



If you won't take small for an answer . . . you could be Dodge Material.

70 DART

DODGE

For the Smart Swinger . . . the Swinging Dart.

If you want compact class without a budget clash . . . Dart Swinger hardtop was made for you. This is one low-priced compact that doesn't slight you on looks, comfort, or extras. Swinger was built with a wide stance for a whole new sporty look. Inside, it's all room and comfort. All-vinyl seats that carry six of the gang around in style. And out in back, Swinger's in front with a trunk that never seems to fill up. For swinging performance, Swinger offers a choice of mini-fuel Sixes or maxi-power V8s. So if you're ready to swing, but you're not sure your budget can swing it . . . see the new Dart Swinger. If you think you can handle the crowds you'll attract . . . you could be DODGE MATERIAL.



SWINGER





SWINGER

Swinger Makes You Feel Good Inside.

Some compacts seem to make you suffer for the money you save. Not true with Dart Swinger. This is one compact that comes on big and beautiful. The seats are soft and vinyl-covered for comfort. There's room to relax, to stretch, to get comfortable. In fact, there's nothing little about Swinger's interior, except the little extra personal touches we put in . . . to make it your personal car. You can even add such things as Airtemp air conditioning* and Music Master AM radio.* So, if you're looking for big-car comfort in the compact class, try Dart Swinger on for size. You'll find the price will fit your budget, beautifully.

*These are part of a wide choice of extra-cost options.



DART SWINGER 340



The Dart That Gives You a Head Start.

If you want a way to stay ahead of the crowd... Swinger 340 answers the call. This is the low-priced performance machine that stays one step ahead of the rest of the scene. And with good reason. Swinger 340 has a lot going for it to make it go. To start with, 340 cubes of V8 muscle. And to flex those muscles, there's a new full-synchro three-on-the-floor. For "whoa power." Swinger 340 has front power disc brakes. And Rallye Suspension. Really! Plus wide-tread tires on wide-rim wheels. And they're all standard. Go wild; go creative! Order the Swinger 340 with one of the new high-impact* colors: Hemi Orange (shown here), Plum Crazy, Banana, Sublime, or Go-Mango. To wrap up the package, distinct Dodge Scoot Pack bumblebee stripes (available in five different colors) wrapped around the rear. Dart Swinger 340. Performance at a price every swinger can pay. If you can't mind being turned on by turning it on... you could be DODGE MATERIAL.

*Optional at extra cost.



70 CUSTOM

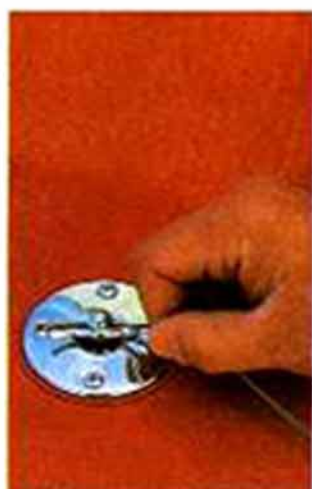
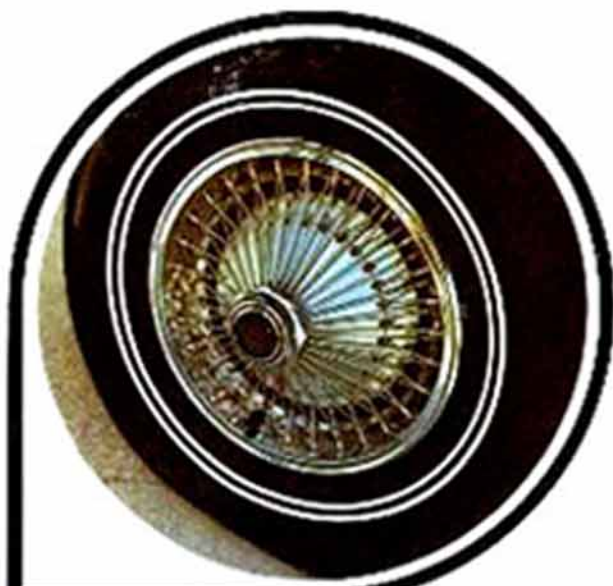


One Custom That's All-American.

We've got a Custom for your place. Dart Custom. A lot of car for people who don't want to spend a lot of money. Comes two ways: hardtop or nifty four-door sedan. Dart Custom, with many features as standard that you might have to pay extra for on other cars. Inside the '70 Custom, there's nothing foreign about the comfort. Dart Custom has all the room and stretch-out space that has made it one of America's favorite compacts. If you want to go sporty in your new Custom, here, you can order the optional GT package that includes thick, foam-padded *bucket seats*. Whichever way you want your Dart Custom... you'll find that its price is just where you want it... nice and low.

We call it the All-American Buy. So, if you don't like spending a lot of money... you could be DODGE MATERIAL.





Design your Dart A La Carte. Here is the menu...

Comfort and Convenience

Airtemp air conditioner ☐ All-vinyl front bucket seats (Swinger 340 models and part of GT package on Custom hardtops) ☐ All-vinyl interior trim (Custom sedans which have cloth-and-vinyl standard) ☐ Deluxe all-vinyl interior trim (Swinger and Swinger 340 models which have regular all-vinyl trim standard) ☐ Deep-pile carpets (standard on Custom models) ☐ Dual horns (standard on Dart Custom models) ☐ Extra-thick foam-padded front seat cushions (standard with bucket seats) ☐ Head lamp time delay with lamp-on reminder ☐ Mirror, left, outside, remote-control ☐ Mirror, right, outside ☐ Music Master AM radio ☐ Power brakes ☐ Power steering ☐ Rear seat shoulder belts, left and right (regular lap-type rear belts are standard) ☐ Rear window defogger ☐ Tinted windshield ☐ Tinted windshield and windows ☐ Undercoating and hood insulation ☐ Variable-speed wipers and electric washer (2-speed wipers and manual washer are standard)

Performance

(198 Six and 318 V8 are standard Dart engines.) ☐ 225 Six (optional on 6-cyl. models only) ☐ 340 V8 (standard on Swinger 340, N.A. other Dart models) ☐ TorqueFlite 3-speed automatic transmission ☐ 4-on-the-floor manual transmission with Hurst shifter (available Swinger 340 models only) ☐ 3-on-the-floor manual transmission (standard on Swinger 340, optional on all other Dart models) ☐ Front disc brakes (standard on Swinger 340 models) ☐ Firm Ride shock absorbers (standard on Swinger 340 models) ☐ Rallye Suspension with sway bar (standard on Swinger 340 models) ☐ Sure Grip differential ☐ Tachometer (available on Swinger 340 models only) ☐ Trailer-Towing Package ☐ White sidewall tires ☐ Black sidewall tires with raised white letters

Appearance

Two-tone exterior paint ☐ Vinyl roof covering (Black, White, or Green) ☐ Vinyl-insert protective mouldings (N.A. sedans) ☐ Console (with bucket seats and TorqueFlite automatic transmission only; N.A. with manual shift) ☐ Door-edge protectors ☐ Rubber floor mats, color-keyed to interior ☐ Hood tie-down pins (Swinger 340 models only) ☐ Special performance hood paint design (Swinger 340 models only) ☐ Pedal dress-up for brake and accelerator ☐ Steering wheel, simulated walnut, with "Rim Blow" horn ☐ Steering wheel with partial horn ring (standard on Dart Custom models) ☐ Deluxe wheel covers ☐ Wire-wheel-design covers (E70x14 tires required) ☐ Simulated mag-type wheel covers (E70x14 tires required) ☐ All-steel Rallye wheels ☐ Bumper guards, front and rear, with rubber inserts

Light Group*

Fender-mounted turn signals (N.A. Swinger 340) ☐ Head-lamp-on reminder buzzer ☐ Glove box lock ☐ Lights: Ashtray ☐ Glove box ☐ Map and courtesy ☐ Trunk ☐ Ignition with time delay

*Items available in group only.

Radio Group

Music Master AM radio ☐ Power steering ☐ Variable-speed wipers and electric washers ☐ Deluxe wheel covers ☐ Extra-thick foam-padded front seat cushion ☐ Mirror, left, outside, remote-control

Protection Group

(N.A. sedans) ☐ Vinyl-insert body side moulding ☐ Bumper guards, front and rear ☐ Door-edge protectors

GT Package

(Available on Custom hardtops only) ☐ GT medallion ☐ Bucket seats

Some options are available only with certain other items of equipment. Your Dealer will gladly assist you in your selection.

SPORTS CARS FOR EVERYONE

70 SPECS



Standard Equipment List

198-cu.-in. Slant Six or 318-cu.-in. V8 engine are standard on most Dart models. The 340-cu.-in. V8 is standard on Swinger 340 models. □ 3-speed manual transmission (floor-mounted in Swinger 340 models) □ Heater/defroster □ Cigarette lighter □ 18-gallon fuel tank □ Self-adjusting drum-type brakes (except Swinger 340 models) □ Front disc brakes (Swinger 340 models) □ Deep-pile carpeting (Dart Custom models) □ 2-spoke steering wheel with partial horn ring (Dart Custom models) □ All-vinyl, front, full-width bench seat (cloth-and-vinyl on Dart Custom 4-door sedans) □ Fiber-glass-belted tires

Standard Safety Equipment

Dual Braking System □ Turn signals (with lane-change feature) □ Padded instrument panel □ Master cylinder and parking brake warning light □ Windshield washers □ Safety-Action inside door handles □ Mirror, left, outside rearview □ Front seat belts □ Combination side marker lights and reflectors □ Soft knobs on window cranks □ Energy-absorbing steering column and wheel □ Backup lights □ Padded sun visors □ Windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish □ Hazard Warning System (4-way emergency flasher) □ Safety-Rim wheels □ Prismatic, day/night, inside rearview mirror with double-ball-joint mount □ Rear seat belts (including belt for center passenger) □ Front shoulder belts, left and right (rear shoulder belts, optional) □ Manual latches on folding-front seatbacks □ Nonoverride door locks, except driver's door □ Steering column with three-way lock: ignition, steering, and transmission □ Head restraints □ "Key-left-in-ignition" warning buzzer

All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

Dimensions and Capacities

(These are 1970 Dart 4-door-sedan dimensions. Two-door-hardtop models may vary in some degree.)
Wheelbase.....111"
Track, front/rear.....57.4"/55.6"
Overall length.....196.2"
Overall width.....69.7"
Overall height.....54.6"
Fuel tank capacity.....18 U.S. gallons

Suspension

All Dart models (except Swinger 340) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Coilover shocks at each wheel. The suspension is rubber isolated. The Dart Swinger 340 comes equipped with Rallye Suspension, which includes: HD torsion bars, sway bar, and HD rear springs. Firm Ride shocks are also standard equipment on Swinger 340. Rallye Suspension and Firm Ride shocks are extra-cost options on other Dart models.

Transmissions

Four transmissions are offered for Dart models.

1. Three-speed manual (column-mounted shifter), standard with 198 Six, 225 Six, or 318 V8.
2. Three-speed synchronized manual (floor shift), standard on the Swinger 340. Optional with all other Dart engines.
3. Four-speed synchronized manual (floor shift), optional on Swinger 340. N.A. other engines.
4. TorqueFlite three-speed automatic transmission (selector, column-mounted except on optional console and bucket-seat-equipped models), optional on all Dart models.

Engines

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 3.81
tappets	8 cyl. engines have mechanical tappets		V8 engines have hydraulic tappets	
carburetor	1-bbl.	1-bbl.	2-bbl.	4-bbl.
compression ratio	8.4:1	8.4:1	8.8:1	8.8:1
air cleaner	single snorkle	single snorkle	single snorkle	unsilenced
exhaust system	single exhaust system			dual
crankcase	4 quarts on all engines—5 quarts when replacing oil filter			
coolant	13 qts.	13 qts.	16 qts.	15 qts.
horsepower @ rpm	125 @ 4400	145 @ 4000	230 @ 4400	275 @ 5000
torque (lb.-ft.) @ rpm	180 @ 2000	215 @ 2400	320 @ 2000	340 @ 3200
fuel recommended	regular	regular	regular	premium
hood design	standard	standard	standard	performance hood

Tires

All Dart models.....D78x14 fiber-glass-belted (4.5J wheels)
Swinger 340.....E70x14 fiber-glass-belted (5.5J wheels)

Brakes

Front/rear (6-cyl.).....9"x2 1/4"/9"x2"
Front/rear (318 V8).....10"x2 1/4"/9"x1 1/2"
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 Dart models, except Swinger 340 where they are standard.

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, your Dodge Dealer can order your 1970 Dart delivered with a more suitable ratio.

Electrical System

Battery: 12-volt, 6-cell, 38 amp-hr, standard on V8s, 59-amp-hr, optional on all Dart models. Alternator: 30-amp, standard on 6-cylinder models; 37-amp, standard on V8s (and Sixes with air conditioning). 50-amp alternator is optional with Six or V8 and standard with air conditioning on V8 models.

Dodge



DART EQUIPMENT CHANGE NOTICE

EFFECTIVE ON UNITS DELIVERED AT RETAIL ON OR AFTER FEBRUARY 12, 1970.

FIBER-GLASS-BELTED TIRES ARE OPTIONAL EQUIPMENT AVAILABLE AT EXTRA COST ON ALL 1970 DART MODELS EXCEPT SWINGER 340.

PRISMATIC DAY/NIGHT, INSIDE REAR VIEW MIRRORS FORMERLY STANDARD EQUIPMENT ARE NOW OPTIONAL ON ALL 1970 DART MODELS—AVAILABLE AT EXTRA COST.

DODGE DIVISION



CHRYSLER
MOTORS CORPORATION



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