



1960

DODGE DART



A COMPLETE NEW LINE OF ECONOMY CARS IN THE LOW-PRICE FIELD

DODGE DART...

fun-packed and budget-priced



This Dodge Dart was built for people who have some definite ideas about what they want in a new car.

It was built for people, who, frankly, expect a *lot* in the car they buy—style and luxury and comfort and performance—yet who demand *economy* also, both in terms of initial price and everyday operating costs.

The Dodge Dart fills the bill beautifully. It is a complete new line of economy cars in the low-price field, priced model for model with other cars in this class.

The similarity ends right there, however.

In a nutshell: *There has never been a car in the low-price field like the Dodge Dart.*

This booklet tells the story of the Dodge Dart, the thinking and planning that went into it, the exclusive engineering advances that set it apart from other cars, the many reasons that make it an exceptional buy for the money.



OFFICE

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High style, high performance, low price tag

This is the story of Dodge Dart

The Dodge Dart was built on the premise that you can have your cake and eat it too.

The premise is this: You can always buy a car that is low in *price*, providing you are willing to compromise in other areas. The Dodge Dart gives you the low price *without the compromises*.

What's the reason? Simply this. The Dodge Dart is a *low-price car* that's designed and engineered like a *high-price car*.

Inside and out, the Dodge Dart has an expensive-car look

There is a solid, substantial look and feel to the Dodge Dart that sets it apart from other cars in the low-price field.

It is more than just smart and stylish looking (which it is); it is *expensive looking*. It is a car you will be proud to drive and proud to be seen in.

The same holds true for the interiors. The fabrics, colors and appointments are handled in extremely good taste. They are rich and modern, and *they* look expensive also.

Beneath the beauty, a new one-piece "fortress of steel"

For the past 50 years, the conventional way to build cars has been to take a body and a frame and *bolt* them together. Most of today's cars are still built that way. While this is a satisfactory method, it leaves a great deal to be desired.

Dodge engineers would not settle for the conventional in building the Dodge Dart. They developed a new *one-piece welded body* that is superior in every way to body-plus-frame assembly methods.

This new Unibody surrounds you with a one-piece fortress of steel. It is stronger and more rigid. It is quieter and better insulated. It is roomier. It holds the road better. It virtually eliminates rattles and rust.

You don't get shortchanged on room and comfort

Dodge engineers believe that no matter *what* you pay for a car, you are entitled to a full measure of room and comfort.

The new Unibody provides plenty of both. It eliminates space-wasting frame side rails, makes the interior of the Dodge Dart far roomier and more comfortable than other cars of comparable size and price.

Continued on next page





The Unibody also allowed Dodge engineers to redesign the seats, to raise the seat height and to increase the amount of padding. The result? A more natural, more comfortable sitting position, with far better support.

Even the doors have been redesigned. They're bigger, higher, open wider. You enter and leave the Dodge Dart easily and naturally.

And, as a final touch, Swing-Out Swivel Seats* are now *automatic*. They swing out when you open the door, swing back in when you close it.

There's a brand-new "6" with an economy slant

Economy plays an important part in the Dodge Dart. There is a newly developed, highly advanced 6-cylinder engine, the Economy Slant "6,"

designed for more "go" on less gas. It lies slanted on its side at a 30-degree angle for improved breathing and increased mileage.

There is also a new D-500 Ram Induction 361 V-8 engine* with performance that can only be described as spectacular. It features a special ram manifold that acts like a supercharger; literally rams the fuel-air mixture into the cylinders.

All Dodge Dart engines, V-8 and "6" alike, are unmatched for smoothness and quietness. They are supported by a new Free-Flight Power Engine Mounting that suspends the engine in space, soaks up noise and vibration.

No low-price car rides or handles like a Dodge Dart

The Dodge Dart feels and rides like a heavier, more expensive car. It holds





COSTUMES BY B. ALTMAN AND COMPANY

the road beautifully, takes curves surely and confidently. You feel completely in command behind the wheel.

There are many reasons for this. One reason is the suspension, Torsion-Aire, which practically eliminates sway, lean and dip. It's the finest in the industry, and it's standard equipment on all Dodge Dart models.

Then there's push-button driving.* It gives you control of all driving ranges with a touch of a button. It's so easy and convenient you can't help wondering why *all* low-price cars don't offer it.

There's Constant-Control Power Steering.* It works *full time*, never cuts on and off like other types, yet leaves you the "feel of the road" that's so important when you drive.

And, finally, Total-Contact Brakes. They give surer, safer stops because the entire brake shoe comes in contact with the brake drum, from end to end and side to side.

Dodge Dart comes in a wide range of models and prices

The Dodge Dart is a complete line of low-price cars. It is available in three distinct series—the luxurious Phoenix, the distinguished Pioneer, the dashing and economical Seneca. You can choose from a total of 20 models, with a selection of both V-8 and 6-cylinder engines.

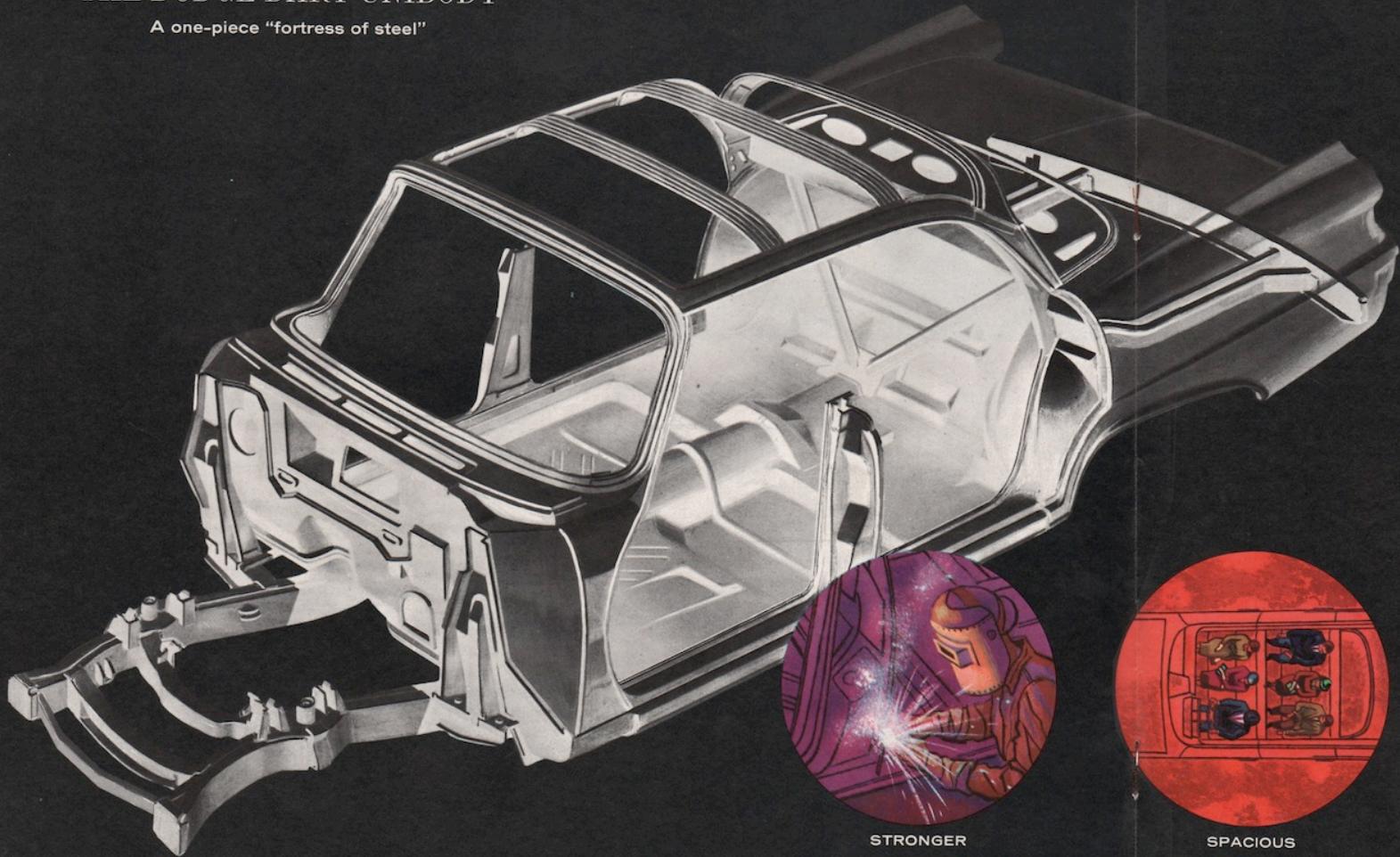
So, if you are considering a new car in the low-price field, be sure to include the Dodge Dart in your considerations. Compare it by every standard with these other cars. Find out why. There has never been a low-price car like the Dodge Dart.

*Optional at extra cost



THE DODGE DART UNIBODY

A one-piece "fortress of steel!"



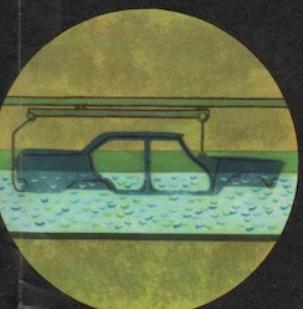
STRONGER



SPACIOUS



SILENT



RUSTPROOFED

Beneath the beauty, new strength, silence, spaciousness

The single most important engineering development of the Dodge Dart is the new Unibody construction. The Unibody is a one-piece welded body that offers many advantages and benefits over conventional body-bolted-to-frame types.

Strength

The Unibody is far stronger. Tests show a 105% increase in car twist rigidity and a 40% improvement in beam strength. The Unibody stays "tight" and "new," and it eliminates body rattles and bolt squeaks forever.

Spaciousness

The design of the Unibody is inherently more efficient. By eliminating space-consuming frame side rails and lowering the floor pans, Dodge engineers were able to make the passenger compartment far more spacious than other cars of comparable size.

Rustproofing

Each Unibody is dipped seven times in special compounds to make the Dodge Dart virtually rustproof. Then four additional coats are sprayed on, first two coats of primer, then two of Lustre-Bond Hi-Baked Enamel. Dipping protects the inside surfaces, the spray operations completely seal the outside. The result: a glistening, mirror-like finish so durable, so fade-free, that it stops rust and keeps its showroom sheen for years.

Silence

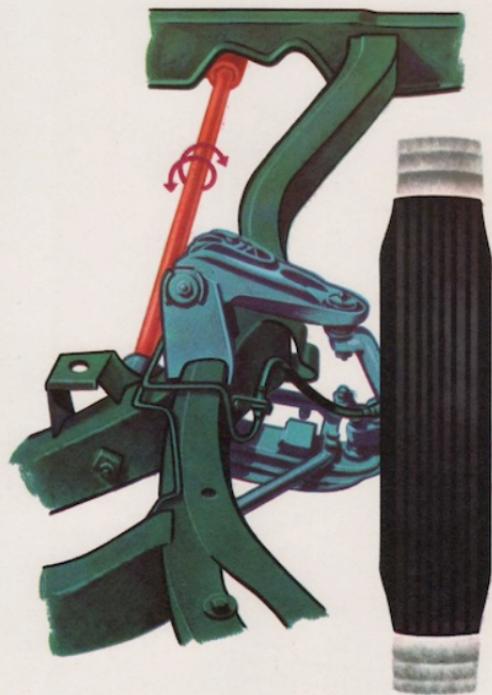
New silencing materials and new insulating techniques make the Dodge Dart an extremely quiet car. For example, a new felt and mastic material is 8 times as effective as the best fluid deadener that can be applied.

Torsion-Aire Ride

Torsion-Aire Ride is like a lot of other enjoyable things in life. Until you've tried it, you don't know what you're missing. Take control and ease of handling. A lot of drivers are satisfied with conventional suspensions that lean and sway on curves, bound over railroad crossings and dip on stops, simply because they have never driven any other kind. Remarkable Torsion-Aire replaces bouncy coil springs with supple torsion bars of tempered steel. Revolutionary asymmetrically outboard-mounted rear springs provide a wider, steadier grip on the road. Exclusive variable-rate Oriflow shock absorbers keep *all four wheels* under perfect control. The result, a velvet smooth, perfectly controlled ride that's like nothing else on the road. If you haven't tried Torsion-Aire, you just don't know what you're missing. It's a real driving experience.

Economy Slant "6"

Here is the engine with the "economy slant." It is highly advanced in design, lies slanted on its side at a 30-degree angle. The result is better engine breathing, substantially better gas mileage, snappier performance. Its efficient overhead valves, short-stroke design and semi-ram intake manifold make an unmatched power-economy team.





on the road, SPARKLING PERFORMANCE WITH QUIET QUALITY

● Any ideas you may have that "all low-price cars are the same" will change the first time you drive the Dodge Dart.

You will notice the difference almost immediately. There is no light or skittish feeling so familiar in low-price cars. The Dodge Dart is *built* solid and *feels* solid on the road.

Yet, there is nothing heavy-handed about the Dodge Dart. It tracks beautifully, handles with precision and dispatch. It has great natural road sense.

Performance is exceptional. Quick. Eager. Responsive. You know that, whatever the situation, the Dodge Dart has power to spare, ready and on tap.

And the *silence!* The Dodge Dart is remarkable in its quietness. You ride along almost completely *isolated* from road noise and engine vibration.

Why is the Dodge Dart unlike other low-price cars? Why this difference in the way it rides and handles and performs? The difference is simply in the way the Dodge Dart is designed and engineered.

It is simply a finer car.

PHOENIX SERIES

There is no mistaking that the Phoenix is the top line of Dodge Dart cars. It has about it a quiet authority that shows itself in many ways.

The very cut and form of its contours suggest a finesse and quality that is deep-grained.

The heft and feel of the door speak *volumes*: of a soundness and a solidness and a precision.

The interiors add another dimension — spacious, comfortable, styled with a touch that is at once modern and luxurious to the nth degree.

You can drive the Phoenix *anywhere*, park it next to *anything*, with the smuggest, most self-satisfied feeling in the world.

Yet it is when you take to the road that the realization really sinks in. *The Phoenix is a remarkable car in every way.*



Phoenix 4-Door Hardtop

Here is a car that acts and feels as if it had been designed *around you*. It was. You maneuver, pass, sweep up hills with casual ease.

The Phoenix is powered by the 318 cubic inch Red Ram V-8 engine, and offers all the conveniences, including *Automatic Swivel Seats** that swing out when you open the door, swing in when you close it!

*Optional at extra cost



Phoenix Convertible Coupe



Phoenix 4-Door Sedan



Phoenix 2-Door Hardtop



Custom-loomed, all-nylon warp Dante fabrics by Jacquard set the theme of the luxurious Phoenix interiors. The refined random stripe design is beautifully displayed against the soft sheen of saddle grained vinyl trim. Bold, metallic seat-back inserts and deep sculptured door panels complete an inviting interior of unmatched comfort and beauty.



Enjoy the luxury look of leather with the added durability and easy care of modern vinyl. Shown here is the Phoenix all-vinyl* interior in pleasing two-tone. Available in four color combinations. (All-vinyl interiors* are also offered on Pioneer 2- and 4-door Hardtops and Station Wagons.)

*Optional at extra cost.



PIONEER SERIES

If you have a flair for the dramatic in choosing a car, a keen appreciation for sleek lines, smart appointments, spirited performance—yet have a strong practical nature as well—you need look no further than the Dodge Dart Pioneer.

Just consider the choice you have in engines alone. Economy-minded? There's a new Economy Slant "6" that delivers more miles on less gas. Want real spunk and spirit? There's a brawny 318 cubic inch Red Ram V-8 just itching for action.

The Dodge Dart Pioneer gives you many other options to suit your personal and practical nature. A choice of three push-button automatic transmissions.* New Vacuum Door Locks* that let you lock all the doors, inside and out, from the driver's seat. (Available on 4-door models only.) Constant-Control Power Steering* that does all the work, leaves all the pleasure.



Pioneer 2-Door Hardtop

When you think about it, there just isn't a better or more logical choice than the Dodge Dart Pioneer. It gives you the extra smartness and elegance you like, at a price you're willing to pay.

Being practical was never more rewarding!

*Optional at extra cost



Pioneer 6- and 9-Passenger 4-Door Station Wagons

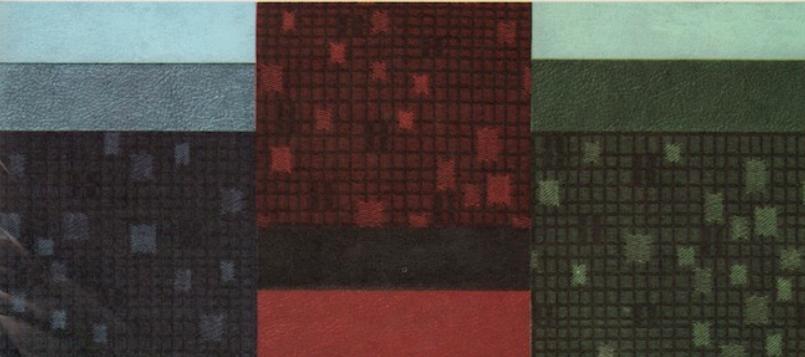


Pioneer 4-Door Sedan



Pioneer 2-Door Sedan

Keynoting the exciting and comfortable Pioneer interiors is this stunning new Dexter fabric blended with complementary shades of durable vinyl. The distinctive, rectilinear pattern of the cloth is appropriately modern, yet retains a slight touch of traditional luxury. Fabric has an all-nylon warp for added wear. Five color combinations available.



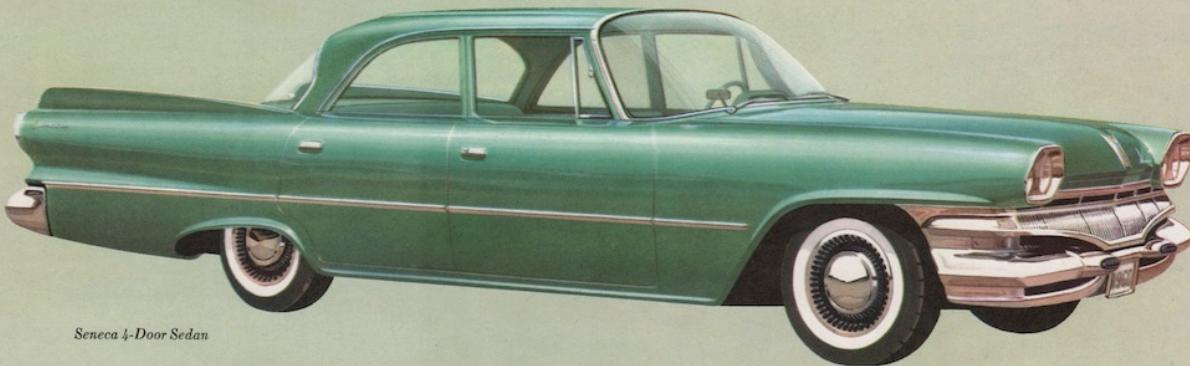
SENECA SERIES

The Seneca Series is the lowest priced line of Dodge Dart cars. Yet, in addition to the obvious savings in initial cost, there are many other reasons that make it a wonderful buy.

First of all, take styling. You would *never guess* by its appearance that the Seneca carries such a low price tag. It is smart. It is impressive. It simply looks like it costs much more than it actually does.

Take ride — in this case, Torsion-Aire. There is no other suspension at *any price* that can hold a candle to it on the road. Yet it is standard equipment, doesn't cost you a penny extra.

Take economy. You get the newest, most advanced 6-cylinder engine in the industry, the Economy Slant "6." Its unique slanting design means extra miles out of every gallon of gas.



Seneca 4-Door Sedan

The Dodge Dart Seneca offers many other outstanding advances also. The greater room and comfort of Unibody construction. The added security of Total-Contact Brakes. The extra ease and convenience of "Driver-Centered Interior Design."

The low-priced Seneca Series consists of the 2-door sedan, the 4-door sedan, and the 4-door station wagon. Whichever model you choose is a whale of a buy for the money. Available with Economy Slant "6" or Red Ram V-8 engines.

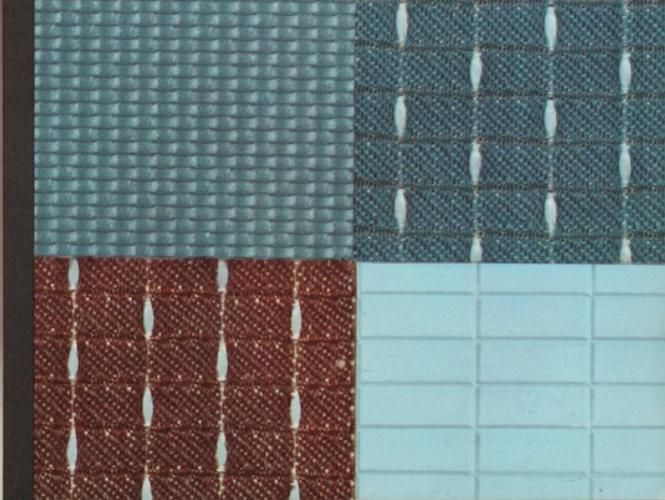


Seneca 2-Door Sedan



Seneca 4-Door Station Wagon

The full-fashioned interiors of the roomy Seneca point up the added quality and luxury in every Dodge Dart model. Textured Dakar fabric, highlighted with metallic gold thread, features durable, all-nylon warp. Blended with the subtle glow of luxurious vinyl for a pleasing contrast. Smart woven pattern all-vinyl interior is standard on Seneca station wagons.



Additional Optional Equipment and Accessories



FAMOUS PUSH-BUTTON DRIVING. Easiest way ever! New push-button console places positive control of driving ranges right at your finger tips. Now available on three great transmissions: The new TorqueFlite Six (first automatic transmission designed exclusively for a six-cylinder engine), the popular 2-speed PowerFlite, or the high-performance 3-speed TorqueFlite.



TOTAL-CONTACT POWER BRAKES. New design for 1960 is quieter in operation and provides an extra bonus in added pedal reserve. Control is firm and positive, never oversensitive. New precision adjustment control means added miles without servicing.



VACUUM DOOR LOCKS. A handy dash-mounted control locks all doors instantly and automatically, both inside and out. Keeps active children safe and sound while you enjoy the ride. Well worth its small cost in peace of mind. (Available on 4-door models only.)



NEW AUTOMATIC SWIVEL SEATS. What convenience! Just open the door and the front seat swings out to meet you; close it and the seat swings back—automatically. Available in the Phoenix and Pioneer Series.



CONSTANT-CONTROL POWER STEERING. Unmatched for feather-light control and responsiveness. Exclusive full-time action gives confident mastery of all driving conditions, never cuts on and off like part-time systems. It does all the work, yet leaves you the feel of the road.



FINGER-TIP WEATHER CONTROL. Simple power-assisted push buttons control ventilation, heating and defrosting. New super-silent fan, high-volume air ducts, new fast-acting defroster vents provide quick response in any climate.

NEW MUSIC MASTER RADIO. New for 1960 with two transistors, larger speaker, push-button tuning. Very low priced, yet far superior to off-brand sets. Also available on Pioneer and Phoenix models—new Astrophonic Radio with $5\frac{1}{2}$ -watt push-pull amplifier, dual speakers, unmatched fidelity and tone. (Rear seat speaker not available on convertibles and station wagons.)

1960 DODGE DART SPECIFICATIONS

CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic Total-Contact 11" brakes with Cyclobond lining. External contracting parking brake with Standard Transmission. Internal expanding parking brake with PowerFlite, TorqueFlite or TorqueFlite Six Transmissions. Parking brake operated independently of service brakes.

TIRES—Tubeless tires, size 7.50 x 14 (except Station Wagons and Convertible). Tire size 8.00 x 14 on Station Wagons and Convertible, optional at extra cost on other body styles. Tire size 8.50 x 14 optional at extra cost on 9-Passenger Station Wagon.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift 3-speed Manual Transmission standard. PowerFlite fully automatic 2-speed transmission with torque converter optional at extra cost with V-8 engines only. TorqueFlite fully automatic 3-speed transmission with torque converter optional at extra cost with V-8 engines only. TorqueFlite Six fully automatic 3-speed transmission with torque converter optional at extra cost with 6-cylinder engine only.

STANDARD REAR AXLE RATIOS—3.54 to 1 standard with 3-speed Manual Transmission on all models; 3.31 to 1 with optional TorqueFlite Six and PowerFlite; 2.93 to 1 optional with TorqueFlite.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35-ampere generator. Follow-thru Bendix Drive starter. Battery capacity: 60 ampere-hours on D-500 Ram Induction V-8; 50 ampere-hours on Red Ram V-8 and Economy Slant "6". Single-speed electric windshield wipers. Variable-speed electric windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: torsion springing front suspension; semi-elliptical rear springs mounted outboard. Rear axle clamped forward on rear springs to absorb torque. Direct-acting Oiliflow shock absorbers. Symmetrical idler arm steering system. New ball joints. Anti-slip dip. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. Choke: remote in manifold on Economy Slant "6", Red Ram and D-500 Ram Induction Engines. Mechanical fuel pump. Fuel filter: plastic in fuel tank with 6-cylinder engine; plastic in fuel tank, plus 15-micron filter in fuel line, with all V-8 engines. Tank capacity: 20 gallons (Station Wagons, 22 gallons).

GENERAL DIMENSIONS—Wheelbase 118". Over-all length (max. with bumper guards) 210.5". Over-all length Station Wagons (max. with bumper guards) 216.5". Over-all width (max.) 78".

D-500 RAM INDUCTION 361 V-8 ENGINE—Available at extra cost on Phoenix. Eight-cylinder, overhead-valve, 90° V-type. Ram Induction type manifold. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.12". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty dry-type air cleaners. Two 4-barrel carburetors. Taxable horsepower: 54.3.

RED RAM V-8 ENGINE—Standard on all V-8 models. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 9 to 1. Bore: 3.91". Stroke: 3.31". Piston displacement: 318 cu. inches. Rotary oil pump. Shunt-type oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor on Seneca and Pioneer. 4-barrel carburetor on Phoenix. Taxable horsepower: 48.9.

ECONOMY SLANT "6" ENGINE—Standard on 6-cylinder Seneca and Pioneer. Six-cylinder, overhead-valve, in-line, slanted block. Wedge-shaped combustion chamber. Compression ratio: 8.5 to 1. Bore: 3.40". Stroke: 4.13". Piston displacement: 225 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 4 quarts (5 quarts when changing oil filter). Coolant capacity: 13 quarts (with heater, 14 quarts). Single downdraft carburetor. Taxable horsepower: 27.74.

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