

Three quick ways to catch

DODGE fever



CHARGER R/T



CORONET R/T



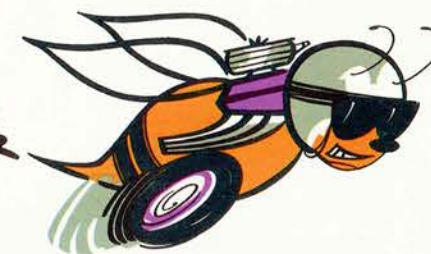
DART GTS



THE CARS WITH THE BUMBLEBEE STRIPES



Run with the Dodge Scoot Pack



THE CARS WITH THE BUMBLEBEE STRIPES

CHARGER R/T

THE CLEAN MACHINE

You're the driving expert.
If you're a pro, drive like one—safely.

There are cars you buy because of one look. A piece of sculpture. Shaped like a Mach 2 jet on wheels. And from the long, low-hung, clean snout rolling inquisitively along the ground to the impertinent flip of the spoiler on the rear deck, you wouldn't change a line of it if you could.

There are cars you buy because of a throaty rumble deep down inside that makes you vaguely uneasy to be standing still.

There are cars you buy because the suspension treats an angled grade crossing in the rain with studied insolence. Because the four-speed box changes cogs with the precision of a sharp ax striking soft pine. And because just sitting in it, you know it's right, and just the way you want it, and if you don't get it, you'll hate yourself every time you think about it.

Charger R/T is such a car. People who don't understand cars might say, "It's kind of cute." Cute? With a 440-Magnum as standard equipment? It is your duty to make sure they are all sold before that kind of person gets his hands on one. To help you, we've kept the price nice and low.

1. GROUND RULES.

You can't corner in midair. But then that's what the special springs, shocks, sway bar, and oversized anchors are for. To keep you grounded when you need it most. (They're all standard; hope we haven't spoiled the fun for the do-it-yourself crew.) Front discs optional.

2. SEAT YOURSELF. IT'S YOUR CHOICE.

Standard front seats on R/T are deep, snug, foam-padded, vinyl-trimmed buckets. And for a modest extra cost we'll go you one better. With a cushion-plus-fold-down-armrest between the buckets if you like extra company up front. Still another option is a center console you can have with either the three-speed automatic or four-speed manual transmission and console-mounted selector. Now, what's your choice?

3. STORE IN THE DOOR.

A pocket located on each door where, amazingly enough, you can reach it. Great place for the genuine Italian shades and a tour guide.

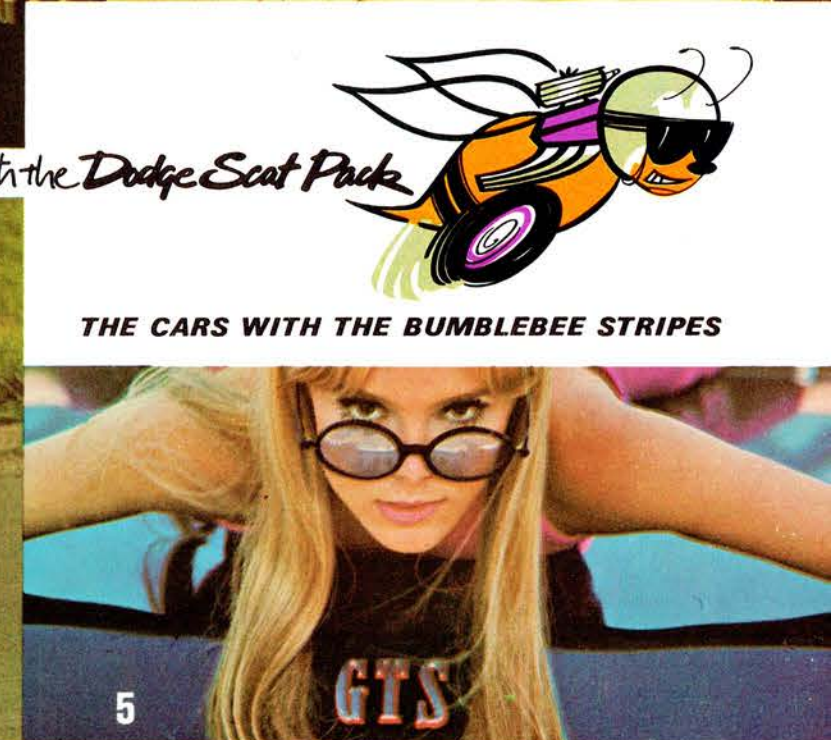
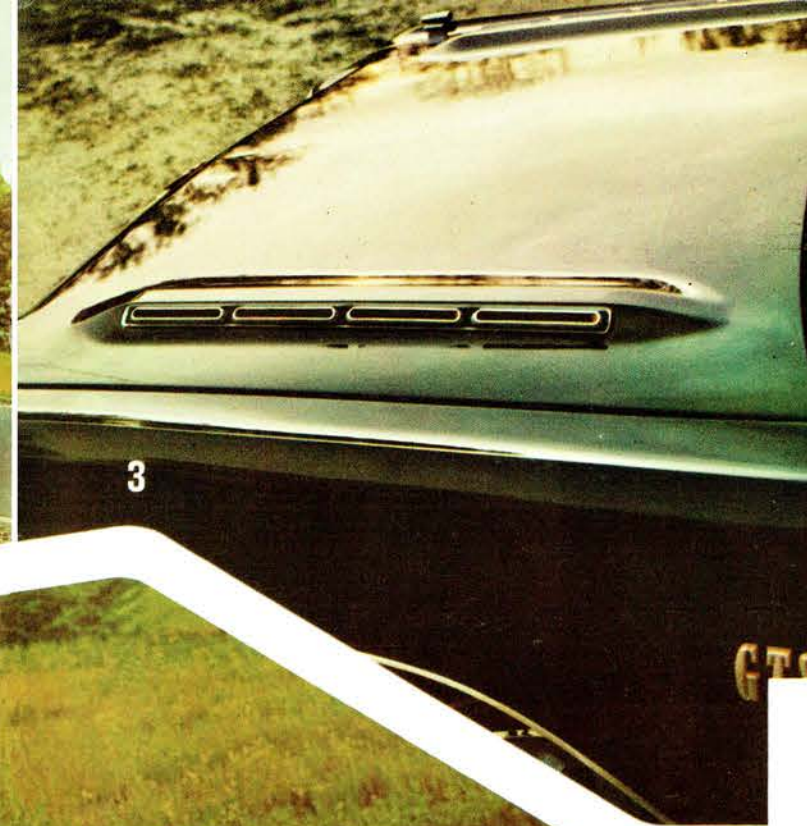
4. STRIPED FOR ACTION.

Here's a kind of cocky way to show your colors. Wrapped boldly around the tail like a bumblebee. The problem is that it tells everybody just what you're pushing. If that bothers you, order yours with no stripes at all.

5. CHARGER'S DASH HAS PLENTY OF IT.

In an era when dashes start looking like soda fountains, welcome news. Matt black. With numbers yet. And readably round dials. And an optional tach also round, readable, and mounted on the dash with clock in the center.

One look, and you've got
DODGE fever



Run with the Dodge Scat Pack



THE CARS WITH THE BUMBLEBEE STRIPES

DART GTS_{port} THE SCAT PACK COMPACT

Drive safely. It's contagious.

There was a time when all the great American cars were either as big as a house or strictly two up. No more. GTS is a new breed. Different in the way it feels, looks, handles.

It doesn't take much thinking to cram the biggest mill available into the smallest car you make. What you end up with is a nose-heavy stone that won't corner if you bribe it. That's why GTS offers the first new small V8 in a decade. (If you call a 340-cube 4-barrel small.) What you get is a car that puts the traction where it counts and that changes direction like the tip of a whip. It doesn't take a mint to afford it or a mechanic to keep it running.

What you also get are more than enough room for two couples on the town, a look inside and out that makes you feel like the last of the big spenders, stripes, wide treads, and a new air scoop hood design.

Dart GTS, proof that a great bundle of action doesn't cost a bundle any more. Quit dreaming. Start driving. Stop in at your Dodge Dealer's and tool around the block once or twice. It will make a believer out of you.

1. GET A GRIP FOR YOURSELF.

This one comes equipped with wide treads, with competent springs, shocks and sway bar to match. It's called the Rallye Suspension. If you forget how to spell it, don't worry. You can't buy a GTS without it.

2. ANY WAY YOU WANT IT.

Some people think this car looks best without any stripes at all. Others prefer the bold bumblebee variety or rallye stripe down the side. Who are we to tell you what to do? Any one of the three, your choice.

3. HERE'S THE SCOOP.

Now that you know what the new air scoop hood design looks like, you ought to try what's hidden inside. Either the new 340-cu.-in. V8 or the optional 383 four-barrel. The looks may be only skin deep, but that GTS brand of action goes clear through.

4. GREAT IN THE STRETCH.

The bucket seats are standard. The head restraints and console optional. The nicest standard thing about the accommodations, however, is the extra room they're in. Carpets and foam padding on the seats are standard, naturally.

5. SAVINGS AND SPICE, THAT'S WHAT GTS IS MADE OF.

Nice, the way GTS gives you the things you want most without shredding the old bankroll. Leaves you with enough left over to live a little. So why don't you? Your Dodge Dealer is the man to see.

Congratulations . . . you've got
DODGE fever



CORONET R/T

THE TIME MACHINE

Save the competition for the track.
Be a friendly driver.

Coronet R/T. The great-looking, beautifully balanced example of just how easy it is to own the whole show. Beautifully balanced in the engine room, with a 440-cubic-inch Magnum V8 and a TorqueFlite automatic, no less. Superbly balanced at the corners with a special Handling Package that includes an extra leaf in the right rear spring to help put all the torque where it belongs and keep it there. Wide-tread tires and bumblebee stripes, too. And all of these come standard. What's optional on Coronet R/T? Well, among other things, a slick and rugged four-speed manual box. And Dodge's deservedly renowned 426-cubic-inch Hemi V8. The fact that Coronet R/T is also easy on the eyes, strong as a rock, comes in two-door hardtop and convertible versions, and is priced in a very encouraging manner shouldn't hold you back either. With Coronet R/T, everything will stay beautifully in balance, including your budget.

1. DECISIONS, DECISIONS.

Whether to have the bold bumblebee stripe encircling the rear deck, the elegant fine lines running down the flank or perhaps no stripe at all. They are all free. The choice is yours.

2. GENTLEMEN, BE SEATED.

This interior is standard on Coronet R/T. The console and head restraints are optional. But the deep foam padding, the carpets on the floor and that easy-to-keep-great-looking set of buckets are included in every one.

3. YES, YOU CAN.

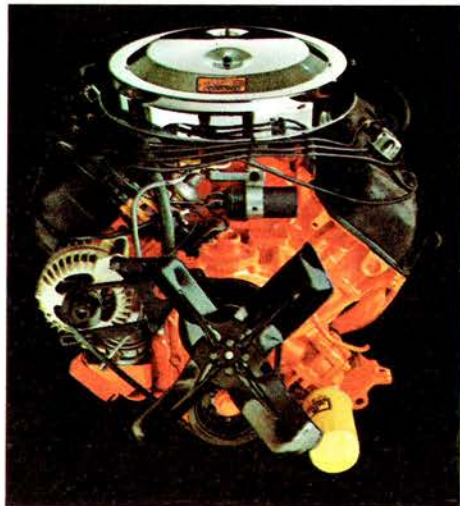
Order that nifty Rallye dash for your Coronet R/T. Complete with readably round dials, matt black finish, white numbers, and even the full-sized tach and clock.

4. WE'VE GOT YOU CORNERED.

What makes it happen? Plenty. Heavy-duty shocks, springs, a sway bar Charles Atlas couldn't bend, and to keep your rubber on the road an extra leaf in the right rear to control the torque. Also heavy-duty brakes with drums as big as buckets. Front discs are optional for those in a hurry to go nowhere.

No wonder you've got
DODGE fever

HERE'S WHAT MAKES THE SCAT PACK RUN.



426

HEMI DUAL 4-BBL. V8

Horsepower.....425 @ 5000 rpm
Torque (lbs.-ft.) 490 @ 4000 rpm
Compression Ratio.....10.25
Recommended Fuel....Premium
Exhaust Type.....Dual

Optional for Charger R/T, Coronet R/T.



440

MAGNUM 4-BBL. V8

Horsepower.....375 @ 4600 rpm
Torque (lbs.-ft.) 480 @ 3200 rpm
Compression Ratio.....10.1
Recommended Fuel....Premium
Exhaust Type.....Dual

Standard for Charger R/T, Coronet R/T.



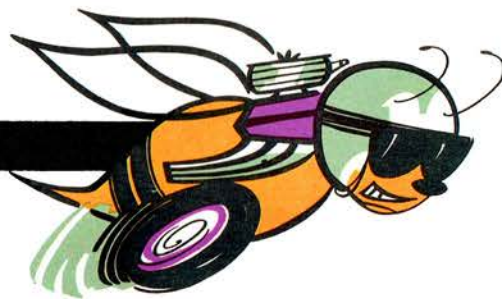
340

4-BBL. V8

Horsepower.....275 @ 5000 rpm
Torque (lbs.-ft.) 340 @ 3200 rpm
Compression Ratio.....10.5
Recommended Fuel....Premium
Exhaust Type.....Dual

Standard for Dart GT Sport.

Dodge



Hey, Cat, Show Your Scat!

CUT OUT AND MAIL TODAY!



SPECIAL OFFER

Send today
for your
SCAT PACK materials—

- 6" Decal
 - 4" Decal
 - Two Scat Pack Lapel Badges
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Detroit, Michigan 48221

☐ Yes, please send me the two Scat Pack decals, lapel badges and catalogue of other Scat Pack Goodies. Enclosed is my 25¢ for postage and handling.

NAME _____

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CITY _____ STATE _____ ZIP _____

CAR OWNED: MAKE _____ MODEL _____ YEAR _____