

Dodge Rebellion Operation '67 DART



Looking for an
escape from
cramped compacts?

Follow me!

You can't miss. Our aim was to produce a car with more room. New *pow*. More posh. Get instant relief from compacts that are too small. Go Dart. The only thing compact about it is still the price.

Dart strategy:
dazzle you with good looks!

Dart's been completely restyled. Inside and out. So, if you're tired of looking at "junior cars" that don't have enough razzle-dazzle, go volunteer for something volatile.



ESCAPE from the cramped-compact field in a '67 Dart. Dart is the Dodge-sized compact. Bigger inside, outside. With power that puts the others back in the pack. Even trunk space is exciting—when you see how much more Dart gives you.



Give up room,
comfort, luxury?
Never!

Still believe that buying a compact car means giving up things? Like stretch-out room? Quiet, riding comfort? Or thoughtful luxury touches? Not with '67 Dart. Here's our plan of attack: For 1967, Dart is an all-new car. A car with man-sized room in the back as well as in the front. Dart has more comfort and pure luxury. More "posh" than anything else in its class. In fact, there is no other compact like Dart.

Halt! We have you
surrounded
with luxury.

Pretty challenging statement for a compact car. Wait'll you get into Dart. Luxury is everywhere. Handsome, new safety door levers inside. New door locks that close quietly and solidly. New, all-vinyl or combination cloth-and-vinyl interiors. And outside, there's a bold new look to wrap up 1967's freshest compact package. See your Dealer. Check his price. You'll join the Dodge Rebellion: Operation '67!



We're ready for inspection!

Take a look at this rebel. A *really* close look. Then drive it. Although this catalog lists a lot of facts about Dart, nothing is as much fun as driving one yourself. Soon.

Dart is a compact with a difference. One that makes sense. One that doesn't scrimp on power, performance, comfort or economy. With a brisk Six or zesty 273-cubic-inch V8 engine, if you want it. With brand-new lines, front and rear, side to side. With brand-new interiors, too. And with a long list of safe-driving helpers that used to come extra but are all now standard equipment on every Dart model in the line.

NOW



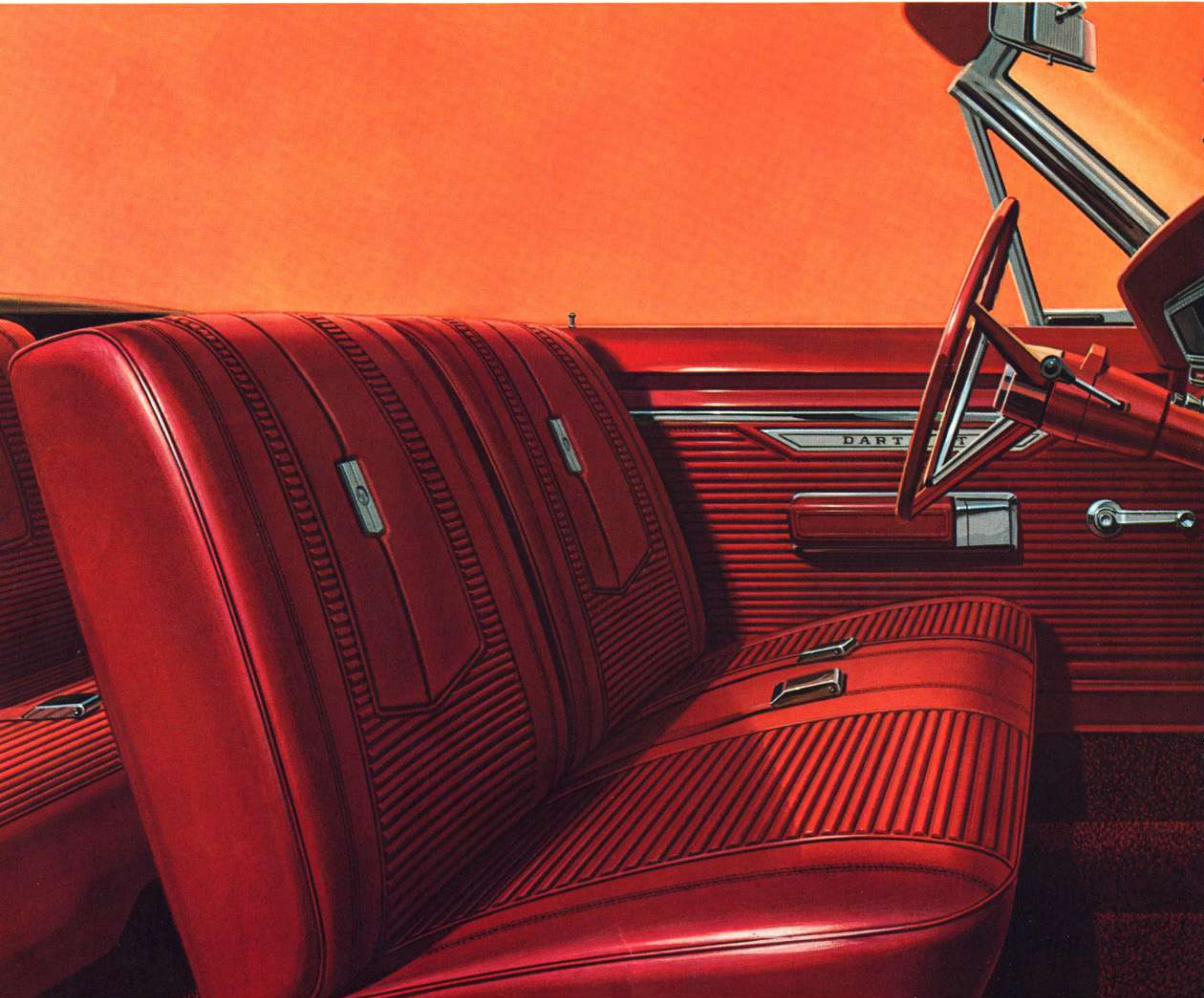
Volunteers, join the
fight against
look-alikes

Go Dart! It's the compact that gave you "knee-room" instead of "no-room." The compact that stood up for your rights. Your right to man-sized seats, rugs on the floor, styling that doesn't say "warmed over" . . . "junior car" . . . or "budget, economy model." The car with more fun inside, more *run* under the hood, and the familiar compact price on the sticker. It's all-new. All-Dart. All over.



DART GT Series

The '67 Dart GT convertible and hardtop are the two top models in our line. Next come the Dart 270s (another hardtop, plus our top-line 4-door sedan). Finally, the lowest priced '67 Dodges of all—the Dart Series (two models, 2-door and 4-door sedan). All of 'em Dodge-sized compacts on the 111" wheelbase.



DART GT STANDARD EQUIPMENT LIST

Acrylic enamel in choice of 18 standard* colors □ All-vinyl interior in choice of: blue, red, copper, black, white/black, white/blue, or white/red □ Deluxe wheel covers (optional on Dart 270 and Dart models) □ Glove box lock (standard on GT convertible, optional on GT hardtop) □ Cigarette lighter

*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost, on all Dart GT models.

□ Dome light (hardtop) □ Pocket panel lights (convertible) □ Map and courtesy light (convertible) □ Bench-type front seat with $\frac{3}{4}$ " foam padding (convertible) □ Bucket seats, full-volume foam (standard on hardtop, optional on convertible) □ Carpeting, front and rear □ Heater/defroster □ 3-spoke, color-keyed steering wheel with half horn ring □ 170-cu.-in. Six or 273-cu.-in. (2-bbl.) V8 □ 3-speed manual transmission □ Long life

major chassis lubrication (good for 36,000 miles) □ Curved and tempered side glass □ Convertible, flexible, air-tempered glass rear window □ Power convertible top with choice of black, blue or white material □ Front-fender-mounted turn signal indicator lights Standard safety equipment for Dart GT models is shown on back cover of this catalog.



Dodge Dart GT 2-door hardtop.



Dodge Dart GT convertible.

Dart GT convertible interior. Front bench seat (all-vinyl) is standard. Front bucket seats are optional, at extra cost, in convertible; standard in Dart GT hardtop.

DART 270 Series



Dodge Dart 270 4-door sedan.



Dodge Dart 270 2-door hardtop.

All-vinyl Dart 270 interior, standard in hardtop; optional, at extra cost, in 4-door sedan.



Cigarette lighter □ Full-width, bench-type front seat with $\frac{3}{4}$ " foam padding □ Carpeting, front and rear □ Heater/defroster □ 3-spoke, color-keyed steering wheel with half horn ring □ 170-cu.-in. Six or 273-cu.-in. (2-bbl.) V8 □ 3-speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Curved and tempered side glass

Standard safety equipment for Dart 270 models is shown on back cover of this catalog.

DART 270 STANDARD EQUIPMENT LIST

Acrylic enamel in choice of 18 standard* colors □ Interior in choice of: Cloth-and-vinyl (standard, Dart 270 4-door sedan): blue, turquoise, tan or red □ All-vinyl (optional, Dart 270 4-door sedan): blue, tan, red or black □ All-vinyl (standard, Dart 270 2-door hardtop): blue, tan, red, black, white/black, white/blue, or white/red □ Stainless steel hubcaps □ Dome light □

*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost, on all Dart 270 models.

DART Series



Dodge Dart 4-door sedan.



Dodge Dart 2-door sedan.

All-vinyl Dart Series interior. Standard.



DART STANDARD EQUIPMENT LIST

Acrylic enamel in choice of 15 colors □ All-vinyl interior in choice of: blue, tan or red □ Stainless steel hubcaps □ Full-width, bench-type front seat with $\frac{3}{4}$ " foam padding □ Black rubber floor mats, front and rear □ Dome light □ Heater/de-

froster □ 3-spoke, color-keyed steering wheel with horn button □ 170-cu.-in. Six or 273-cu.-in. (2-bbl.) V8 □ 3-speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Curved and tempered side glass

Standard safety equipment for Dart models is shown on back cover of this catalog.

Draw your equipment



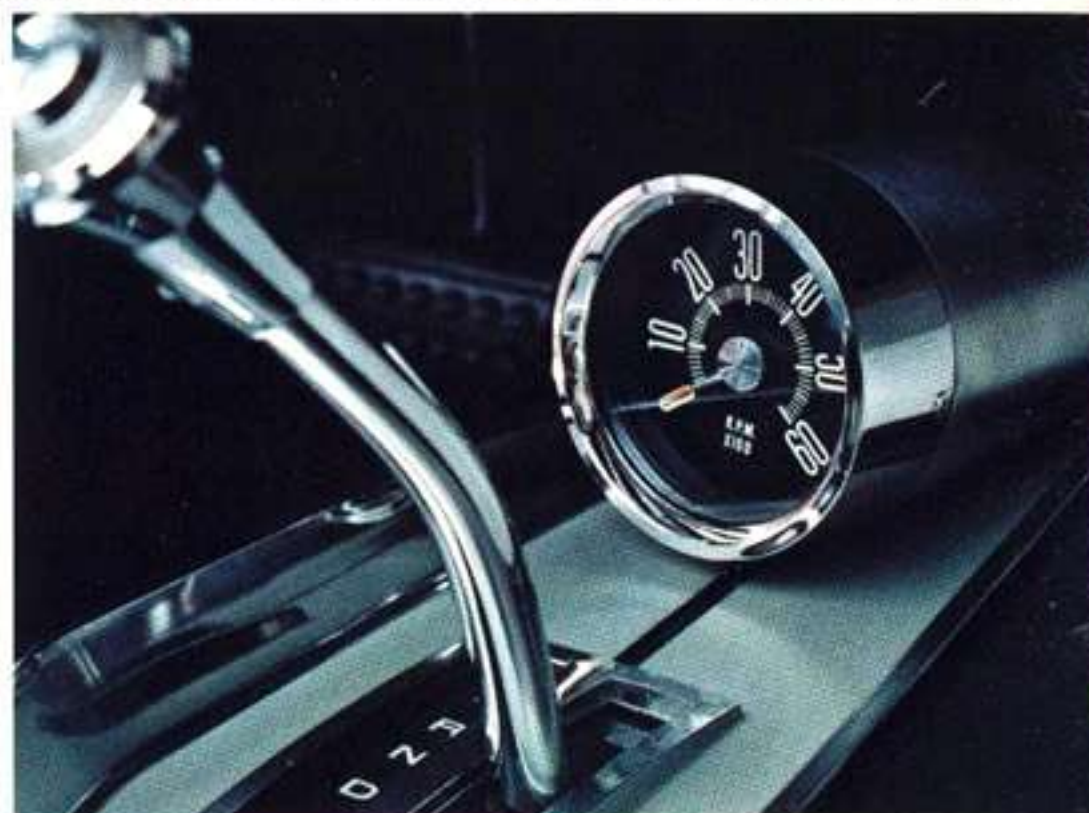
DART OPTIONS AND ACCESSORIES

Performance

225-cubic-inch Six (170 Six, standard) □ 273-cubic-inch (4-bbl.) V8 (273 2-bbl. V8, standard) □ TorqueFlite, 3-speed automatic transmission (3-speed manual, standard) □ 4-speed manual transmission (N.A. with six-cylinder engines) □ Console-mounted tachometer (V8-powered GT models only) □ Trailer-towing package (fully described on opposite page) □ Heavy-duty shock absorbers (1" diameter) □ 16:1 ratio, fast manual steering (24:1 manual, standard)

Dart Rallye package

Front disc brakes* (available with optional 14" wheels only) □ Heavy-duty rear springs □ Heavy-duty torsion bars □ Sway bar □ D70 x 14" Red Streak nylon cord tires* □ Wide rim wheels (5.5J)*



Rallye suspension package

Heavy-duty torsion bars (replace standard bars) □ Heavy-duty ball joints □ Heavy-duty rear springs (six leaves) □ Sway bar

*Available separately—other items listed in Dart Rallye and Rallye suspension packages are not available separately.

Comfort and convenience

Air conditioning, integral with heater (N.A. with 170-cubic-inch Six; N.A. with 273-cubic-inch V8 with 3-speed manual) (N.A. V8 convertible) □ Console (available with console-mounted automatic or 4-speed shift levers in GT models with bucket seats only) □ Power brakes □ Power steering □ Variable-speed, electric windshield wipers (2-speed, electric, standard) □ Tinted windshield or windshield and windows (convertible rear window N.A. with tinted glass) □ Bench-type front seat with 2 1/4" foam padding (3/4" foam padding, standard) □ Front bucket seats with full-volume foam padding (standard on GT hardtop, optional on GT convertible) □ Headrests—left or right (available with bucket seats, GT models only) □ Right, outside, manual rearview mirror □ Front, center, passenger lap belt □ Rear, center, passenger lap belt □ Shoulder belts, front (left and right) □ Cigarette lighter (standard, Dart 270, GT) □ Music Master radio, push-button, transistorized □ Undercoating and hood insulation

Appearance

Bumper guards—front and rear □ Sill mouldings (Dart 270 only) □ Black or white Levant-grain vinyl roof covering (hardtops and 270 sedan only) □ 3-spoke steering wheel with full horn ring (optional on all Dart models) □ 3-spoke, simulated wood-grain steering wheel with horn bars (optional on Dart GT and Dart 270 only) □ Deluxe wheel covers (standard GT) □ "Mag"-type wheel covers (available with optional 14" wheels only) □ White sidewall tires □ Two-tone paint (N.A. convertible) □ Light package: Glove box lock (standard on GT convertible), map and courtesy light (standard on GT convertible), glove box light, trunk light □ Buffed, silver-metallic body paint (GT and Dart 270 models only)

Dart engines

170-cubic-inch Six (1-bbl.), 115-hp. Standard for all 6-cylinder Dart models. Regular fuel. □ 225-cubic-inch Six (1-bbl.), 145-hp. Optional, at extra cost, for all 6-cylinder Dart models. Regular fuel. □ 273-cubic-inch V8 (2-bbl.), 180-hp. Standard for all V8 Dart models. Regular fuel. □ 273-cubic-inch V8 (4-bbl.), 235-hp. Optional, at extra cost, for all V8 Dart models. Premium fuel.

Dart transmissions

3-speed, manual. Standard on all Dart models. (N.A. with 273-cubic-inch 4-bbl. V8.) Shift lever is mounted on the steering column. □ TorqueFlite, 3-speed, automatic, with internally actuated parking sprag. Aluminum housing. Water-cooled. Optional at extra cost on all Dart models. New, "partial kickdown" (2nd gear) feature for improved acceleration and economy with 6-cylinder engines. Column-mounted selector lever. Floor-mounted selector lever available on GT models equipped with optional console. □ 4-speed, manual. Available at extra cost with 273-cu.-in. 2-bbl. V8 and 273-cu.-in. 4-bbl. V8. (N.A. with Dart 6-cylinder models.) Shift lever is floor- or console-mounted, with positive reverse-lockout tabs. All four forward speeds are synchronized.

Dart rear axle ratios

A number of rear axle ratios are offered with each Dart engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Dart delivered with a more suitable ratio. □ You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional at extra cost—all Dart models). In sand, snow and mud, power is transferred to the rear wheel with the better traction.

Dart dimensions

Wheelbase, 111.0". Overall length, 195.4". Width, 69.7". Tread: front, 57.4"; rear, 55.6". □ SUSPENSION. All Dart models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. □ TIRES. All Dart, Dart 270 6-cylinder models and Dart GT 6-cylinder hardtop, 6.50 x 13. Dart GT 6-cylinder convertible and all V8 models, 7.00 x 13. Spare tire is carried in its own compartment, below the trunk floor. □ BRAKES. New dual braking system. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Total lining area, 153.5 sq. in. on Sixes; 156.2 sq. in. on V8s. Parking brake is hand-operated and hand-released, mechanically actuating shoes on each rear wheel. □ ELECTRICAL SYSTEM. Battery: 12-volt, 6-cell, 38-amp-hr standard on Six; 48-amp-hr standard on V8. Alternator: 30-amp, standard on Six; 35-amp, standard on V8 (standard with Six equipped with air conditioning). 46-amp. alternator is optional with Six or V8 and standard with air conditioning on V8 models. □ CAPACITIES. Cooling systems: 170-cu.-in. Six, 12 quarts. 273-cu.-in. V8, 19 quarts. Both including heater. Crankcase: 4 quarts. (5 quarts when changing oil filter.) Fuel: 18 gallons, all Dart models.

Trailer-towing package

The trailer-towing package for Dart models* is required for towing trailers with a loaded gross weight of 1,500 lbs. and not exceeding 2,000 lbs. A frame-type, load-equalizing hitch is required for trailers having a loaded, tongue weight of 150 lbs. (Hitch not supplied by Dodge.) □ Basic equipment includes: maximum cooling system with high-capacity radiator. 7-blade fan. Fan shroud. Radiator air seals. Performance rear axle with 3.23 ratio. Rallye suspension. Heavy-duty turn signal flasher. 10"-diameter brakes (std., with V8 engine).

*Trailer-towing package is not available on Dart models equipped with 170-cubic-inch Six or Dart Rallye package.

The following, extra-cost equipment is also required: TorqueFlite automatic transmission. 7.00 x 13 tires. □ Recommended, additional, optional items for trailer towing: Power steering. Power brakes. Sure Grip differential. High-output, 46-amp. alternator. Heavy-duty, 70-amp-hr battery with rubber separators and heat shield. Air conditioning. 273-cubic-inch V8 engine.

On guard

**HERE'S HOW DODGE'S 5-YEAR,
50,000-MILE ENGINE AND
DRIVE TRAIN WARRANTY
PROTECTS YOU:**

Chrysler Corporation warrants all of the following vital parts of its 1967 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at any Dodge (or Imperial, Chrysler or Plymouth) Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change, and the carburetor air filter cleaned every 6 months and replaced every 2 years; and every 6 months furnishes evidence of this required service to such a Dealer and requests him to certify (I) receipt of such evidence and (II) the car's mileage. Simple enough for such important protection.



THE DODGE REBELLION WANTS YOU!

STANDARD SAFETY EQUIPMENT ON EVERY 1967 DODGE DART INCLUDES:

- Dual braking system ■ Impact-absorbing steering column and wheel ■ Turn signals ■ Backup lights
- Padded instrument panel ■ Padded sun visors
- Master cylinder/parking brake warning light
- Windshield wipers, 2-speed, electric; parallel action, airfoil-type blades with antiglare finish ■ Windshield washers, electric ■ Hazard warning system
- Safety-Action inside door release levers ■ Safety-Rim wheels ■ Left, outside, remote-control rearview mirror ■ Prismatic, day/night, inside rearview mirror with double ball-joint safety mount ■ Retractable, front lap belts ■ Rear lap belts

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Dodge

DODGE DIVISION



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