

DODGE POLARA 1970



Like what Polara's up to?
You could be DODGE MATERIAL.

**'70 DODGE POLARA ...
WHERE BIGGER MEANS
BETTER.**

There are some cars around that have increased their size recently in an attempt to match Polara. But being "as big" (or "as wide," or "as long") on the outside is no assurance that you'll have room, comfort, or luxury on the inside. In designing our 1970 Polara, we made certain that it had enough headroom, hiproom, legroom, and "stretch-out room." And we didn't skimp on luxury. For example, the standard interior, shown here, is done in elegant fabric and vinyl, with tasteful touches of simulated walnut on the doors and the instrument panel.

Nor is it necessarily true that "all big cars ride better." Spend a little time with our '70 Dodge Polara. Above all, drive it—to experience its re-



markably new, silent ride. And look for value, too. You'll discover that Polara has most of the things you want—including an inexpensive price tag. If you really think "bigger" ought to mean "better" ... you could be **DODGE MATERIAL.**

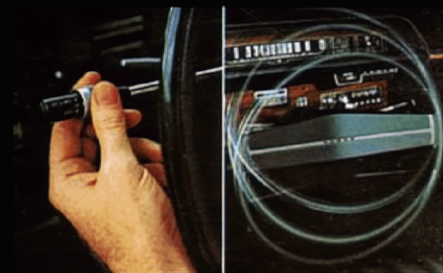




**IF YOU
WANT TO STAY AHEAD...
YOU COULD BE DODGE MATERIAL.**

You can stay ahead in a new 1970 Polara without really trying. See how easily Dodge Polara lets you stay in front with a new look for '70, a unique new front suspension, and a new wide stance for the rear wheels. Torsion-Quiet Ride (on hardtops and sedans) brings a new concept of silence to Polara's field.

The new 1970 Polara gives you the choice of just how far in front you want to be with a variety of many fine options, of which just a few are pictured below.



Polara automatic speed control. "Rim Blow" tilt steering wheel.

POLARA AUTOMATIC SPEED CONTROL. Optional. Add extra pleasure to your highway travel with our automatic speed control. It's so simple to operate and takes so much muscle strain out of long-trip driving. Set the control to the desired speed. The speed is held there, precisely, uphill and down, until you tap the brake pedal. To resume speed, just twist the knurled knob on the end of the turn signal wand, and you're back on "automatic."



All-vinyl bucket seats with center fold-down armrest, available in Black or White (Polara Custom).

POLARA OFFERS OVER 50 FINE OPTIONS FOR YOUR CONSIDERATION.



Polara 2-door hardtop
(shown here with optional
Gator Grain vinyl top).



Polara 4-door hardtop.



Polara 4-door sedan.



Polara convertible.

COMFORT AND CONVENIENCE
Polara Airtemp air conditioning is available several ways. An automatic temperature control option lets you dial the interior temperature desired, and this temperature will be maintained regardless of outside weather. In addition, for Polara station wagons, you have the option of selecting dual air conditioning or dual air conditioning with automatic temperature control.

All-vinyl bucket seats with fold-down center armrest
Automatic speed control
Cornering lights
Electric clock
Electric door locks (a single button inside locks all doors electrically)
Head lamp time delay with head-lamp-on reminder
Mirror, left, outside, remote-control

Power brakes, power seat, power steering, power trunk-lid release, power windows
Four radio options are offered on '70 Polara models: Music Master AM radio, Astrohonic AM deluxe radio, AM-FM multiplex radio, push-button AM radio with eight-track stereo-tape player

Rear seat speakers
Rear window defogger
Super-Lite (auxiliary quartz-iodine driving light)
Steering wheel with "Rim Blow" horn
Simulated walnut sports-type steering wheel
Tilt steering wheel with "Rim Blow" horn
Tinted windshield, tinted windshield and windows
Trunk carpet and spare tire cover

RADIO GROUP
Music Master AM radio; power steering; power brakes; 3-speed wipers; deluxe wheel covers (deep-dish on Polara Custom models); Mirror, left, outside, remote-control

STATION WAGON OPTIONS
Luggage rack, assist handles, tailgate window washer and wiper

LIGHT GROUP

Lights: ashtray,* glove box,* instrument panel courtesy (standard convertibles), instrument panel with time delay, map (N.A. convertibles),* trunk (cargo area on wagons—standard 3-seat)*, ignition with time delay (standard with tilt steering wheel option)

Fender-mounted turn signals
Rear dome lamp switch*
Head-lamp-on reminder buzzer*
*Standard on Polara Custom models.

PERFORMANCE

(The 318 V8 is standard on Polara models.)
383 2-bbl. V8 (uses regular fuel)
440 4-bbl. V8 (uses premium fuel)
TorqueFlite 3-speed automatic transmission
Sure Grip differential
Front disc power brakes
Rallye Suspension with sway bar
Firm Ride shock absorbers
Trailer-Towing Package (see your Dealer for details)

APPEARANCE

Front and rear bumper guards
Center console (with bucket seats)
Door-edge protector mouldings
Chromed steel road wheels with chromed trim ring
White sidewall tires
Black sidewall tires with raised white letters (except wagons)
2-tone exterior paint (hardtops, sedans, and wagons)
Vinyl interior trim (std., some models)
Vinyl interior trim including split-back front bench seat with center armrest (Polara Custom hardtops and sedans)
Deluxe wheel covers (standard, Polara Custom models)
Deep-dish wheel covers

Some options are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.



Polara Custom 2-door hardtop.



Polara Custom 4-door hardtop.



Polara Custom 4-door sedan.



Polara station wagon available in 2-seat and 3-seat models (cargo area easily carries a 4x8 plywood sheet, perfectly flat).

'70 POLARA

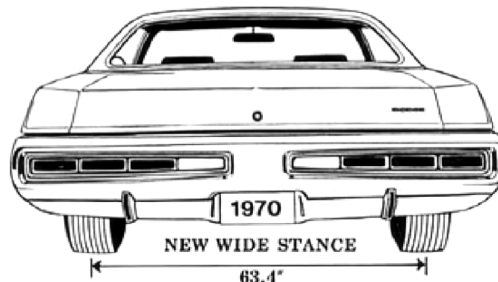
Frankly, it's a little easier to drive
and a lot easier to own.
Details? We thought you'd never ask.

STANDARD EQUIPMENT

318-cu.-in. V8 engine
3-speed manual transmission
Cloth-and-vinyl interior trim in Polara hardtops
and sedans
All-vinyl interior trim in Polara convertibles
and station wagons
Color-keyed vinyl body side mouldings
Concealed windshield wipers
Deep-pile carpeting, front and rear
3-spoke steering wheel with padded hub (Polara)
Steering wheel w/partial horn ring
(Polara Custom)
Heater/defroster
Cigarette lighter
Glove box door lock
Power top (convertible models)
Fiber-glass-belted tires
Foot-operated parking brake
Sway bar
Deluxe wheel covers (Polara Custom models)
Crank-operated vent panes (ventless door glass
standard on two-door hardtops)
Rear seat foam cushion pad
Thick foam-padded front seat
24-gallon fuel tank (23, wagons)
Roof-mounted air deflector (wagons)
Dual-action tailgate (wagons)

STANDARD SAFETY EQUIPMENT

Dual Braking System
Turn signals (with lane change feature)
Padded instrument panel and sun visors
Master cylinder and parking brake warning light
Windshield washers
Mirror, left, outside, rearview
Safety-Action inside door handles
Front seat belts plus belt for center passenger
Breakaway front ashtray
Backup lights
Combination side marker lights and reflectors
Soft window knobs
Safety-Rim wheels
Energy-absorbing steering column and wheel
Windshield wipers, 2-speed, electric; parallel-
action blades with glare-reducing finish
Hazard Warning System (4-way flasher)
Day/night inside rearview mirror w/safety mount
Rear seat belts (including belt for center passenger)
Front shoulder belts, left and right
(except convertibles)
Manual latches on front seatbacks (2-door models)
Padded front seatback
Nonoverride door locks, except driver's door
Head restraints
3-way lock: ignition, steering, and transmission



DIMENSIONS AND CAPACITIES

(These are 1970 Polara 4-door-sedan dimensions.
Other body styles may vary in some degree.)

Wheelbase.....122"
Front track.....62.1"
New wide-stance rear track.....63.4"
Overall length.....220.4"
Overall width.....79.2"
Overall height.....55.7"
Fuel tank capacity.....24 gallons

REAR AXLE RATIOS

Standard ratios have been carefully chosen to
provide a balance of performance and economy.
For more specialized applications, your Dodge
Dealer will be glad to assist.

TIRES

All models but wagons..H78x15 fiber-glass-belted
Station wagons.....J78x15 fiber-glass-belted

ELECTRICAL SYSTEM

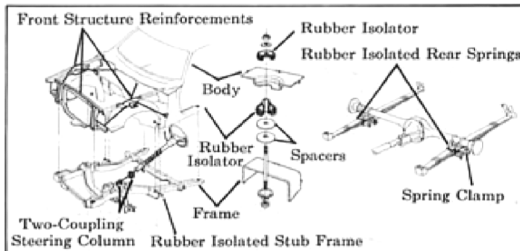
Battery: 12-volt, 6-cell, 46-amp-hr, standard on
Polara and Polara Custom models equipped with
318 V8. 59-amp-hr, standard with 383-cu.-in. engine.
70-amp-hr, standard with 440-cu.-in. engine and
optional with other engines. Alternator: 37-amp,
standard. (46-amp standard with air conditioning
and optional on Polara models not so equipped.)

BRAKES

Hydraulic, servo-contact, self-energizing, self-
adjusting. Bonded linings. Polara station wagon
brakes are 11" x 3" (front), 11" x 2½" (rear). Heavy-
duty, self-adjusting brakes (11" x 3", front and rear)
are optional for all Polara models. Power brakes
are also optional, as are front wheel disc brakes.

NEW TORSION-QUIET RIDE

All 1970 Dodge Polara hardtops and sedans are
equipped with the new Torsion-Quiet Ride.
Torsion-Quiet Ride retains all of Polara's fine
handling characteristics, but further reduces road
and engine noises in the passenger compartment.
Noise reduction is achieved by using a new type
of rubber isolator in a number of key suspension
locations: at the front, rear, and along the steering
gear. In addition, a new front "stub frame"
further isolates noise from the rest of Polara's body.



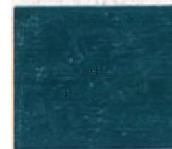
Silver Metallic (EA4)



Dark Gray Metallic (EA9)



Light Blue Metallic (EB3)



Dark Blue Metallic (EB7)



Light Green Metallic (FF4)



Dark Green Metallic (EF8)



Dark Burnt Orange Metallic (FK5)



Beige (BL1)



Light Turquoise Metallic (FQ3)



Red (ER6)



Burgundy (DR8)



Tan Metallic (FT3)



Dark Tan Metallic (FT6)



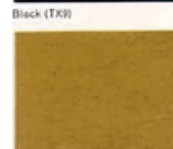
White (EW1)



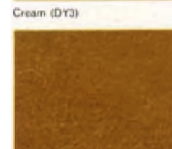
Black (TK9)



Cream (DY3)



Light Gold Metallic (FY4)



Gold Metallic (FY6)

Dodge



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