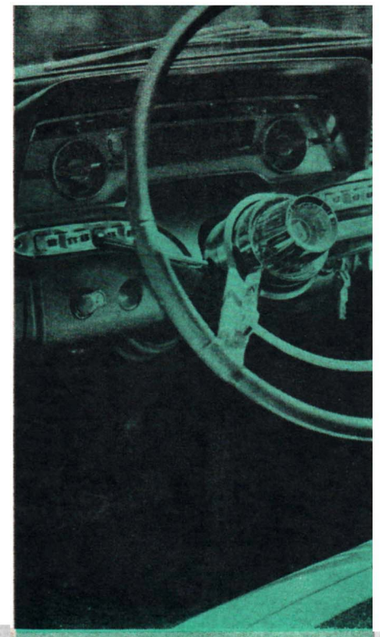
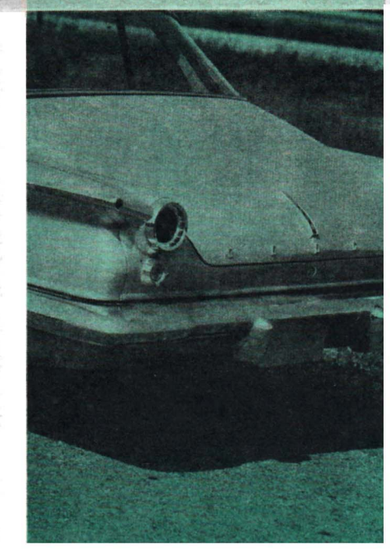


Dodge Lancer







MOST NOTICEABLE difference from Valiant is the Lancer's rear deck, tail light and front grille design.

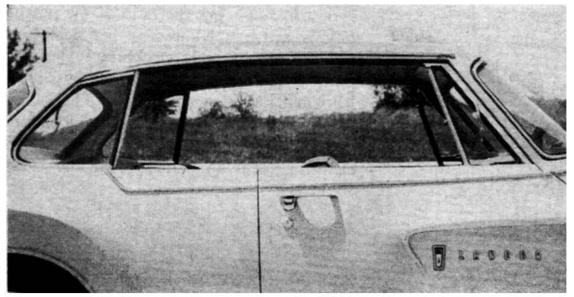
WITH THE ANNOUNCEMENT of the compact Lancer, Dodge has introduced two new lines in successive years. Both cars have been based primarily on the overall design of another Chrysler Corporation car—the Dart on Plymouth, and the Lancer on Valiant. However, while the Dart had a distinctly different exterior appearance, the Lancer has a marked resemblance to the Valiant in styling. The Lancer's grille, rear deck and tail light treatment are decidedly different but this does not subtract the many obvious similarities between the two compacts.

There are differences, of course, and one of them, an optional engine, is of more than ordinary significance. The standard powerplant is the 170-cubic-inch slanting Six that was originally introduced for Valiant. All the modifications and improvements that are being made for Plymouth's compact are being incorporated into the engine for the Lancer's initial offering. The most important of these changes is the reduction of the compression ratio from 8.5 to 8.2-to-1.

Lancer's other engine—a 145-hp 225-cubic-inch version of the slanting six-cylinder engine—will undoubtedly be one of the car's most important features. It will become available shortly after the Lancer is introduced. This powerplant is standard for both Plymouth and Dart Sixes, and in tests last year proved to be economical in the bigger cars. On paper, the Lancer with this engine should be an extremely competitive compact. Performance should be comparable to the new V-8 compacts, and the mpg figure not far different from that of the smaller Sixes. It may well be a hot compact that is also economical. One thing is sure: when the performance figures for Sixes are compared this year, the Lancer should be among the top accelerators for six-cylinder cars—be they standard size or compact.

Like the 170-cubic-inch powerplant the 225 has had its compression ratio dropped to 8.2 this year and both engines will have Chrysler Corporation's blowby system which returns crankcase vapors through the intake manifold to the cylinders where

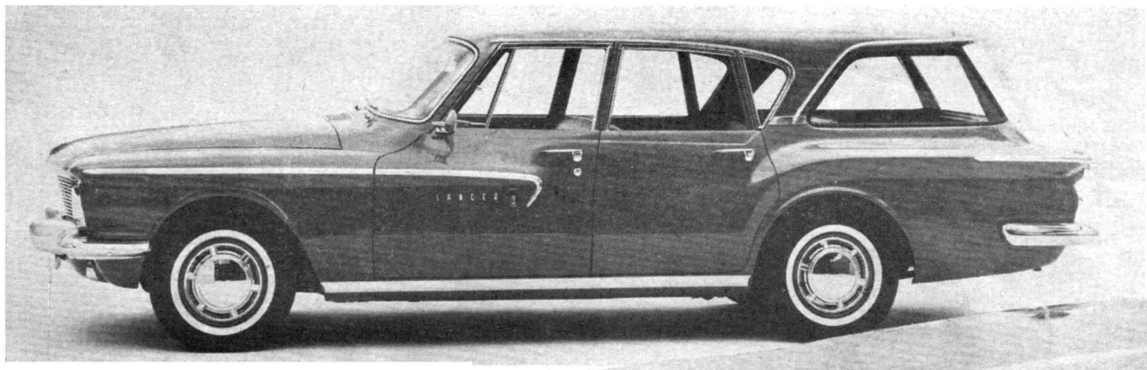
STEERING WHEEL spokes are well positioned, giving unobstructed view of instruments. Panel is hooded to eliminate reflections.



LANCER DEBUT includes this hardtop model which is available in a two- or four-door. Cousin Valiant will also offer a hardtop.

LANCER WAGON will have an optional third seat, available through dealer installation.

Dodge's new compact bears a strong resemblance to its first cousin—Valiant; but a 225-cubic-inch slanting-Six engine and custom-fitted transmissions are sure to make it much more fleet-footed



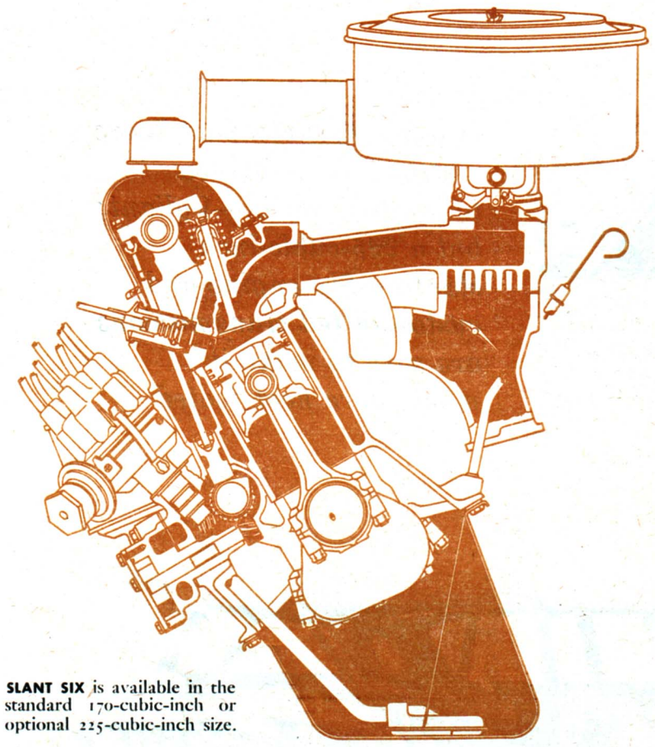


they are burned. This device will be installed only on Lancers that are being sold in California.

The Lancer will have the new Chrysler Corporation electrical system which includes an alternator. Since this device was introduced last year on the Valiant, its benefits have been proven in service.

Two transmissions, one manual and one automatic, have been engineered for the car. The three-speed manual is floor mounted and has a curved shaft. The automatic is based on Chrysler's familiar Torqueflite used on their standard size cars. It has pushbutton operation and its engineering is similar to the larger unit. In design detail, however, it is quite different. All internal components are tailored to the torque of the Lancer engine and are therefore smaller in size and lighter in weight.

The front suspension of the Lancer is similar in principle to that used on other Chrysler Corporation cars. The torsion bars are anchored to the body under the front floor. Rear suspension is by asym-



SLANT SIX is available in the standard 170-cubic-inch or optional 225-cubic-inch size.

metrical leaf springs and sea-leg-mounted shock absorbers.

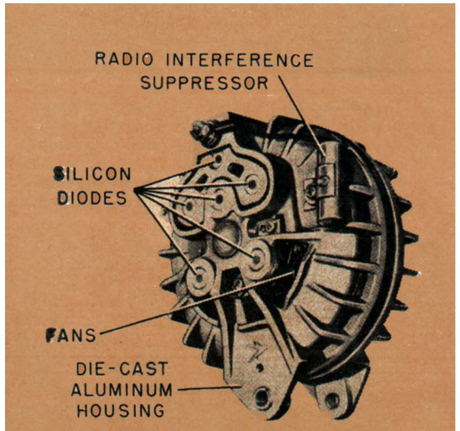
Lancer will have both manual and power steering systems. The manual has a gear ratio of 20-to-1 but the ratio of the power unit is 15.7-to-1, almost 25 per cent less.

The Lancer's body structure is the unit body design that was introduced on Chrysler Corporation cars last year. The frame and side-rails are integrated into the underbody while the major front and structural elements form an extension of the basic body shell. The efficiency of this type of body construction is better since it gives the car strength while providing more interior space for passengers.

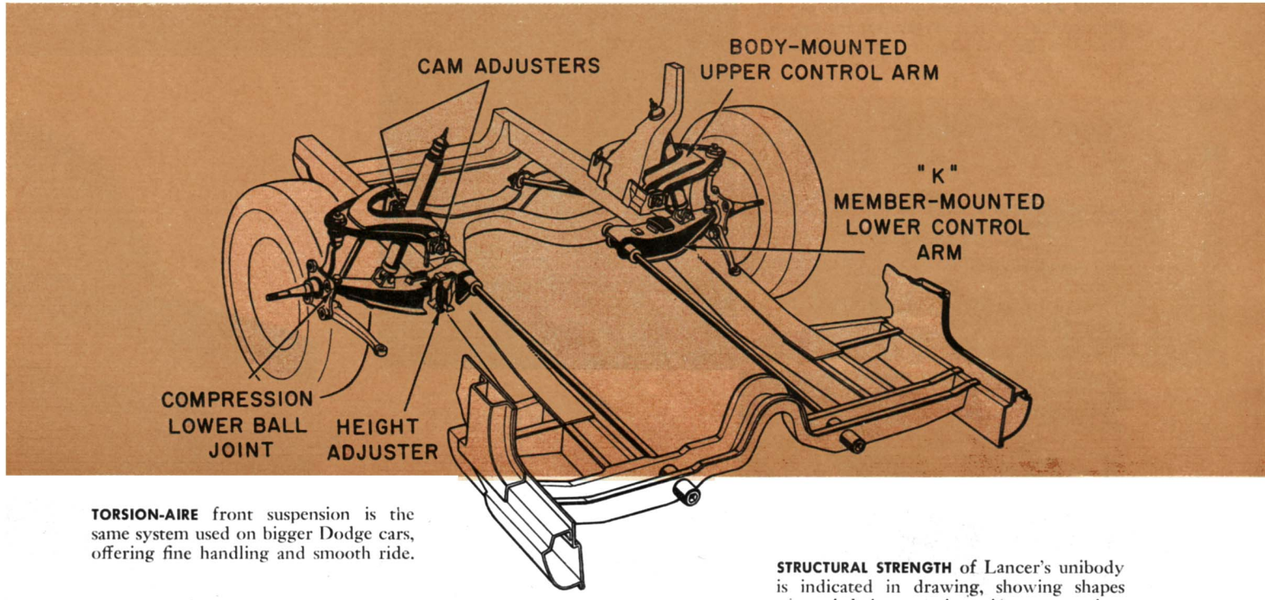
Another Chrysler Corporation development that the Lancer will inherit is the rather complicated rustproofing system all their cars go through. Three major factors highlight this system. First, the metal of the critical body areas of the car's unit body is thick, particularly in the sills and underbody. Second, the body protective coatings are applied in seven separate and distinct dipping operations supplemented by six intensive spray applications. Third, these protective coatings include a newly developed water-thinned primer that is superior to primers used previously.

Dodge's compact will have a full complement of accessories. One of the more important luxury items the Lancer will offer is air conditioning. It is a recirculating-type unit and will be dealer-installed. Other accessories are emergency four-light flashing units, power brakes and steering, "child-proof" safety locks, and the usual accessories such as radio, tinted glass, etc.

The Lancer will be offered in two series: the "170," and a deluxe series called the "770." The 170 will be available as a two- and four-door sedan and a four-door, two-seat station wagon; the 770 series will have a four-door sedan, two-door hardtop and four-door two-seat station wagon. Both series will have a three-seat station wagon, the third seat dealer-installed. •



ALTERNATOR supplies more current at low speeds, weighs less than a generator. It supplies approximately four amps at idle.



TORSION-AIRE front suspension is the same system used on bigger Dodge cars, offering fine handling and smooth ride.



STRUCTURAL STRENGTH of Lancer's unibody is indicated in drawing, showing shapes of varied box sections in construction.

