 '60

DODGE

BIG, SOLID, BUILT TO COMMAND

MATADOR • POLARA



Greatest Dodge ever... big, solid, built to command

It starts with a proud sweep of line and contour that mark this new '60 Dodge the style leader of the year. Beneath this beauty are the greatest engineering advances you have ever experienced. New Unibody construction combines body and frame in a one-piece "fortress of steel"—more spacious, more solid, more silent. New Free-Flight Power suspends the engine in space to isolate vibration. Torsion-Aire Ride levels the road like no other suspension—ends dip and sway. Push-Button TorqueFlite offers the smoothest, easiest automatic driving ever developed. Big Total-Contact Brakes give surer, safer control. A choice of three great V-8's lets you tailor your power to your driving needs. It's all new, all great, and all Dodge . . . the finest car Dodge has ever built.

'60 DODGE





Interior view of Polara shows beauty of fabric and color, new "driver-centered" seat design, smartly tailored three-dimensional door panel. Front view of Polara emphasizes sculptured massiveness of bumper and grille.

Polara Series

Finest expression of Dodge beauty, luxury, and dependability

Inside and out, the Dodge Polara is the newest, most exciting, most rewarding car in the medium-priced field.

New Unibody construction provides more headroom, more legroom, more comfort than any car near its price. No car built the old-fashioned way, with the body perched on top of the frame, can match the roominess of your '60 Dodge.

Interiors are beautifully appointed, with deep-pile carpeting and a new "tailored" look that sets the Dodge Polara apart. The instrument panel is strikingly modern and planned to group instruments and controls for maximum driving convenience.

As standard equipment, you control a great 383 cubic inch Ram Fire V-8 engine, teamed with ultra-smooth Push-Button TorqueFlite automatic transmission.*

Style highlights of the new '60 Dodge Polara hardtop, shown here, are the sculptured fins, high-sweeping rear window, and clean roof line that "flows" into the rear deck.

It is the smartest and the most comfortable hardtop your money can buy.

*Optional at extra cost



POLARA 2-DOOR HARDTOP—MOST BEAUTIFUL CAR ON THE ROAD



Polara Series

The low, modern silhouette of your new Dodge has been designed, for the first time in the industry, to provide complete comfort for drivers and passengers. You sit more naturally, get in and out more easily, enjoy more legroom, footroom and headroom.

This could be achieved only by revolutionary Unibody construction, the greatest engineering advance of 1960. By combining body and frame in one single unit, Dodge has turned waste space into usable space. There's extra room from floor to roof. You sit in "living room" comfort. Doors are bigger, higher, open wider.

But comfort is just part of the story. Here is the greatest car to drive you have ever known. Road-hugging Torsion-Aire Ride. Push-Button TorqueFlite* for finge-tip control. More positive Total-Contact Brakes. Greater visibility. And the finest Power Steering* system in the industry.

Whether you choose the Polara 4-door sedan (below), or the Polara 4-door hardtop (lower right), you will command a car whose striking beauty is combined with the greatest driving and handling characteristics on the road today.

*Optional at extra cost



New solid look—new solid feel! Dodge for 1960 achieves victory over vibration with new Unibody construction, new Free-Flight Power that "suspends the engine in space". Dodge is built to stay solid, stay silent, stay new!



POLARA 4-DOOR SEDAN—FAMILY FAVORITE WITH A LUXURY FLAIR



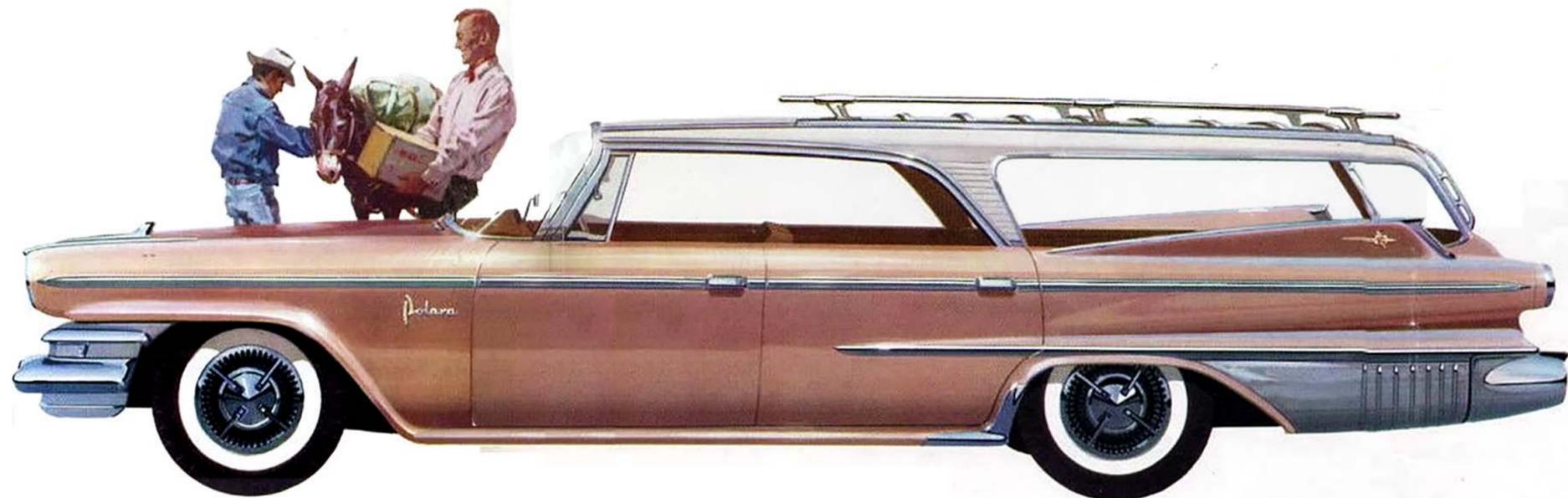
POLARA 4-DOOR HARDTOP—SEDAN COMFORT IN SPORT STYLE

Polara Series

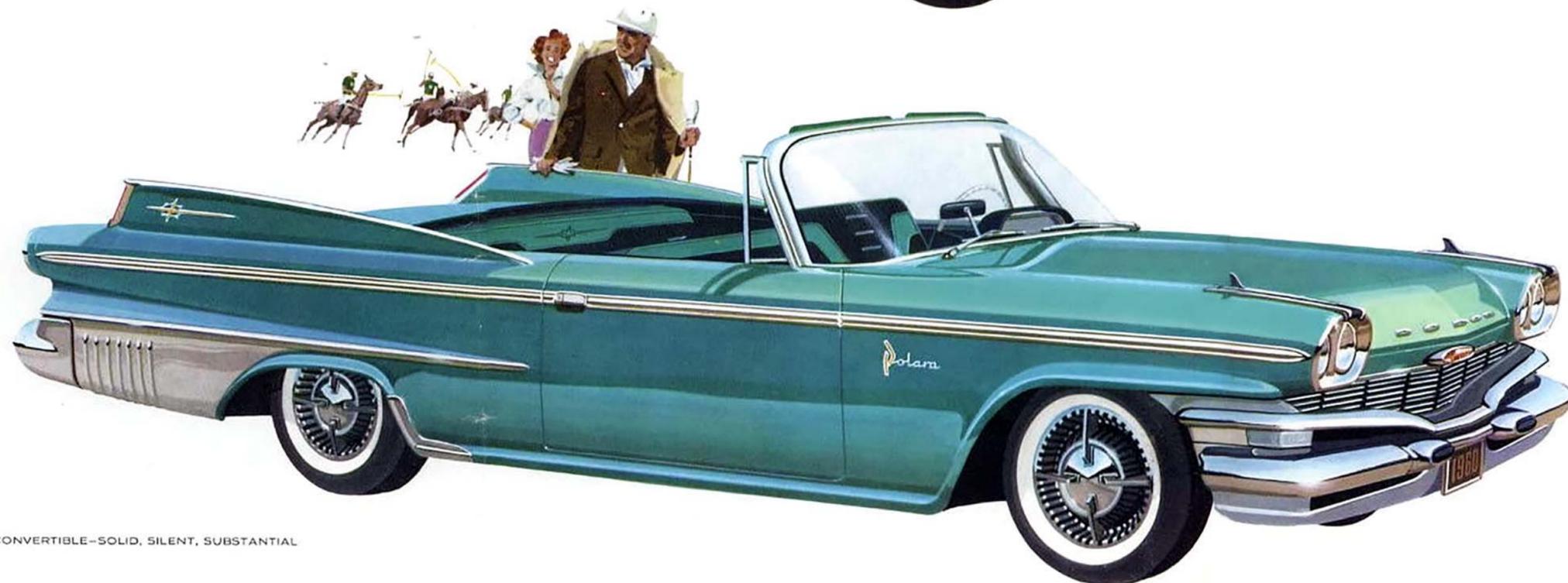
Here are two spirited beauties of the Polara Series: The sensational 4-door hardtop station wagon and the most dashing convertible on the road.

For station wagon lovers, the Dodge Polara shown at right is the ultimate in style and convenience. Such Dodge-pioneered features as one-piece tailgate, power-operated rear window, seats that fold to form platform, and rear-facing "Observation Lounge" make this the "King of all station wagons".

The Polara convertible, below, brings out the boldness and daring of Dodge design. Its unique one-piece Unibody construction makes it the most solid, substantial convertible ever built.



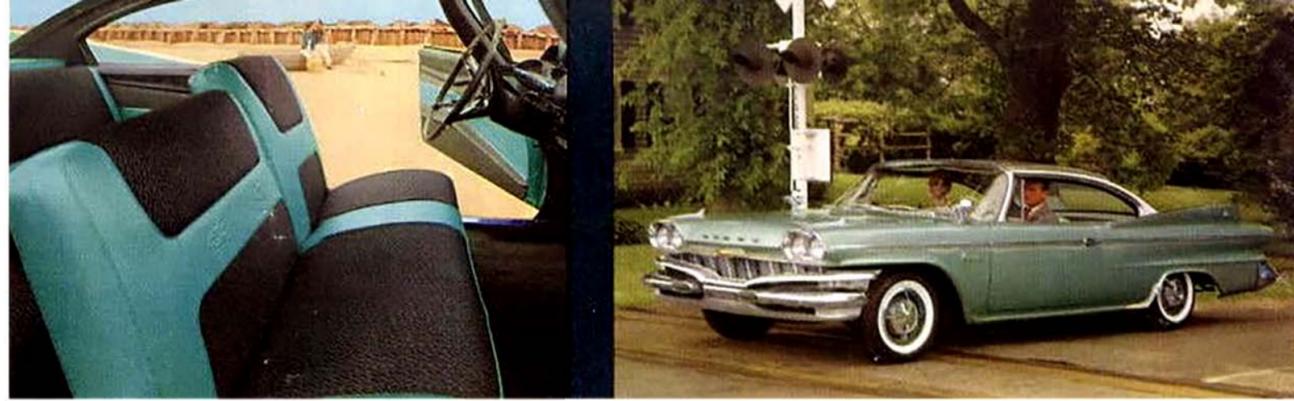
POLARA 4-DOOR HARDTOP STATION WAGON—SIX OR NINE PASSENGERS



POLARA CONVERTIBLE—SOLID, SILENT, SUBSTANTIAL



Dodge owners are traditionally respectful of the power placed at their command. Standard engine for all Polara models is the Ram Fire V-8, the most economical high-performance engine in the field. At extra cost, Dodge offers a remarkable new engine—the D-500 Ram Induction 383 V-8—which delivers supercharged acceleration for highway passing safety.



Matador Series A remarkable achievement in fine-car looks and luxury at very moderate cost

In the Matador Series, Dodge has created an outstanding value buy. There is no car of comparable size, quality and comfort that is priced so low.

Consider what your money buys in the 1960 Dodge Matador. Style leadership that actually outclasses cars costing hundreds of dollars more. Engineering leadership that incorporates the solidness of one-piece Unibody construction, the sureness of Total-Contact Brakes, the steadiness of Torsion-Aire Ride—all at no extra cost. A high-efficiency V-8 engine as standard equipment—the Super Red Ram with 361 cubic inch displacement that delivers eager performance with great economy. Roominess and comfort that compare favorably with the most costly cars built.

Surely, there has never been a car of such quality—in looks, in action, in features—that was so economical to buy and own.



COSTUMES BY BERGDORF GOODMAN



MATADOR 4-DOOR HARDTOP COMBINES LUXURY AND ECONOMY

For just a few dollars more than the "low-price field", you can own a Dodge Matador and step up to a totally new experience in driving pleasure.

See what you get. Styling, length and luxury that rival the most costly cars. The more solid, substantial quality of new Unibody construction, positive protection against body-frame squeaks and rattles. The smooth, level ride of Torsion-Aire, finest suspension on the road. Surer stopping with big, positive-acting Total-Contact Brakes. Larger glass area. More trunk space. More comfortable seating.

And with it all, you get the deep-down quality and dependability that make owning a Dodge a more lasting, more rewarding satisfaction.



Matador Series Compare the value with any car near its price



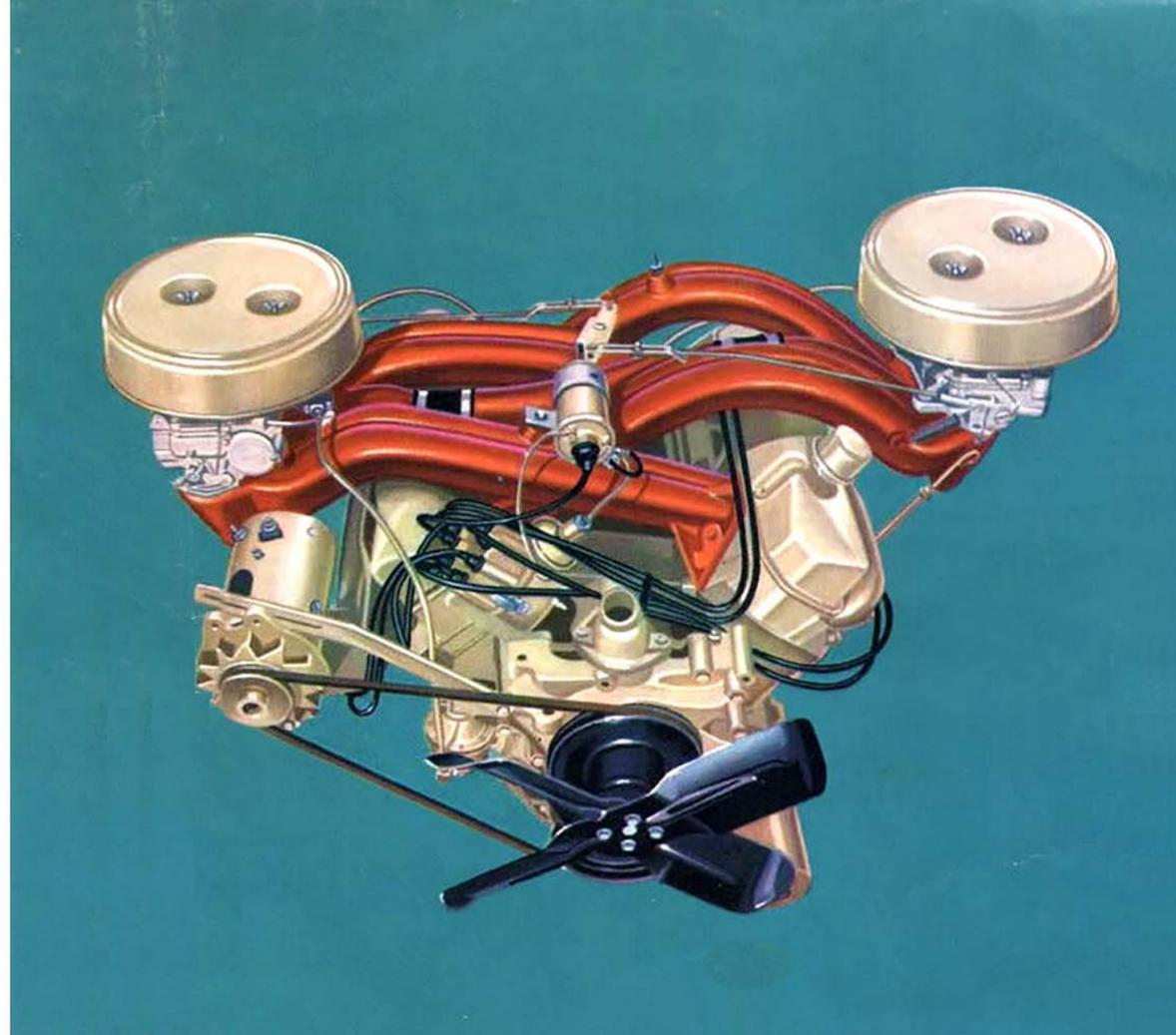
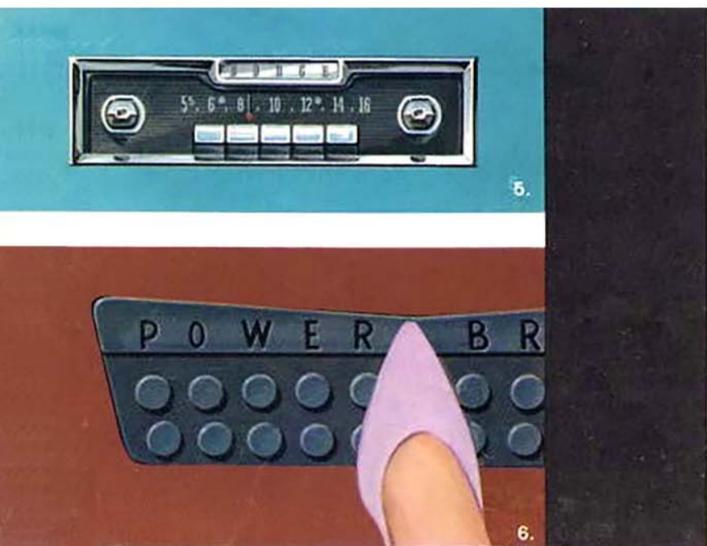
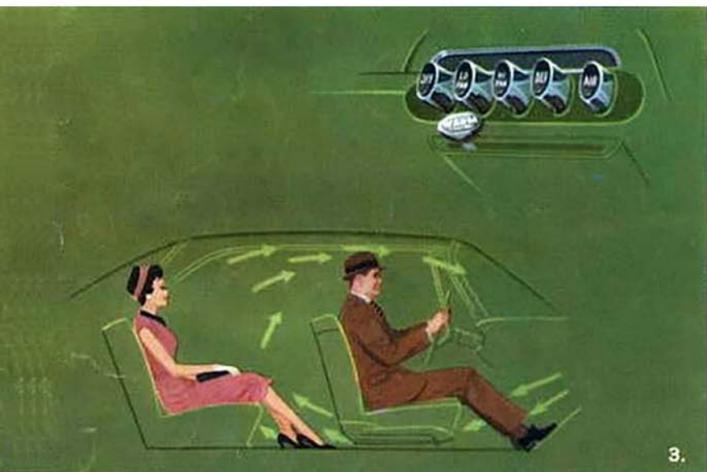
MATADOR 2-DOOR HARDTOP—SUPERBLY STYLED, SENSIBLY PRICED



MATADOR 4-DOOR SEDAN—FAMILY FAVORITE FOR ROOMY COMFORT



MATADOR 4-DOOR STATION WAGON—BEAUTY WITH A PURPOSE



Revolutionary "Unibody"—It Surrounds You in a One-Piece "Fortress of Steel"



You ride cradled in new comfort, new silence, new security in the amazing Dodge Unibody. Unitized one-piece construction is far stronger, more durable than conventional body-bolted-to-frame design. Strength and solidity are welded in permanently, virtually eliminating squeaks and rattles. There's a big, rewarding difference in room and riding comfort, too. Elimination of space-wasting side rails and crossmembers means full stretch-out relaxation inside. There's more room for your feet, your shoulders. Seats are deeper, softer, higher off the floor to give full support. The solid '60 Dodge doors are over-sized, swing wide to let you enter or leave easily, conveniently. Dodge Unibody protects your investment, your pride of ownership—protects it with revolutionary anti-rust and anti-corrosion treatments. Each Unibody is deep-dipped seven times in newly developed protective compounds. These seal every crack and crevice, inside and out, with a tough long-lasting coating. Then four sprayed applications, two of primer, two of tough Hi-Baked Enamel, are added. The result: A finish that's so tough, it keeps its showroom sheen for years without polishing.

You Can Have Your 1960 Dodge "Tailored to Your Taste" with These Optional Features

- 1. Push-Button TorqueFlite**—smoothest, liveliest, easiest automatic transmission in the field. Combines torque converter for smoothness, 3-speed automatic gearshift for pickup and economy.
- 2. Vacuum Door Locks** let you lock all doors with a flick of the switch under the instrument panel. Even with a careful of young ones, you have no concern. Doors cannot be opened accidentally by children in rear seat. (4-door models only.)
- 3. Finger-Tip Weather Control** is a feature of Dodge heaters. You get push-button control of ventilation, heating and defrosting. And for those who want complete mastery of climate in all weather, a Cartemp air conditioning system gives finger-tip command of cool, clean, dehumidified air on the hottest summer day.

- 4. New D-500 Ram Induction 383 V-8** is optional at extra cost on Polara and Matador. Ram Induction principle delivers supercharged performance in mid-speed ranges, increases torque as much as 10% for greater passing safety for highway driving. A Dodge "engineering first".
- 5. New Music Master Radio** for 1960 has two transistors, larger speaker, push-button tuning. Very low priced, yet far superior to off-brand sets. Also available—new Astrophonic Radio with front and rear speakers, unmatched fidelity and tone. (Rear speaker not available on convertibles and station wagons.)
- 6. Total-Contact Power Brakes** feature new 1960 design: quieter, more pedal "reserve" for added safety. Dodge power brakes give surer, more positive control.

- 7. New Automatic Swivel Seats.** Just open the door, the seat swings out to meet you—automatically. Close the door—it returns to the driving position. Makes getting in or out as easy as sitting down in your favorite chair. Handsomely appointed in durable nylon fabric with easy-to-care-for vinyl trim, center arm rest flips easily out of the way for three-abreast riding in complete comfort. Available with or without six-way power adjustment.

- 8. Constant-Control Power Steering** was pioneered by Chrysler Corporation engineering. Gives full-time control, does not cut in and out like competitive part-time systems. You keep the feel of the road at all times.

Specifications

CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclobond lining. External contracting parking brake with Standard Transmission. Internal expanding parking brake with PowerFlite, or TorqueFlite Transmissions. Parking brake operates independently of service brakes.

TIRES—Tubeless tires, size 8.00 x 14. Tire size 8.50 x 14 white sidewall only, optional at extra cost on all models.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift, 3-speed Manual Transmission standard. PowerFlite fully automatic, 2-speed transmission with torque converter optional at extra cost on Matador only. TorqueFlite fully automatic, 3-speed transmission with torque converter optional at extra cost on both Matador and Polara.

STANDARD REAR AXLE RATIOS—3.45 to 1 standard with 3-speed Manual Transmission on all models; 3.31 to 1 with optional PowerFlite; 2.93 to 1 with optional TorqueFlite.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35-ampere generator. Follow-thru Bendix Drive starter. Battery capacity: 60 ampere-hours. Single-speed electric windshield wipers. Variable-speed electric windshield wipers optional at extra cost.

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

FUEL SYSTEM—Dry-type air cleaner and silencer. Choke: remote in manifold crossover on Super Red Ram and Ram Fire Engines; automatic integral with heat tube on D-500 Ram Induction Engine. Mechanical fuel pump. Fuel filter: plastic in fuel tank, plus 15-micron filter in fuel line. Tank capacity: 20 gallons (Station Wagons, 22 gallons).

GENERAL DIMENSIONS—Wheelbase 122". Over-all length (max. with bumper guards) 214.5". Over-all length Station Wagons (max. with bumper guards) 216.5". Over-all width (max.) 78".

D-500 RAM INDUCTION 383 V-8 ENGINE—Available at extra cost. Eight-cylinder, overhead-valve, 90° V-type. Ram Induction-type manifold. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty dry-type air cleaner. Two 4-barrel carburetors. Taxable horsepower: 57.8.

RAM FIRE V-8 ENGINE—Standard on Polara. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Special heavy-duty dry-type air cleaner. One 4-barrel carburetor. Also available as special order with dual exhausts on Matador. Taxable horsepower: 57.8.

SUPER RED RAM V-8 ENGINE—Standard on Matador. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.12". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual downdraft carburetor. Taxable horsepower: 54.3.

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. Therefore, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION

 '60 DODGE

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CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclobond lining. External contracting parking brake with Standard Transmission. Internal expanding parking brake with PowerFlite, or TorqueFlite Transmissions. Parking brake operates independently of service brakes.

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