

STANDARD-SIZE '63 DODGE • ONE OF THE GREAT NEW DEPENDABLES



Dodge



DODGE POLARA 4-DOOR HARDTOP

THE BEAUTIFUL WAY TO GO IN THE LOW-PRICE FIELD

The Dependables are here. This is one of them. The standard-size '63 Dodge. It has the room, ride, luxury and power you normally associate with much higher priced cars. But the '63 Dodge is priced model for model with other cars in the low-price field. The '63 Dodge is quite possibly the biggest bargain you will ever drive.

'63 Dodge is big, clean, uncluttered. The room? Remarkable! Straight-Line Design sweeps the roof straight back instead of sloping it off. What results is generous comfort for people in back, not just the ones in front. Not just headroom either. There's big kneeroom, legroom, and footroom as well, because the rear seat is positioned farther back. Fair treatment for everyone aboard.

The '63 Dodge is big in action. New Straight-Line Design eliminates power-robbing bulk and bulges. Result: There's more power per pound than in most any other car around. And less drag on gas. Six or standard V8, Dodge only needs regular fuel. Economy and action! Quite a combination. But this '63 Dodge is quite a car.

Now, forget for a moment Dodge's low price and consider its sheer value. Such standard features as: torsion-bar ride; a rust-protected, unitized body; low-friction steering; alternator; high-speed starter; self-adjusting brakes and 32,000 miles between grease jobs. You get more of the best when you move to the '63 Dodge.



DODGE POLARA 500 CONVERTIBLE

DODGE POLARA 500 SERIES THE BUCKET SEAT DODGE THAT TAKES A BACK SEAT TO NOBODY

Here is the hottest of the Dependables. Pound for pound and inch for inch, Polara 500 is one of the hottest, most luxurious automobiles ever fashioned by man. It is designed strictly for the man who just won't take a back seat to anything.

The comfort of the Polara 500 is incomparable. The bucket seats are deeply padded, contour-formed to the body for added comfort. They are upholstered in rich saddle-grained vinyl. They are chair-high and individually adjustable.

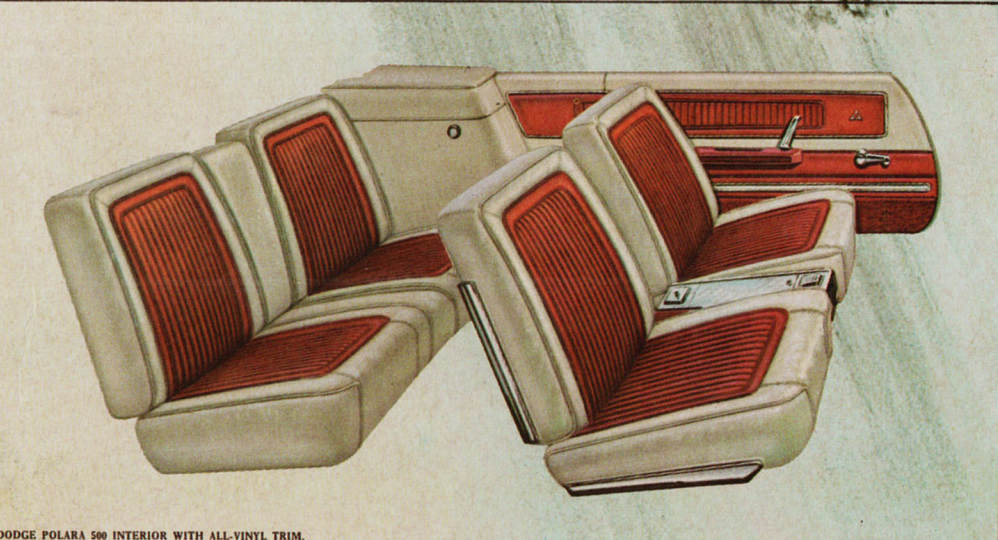
Between the buckets is a courtesy console with an ash tray, cigarette lighter, courtesy light and a handy glove compartment for keys, compacts, diamond rings and things. Dash panel is padded. Right here we ought to caution you. Luxury like this could spoil you for anything less. Let it!

But luxury is only half the story. The other half? Action! Action from a fast-charging standard 383 cu. in. V8 with two barrel carburetor. It develops a blazing 305 horsepower. It's about the hottest powerplant ever mounted under a hood... definitely not recommended for the Sunday driver! With Polara 500 you'll rule the road. You'll know it the instant the first traffic light turns green.

The Polara 500 comes in two hot models—a 2-door hardtop and convertible. The knock-off style wheel covers are standard—symbols of the many elegant extras you get with Polara 500.



DODGE POLARA 500 2-DOOR HARDTOP



DODGE POLARA 500 INTERIOR WITH ALL-VINYL TRIM.



DODGE POLARA 2-DOOR HARDTOP

DODGE POLARA 4-DOOR SEDAN

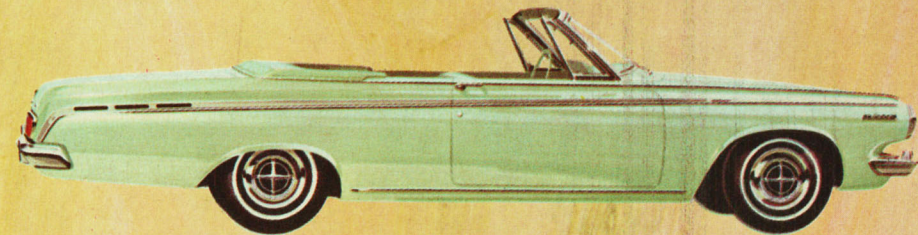
DODGE POLARA SERIES LUXURY NEVER CAME IN SUCH A LOW-PRICE PACKAGE!!!!!!!!!!

The Dodge Polara is pure luxury. Look inside. The interior is nothing less than magnificent. There's an exclusive fold-down center arm rest up front. When up, three people sit in broad-backed comfort. When down, you've got the comfort of bucket seats. No other car in Dodge's field offers you such zestful, arm restful driving.

The seats are chair-high. Foam-padded. Very thick, very plush. They're upholstered in saddle-grained vinyl. The door panels are all-vinyl, too, and mould right up to the windows as on the highest priced cars. (The sedan features vinyl and cloth trim.) A thick carpet covers the floor sill to sill.

You get still more because it's a Dodge. You get the extra comfort of Dodge's new Straight-Line Design. The roof sweeps straight back instead of sloping off. Result: plenty of headroom for rear seat passengers. You get performance and economy! Efficient new Straight-Line Design does away with unnecessary bulk enabling Dodge to pack more power per pound than most any car around. (See engine section in back.) There's more economy, because there's less drain on gas.

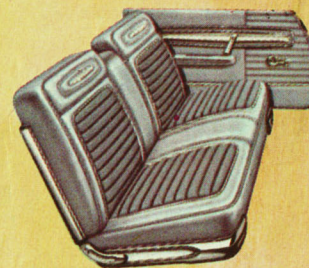
The '63 Dodge Polara comes in four models—Dependables all! A 4-door hardtop and a convertible (with V8 only); a 2-door hardtop and a 4-door sedan with either a standard 6 or V8.



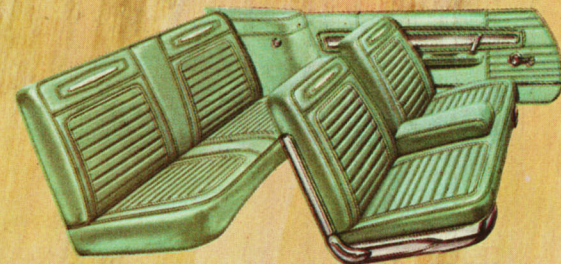
DODGE POLARA CONVERTIBLE



DODGE POLARA 4-DOOR HARDTOP



POLARA 4-DOOR SEDAN INTERIOR IN CLOTH AND VINYL



POLARA HARDTOPS AND CONVERTIBLE INTERIOR IN ALL-VINYL



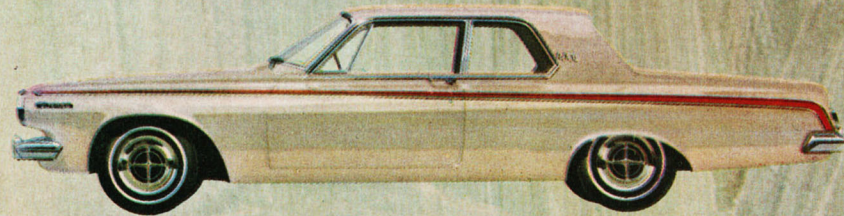
DODGE 440 2-DOOR HARDTOP

DODGE 440 SERIES THE POPULAR PRICED DODGE FOR THE MAN WHO INSISTS ON A LITTLE BIT MORE

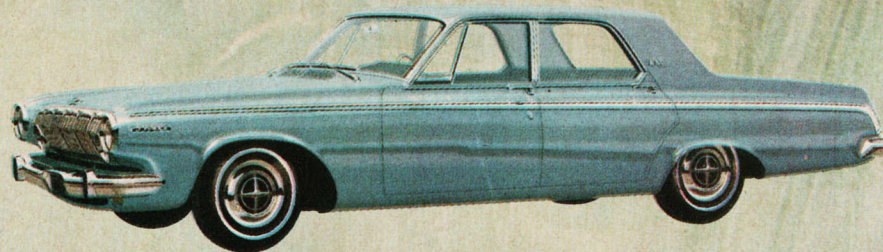
In the Dodge 440 series, you get Dodge room, action, value, and all the reliable features that make Dodge one of The Dependables—all at an extremely low, popular price. Dodge 440 is a fantastic buy in a family-size car. It restores the rights of passengers in back . . . giving them ample head-, leg- and footroom. But don't think we comforted the rear seat folk at the expense of people in front. Not Dodge. The front floor tunnel is very low. In a '63 Dodge, there's room for everyone aboard.

As in all Dodge models, the seats are chair-high. Upholstery is a smart, durable combination of cloth and vinyl. The floor is carpeted. And this year we've licked the problems of ladies' spiked heels with rubber heel pads. They are heavily reinforced to resist punctures. There's more to like—like performance and economy, because we lowered the boom on useless bulk. Less bulk means less drag on gas and a big boost in action.

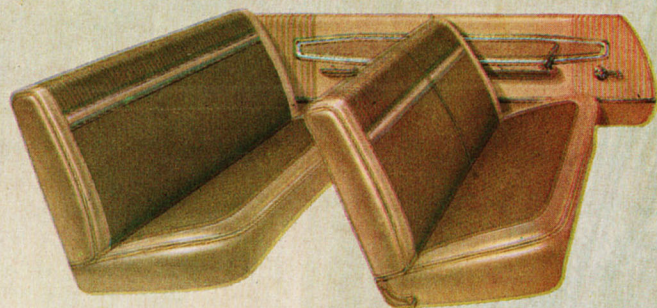
Dodge 440 comes in five popular-priced models—a 2-door sedan, 2-door hardtop, a 4-door sedan, and two wagons—a 6- and 9-passenger version. The wagons are available with V8's only; the other models are offered with either a 6 or V8 engine as standard.



DODGE 440 2-DOOR SEDAN



DODGE 440 4-DOOR SEDAN



DODGE 440 SEDAN INTERIOR WITH CLOTH AND VINYL TRIM



DODGE 330 4-DOOR SEDAN

DODGE 330 SERIES THE LOWEST PRICED STANDARD SIZE DODGE—THE BIGGEST BARGAIN IN THE LOW-PRICE FIELD

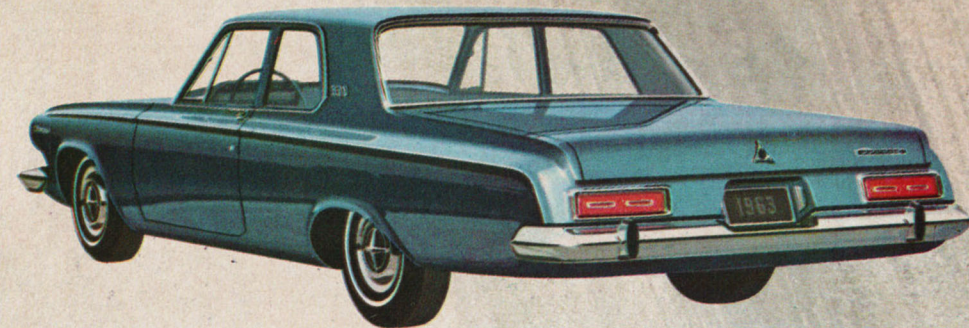
Here is the lowest priced standard-size Dodge—with all the beauty, room, action, dependability and extra features that make Dodge the beautiful way to move up in the low-price field. Without fear of contradiction, we say this: The Dodge 330 is the finest, most bargain-minded buy in its class.

Consider: torsion-bar ride; rust-protected, unitized body; self-adjusting brakes; 32,000 miles between grease jobs and many more of the dependability features that are a Dodge tradition.

You get the extra comfort of Dodge's new Straight-Line Design. You get a distinct dividend in the Dodge combination of performance and economy. Indeed, you get all the things that make a Dodge a Dodge. You just pay less for them.

Inspect the Dodge trunk at right. You can see that it's huge. But note something else: the trunk sill is just above the rear bumper to help take the lift out of loading. Another example of how thoughtfully the '63 Dodge is built for you.

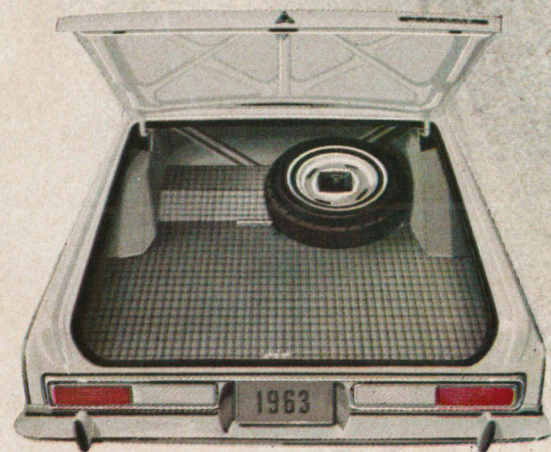
The Dodge 330 is available in four low-priced models—a 4-door and 2-door sedan, and two wagons—a 6- and 9-passenger version. All available with a standard 6 or V8. It's quite a buy!



DODGE 330 2-DOOR SEDAN



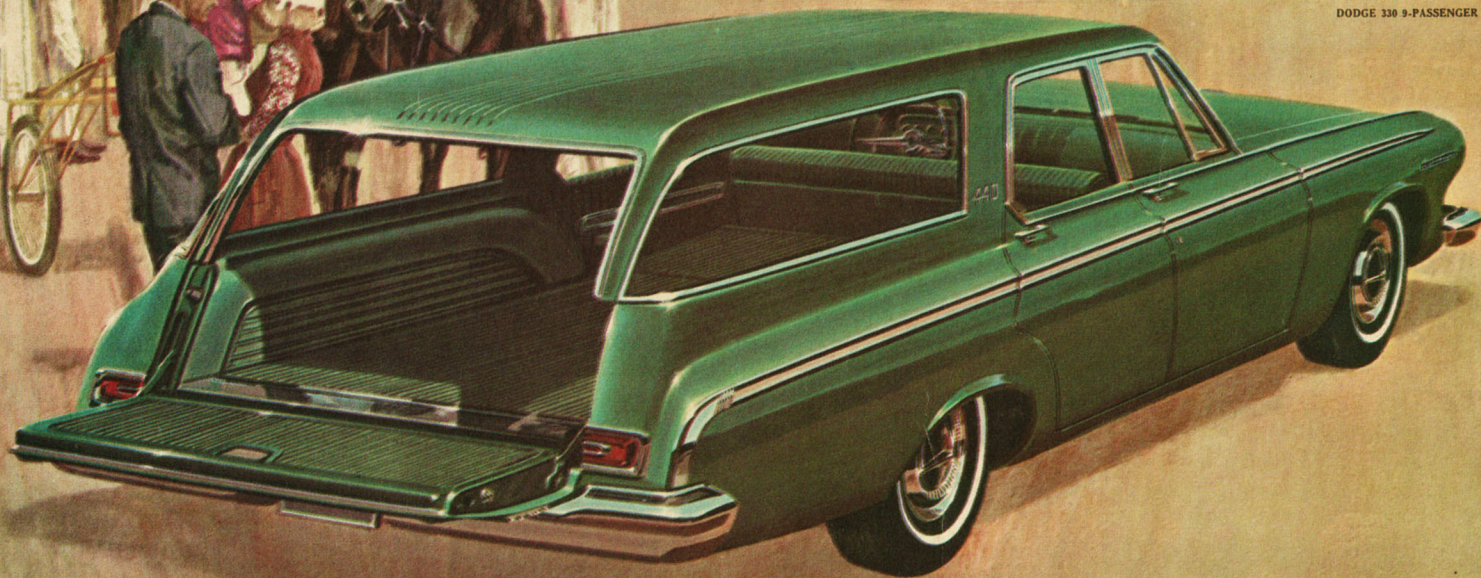
DODGE 330 INTERIOR WITH CLOTH AND VINYL TRIM



THE '63 DODGE TRUNK WITH PLAID RUBBER FLOOR MAT



DODGE 330 9-PASSENGER WAGON



DODGE 440 9-PASSENGER WAGON

DODGE STATION WAGONS A CHOICE OF FOUR SMART DEPENDABLES IN TWO SERIES

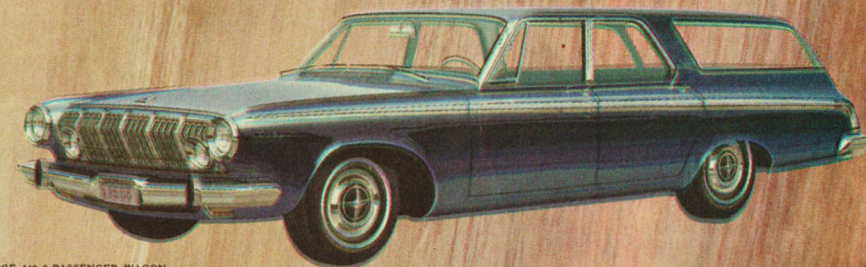
All station wagons offer extra room for carrying kids or cargo. What then is so different about Dodge wagons? Dependability! Whether you're packing kids off to school or toting bricks for the patio, it's good to go in a wagon that won't let you down. In fact, it perks you up. Dodge's smooth torsion-bar ride gives you the solid control, the gentle cradling of cargoes that you don't find in most other wagons. And Dodge wagons give you more power per pound than most any wagon around.

Room? By the cargo load, of course. 84.4 cu. ft. of cargo space. A cargo deck 9.8 ft. long with the tailgate and second seat folded down. The cargo opening is 51.3 in. wide, 27.4 in. tall—large enough to accept a 4' by 8' plywood board. The rear window rolls right down into the tailgate. The power-operated rear window is standard on 9-passenger wagons. The wagon seats are handsomely upholstered in all-vinyl. This supple vinyl is extremely durable and easy to clean. Just wipe it with a damp cloth.

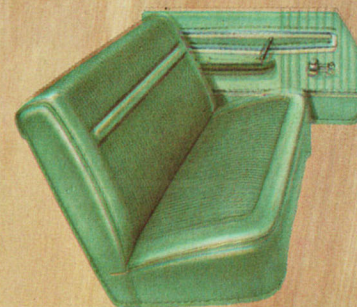
'63 Dodge wagons come in two series—440 and 330. Four Dependables in all—a six- and nine-passenger model in each series. 440's are available only with V8's. 330's are available with 6 or V8. Nine-passenger wagons feature a rear-facing third seat. (Kids and ex-tailgunners love it.) When folded down, it covers a handy storage well that's just right for concealing packages.



DODGE 330 6-PASSENGER WAGON



DODGE 440 6-PASSENGER WAGON



DODGE 440 WAGON ALL-VINYL INTERIOR



DODGE 330 WAGON ALL-VINYL INTERIOR

YOU'LL VALUE THE DAY-TO-DAY DEPENDABILITY THAT MADE DODGE FAMOUS

Dependability made Dodge famous, simply by doing better all the things an automobile is supposed to do. Here's why your '63 Dodge will hold up under the hardest use and abuse for years. RUST-PROTECTED BODY. Some car makers dip, some spray. Dodge does both—in a thorough 7-step rustproofing process that makes rust only a bad memory. Galvanized steel is used in critical moisture areas. Splash-shields under the fenders prevent the accumulation of corrosive materials. The chrome is attached with rustproofed clips to avoid unsightly rust streaks. UNITIZED BODY. The '63 Dodge is fully unitized in much the same way as in aircraft construction. Parts are welded together to form one tough, tight body that puts an end to the clatter and rattles of out-dated body-bolted-to-frame designs still used on some makes of cars. SELF-ADJUSTING BRAKES. Dodge's big brakes adjust automatically every time you back up and stop. In addition, Dodge brakes last longer, because the linings are bonded, not riveted. FAMOUS TORSION-BAR RIDE. Trouble-free torsion bars in front team up with leaf springs in back to absorb the shock of bumps, ruts, and dips while you ride smoothly. There's no better way to ride. 32,000 MILES BETWEEN GREASE JOBS. The costly and annoying monthly grease job is a thing of the past. Dodge goes 32,000 miles between greasings. ALTERNATOR. It puts out current at all speeds, even at idle. Helps keep the battery more fully charged for fast starts. Helps prolong battery life. HIGH SPEED STARTER. It kicks off fast and puts less drag on the battery. It gives you quicker, surer starts even in foul weather.

ECONOMY AND PERFORMANCE? WHY DEBATE? GET THEM BOTH IN THE '63 DODGE

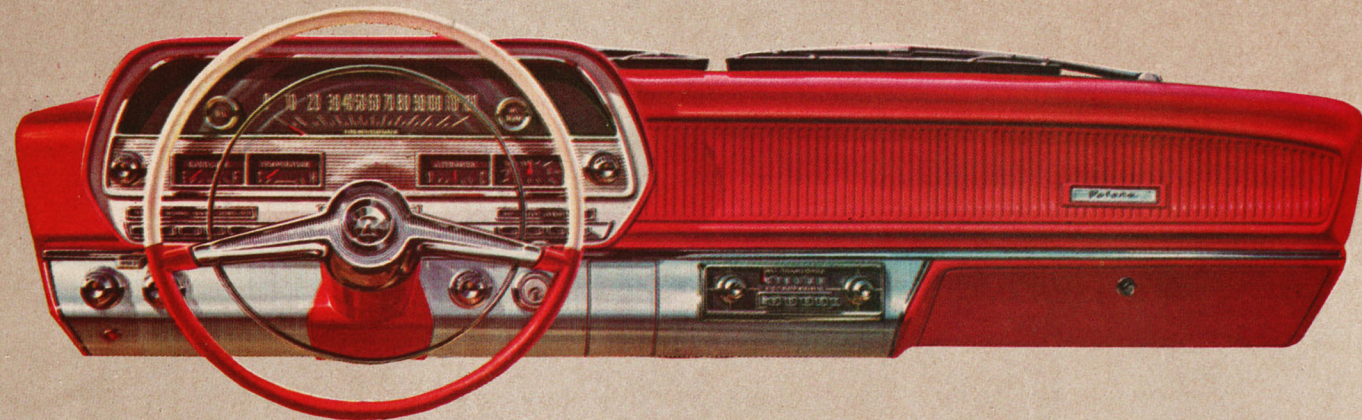
Dodge's efficient new Straight-Line Design rules out useless bulk. Less bulk, less drag on gas. A big boost in performance. '63 DODGE ENGINE LINEUP—STANDARD 225 CU. IN. 6. This famous Dodge 6 will outrun many V8s. Yet this same engine gives you the traditional savings of a six, as proved yearly in the Mobilgas Economy Run. STANDARD 318 CU. IN. V8, with 2-barrel carburetor. Don't let the quietness and economy of the standard V8 fool you. Fact is, a '63 Dodge with a standard V8 packs more power per pound than most

any car around. Yet it only uses regular gas. OPTIONAL 383 CU. IN. V8, with 2-barrel carburetor. Standard engine on the hot Dodge Polara 500 models and optional on all other '63 Dodge models. OPTIONAL 383 CU. IN. V8, with 4-barrel carburetor. Basically, the same hot engine used by Dodge Police Pursuit cars, where action is the name of the game. SPECIAL OPTIONAL 426 CU. IN. V8, with standard dual 4-barrel carburetion, short branch ram intake manifold, and dual exhausts. This is our maximum per-

OPTIONS AND ACCESSORIES, THE EXTRA SOMETHINGS THAT MAKE YOUR DODGE A BETTER BUY

PUSHBUTTON HEATER, DEFROSTER, VENTILATOR. A heater-defroster unit which also provides ventilation for the car. We call it Forced Air Ventilation. The system does not depend on the velocity of air produced by the speed of the car. Even while waiting at a light, you get the same amount of fresh air as you normally would at 30 miles per hour. VARIABLE SPEED ELECTRIC WINDSHIELD WIPERS. The '63 Dodge has electric wipers as standard. They don't fade in acceleration. The advantage of the optional variable speed wipers: They let you regulate their speed according to the rain, sleet or snow conditions. POWER STEERING. Every Dodge is easy to steer in the first place. But if you aren't pleased with ease and want only the easiest, here it is. Dodge Power Steering. You can literally turn or park with a flick of the finger. POWER BRAKES. Power assisted to do two-thirds of the work for you. Pedal travels only a short distance . . . a safety factor in an emergency. SIX-WAY POWER SEATS. The chair-high seats move six ways: up-and-down, fore-and-aft, and tilt back or forward. Just touch a button. You've got the perfect driving position. POWER WINDOWS. Without stretching or straining, the driver can raise or lower all side windows. Master controls for the driver in the left-front door. Individual controls under each side window. A sudden rain? Presto, the windows are closed. AIR CONDITIONING. Hot in your part of the country? Take it cool with a famous Dodge Air Conditioner. Filters air free of dust and pollen, dehumidifies, and cools car quickly. Direction and temperature of air are fully adjustable. This unit also provides heating and defrosting. PUSHBUTTON RADIOS. A 5½-watt output radio to bring in distant stations. And a 2-watt output with plenty of power for metropolitan areas. Both give you rich tone and fine fidelity. They are fully transistorized. MORE ACCESSORIES TO PERSONALIZE YOUR PURCHASE. Deluxe Wheel Covers; Bumper Guards; Seat Belts (front); Extra Thick Foam Seat Cushion for 330 (front seat), 440 and Polara (rear seat); Padded Dash; Tinted Glass, all windows or windshield only; Inside Glareproof Mirror; Left hand outside mirror; Windshield Washers; Undercoating, including fiberglass hood padding; Sure-Grip Differential; Rear Seat Radio Speaker; Roof Luggage Rack (wagons); Electrical Tail Gate Window (2-seat wagons); Two-Tone Paint; White Sidewalls; Assist Light Group—Parking Brake, Trunk, and Glove Box.

formance engine, so maximum it can be recommended for all-out performance specialists only. TRANSMISSIONS—STANDARD 3-SPEED MANUAL. Get maximum performance and gas economy. No stretch. No grind. You'll enjoy shifting for yourself in a 1963 Dodge. PUSHBUTTON TORQUEFLITE AUTOMATIC TRANSMISSION. Torque-Flite has three speeds instead of the usual two! Three speeds give you more go in low, uses less gas while you're on the go, and gives you a smoother shift all the way through.



SPECIFICATIONS—DETAILED PROOF THAT DODGE IS YOUR BETTER BUY IN THE LOW-PRICE FIELD

WHEELBASE. 119" (wagon 116"). EXTERIOR DIMENSIONS. Tread, front 59.4"; rear 57.5". Overall Length 208.2" (wagon 210.7"). Overall Width 76.5". Door Opening, front 30.7"; rear 28.3". INTERIOR DIMENSIONS. Headroom, front 38.1" (Conv. 39.9", wagon 38.4"); rear 37.5" (conv. 37.6", wagon 38.5"). Shoulder Room, front 57.5", rear 57.6" (conv. 47.9"). Hip room, front 60.8", rear 61.0" (conv. 50.0"). Leg Room, front 42.0", rear 38.1" (conv. 35.3", wagon 36.7"). ENGINES. Standard on Dodge 6-cylinder models: 225 Slant 6. Overhead valve, 30° inclined, 6 cylinders. 225 cubic inch displacement. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to 1. Horsepower 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carburetor. Coolant capacity without heater, 12 quarts. Standard on Dodge V8 models: 318 V8. Overhead valve 90° V-type, 8 cylinders. Displacement 318 cubic inches. Bore 3.91". Stroke 3.31". Compression ratio 9.0 to 1. Horsepower 230 at 4400 rpm. Torque 340 lbs. at 2400 rpm. Dual downdraft carburetor. Coolant capacity without heater, 20 quarts. Standard on Dodge Polara 500: 383 V8. Overhead valve 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 305 at 4600 rpm. Torque 410 lbs. at 2400 rpm. Dual downdraft carburetor. Coolant capacity without heater 16 quarts. OPTIONAL ENGINES: 383 power pack V8. Overhead valve 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 330 at 4600 rpm. Torque 425 at 2800 rpm. 4-barrel carburetor. High-performance cam. Dual breaker distributor. Dual exhausts. Coolant capacity without heater, 16 quarts. 426 competition V8. Overhead valve 90° V-type, 8 cylinders. Displacement 426 cubic inches. Bore 4.25". Stroke 3.75". Compression ratio

11.0 to 1 (optional ratio 13.5 to 1). Horsepower 415 at 5600 rpm (425 optional). Torque 470 lbs. at 4400 rpm (480 lbs. optional). Standard equipment includes two 4-barrel carburetors. Special cylinder heads. Poptop aluminum pistons. High-overlap cam. Hand choke. Dual exhausts. Coolant capacity without heater, 16 quarts. CLOSED CRANKCASE VENTILATION. Standard on all Dodge models. Reduces smog producing hydro-carbons. Keeps engine cleaner, more efficient. MANUAL TRANSMISSIONS. Standard 3-speed. Shifting lever steering column mounted. Ratios with 6-cylinder models: transmission 2.95 to 1, 1.83 to 1, 1.00 to 1, reverse 3.80 to 1. Axle 3.31 to 1 (wagon 3.23 to 1). Ratios with 8-cylinder models: transmission 3.02 to 1, 1.49 to 1, 1.00 to 1, reverse 3.34 to 1. Axle 3.23 to 1. AUTOMATIC TRANSMISSIONS. 3-speed, pushbutton control, water cooled with lever actuated parking sprag. Ratios for 6-cylinder and V8 models: transmission 2.45 to 1, 1.45 to 1, 1.00 to 1, reverse 2.20 to 1. Standard axle with 6-cylinder 2.93 to 1 (optional 3.55 to 1); with 318 cu. in. V8: 2.76 to 1 (optional 3.23); with 383 cu. in. V8: 3.23 to 1 (optional 2.76). SUSPENSION. Torsion bars and ball joints up front. Asymmetrical leaf springs in rear. (5 leaves, 6 on wagons.) Oriflow shock absorbers mounted at each wheel. TIRES. 7.00 x 14" rayon black sidewall standard. 7.00 x 14" white sidewall or 7.50 x 14" white sidewall optional at extra cost. BRAKES. Hydraulic, self-adjusting. Bonded linings, 195.2 square inches (standard); 2.34.1 square inches (optional). ELECTRICAL SYSTEM. 12-volt, 6-cell battery. 35 amp alternator standard on all Dodge models. High-speed starter. FUEL CAPACITIES. 20 gallons (wagon 21.5 gallons). OIL CAPACITIES. Four quart oil capacity on all Dodge models (5 when changing oil filter).

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.

THESE ARE THE 1963 DEPENDABLES FROM DODGE

COMPACT DODGE DART A new idea. A smart idea. Now a compact in a neat, easy-going, saving size—with room and comfort for a family. It's the fresh new 1963 compact in the large economy size.

STANDARD SIZE DODGE The beautiful way to go in the low-price field. This Dependable looks, rides and drives like a lot of money—yet it's priced, model for model, with other low-priced cars.

BIG CUSTOM 880 This is the 1963 luxury automobile with a strong sense of value. The biggest Dodge of all. Big room. Big ride. Big power. Big in everything but its traditional Dodge price.

PICK A SIZE! PICK A PRICE! PICK A DODGE!

1963 Dodge Custom Series. \$1,385-2,910. DODGE DIVISION, CHRYSLER CORP., LAMAR, MO. U.S.A. 7-12

STANDARD-SIZE '63 DODGE • ONE OF THE GREAT NEW DEPENDABLES



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