



 '60

| DODGE

BIG, SOLID, BUILT TO COMMAND

MATADOR • POLARA





Greatest Dodge ever... big, solid, built to command

It starts with a proud sweep of line and contour that mark this new '60 Dodge the style leader of the year. Beneath this beauty are the greatest engineering advances you have ever experienced. New Unibody construction combines body and frame in a one-piece "fortress of steel"—more spacious, more solid, more silent. New Free-Flight Power suspends the engine in space to isolate vibration. Torsion-Aire Ride levels the road like no other suspension—ends dip and sway. Push-Button TorqueFlite offers the smoothest, easiest automatic driving ever developed. Big Total-Contact Brakes give surer, safer control. A choice of three great V-8's lets you tailor your power to your driving needs. It's all new, all great, and all Dodge . . . the finest car Dodge has ever built.

'60 DODGE



Interior view of Polara shows beauty of fabric and color, new "driver-centered" seat design, smartly tailored three-dimensional door panel. Front view of Polara emphasizes sculptured massiveness of bumper and grille.



Polara Series

Finest expression of Dodge beauty, luxury, and dependability

Inside and out, the Dodge Polara is the newest, most exciting, most rewarding car in the medium-priced field.

New Unibody construction provides more headroom, more legroom, more comfort than any car near its price. No car built the old-fashioned way, with the body perched on top of the frame, can match the roominess of your '60 Dodge.

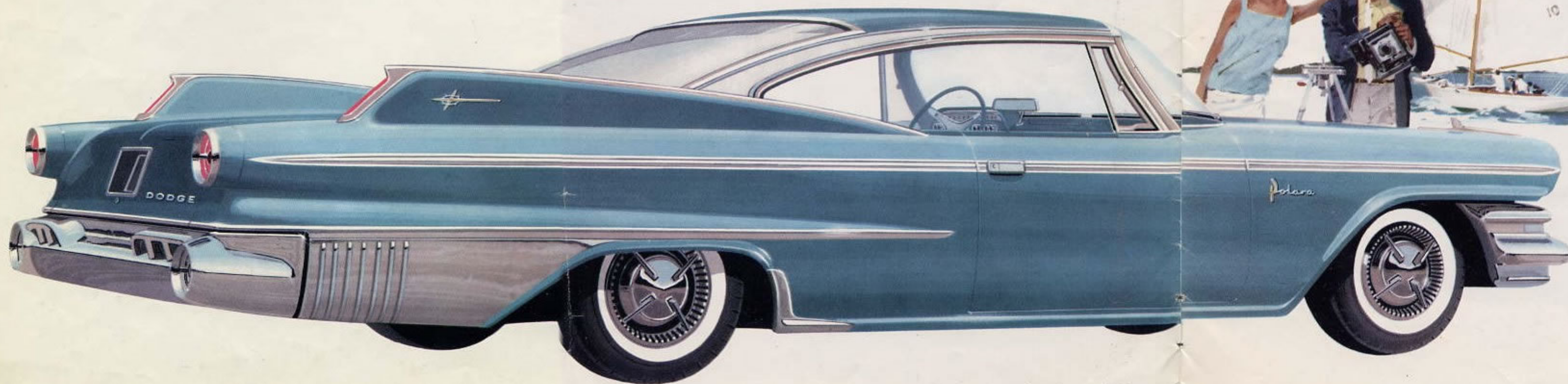
Interiors are beautifully appointed, with deep-pile carpeting and a new "tailored" look that sets the Dodge Polara apart. The instrument panel is strikingly modern and planned to group instruments and controls for maximum driving convenience.

As standard equipment, you control a great 383 cubic inch Ram Fire V-8 engine, teamed with ultra-smooth Push-Button TorqueFlite automatic transmission.*

Style highlights of the new '60 Dodge Polara hardtop, shown here, are the sculptured fins, high-sweeping rear window, and clean roof line that "flows" into the rear deck.

It is the smartest and the most comfortable hardtop your money can buy.

*Optional at extra cost



POLARA 2-DOOR HARDTOP—MOST BEAUTIFUL CAR ON THE ROAD



Polara Series

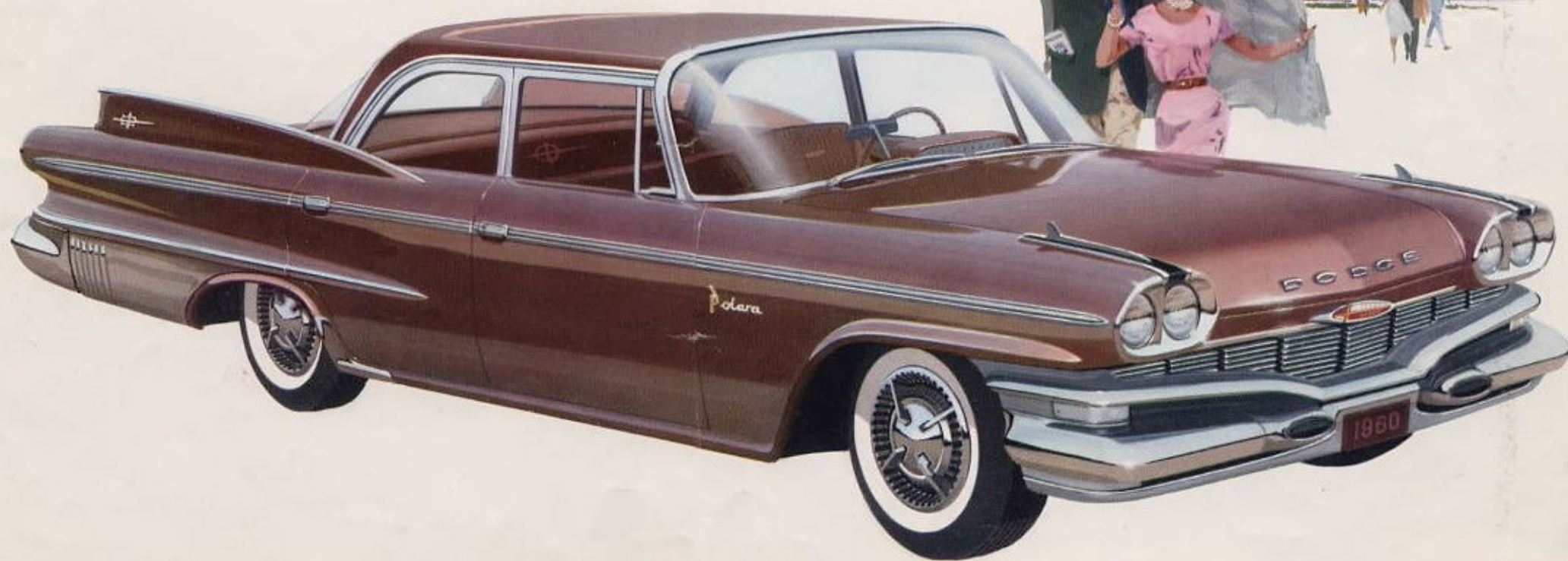
The low, modern silhouette of your new Dodge has been designed, for the first time in the industry, to provide complete comfort for drivers and passengers. You sit more naturally, get in and out more easily, enjoy more legroom, footroom and headroom.

This could be achieved only by revolutionary Unibody construction, the greatest engineering advance of 1960. By combining body and frame in one single unit, Dodge has turned waste space into usable space. There's extra room from floor to roof. You sit in "living room" comfort. Doors are bigger, higher, open wider.

But comfort is just part of the story. Here is the greatest car to drive you have ever known. Road-hugging Torsion-Aire Ride. Push-Button TorqueFlite* for finger-tip control. More positive Total-Contact Brakes. Greater visibility. And the finest Power Steering* system in the industry.

Whether you choose the Polara 4-door sedan (below), or the Polara 4-door hardtop (lower right), you will command a car whose striking beauty is combined with the greatest driving and handling characteristics on the road today.

*Optional at extra cost



POLARA 4-DOOR SEDAN—FAMILY FAVORITE WITH A LUXURY FLAIR