

SWEPT-WING 58 Lancers by Dodge

Lancer... it stands apart in any company

There are *many* compensations in owning a Dodge Lancer. You will discover new ones every day. But the most satisfying of all, perhaps, is the distinction it enjoys wherever it goes. In any company of cars, the Lancer stands apart. It is lower, of course. Sleeker and more daring with its bold Swept-Wing styling. And it carries about itself an aura of expensive fineness far exceeding the price you pay for it. Whatever it is you want most in a new car, you will find it in full measure in a Swept-Wing 58 Lancer by Dodge.



Stunning Royal Lancer interiors.

Clothes courtesy of I. Magnin



Picture yourself behind the wheel of this Royal Lancer 2-Door.



Lancer... it brings adventure back to motoring

These dashing, dazzling Dodge Lancers are so much fun to drive (and so nice to be seen in) you'll find yourself inventing excuses to take the wheel. Here's style and luxury that win envious, admiring glances wherever you go. Here's performance that's as exciting as the Lancer name itself—brilliantly responsive to your every command. Step up to a Dodge Lancer today. To own it is a new adventure.

Clothes courtesy of Milgrini

Custom Royal Lancer 4-Door



Step up to all the fun and adventure of owning this Custom Royal Lancer Convertible.

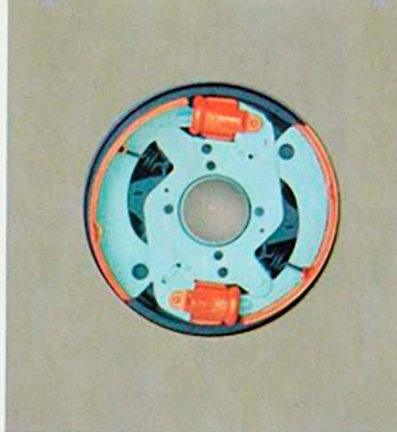
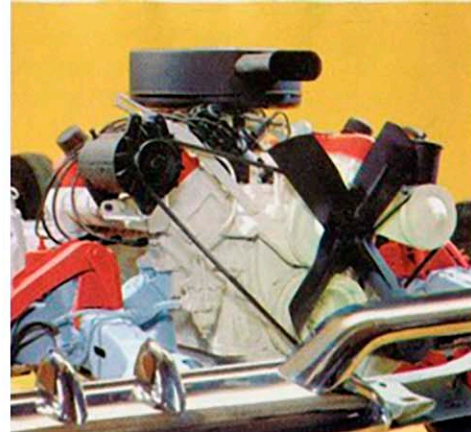
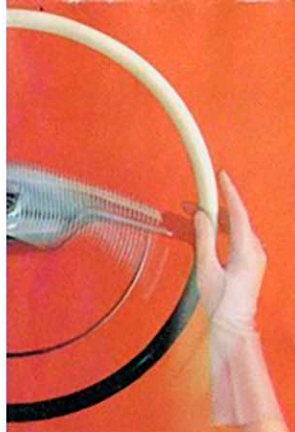
Clothes courtesy of I. Magnin



New Sweep-View Windshield

No sultan in days of old was ever surrounded by more beauty or luxury. This Custom Royal Lancer interior is an example of the glamorous interiors found in all Lancer models.





Swept-Wing 58 Lancers by Dodge

The mastery of Sure-Grip Differential® Automatic Traction-Pilot directs power to wheel with best grip to get you out of mud, sand or snow.

The mastery of Constant-Control Power Steering! Gives greater road "feel," reduces steering effort up to 80%.

The mastery of proven push-button driving! Dodge 3-speed Torque-Flite® automatically "tunes in" all driving ranges.

The mastery of new Ram-Fire V-8! 350 cu. in. displacement, 10 to 1 compression. Standard on Custom Royals. Electronic Fuel Injection Engines available in limited numbers.

The mastery of Total-Contact Brakes! The finest and most advanced in the industry. Entire brake shoe "contacts" drum, end to end, side to side.



Custom Royal Lancer 4-Door



Royal Lancer 2-Door



Custom Royal Lancer 2-Door



Coronet Lancer 4-Door



Custom Royal Lancer Convertible



Coronet Lancer 2-Door

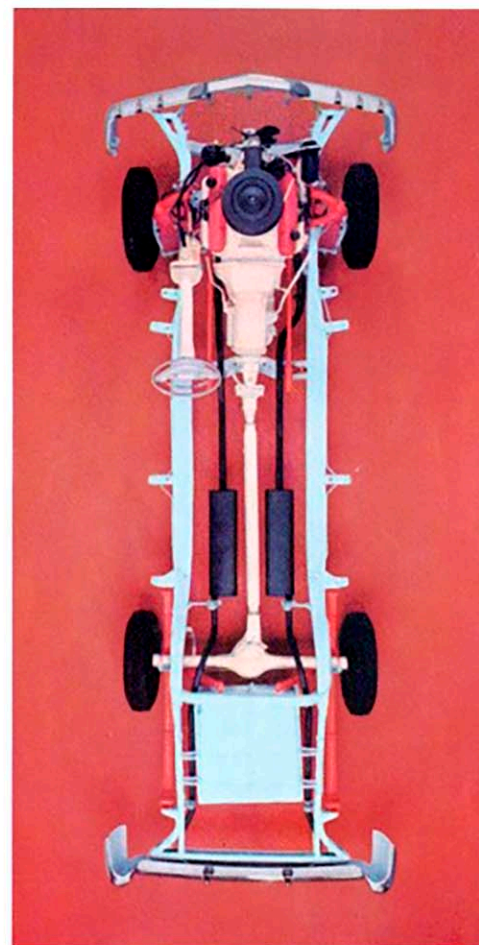


Royal Lancer 4-Door



Coronet Lancer Convertible

Here are the Dodge Lancers for 1958—more daring, more dashing than ever—ready to sweep you off on a new adventure. Choose from 8 low-slung Swept-Wing models in 3 brilliant series: Custom Royal, Royal and Coronet.



The mastery of Torsion-Aire Ride! Sway-free! Dip-free! Vibration-free! Standard equipment on all models!

Lancer ... it gives you new mastery of the road!

This is no idle boast, as you'll learn when you take command of a Swept-Wing 58 Lancer. Here is a car that not only *looks* like a wonderful performer, but backs it up in convincing fashion. Up hills, around curves, on the straightaway, a Lancer brings a new sense of assurance, a new feeling of mastery you've never before experienced.

*Optional at extra cost.

Lancers by Dodge

Specifications

CHASSIS—Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclobond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite.

TIRES—Tubeless tires, size 7:50 x 14 on Coronets, Lancers. Tire size: 8:00 x 14 on Royal, Custom Royal—and optional on Coronet.

TRANSMISSIONS AND DRIVE TRAIN—Standard: Easy-shift, 3-speed manual transmission. TorqueFlite: Fully-automatic, 3-speed transmission with torque converter, standard on D-500 models, optional at extra cost on all other V-8 models. PowerFlite: Fully-automatic, 2-speed transmission with torque converter, optional at extra cost on Coronet V-8, Hotchkiss Drive. Semi-floating rear axle. STANDARD REAR AXLE RATIOS: V-8 Coronet Std. Manual 3.54:1; PowerFlite 3.31:1; TorqueFlite 3.15:1. V-8 Royal Manual 3.54:1; PowerFlite or TorqueFlite 3.15:1. V-8 Custom Royal Manual 3.31:1; TorqueFlite only 3.15:1.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High capacity 30-40 ampere generator. Follow-thru starter. Battery capacity of approximately 50 to 60 ampere hours. Single-speed electric windshield wipers. Variable-speed windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: Torsion springing in front suspension. Semi-elliptical rear springs, mounted outboard of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical idler arm steering system. Direct-acting Oriflow shock absorbers. New ball joints. Anti-brake dip. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter in carburetor or fuel pump. Tank capacity, 20 gallons.

GENERAL DIMENSIONS—Wheelbase, 122 inches. Overall length, 213.8 inches. Overall width, 78.3 inches.

ELECTRONIC FUEL INJECTION ENGINE—Available at extra cost. Eight-cylinder overhead valve, V-type. Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow

oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Taxable horsepower, 54.3. Available in very limited quantities.

SUPER D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Two four-barrel carburetors. Taxable horsepower, 54.3.

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RAM-FIRE V-8 ENGINE—Standard equipment on Custom Royal. Eight-cylinder, overhead valve, V-type. Compression ratio, 10.00 to 1. Bore, 4.06 in. Stroke, 3.38 in. Piston displacement, 350 cu. in. Rotary oil pump. Full-flow type oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Heavy-duty, dry-type air cleaner. Four-barrel carburetor. Taxable horsepower, 52.7.

SUPER RED RAM V-8 ENGINE—Standard equipment on Royal V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (heater or air conditioning, 21 quarts). Four-barrel downdraft carburetor. Taxable horsepower, 43.3.

RED RAM V-8 ENGINE—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor. Taxable horsepower, 43.3.

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.

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Lancers by Dodge

Specifications

CHASSIS—Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclebond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite.

TIRES—Tubeless tires, size 7:50 x 14 on Coronets, Lancers. Tire size: 8:00 x 14 on Royal, Custom Royal—and optional on Coronet.

TRANSMISSIONS AND DRIVE TRAIN—Standard: Easy-shift, 3-speed manual transmission. TorqueFlite: Fully-automatic, 3-speed transmission with torque converter, standard on D-500 models, optional at extra cost on all other V-8 models. PowerFlite: Fully-automatic, 2-speed transmission with torque converter, optional at extra cost on Coronet V-8, Hotchkiss Drive. Semi-floating rear axle. STANDARD REAR AXLE RATIOS: V-8 Coronet Std. Manual 3.54:1; PowerFlite 3.31:1; TorqueFlite 3.15:1. V-8 Royal Manual 3.54:1; PowerFlite or TorqueFlite 3.15:1. V-8 Custom Royal Manual 3.31:1; TorqueFlite only 3.15:1.

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FUEL SYSTEM—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter in carburetor or fuel pump. Tank capacity, 20 gallons.

GENERAL DIMENSIONS—Wheelbase, 122 inches. Overall length, 213.8 inches. Overall width, 78.3 inches.

ELECTRONIC FUEL INJECTION ENGINE—Available at extra cost. Eight-cylinder overhead valve, V-type. Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow

oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Taxable horsepower, 54.3. Available in very limited quantities.

SUPER D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-type combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 4 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts and deflectors standard equipment. Special heavy-duty, dry-type air cleaner. Two four-barrel carburetors. Taxable horsepower, 54.3.

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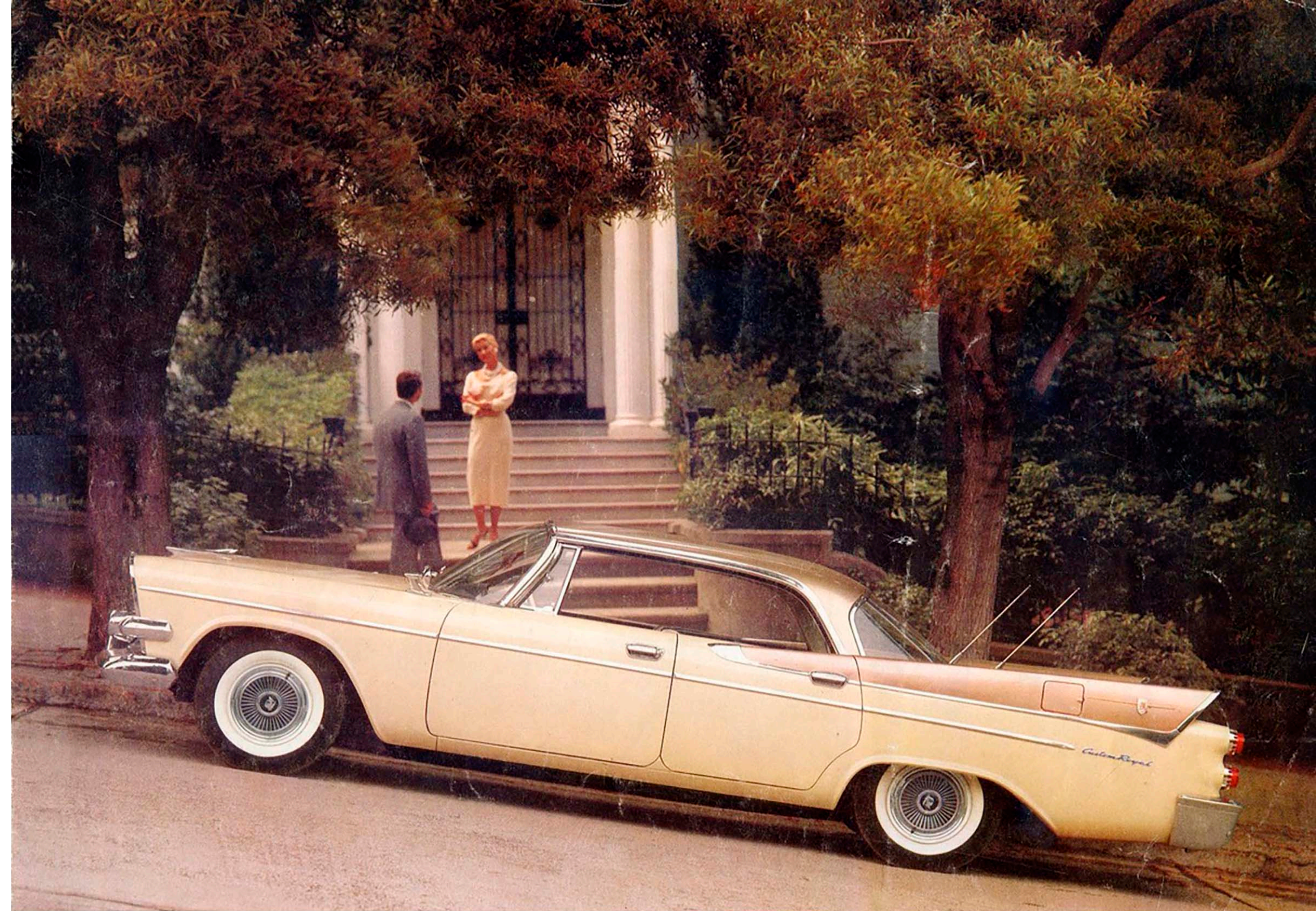
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SUPER RED RAM V-8 ENGINE—Standard equipment on Royal V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (heater or air conditioning, 21 quarts). Four-barrel downdraft carburetor. Taxable horsepower, 43.3.

RED RAM V-8 ENGINE—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.0 to 1. Bore, 3.68 in. Stroke, 3.80 in. Piston displacement, 325 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor. Taxable horsepower, 43.3.

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