

M. PETERS CHRYSLER
440 KING ST. EAST
GANANOQUE, ONT.



DODGE

DART '70

If you won't take
small for an answer...
YOU COULD BE
DODGE
MATERIAL



DART SWINGER



FOR THE SWINGER...THE SWINGER.

Dart Swinger hardtop, the compact for swingers. This is one low-priced compact that delivers good looks, comfort and performance. Inside, soft all-vinyl seats carry six around in style. And out in back, Swinger's in front with a trunk that never seems to fill up. For swinging performance, Swinger offers a

choice of a new 198 cu. in. Six and options right up to the max-powered 318 V8. If you're ready to swing, on a tight budget... see the new Dart Swinger. If you want to have a lot of fun on the money you'll save... You could be Dodge Material.

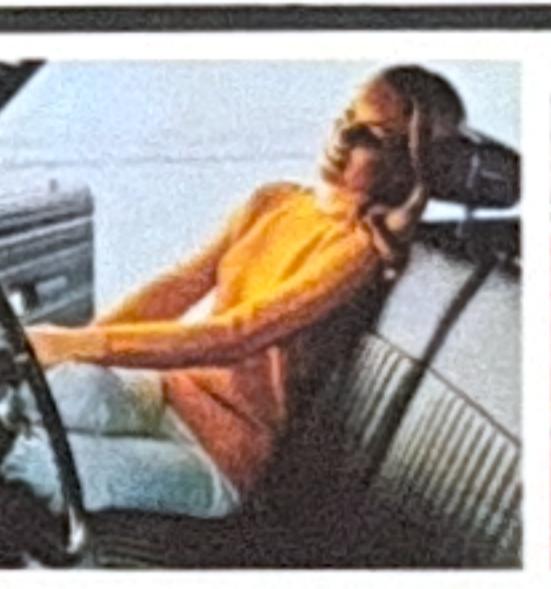


SWINGER 340



THE DART THAT GIVES YOU A HEAD START.

If you want a way to stay ahead of the crowd... Swinger 340 puts you there. This low-cost member of the Dodge Scat Pack has a lot going for it. Starting with 340 cubes of V8 muscle. And to flex those muscles, there's a new full-synchro three-on-the-floor. Rallye Suspension. And wide-tread tires on wide-rim wheels to give it bite. And it's all standard. To wrap up the package, distinct Dodge Scat Pack bumblebee stripes. Dart Swinger 340. If you want performance at a price that'll leave you enough to swing... You could be Dodge Material.



70 CUSTOM

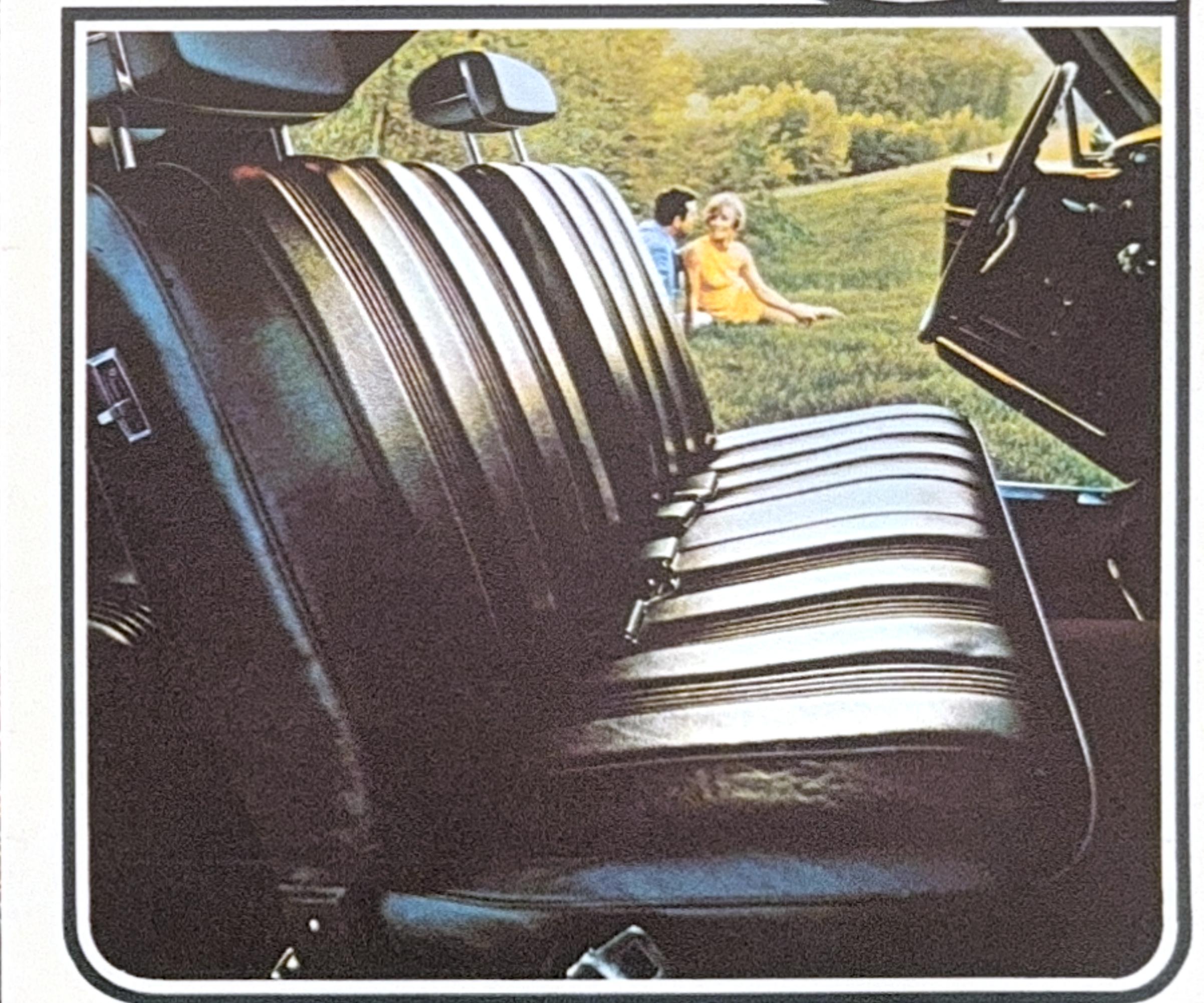


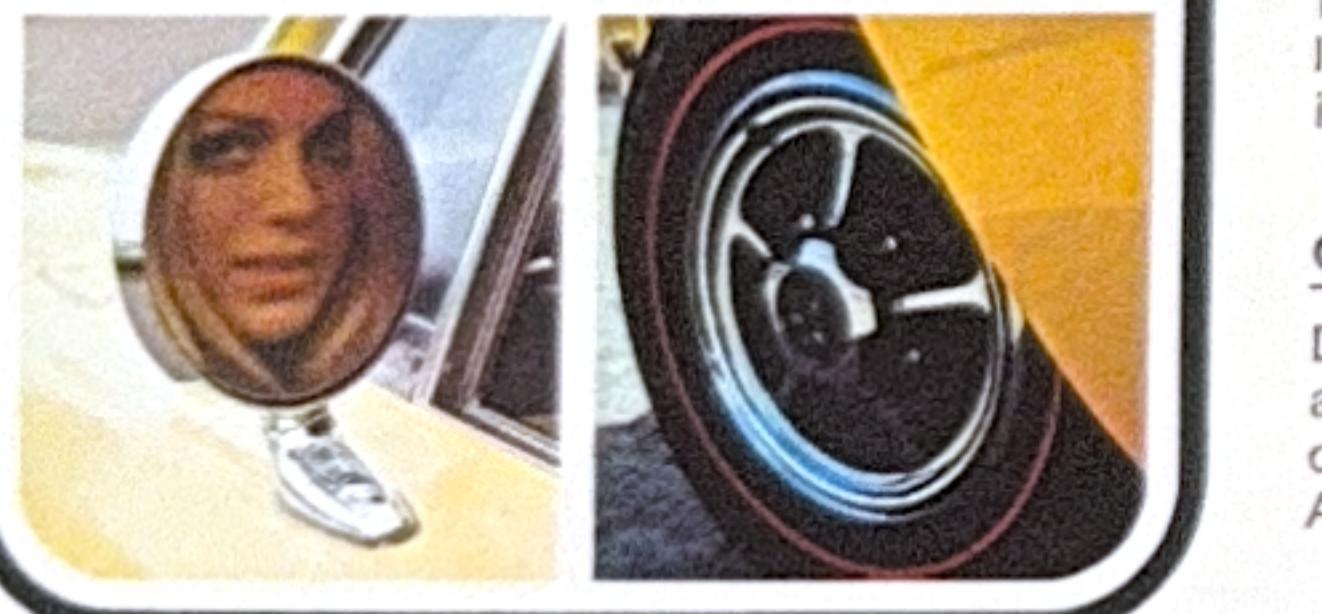
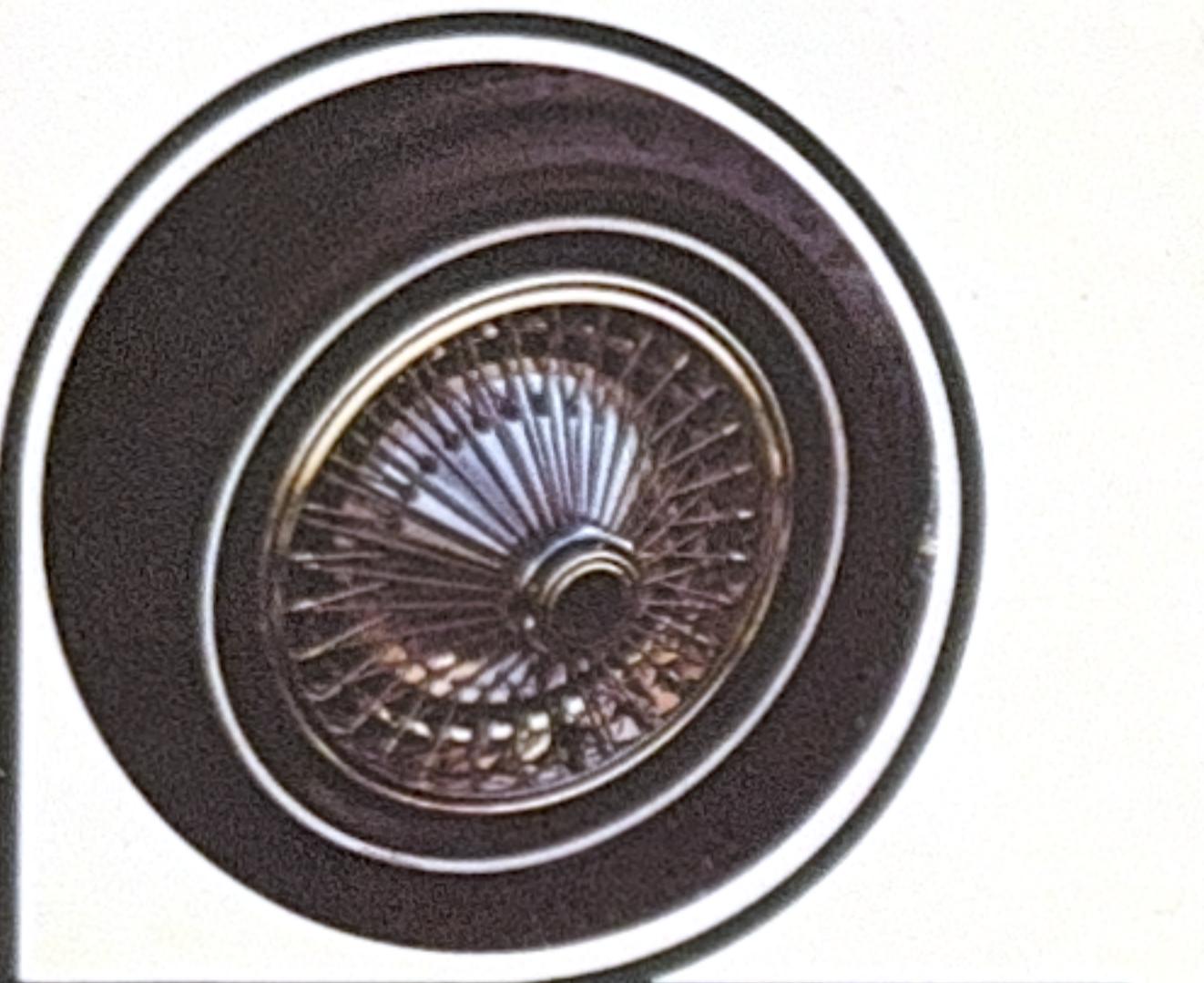
THE CUSTOM THAT MAKES BUDGETING FUN.

Dart Custom is an economical way to qualify as Dodge Material. In fact, it's one of the most economical ways you'll find to qualify for a new car. But with the Custom, you don't have to suffer for the money you saved.

Dart Custom is available in two economical models: hardtop or roomy 4 door. Whichever you choose, you'll find built in features other compacts never even thought of. Like room. Inside, the '70 Custom has all the room and stretch out space you could ask for. If you really want to have fun while you're saving, order the GT package that includes the new tower back bucket seats on the Custom hardtop.

Dart Custom. If you know how to have good times without spending a lot... You could be Dodge Material.





DESIGN YOUR DART A LA CARTE

Here is the menu for making your new Dart just the way you want it... extra cost items are conveniently arranged in groups to make your selections easier. There are over 50 items to choose from. So, start with the main course... the Dart model of your choice... then add the side dishes you want.

Dart Optional Equipment

Engine: 225 cu. in. Six
Transmissions: 3-speed Torqueflite automatic
4-speed manual on Swinger 340 only
Trailer towing • Heavy-duty suspension with sway bar (std. Swinger 340) • Heavy-duty 1" shock absorbers (std. Swinger 340) • Power steering • 3-spoke steering wheel with partial horn ring, padded (std. on Custom) • Deluxe wheel covers • Wire wheel covers • Mag type wheel covers • 14" Rallye wheels • Engine block heater • Bumper guards • Headlamp on warning buzzer • Ignition switch light with time delay • Fender mounted turn signal indicators • Trunk, ash tray, glove box lights • Map and courtesy lamp • Push button AM radio • Dual horns (std. on Custom) • Undercoating and hood pad • Variable speed windshield wipers • Air conditioning (not available with 198 cu. in. Six) • Rear window defogger • Remote control outside mirror, left • Tinted glass • 50-amp alternator • 59-70-amp batteries • Colour-keyed carpets (std. on Custom) • Console and bucket seats (available on Swinger 340 and Custom 2 door hardtops) • Headlamp time delay • Your Dodge dealer will be pleased to show you the many other comfort and appearance options which add to your driving pleasure.

Standard Safety Equipment

Dual braking system • Turn signals (with lane change feature) • Padded instrument panel • Master cylinder and parking brake light • Windshield washers • Safety-action inside door handles • Mirror, left, outside rear view • Retractable front seat belts • Combination side marker lights and reflectors • Soft knobs on window cranks • Energy-absorbing steering column and wheel • Backup lights • Padded sun visors • Windshield wipers, 2-speed, electric, parallel-action blades with glare-reducing finish • Hazard warning system (4-lamp emergency flasher) • Safety rim wheels • Prismatic, day/night, inside rear view mirror with double-ball joint mount • Rear seat belts (including belt for centre passenger) • Front shoulder belts, left and right (rear shoulder belts are optional) • Manual latch on folding-front seat backs • Nonoverride door locks (except driver's door) • Two-way lock, ignition and steering column • Head restraints • "Key-left-in-ignition" warning buzzer.

Colours

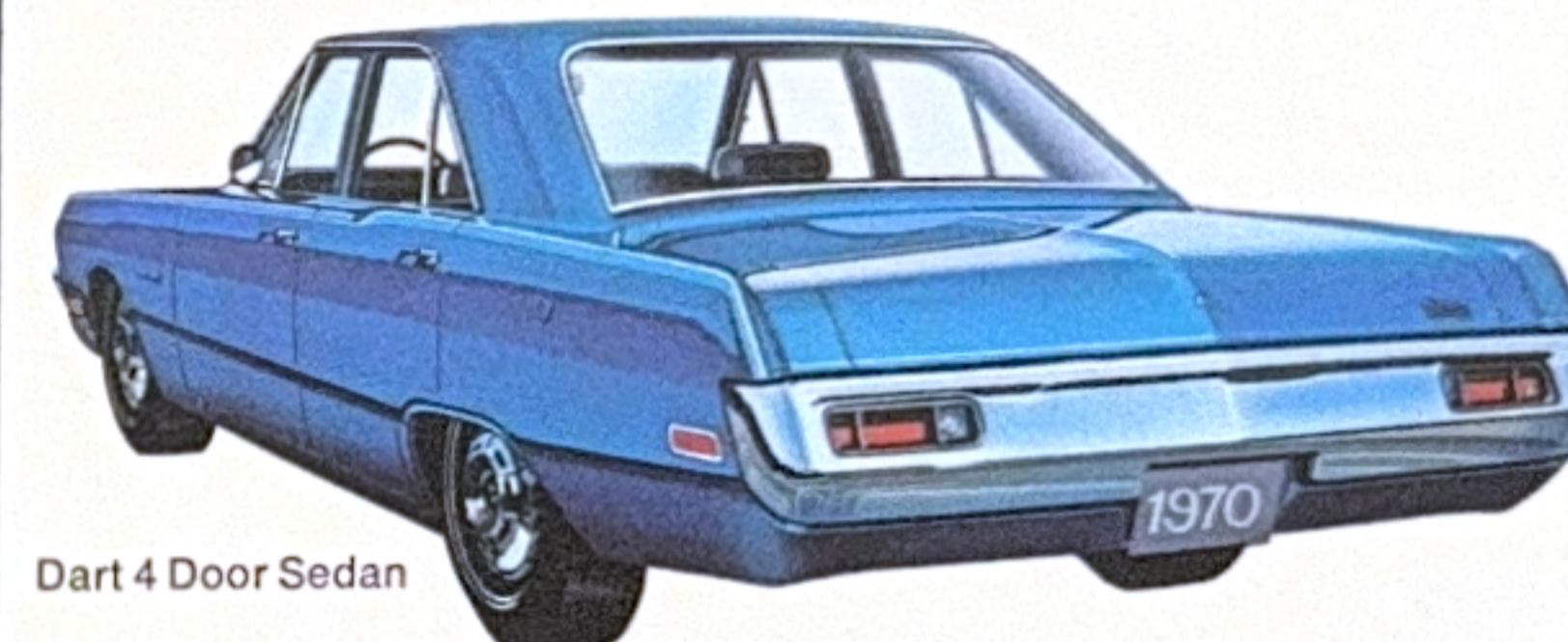
Dart offers a choice of 13 standard Acrylustre colours and five additional extra cost colours. Two-tone combinations are optional at extra cost. Colours shown are representative. Actual colours on metal may vary somewhat.



Dart Custom 4 Door Sedan



Dart Swinger 340 2 Door Hardtop



Dart 4 Door Sedan



Dart Swinger 2 Door Hardtop



Dart Custom 2 Door Hardtop

Dart Custom Standard Equipment

Seats — cloth and vinyl bench seats available in blue, green, black on the sedan. All-vinyl bench seat in 2 door hardtop in choice of blue, green, black, tan and white and black. Engine: 198 cu. in. Six, 318 cu. in. V8. Transmission: 3-speed manual • Steering wheel, 3-spoke with partial horn ring, padded • Carpet, front and rear • Woodgrain finish instrument cluster and glove box door • Dual horns.

Dart Swinger 340 Standard Equipment

Seats — All-vinyl bench seats available in blue or black. Engine: 340 cu. in. V8, 4 bbl. • Transmission: 3-speed manual floor shift • Bumblebee stripe in five colours — black, white, red, green or blue • Hood air scoops with cold air intake • Dual exhaust with chrome tailpipe tips • Front disc brakes • Heavy-duty suspension with sway bar • Heavy-duty 1" shock absorbers • Carpet, front and rear • Rallye type instrument cluster with wood-grain finish.

Dart and Dart Swinger Standard Equipment

Seats — All-vinyl bench seat available in blue or black. Engine: 198 cu. in. Six, 318 cu. in. V8. Transmission: 3-speed manual.

Standard Equipment common to all Dart Models

Heater and defroster • Hub caps • Unitized construction • 7-stage rust protection • Torsion bar front suspension • Muffler and tailpipe, aluminized.

1970 DART SPECIFICATIONS

Dimensions and Capacities

(These are 1970 Dart 4 door sedan dimensions. Other body styles may vary in some degree.)	
Wheelbase	111"
Track, front/rear	57.4" / 55.6"
Overall length	196.2"
Overall width	69.6"
Overall height	54.5"
Fuel tank capacity	15 Imperial gallons

Suspension

All Dart models (except Swinger 340) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. The Dart Swinger 340 comes equipped with Rallye Suspension which includes: HD torsion bars • Firm Ride shocks • Sway bar • and XHD rear springs. An optional Handling Package is offered on other Dart models. This includes: Sway bar • and HD springs. In addition, as a separate option, Firm Ride shocks are also available.

Transmissions

Four transmissions are offered for Dart models.

- Three-speed manual (column-mounted shifter), standard with 198 Six, 225 Six, or 318 V8.
- Three-speed synchronized manual (floor shift), standard on the Swinger 340. Optional with all other Dart engines.
- Four-speed synchronized manual (floor shift), optional on Swinger 340. N.A. other engines.
- Torqueflite three-speed automatic transmission (selector, column-mounted except on optional console — and bucket seat equipped models), is optional on all Dart models.

Rear Axle Ratios

A number of rear axle ratios are offered, at extra cost, 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 1970 Dart delivered with a more suitable ratio.

Engines

Displacement	198 cu. in.	225 cu. in.	318 cu. in.	340 cu. in.
No. of cylinders	6	6	V8	V8
Bore and stroke (in.)	3.4 x 3.64	3.4 x 4.125	3.91 x 3.31	4.04 x 3.31
Tappets	mechanical		V8 engines have hydraulic tappets	
Carburetor	1 bbl.	1 bbl.	2 bbl.	4 bbl.
Compression ratio	8.4:1	8.4:1	8.8	10.5:1
Air cleaner	single snorkle	single snorkle	single snorkle	unsilenced
Exhaust system	single exhaust system			dual
Crankcase	3 1/4 quarts on all engines—4 quarts when replacing oil filter			
Coolant	10.0 qts.	10.5 qts.	13.3 qts.	13.3 qts.
Horsepower @ rpm	125 @ 4400	145 @ 4000	230 @ 4400	275 @ 5000
Torque (lbs.-ft.) @ rpm	180 @ 2000	215 @ 2400	320 @ 2000	340 @ 3200
Fuel recommended	regular	regular	regular	premium
Hood design	standard	standard	standard	performance hood

Tires

All Dart models — D78x14 fibreglass-belted (4.5J Wheels) (except Swinger 340)
Swinger 340 — E70x14 fibreglass-belted (5.5J Wheels)

Brakes

Front/rear (6-cyl.) — 9" x 2 1/2" / 9" x 2"
Front/rear (V8) (except Swinger 340) — 10" x 2 1/4" / 10" x 1 3/4"
Swinger 340 — Disc brakes
Dual Braking System • Hydraulic, servo-contact, self-adjusting • Bonded linings • Parking brake is hand-operated, hand-released — mechanically actuating shoes on each rear wheel • Power brakes are optional on all Dart models • Front disc brakes are also optional on all Dart models, except Swinger 340 where they are standard.

Electrical System

Battery: 12-volt, 6-cell, 46-amp-hr. standard on all models, 59-amp-hr. optional on all Dart models. Alternator: 30-amp standard on 6-cylinder models; 37-amp standard on V8's (and Sixes with air conditioning).

50-amp alternator is optional with 6 or V8 and standard with air conditioning on V8 models. Transistorized voltage regulator included with all alternators.

Heater

Fresh-air • Mounted on dash panel inside car, contains heater case, a centrifugal fan, air control doors and defrosters.

Body Design Features

Unitized body construction combines maximum strength with minimum weight. Rustproofing protection includes 7-stage deep dip treatment, splash shields beneath front fenders, galvanized sill panels. Acrylure exterior paint finish assures new car look longer. Low trunk sill makes for easy loading and unloading of family luggage. Spare tire is out of the way under the floor of the trunk. Big 15 imperial gallon fuel tank. Doors are weather tight, yet close easily. Each door has a two-position door check. Safety-designed inside door handle is easy and convenient to operate, works in much the same manner as the buckle of a seat belt, and is a preventative against accidental opening. Road noise is effectively isolated with liberal use of sound deadening materials.

NOTES

Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.