

1963 COMPACT DODGE DART • ONE OF THE GREAT NEW DEPENDABLES

Dart



DODGE DART GT CONVERTIBLE

THE DART GT SERIES AMERICA'S FIRST SPORTS COMPACT

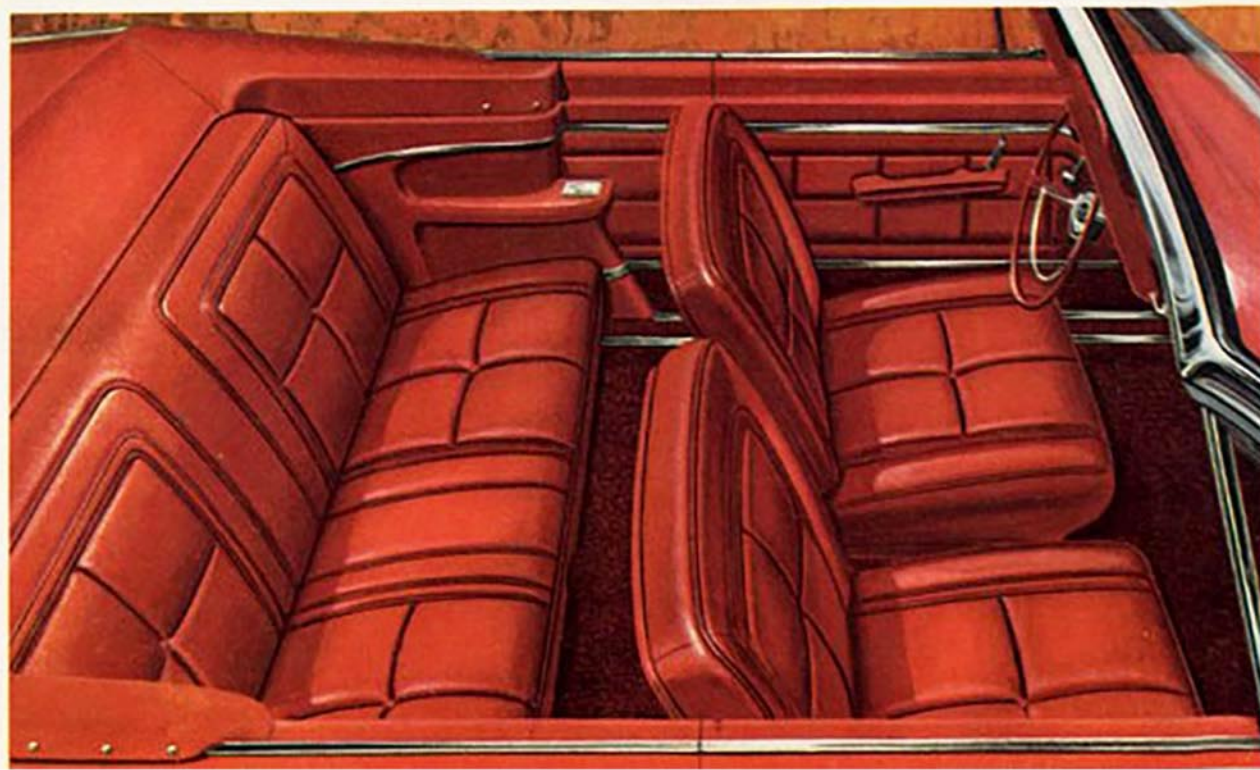
A sports car is a hot car. It's a fun car. It's a **Dart GT!** Particularly a **Dart GT.** Because, to have a hot car you need power (what other compact has it?). And to have a fun car, you need room. Legroom that'll take the stretch of a six footer. Headroom so you can sit tall and get a better look at the world. Elbowroom that does away with the sardine treatment. **Dodge Dart GT! One of The Dependables.** Sleek as a surfboard and almost as economical. **Dart's** the answer for the sports-car enthusiast who could never see paying a premium price. It's the deliverance for lively people fallen prey to unwieldy gas hogs. Come aboard, sports fan, and try the crisp handling professional car critics rate tops. Feel how quickly a standard 170 cubic-inch engine can prove a compact doesn't have to be dull (and prove it on regular gas!). Or if you're really out for thunder, exercise your option. Pick the Dart 225 cubic-inch engine, the six with the muscle of an eight.

Luxurious bucket seats and exceptional comfort for touring in the grand manner! This is what Europeans mean by "Gran Turismo". The GT, of course, is all Dodge. Tough and tight. Dependable as daylight. Suspended on torsion bars in front, leaf springs in rear. The manually operated top on the convertible goes up or down in a jiffy. Electric powered top is also available.

You can select from a two-door hardtop or convertible, both blessed with design called Straight-Line. Straight-Line design accounts for the unusual amount of room inside, while outside you're sporting one of the most maneuverable, easy steering cars you've ever laid hands on. Can't you feel that wheel in your hands? Bracing bucket-seat comfort on your back? Those seats are individually adjustable, superbly tailored in all-vinyl upholstery. Carpeting is deep-pile, sill to sill. The instrument panel is padded. Standard transmission: 3-speed manual with shift lever on steering column. Optional transmission: 3-speed TorqueFlite automatic with the benefit of push-button controls.



DODGE DART GT 2-DOOR HARDTOP





DODGE DART 270 4-DOOR SEDAN

THE DART 270 SERIES NOW! A COMPACT THAT FITS A FAMILY'S WAYS AND MEANS

It's only fair to warn you that there's a lot you're going to have to forget about compacts when you start learning about Dart. This one is just not like the rest. It is compact in price. In handling ease. In gas economy (regular gas at that). It has a neat garageable 111-inch wheelbase. But inside! Family-size room. Family-size comfort. The seats are chair high. There's greater legroom for back-seat passengers than in many a bigger car. Dart is a whole new idea—too roomy to be a compact, too darn thrifty to be anything else! And for all its dash and maneuverability, there's hardly a man who'd trade it for a compact offering economy alone. Why should you?

The 2-door sedan, the 4-door sedan, the convertible—each of these three Dart models has the quality touches you'd expect of Dodge. Sill-to-sill carpeting. Biscuit-patterned double-knit nylon and vinyl upholstery (all vinyl is standard in the convertible and available in the four-door sedan). Practical luxuries are these that resist beautifully the scuffs and spills of active living. Required maintenance gear: just a damp cloth and a whisk broom.

Sun lovers, rejoice! Lift your lid to open sky in a roomy Dart 270 convertible. Do it yourself with a manual top or let electricity do it for you effortlessly. Electricity is a commodity you have in abundance, because all of The Dependables have an alternator, instead of the old-fashioned generator. It keeps your battery at high charge come fair weather or foul.

Take a knowing look at these 270 series models. No baby-carriage appearance here. Just the simple, clean sweep of Straight-Line design. Real easy to take—twice as hard to pass up. But more than good looking, this new design serves a purpose, too. It puts hatroom where you'd least expect it—in the back compartment. That's because Straight-Line design streaks the roof straight overhead without cutting the rear corner. And here's a handy touch: The glove box door opens down to rest flat out. Recessed in the door are wells for holding cups when at a drive-in restaurant or movie theater!

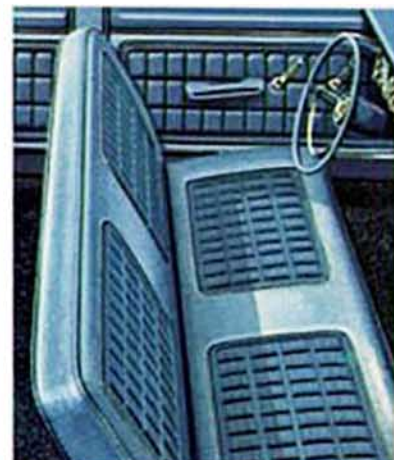
The 2-door sedan, the 4-door sedan, the convertible—each of these three Dart models has the quality touches you'd expect of Dodge. Sill-to-sill carpeting. Biscuit-patterned double-knit nylon and vinyl upholstery (all vinyl is standard in the convertible and available in the four-door sedan). Practical luxuries are these that resist beautifully the scuffs and spills of active living. Required maintenance gear: just a damp cloth and a whisk broom.



DODGE DART 270 CONVERTIBLE



DODGE DART 270 2-DOOR SEDAN



270 Sedan Interior—Nylon and vinyl upholstery



270 Convertible Interior—All vinyl upholstery (optional extra on 4-door Sedan)



THE DART 170 SERIES COSTS LESS TO BUY, LESS TO RUN, COSTS A WHOLE LOT LESS IN THE LONG RUN!

REMEMBER WHAT IT'S LIKE TO REAP A REAL BARGAIN? A BIG TWO-SCOOP ICE CREAM CONE FOR 5¢? A SHAVE AND A HAIRCUT? DON'T GIVE UP. YOU'RE LOOKING AT WHAT IS, WITHOUT A DOUBT, MORE CAR THAN YOU'VE EVER BARGAINED FOR. HERE'S MORE ROOM THAN IS CUSTOMARY IN A COMPACT. EXTRA COMFORT. DEPENDABILITY YOU ONLY ASSOCIATE WITH DODGE. FOR ALL YOUR WISE CAR-BUYING DECISIONS OF THE PAST, THE DART 170 IS, QUITE POSSIBLY, THE BEST BARGAIN YOUR SENSE OF VALUE HAS YET UNCOVERED. IT'S TIGHT, SOLID. IT HAS THE POWER OF THE DART GT WHICH IS FAR AND AWAY THE KIND OF HORSES YOU PAY EXTRA FOR IN MOST OTHER COMPACTS. AND LIKE EVERY ONE OF THE DEPENDABLES BY DODGE, THE SEATS ARE CHAIR HIGH; YOU GO 32,000 MILES BETWEEN GREASE JOBS, 4,000 MILES BETWEEN OIL CHANGES.

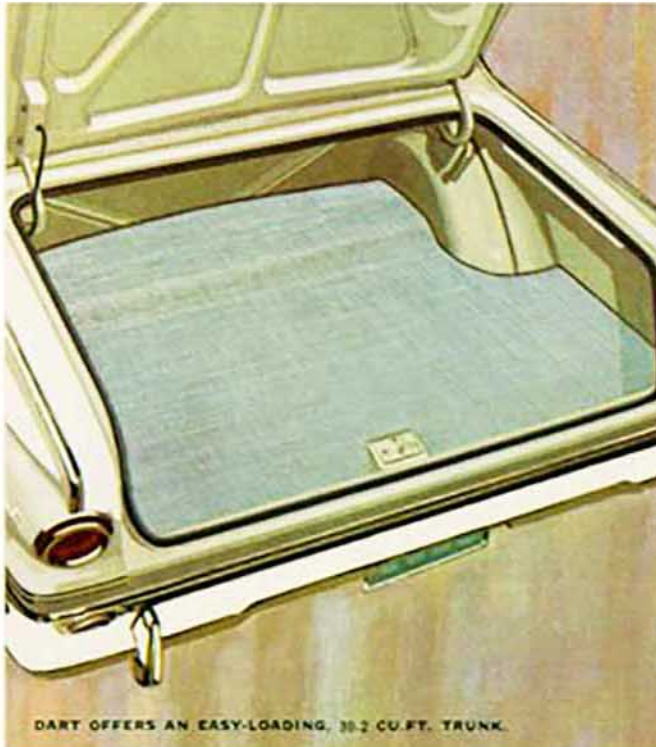
Practical good looks and durability inside, too. The upholstery is vinyl (including headliner) with fine checked cloth centers in the seat cushions and backs. You get front and rear armrests, sun visors, a lighter, back-seat ash tray, thick floor covering that's almost impervious to women's spiked heels. Extras galore! At no extra cost! All blended together by interior and exterior colors keyed to harmonize most beautifully.



DODGE DART 170 2-DOOR SEDAN



170 INTERIOR—BOTH MODELS



DART OFFERS AN EASY-LOADING, 30.2 CU. FT. TRUNK.

Notice the extra values and you'll see why Dart is one of The Dependables. The body is unitized. It's protected against rust in 7-steps of dips and sprays. Notice the heft of the steel bumpers. Impressive, sure. But not just ornaments; they're set well away from body metal and grille for maximum dent prevention. Notice the big difference in Dart's trunk. In some compacts, you know, it's hard telling the trunk from a tool box. This one will hold a tool box. And a thermosjug. And blankets. And you name it. Suitcases? Its 30.2 cu. ft. capacity will gobble up a whole vacation-full. Great for a family. Or a salesman. Or anybody who is looking for a lot more car than their money bought before.



DODGE DART 270 WAGON

THE DART STATION WAGONS THE MORE YOU LOOK AT THEM, THE MORE YOU FIND TO LIKE

Pack it. Cruise it. Abuse it. Anything goes in a load-lovin' Dart Wagon, the kind of car in greater demand every year. Just about everyone can give you a reason why the wagon has become so popular, but this is for sure: If you've got a lot of living to do, the Dart gives you a lot of wagon to do it in. Pamper it, if that's your way. Or if you like to work a car hard, go to it. One way or another, you'll have a wagon that grows on you. Dart is fun to care for because so little care is required. And even when it's loaded with people, pup tents or paraphernalia, you'll find it won't quit delivering the goods. This automobile has the power you need, the inside room you want, the reliability Dodge is famous for. Great day! Owning a Dart wagon asks so little of you in the way of money!

You can almost "tote that barge" in this baby. With second seat down, there's 68.9 cubic feet of cargo capacity. Drop the tailgate and you've 105.3 inches of floor length from back of front seat. Maximum cargo-area width: 54.4 inches. Tailgate window rolls down out of sight, can be electrically powered, if you like, and operated from driver's seat or at the tailgate itself.

270 WAGON INTERIOR: All-vinyl upholstery with biscuit-patterned seat insets. Vinyl headliner. Carpeting. Cargo-area mat in lively color.

170 WAGON INTERIOR: All-vinyl upholstery with cross hatched, ventilating seat insets. Vinyl headliner. Thick rubber floor covering. Black cargo-area mat.



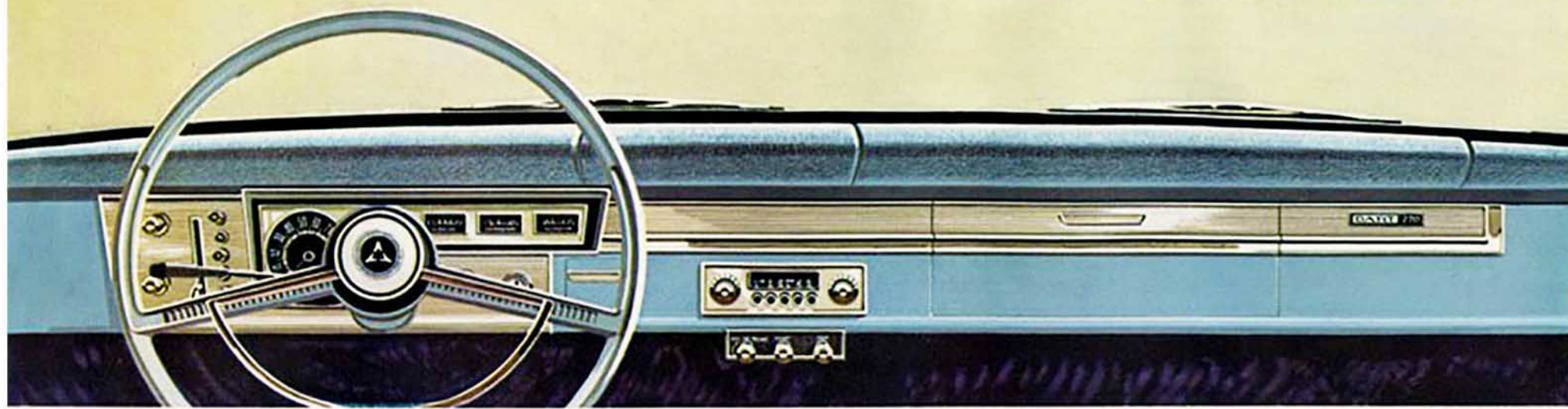
DODGE DART 170 WAGON



270 WAGON INTERIOR



170 WAGON INTERIOR



THE SMART IDEA—THE DART IDEA

It's a whole new idea! An economy car with room. An economy car with hot performance. An economy car with honest-to-gosh economy (remember, Dart is a compact). The sum total? Compact Dodge Dart looks, rides and drives like a lot more automobile than you'd expect for a low compact price. It's one of The Dependables.

STRAIGHT-LINE DESIGN MAKES A BIG DIFFERENCE

Most any compact is comfortable for the driver. It's the passengers that get the sardine treatment. Not so in Dodge Dart with Straight-Line design. Notice how the Dart roof sweeps straight back without kinking or rounding off. It creates a beautiful balance of form and function. More than that, this straight sweep puts headroom in the rear compartment as well as the front. It also provides a more rearward positioning of the back seat which means *inches* more legroom. In the 1963 Dart, you can wear a hat, unbend your knees and relax. And do it in a natural sitting position, because Dart seats are chair high.

THE LOOKING'S GOOD INSIDE AND OUT

Straight-Line design grows on you. The more you have it to enjoy the more you do. Not only for the big-car looks and extra space it creates, but also for improved visibility. Over that swift tapering hood, for instance, you're going to discover something you may have been missing. More of the road! You can see close up as well as to the horizon. And for those drivers who tend to feel their way into a parking space, lookee here. There's no excuse for it. In Dart, you can see all four fenders. Of course, if you insist on using the touch system, you're in good shape. Dart bumpers can take it . . . and then some.

THE HANDLING—A REWARDING EXPERIENCE

Nimble on its feet. Sharp turning within a diameter of 38.6 feet. Responsive to a touch. Stable as a gyro even in cross winds. Dart is all of this and more. You see, the ride is Torsion-Aire—an incomparable suspension system with torsion bars in front, anti-sway leaf springs in the rear. Nothing beats it because no other suspension masters squatting, dipping, leaning, bouncing so absolutely. There are none of the disappointing things that remind you of plowing a furrow on the back forty. Add to this, Dodge's new low-friction steering gear (it's standard!) . . . and you're parking, cornering, threading through traffic with the greatest of ease.

ECONOMY—ONE OF THE FEW THINGS DART SHARES WITH OTHER COMPACTS

If you wonder about the economy of an engine as powerful as Dart's, you certainly are justified. Truth is, we can't guarantee 29 or 30 miles to the gallon because, you know, a lot depends on the driver. And remember this: Gas mileage is more directly related to how much weight you've got holding you back than to how many available horses you've got to pull you ahead. In Dart, the dead weight's out. So you can be as conservative as you wish. Go easy—as you must go in weak-sister compacts—and you're racking up mileage to win an economy run. But the beauty of Dart practicality is that it doesn't leave you ham-strung. While you save with the rest of them, you've got the reserve horses to out-stride the best of them. At the wheel of a Dart you can even turn tail to many of the full-size monsters! On regular gas, yet!

Every Dart has, as standard power, a 170 cubic-inch Six engine that goes on regular gas. Really goes. A very unusual engine. It's built on a 30° angle. The slant makes room for an advanced manifold system that has considerable effect on your pocketbook and satisfaction. What it does is to even out gas distribution to a high degree of efficiency. Every cylinder gets its proper share. Result is, you get all the power you pay for and more. You get a wallop of 101 horses! That's more than most any car near Dart's price. It's a difference you can feel, when you put your foot to 'er for passing. It's a difference you generally pay extra for in other compacts.

OPTIONS 225 CUBIC-INCH SIX ENGINE Here's the "six" with the muscle of an "eight"! Right out of Bombsville, U.S.A. Fact is, it takes a mighty good "eight" to give it a run for the money. Available in every Dart model for very few dollars extra. Like the standard 170 cubic-inch engine, this hard charger has a slanted-block design. So, along with sizzling, you're saving!

PUSH-BUTTON AUTOMATIC TRANSMISSION Smo-o-oth acceleration without jumps or gas-wasting slippage. Three speeds give you the gear ratio you need going flat out or climbing grades. Teams up with standard Dart engine or optional 225.

FRESH-AIR HEATER AND VENTILATION SYSTEM Tremendous air-flow capacity for summer cooling or winter warmth. Temperature is regulated by varying mixture of fresh outside air and warm inside air. Result: you get exact degree of heat desired—instantly.

ALL-TRANSISTORIZED RADIO No warm-up re-

quired. Plays immediately in rich, resonant tone quality. Ultra-fine audio response filters out interference from adjacent channels. Push-button selector.

PADDED DASH A handsome complement to Dart's well executed interior. Covered with supple saddle-grained vinyl. Cushioned for impact protection with thick-layered rubber foam. So reasonably priced, no Dart should be without it. (Standard on GT models)

VARIABLE-SPEED ELECTRIC WINDSHIELD WIPERS Electric, constant-speed wipers are standard on every Dart model. Their action won't fade and is parallel so that even the center area of windshield is wiped clean. The low-cost variable speed option gives you slow, fast or any speed in between.

OTHER OPTIONS: Wheel covers (standard on GT's). Bumper guards. Roof luggage rack (wagons). Outside rearview mirror. Power steering. Electric tailgate window (wagons). Seat belts. Foot-operated windshield washer. Undercoating with hood insulator. Air conditioning.

DEPENDABILITY THAT KEEPS ON REWARDING YOUR GOOD JUDGEMENT

There are many good things to know about Dart, a lot you should know to avoid spending the same amount of money on a lesser car. There's no mistaking one fact in particular: Dodge doesn't run out on you after the sale. Thoroughness and quality control are a couple of reasons for such dependability. Another is engineering that has made Dodge famous. Engineering that has thrown out the bolt-together method of construction to bring you a tougher, tighter one-piece body. Engineering that has made rust bite the dust. Engineering that insists a car should give its second owner as much pride and satisfaction as the first. Consider all the things that mean more when you buy, more when you sell and we believe you'll decide on a Dart. One of The Dependables by Dodge. **UNITIZED BODY** One-piece welded construction means a new freedom from body rattles and squeaks. The 1963 Dart is safer, stronger, built to last longer. **RUSTPROOFING** Dart is dipped and sprayed in a superior 7-stage process. In addition, rust-resistant galvanized steel is used in body areas most subject to corrosive attack. **STARTING** New high-speed starter. Kicks over the engine—**QUICKLY**, quietly—in the coldest weather. And assuring ample current for all electrical

needs is the Dodge alternator. Under usual driving conditions, it keeps the battery more fully charged for fast starts and longer battery life. **STEERING** Dodge thinks of everything. A new low-friction steering mechanism! So easy, you'll think twice about power steering even if money is no object. **STOPPING** On a dime! And straight. Brakes are bonded for longer wear (no rivets to score drums). Huge lining area (153.5 sq. in.) gives you more stopping power per pound than any comparably sized car. **LUBRICATION** You may like to get a car up on the service hoist every thousand miles or so, just to give it the once over. That's up to you. If you forget, haven't the time, or would just plain rather not . . . fine! The 1963 Dodge Dart goes 32,000 miles between grease jobs, 4,000 miles between oil changes. And it only takes four quarts of oil per fill, not counting the oil filter. **INTERIORS** Every interior is color-keyed to harmonize with exterior color. Handsome upholstery materials, expertly tailored of all vinyl or a combination of vinyl and durable fabrics, have been chosen for their excellent wear qualities and easy care. Headliners in every model are sound absorbing, perforated vinyl. Various interior color choices offer a selection to suit your tastes exactly.

SPECIFICATIONS. EXTERIOR DIMENSIONS: A remarkable, parkable size! Wheelbase 111.0" (wagons 106.0"). Overall length 195.9" (wagons 190.2"). Overall width 68.7" (wagons 68.8"). Front tread 55.9". Rear tread 55.6". Dart is compact outside, with a lot more room inside. It's the 1963 compact in the large economy size.

SUSPENSION: Many experts rate Torsion-Aire ride the best in the business. It consists of torsion bars in front, asymmetrical leaf springs rear, Oriflow shock absorbers at every wheel. All rubber isolated. 6.50 x 13" tire size puts plenty of rubber on the road.

BRAKES: Hydraulic. Servo-contact. Bonded, not riveted, for longer wear. 153.5 sq. in. of effective lining area provides more stopping power per pound than most any car near Dart's size or price. Parking brake hand-operated activating each rear-wheel shoe.

MANUAL TRANSMISSION: Standard on all models. Shift lever steering-column mounted. Three speeds. Ratios: 2.95—1.83—1.00—and 3.80 to one, reverse. (Axle with 170 engine: 3.23 standard, 3.55 and 3.91 optional. Axle with 225 engine: 3.23 standard, 3.55 optional.)

AUTOMATIC TORQUEFLITE TRANSMISSION: Optional at extra cost on all models. Water cooled. Controlled by push-buttons mounted on dash to left of steering column. Has replaceable oil filter. Lever-actuated sprag locks transmission for parking. Three speeds for optimum action and economy. Ratios: 2.45—1.45—1.00—and 2.20 to one, reverse. (Axle with 170 engine: 3.23 standard, 3.55 optional. Axle with 225 engine: 2.93 standard, 3.23 optional.)

170 CUBIC-INCH SIX ENGINE: Standard on all models. Six cylinders. Slanted 30° block. Overhead valves. Displacement 170 cubic inches. Bore 3.40". Stroke 3.125". Compression ratio 8.2 to one. Horsepower 101 at 4400 rpm. Torque 155 lbs. at 2400 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity four quarts (five quarts when changing oil filter). Coolant capacity 11 quarts without heater.

225 CUBIC-INCH SIX ENGINE: Optional at extra cost on all models. Six cylinders. Slanted 30° block. Overhead valves. Displacement 225 cubic inches. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to one. Horsepower 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity four quarts (five quarts when changing oil filter). Coolant capacity 12 quarts without heater.

ELECTRICAL SYSTEM: A 35-amp. alternator is standard on all models. The alternator, instead of the old-fashioned generator, assures ample current, a more fully charged battery for all normal electrical needs. Battery is 12-volt, six-cell. Capacity: 48 amp-hour with 225 engine, 38 amp-hour with 170 engine.

FUEL CAPACITY: 18 gallons. Regular gas.

PASSENGER CAPACITY: Six, including driver (all models except the bucket-seat GT's).

FUN CAPACITY: Limitless.

THESE ARE THE 1963 DEPENDABLES FROM DODGE

COMPACT DODGE DART A new idea. A smart idea. Now a compact in a neat, easy-going, saving size—with room and comfort for a family. It's the fresh new 1963 compact in the large economy size.

STANDARD SIZE DODGE The beautiful way to go in the low-price field. This Dependable looks, rides and drives like a lot of money—yet it's priced, model for model, with other low-priced cars.

BIG CUSTOM 880 This is the 1963 luxury automobile with a strong sense of value. The biggest Dodge of all. Big room. Big ride. Big power. Big in everything but its traditional Dodge price.

PICK A SIZE! PICK A PRICE! PICK A DODGE!