
NOW! READ THE STORY OF

THE NEW LEAN BREED OF

DODGE!!!



1962 DODGE DART 440

YOU'RE GOING TO LIKE

WHAT'S HAPPENED TO

DODGE!!!

Make no mistake—you're looking at an ad. But we'd like to acknowledge the help we got from several independent automotive experts—from champion race drivers Rodger Ward and Buck Baker, from ace dragsters Don Garlits and Jack Chrisman, top auto writers Bill Carroll, Max Muhleman and Bill Callahan, economy driver Woody Bell and sports car driver Walt Hansgen. We gave them a couple of new Dart 440's to test and asked for their comments. Frankly, the comments were nearly all favorable. Which didn't surprise us. Dodge Dart is that kind of car. So read on. We think you'll agree: The 1962 Dodge Dart is well worth your time.

DEAD WEIGHT HAS GONE RIGHT OUT THE WINDOW.

We've engineered out dead weight. Gone is useless sheet metal, overhang and chrome. Gone is flashiness and fat. What's left is pure muscle—nearly two tons of hard, lean, lusty road machinery. The new Dart 440, with standard V8 and stick shift, accelerates 9% better than last year's comparable model from zero to 60 . . . 12% better from 20 to 80 in direct gear. This is a new breed, born of Dodge dependability, but restless to go. An honest, capable car that hustles, handles and hangs on long after the others leave off.

It's considerate of your comfort. Easy on your budget. And it's built to be the hottest item on the used car lots when you're ready to trade. Its value will hold up because it's built to hold peoples' respect. That's what we were after in

'62. That's what we've got in Dart 440—designed by men who are hot for cars . . . for people who are hot to drive them.

MORE LIVE ACTION BECAUSE THERE'S LESS DEAD WEIGHT. Some cars are economy cars, some are pure action. Dart 440 is both—first of the Action-Economy cars.

Early this year, a 1961 Dodge Dart with "Leadfoot" Woody Bell at the wheel got better than 23 mpg in the Mobilgas Economy Run. According to our engineering test data, a comparable model 1962 Dodge, over the same course with the same driver, would do 5% better. In other words, more than 24 mpg.

We asked Woody to test the new model for economy at the Chrysler Proving Grounds, Chelsea, Mich. Weather was less than ideal; wind reading was a high 12 mph and Woody ran into some rain. Still, there wasn't any cold or snow to adversely affect the fuel economy. In Leadfoot's own words:

"I had a 6 with automatic. Strictly stock. I didn't set it up myself. Well, first I went through their regular tests at the Proving Grounds. I wasn't driving for top economy, because I was under strict supervision to drive at certain speeds and in certain patterns. These tests were designed to find what the average guy would get. I went through their stop-and-go simulated city driving test. Stops, starts, acceleration . . . I did 'em all. I still got a respectable 17.1 mpg. Then I ran their cross-country test—up and down hills, sharp turns, blind turns, rough roads. The works! I got 19.8 mpg. And for a full-size car that's plenty good. Then they let me drive nice and easy, the way I do in an Economy Run, and I started getting the figures I really like. I averaged out 24.65 mpg on one run. Then at constant speed 30 mph I got 25.25 mpg; at constant speed 40 mph I got 24.10. That's plenty all right, I'll tell you."



Pensacola Bch. 17 →

Frankly, we don't think anybody but a pro could get mileage like 24 and 25 mpg. Even so, the figures are a darn good indication of our new car's potential. On the other hand, the 17 and 19 mpg figures do represent a realistic reading of what the average driver can do. Conditions vary, people vary. But there's certainly 5% better economy than last year's comparable model.

Now, here's the kicker. The same Dart 6 will accelerate 7% better from a standing start. That's action and economy in the same car!

"The hardest balance of all to achieve," commented Max Muhleman of the Charlotte News, who covers the hot NASCAR circuit. "This is a real good package."

We asked drag aces Jack Chrisman and Don Garlits to test the Dart 440 for action. Bill Carroll put the watch on Garlits, the current holder of the "1320" record. Garlits drove a 4-door hardtop with 361 cu. in. V8, 3-speed automatic transmission and standard 3.23 rear axle.

"Which isn't exactly a quarter mile or acceleration gear," Garlits remarked.

Still, he clocked in at 15.4 in the quarter mile. And an amazing 8.1 from 0-60.

"Quite a bomb!" Garlits remarked.

"It really goes," said Chrisman, who got comparable figures the day before.

And, remember, the gearing was strictly standard. The car was also equipped the way most people want a car. Fair enough? We think so.

"I'm amazed at the performance of the car," said Buck Baker, twice champion on the NASCAR

circuit. And we were amazed at Buck. After a trial lap or two on the Utica Proving Grounds circular track, Buck stomped on it and buried the needle. Buck said he could even do better. But we were glad to let good enough alone. Flat-out speeds may point to a car's potential . . . but they're for race drivers only.

Some cars boost their performance, some their economy. It's seldom a car boosts both at the same time. It's not a secret how we did it. We took a long, hard look at our car and began to engineer out dead weight. We took 60 lbs. from the automatic transmission with V8; the housing is aluminum. We engineered 5 lbs. from the starter. We eliminated excess chrome and overhang. Every ounce and inch that didn't work...went out. We left only the working weight.

"Very necessary," remarked ace sports driver Walt Hansgen. "It's one thing we haven't done in our country up till now."

With a remarkable new power-to-weight ratio (as much as 1 horse for every 11 lbs.), we made progress through the entire driveline. Take axle ratios. By throwing out dead weight, we lowered the ratios for economy without affecting the zip a bit. The new standard axle for the standard "6" with automatic transmission is 2.93:1. Last year's was 3.31:1. Quite a difference! Axle ratio for the standard V8 with automatic is a gas-squeezing 2.76:1. Last year's was 2.93:1. Axle ratio for the standard V8 with stick shift is a snappy 3.55:1. At take-off or top-end this one really moves.

Frankly, our standard axles are selected with economy in mind. If you want more action, check the chart on the next page. Getting the right axle, we believe, is as important as choosing your engine and transmission. Whatever you choose, our axles are geared with mathematical precision to give you the utmost satisfaction—the action you want, economy you'll like.

ACCELERATION FIGURES.

Don Garlits driving Dart 440 4-Door Hardtop, 361 cu. in. V8, automatic transmission, 3.23 standard rear axle. Radio, heater, power steering, power brakes. Odometer reading at test: 1079.8. (Speedometer error: Approx. 1 mph).

0-30 3.8 sec. 0-45 5.4 sec.
0-60 8.1 sec. 0-80 12.1 sec.

STANDING START, ¼ MILE IN 15.4 SEC.



THE TAKEOFF WILL SOCK YOU BACK IN THE SEAT. Many experts have considered the Dodge TorqueFlite 3-speed transmission as the finest transmission in the industry. Yet we've improved on it with a new automatic that works on the same proved principles, but the internal construction is all new. The case is aluminum. Besides being 60 lbs. lighter, the new transmission is more compact. Reduces the floor hump, increases passenger space. It takes off trigger-fast, pours out the power in a steady surge.

"Interesting type of acceleration," remarked auto authority Bill Carroll. "Extremely smooth, and though I could feel the transmission shift, there was no objectionable jerk as in the past from high performance transmissions. Pushed me back against the front seat . . ."

"It changes up smoothly," said Walt Hansgen. "There's plenty of go from the bottom."

THE PAYOFF IS IN THE POWER PLANT. Your choice starts with the 12-port standard 6, whose larger, more efficient manifold takes in

more air, gets more go from every drop of gas. And it uses gas by the drops, not the buckets. There's a choice of three free-breathing, hard-charging V8's: standard 318 cu. in. V8 that uses regular gas; optional 318 cu. in. V8 with power-pack; and optional 361 cu. in. V8 with 4-bbl. carb, duals and a special cam. (See chart below for the lineup; turn two pages for engine specs). You'll be hearing from these engines in '62. From carb to cam, they really run.

In summing up its performance, Rodger Ward said: "I ran it flat out, and that Dart really storms! You just sit there and let her track."

**THIS ONE OUT-CORNERS,
OUT-LASTS, OUT-RIDES
ANY FAT CAT CAR AROUND**

Dart 440 is probably the easiest handling production car you've ever driven. Corners like a cat. Tracks flat and level through curves. Steers with

DART 440 POWER TEAM LINEUP

Engine and Transmissions

Axle Ratios (S—recommended standard ratio for normal operations; E—optional special economy ratio; P—optional performance ratio; A—available).

| (With manual transmission) | 2.76:1 | 2.93:1 | 3.23:1 | 3.31:1 | 3.55:1 | 3.91:1 |
|--|--------|--------|--------|--------|--------|--------|
| 145 hp 225 cu. in. 6, standard on all 440's | | | | S | P | A |
| 230 hp 318 cu. in. V8 w/2 bbl carb., standard on all 440's | | | E | | S | P |
| 305 hp 361 cu. in. V8 w/4 bbl carb., optional | | | S | | P | |
| (With automatic transmission) | | | | | | |
| 145 hp 225 cu. in. 6, standard on all 440's | | S | | P | A | |
| 230 hp 318 cu. in. V8 w/2 bbl carb., standard on all 440's | S | | P | | | |
| 260 hp 318 cu. in. V8 w/4 bbl carb., optional | E | | S | | | |
| 305 hp 361 cu. in. V8 w/4 bbl carb., optional | E | | S | | | |

*4.10, 4.30, 4.56, and 4.89:1 are special competition ratios, dealer-installed.

Additional high performance equipment available from independent manufacturers:

Auto Marine Laboratories, Wyckoff, New Jersey (transistor ignition). ■ Camcraft, 6120 Casmer, Detroit, Michigan (cams). ■ Edelbrock Equipment Co., 4921 W. Jefferson Blvd., Los Angeles 16, Calif. (manifolds). ■ ForgeTrue Pistons, 1979 E. Colorado Blvd., Glendale, Calif. (pistons). ■ Hedman Hedders Co., 11039-49 W. Washington Blvd., Culver City, Calif. (manifolds). ■ Hurst-Campbell Inc., 341 W. Glenside Ave., Glenside, Pa. (shift conversions). ■ Ed Iskenderian, 607 North Englewood Ave., Inglewood, Calif. (adj. push rods). ■ Offenhauser Sales Corp., 5156 Alhambra Ave., Los Angeles 32, Calif. (manifolds). ■ Weiland, 2733 San Fernando Road, Los Angeles 65, Calif. (manifolds). ■ Howard Cams, 10122 South Main, Los Angeles, Calif. (cams).



needle-point precision. Sits snug and solid.

In '62, we refigured the suspension geometry, striking a perfect balance between solid handling and a smooth ride. Race driver Rodger Ward had this to say:

"You don't get the mushiness you feel in most passenger cars. When you go into a turn hard, she's with you all the way. The car finds its groove naturally. Real stable on the high speed stuff. You can put it just where you want it."

Here's what we did. We reduced the wheel camber to soften the ride a bit. We stiffened the rear section of the rear springs to assure rock-solid handling. We made the front section more flexible to soak up more road shock.

TORSION BARS UP FRONT, OFF-CENTER LEAFS IN REAR. One thing we didn't change is the inherent balance between the better-than-ever torsion bar front suspension and the off-center rear leaf springs.

"Leaf springs in the rear and the torsion bar give you stability . . . and good balance all the way," observed veteran writer Bill Callahan. "The car tracks beautifully."

"It's the most responsive, nimble, full-size car anyone has made yet," said Max Muhleman. "You can whip it around and it handles easily in tight places. Then you take it on the open road and it smoothes out like a big boat. It's unusual to get that balance—a car you can hook around in town and that's great on the highway, too. This one gives you both. Versatile is the word for it."

You'll like the steering. Dart 440 offers an all-new manual steering gear. It features a recirculating-ball design and low-internal friction achieved through use of needle bearings in the cross shaft. Gear ratio is 24 to 1. Overall ratio of the steering system is 28.7:1—for improved steering response. With this new low-friction design, and with less dead weight on the

front wheels, steering effort is exceptionally low.

"You could steer it all day and never get tired," remarked Woody Bell. "At first, I thought it was power steering."

"The steering doesn't trick you on any kind of surface or incline," Muhleman said.

THE BRAKES ADJUST THEMSELVES. Dart 440 has new brakes this year. Self-adjusting. You just back up, and the brakes adjust themselves automatically. It's unnecessary to have them adjusted periodically. The brakes feature bonded linings—195.2 effective sq. in. That's 11.2 sq. in. more than last year or 20% more lining area per pound of car than last year's comparable model. A significant improvement! Here's what Walt Hansgen observed:

"I put the brakes on hard. They pulled very dead and dead straight. There was adequate brake at the end of the braking. No fade. That's what we need in motoring today . . . good brakes. Dart's brakes seemed very good."

"They're nice to the touch," said Muhleman. "Not much travel in the pedal."

In fact, in summing up the car's driving characteristics, Muhleman added: "You could win a trophy in a ¼ mile and carry home a crate of eggs without worrying about breaking them."

DEPENDABILITY DOESN'T HAVE TO BE DULL

The '62 Dart 440 is proof of that!

Whether you keep your car for a day or a decade, you expect dependability and durability. Who, after all, wants to drive around a bucket of bolts, even for a day? Dodge is famous for building dependable cars. And as you can see from the foregoing pages, dependability doesn't have to be dull. Not if it's a Dart 440. Dodge builds 'em tough. Tight . . . to keep them quiet. To protect



your investment however long you keep your car. The name Dodge on a car is your assurance of lasting dependability.

The body is fully rust-proofed. Some car makers spray, some dip, some use galvanized steel. Dodge uses all three. You get protection deep down, from top to bottom. Inhibit rust . . . and you step up resale value, cut down upkeep.

The body is unitized. No body bolts to shake loose. Each section is seamed and spot-welded to provide a safety-girder structure of massive strength for greater torsional rigidity. A unitized body beefs up the strength while it trims the fat. Permits a lower floor, natural seat height, more interior room.

GOES 32,000 MILES BETWEEN GREASE

JOBS. That lube job every 2,000 miles is a thing of the past. On Dart 440, chassis lubrication fittings have been removed from all points on front suspension ball joints, steering linkage connections, and clutch torque shaft bearings. These points are pre-lubed and sealed at the factory. Ball joints and tie rod ends are fitted with neoprene seals that retain the lubricant and exclude dirt or water. In place of grease fittings, ball joints have plugs that can be removed for lubrication every 32,000 miles. Tie rod ends are sealed for life, require only periodic inspection. If you drive 1000 miles a month and keep your car for 60,000 miles, figure on saving from \$30 to \$45 on lube bills alone. Keep the cash. It's on Dodge.

YOU'LL KNOW IT'S A DODGE WHEN YOU

TRY TO WEAR IT OUT. Check the little things: how we use galvanized steel for body side sills for extra rust protection; how we've installed an entirely new starter that kicks off faster and puts less drag on your electrical system. How the Alternator keeps your battery charged for fast starts even in foul weather. Battery lasts longer too. Little things? Not really. They show

you how we build cars. Tough. Dependable. Here's what dragster Jack Chrisman said:

"We gave that Dart 440 a good pounding—the kind that would break up some cars. But this one was as quiet and smooth as when we first got our hands on it."

Said Rodger Ward: "It's a tight piece of machinery without a lot of softness or foolishness."

EVEN THE FINE PRINT IS EXCITING WHEN IT'S A DODGE

Wheelbase 116". Overall length 202.0". (Wagon 210.0"). Turning diameter 40.3 ft. (curb to curb). Tread: front 59.4"; rear 57.5". Total width of car; 76.5". Wheels 14". Safety-Rim. Brakes: 10 x 2½", hydraulic, self-energizing. Bonded linings, 195.2 sq. in. effective lining area. Power brakes optional. Parking brake foot-pedal operated, activating shoes on each rear wheel. Tires, tubeless, 6.50 x 14" (6 cyl.), 7.00 x 14" (V8 and all wagons). Steering system: Low-friction manual gear. Overall ratio 28.7:1. Number of turns 5.3. Power steering optional at extra cost. Shocks—direct acting, Oriflow. Electrical system: 12-volt, 6-cell battery. Single speed electrical windshield wipers. Variable speed, electrical wipers optional at extra cost. Heater-defroster, optional. Pushbutton operation for heating, defrosting, ventilating. Forced air ventilation from axial flow blower. At standstill there's as much ventilation as at 30 mph with a conventional system. Interior: 5 color schemes to choose from in Dart 440 series. Lustre-Bond Enamel Finish; 15 exterior solid color choices. 33 two-tones.

Transmissions. Manual. Standard 3-speed. Stick mounted on steering column. Ratios with "6": 2.95 to 1, 1.83 to 1, 1.00 to 1. 3.49 to 1 reverse. Standard axle 3.31 to 1. With V8: 2.12 to 1, 1.43 to 1, 1.00 to 1 and 2.73 to 1 in reverse. Standard axle 3.55 to 1. Automatic. 3-speed, pushbutton control. Ratios with "6" or V8: 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.

Engines. 318 V8 standard on all Dart V8 models. OHV, 318 cu. in. Bore, 3.91". Stroke 3.31". Compression ratio 9 to 1. H.P. 230 at 4400 rpm. Torque 340 lbs. at 2400 rpm. Dual downdraft carb. Shunt type oil filter. Oil capacity 4 qts. (5 qts. when changing filter). Coolant capacity 20 qts. without heater. 318 V8 with power pack. Same as preceding, except with a 4 bbl. carb., high performance cam, dual exhausts. 260 H.P. at 4400 rpm. 345 lbs.-ft. at 2800 rpm. Available at extra cost only with automatic transmission on all Dart models. 361 V8. Available at extra cost on all Dart models. 361 cu. in. Bore 4.12". Stroke 3.38". Compression ratio 9 to 1. H.P. 305 at 4800 rpm. Torque 395 lbs. at 3000 rpm. 4-bbl. carb. High performance cam. Dual breaker distributor. Dual exhausts. Full-flow oil filter. Oil capacity 4 qts. (5 qts. when changing filter). Coolant capacity 16 qts. without heater. 225 Slant 6. Standard on all Dart 6 models. OHV, 30° inclined. 225 cu. in. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to 1. H.P. 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carb. Full-flow oil filter. Oil capacity 4 qts. (5 qts. when changing filter). Coolant capacity 12 qts. without heater.

INDIVIDUAL COMFORT AND HONEST LUXURY

How do you get the comfort of a bucket seat along with the room you need for passengers? We think we've got the answer.

Up front there's a fold-down center arm rest. Standard equipment on Dart 440. Carrying four or five? Flip the arm rest down and you've got



the security and comfort of a bucket seat. Carrying six? Just flip it up again. You can literally tailor your interior to your passenger load.

"I like the split seat back," said Walt Hansgen. "The fold-down arm rest keeps you from sliding across the seat in a hard turn."

"I never thought an arm rest could be of any value," remarked Muhleman. "But this one was the right height. You can drive and rest your arm at the same time. It gives you a feeling of compactness at the wheel. The wheel, driver and seat are a package, an entity all their own."

Is Dart 440 roomy enough? We asked Bill Carroll, who's 6 ft. 1½ in. tall. "I appreciated the increased headroom," he said. "There's also more room in the back seat than I've seen in a hard-top for many a year. The instrument panel has been moved forward which increases the room. There's room inside for six people."

Max Muhleman is also a six-footer. "I had no trouble getting in or out of the car," he reported. "I was perfectly comfortable in driving position. You just automatically fall into a good position."

Visibility is excellent. "So good," said Muhleman, "the only way you can prevent it is to put travel stickers all over the windows."

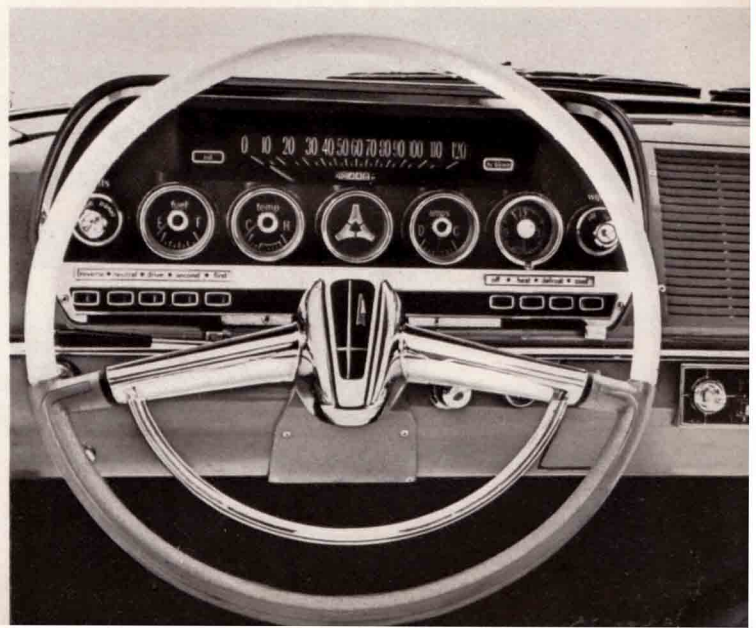
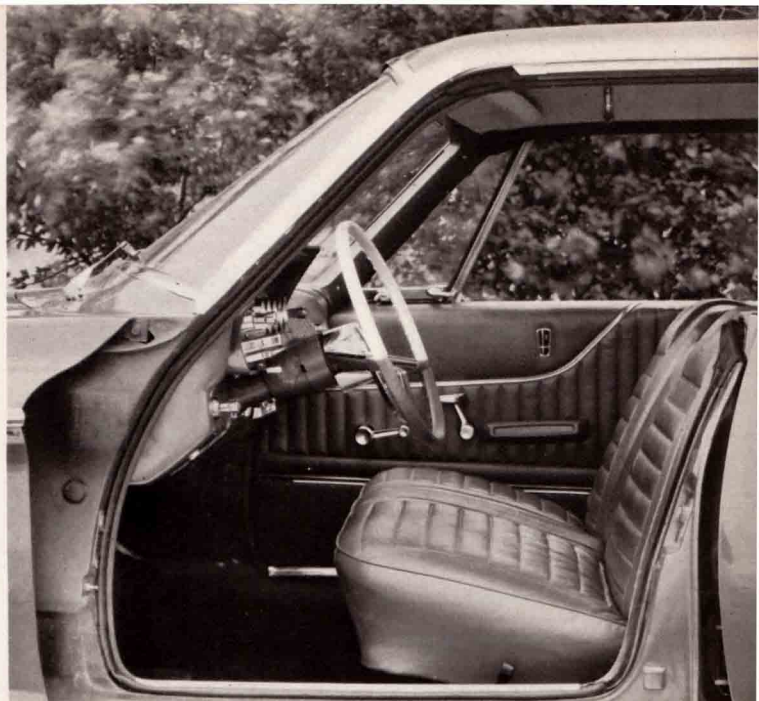
Rodger Ward and Buck Baker were particularly impressed by the over-the-hood visibility. "Helps in tight handling," said Buck.

Bill Callahan noted that on the instrument panel "there's no excess ornamentation. No glare. The instruments are nicely clustered. Easy to read and easy to use."

There are pushbuttons for the automatic transmission, radio and heater-defroster.

The drivers and writers alike appreciated the new temperature gauge. It's a true gauge. "Shows you if it's running hot and how hot," said Muhleman, "except the car doesn't seem to run hot."

As for luxury, take a look. All vinyl fabrics on door panels mould right up to the windows. Deep carpeting sill-to-sill. Vinyl seats. Pleated.



Plush. Durable and easy to clean.

"I never liked vinyl to sit on before," said Muhleman, "but this one is good." One reason: better air circulation and cooler riding comfort thanks to sewn piping on seating areas.

Here, then, is honest luxury plus comfort that treats you like an individual. The kind of interior we think belongs in a car you'd respect.

"They went all-out to make that interior nice," observed Don Garlits.

He's right. It's the best we've ever offered.

GET ACTION-ECONOMY IN SIX HOT MODELS

As you might expect, Dart 440 comes in all the popular body styles. A 2-door hardtop, 4-door hardtop, convertible, 4-door sedan, and two station wagons—six and nine passenger.

Whichever you choose, this new breed is built to go. Far and hard. Short and sweet. Every part has function. Every line serves reason. Here's what auto authority Bill Carroll had to say:

"The car has continental styling—a long hood, a flair all its own. Dart 440 extends the trend toward a car with a sporty appearance, and performance above and beyond the ordinary. I think it will find instant appeal among the public."

That's Dart 440 for you. Six hot models. Choose the one that suits you best. You've got to try what's happened to Dodge.

DRIVE THE NEW LEAN BREED

AT YOUR DEPENDABLE



DODGE DEALER'S.

