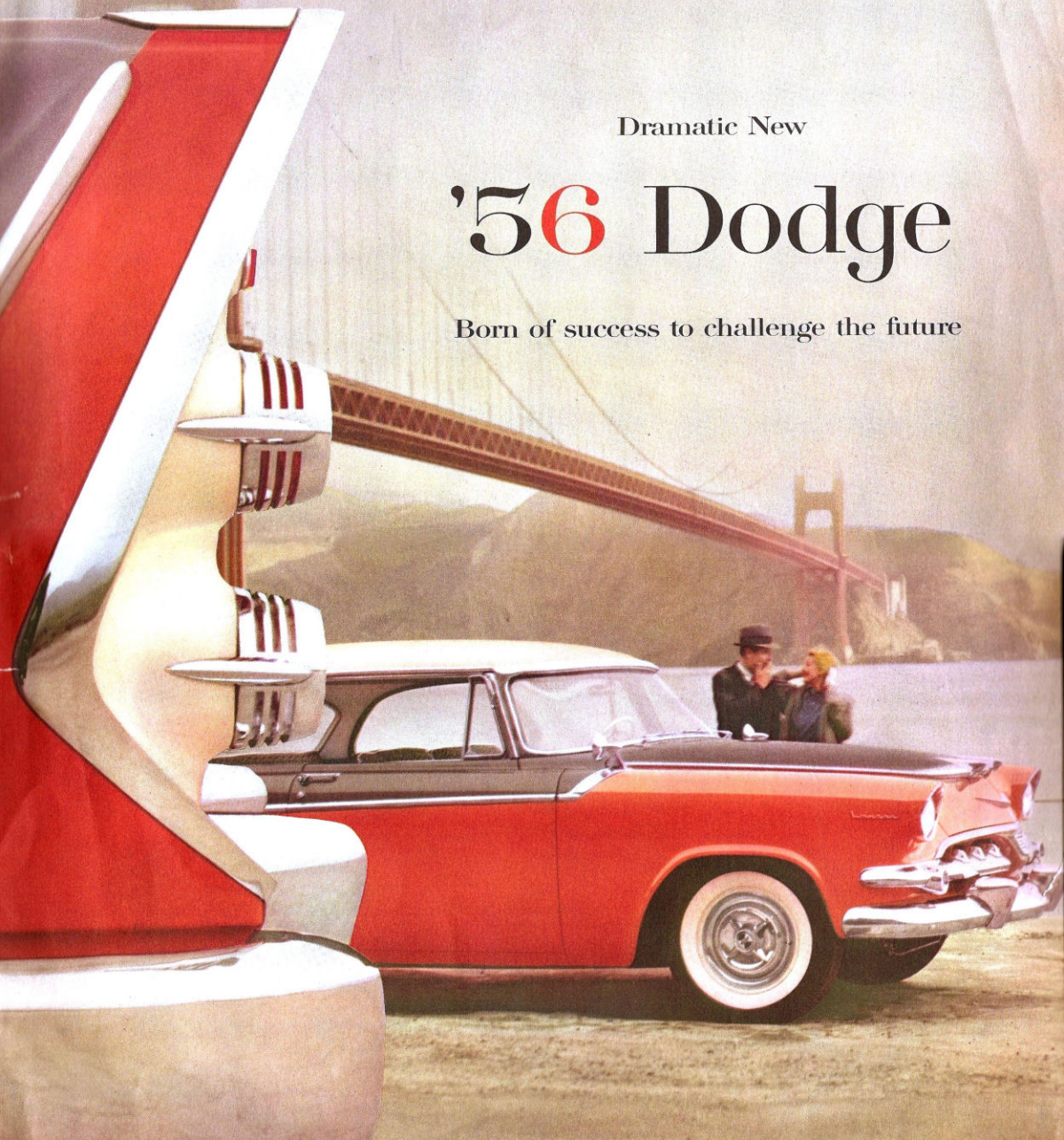


Dramatic New

'56 Dodge

Born of success to challenge the future

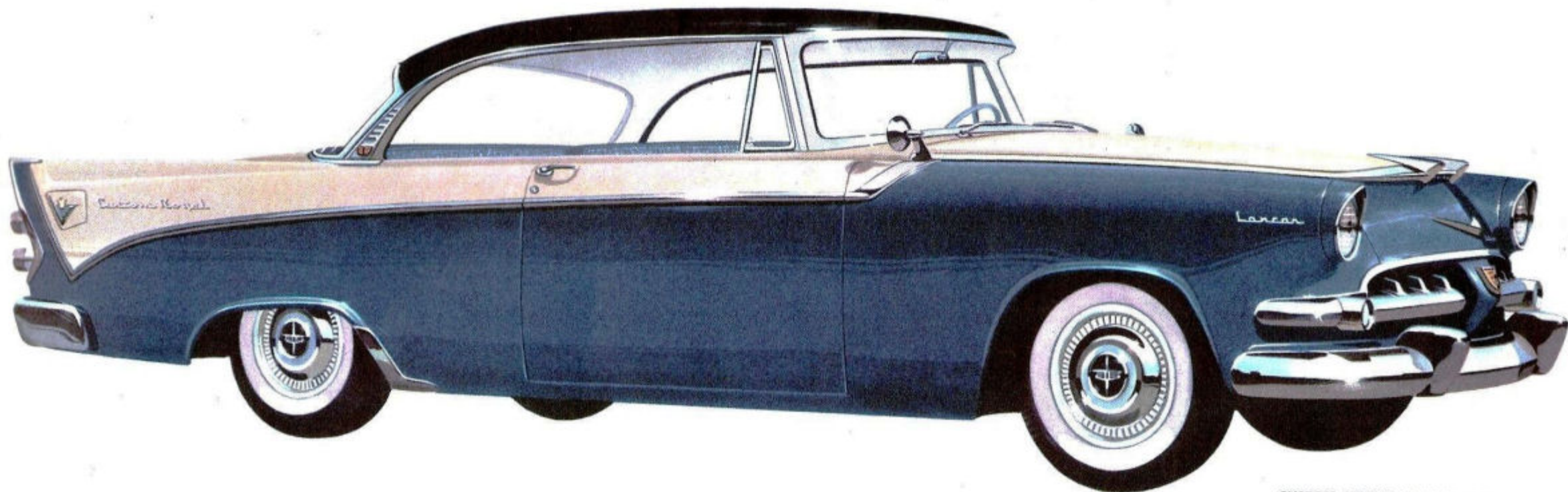




CUSTOM ROYAL LANCER V-8 4-DOOR



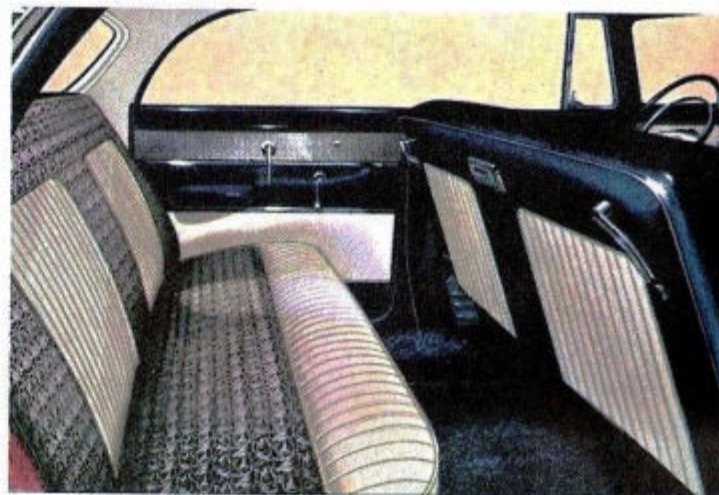
FEATURING...THE MAGIC TOUCH OF TOMORROW



CUSTOM ROYAL LANCER V-8

DODGE CUSTOM ROYAL V-8 SERIES Glamorous rewards...born of success

Not just new, but the *newest* . . . with push-button driving and Highway Hi-Fi! Not just designed, but *inspired* . . . with sweeping lines that herald tomorrow and the *Break-Away* power of a Super-Powered Super Red Ram V-8 engine! Here are all the rewards of the spectacular Dodge success . . . magnificent beauty, challenging action, thrilling luxury and ride.



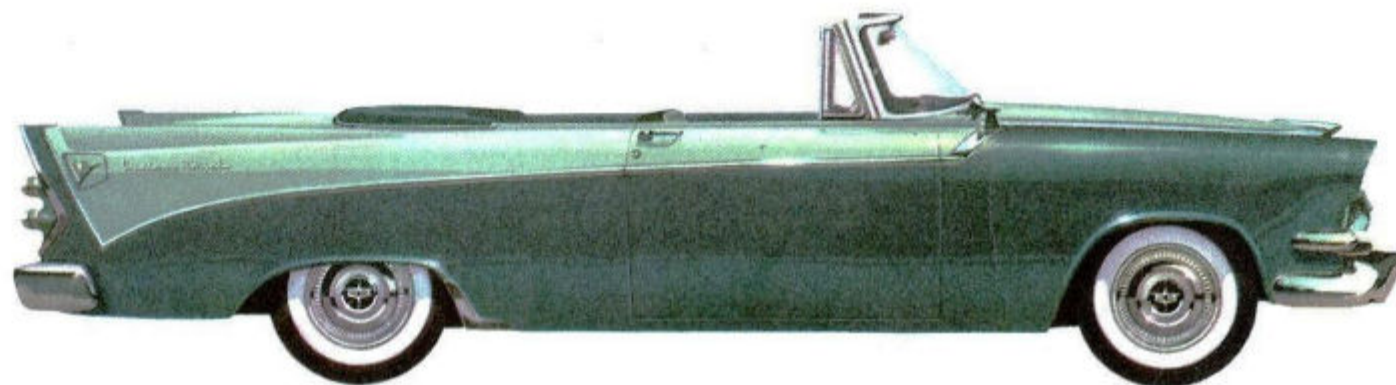
New "Panel-Perfect" interiors, especially chosen by the Dodge Panel of Fashion are patterned in silvery-black (shown), blue or green Jacquard, with Cordagrain trim.

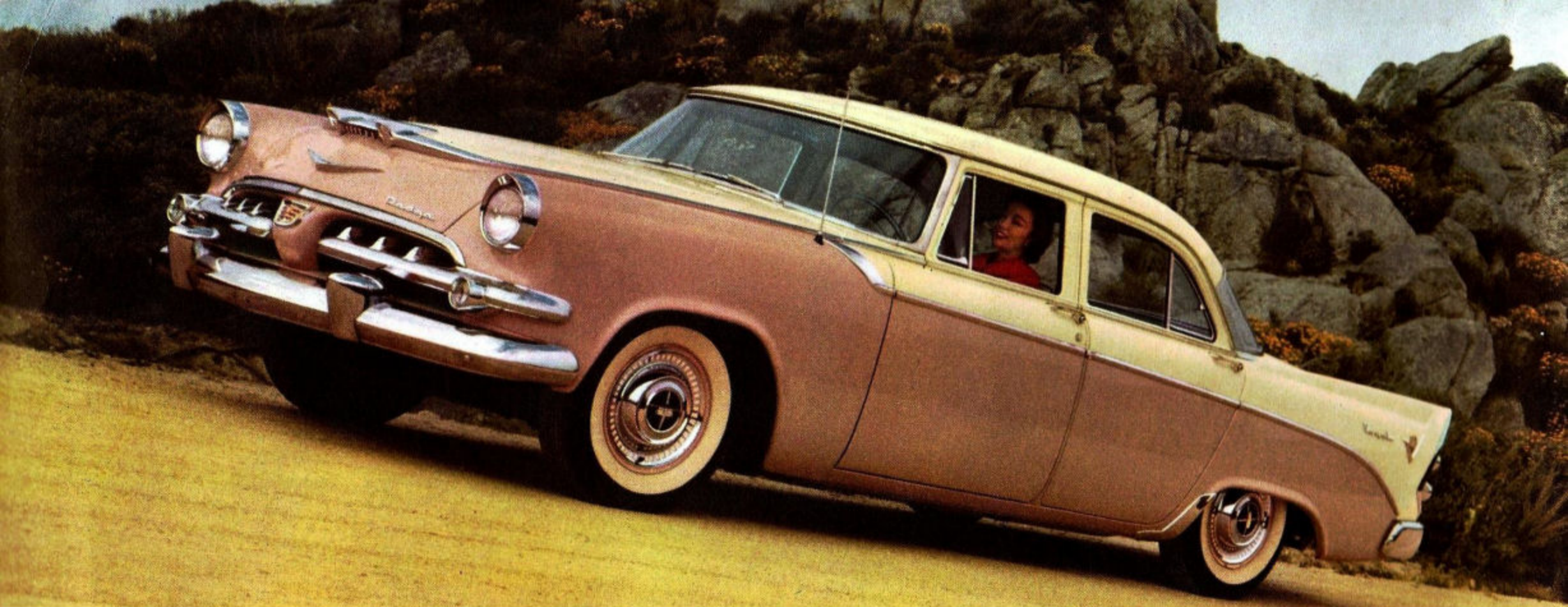


CUSTOM ROYAL V-8 4-DOOR SEDAN

 VALUE LEADER OF THE FORWARD LOOK

CUSTOM ROYAL V-8 CONVERTIBLE



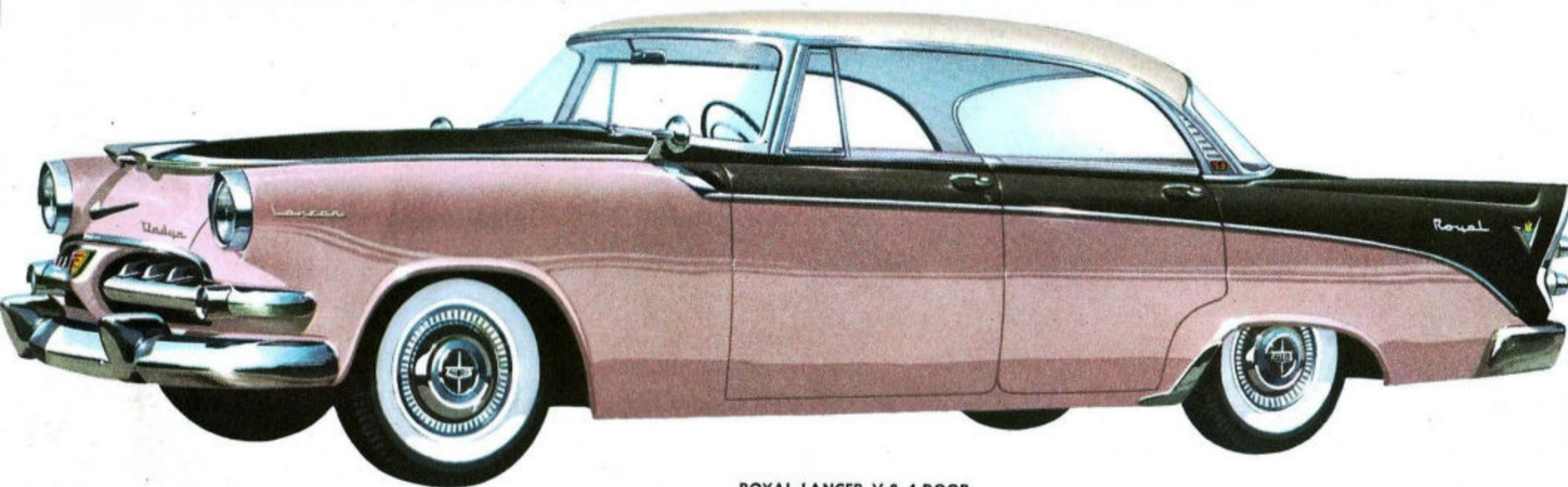


ROYAL V-8 4-DOOR SEDAN

DODGE ROYAL V-8 SERIES

Challenges the future in style and ride

Dashing! Daring! Dazzling! New Sweep Saddle trim and the flair of Jet Fins introduce the most distinctive styling stroke in years and merely hint at the flashing V-8 performance and ride that are your rewards in the newest Dodge Royal V-8 series. "Panel-Perfect" Jacquard interiors, and three-tone colors plus advanced new features challenge any luxury car at any price.



ROYAL LANCER V-8 4-DOOR



Jacquard interiors are in silvery-black, red, green (shown), or blue, harmonized with Cordagrain. Doors feature new Safety Latch-Locks, swing-out door handles.



ROYAL LANCER V-8



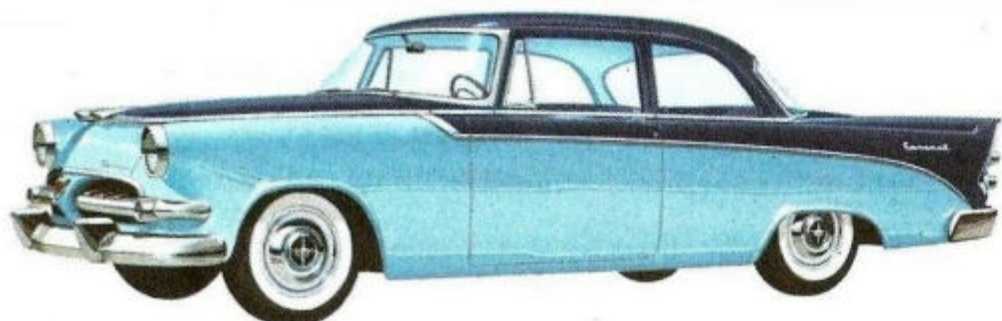
CORONET V-8 CONVERTIBLE

DODGE CORONET SERIES. V-8 and SIX Puts the "show" on the road

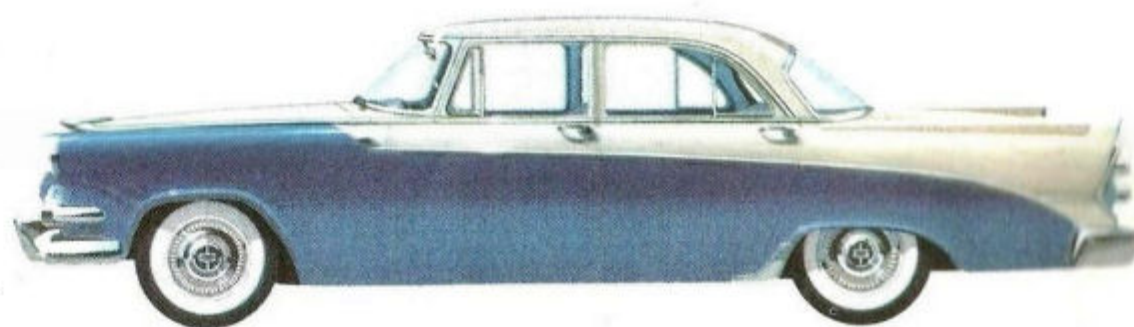
Expect envious, admiring glances behind the wheel of these new beauties in the smart Dodge Coronet Series. Priced with the lowest, they represent the biggest, most beautiful buy on the road... offer brilliant push-button driving, thrilling style, magnificent "Panel-Perfect" interiors, Highway Hi-Fi, and advanced Dodge V-8 and six performance and economy!



CORONET LANCER V-8 4-DOOR



CORONET SIX CLUB SEDAN (Also available as a V-8)



CORONET V-8 4-DOOR SEDAN (Also available as a SIX)

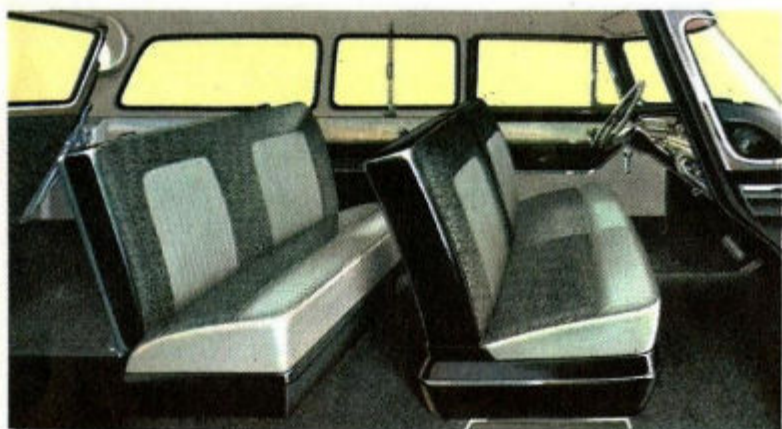
CORONET LANCER V-8





CUSTOM SIERRA V-8, 6-PASSENGER STATION WAGON (Also available as an 8-passenger)

DODGE STATION WAGONS Handsomest wagons on the road to success

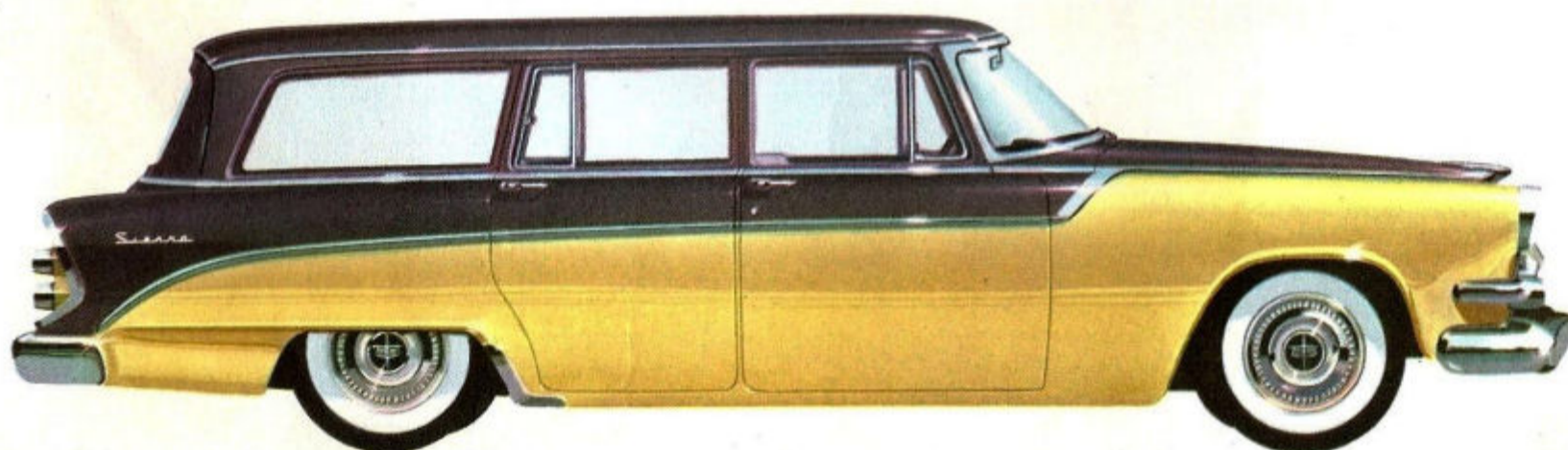


The height of fashion! "Panel-Perfect" interiors are in the newest Cordagrain . . . so beautifully patterned that it actually looks like luxurious fabric! Available in two-tone green, or blue; or in black and white (shown).

These big new roomy Dodge Station Wagons are so colorful and bold, you'll feel like a swashbuckler behind the wheel. And their lively performance will make you invent every excuse to pick up and *break-away* . . . especially with the stepped-up surge of the Super-Powered Super Red Ram V-8 engine at your command. Step in, press a button and take off with the Magic Touch of tomorrow!



CUSTOM SUBURBAN V-8 STATION WAGON
(Also available as a Suburban V-8 or six)



SIERRA V-8, 8-PASSENGER STATION WAGON (Also available as a 6-passenger model)

Now... the brilliant touch of tomorrow

NEW DODGE MAGIC TOUCH CONTROL that brings you push-button driving

The day of push-button driving is here!

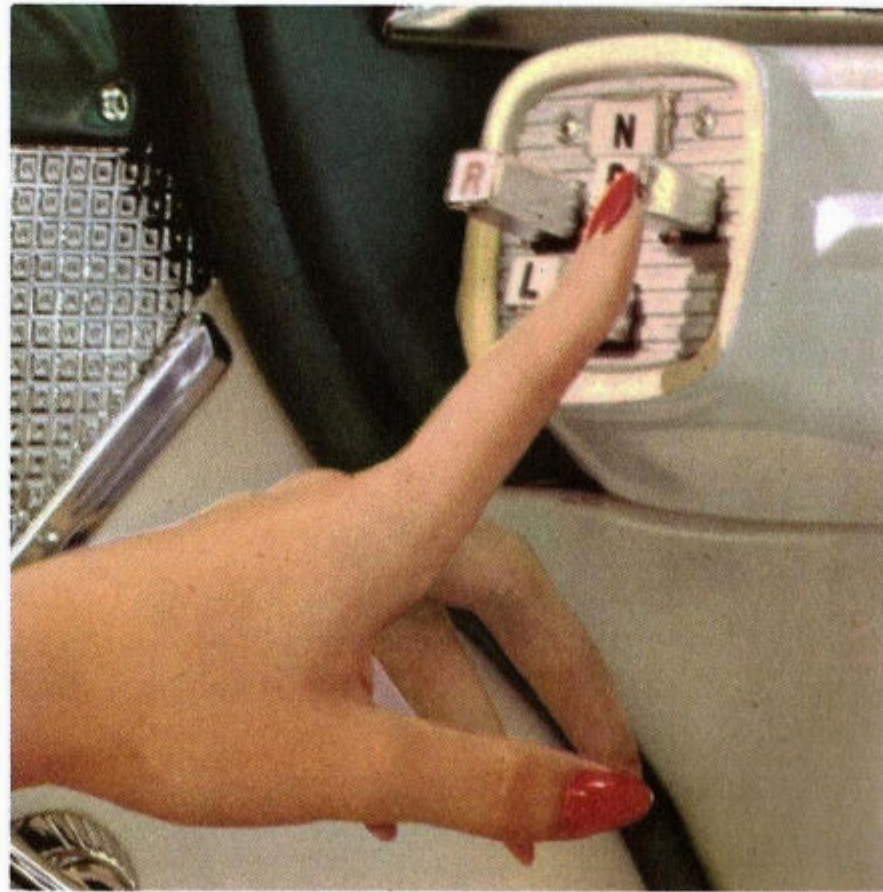
And it comes to you in the big new '56 Dodge, as one more brilliant reward of the spectacular Dodge success . . . in this beautiful car born for success!

Here is the newest, most modern, most effortless driving feature ever designed . . . so advanced that it makes all other concepts of shifting obsolete, even the so-called "automatic."

Imagine! The new Dodge Magic Touch Control* lets you "tune in" all the ranges of Dodge PowerFlite automatic driving with a touch of your finger . . . just as easily and simply as you'd press a push button on your car radio! No more levers to pull or push.

Located on the flite-styled control panel, Dodge Magic Touch Control is within easy and instant reach of your fingertips. Just press the "Drive" button and command the ultimate in automatic driving . . . Dodge *fully-automatic* PowerFlite drive.

Ask your dealer to demonstrate Magic Touch Control today!



DODGE CHALLENGES THE FUTURE IN STYLE AND POWER



DRAMATIC NEW Sweep Saddle trim and distinctive Jet Fins . . . brilliant style touches that break from the stodgy with rakish abandon!



NEW SWING-OUT door handles *pivot* on end to open! New Safety Latch-Lock Doors are gripped solidly shut by steel "teeth." Cannot jiggle or spring open!



DODGE FULL-TIME Coaxial Power Steering* works *full time*. Reduces steering effort 80%. Yet you always retain the "feel of the wheel."

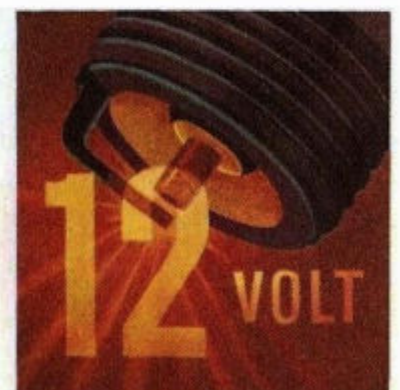


SAFETY POWER Brakes* cut braking effort 35%. Yet you still have the familiar braking sensation you like to feel at the touch of your foot.

THRILLING NEW BREAK-AWAY POWER in advanced 1956 Dodge engines: Super-Powered Super Red Ram V-8*, Super Red Ram V-8, and Dodge Red Ram V-8. Also available, famous Dodge "Get-Away" six.



NEW TWIN-LIGHTNING 12-VOLT SYSTEM standard on all '56 Dodge cars. Assures greater generating capacity, faster cold-weather starts, better firing of spark plugs at all speeds and greater operating efficiency.



ALSO AVAILABLE: DODGE POWER WINDOW LIFTS* AND DODGE POWER SEAT*

**Optional equipment, at extra cost*

SPECIFICATIONS

CUSTOM ROYAL V-8

ENGINES. *Super-Powered Super Red Ram V-8:* Especially equipped with 4-barrel carburetor, dual exhaust system, special manifold, distributor and vibration dampener. Available as optional equipment at extra cost. *Super Red Ram V-8:* Eight-cylinder, overhead valve, V-type. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.80 in. Piston displacement, 315 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 20 qts. (with heater, 21 qts.).

ELECTRICAL SYSTEM. 6-cell, 12-volt battery. 60 ampere hour capacity (50 AH in warm climates). High-capacity 30-ampere generator. Resistor spark plugs. Weatherproof

ROYAL V-8

ENGINES. *Super-Powered Super Red Ram V-8:* Especially equipped with 4-barrel carburetor, dual exhaust system, special manifold, distributor and vibration dampener. Available as optional equipment at extra cost. *Super Red Ram V-8:* Eight-cylinder, overhead valve, V-type. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.80 in. Piston displacement, 315 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 20 qts. (with heater, 21 qts.).

ELECTRICAL SYSTEM. 6-cell, 12-volt battery, 60 ampere hour capacity (50 AH in warm climates). High-capacity 30-ampere generator. Resistor spark plugs. Weatherproof ignition sys-

CORONET V-8 AND 6

ENGINES. *Super-Powered Super Red Ram V-8:* Especially equipped with 4-barrel carburetor, dual exhaust system, special manifold, distributor and vibration dampener. Available on V-8's as optional equipment at extra cost. *Red Ram V-8:* Eight-cylinder, overhead valve, V-type. Compression ratio, 8.0 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.). *"Get-Away Six":* Six-cylinder, L-head, in-line type. Compression ratio, 7.6 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 13 qts. (with heater, 14 qts.).

FOR SPECIFICATIONS OF DODGE STATION WAGONS, SEE THE SPECIAL DODGE STATION WAGON BROCHURE

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.

tem. Variable-speed electric windshield wipers. Ballast-type ignition system; dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank; ceramic filter at carburetor. Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Hotchkiss drive. Safe-Guard hydraulic brakes with Cycle-

tem. Variable-speed electric windshield wipers. Ballast-type ignition system; dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank; ceramic filter at carburetor. Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil spring. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle.

ELECTRICAL SYSTEM. 6-cell, 12-volt battery. 50 ampere hour capacity (45 AH in warm climates). High-capacity 30-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single-speed electric windshield wipers.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank; ceramic filter at carburetor (V-8 only). Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Steering system: idler arm, equal tie rods (on V-8); long and short tie rods (on six). Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Hotchkiss drive. Safe-Guard hydraulic

bond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.60 x 15. Independent parking brake.

TRANSMISSIONS. PowerFlite Drive: fully-automatic transmission with torque converter and 2-speed planetary gear set. Automatic Overdrive: 2-speed planetary gear set with standard transmission. Easy-Shift Transmission: conventional 3-speed transmission.

DIMENSIONS. Four-Door Sedan: Wheelbase, 120 in. Overall length, 212 in. Overall width, 74.6 in. Overall height (loaded) 60.6 in. Overall loaded height of Hardtop, 60.1 in. Overall loaded height of Convertible, 60.3 in.

Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15. Independent parking brake.

TRANSMISSIONS. PowerFlite Drive: fully automatic transmission with torque converter and 2-speed planetary gear set. Automatic Overdrive: 2-speed planetary gear set with standard transmission. Easy-Shift Transmission: conventional 3-speed transmission.

DIMENSIONS. Four-Door Sedan: Wheelbase, 120 in. Overall length, 212 in. Overall width, 74.6 in. Overall height (loaded) 60.6 in. Overall loaded height of Hardtop, 59.8 in.

brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15 (on V-8); 6.70 x 15 (on six). Independent parking brake.

TRANSMISSIONS. PowerFlite Drive: Fully-automatic transmission with torque converter and 2-speed planetary gear set. Automatic Overdrive: 2-speed planetary gear set with standard transmission. Easy-Shift Transmission: conventional 3-speed transmission.

DIMENSIONS: Four-Door Sedan: Wheelbase, 120 in. Overall length, 212 in. Overall width, 74.6 in. Overall height (loaded) 60.6 in. (V-8), 60.3 in. (six). Overall loaded height of Hardtop, 59.8 in. Overall loaded height of Convertible, 60.0 in.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN