third seat when you need cargo space. Just a flip of the wrist folds *both* the second and third seats flat with the floor for a full 92 cubic feet of unobstructed cargo area. Converts back to passenger use just as easily.

Solid—That's the Way DODGE Builds 'em!

There are many rewarding aspects in owning a Dodge. You will discover new ones the longer you drive. But certainly one of the most satisfying is the deep-down dependability that Dodge offers its owners. *These cars are built to take it!* And, to make driving easier and safer, Dodge offers a whole host of extra-value features: at no extra cost. Electric windshield wipers (with big 16-inch blades) that never slow down when you speed up. A parking brake that operates independently of the service brakes, to give you a secondary braking system. Safety door latches. A self-locking trunk lid. Oilflow Shock Absorbers. Safety Rim wheels. Yes, these are fine cars, great cars, built on a great tradition. They are well engineered and solidly constructed to give you more pleasure while you drive, return a bigger share of your investment when you trade.



TORSION-AIRE—This is the famous Dodge suspension system that has yet to be matched for its no-sway, no-dip ride. It combines torsion bar front suspension with outboard mounted rear leaf springs. Standard equipment on all models.

BUY IN GROUPS AND SAVE MONEY!

You can enjoy the many Dodge accessories and options and save money when you buy them in groups. Here is a listing of various accessory groups that are available.



SO MUCH THAT'S NEW!

SO MUCH THAT'S GREAT!

SO MUCH THAT'S DODGE!



CONSTANT-CONTROL POWER STEERING—Gives you confident mastery of driving and parking. Works "full time." Eliminates the annoying "on-off" feel of other types. (Optional equipment.)



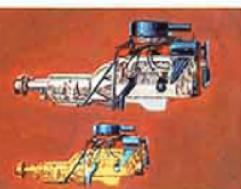
REMOTE CONTROL SIDE VIEW MIRROR—Adjusts from inside for changes in driver height, or front seat position. A big convenience when more than one driver uses the car. Available on all models.



SUB-GRIP DIFFERENTIAL—Automatically directs engine's pulling power to wheel with best grip on road to get you going on ice, snow, sand or mud. Optional.



PUSH-BUTTON HEATER—Now you can select the exact degree of "weather" with just a quick touch of a button. Optional equipment. Air conditioning is also controlled by push buttons.



D-500 V-8 ENGINES—For the man who wants top performance. Available on all models is the completely new 383 cu. in. 4-barrel D-500 V-8 at 320 hp, or the Super D-500 V-8 with twin 4-barrel carburetors at 315 hp.



MUSIC MASTER TRANSISTORIZED RADIO—You'll enjoy regular concert hall performance with this wonderful transistorized radio. Rear compartment speaker also available at extra cost.

The Heater Group: Custom Conditioning Heater with Defroster, Back-Up Lights, Outside Left Hand Mirror, Dodge Glass Frost Mirror • **The Radio-Heater Group**: Same as Heater Group plus Music Master Transistorized Radio • **The Deluxe Radio-Heater Group**: Custom Conditioning Heater with Defroster, Music Master Transistorized Radio, Back-Up Light, Remote Control Outside Mirror • **Left, Mirror-Mate Dodge Frost Mirror** • **The Convenience Group**: Airflow Seats-Fast, Variable Speed Windshield Wipers, Windshield Washer, Headache Warning Light, Map Light, Glass Backlight, Vinyl Vinyl Mirror, Sunlight (Cargo Dome Light on Wagons) • **The Appearance Group**: Two-Tone Plastic Powdercoating Wheel, Wheel Covers, Stone Shields, Electric Clock • **The Deluxe Appearance Group**: Same as Convenience Group plus Deluxe Wheel Covers • **The Economy Group**: Custom Control • **The Tour Group**: Power Seats, Federal Instrument Panel, Tach, Sun Visor, Cr. Floor Carpet, Windshield • **The Dodge Custom Group** (except Wagons): Dual Rear Axles, 4-Door Sedan, License Plate Frame • **The Coronet Style Group**: Includes Rear Quarter Covers, Hood Ornament and Chrome Drip Molding. Available on all Coronet models except Convertible • **The Coronet Custom Trim Group**: Includes choice of interior fabrics to harmonize with exterior paint, colored carpeting front and rear, notched seat backs front and rear; special body cloth and stitched bolsters; custom door panel; carpet front seats; and chrome moldings over front wheel openings. Available on all Coronet except Convertible.

*Available only in Accessory Group.

All models are finished with the new Dodge Lustron Bond Super Tough enamel for lasting beauty and protection.

The Safety Group

One of the most popular accessory groups available on the '59 Dodge! It consists of the following:

Constant - Control Power Steering: Takes out all the work, leaves in all the pleasure.

Padded Instrument Panel and Sun Visors: Cost so little, give so much protection.

Co-Pilot Speed Warning Light: Bright red light flashes when preset speed is passed.

Dodge Power Brakes: A light touch of the toe for safe, sure, straight-line stops.



Specifications

CHASSIS—Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclobond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite transmissions.

TIRES—Tubeless tires, size 7:50 x 14 on all Coronets except Convertible. Tire size: 8:00 x 14 on Royal, Custom Royal, Station Wagons. Coronet Convertible—optional on Coronet. Tire size 8:50 x 14 optional on Coronet Convertible, Royal, Custom Royal and Station Wagons.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift, 3-speed manual transmission: Standard on Coronet 6-cylinder and V-8's. PowerFlite: Fully automatic 2-speed transmission with torque converter, standard on all Royal models, optional at extra cost on Coronet V-8 and 6. TorqueFlite: Fully automatic, 3-speed transmission with torque converter, standard on all Custom Royal models, D-500's and Custom Sierra Station Wagons. Sierra Station Wagons equipped with TorqueFlite at extra cost. Optional at extra cost on Coronet V-8 and Royal models.

STANDARD REAR AXLE RATIOS—Coronet 6, 3.73; Coronet V-8 with 3-speed manual transmission, 3.54; with PowerFlite, 3.31; with TorqueFlite, 2.93; Royal with PowerFlite, 3.31; with TorqueFlite, 2.93; Custom Royal with TorqueFlite, 2.93; Sierra Station Wagons, 2.93. (NOTE: All TorqueFlite equipped cars are available with either the 2.93 to 1 "Economy" or the 3.31 to 1 "Hi-Performance" rear axle ratios.)

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35 ampere generator. Follow-thru starter. Eight-cylinder cars have battery capacity of 50 amperes on Red Rams, 60 amperes on Ram Fires and D-500's. Six-cylinder cars have 50 ampere hour capacity. Single-speed electric windshield wipers. Variable-speed windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: Torsion springing front suspension. Semi-elliptical rear springs, mounted outward of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical idler arm steering system. Direct-acting Oilflow shock absorbers. New ball joints. Anti-brake dip. Flexible-hanging front sway bar on Custom Sierra, Sierra Station Wagons. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter near carburetor or in fuel pump. Tank capacity, 20 gallons (22 gallons on Station Wagons).

GENERAL DIMENSIONS—Wheelbase, 122 inches. Over-all length, 217.4 inches. Station Wagons, 216.4 inches. Over-all width, 80.6 inches.

SUPER D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-shape combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.25 in. Stroke, 3.38 in. Piston displacement, 383 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty, dry-type air cleaner. Two four-

barrel carburetors. Horsepower, 345 at 5000 RPM. Torque, 420 lb.-ft. at 3600 RPM. Taxable horsepower, 57.8.

D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-shape combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.25 in. Stroke, 3.38 in. Piston displacement, 383 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty, dry-type air cleaner. One four-barrel carburetor. Horsepower, 320 at 4500 RPM. Torque, 420 lb.-ft. at 2800 RPM. Taxable horsepower, 57.8.

SUPER RAM FIRE V-8 ENGINE—Standard equipment on Custom Royal and Custom Sierra Station Wagons. Eight-cylinder overhead valve, V-type. Compression ratio, 10.1 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Heavy-duty, dry-type air cleaner. Four-barrel carburetor. Horsepower, 305 at 4600 RPM. Torque, 400 lb.-ft. at 2800 RPM. Taxable horsepower, 54.3.

RAM FIRE V-8 ENGINE—Standard equipment on all Sierra models. Eight-cylinder, overhead valve, V-type. Compression ratio, 10.1 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual down-draft carburetor. Horsepower, 295 at 4600 RPM. Torque, 390 lb.-ft. at 2400 RPM. Taxable horsepower, 54.3.

RED RAM V-8 ENGINE—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.2 to 1. Bore, 3.95 in. Stroke, 3.31 in. Piston displacement, 326 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts. Dual down-draft carburetor. Horsepower, 255 at 4400 RPM. Torque, 350 lb.-ft. at 2400 RPM. Taxable horsepower, 49.9.

"GET-AWAY" SIX ENGINE—Standard equipment on Coronet Six. Six-cylinder, in-line type. Compression ratio, 8 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. Rotary oil pump. By-pass oil filter. Oil capacity, 5 quarts. Coolant capacity, 12 quarts (with heater or air conditioning, 14 quarts). Horsepower, 135 at 3600 RPM. Torque, 295 lb.-ft. at 1200 RPM. Taxable horsepower, 25.4.

SPECIFIC BODY DIMENSIONS	4-Door Sedan	4-Door Hardtop	2-Door Hardtop	Station Wagon
Headroom—Front	35.7	34.4	33.7	36.1
Headroom—Rear	34.5	34.7	33.7	35.0
Legroom—Front	45.5	45.5	45.5	45.5
Legroom—Rear	42.5	42.5	36.5	41.0
Hiproom—Front	63.0	63.0	63.0	63.0
Hiproom—Rear	52.7	52.7	56.0	62.0
Seat Height—Front	10.8	10.8	10.8	10.8
Seat Height—Rear	11.9	11.9	10.0	13.5
Vertical distance, steering wheel to cushion	6.5	6.5	6.5	6.5
Horizontal distance, steering wheel to seat back	15.4	15.4	15.4	15.4

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. Therefore specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION