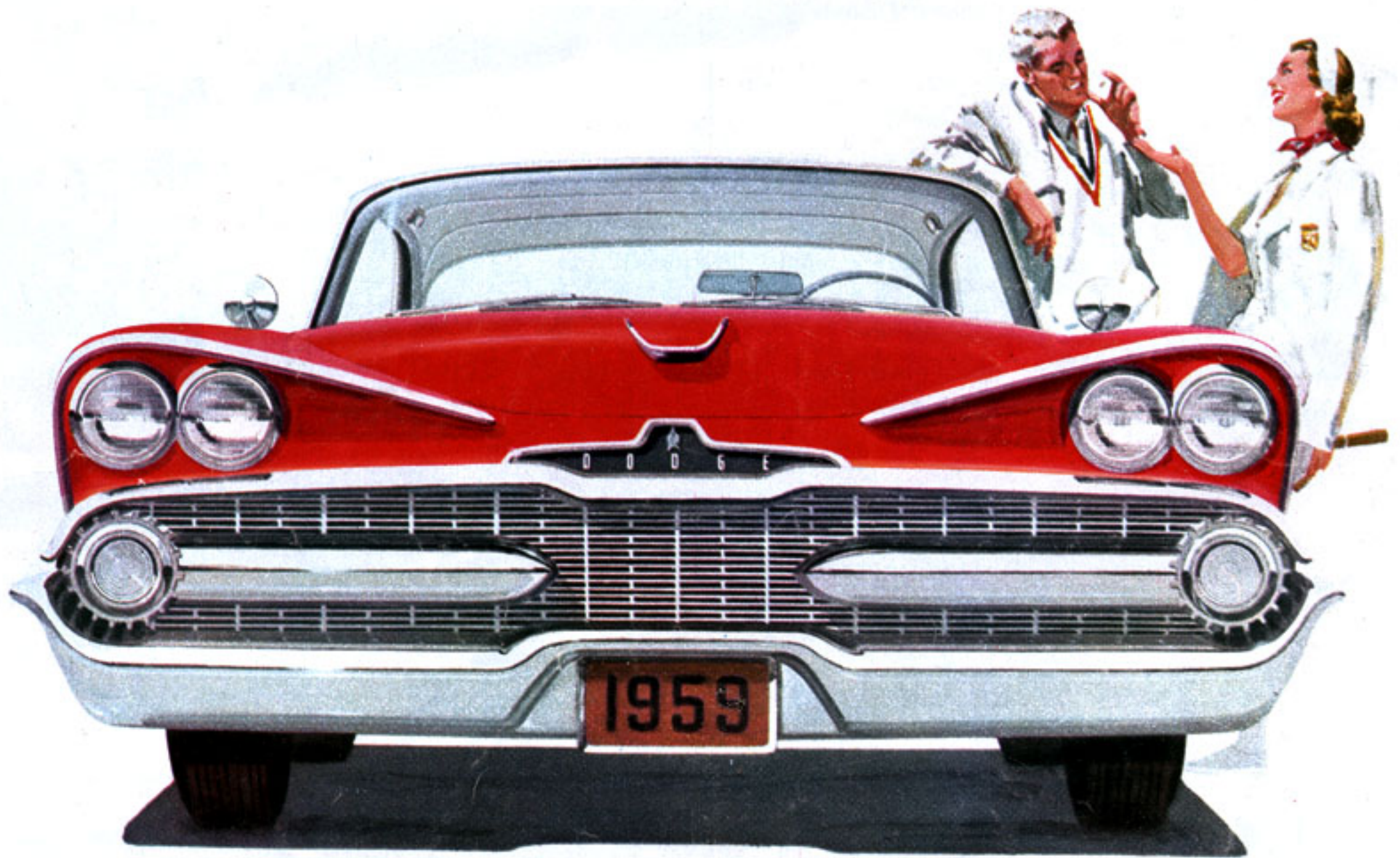


NEWEST OF EVERYTHING GREAT...



New '59 DODGE

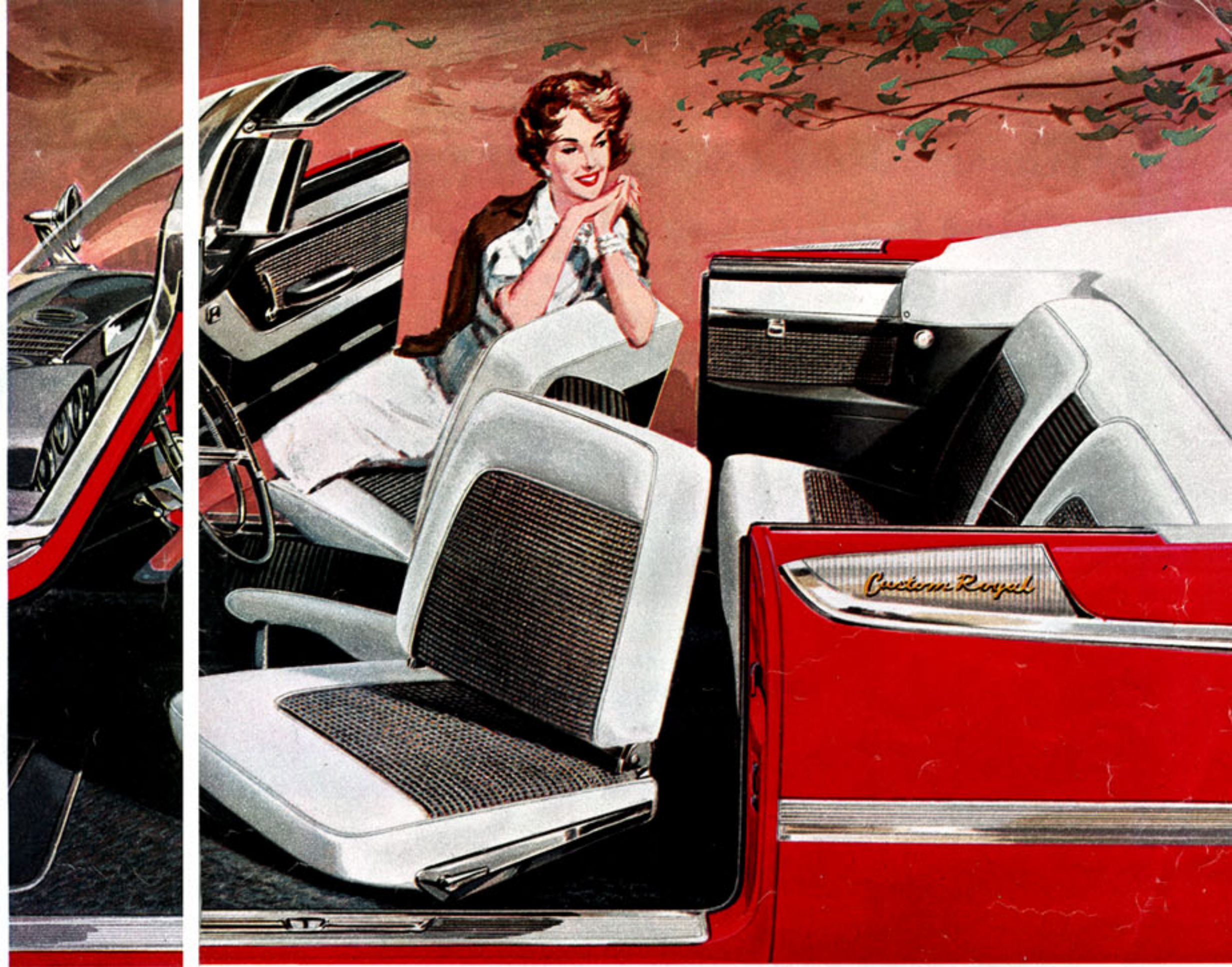
CORRECTION—Information contained in this catalog notwithstanding, all Dodge passenger cars are equipped with 3-speed manual transmissions as standard equipment. PowerFlite and TorqueFlite automatic transmissions are available at extra cost.

Greatest of Everything New!

New things, great things, reward you in this '59 Dodge. Seats swing out to invite you in. New HC-HE engines – high compression, high economy – whisper their promise of eager performance at substantial savings. Orderly rows of buttons on a gleaming panel welcome you to the first all-pushbutton car, with fingertip control of driving and weather. New Level-Flite Torsion-Aire introduces you to three dimensional comfort – ride control, road control, load control – that keeps you on an even keel at all times. Outside mirrors adjust from the inside. Inside mirrors adjust electronically to banish glare. Even a new Lustre-Bond baked enamel finish that's doubly durable and mirror smooth. All this is great. But the final reward is the greatness built into this '59 Dodge. It is deep down, through and through, and thoroughly satisfying.



Custom Royal Lancer Convertible

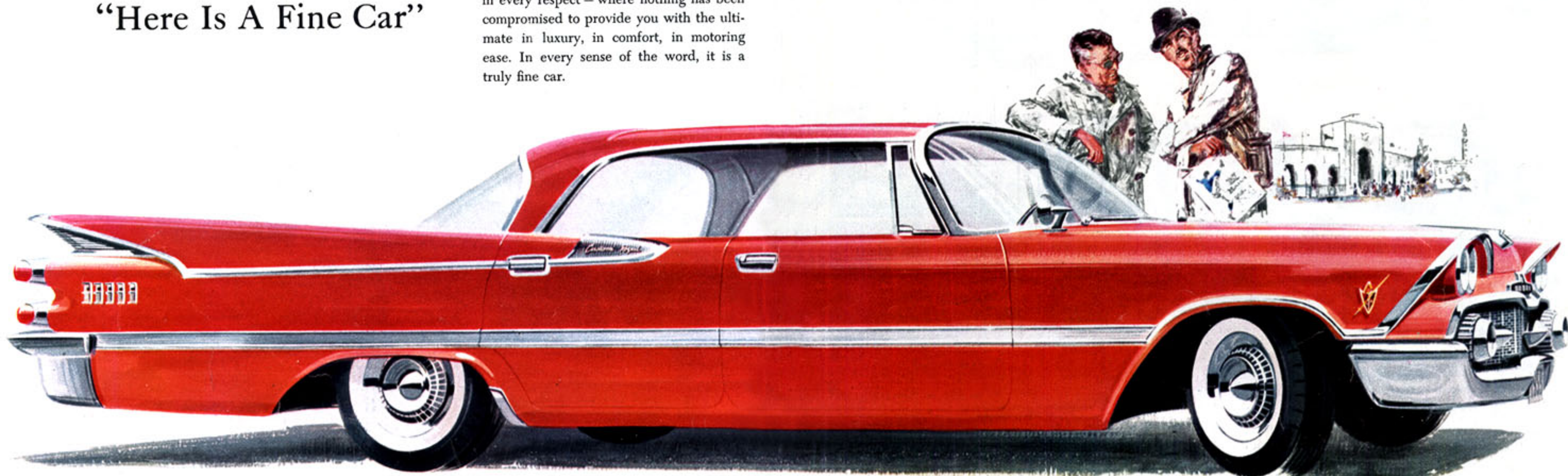


New "in-and-out" ease with Dodge Swing-Out Swivel Seats – Once you discover the ease and convenience of Dodge Swing-Out Swivel Seats, you'll wonder how you ever managed without them. Seats pivot 40 degrees to make getting in and out grace-

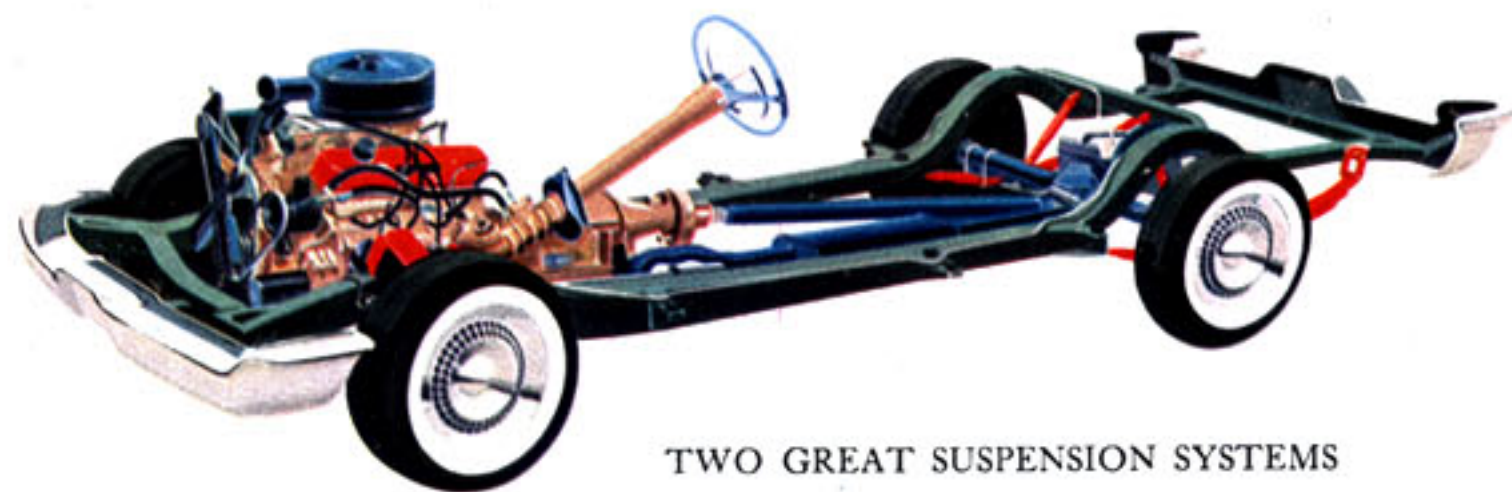
fully easy. Center arm rest may be folded back when three ride in front seat. You ride relaxed in deep-down-soft foam rubber cushions. Exciting new fabrics and trims furnish the perfect finishing touch. Available at extra cost on most models.

Everything About It Says, "Here Is A Fine Car"

Some cars have a certain class, a certain sleekness of line and smartness of detail that set them apart from other cars. This is the kind of distinction the Custom Royal enjoys. Here is a car completely satisfying in every respect — where nothing has been compromised to provide you with the ultimate in luxury, in comfort, in motoring ease. In every sense of the word, it is a truly fine car.



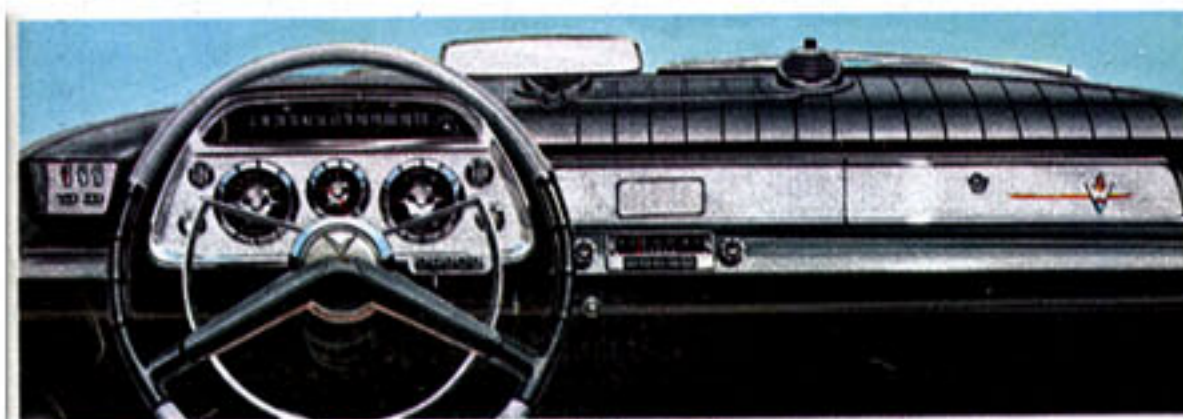
Custom Royal Lancer 4-Door with new sculptured Landau roofline



TWO GREAT SUSPENSION SYSTEMS

Torsion-Aire — This is the famous Dodge suspension system that has yet to be matched for its no-sway, no-dip ride. It combines torsion bar front suspension with outboard-mounted rear leaf springs. Standard equipment on all models.

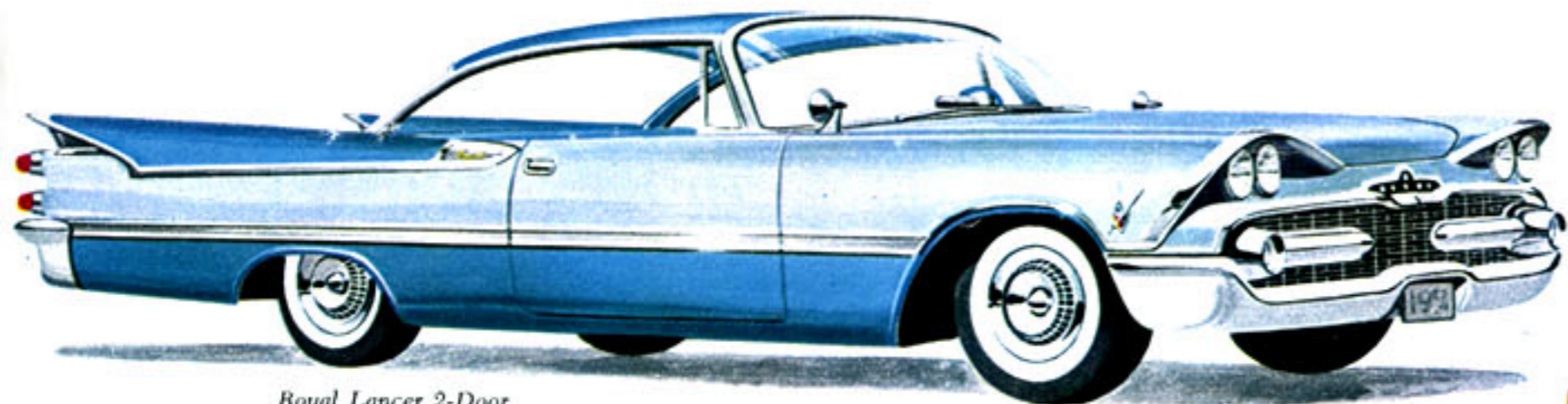
Level-Flite Torsion-Aire — Offers all the proven advantages of Torsion-Aire. In addition it has an automatic leveling device which keeps the car at an even keel regardless of load. Optional equipment on all models.



Introducing the first all-pushbutton car! A touch of your finger gives complete control of driving and weather. New IndiColor Speedometer changes color as you change speed. New steering wheel is elliptical-shaped for greater visibility.



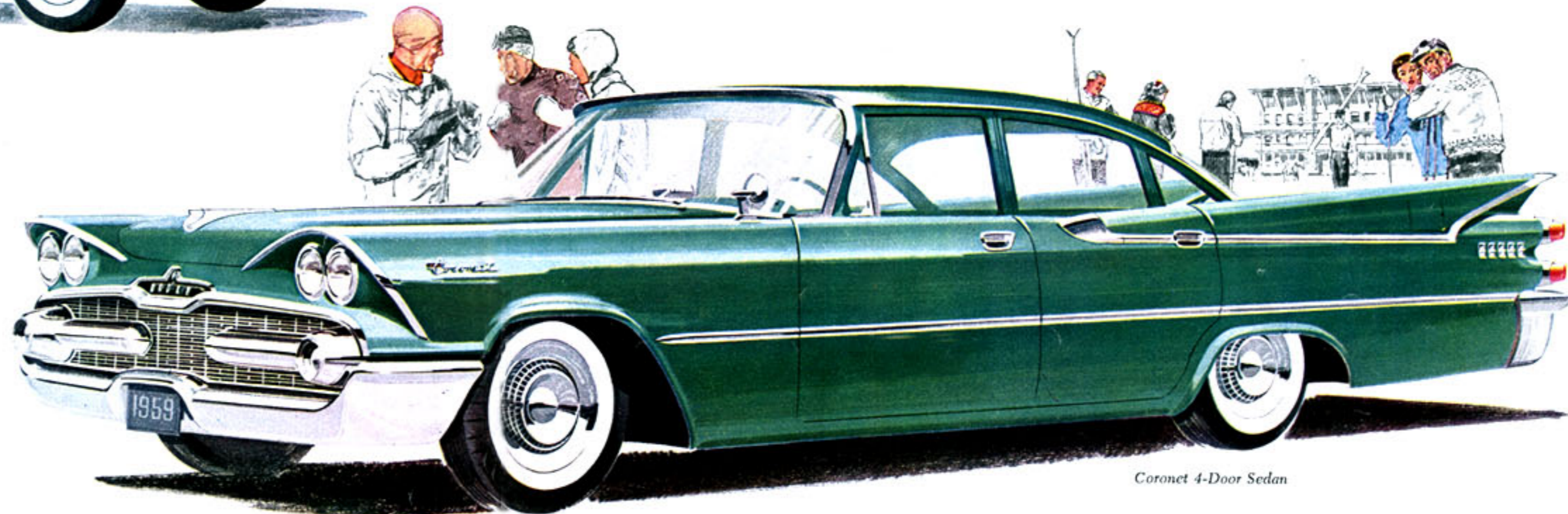
Push-Button TorqueFlite—Just push a button for the smoothest go on the road. Standard equipment on Custom Royal models.



Royal Lancer 2-Door

It Gives You More of What You Buy For!

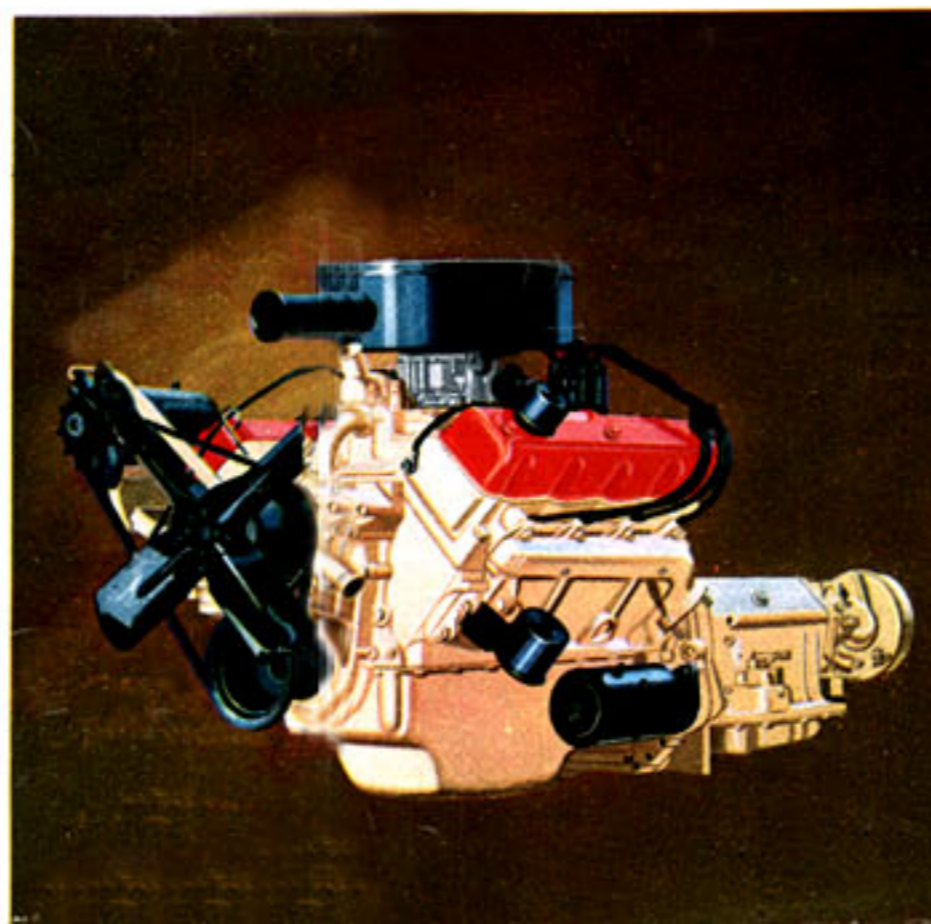
If a man were looking for "buying justification," he could certainly find plenty of reasons in the '59 Dodge. The list is both long and impressive. Even cars costing hundreds of dollars more do not offer the many outstanding features that are standard on Dodge. Take the sway-free, dip-free ride of Dodge Torsion-Aire. The ease and convenience of push-button driving. The greater stopping power of Total-Contact Brakes. And the list goes on and on!



Coronet 4-Door Sedan



Custom Sierra 9-Passenger Station Wagon



Full-Time Power Steering – Gives confident mastery of driving and parking at all times. Eliminates the annoying "on-off" feel of other types.



Twice the view! You'll love the big bonus in visibility Dodge gives you through its huge "picture window" windshield.

New HC-HE V-8 Engine – New in 1959 is a Dodge high compression, high economy V-8 engine that delivers more thrust, uses less gas.

SPECIFICATIONS FOR THE 1959 DODGE

CHASSIS—Double-channel, box-section side rail frame. 14" Safety-Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclebond lining. Internal expanding service brake. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite or TorqueFlite transmissions.

TIRES—Tubeless tires, size 7:50 x 14 on all Coronets except Convertible. Tire size: 8:00 x 14 on Royal, Custom Royal, Station Wagons, Coronet Convertible—and optional on Coronet. Tire size 8:50 x 14 optional on Coronet Convertible, Royal, Custom Royal and Station Wagons.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift, 3-speed manual transmission: Standard on Coronet 6-cylinder and V-8's. PowerFlite: Fully automatic 2-speed transmission with torque convertor, standard on all Royal models, optional at extra cost on Coronet V-8 and 6. Torque-Flite: Fully automatic, 3-speed transmission with torque convertor. Standard on all Custom Royal models, D-500's and Custom Sierra Station Wagons. Sierra Station Wagons equipped with TorqueFlite at extra cost. Optional at extra cost on Coronet V-8 and Royal models.

STANDARD REAR AXLE RATIOS—Coronet 6, 3.73; Coronet V-8 with 3-speed manual transmission, 3.54; with PowerFlite, 3.31; with TorqueFlite, 2.93; Royal with PowerFlite, 3.31; with TorqueFlite, 2.93; Custom Royal with TorqueFlite, 2.93; Sierra Station Wagons, 2.93. (NOTE: All TorqueFlite equipped cars are available with either the 2.93 to 1 "Economy" or the 3.31 to 1 "Hi-Performance" rear axle ratios.)

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35 ampere generator. Follow-thru starter. Eight-cylinder cars have battery capacity of 50 amperes on Red Rams, 60 amperes on Ram Fires and D-500's. Six-cylinder cars have 50 ampere hour capacity. Single-speed electric windshield wipers. Variable-speed windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: Torsion springing front suspension. Semi-elliptical rear springs, mounted outboard of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical idler arm steering system. Direct-acting Oriflow shock absorbers. New ball joints. Anti-brake dip. Flexible-hanging front sway bar on Custom Sierra, Sierra Station Wagons. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. All cars equipped with automatic choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. All cars equipped with ceramic fuel filter near carburetor or in fuel pump. Tank capacity, 20 gallons (22 gallons on Station Wagons).

GENERAL DIMENSIONS—Wheelbase, 122 inches. Overall length, 217.4 inches. Station Wagons, 216.4 inches. Overall width, 80.0 inches.

SUPER D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-shape combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.25 in. Stroke, 3.38 in. Piston displacement, 383 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty, dry-type air cleaner. Two four-barrel carburetors. Horsepower, 345 at 5000 RPM. Torque, 420 lb.-ft. at 3600 RPM. Taxable horsepower, 57.8.

D-500 V-8 ENGINE—Available at extra cost on all V-8 models. Eight-cylinder, overhead valve, V-type. Wedge-shape combustion chamber. Compression ratio, 10.00 to 1. Bore, 4.25 in. Stroke, 3.38 in. Piston displacement, 383 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty, dry-type air cleaner. One four-barrel carburetor. Horsepower, 320 at 4600 RPM. Torque, 420 lb.-ft. at 2800 RPM. Taxable horsepower, 57.8.

SUPER RAM FIRE V-8 ENGINE—Standard equipment on Custom Royal and Custom Sierra Station Wagons. Eight-cylinder overhead valve, V-type. Compression ratio, 10.1 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Heavy-duty, dry-type air cleaner. Four-barrel carburetor. Horsepower, 305 at 4600 RPM. Torque, 400 lb.-ft. at 2800 RPM. Taxable horsepower, 54.3.

RAM FIRE V-8 ENGINE—Standard equipment on all Sierra models. Eight-cylinder, overhead valve, V-type. Compression ratio, 10.1 to 1. Bore, 4.12 in. Stroke, 3.38 in. Piston displacement, 361 cu. in. Rotary oil pump. Full-flow oil filter. Oil capacity, 5 quarts. Coolant capacity, 16 quarts (with heater or air conditioning, 17 quarts). Dual downdraft carburetion. Horsepower, 295 at 4600 RPM. Torque, 390 lb.-ft. at 2400 RPM. Taxable horsepower, 54.3.

RED RAM V-8 ENGINE—Standard equipment on Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 9.2 to 1. Bore, 3.95 in. Stroke, 3.31 in. Piston displacement, 326 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts. Dual downdraft carburetion. Horsepower, 255 at 4400 RPM. Torque, 350 lb.-ft. at 2400 RPM. Taxable horsepower, 49.9.

"GET-AWAY" SIX ENGINE—Standard equipment on Coronet Six. Six-cylinder, L-Head, in-line type. Compression ratio, 8 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. Rotary oil pump. By-pass oil filter. Oil capacity, 5 quarts. Coolant capacity, 12 quarts (with heater or air conditioning, 14 quarts). Horsepower, 135 at 3600 RPM. Torque, 205 lb.-ft. at 1200 RPM. Taxable horsepower, 25.4.

All models finished with the doubly durable Dodge Lustre-Bond enamel for lasting beauty and protection.

SPECIFIC BODY DIMENSIONS (IN.)	4-Door			
	Sedan	Hardtop	2-Door Hardtop	Station Wagon
Headroom—Front.....	35.7	34.4	33.7	36.1
Headroom—Rear.....	34.5	34.7	33.7	35.0
Legroom—Front.....	45.5	45.5	45.5	45.5
Legroom—Rear.....	42.5	42.5	36.5	41.0
Hiproom—Front.....	63.0	63.0	63.0	63.0
Hiproom—Rear.....	62.7	62.7	56.0	62.0
Seat Height—Front.....	10.8	10.8	10.8	10.8
Seat Height—Rear.....	11.9	11.9	10.0	13.5
Vertical distance, steering wheel to cushion.....	6.5	6.5	6.5	6.5
Horizontal distance, steering wheel to seat back.....	15.4	15.4	15.4	15.4

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. Therefore specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION