



FOUR-DOOR SEDAN in the Coronet 440 series makes use of existing bodies with new front and rear-end styling to achieve smaller overall dimensions.

Dodge Coronet

PERHAPS THE shrewdest maneuver in the automobile industry for the '65 model year was the realignment of Dodge nameplates made possible with the new Chrysler Corp. C bodies. Dodge market penetration can't help but increase (which it has been doing anyway) rapidly with such strategically placed models.

A case in point is the Coronet line, with a top-line 500 series, which offers that extra inch in the extremely competitive but mis-named "intermediate" class and almost as many virtues as the so-called regular size class. While, in fact, a carry-over body, this series is 5 in. shorter, 0.5 in. wider and 0.7 in. taller

than the '64 though wheelbase has been shortened only 2 in. The move is like hanging a mink coat among a bunch of moutons.

The line uses the 225-cu. in. Six as price-leading powerplant, but every Chrysler V-8 up to and including the mighty 426 Hemi-Charger is available. Similarly, the 3-speed manual transmission is standard but either the 3-speed automatic—which has been newly strengthened—or sturdy 4-speed manual is available. With shift levers for all, push-buttons for none, the gear change controls are on column or console depending on option.

Styling is clean and muscular and new materials are used in the upholstery. One of these, expanded vinyl, is a 3-layer material with a solid vinyl face, knit backing and a vinyl foam sandwiched between; its virtues are weather resistance and stretchability. Dodge, like Rambler, now uses acrylic enamels.

Rear axles (with slightly narrower track) are now flanged and formed by extrusion, riding in tapered roller bearings for added strength. Standard ratios available are 3.23 and 2.93:1, with lower profile 7.35-14 tires. Brakes, with 10-in. drums all around and 195 sq. in. of lining area, are the largest in its class.

On Coronets with automatic, a new universal joint with sliding spline replaces the earlier ball and trunnion, giving greater tolerance to drive-line angle variations with less vibration.

TAIL TREATMENT for the Coronet 500 convertible has a brushed metal trim panel between large lights. Rubber bumper pads are optional.

