

DODGE

1974
MONACO







UNMISTAKABLY NEW.

UNMISTAKABLY MONACO
BROUGHAM.

Here's the newest, most elegant Dodge ever—Monaco Brougham for '74. Heading up the all-new Monaco line, the luxurious Brougham is the result of extensive consumer research and study. Everywhere you look, you'll find new elegance and improvement. Exterior styling is totally new from grille to taillight. Monaco Brougham's glass area has been increased. Its profile is lower. Inside,

lots of room, comfort, and thoughtful convenience features help make Monaco Brougham a most satisfying luxury car. And

the ride? Just what you'd expect from a top-of-the-line automobile—thanks in part to

Monaco Brougham's standard 400 CID V8, TorqueFlite automatic transmission, torsion-bar suspension and steel-belted radial tires. But

there's a lot more to the new Monaco Brougham than meets the eye. See why you should consider the all-new Dodge Monaco Brougham before you consider any luxury car this year. Test-drive one soon.





MONACO.

TOTALLY NEW
FOR '74.

Leave it to Dodge to build a car as handsome as the all-new 1974 Monaco and then talk about its superb engineering. But these are the things that give Monaco a "value edge." Here are but a few of Monaco's many standard features: a 360 CID V8. Power steering. Power front disc brakes. TorqueFlite automatic transmission. A new lower profile. Increased glass area. Convenient center-located bin-type glove box. New modular instrument panel. Handy driver's door storage compartment. "His and Hers" ashtrays. Modified torsion-bar suspension. New sound-deadening components. Unibody construction. Electronic Ignition. Upper level ventilation. Glove box coin holder. Spacious and very handsomely appointed interiors. And there's a lot more. But you get the idea. The all-new Monaco for 1974. Designed from extensive consumer research. Worth checking into.

ED TO KNOW ABOUT THE MONACOS.
YOU NEVER EXPECTED.



Standard this year in all Monacos is this handy coin holder which has been moulded into the glove box. Nice.



Standard cloth-and-vinyl trim. A handy hideaway storage compartment



Ease of entry by the rear door has been improved on all four-door Monaco models.



"Door ajar" warning light, optional on all Monacos.



Electronic digital clock (optional) is easy to read and accurate to within a minute a month.



Standard this year in all Monacos is this handy coin holder which has been moulded into the glove box. Nice.



Optional bumper guards give an extra measure of protection. Integrated design adds a nice styling touch.



Monaco Custom's optional all-vinyl front bench seat with fold-down center armrest.

OPTIONAL EQUIPMENT

	MONACO	CUSTOM	BROUGHAM
360 4-bbl. V8 engine	•	•	
400 4-bbl. V8 engine • 440 4-bbl. V8 engine	•	•	•
All-vinyl front bench seat	•	•	
All-vinyl or cloth-and-vinyl front bench seat with center armrest		•	
Air conditioning • Tinted glass, all windows	•	•	•
Automatic temperature control	•	•	•
Automatic speed control • Front and rear bumper guards	•	•	•
Electric clock (standard on Brougham)	•	•	
Electronic digital clock • Rear window defogger	•	•	•
Sure Grip differential • Engine block heater	•	•	•
Protective rubber floor mats • Door-edge protectors	•	•	•
Outside left or right remote-control rearview mirrors	•	•	•
Door and quarter upper frame mouldings (standard on Custom, Brougham)	•		
Body side mouldings with vinyl insert (standard on Custom, Brougham)	•		
Electric decklid release • Electric power door locks	•	•	•
Power seats • Power windows • Power sun roof	•	•	•
Music Master AM radio • AM/FM monaural radio	•	•	•
AM radio with stereo 8-track • AM/FM multiplex stereo radio	•	•	•
AM/FM multiplex stereo radio with 8-track	•	•	•
Single rear seat speaker (NA stereo) • Dual rear seat speakers (stereo only)	•	•	•
Security Alarm System (power door locks required)	•	•	•
Deluxe steering wheel w/partial horn ring	•	•	•
Trunk carpet • Carpeted spare tire cover	•	•	•
Tilt and telescope "Rim Blow" steering wheel	•	•	•
Heavy-duty shock absorbers	•	•	•
Undercoating and hood insulator pad	•	•	•
Vent windows (4-door models with tinted glass only)	•	•	•
Vinyl roof	•	•	•
Deluxe wheel covers (standard on Brougham)	•	•	
Premier wheel covers • Road wheels with chrome trim ring	•	•	•

OPTIONAL PACKAGES

LIGHT PACKAGE: • Glove box light • Map light • Trunk light • Rear door courtesy light switch • Right ashtray light • Front seat courtesy lights • Ignition light with time delay • Fender-mounted turn signal indicators • "Low fuel" warning-light-emitting diode • Cigarette lighter light • "Door ajar" warning light • Headlight switch callout with time delay • Battery condition warning-light-emitting diode.

DELUXE WINDSHIELD WIPER PACKAGE: • 3-speed wipers • Washer fluid level indicator.

E-Z ORDER PACKAGE (NA Monaco): • Vinyl roof • AM radio • Rear seat speaker • Deluxe bumper guards • Whitewall tires • Deluxe wheel covers • Premier wheel covers (NA Custom) • Electric clock (NA Brougham) • Electronic digital clock (NA Custom) • Light Package • Outside left remote-control mirror • Deluxe windshield wiper package • Undercoating and hood pad.

LUXURY EQUIPMENT PACKAGE (NA Monaco): • E-Z Order Package • Electronic digital clock • Outside right remote-control mirror • Premier wheel covers • Deluxe steering wheel • Automatic speed control • Air conditioning • Tinted glass • AM/FM radio • Power windows • Power seats • Power door locks • Power decklid release • Rear window defogger.

SPECIAL TRIM OPTION (Custom only): • "Sport" plaid center armrest seat • Black loop carpeting • White door and quarter trim panels • Exterior paint (white, black, red, or silver only) • Vinyl roof (white or black).

TRAILER-TOWING PACKAGES: See back cover.

EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN DODGE . . . DEPEND ON IT!

There are important engineering differences in every Dodge car made in this country. Differences that are basic to the way we build our cars. Differences that could help you choose your next car.

ELECTRONIC ENGINE TESTING—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep substandard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

USE OF ELECTRONICS—Dodge offers such Space Age electronic advancements as Electronic Ignition, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional Electronic Security Alarm System.

TORQUEFLITE TRANSMISSION—Standard on all full-sized Dodge cars. Rugged and dependable. With no recommended fluid replacement, filter replacement, or band adjustment under normal driving conditions.

ELECTRONIC IGNITION—Standard on every Dodge built in the U.S.A., our proven Electronic Ignition System delivers up to 35 percent more starting voltage than conventional systems to help you start in any kind of weather.

TORSION-BAR SUSPENSION—Standard on all Dodge cars made in the U.S.A., our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

UNIBODY CONSTRUCTION—The body panels and structural members on all Dodges are fused into one unit by more than 4,000 tough welds for strength and durability.

EVERYTHING YOU'VE ALWAYS WANTED AND A FEW THINGS YOU

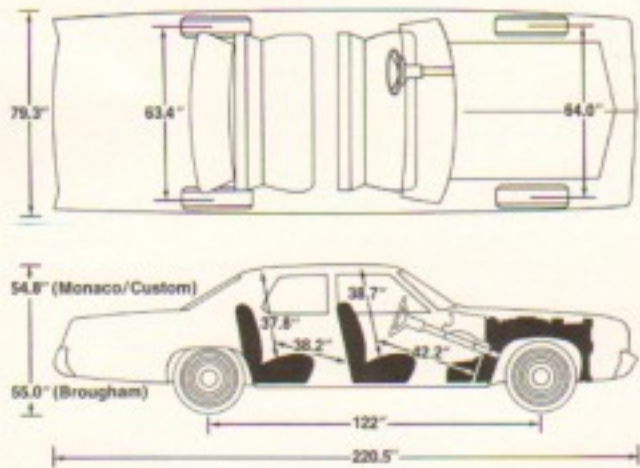
STANDARD EQUIPMENT

	MONACO	CUSTOM	BROUGHAM
Cloth-and-vinyl bench seat	•	•	•
Cloth-and-vinyl 50/50 bench seat with passenger recliner (4-door models)	•	•	•
Power front disc brakes	•	•	•
Cigarette lighter	•	•	•
Electric clock	•	•	•
Driver door storage compartment	•	•	•
Color-keyed carpeting	•	•	•
Rubber trunk mat	•	•	•
Glove box coin changer	•	•	•
High-speed starter	•	•	•
Heater/defroster	•	•	•
Inside hood release	•	•	•
Single horn	•	•	•
Dual horns	•	•	•
Hubcaps	•	•	•
Deluxe wheel covers	•	•	•
Inside day/night rearview mirror	•	•	•
Outside left rearview mirror	•	•	•
Belt mouldings	•	•	•
Door and quarter upper frame mouldings (sedans only)	•	•	•
Drip rail mouldings	•	•	•
Wheel-lip mouldings	•	•	•
Body side mouldings, bright	•	•	•
Body side mouldings with vinyl insert	•	•	•
Body side paint stripe	•	•	•
Power steering	•	•	•
3-spoke steering wheel with wood-grained vinyl applique insert	•	•	•
Torsion-bar front suspension with front sway bar	•	•	•
TorqueFlite automatic transmission	•	•	•
Upper level ventilation	•	•	•
Electric windshield washers	•	•	•
2-speed windshield wipers	•	•	•
Glove box light	•	•	•
Trunk light	•	•	•
Map light	•	•	•
Rear door courtesy light switch	•	•	•
Cigarette lighter light	•	•	•

SAFETY EQUIPMENT

Anti-theft steering column lock	Manual latches on folding front seatbacks
Backup lights	Outside left mirror
Breakaway front ashtray	Inside day/night mirror with double-ball-joint safety mount
Combination side markers, light reflectors	Nonoverride door locks, except driver's door
Dual Braking System with warning light	Padded instrument panel and sun visors
Energy-absorbing bumper systems	Parking brake with warning light
Energy-absorbing steering column and wheel	Safety-Action inside door handles
Passenger restraint system with starter interlock	Safety-Rim wheels
Hazard Warning Light System	Side door steel guard beams
Head restraints	Turn signals with lane-change features
"Key-left-in-ignition" warning buzzer	Windshield wipers and washers

DIMENSIONS



STANDARD SPECIFICATIONS

ENGINE:	360 V8 (Monaco & Monaco Custom); 400 V8 (Monaco Brougham)
TRANSMISSION:	TorqueFlite 3-speed automatic
SUSPENSION:	Front: torsion bars; Front sway bar Rear: asymmetrical leaf springs
TIRES:	G78 x 15 bias-belted BSW (Monaco & Monaco Custom) HR78 x 15 steel-belted WSW radial (Monaco Brougham)
WHEELS:	15 x 5.5
BRAKES:	Front: power disc; Rear: 11" x 2" drum
ELECTRICAL SYSTEM:	Battery: 375-amp; Alternator: 50-amp Electronic Ignition System Transistorized voltage regulator
FUEL TANK:	25 gallons
TRUNK CAPACITY:	20.4 cu. ft.

REAR AXLE AVAILABILITY

ENGINE	TRANSMISSION	STANDARD	OPTIONAL
360 V8	TorqueFlite automatic	2.71	3.23
400 V8	TorqueFlite automatic	2.71	3.23



The instrument panel in all Monaco models is of an advanced modular design.



The Auto Temp II air-conditioning option automatically maintains the temperature that you select.



Optional automatic speed control maintains the highway speed you select. Control disengages with a touch of the brake, resumes at a flick of a switch.



Optional power windows are the ultimate in convenience. All windows can be operated from driver's seat.



Optional power seats and optional power door locks.



Electronic Ignition is standard on all American-made Dodges again this year. Your Dealer will be happy to explain the many advantages of this dependable automotive advancement.



Monaco's optional all-vinyl front bench seat. It is beautiful yet durable. Carpeting, front and rear, is standard on all Monaco models.



"Sport" plaid center armrest seat, optional on Monaco Custom.



Monaco Brougham's standard interior features a 50/50 divided front vinyl trim. Door panels and dash are highlighted with burlled walnut.



The Monaco Custom interior is handsomely accented with Desmon built into the driver's door is standard on all Monacos this year.





MONACO CUSTOM.

THE CAR
DESIGNED WITH YOU IN MIND.

The all-new 1974 Monaco Custom. A result of extensive consumer research. A car with contemporary yet distinctive styling. A car with increased visibility and refined ride. A car that offers spacious interiors and lots of comfort. A car that abounds in elegance and thoughtful convenience features. And last but far from least, the Monaco Custom is a car that is engineered and built for dependability in the true Dodge tradition. But you know what you want in a full-sized car. Draw up your own list of requirements and check them against the list of standard features you get with the all-new Dodge Monaco Custom. And if you like what you see, ask your Dealer for a test drive. That'll be the clincher.

1974 MONACO SELECTOR



MONACO 4-DOOR SEDAN



MONACO 2-DOOR HARDTOP



MONACO CUSTOM 4-DOOR SEDAN

MONACO CUSTOM 4-DOOR HARDTOP



MONACO BROUGHAM 4-DOOR SEDAN



MONACO CUSTOM 2-DOOR HARDTOP



MONACO BROUGHAM 2-DOOR HARDTOP



MONACO BROUGHAM 4-DOOR HARDTOP

COMPLETE TRAILER-TOWING PACKAGES.

Now you can order your new Monaco Brougham, Monaco Custom, or Monaco factory-engineered for trailering—because we're offering the most complete trailer-towing packages in Dodge history. Now you can drive out of your Dealer's showroom ready to tow up to 7,000 pounds total trailer weight! Depending on what you plan to tow, choose either the light, heavy, or RV7 packages. All offer heavy-duty suspension, wide wheels, built-in seven-wire trailer wiring harness and seven-pin A.T.A. connector, and variable-load turn signal flasher. The light trailer-towing package offers a load-carrying trailer hitch for loads up to 2,000 pounds total trailer weight. The heavy package features a 7,000-pound-capacity load-distributing hitch platform plus the following additional equipment: • Maximum cooling system • Auxiliary transmission oil cooler • 3.23 to 1 ratio rear axle • Trailer electric brake controller • 65-amp alternator • High-amp battery • Dual battery charging unit. The RV7 package offers all the above plus a 440 four-bbl. V8 engine and special oil pressure and coolant temperature gauges. Whatever you plan to tow, from trail bikes to travel trailers, Dodge comes ready to tow . . . and go. Depend on it!

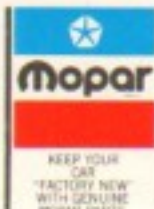
ADDITIONAL REQUIRED EQUIPMENT: For safe, efficient trailer-towing operation, larger tire sizes are required equipment with some Dodge trailer-towing packages. Consult your Dodge Dealer for the tire sizes required on all Monaco models.



1974 MONACO COLORS



NOTE: Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.



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