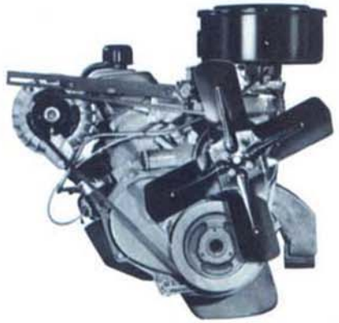
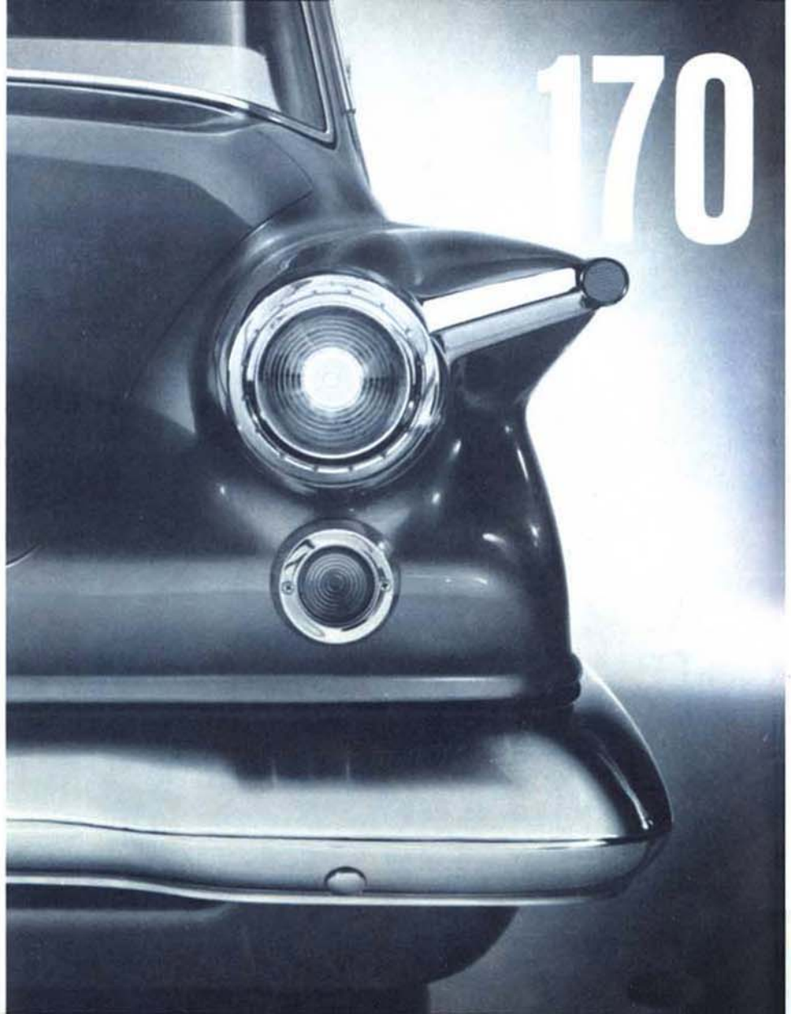
LOOK WHAT DODGE HAS DONE FOR COMPACTS

LANCER

Certainly Lancer is a compact. It is also a highly spirited automobile. The Lancer-6 inclined engine is loaded with muscle and it gets a pile of miles out of a gallon of regular. You'll smile every time you pass up a gas station. The Lancer body is all-welded, fully unitized. Very tough. Very quiet.







ANOTHER GREAT ONE FROM DODGE Lancer is its name; in two series, six models. There are two 4-door wagons, two 4-door sedans, a 2-door hardtop, and a 2-door sedan. What kind of cars are they? This kind: two feet shorter; many pounds leaner; and a couple of hundred dollars less in cost than a standard size automobile. Room? Lancer welcomes a family of six. The body is fully-unitized which accounts for the space trick. The trunk is large, even when compared with standard size cars. It is just a shade under 25 cubic feet.





LANCER 170 2 DOOR SEDAN



LANCER 170 4 DOOR SEDAN



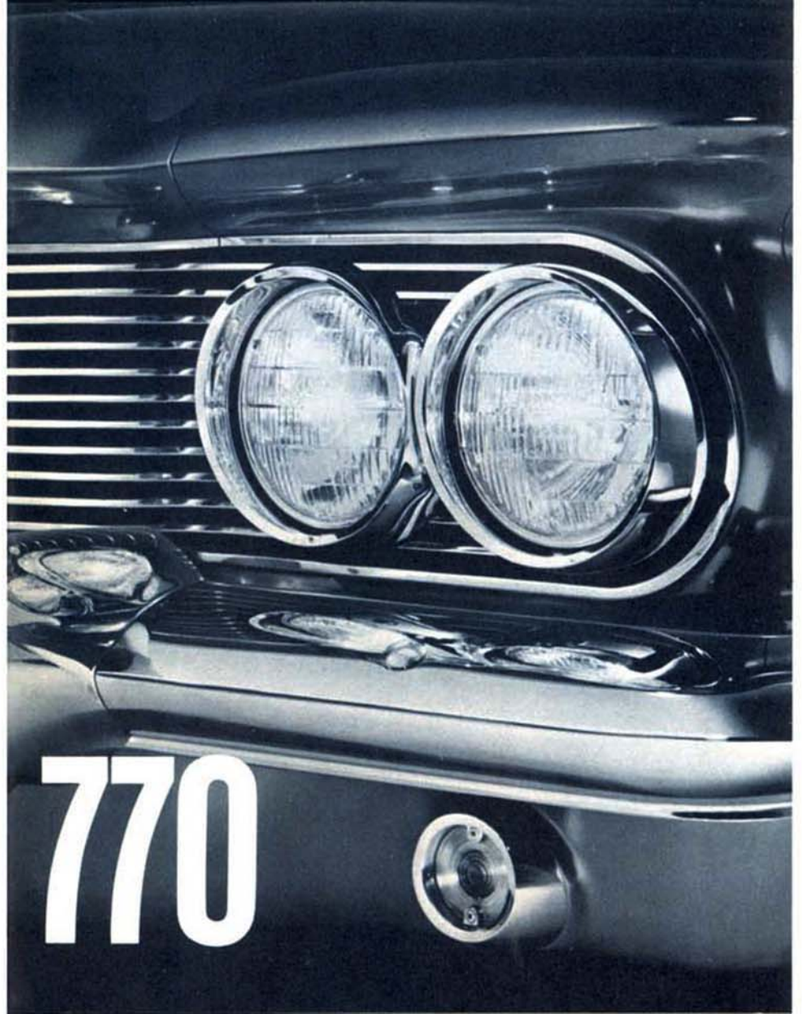
LANCER 770 2 DOOR HARDTOP



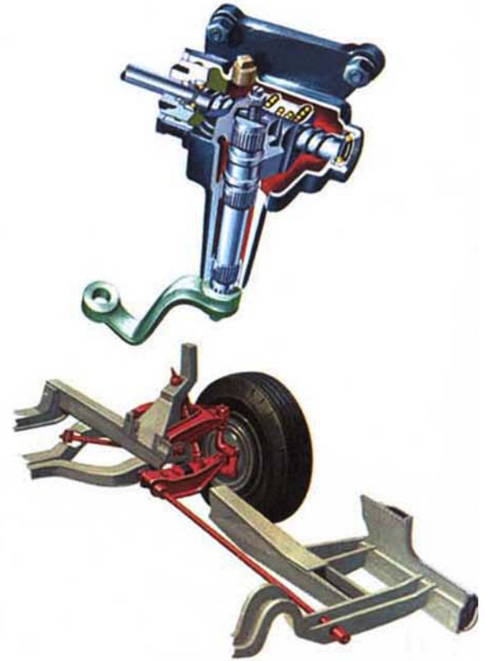
LANCER 770 4 DOOR SEDAN



LANCER'S GOT IT–GET IT! And Lancer will keep the good things it's got for years. For instance, the body will last longer than other compacts. It is rust-proofed by a superior process. A process including, among other things, a series of dips and sprays which protects the entire unit against corrosion. Lancer stays new looking. That means more value at trade-in time. The car is also exceedingly quiet. The roof, floor, door panels and firewall are sound-proofed by combinations of liquid deadener, imported jute, spun glass and soft felt mats.



770



Lancer will take a well-scarred road with aplomb, with none of the harsh shock you would feel in a car equipped with old fashioned coil springs instead of Lancer's torsion bar suspension. The car handles faultlessly in traffic and at speed. Steering is fast, effortless, and accurate.



LANCER 170 STATION WAGON



LANCER 770 STATION WAGON



THESE LANCERS LIKE BIG CROWDS They carry a family of six and cargo. Nicely. You enter or leave easily. Physical contortions are not necessary. You see, every Lancer wagon is a four-door wagon. Even the tailgate is counter-balanced. You can lower or lift it with ease. With the second seat folded into the floor there are 72 cubic feet of space to haul things. Now who needs more? Lancer wagons do not rattle or make other wagoney noises. The ride is exactly like that of the sedans. Superb. And Lancer wagons handle crisply and park easily.

● **OUTSIDE REAR VIEW MIRROR.** For safety and style. Triple chrome plated for real durability. Angle of mirror can be adjusted to any desired driving angle.

● **WHITEWALL TIRES AND WHEEL COVERS.** There is absolutely nothing practical about these two options, except maybe the price. They are strictly for added dash.

● **BACK-UP LIGHTS.** Exactly what the name implies. When the car is put into reverse these lights come on automatically. They make parking at night much easier.

● **BUMPER GUARDS FRONT AND REAR.** Do a lot of driving in the city? Lots of close parking? Bumper guards both front and rear are a wise investment.



THE REST IS UP TO YOU Pictured above on this page and mentioned below is a selection of optional equipment available, at extra cost, for Lancer. Each item has been specifically designed and engineered for the car. Possibly none of them are, in the strict sense of the word, necessities. They do, however, enable you to individualize Lancer to your tastes and particular driving needs: push button, transistorized radio; safety padded dash; push button heater and defroster; variable speed windshield wipers; three-speed, push button, automatic transmission which provides greater economy and performance than two-speed automatics offered by competitive makes, includes special "park" position; electric tailgate window for wagons only.



THIS IS THE WAY DODGE BUILDS LANCER **EXTERIOR DIMENSIONS:** Wheelbase, 106.5". Over-all length is 188.8". Width, 72.3". The front tread is 56.0". Rear tread, 55.5". These dimensions apply to all Lancer models; sedans, hardtop, and station wagons. **ENGINE:** Overhead valve six cylinder, inclined 30 degrees to the right with a displacement of 170 cubic inches. Bore is 3.40" with a stroke of 3.125". Compression ratio is 8.2 to 1, 101 hp at 4400 rpm and 155 ft.-lbs. of torque at 2400 rpm. The pistons are three-ring aluminum alloy. Carburetor; single throat downdraft. Thermostat; 180 degrees. Battery; 12 volt, 6-cell, 50 amp hour. Air cleaner; replaceable element type. Throw away oil filter. **MANUAL TRANSMISSION:** Three-speed floor shift. Ratios are 2.71; 1.83; 1.0; and 3.49 reverse. Dry disc clutch 9.25" in diameter. **AUTOMATIC TRANSMISSION:** Three-speed, push button control, aluminum housing, water cooled with lever-actuated parking sprag. Ratios are 2.45; 1.45; 1.0; and 2.2 reverse. Three element torque converter 10.75" in diameter. **BRAKES:** Hydraulic duo-servo with a total lining area of 153.5". Riveted linings measure 9 x 2.5" front and 9 x 2" rear. Parking brake is foot-pedal operated activating both shoes of each rear wheel. **REAR AXLE:** Ring gear 7.25" in diameter with 2 pinion differential. Standard ratio for manual transmission is 3.55:1, with 3.23:1 standard on the automatic transmission. **SUSPENSION:** Torsion bars and ball joints in front with asymmetrical leaf springs in the rear. Rubber isolated throughout. Tire size is 6.50 x 13.0". **CAPACITIES:** Fuel; 13 gallons. Cooling system; 11 quarts without heater. Crankcase; 4 quarts.

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. LANCER CATALOG SAVER, 81-205-1009. DODGE DIVISION, CHRYSLER CORP., 7/60. LITHO IN U.S.A.

LANCER ANOTHER GREAT ONE FROM DODGE

LOOK WHAT DODGE HAS DONE FOR COMPACTS

LANCER

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