

'71 DODGE DODGE DEMON/DART



We just created the **Demon**...you won't have to sell your soul to buy it.



The great temptation of Demon...an irresistible price. This brand-new car is the lowest priced Dodge. Not that Demon expects to lure you by price alone. For instance, stare at the new spirited look for a while. The wheelbase is new, too—108 inches. This means Demon can invade the smallest parking spaces and still give you a stable ride.

Now, suppose Demon is about to take you on a long trip. You'll be going in comfort. Even if Demon is the smallest Dodge, you and four friends won't feel couped up. The travel-

ing is smooth and quiet with torsion-bar ride. And Demon's trunk is big enough to be just what a trunk should be—luggage-sized. Some lesser sized cars give a small excuse for a trunk and a big enough roof for a luggage rack.

And when it comes to gas economy, Demon is a regular saint. You've got a long way to go between gas stops. The 198 Six and 318 V8 are standard. Both use regular gas.

1971 Demon. A nice little piece of news for people who are fiendish about saving.



Demon 340.

The performance is a lot more than painted on.

We believe performance should run deeper than a wild paint job. Demon 340 is exactly what we say it is. A performance car. It comes with a 340 four-bbl. V8. You get a three-speed, full-synchro transmission. Floor-mounted. If you're used to an honest performance car, that's where you would instinctively reach. Demon 340 grooves along on wide-tread tires and Rallye Suspension Package, which includes heavy-duty torsion bars, front and rear heavy-duty shocks, heavy-duty rear springs, and front sway bar. Handling is also helped by the wheelbase of Demon 340. A nimble 108".

What do you want? A low-priced, make-believe performance car. Or the low-priced real thing. Get Demon 340.

The optional Demon 340 interior, shown below, features cloth-and-vinyl bench seats, also available in Demon. The illustration at the right shows the rear side window of Dodge Demon in the open position.





1971

Dart Swinger.

One of our finest compacts isn't too proud to flash a low-price sticker.

Last year, Swinger was Canada's lowest priced hardtop. For 1971, we've added deluxe features. Now you get extras like colour-keyed carpeting; colour-keyed, padded steering wheel; simulated woodgrained instrument panel; and special appearance trim. But even with all these extras, Swinger is still one of the lowest priced two-door hardtops in Canada. Since Dart Swinger is easily affordable, it's easy for you to afford a few options like the new cassette stereo system; air conditioning; power steering and brakes; vinyl roof; and deluxe wheel covers. See your Dodge dealer for the complete list of options available.

Dart Swinger power is still the 198 Six and 318 V8 as standard engines. Very economical, but they definitely know how to perform on freeways.

Dart GT offers all the features of a Swinger with the added comfort of tower-back bucket seats. So if you want buckets or the optional sports console Dart GT is for you.

This year you can't afford not to be Dodge material.

Some of our best customers are over 25.

Dart and Dart Custom.

the compacts with the wheelbase you remember best.

Dart's best customers. People old enough to understand words like "value" and want a 4-Door Sedan. People who look around for the best car buy and have bought enough Darts to make it one of Canada's most popular compacts. Dart's best customers. They keep coming back for seconds. And they keep discovering their "best car buy" has one of the highest resale values.

Now for the 1971 Dart. It isn't so new that we've changed the things people like best. The wheelbase is still 111 inches. Short enough for easy handling. Long enough for a sure, solid ride. Inside, we make it easy on you. There's room enough to sit tall—liveable stretch-out room—front and back. And take a look at that Dart Custom interior... foam-padded seats with a distinctive blend of cloth and vinyl.

Not that we're offering exactly the same Dart you remember. New for '71; restyled head restraints; a part throttle kickdown feature that is now standard on all automatic transmissions (it gives you extra acceleration with minimum use of fuel); Cleaner Air System; and keyless door locking and other refinements you will appreciate.



STANDARD EQUIPMENT



SWINGER 2 DOOR HARDTOP

Same equipment as custom sedan except for seating
• Swinger has all-vinyl bench seat in choice of light blue, light green, gold, black or black/white.

GT 2 DOOR HARDTOP

Same equipment as Swinger 2 Door Hardtop with these changes: All-vinyl bucket seats with integral head restraints in choice of black or black/white
• Dart GT name plate.



DEMON COUPE

198 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat in choice of dark blue, tan or black • Ventless door glass • Colour keyed rubber floor mats • 3-spoke steering wheel with padded horn button • Windshield wipers, electric, 2-speed.



DART CUSTOM 4 DOOR SEDAN

198 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • Cloth and vinyl bench seat in choice of light blue, light green or black • Deep-pile carpeting • Dual horns • 3-spoke steering wheel with three horn switches and vinyl pads • Cigarette lighter • Windshield wipers, electric, 2-speed • Bright drain trough mouldings.



DEMON 340 COUPE

340 cu. in. V8 engine • Dual exhaust • 3-speed floor shift manual fully-synchronized transmission • All-vinyl bench seat in choice of dark blue, tan or black • Ventless door glass • Rallye type instrument panel includes trip odometer and woodgrain trim • Heavy-duty suspension with sway bar • Heavy Duty 1" shock absorbers • Windshield wipers, electric, 2-speed • Cigarette lighter • Colour keyed rubber floor mats • 3-spoke steering wheel with padded horn button • Body side and lower deck tape stripes, black or white • Bright drain trough mouldings.



DART 4 DOOR SEDAN

198 cu. in. Six or 318 cu. in. V8 engine • 3-speed manual synchronized transmission • All-vinyl bench seat in choice of dark blue, dark green or black • Black rubber floor mats • 3-spoke steering wheel with padded horn button • Cigarette lighter • Windshield wipers, electric, 2-speed.

STANDARD EQUIPMENT COMMON TO ALL DART MODELS

Unitized construction • Torsion-bar suspension • 7-stage rust protection • Muffler and tailpipe, aluminized • Foot-operated parking brake • Self-adjusting brakes • Heater and defrosters • Hub caps.

Selected Dart options

If you'd care to spend a little extra, here are the extras...

Look what you can do to make your car really yours. Today's smaller Dodge cars offer options that range from a recording secretary that plays stereo sound to the wild performance hood with scoops on Demon 340. The options below are only a few of the many available. Your Dodge Dealer will be glad to assist you in your selection.

Airtemp air conditioner • Stereo tape cassette player • AM push-button radio • Front centre console with Torqueflite automatic transmission and bucket seats (Demon, Demon 340, Swinger and GT) • Power brakes and steering • Tinted glass • Rallye wheels • Wheel covers • Vinyl roof • Bumper guards • Dual racing mirrors (N.A. Dart and Custom) • Hood tie-down pins (Demon 340) • Performance hood with scoops and blackout treatment (Demon 340) • 4-speed manual transmission (340 engine) • Torqueflite automatic transmission • 225 cu. in. Six cylinder engine (all except Demon 340).

STANDARD SAFETY EQUIPMENT

Seat belts, lap—2 front with retractors, 1 centre front on models with seating for 3 and lap belts for 3 rear seat passengers (except Demon and Demon 340 which have 2 rear seat belts) • Seat belts, shoulder—2 front seat • Energy-absorbing steering column and wheel • Padded instrument panel • Padded sun visors • Padded front seat back • Soft knobs on window cranks • Breakaway ashtray on instrument panel • Inside rear view mirror with protective energy absorbing frame • Manual latch on front seat backs • Non-override door locks (except driver's door) • Three-way lock—ignition, steering column, and transmission • "Key-left-in ignition" warning buzzer • Safety-action inside door handles • Mirror, left, outside rear view • Dual braking system • Master cylinder and parking brake warning light • Turn signals (with lane change feature) • Back-up lights • Side-marker lamps • Hazard warning system (4-lamp emergency flasher) • Windshield washers • Safety-rim wheels • Head restraints • Part-accelerator kickdown feature (Torqueflite automatic) • You can also choose from many optional safety features.

COLOURS

Dart offers a choice of 13 standard Acrylulstere colours and 5 additional extra cost colours, Plum Crazy, Green Go, Tor-Red, Butter Scotch and Citron Yella. Colours shown are representative. Actual colours on metal may vary somewhat.

1971 DART SPECIFICATIONS

Dimensions and Capacities

	4 Door Sedan	Demon Coupe
Wheelbase.....	111"	108"
Track, front/rear.....	57.4"/55.5"	57.5"/55.5"
Overall length.....	196.2"	192.5"
Overall width.....	69.7"	71.6"
Overall height.....	53.8"	52.6"
Fuel tank capacity.....	14.2 (Imperial gals.)	14.2

(Dimensions for other body styles may vary in some degree)

Suspension

All Dart models (except Demon 340) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. The Dart Demon 340 comes equipped with Rallye Suspension which includes: HD torsion bars • Firm Ride shocks • Sway bar • and HD 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.

1. Three-speed manual (column-mounted shifter), standard with 198 Six, or 318 V8. Clutch 9 1/4—198 Six 10 1/2—318 V8
2. Three-speed fully synchronized manual (floor shift), standard on Demon 340. Optional with all other Dart engines.
3. Four-speed synchronized manual (floor shift), optional on Demon 340. N.A. other engines.
4. 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,

Engines

	198 cu. in.	225 cu. in.	318 cu. in.	340 cu. in.
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 4.12	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	8.6:1	10.3:1
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 closed crankcase ventilation with cleaner air system standard on all engines			
Coolant	10.8 qts.	10.8 qts.	13.3 qts.	12.5 qts.
Gross horsepower @ rpm	125 @ 4400	145 @ 4000	230 @ 4400	275 @ 5000
Installed net hp @ rpm	105 @ 4400	110 @ 4000	155 @ 4000	235 @ 5000
Fuel recommended	regular	regular	regular	premium

your Dodge Dealer can order your 1971 Dart delivered with a more suitable ratio.

Tires

Demon 6.45 x 14 Polyester (4.5J Wheels)
Dart, Dart Custom, and Swinger
6.95 x 14 Polyester (4.5J Wheels)
Demon 340—E70 x 14 fibreglass-belted (5.5J Wheels)

Brakes

Front/rear (6-cyl.)—9" x 2 1/4" / 9" x 2"
Front/rear (318, 340 V8's)
—10" x 2 1/4" / 10" x 1 1/4"
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 models.

Electrical System

Battery: 12-volt, 6-cell, 46-amp-hr. Standard on all models, 59-amp-hr. optional on all Dart models. Alternator 34-amp standard on 6-cylinder models;

37-amp standard on V8's. 50-amp optional and standard with air conditioning. 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.

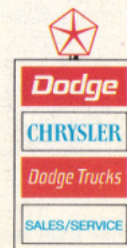
Body Design Features

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. Acrylulstere 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 14.2 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.



*extra cost

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.

Dodge


CHRYSLER
CANADA LTD.

DDA-71-E

