

DODGE 1962

THE NEW LEAN BREED



DART 440 2-DOOR HARDTOP



A NEW LEAN BREED OF DODGE You are looking at new vitality, crisp and restless. A lusty road machine. Trimmed of fat and flashiness. Cleaned of excess sheet metal, overhang, chrome. Born of Dodge dependability with singleness of purpose: the production of honest, capable cars. That's Dodge '62. Every line serves reason. Every inch and

pound works. We call it sensible. You may prefer the word sensational. Because this new breed likes to get out and go. Far and hard. Short and sweet. Without a pant, wheeze, rattle or lurch. With less care. On less gas. It corners like a cat. And when you try to wear it out, you'll think it has as many lives. You've got to drive the new lean breed of Dodge.

DART 440 4-DOOR HARDTOP



YOU'LL LIKE WHAT'S HAPPENED TO DODGE Some people like big cars. Some don't. So the new lean breed of Dodge comes in two sizes. Full-size Dart. Compact Lancer. Both have chair high seats. A tight rustproofed body. Action that speaks louder than words. Ride? Not mushy. There's better-than-ever torsion bars up front, asymmetrical

leaf springs at rear. The handling is nice and easy, too. There's freedom from road shock in the steering wheel, a firmness that keeps you on course over the roughest ruts. If you want, you can add power steering. But as several of our test engineers have said, "These '62 Dodges are so nimble-footed you'd think they all had power steering."

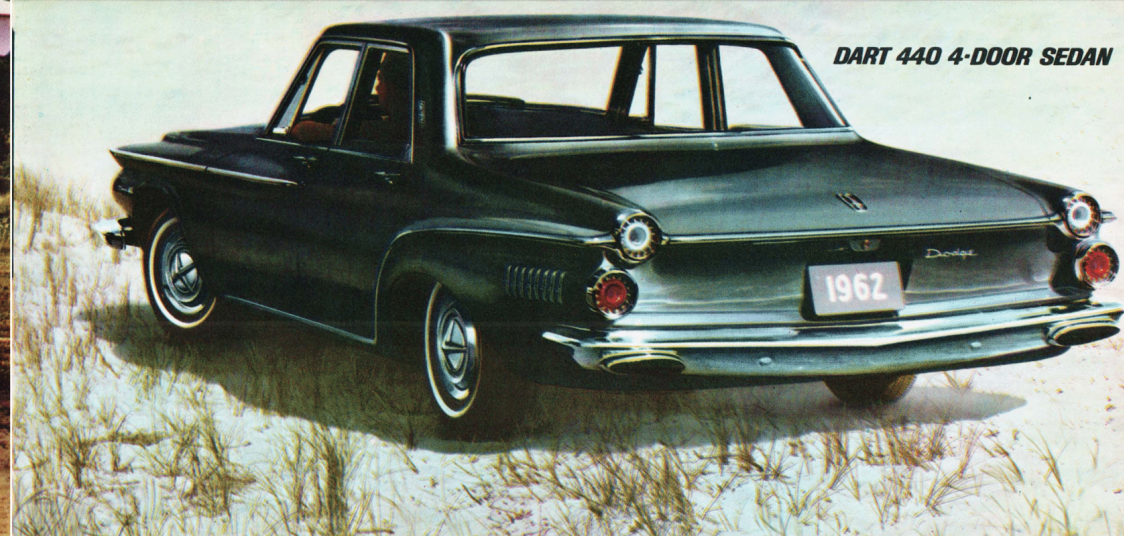
DART 440 9-PASSENGER WAGON



FIRST OF THE ACTION-ECONOMY CARS We'll say it again. Dodge '62's are real going machines. They're proof that dependability doesn't have to be dull. Here's how we know. We pounded them over thousands of miles, through countless stops, starts and acceleration trials, keeping close tabs on performance. Without exception, our '62 models out-

did their '61 counterparts. We could actually feel the greater acceleration. And, model for model, gas mileage was better. The reasons? Engineering advances. More advantageous gear ratios. Most significant, we cut dead weight. For example, the '62 Dart's automatic transmission weighs 60 lbs. less than last year's. Result: you get both action and economy.

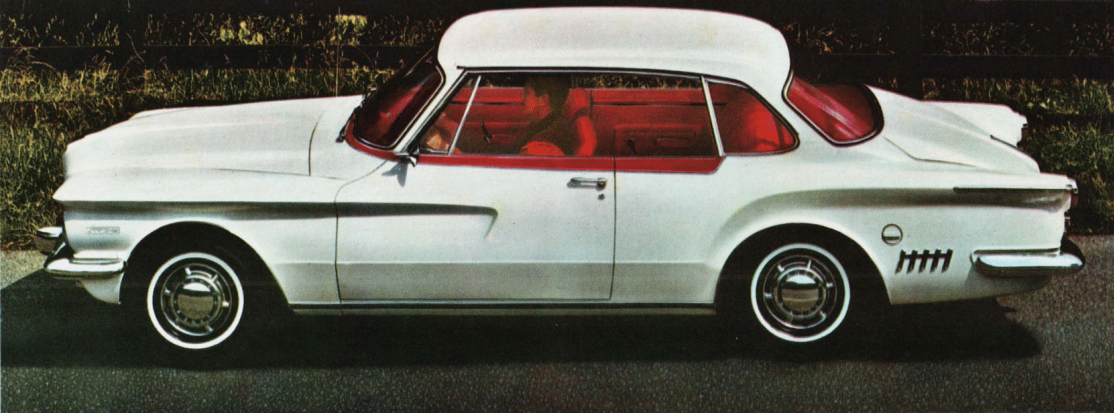
DART 440 4-DOOR SEDAN



JUST TRY TO WEAR IT OUT Durability is worth thinking about even if you drive a new car just a year or so. In as short a time as that, a car can develop a lot of rattles and squeaks and start to corrode underneath. That's why Dodge builds 'em tough. Bodies are fully unitized and rustproofed. You get 32,000 miles on one grease job. Dart brakes adjust

automatically everytime you back up and step on them. An alternator charges at all speeds. Makes the battery last longer, keeps it up for quick starts. There's even a difference in little things like oil capacity. Four quarts are all it takes, not counting the oil filter. You may not have time to wear out a '62 Dodge. But think of all the fun you'll have trying.

LANCER GT 2-DOOR HARDTOP



THIS COMPACT DODGE PACKS A WALLOP

Some people may not feel entirely at home in this one. Its bucket seats are very comfortable, true. But for those used to sluggish cars, the punch could be upsetting. It's a very quick automobile that lives up to its name. GT is our abbreviation of an Italian term, Gran Turismo. It means a smallish

fast car for touring in a grand manner. A car that will corner level, stop fast, and leave the long shots neighing at the gate. That's what the Lancer GT will do. And do it with about the easiest handling you've ever experienced. The individual bucket seats are standard. So are a pleated leather-grained vinyl interior, full carpeting, wheel covers and padded dash.

LANCER 770 6-PASSENGER STATION WAGON



THE ONE FOR THE LOAD AND THE ROAD

Most compact wagons are tight-fisted with a dollar . . . until you pack on a load. That's when feet drag and economy flies out the window. This Lancer, however, is a wagon with a different story, because dead weight has been engineered off. Obviously, the less dead weight in the car, the more

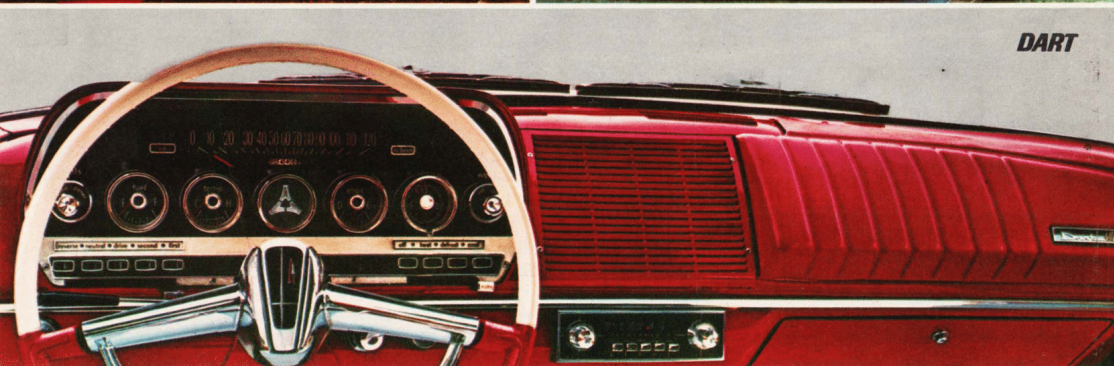
weight you can carry in cargo. You get roadability and loadability! Four doors, too. And a tailgate with a roll-down window. Room? Carries six nicely. And the 72 cubic-foot cargo space, we believe, is what you want in a compact. Need more? A Dart wagon may be more your size. If that isn't enough, perhaps what you really want is a Dodge Truck.



DART 440



LANCER GT



DART

DODGE DOESN'T TREAT YOUR FAMILY LIKE A MOB

Nothing beats a bucket seat. Yet no two people are alike. Nor are any two families. Some need more room. So we've come up with a couple of interesting answers. For one, the Lancer GT has individual bucket seats up front. Very comfortable. Form fitting. Deeply padded. The driver's seat is adjustable. For another, the Dart 440 series comes with a fold-down center arm rest in front. Down, you have the security and support of a bucket seat. Up, there's all the room you need for six. Left, you see how these answers end mob treatment. Other smart touches include sill-to-sill carpeting, leather-grained vinyl on seats and on door panels that mold right up to the windows. And those seats are chair high. You don't sit straight-legged or with knees under chin. You sit tall in a '62 Dodge. Rested. Relaxed. An individual who buys for value and gets it.

OPTIONS TO SUIT YOUR TASTES AND NEEDS

PUSH BUTTON TRANSMISSION. Three-speed automatic. More breakaway. More economy. Has "park" position. **PUSH BUTTON RADIOS.** A new 2-watt Music Master and the more powerful, sensitive 5½-watt Astrophonic. Transistorized. Either for Dart. In Lancer, the Music Master. **DART FORCED AIR VENTILATION.** System heats, defrosts, ventilates. At a standstill, you get the same rate of ventilation as you'd get going 30 mph. Lancer has an improved system, also. **VARIABLE-SPEED WINDSHIELD WIPERS.** Electric. Won't fade. Excellent for lots of rain or snow. **PADDED DASH** (std. on Lancer GT). Leathergrained vinyl. Good looking. Extra safe. **OTHERS** . . . Glare-proof rear view mirror. Side-view mirror. Wheel covers (standard on Lancer GT). White wall tires. Back-up lights. (std. on Dart 440's). Power steering. Power brakes. Electric tailgate window on wagons (std. on 3-seat models).

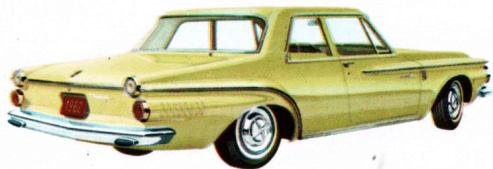
YOU'VE GOT TO DRIVE THE NEW LEAN BREED OF DODGE

Everything contained in this catalog is an honest expression of what we believe to be a fresh approach to automobile design. If you like what you see here, you probably agree with us on several things. That the era of juke-box design is dead. That status symbolism is dull. That to butter up a car with ostentatious nothings is to cover up stale bread. Do you like what you see? If so, drive a 1962 Dodge. Only then can you realize that within these pages fact is not distorted. You'll realize, also, that every 1962 Dodge, whatever the price, size or model, is built with the same quality of exacting workmanship that has made the name Dodge your guarantee of dependability. **THIS IS DODGE '62. DART AND LANCER. 32,000 MILES ON ONE GREASE JOB.** All lube points are factory filled and sealed against water and dirt. Only four ball joints need re-greasing and you do it only once every 32,000 miles. If you're an average distance man, that means three years on one grease job. **RUSTPROOFED BODY.** Every Dodge has a fully unitized body that's rustproofed. A superior process of dips and sprays protects deep down, top to bottom, inside and out.

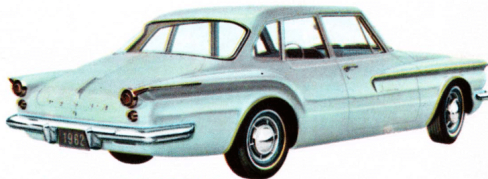
For extra rust prevention, critical body areas are galvanized steel. Something else! Unitized means Dodge is a very strong and rigid car. **MORE ACTION, LESS DEAD WEIGHT.** Dead weight holds a car back. Makes it eat gas. Dodge has cut it to a minimum. The Dart automatic transmission is a good example. It's stronger, more efficient, has an aluminum case. It weighs 60 pounds less. Dead weight reductions like this are why you get quicker acceleration using less gas in a 1962 Dodge. **EASY HANDLING.** The easiest ever. Because of less dead weight on front wheels and a new low-friction steering gear. And on models with manual transmission the shifting lever is mounted on the steering column. Action is crisp, positive. **DART BRAKES ADJUST AUTOMATICALLY.** Here's a safety feature, for sure. A money saver, too. Everytime you back up and stop, the brakes adjust automatically. **FLATTER FRONT FLOOR.** Remember the hump in the front floor? You'll wonder where its big size went in Dart models. Engine and transmission have been moved forward and down. The hump moved with them, leaving a flatter floor in the driver's compartment, more leg room for the center passenger.



1962 DART AND LANCER MODELS



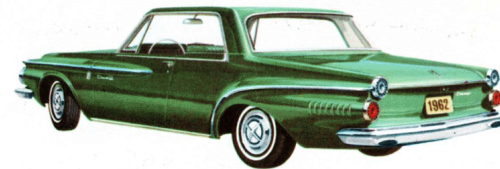
DART 330 2-DOOR SEDAN 6 OR V8



LANCER 170 2-DOOR SEDAN 6



DART 4-DOOR SEDAN 6 OR V8



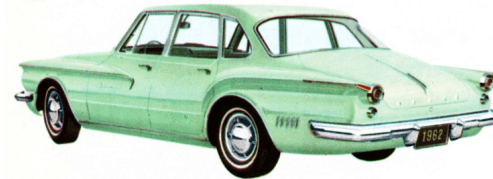
DART 330 2-DOOR HARDTOP 6 OR V8



DART 2-DOOR SEDAN 6 OR V8



DART 440 4-DOOR SEDAN 6 OR V8



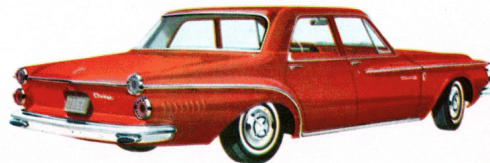
LANCER 770 4-DOOR SEDAN 6



DART 440 2-DOOR HARDTOP 6 OR V8



LANCER 770 2-DOOR SEDAN 6



DART 330 4-DOOR SEDAN 6 OR V8



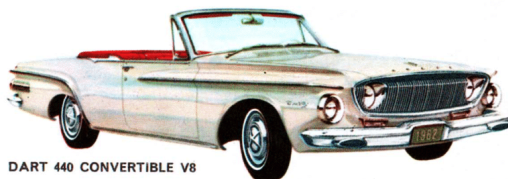
LANCER 170 4-DOOR SEDAN 6



LANCER GT 2-DOOR HARDTOP 6



DART 440 4-DOOR HARDTOP V8



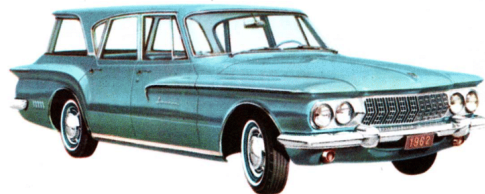
DART 440 CONVERTIBLE V8

DART 4-DOOR 6-PASSENGER WAGON 6 OR V8 (Not illustrated)

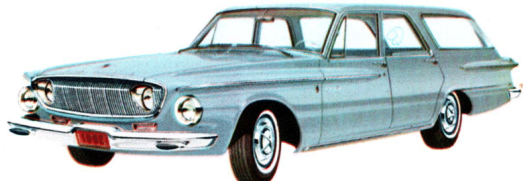


DART 440 4-DOOR 9-PASSENGER WAGON V8

DART 440 4-DOOR 6-PASSENGER WAGON V8 (Not illustrated)

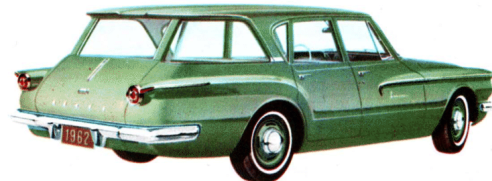


LANCER 770 4-DOOR 6-PASSENGER WAGON 6



DART 330 4-DOOR 6-PASSENGER WAGON 6 OR V8

DART 330 4-DOOR 9-PASSENGER WAGON V8 (Not illustrated)



LANCER 170 4-DOOR 6-PASSENGER WAGON 6

SPECIFICATIONS

EXTERIOR DIMENSIONS. Dart. Wheelbase 116.0". Overall length 202.0" (station wagons 210.0"). Overall width 76.5". Front tread 59.4". Rear tread 57.5". Lancer. Wheelbase 106.5". Overall length 188.8". Width 72.3". Front tread 55.9". Rear tread 55.6".

INTERIOR DIMENSIONS (station wagons). Dart. Max. width 59.4". Max. length (tailgate closed) 94.3". Max. height 31.4". Lancer. Max. width 52.6". Max. length (tailgate closed) 82.6". Max. height 31.3".

SUSPENSION. Torsion bars and ball joints front. Asymmetrical leaf springs rear. Rubber isolated. Dart tire size 6.50 x 14" (6 cyl. except wagon); 7.00 x 14" (V8 and all wagons). Lancer tire size 6.50 x 13".

BRAKES. Hydraulic, servo-contact, self-energizing. Bonded linings. Parking brake foot pedal operated activating shoes on each rear wheel. Dart (self-adjusting) total lining area 195.2". Lancer total lining area 153.5".

MANUAL TRANSMISSION. Standard three-speed. Shifting lever steering column mounted. Dart ratios. With 6 cyl. engine: Transmission—2.95 to 1, 1.83 to 1, 1.00 to 1, and 3.49 to 1 reverse. Axle—3.31 to 1. With V8: Transmission—2.55 to 1, 1.49 to 1, 1.00 to 1 and 3.34 to 1 reverse. Axle—3.23 to 1. Lancer ratios.

Transmission—2.95 to 1, 1.83 to 1, 1.00 to 1, and 3.49 to 1 reverse. Axle—with 170 cu. in. 6, 3.55 to 1; with 225 cu. in. 6, 3.23 to 1.

AUTOMATIC TRANSMISSION. Three speed, push button control, aluminum housing, water cooled with lever actuated parking sprag. Dart ratios with 6 or V8. Transmission—2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axle—with V8, 2.76 to 1; with 6, 2.93 to 1. Lancer ratios. Transmission: 2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axle—with 170 cu. in. 6, 3.23 to 1; with 225 cu. in. 6, 2.93 to 1.

ENGINES. 318 V8. Standard on Dart V8 models. Overhead valve, 90° V-type, 8 cylinders. Displacement 318 cubic inches. Bore 3.91". Stroke 3.31". Compression ratio 9 to 1. Horsepower 230 at 4400 rpm. Torque 340 lbs. at 2400 rpm. Dual downdraft carburetor. Shunt type oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 20 quarts without heater. 318 V8 with Power Package. Same as preceding except with a 4 barrel carburetor, high performance camshaft and dual exhausts. Horsepower 260 at 4400 rpm. Torque 345 lbs. at 2800 rpm. Available at extra cost with automatic transmission on all Dart models. 361 V8. Available at extra cost on all Dart models. Overhead valve, 90° V-type, 8 cylinders. Displacement 361 cubic inches. Bore 4.12". Stroke 3.38". Compression ratio 9 to 1. Horsepower 305 at 4800 rpm. Torque 395 lbs. at 3000 rpm. A 4-barrel carburetor. High performance camshaft. Dual breaker distributor. Dual exhausts. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 16 quarts without heater. 225 Slant 6. Standard on all Dart 6 models. Available at extra cost on all Lancer models. Overhead valve, 30° inclined, 6 cylinders. Displacement 225 cubic inches. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to 1. Horsepower 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 12 quarts without heater. 170 Slant 6. Standard on all Lancer models. Overhead valve, 30° inclined, 6 cylinders. Displacement 170 cubic inches. Bore 3.40". Stroke 3.125". Compression ratio 8.2 to 1. Horsepower 101 at 4400 rpm. Torque 155 lbs. at 2400 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 11 quarts without heater.

ELECTRICAL SYSTEM. 12-volt, 6-cell battery. Capacities: 48 amp-hour on 318 V8 and 225 slant 6; 59 amp-hour on 361 V8; 38 amp-hour on 170 slant 6. 35 amp alternator standard on all Dodge models.

FUEL CAPACITIES. All Dart models 20 gallons (except station wagons 21.5 gallons). All Lancer models 14 gallons.

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. 1962 Dodge Catalog Saver, 81-270-2091, DODGE DIVISION, CHRYSLER CORP., 7/61. Litho in U.S.A.