

Dodge Rebellion Operation '67/ MONACO · POLARA · CORONET · CHARGER · DART



*We want you!*



# DODGE MONACO

## The Dodge Rebellion: Operation '67

A sweeping new attack on dull driving! Fresh, new styling. Bigger cars. More luxurious cars. Monaco. Polara. Coronet. Charger. Dart. They're all in this book. They're all designed to recruit new volunteers for the Dodge Rebellion!

## Monaco Speaks Softly but Carries a Big Kick!

The Dodge Monaco line — cars that introduce a youthful new look and feel into the world of long luxury automobiles. Now you can demand more than the usual kind of appointments in your big car — and get them with Monaco. Now you can get Monaco's kind of performance (that some cars give you at "extra cost") at a standard-equipment price. For '67, Monaco's longer (a full six inches longer than last year). And livelier: Monaco's big 383-cubic-inch V8 runs on regular gas. Monaco: your finest reason to join the Dodge Rebellion — Operation '67.



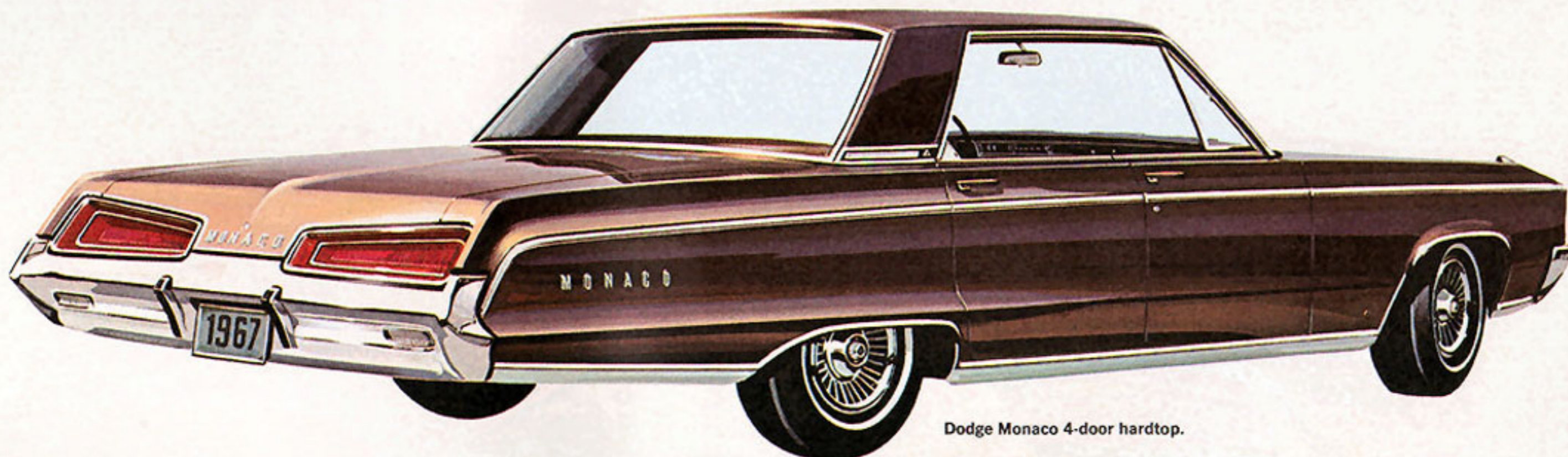
Monaco all-vinyl interior.



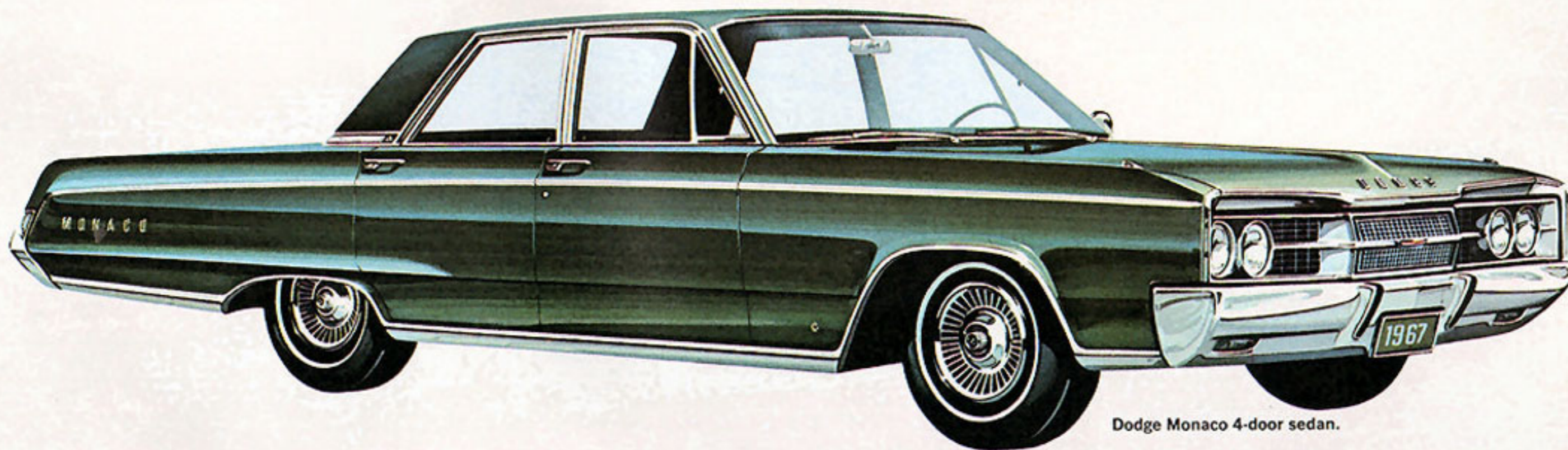
Dodge Monaco 4-door hardtop.



Dodge Monaco 2-door hardtop.



Dodge Monaco 4-door hardtop.



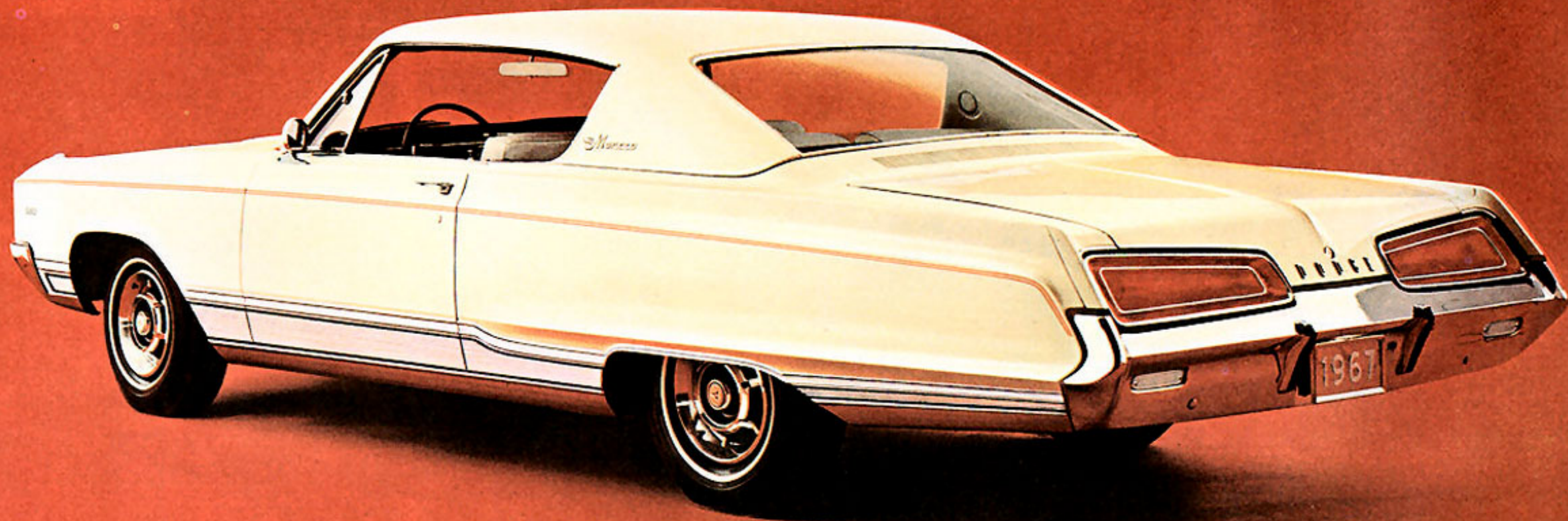
Dodge Monaco 4-door sedan.

Monaco station wagons, finest in our line, are described on the 5th page following this one.

# DODGE MONACO 500

## Monaco 500 Stands Out . . .

. . . from every other car (and every other Dodge) for '67. Unfortunately there can only be one top luxury car in any model line. Fortunately, for you, Dodge offers Monaco 500. Even if you bought it "stripped," Monaco 500 would still come equipped with more standard features than just about any other car on the road. One look is all you need — to know that Monaco 500 is our top-echelon command car for Operation '67!



Dodge Monaco 500 — the most luxurious Dodge ever built!

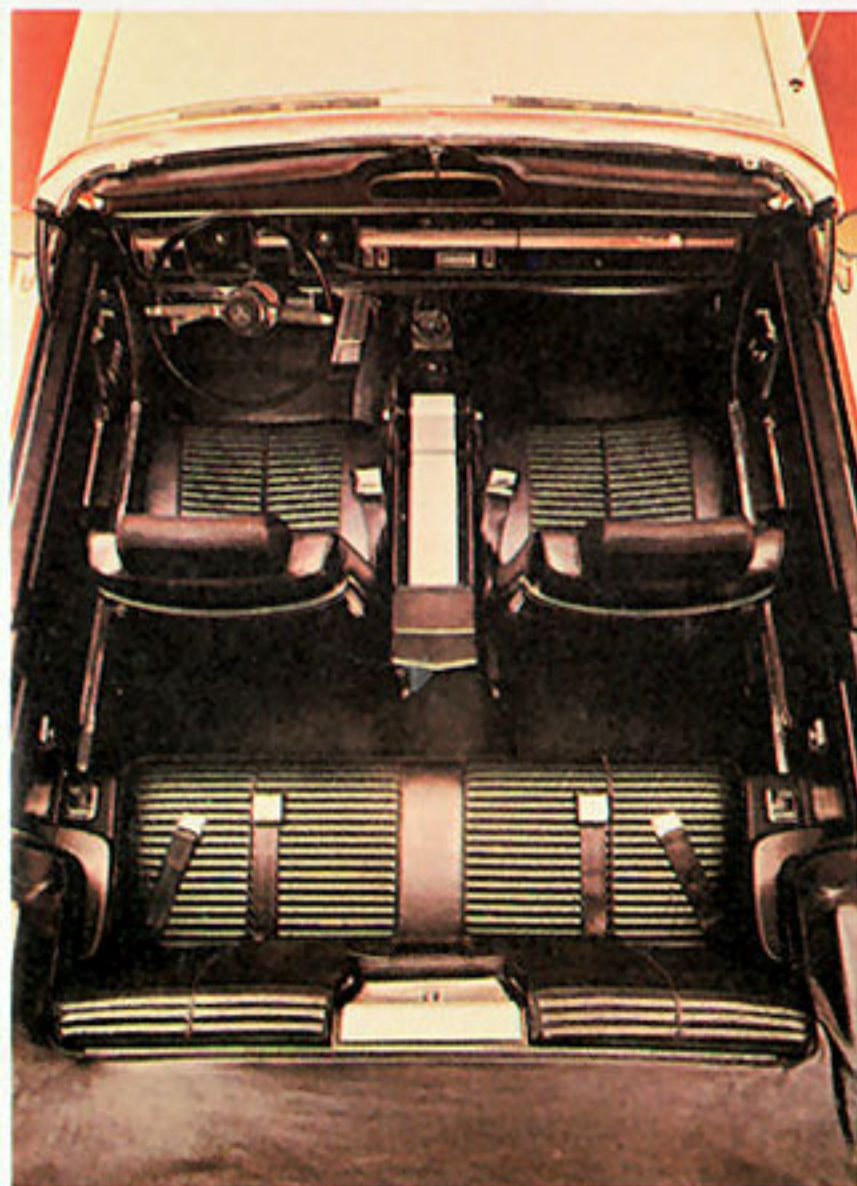
# DODGE POLARA 500

## Give In, Luxury Lovers. We've Got You Surrounded.

Surrounded with all-new beauty and fancy functional features. Plush, foam-padded seats. Deep-pile carpeting. New safety instrument panel. (Handsomely designed with toggle switches and thumb wheels.) If you want the finest, most luxurious convertible Dodge offers for '67— get the Polara 500 convertible. If you're the type for one of the sportiest bucket-seat hardtops we've ever built: Polara 500 hardtop's for you!



Dodge Polara 500 2-door hardtop (bucket seats).



Polara 500 interior (all-vinyl).



Dodge Polara 500 convertible — finest softtop in the Dodge line for '67.

# DODGE POLARA

## Break Away!

Toss aside the old car-buying habits. You don't have to strike it rich, either. (Even though people get the impression that you have.) Here's a whole raft of reasons you'll want to join the Dodge Rebellion. Their code name: Polara.



Polara 500 all-vinyl interior.

## Go Polara!

Even though it's just a short step above the low-priced field in dollars and cents — Polara's a long way up in class, distinction, size and sheer luxury. In size alone, Polara has six inches more length than it had last year. It's a real trend setter. A step ahead of the pack of dull look-alikes and drive-alikes. With an all-new look up front, out back — in fact, from every angle — Polara offers you a lot of excitement for '67. It's big. It's exciting. Your kind of car!

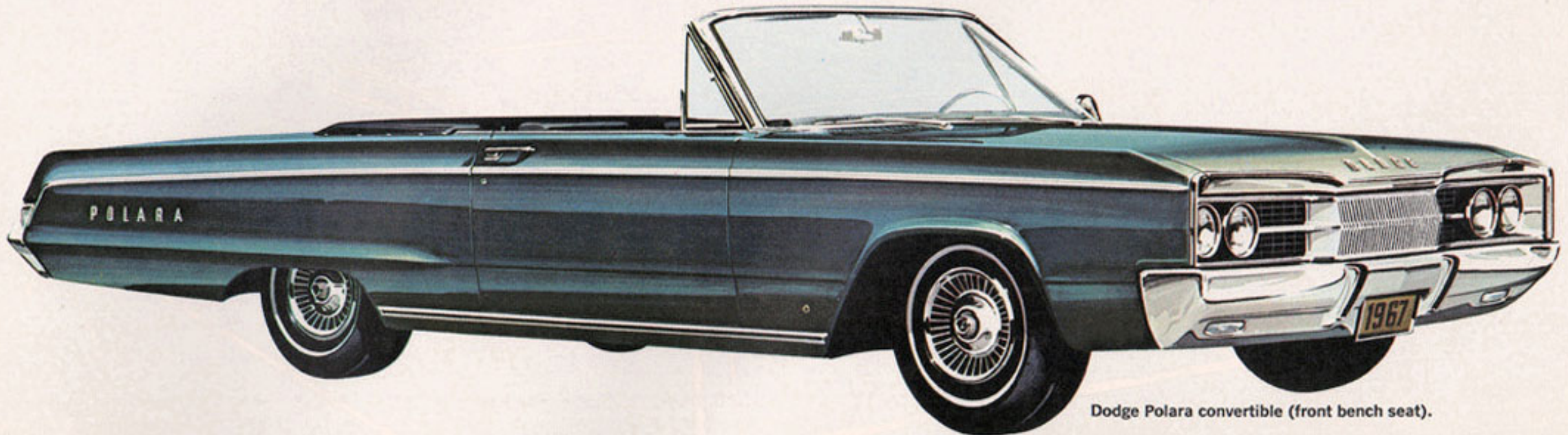


Dodge Polara 500 2-door hardtop.

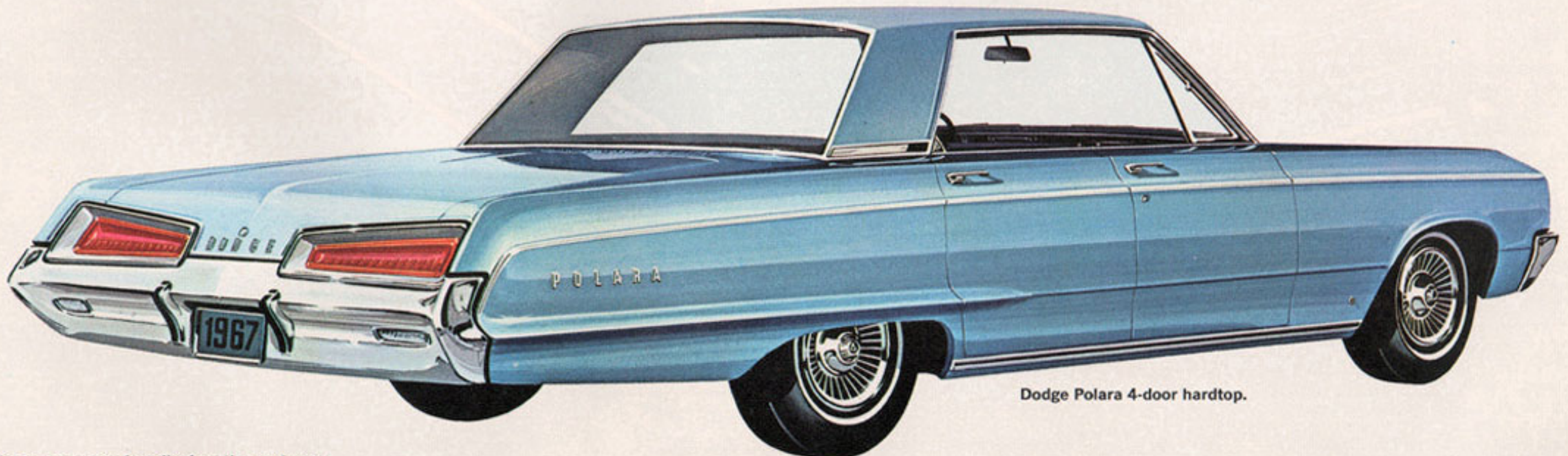
# DODGE POLARA



Dodge Polara 4-door sedan. Also offered as Polara 318 model.



Dodge Polara convertible (front bench seat).



Dodge Polara 4-door hardtop.

Polara station wagons are described on the next page.

# MONACO/POLARA STATION WAGONS

## Back the Attack Against Stuffy-Looking Wagons!

Who says "big wagons" have to look bloated and bulbous? Polara and Monaco wagons prove you can get big-wagon room, big-wagon ride, and big-wagon luxury — with more sportiness, more class than most hardtops have. Both Polara and Monaco wagons come either as 2-seat or 3-seat models.

Both offer extremely good looks at the head of a long list of standard items. And when it comes to custom options, there's a wide choice: from front bucket seats\* to dual air conditioning.\*\* Blast the commonplace of most station wagons. Get a Polara. Or Monaco.

\*Optional at extra cost, Monaco station wagons only.

\*\*Optional at extra cost, on both Polara and Monaco station wagons.



Dodge Monaco station wagon, finest in our line, available in 2-seat and 3-seat models.





Dodge Polara station wagon, available in 2-seat and 3-seat models.

## MONACO and POLARA STANDARD EQUIPMENT

### Standard on all models:

Acrylic enamel in choice of 20 standard\* colors  Glove box lock  Cigarette lighter  2-spoke steering wheel with half horn ring\*\*  Rear seat with 1 $\frac{3}{4}$ " foam cushion padding\*\*  Rear armrests with ashtrays  Carpeting, front and rear  Heater/defroster  3-speed manual transmission\*\*  Long life major chassis lubrication (good for 36,000 miles)  Illuminated ignition switch  Vinyl-covered trunk mat (except station wagons)  Flow-Through ventilation (all 2- and 4-door hardtops)  Dome light (sedans, 4-door hardtops, wagons)  Rear pillar lights (2-door hardtops).

\*Special, buffed, silver metallic paint is offered as an additional body color, at extra cost.

\*\*Does not apply to Monaco 500. See specifications below.

### Additional standard equipment for Monaco & Monaco 500:

Glove box light  Ashtray light  Map and courtesy light  Front-fender-mounted turn signal indicator lights.

### Additional, for Monaco 500 only:

3-spoke steering wheel with horn bars  Rear seat with full-volume foam cushion padding  3-speed Torque-Flite automatic transmission  Electric clock  Spare tire cover  Door-mounted courtesy light  Body side paint stripes, in choice of black, white, red or blue.

### SAFETY EQUIPMENT

Standard safety equipment, included on all Monaco and Polara models, is shown on the back cover of this catalog.

## OPTIONS AND ACCESSORIES

### Performance:

Please refer to engine and transmission headings for details on these components  Sure Grip differential  Trailer-towing package  Console-mounted tachometer (available on Polara 500 and Monaco 500 only)  Heavy-duty shock absorbers  Heavy-duty suspension package with large-diameter sway bar:  Heavy-duty rear springs  Heavy-duty torsion bars  Front disc brakes.

(Above items available in package only.)

### Comfort and convenience:

Air Conditioning—integral with heater (wagons offer single or dual units)  Center console between bucket seats (optional at no extra cost on Polara 500 and Monaco 500 models only, replacing fixed center cushion and pull-down armrest; N.A. with 3-speed manual transmission)  Auto Pilot speed control  Power brakes  Power steering  Three-speed electric windshield wipers (2-speed electric wipers, standard)  Electric clock (standard, Monaco 500)  Electric door locks  Left, outside, remote-control rearview mirror  Right, outside, manual rearview mirror  Tinted windshield or windshield and windows  6-way power seat, bench-type. Bucket-type, driver's side only (Polara 500, Monaco 500, Monaco 4-door hardtop and Monaco wagons)  Bucket seats with center cushion and pull-down armrest (standard, Polara 500, Monaco 500, optional

Monaco 4-door hardtop and Monaco wagons)  Passenger side, reclining bucket seat (Monaco 500 only)  Front seat headrests (available with bucket seats only)  Shoulder belts, front (left and right)  Music Master, push-button radio, transistorized  Astrophonic radio  Rear seat speaker (all models, except wagons)  Roof luggage rack (station wagons only)  Electric tailgate window (Polara 2-seat wagon only; standard on other wagon models)  Lockable storage compartment (wagons only)  2-spoke tilt and telescoping steering wheel with horn button on each spoke (Power steering required)  Undercoating and hood insulation.

### Appearance:

White sidewall tires  Bumper guards (rear bumper guards and step pads are standard on 3-seat wagon; optional on 2-seat wagon)  Black or white Boar-grain vinyl roof covering (hardtop models only)  Deep-dish wheel covers  "Mag"-type wheel covers  15-inch wheel covers  Two-tone paint (N.A. convertibles)  Buffed, silver-metallic body paint (optional on all models)  3-spoke steering wheel (standard on Monaco 500, optional on other models)  All-vinyl interior trim (optional, Polara sedan and 2- and 4-door hardtop; standard, Monaco, Monaco 500 and Polara 500 hardtops, Polara and Polara 500 convertibles and wagons).

### Engines:

318-cubic-inch V8 (2-bbl.) 230-hp. Standard on Polara 318 model only,

and only engine offered on this model. (N.A. other Polara models.) Regular fuel. A 1967 version of Dodge's famous "318." Now 60 pounds lighter and featuring wedge combustion chambers and hydraulic tappets  383-cubic-inch V8 (2-bbl.), 270-hp. Optional at no extra cost for Monaco 500. Standard on all other models. Regular fuel  383-cubic-inch V8 (4-bbl.), 325-hp. Single exhaust. Standard on Monaco 500. Optional on all other models. Dual exhaust optional on all models. Premium fuel  440-cubic-inch V8 (4-bbl.), 350-hp. Single exhaust. (Optional on all models; dual exhaust on station wagons.) Premium fuel  440-cubic-inch Magnum V8 (4-bbl.), 375-hp. Dual exhaust. (Optional, all models except wagons.) Premium fuel.

### Transmissions:

3-speed manual transmission. Standard on all models, except Monaco 500. Shift lever is mounted on the steering column  4-speed manual transmission. Optional on Polara 500 and Monaco 500. (N.A. on other models.) Shift lever is console-mounted  3-speed TorqueFlite automatic, with internally actuated parking sprag. Aluminum housing. Water-cooled. Standard on Monaco 500; optional, all other models. Column- or console-mounted selector lever.

### Dimensions:

Wheelbase, 122.0". Overall length, 219.6". 3-seat wagons, 221.3". Width, 80.0" (except wagons). Tread: front, 62.0"; rear, 60.7".

## DODGE CORONET R/T

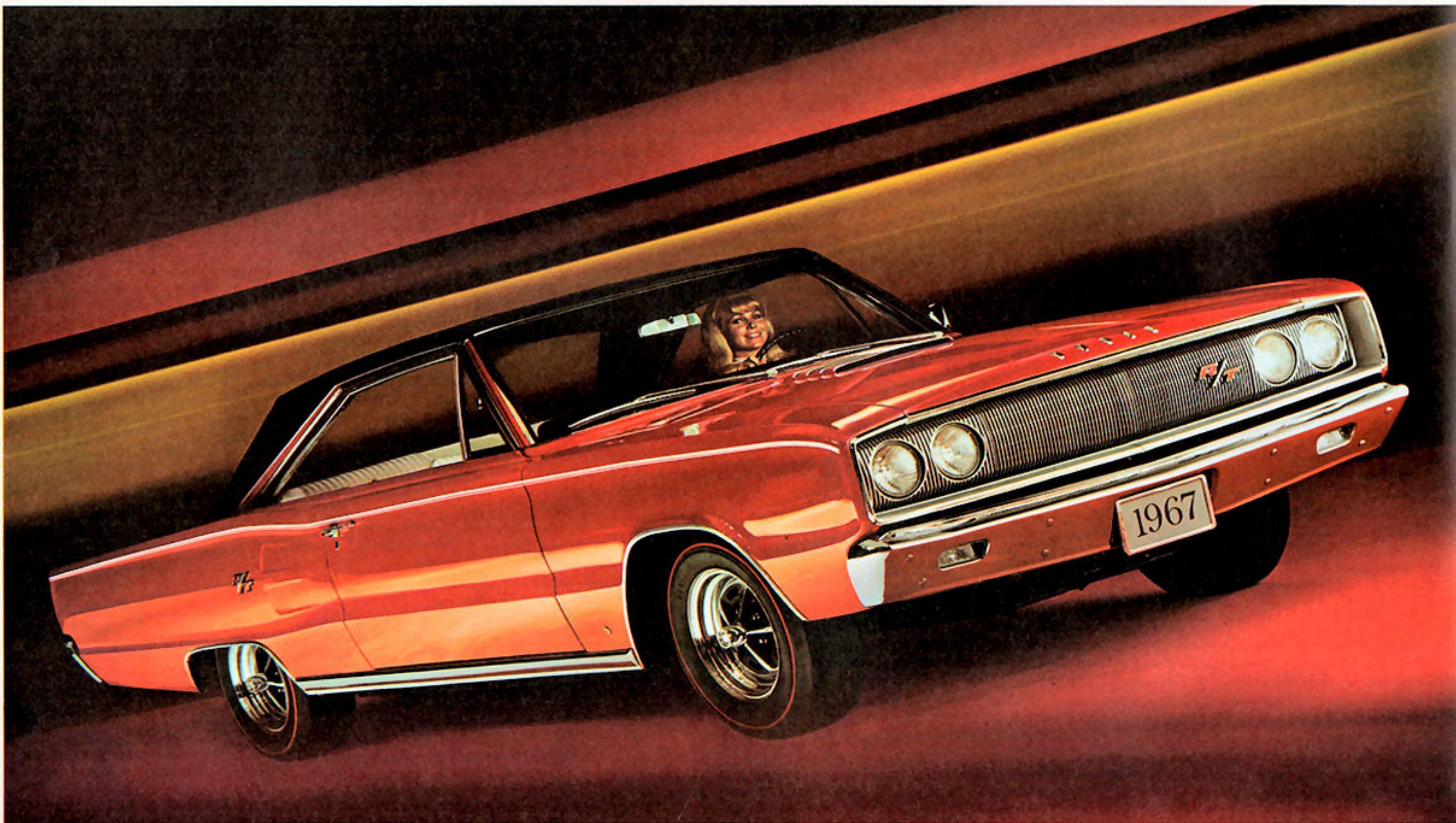
## ADVANCE! ... and Be Recognized in Coronet R/T.



Dodge Coronet R/T convertible. 440-Magnum V8 is standard.

There's no mistaking this one-of-a-kind cruiser when you see it on the street. The Coronet R/T models (hardtop and softtop) pack a new Dodge 440-cubic-inch, 4-barrel 440-Magnum V8 under the hood. It's standard equipment.\* Your choice of 4-on-the-floor or TorqueFlite automatic to handle the horses. Bucket seats, special air-scoop hood, Red Streak nylon tires — all standard on R/T (and a big bundle more, besides). The Dodge Rebellion can use a few recruits who want the extra performance, the extra good looks of this brand-new "R/T." You could be one of them.

\*Dodge 426 Hemi V8, with dual 4-barrel carbs, available as an optional engine choice, at extra cost.



Dodge Coronet R/T 2-door hardtop. 440-Magnum V8 is standard.

# DODGE CORONET 500

## Prepare for Action!

Move out front with Coronet 500. The cars that look rich and successful. (Yet have stickers that tell you that this price of success is easy to pay.) Nice choice, too. Bucket-seat convertible and hardtop. Ultraluxury, "Special Edition" 4-door sedan. Unusually long list of standard items and a nice selection of optional "goodies" make the Coronet 500 models the luxury leaders of this line!



Dodge Coronet 500 convertible (bucket seats).



Dodge Coronet 500 SE (Special Edition) 4-door sedan.



All-vinyl Coronet 500 interior.



Dodge Coronet 500 2-door hardtop. Bucket seats, with choice of center cushion or console.

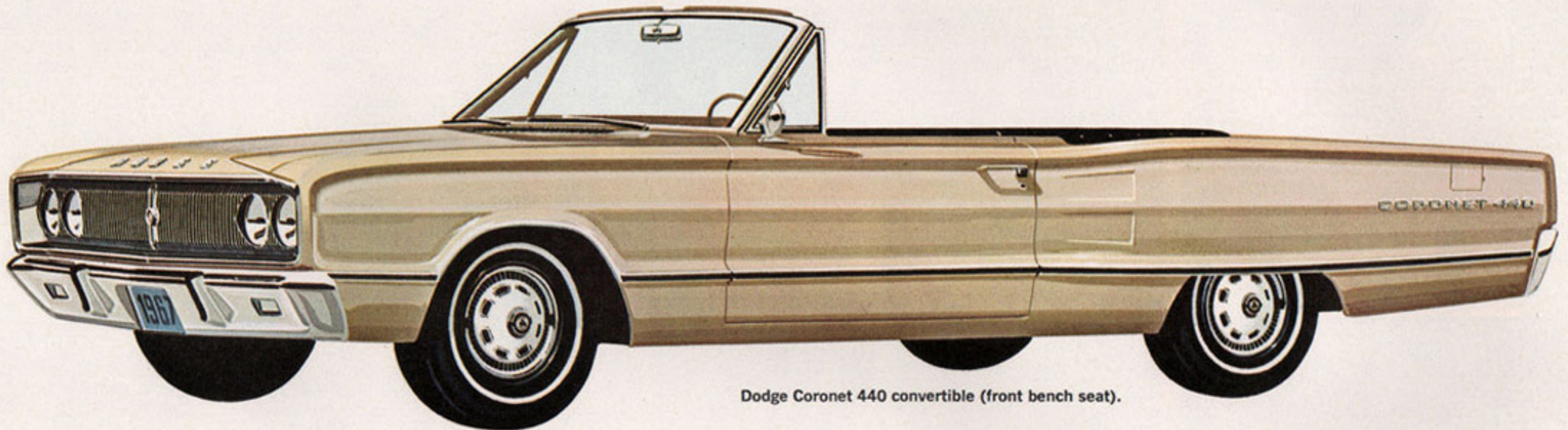
# DODGE CORONET 440

## Your Biggest Choice: Right Here!

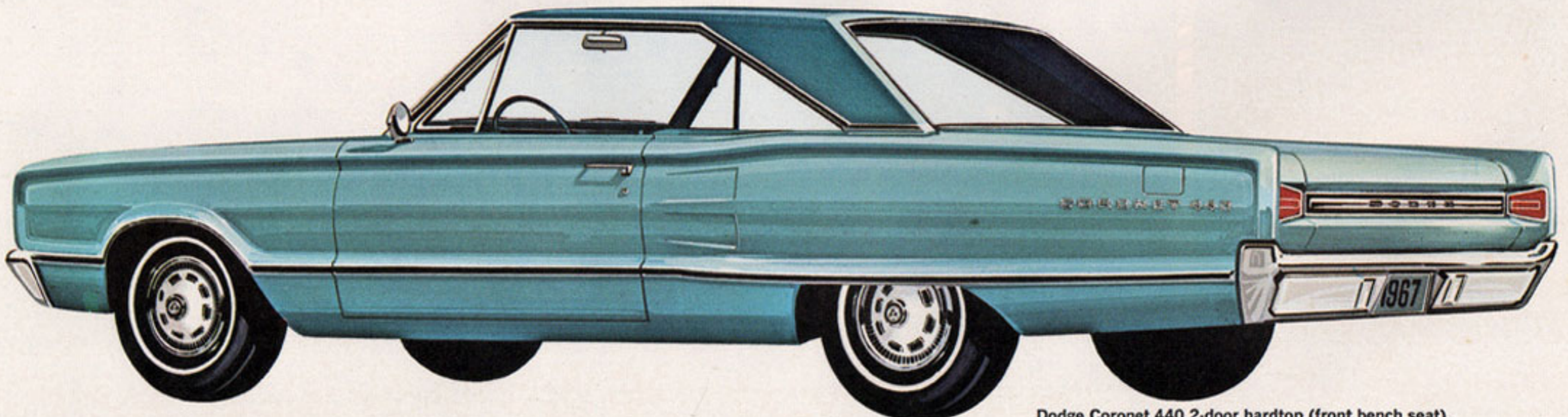
Coronet 440 offers you the biggest incentive to sign up for a tour with Dodge. Sedan? Hardtop? Convertible? Station wagons (2-seat and 3-seat models)? The Coronet 440 Series has 'em all. Check the man-sized quarters inside these rebellious new Dodges. Every model has full-dress interiors that include foam-padded seats and full carpeting.



Dodge Coronet 440 4-door sedan offers optional all-vinyl interior.



Dodge Coronet 440 convertible (front bench seat).

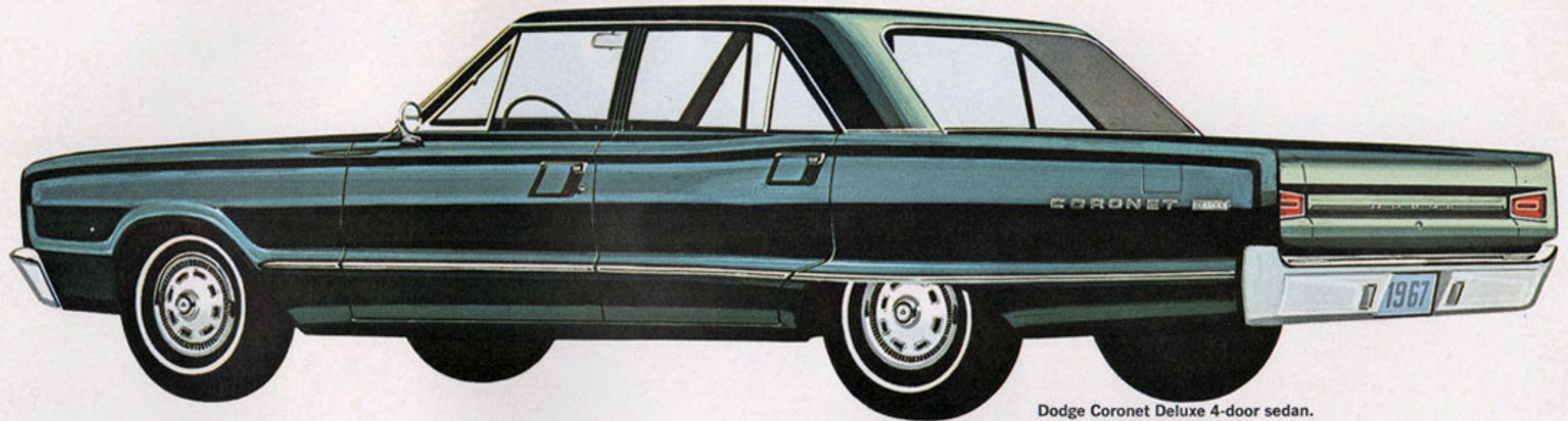


Dodge Coronet 440 2-door hardtop (front bench seat).

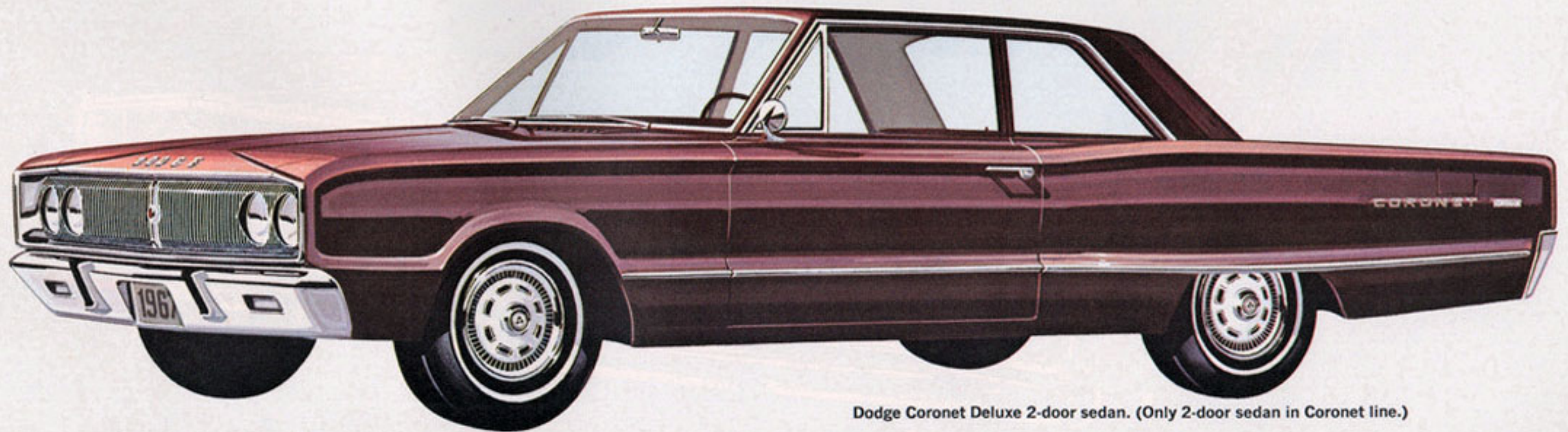
For a look at Coronet 440 station wagons (2-seat and 3-seat models), please turn the page.

## Take Your Position!

That's right behind the wheel of a '67 Coronet. Then prepare for an invasion by friends who snap to attention when they find out you have a new car that makes the other '67s suddenly seem drab. If you want Coronet's long, smooth styling—Coronet's room and handling — and you want it all at the lowest price in the Coronet line — the password is "Coronet Deluxe."



Dodge Coronet Deluxe 4-door sedan.

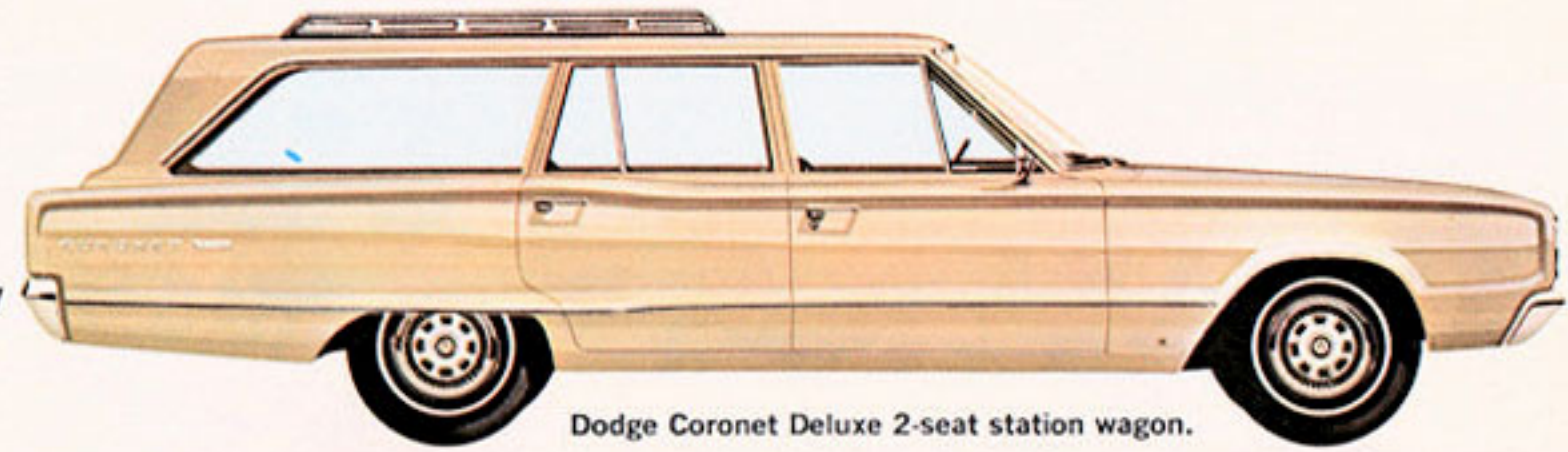


Dodge Coronet Deluxe 2-door sedan. (Only 2-door sedan in Coronet line.)

## CORONET STATION WAGONS

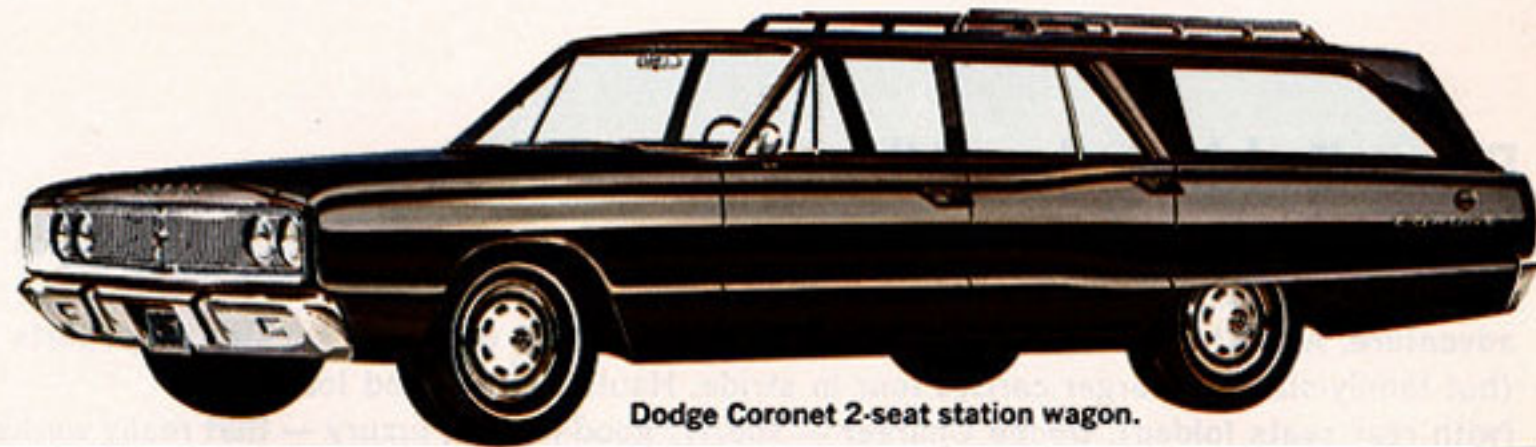
### Rebellion recruits have wide choice of wagons!

Is this your year for a wagon? Your year to break the old sedan-buying habit? Then Coronet wagons are for you! Dodge built them big enough to haul just about anything — yet trim and thrifty enough to fit in everywhere (even into your budget). Four new '67 Coronet wagon models: Two Coronet 440s (a 2-seat and a 3-seat model), and 2-seat Coronet Deluxe Wagon — and the thriftiest Dodge wagon for all for '67 — the new Coronet Series station wagon!



Dodge Coronet Deluxe 2-seat station wagon.





Dodge Coronet 2-seat station wagon.

## CORONET STANDARD EQUIPMENT

Standard on all models:

Acrylic enamel in choice of 15 colors (Coronet, Coronet Deluxe) (18 standard\* colors Coronet 440, 500 and R/T).

\*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost, on Coronet R/T, 500 and 440 models.

Stainless steel hubcaps (Deluxe wheel covers on Coronet 500) □ Cigarette lighter (optional, Coronet Series wagon) □ Front armrests □ Rear armrests with ashtrays (except convertibles) □ Carpeting, front and rear (Coronet R/T, 500, 440) □ Color-keyed rubber floor mats (Coronet Deluxe) □ Black rubber floor mats (Coronet Series wagon) □ Heater/defroster □ 3-spoke steering wheel, with half horn ring (Coronet R/T, 500, 440) □ 3-spoke steering wheel with horn button (Coronet Deluxe, Coronet) □ 3-speed TorqueFlite automatic transmission (std., Coronet R/T) □ 3-speed manual transmission (std., all other Coronet models) □ Spare tire cover (tire is carried below trunk floor in all but wagons; upright, in wagons, in quarter panel stowage) □ Curved and tempered side glass □ Long life major chassis lubrication (good for 36,000 miles).

Additional for Coronet R/T:

Body side paint stripe in choice of white, black, red or blue (also available without paint stripe) □ 7.75 x 14 Red Streak tires □ Heavy-duty torsion bars, ball joints, shock absorbers and rear springs □ Map and courtesy light (R/T convertible) □ Special R/T hood, with air-scoop design.

## SAFETY EQUIPMENT

Standard safety equipment, included on all Coronet models, is shown on the back cover of this catalog.

## CORONET OPTIONS, ACCESSORIES

Performance:

Sure Grip differential □ Console-mounted tachometer (available on Coronet R/T, 500 hardtop and convertible only) □ Trailer-towing package □ Rallye suspension package with sway bar: heavy-duty rear springs, heavy-duty ball joints, heavy-duty torsion bars. (Above items available in package only.) □ Front disc brakes (power brakes required).

Comfort and Convenience:

Air conditioning □ Center console (a no-extra-cost option that replaces standard center cushion and pull-down armrest with bucket seat in Coronet 500 hardtop and convertible; N.A. with 3-speed manual transmission) N.A. Coronet 440, Coronet and Coronet Deluxe; extra cost, Coronet R/T □ Power brakes □ Power steering □ Variable-speed electric windshield wipers (2-speed, electric, standard) □ Electric clock □ Left, outside, remote-control rearview mirror □ Right, outside, manual rearview mirror □ Electric window lifts (optional on all hardtops and convertibles—N.A. on other models) □ Tinted windshield or windshield and windows □ Front seat with 2¼" foam padding (standard, Coronet 440 and 500 SE; optional on all other models except Coronet R/T and Coronet 500 hardtop and convertible) □ Front bucket seat headrests □ Shoul-

der belts, front (left and right) □ Power tailgate window (standard on Coronet 440, 3-seat wagon; optional on other Coronet wagon models) □ Music Master radio, push-button, transistorized □ Rear seat speaker (N.A. convertibles and wagons) □ Roof luggage rack (station wagons only) □ Undercoating and hood insulation.

Appearance:

White sidewall tires (Coronet R/T no extra cost; optional at extra cost on all other Coronet models) □ Bumper guards (rear bumper guards and step pads are standard on 3-seat wagon; optional on 2-seat wagons) □ Black or white Levant-grain vinyl roof covering (Coronet R/T, 500 and 440 hardtops and 500 SE sedan only) □ 3-spoke, simulated wood-grained steering wheel (optional, Coronet R/T, 500 and 440 models only) □ 3-spoke steering wheel with full horn ring □ Deluxe wheel covers (standard, Coronet 500 models) □ "Mag"-type wheel covers □ Chromed steel road wheels □ Two-tone paint (N.A. convertibles) □ Buffed, silver-metallic body paint (optional, Coronet R/T, 500 and 440 models only; N.A. other models) □ All-vinyl interior trim (Coronet 440 sedan; standard on 2-door hardtop, convertible and wagons).

Engines:

225-cubic-inch Six (1-bbl.), 145-hp. Standard on all Coronet 6-cylinder models. Regular fuel □ 273-cubic-inch V8 (2-bbl.), 180-hp. Standard on all Coronet V8 models.\* Regular fuel □ 318-cubic-inch V8 (2-bbl.), 230-hp. Optional on all Coronet V8 models.\* Regular fuel. A 1967 version of Dodge's

famous "318." Now 60 pounds lighter and featuring wedge combustion chambers and hydraulic tappets □ 383-cubic-inch V8. (2-bbl.), 270-hp. Optional on all Coronet V8 models.\* Regular fuel □ 383-cubic-inch V8 (4-bbl.), 325-hp. Dual exhaust. Optional on all Coronet V8 models.\* Premium fuel □ 426-cubic-inch V8 Hemi (dual 4-bbl.), 425-hp. Dual exhaust. Dual rocker arm shafts. Hemispherical combustion chambers. Optional on Coronet R/T models only. Premium fuel □ 440-cubic-inch Magnum V8 (4-bbl.), 375-hp. Dual exhaust. Standard on Coronet R/T models. N.A. other Coronet models. Premium fuel.

\*Except Coronet R/T models.

Transmissions:

3-speed manual transmission. Standard on all Coronet models.\* Shift lever is mounted on steering column. (N.A. with center console or with 383-cu.-in. V8s, Hemi V8, or Magnum V8.) □ 4-speed manual transmission, console- or floor-mounted. Optional at extra cost with 383-cu.-in. V8s, Hemi V8. A no-extra-cost option for Coronet R/T □ TorqueFlite, 3-speed automatic transmission with internally actuated parking sprag. Aluminum housing. Water-cooled. Optional at extra cost on all Coronet models. Standard on Coronet R/T. Column- or console-mounted selector lever.

\*Except Coronet R/T models.

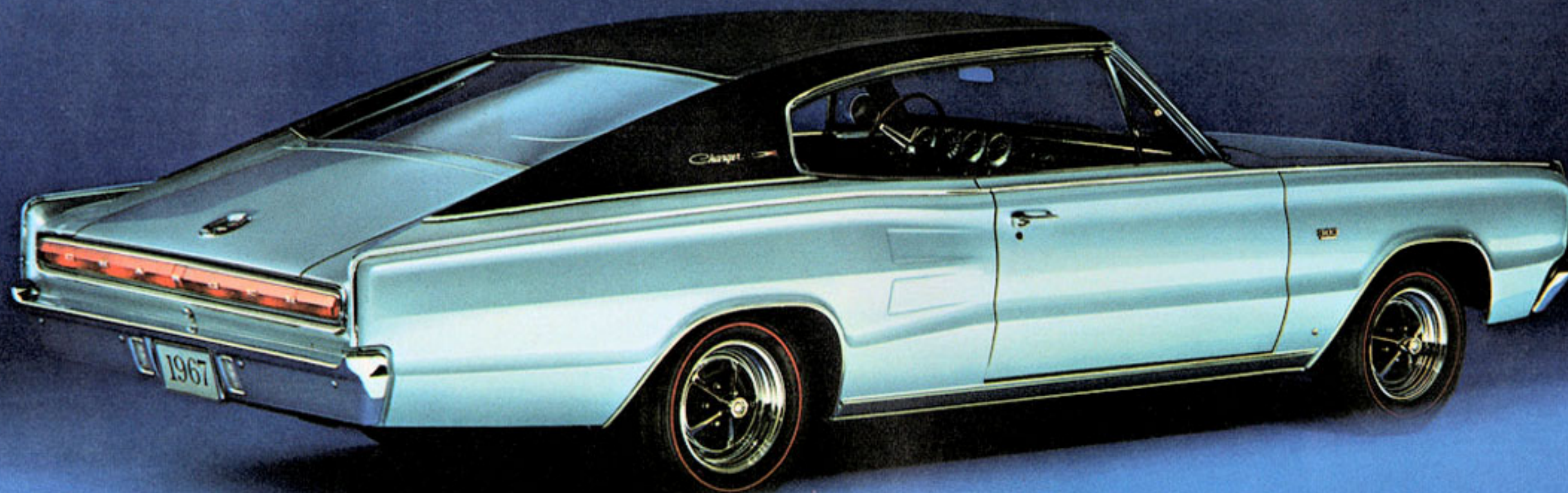
Dimensions:

Wheelbase, 117.0". Overall length, 203.0" (2-seat wagons, 207.9"; 3-seat wagon, 210.4"). Width, 75.3". Tread: front, 59.5"; rear, 58.5".

# DODGE CHARGER

## Blast Behind-the-Wheel Boredom!

Down with the idea that driving has to be dull! Move out — in Dodge Charger. It's America's only full-sized fastback. Distinctive. Debonair. With a sleek, devil-may-care look that suggests adventure. And Charger changes its personality to suit your moods. It's a swinging sports model (but family-sized). Charger carries four in stride. Hauls wagon-sized loads (with rear seats folded). Dodge Charger — sporty, good-looking luxury — that really works!



Dodge Charger 2-door fastback coupe, with fold-down rear bucket seats to provide 4-x-7½-foot rear cargo room.



**Don't swap space  
for spice;  
set your sights  
on Charger**



## CHARGER STANDARD EQUIPMENT

Acrylic enamel in choice of 18 standard\* colors □ Body paint stripe in choice of blue, white, black or red □ All-vinyl interior in choice of:

blue, red, copper, black, white/black or gold/black □ Dual, retractable headlights □ Cigarette lighter □ Map and courtesy light □ Glove box lock □ Glove box light □ Front bucket seats with full-volume foam □ Rear bucket seats with 1¼" foam padding □ Front left armrest □ Front right armrest with ashtray □ Rear armrests with ashtray □ Rear center armrest with cigarette lighter □ Carpeting, front and rear □ Heater/defroster □ 3-spoke steering wheel with full horn ring □ 318-cu.-in. V8 □ 3-speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Spare tire cover (tire is carried below trunk floor) □ Curved and tempered side glass □ Tinted rear window □ Oil pressure gauge □ Tachometer □ Rear pillar, interior lamps □ Hinged trunk panel, carpeted □ Trunk carpet, to match interior.

\*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost.

### SAFETY EQUIPMENT

Standard safety equipment, included on Charger, is shown on the back cover of this catalog.

## CHARGER OPTIONS and ACCESSORIES

### Performance:

Sure Grip differential □ Trailer-towing

package (described on page detailing Dodge Dart equipment) □ 7.75 x 14 Red Streak tires □ Heavy-duty shock absorbers □ Heavy-duty suspension package: Heavy-duty ball joints,\* Heavy-duty rear springs,\* Heavy-duty torsion bars.\*

\*Items available in package only.

Front disc brakes. (Power brakes required.)

### Comfort and Convenience:

Air conditioning □ Center console (available with automatic or 4-speed manual transmission only) □ Center cushion (between bucket seats) with pull-down armrest (N.A. with center console) □ Power brakes □ Power steering □ Variable-speed, electric windshield wipers (2-speed, electric, standard) □ Console-mounted electric clock □ Left, outside, remote-control rearview mirror □ Right, outside, manual rearview mirror □ Shoulder belts, front (left and right) □ Electric window lifts □ Tinted windshield and windows (tinted rear window, standard) □ Astrophonic radio, push-button, transistorized □ Music Master Radio.

### Appearance:

7.35 x 14 white sidewall tires □ Black or white Levant-grain vinyl roof covering □ 3-spoke, simulated wood grain steering wheel □ Deluxe, deep-dish wheel covers □ "Mag"-type wheel covers □ Chromed steel road wheels.

### Engines:

318-cubic-inch V8 (2-bbl.), 230-hp. Standard. Regular fuel. A 1967 version

of Dodge's famous "318." Now 60 pounds lighter and featuring wedge combustion chambers and hydraulic tappets. □ 383-cubic-inch V8\* (2-bbl.), 270-hp. Regular fuel. □ 383-cubic-inch V8\* (4-bbl.), 325-hp. Dual exhaust. Premium fuel. □ 440-cubic-inch Magnum V8\* (4-bbl.), 375-hp. Dual exhaust. Premium fuel. □ 426-cubic-inch Hemi V8\* (dual 4-bbl.), 425-hp. Dual exhaust. "Spoiler" air deflector is included with 426 Hemi. Premium fuel.

\*Optional, at extra cost.

### Transmissions:

3-speed manual transmission. Standard on Charger. Shift lever is mounted on the steering column. □ 4-speed manual transmission. Console- or floor-mounted. Optional at extra cost with optional engines only. □ TorqueFlite, 3-speed automatic transmission with internally actuated parking sprag. Aluminum housing. Water-cooled. Console- or column-mounted shift lever. Optional at extra cost.

### Dimensions:

Wheelbase, 117.0". Overall length, 203.6". Width, 75.3". Tread: front, 59.5"; rear, 58.5". Overall height, 53.8". Interior storage dimensions: rear seatback to trunk panel, 22.1", to end of luggage compartment (panel folded flat), 61.2". Front seatback to trunk panel, 53.0", to end of luggage compartment (panel folded flat), 92.1". Usable interior width at floor, 46.5". Width of rear deck lid opening, 43.9".

## DODGE DART GT

### Looking for an Escape from Cramped Compacts?

Lots of people are. That's why Dart — the Dodge-sized compact — gives you instant relief from compacts that are too small. But Dart gives you a lot more. For '67, Dart's strategy is to dazzle you with good looks. It's brand-new. Completely restyled — inside and out. Lots of pleasant surprises when it comes to room, comfort and extras that are all included in Dart's familiar compact-car price.



Dodge Dart GT 2-door hardtop. Front bucket seats are standard.

Dart strategy: dazzle  
you with  
good looks!



Dodge Dart GT convertible. Front bench seat, standard. Bucket seats, optional.



Dart GT all-vinyl interior. Bucket seats are standard in GT hardtop, optional (at extra cost) in GT convertible. Center console is an extra-cost option on both GT models.

## DODGE DART 270

### Take a Look. Then Drive It!

Stand up for your rights. Get a car with more fun inside, more run under the hood, and the familiar compact price on the sticker. Get all this — plus extra "knee-room" (instead of "no-room"), man-sized seats, rugs on the floor, and brand-new styling. Get one of the Dart 270 models for '67. A sporty hardtop or a 4-door sedan. They're just about the most value-packed cars you can find anywhere.



Dodge Dart 270 4-door sedan. Top sedan in the Dart line.



Dodge Dart 270 2-door hardtop, with front bench seat.

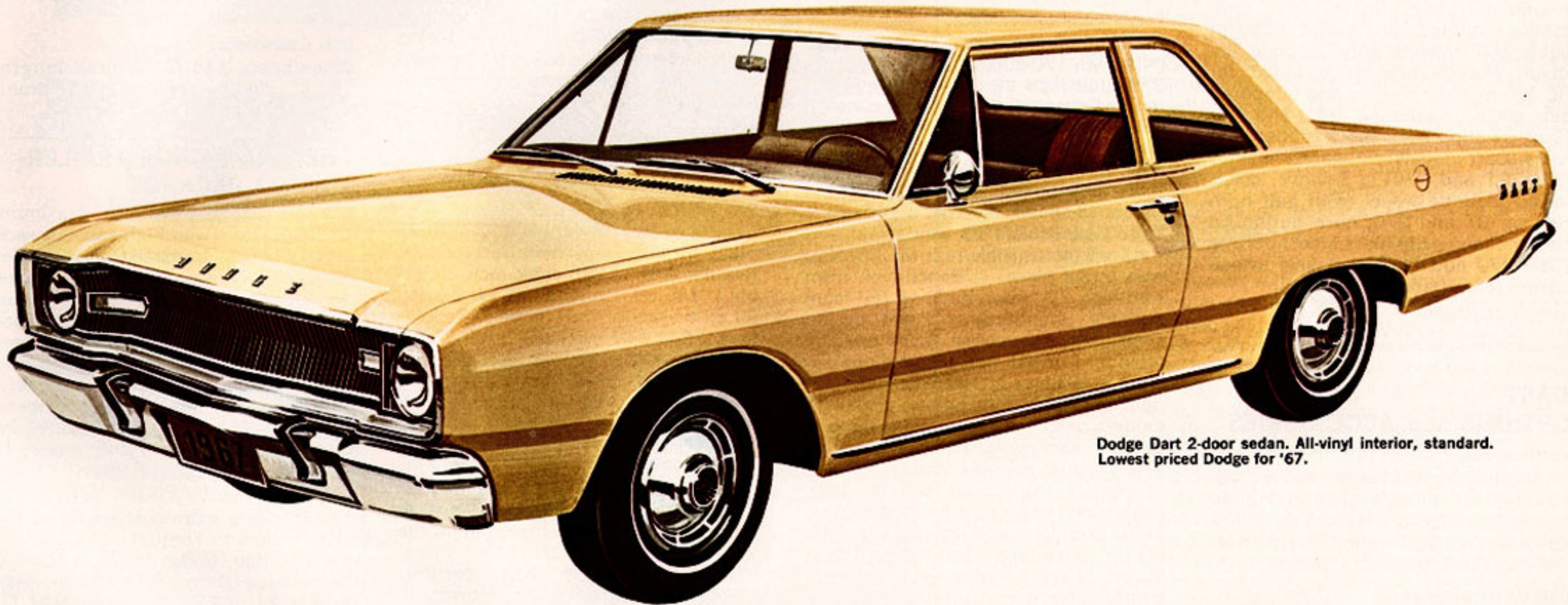
# DODGE DART

## The Lowest Priced Dodge of All for '67!

If you're looking for fresh Dart styling and Dart-sized room, at the lowest prices of all, here they are: The Dart Series. A 2-door and a 4-door sedan. The best of everything the Dodge Rebellion stands for — at prices to fit nearly any budget.



Dodge Dart 4-door sedan. All-vinyl interior, standard.



Dodge Dart 2-door sedan. All-vinyl interior, standard.  
Lowest priced Dodge for '67.

## DART STANDARD EQUIPMENT

Acrylic enamel in choice of 18 standard\* colors (Dart GT and 270 models), 15 standard colors (Dart models).

\*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost on Dart GT and 270 models.

Heater/defroster  Dome light  Front-fender-mounted turn signal indicator lights (GT models only)  Long life major chassis lubrication (good for 36,000 miles)  Curved and tempered side glass  Carpeting, front and rear (Dart GT and 270)  Black rubber floor mats (Dart models)  Cigarette lighter (std., GT and 270)  3-spoke, color-keyed steering wheel (with half horn ring on GT and 270; horn button on Dart models)  Stainless steel hubcaps (Dart 270 and Dart)  Deluxe wheel-covers (std., Dart GT).

### SAFETY EQUIPMENT

Standard safety equipment, included on all Dart models, is shown on the back cover of this catalog.

## DART OPTIONS and ACCESSORIES

### Performance:

Console-mounted tachometer (V8-powered GT models only)  Trailer-towing package  Heavy-duty shock absorbers  16:1 ratio, fast manual steering (24:1 manual, standard).

### Dart Rallye package:

Front disc brakes\* (available with optional 14" wheels only)  Heavy-duty rear springs  Heavy-duty torsion bars  Sway bar  D70 x 14" Red Streak nylon cord tires\*  Wide rim wheels (5.5J).\*

### Rallye suspension package:

Heavy-duty torsion bars (replace standard bars)  Heavy-duty ball joints  Heavy-duty rear springs (six leaves)  Sway bar.

\*Available separately—other items listed in Dart Rallye and Rallye suspension packages are not available separately.

### Comfort and convenience:

Air conditioning, integral with heater (N.A. with 170-cubic-inch Six; N.A. with 273-cubic-inch V8 with 3-speed manual)  Console (available with console-mounted automatic or 4-speed shift levers in GT models with bucket seats only)  Power brakes  Power steering  Variable-speed, electric windshield wipers (2-speed, electric, standard)  Tinted windshield or windshield and windows (convertible rear window N.A. with tinted glass)  Bench-type front seat with 2 1/4" foam padding (3/4" foam padding, standard)  Front bucket seats with full-volume foam padding (standard on GT hardtop, optional on GT convertible)  Headrests—left or right (available with bucket seats, GT models only)  Left, outside, remote-control rearview mirror  Right, outside, manual rearview mirror  Front, center-passenger seat belt  Rear, center-passenger seat belt  Shoulder belts, front (left and right)  Cigarette lighter (standard, Dart 270, GT)  Music Master radio, push-button, transistorized  Undercoating and hood insulation.

### Appearance:

Bumper guards—front and rear  Sill mouldings (Dart 270 only)  Black or white Levant-grain vinyl roof covering

(hardtops and 270 sedan only)  3-spoke steering wheel with full horn ring (optional on all Dart models)  3-spoke, simulated wood-grain steering wheel (optional on Dart GT and Dart 270 only)  Deluxe wheel covers (standard GT)  "Mag"-type wheel covers (available with optional 14" wheels only)  White sidewall tires  Two-tone paint (N.A. convertible)  Light package: Glove box lock (standard on GT convertible), map and courtesy light (standard on GT convertible), glove box light, trunk light  Buffed, silver-metallic body paint (GT and Dart 270 models only).

### Dart engines:

170-cubic-inch Six (1-bbl.), 115-hp. Standard for all 6-cylinder Dart models. Regular fuel.  225-cubic-inch Six (1-bbl.), 145-hp. Optional, at extra cost, for all 6-cylinder Dart models. Regular fuel.  273-cubic-inch V8 (2-bbl.), 180-hp. Standard for all V8 Dart models. Regular fuel.  273-cubic-inch V8 (4-bbl.), 235-hp. Optional, at extra cost, for all V8 Dart models. Premium fuel.

### Dart transmissions:

3-speed, manual. Standard on all Dart models. (N.A. with 273-cubic-inch 4-bbl. V8.) Shift lever is mounted on the steering column.  TorqueFlite, 3-speed, automatic, with internally actuated parking sprag. Aluminum housing. Water-cooled. Optional at extra cost on all Dart models. New, "partial kickdown" (2nd gear) feature for improved acceleration and economy with 6-cylinder engines. Column-mounted selector lever. Floor-mounted

selector lever available on GT models equipped with optional console.  4-speed, manual. Available at extra cost with 273-cu.-in. 2-bbl. V8 and 273-cu.-in. 4-bbl. V8. (N.A. with Dart 6-cylinder models.) Shift lever is floor- or console-mounted, with positive reverse-lockout tabs. All four forward speeds are synchronized.

### Dart dimensions:

Wheelbase, 111.0". Overall length, 195.4". Width, 69.7". Tread: front, 57.4"; rear, 55.6".

## THE 1967 DODGE TRAILER-TOWING PACKAGE

Basic equipment includes: Maximum cooling system with high-capacity radiator  Larger transmission-oil cooler (Coronet,\* Polara, Monaco)  Larger, 7-blade fan  Fan shroud  Radiator air seals  Heavy-duty performance axle, 3.23 ratio  Heavy-duty suspension with sway bar  Special brakes (10" on Dart; std., Dart V8 models) (11", non-self-adjusting on Coronet,\* Polara and Monaco)  Heavy-duty turn signal flasher  Heavy-duty stop light switch  Wide-rim wheels (5.5K on Coronet,\* 6J-K for Polara, Monaco).

The following extra-cost equipment is also required: TorqueFlite automatic transmission (std., Monaco 500)  Larger tires (Dart: 7.00 x 13; Coronet\*: 7.75 x 14, 8.25 x 14 nylon cord for Coronet wagons; Polara and Monaco: 8.55 x 14; 8.45 x 14 for wagons)  318-cu.-in. V8 required on all Coronet models. (383-cu.-in. V8 recommended.)

\*Trailer-towing package for Charger is similar to that of Coronet.

# DODGE SPORTSMAN WAGONS

## Two of the Most Versatile Vehicles — Two More Fine Reasons To Join Operation '67!

Now you can have a choice of Dodge Sportsman wagons in two sizes! The original, and very successful, Sportsman wagon on a 90" wheelbase is still a big favorite for all kinds of outdoor fun.

The new, king-sized Sportsman wagon, on a 108" wheelbase, gives you extra room for all the extra things you want to take along on hunting, fishing and camping trips. The optional 318 V8 engine makes these Sportsman wagons the most powerful vehicles of their kind anywhere.

Both wagons, 90" and 108" wheelbases, are offered as luxurious Custom Sportsman (shown here) and lower priced, conventional Sportsman models.



Dodge Custom Sportsman on 90-inch wheelbase.



Dodge Custom Sportsman on 108-inch wheelbase.

### STANDARD EQUIPMENT

101-hp., 170-cu.-in. Six □ 3-speed manual transmission □ Two foam-filled bucket seats up front with seat belts □ Intermediate bench seat with two seat belts (hexhead bolts permit easy removal of seat) □ Vinyl seat upholstery □ Double doors on right side with auxiliary step □ Double doors in rear □ Door locks on all doors □ Roll-up windows in front doors with hinged vent panes □ Swing-up windows on right-side double doors and left-side center windows □ Heater/defroster □ Left-side and inside rearview mirrors □ Dual armrests up front □ Turn signals □ 4-way emergency flasher □ Backup lights □ Padded instrument panel □ Dual padded sun visors □ Front ashtray □ Dome light in driver and rear compartments □ Driver compartment headliner □ High-level ventilation with left- and right-side air ducts □ Ammeter, temperature, and fuel gauges □ Variable-speed electric windshield wipers with antiglare arms and blades □ Windshield washers □ Dual electric horns □ Fully insulated engine compartment □ Alternator □ Self-adjusting brakes □ Dual braking system □ 3,000-lb. rear axle □ Stabilizer bar □ Large 21-gallon fuel tank □ 6.95 x 14 tires

### OPTIONS AND ACCESSORIES

140-hp., 225-cu.-in. Six □ 210-hp., 318-cu.-in. V8 □ Heavy-duty 3-speed manual transmission with 10" clutch (the required manual transmission with optional engines) □ LoadFlite 3-speed automatic transmission □ Rear bench seat with two seat belts □ Third seat belt for intermediate or rear seat □ Hot water auxiliary heater for rear compartment □ Heavy-Duty Package to boost load capacity to about a ton (higher capacity axles and springs, larger front brakes, body channel reinforcements, heavy-duty 3-speed manual transmission with 10" clutch and 8.15 x 15 tires) □ Transistor radio □ Swing-up windows on rear doors □ Antispin differential □ Whitewall tires □ Chrome wheel covers □ Heavy-duty battery (59- or 70-amp-hr) □ One-quart oil-bath air cleaner □ Tinted windshield glass □ Tinted glass all around □ Two-tone paint □ Right, outside rearview mirror □ Dual chrome outside mirrors (Custom Sportsman includes chrome left-side mirror) □ Dual Jr. western-type mirrors □ Undercoating □ Chromed front bumper guards □ Heavy-duty alternator: 37-amp (opt. 6-cyl.; std. V8), 46- or 60-amp (opt. all engines) □ Blackwall truck-type tires with 13- or 14-inch wheels □ Expanding roof-top (by conversion manufacturer) □ Conversion of interior for camping (by conversion manufacturer) □ Chrome front and rear bumpers\* □ Chrome hub-caps\* □ Chrome horn ring\* □ Cigar lighter\* □ Rear compartment headliner\* □ Rear compartment floor mat\* □ Oil pressure gauge\*

\*Standard on Custom Sportsman

# ON GUARD!

**\*HERE'S HOW CHRYSLER CORPORATION'S NEW CUSTOMER CARE WARRANTY PROTECTS YOU:** Chrysler Corporation warrants against defects in materials and workmanship and will repair or replace without charge for parts or labor at any Dodge (or Imperial, Chrysler, or Plymouth) Authorized Dealer's place of business the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1967 automobiles for 5 years or 50,000 miles and all other parts for 24 months or 24,000 miles, whichever occurs first, excluding only tires, normal maintenance replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items. Maintenance services required under the warranty are: Change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change, clean carburetor air filter every 6 months and replace every 2 years, lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 6 months have an aforesaid Authorized Dealer certify (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage.

Above warranty not applicable to cars equipped with 426-cu.-in. Hemi V8 engines. The warranty for a Hemi V8-powered vehicle is for 12 months or 12,000 miles, and applies to the original retail purchaser only, provided the car is not subjected to any extreme operation or modified in any manner.

THE  
DODGE  
REBELLION  
WANTS  
YOU!



**STANDARD SAFETY EQUIPMENT ON EVERY 1967 DODGE DART, CHARGER, CORONET, MONACO AND POLARA INCLUDES:** Dual braking system  Energy-absorbing steering column and wheel  Turn signals  Backup lights  Padded instrument panel  Padded sun visors  Master cylinder/parking brake warning light  Windshield wipers, 2-speed, electric; parallel action, airfoil-type blades with antiglare finish  Windshield washers, electric  Hazard warning system  Safety-Action inside door release levers  Safety-Rim wheels  Left, outside, manual rearview mirror  Prismatic, day/night, inside rearview mirror with double ball-joint safety mount  Retractable, front seat belts  Rear seat belts.

All product illustrations and specifications herein are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in price, specifications, colors and materials, and to change or discontinue models.

**Dodge**

DODGE DIVISION



**CHRYSLER**  
MOTORS CORPORATION



customer

care