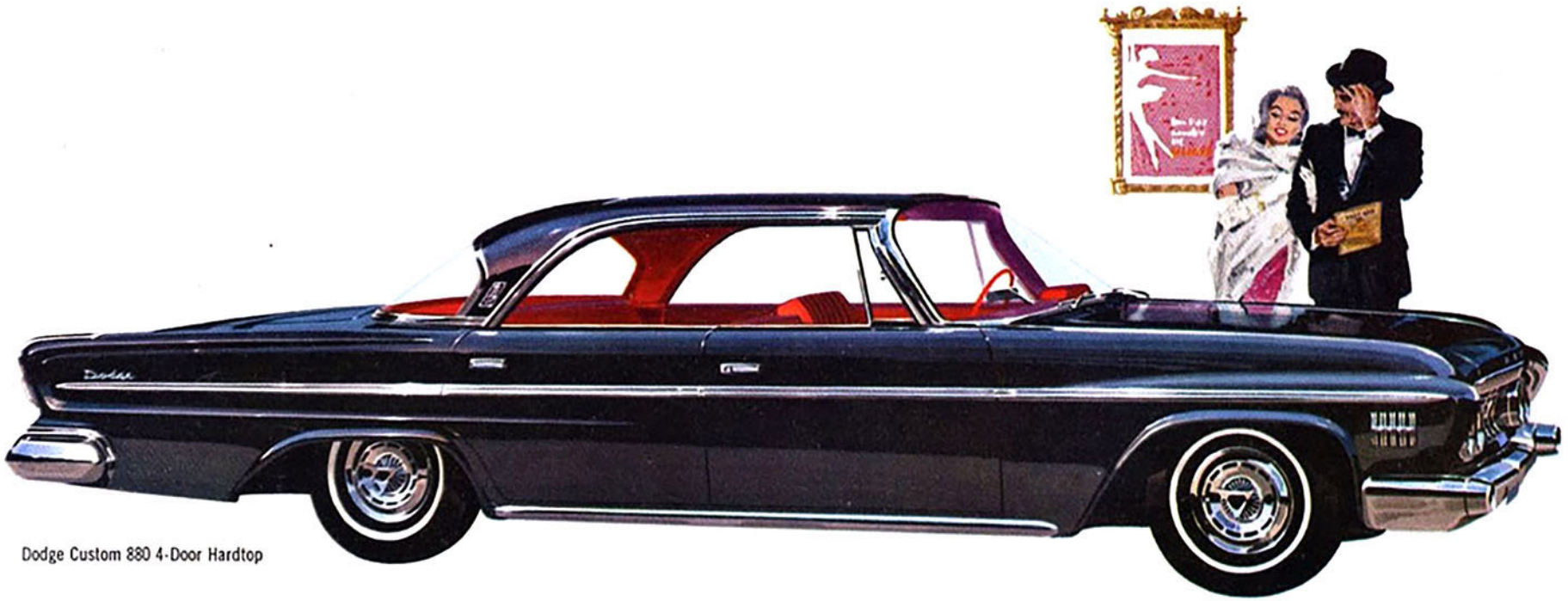


Dodge Custom 880 4-Door Hardtop

INTRODUCING

'62 DODGE CUSTOM EIGHT EIGHTY

THE 1962 DODGE FOR THE BIG CAR MAN!!



Dodge Custom 880 2-Door Hardtop



Dodge Custom 880 4-Door Sedan

BIG ROOM
BIG RIDE
BIG POWER!!!!!!

The new 1962 Dodge Custom 880 is a big automobile. It has been made for just one reason—to completely satisfy the needs and demands of the big car man at a traditional Dodge price. The wheelbase is long. 122 inches. Overall length almost 18 feet. Inside there is an abundance of room for six adults. The trunk measures over 30 cubic feet. Mammoth by any standards. The automobile is powered by a 361 cubic inch V8 which will develop 265 horsepower. The Custom 880 is very fast. It is also satisfyingly economical.

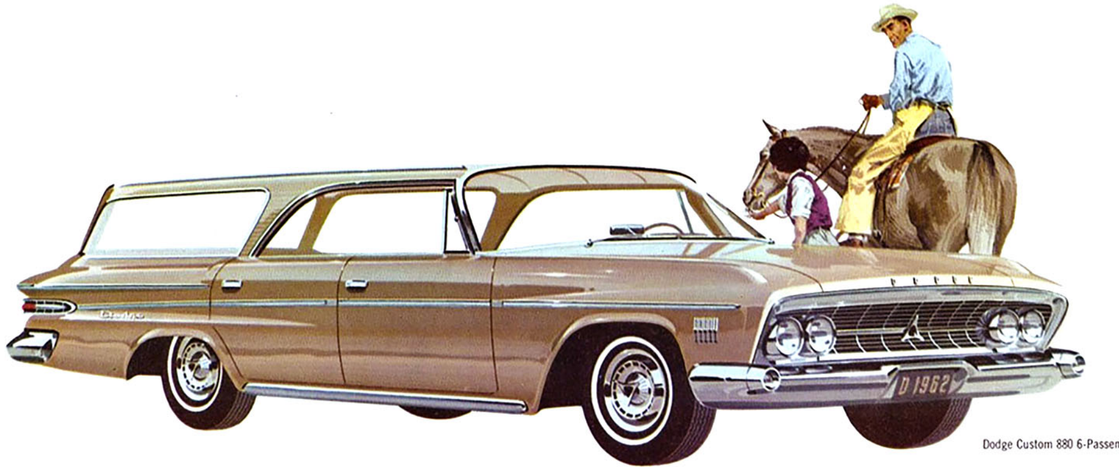
It uses regular gasoline. There are no optional performance engines; no need for them. The Custom 880 handles beautifully. Its long wheelbase and perfectly balanced Torsion-Aire suspension provide a stable, smooth ride. The body, of course, is rustproofed. The brakes are extremely large, as you might expect in an automobile of this size. Custom 880 will go 32,000 miles between grease jobs. This dependable, carefully built, luxury Dodge offers the comfort and sense of well-being that only a large car can give you.

LOTS OF CAR FOR THE MAN WHO LIKES HIS CAR BIG

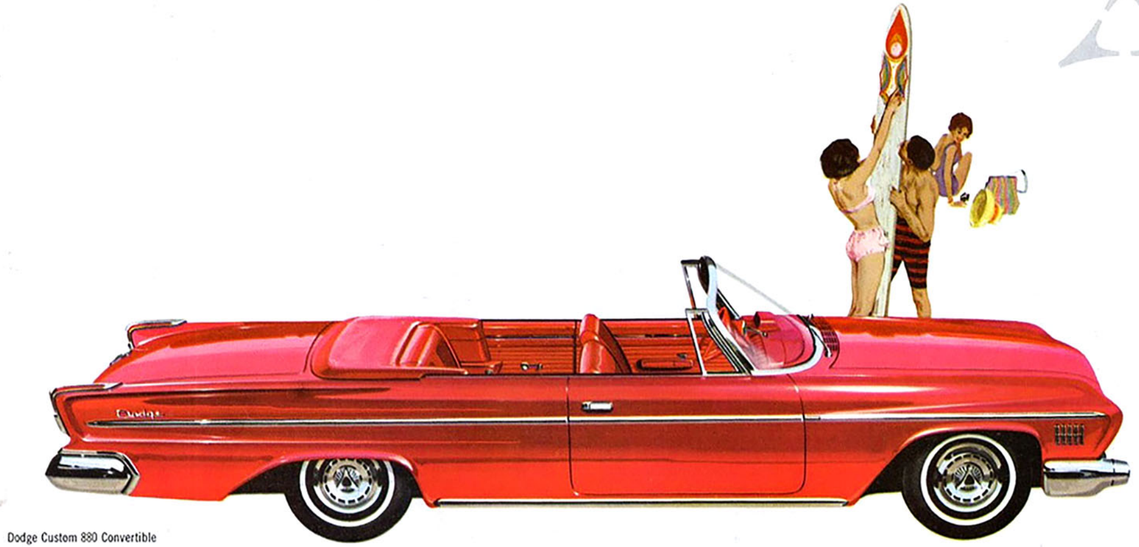
Standard Custom 880 sedan and hardtop interiors are tailored with 100% woven nylon warp, and trimmed in handsome saddle-grain vinyl. It's as easy to live with as it is hard to wear out. And notice (at right) the extra height of the driver's seat. Adds greater support. Reduces fatigue on those long hauls. It's just one of the quality touches you find in every Dodge Custom 880. Here's another—the floor is carpeted wall-to-wall. And another—the roomy seats are chair-high and deeply cushioned front and back.

■ At right: standard interior in 4-door sedan, 2- and 4-door hardtop models. Seat belts extra.





Dodge Custom 880 6-Passenger Wagon



Dodge Custom 880 Convertible

HOLDS THEM ALL! THE LONG THE SHORT & THE TALL!!!

The Dodge Custom 880 is available in two luxurious 4-door hardtop wagons: a 2-seat, 6-passenger model and a 3-seat, 9-passenger model. Third-seat is rear-facing (kids love it). Folds into floor for additional cargo space. Power operated tailgate window is standard on all wagon models. Custom 880 wagons have a mammoth 91.5 cubic-foot cargo capacity. A wide 49.2 inch tailgate opening accepts your load like a bottomless pit. Kegs, cartons, cots, canoes . . . there's room in there for just about anything. (More than ten feet deep from back of front seat to end of open tailgate.) The upholstery is all-vinyl, tailored to take it and come back for more.

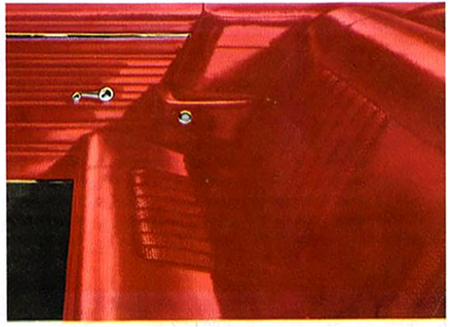


Dodge Custom 880 9-Passenger Wagon

FRESH & BIG AS ALL OUTDOORS

Here's a Dodge Custom 880 with a sunny disposition . . . and it will do just that for yours. A lusty 361 cubic inch V8 makes this a really exciting, fun-to-drive automobile. Now you're stopped. Now you're flying . . . in seconds! The Custom 880 doesn't just accelerate. It explodes! You have probably never driven a car like it. Its interior is magnificent. Saddle-grain vinyl on door facings, combination saddle-grain and basket-weave vinyl on seats. It has the look and feel of genuine leather . . . but none of its drawbacks. Spurns scuffs. Wipes clean with a damp cloth. Extra thick Superfoam seat cushions are standard (front and back) for added comfort. Choice of black or white long-wearing vinyl-coated tops.

■ Pictured at right: standard all-vinyl interior in convertible and wagons. Available at extra cost in 2- and 4-door hardtop models.



TRADITIONAL DODGE DEPENDABILITY!

WELDED UNITIZED BODY—Like every Dodge body, the big Custom 880 body is welded, instead of bolted, for maximum strength, rigidity, and silence. Unitizing virtually eliminates body squeaks, creaks, and rattles. Dodge bodies are tougher, stay tight longer than car bodies that are merely bolted to the frame in the conventional way. **THOROUGHLY RUSTPROOFED**—Some car makers spray to rustproof. Some dip. Look what Dodge does! In a seven-stage rustproofing process Dodge dips and sprays. Then, after two coats of epoxy primer, the body receives two baked-on coats of Lustre-Bond Hi-Baked Enamel. Dodge bodies stay new looking longer because they're better protected. **32,000 MILES BETWEEN CHASSIS LUBRICATIONS**—That grease job every 1,000 miles or so is a thing of the past. Every new Dodge will go 32,000 miles between chassis lubrications. In other words, under normal driving conditions, you can go three years before regreasing is necessary. A periodic check is all you need. **ALTERNATOR**—All Dodge cars are equipped with a high amp alternator. It produces more electrical current while idling than a conventional generator. Under equal conditions, it makes the battery last far longer, keeps the battery powered for faster starts in any weather. **BIG TOTAL-CONTACT BRAKES**—Custom 880 brakes are man-sized. Up to 251 square inches of effective lining area. That's more than any car in its class. There are two cylinders in each front wheel (not just one) to assure more even contact between lining and drum. Total-Contact brakes are bonded, not riveted, for longer wear. You get sure, straightline stops . . . with less effort. **HIGH-SPEED STARTER**—The new high-speed Custom 880 starter is lighter, more compact, and more efficient. It kicks off faster, even in cold weather. Puts less drain on the electrical system. This high-speed starter is remarkably quiet. **FAMOUS TORSION-AIRE SUSPENSION**—Called the best in the business by independent automotive experts. Trouble-free torsion bars up front. Asymmetrical leaf springs in back. Less lean and sway than with coil springs. Big oriflow shock absorbers. There just isn't a better, smoother way to ride.

361 CUBIC INCHES OF BIG DODGE V-8 POWER!

The big Dodge Custom 880 is powered by a fierce 361 cubic inch V8 that can move you off the line like a shot. It has dual down-draft carburetion and a husky 9.0 to 1 compression ratio. Develops 265 horsepower. It's high performance all the way. Surprisingly, this engine is also highly economical. It uses regular gasoline.

OPTIONS AND ACCESSORIES TO SUIT YOUR TASTES AND NEEDS!

TORQUEFLITE AUTOMATIC TRANSMISSION—This proven pushbutton automatic 3-speed transmission features internal improvements, plus a new aluminum housing that is more compact, stronger, and lighter. The convenient pushbutton controls are placed out of the reach of youngsters. **SIX-WAY POWER SEAT**—Moves you up, down, forward, back, or at most any angle you want. A convenient control knob on side of seat lets you change positions easily. Helps to reduce driving fatigue on those long business or vacation trips. **FULL-TIME POWER STEERING**—Custom 880 power steering takes the effort out of maneuvering. Yet, gives you a sure feel of the road. It makes steering more precise, safer. It makes parking much easier. Literally allows you to turn or park with one finger. **TOTAL-CONTACT POWER BRAKES**—These big power brakes reduce the driver's braking effort by two-thirds. You get sure, safe, straightline stops with the lightest touch of your toe. Especially convenient, if you do a lot of in-city, stop-and-go driving. **POWER WINDOWS**—Without moving from the driver's seat you can raise and lower all side windows. Controls are mounted in left front door. Individual buttons for each window are also provided for the convenience of passengers. **PUSHBUTTON RADIO**—A powerful, sensitive 5½-watt Astrophonic Radio with fine tone control gives true fidelity even on weak signals. It is transistorized for low heat operation and long life. **PUSHBUTTON AIR CONDITIONING**—Combines heating and air conditioning functions into a single compact unit. Cools car off quickly. Dehumidifies and filters air all year 'round. Adjustable ducts on instrument panel and near floor to assure full air circulation throughout car. **PUSHBUTTON HEATER**—Individual pushbuttons for off, on, high, low, and defrost give you finger-tip weather control. A sliding lever lets you regulate the heat quickly, easily, accurately to desired temperature. **OTHERS:** Bumper Guards, front and rear; Tinted Glass, all windows or windshield only; Inside Glareproof Mirror; Left Hand Outside Door Mounted Mirror; Padded Instrument Panel; Rear Seat Radio Speaker; Superfoam Seat Cushions, front and rear (Std. with all-vinyl trim); Safety Seat Belts (front); Sure Grip Differential; Tailgate Entry Assist Handles; Undercoating, including fiberglass hood padding; Super Spinner Wheel Covers; Windshield Washers and Variable Speed Electric Windshield Wipers; All-Vinyl Trim (hardtop models only); Two Tone Paint; 8:00 x 14″ White Sidewall Tires (8:50 x 14″ White Sidewalls, wagons only); Assist Light Group—Back Up Light, Trunk Light, and Glove Box Light.

SPECIFICATIONS

MODELS: 4-door sedan, 4-door hardtop, 2-door hardtop, convertible, 4-door hardtop wagon (2-seat and 3-seat models). EXTERIOR DIMENSIONS. Wheelbase 122″. Front tread 60.9″ (60.8″ wagons). Rear Tread 59.7″. Overall length 213.5″ (215.0″ wagons). Overall width 78.7″ (80.0″ wagons). Overall height 55.2″ (55.4″ convertible, 55.9″ wagons). INTERIOR DIMENSIONS (4-door sedan and hardtops). Headroom 37.8″ front, 38.1″ rear. Legroom 45.8″ front, 41.5″ rear. Hiproom 63.8″ front, 62.8″ rear. Seat height 11.8″ front, 13.0″ rear. ENGINE. Overhead valve. 90° V-type, 8 cylinders. Displacement 361 cubic inches. Bore 4.12″. Stroke 3.38″. Compression ratio 9.0 to 1. Horsepower 265 at 4400 rpm. Torque 380 ft.-lbs. at 2400 rpm. 2-barrel carburetor. MANUAL TRANSMISSION. Standard three-speed. Shifting lever floor mounted. Ratios 2.55 to 1, 1.49 to 1, 1.00 to 1, and 3.34 to 1, reverse. Dry plate, semi-centrifugal clutch, 10.5″ diameter. AUTOMATIC TORQUEFLITE TRANSMISSION. Three-speed with 3-element torque converter. Pushbutton operated, water cooled. Ratios 2.45 to 1, 1.45 to 1, 1.00 to 1, and 2.20 to 1, reverse. REAR AXLES. 3.23 to 1, standard with manual transmission. 2.93 to 1 standard with automatic transmission (3.23 to 1, available with automatic transmission). BRAKES. Total-Contact. Bonded lining. 11.5″ x 2.5″ (12.6″ x 2.5″ wagons). Effective brake lining area 230.4 sq. in. (251 sq. in. wagons). TIRES. 8:00 x 14″ blackwall rayon tubeless (8:50 x 14″ blackwall rayon tubeless wagons). STEERING. Gear ratio 20.4. Overall ratio 30.2. Number of steering wheel turns 5.45. Turning diameter curb to curb 42.7 ft. SUSPENSION. Torsion bars and ball joints front (with link stabilizer on wagons). Semi-Elliptic asymmetrical, outboard mounted 57″ x 2.5″ leaf springs rear. 5.5 leafs (6 in wagons). ELECTRICAL. Battery, 12 volt, 66 plate, 59 amp-hour. Alternator, 35 amp-hour standard (40 amp-hour with air conditioning). CAPACITIES. Crankcase 5 quarts. Cooling system 16 quarts (17 quarts with heater). Fuel 23 gallons (21 gallons in wagons).

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.

NOW THERE'S A DODGE IN EVERY SIZE !



COMPACT DODGE LANCER

Here's a compact that does more than just save gas. Lancer sizzles from start to stop. Handles neat. Corners flat. Fun to drive. Easy to own. Lancer is available in seven models, among them the Lancer GT, a 2-door hardtop with luxury other compacts are not accustomed to, including genuine bucket seats, all-vinyl upholstery, wall-to-wall carpeting, padded dash, deluxe wheel covers, the works! Lancer GT is America's first Sports-Compact. Like every Dodge, it is fully rustproofed and it will go 32,000 miles between grease jobs.



NEW SIZE DODGE DART

Sized right in the middle of the big and little. Dart is two feet bigger than America's smallest car. There's room inside for a family of six. Dart is two feet shorter than the longest. The new size Dart is a new, easy-to-handle, parkable length. It has the hottest standard engines anywhere near its price. (Slant 6 or V8 available in most models). A fold-down center armrest up front is standard equipment on Dart 440 models. The body is rustproofed. Brakes, self-adjusting. New size Dodge Dart is available in twenty-three models.



DODGE CUSTOM EIGHT EIGHTY

The new Dodge Custom 880 is a big automobile. The power is big. The room and ride are big. Custom 880 offers the kind of comfort and luxury that only a big car can give you. Available in six models.



AND THE ULTRA HIGH PERFORMANCE

DODGE POLARA 500

This one is not for the casual driver. Not with its 305 horses, 395 foot-pounds of torque, 361 cubic inches of displacement, four-barrel carb, high-speed cam, and dual exhausts. Three popular models, all hot!

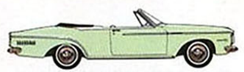
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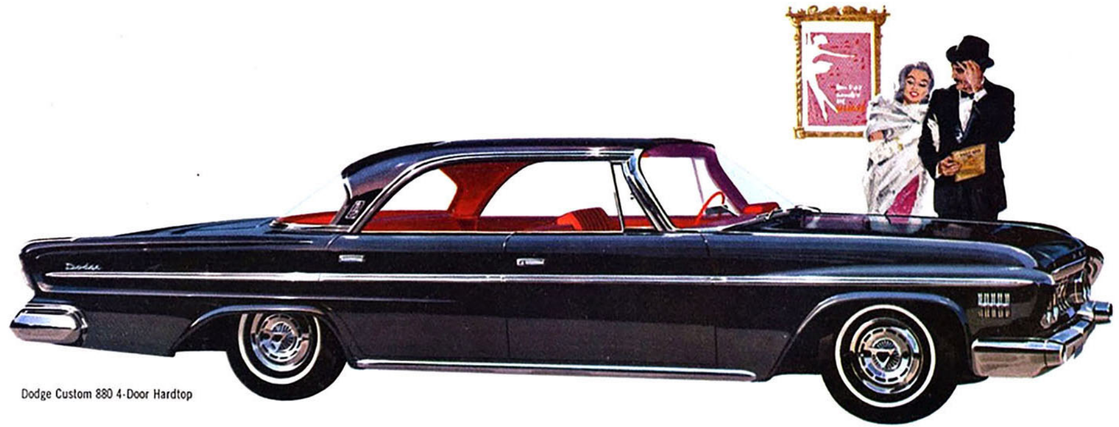
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