

1968 DODGE DART



This could be the start of something big

DODGE fever





More people come
back for "seconds" than
for any other car
in its class.
Does this tell you something
about Dart?

What is it about Dart that has made it America's best-selling compact? Could it be the extra room, luxury and comfort Dart offers? Or could it be Dart's nimble handling and gentle ride? Could be. On the other hand, maybe it's the way Dodge always manages to pack added excitement into Dart every year. The new '66 Dart, for example, is a going machine. New styling touches, inside and out. Many thoughtful innovations everywhere. Side marker lights. Delayed ignition switch light.* Padded front seatbacks. Custom vinyl head restraints.* Shoulder belts.* A list that just won't stop. Dodge's performance engineers come in for their share of bows, too. Witness the new Dart 340 cubic-inch, 4-barrel V8 engine for the GT Sport. Big. Quick. Energetic. That's the spirit. Dart for 1966. Proof that you don't have to be rich to cure Dodge Fever.
*Optional, at extra cost.





If you think it's
hard to tell Dart's a
compact from here...
wait till you get inside.

This is a compact? This is the luxury compact, '68 Dodge Dart. With a degree of poanness limited only by your imagination. Everything from bountiful bucket seats (with handy center console*) to a prestigious vinyl top.* Other interesting options include fender-mounted turn signals,* air conditioning,* and (pat this) a rear window defogger.* Dart for 1968. Luxurious, yes... sedate, no. Engines range from the ever-popular 170-cubic-inch Six to the zesty 303-cubic-inch 4-barrel V8.** And remember, this is still a compact we're talking about. You'll believe it when you get down to noodling out the price. If your spirit is willing, but your budget weak—this is your car. Now aren't you glad you have Dodge Fever?

*Optional, at extra cost.

**Optional on GTS models only.





If the money you
save buying Dart
GT Sport bothers you ...
don't tell anybody.

Buying a Dart GT Sport poses a delightful dilemma: Keep mum about its low price and become known as a big shooter. Or, spread the word and enjoy a reputation for being a shrewd buyer. Our solution: Take your friends for a spin and reveal yourself as a shrewd big shooter. The first things everybody notices about GT Sport are its one-of-a-kind bumblebee stripes and its two-of-a-kind hood power bulges—viable clues to the kind of performance magic you can expect from GT Sport. Standard items include a 240-cubic-inch V8 (385-cube, 4-barrel V8, optional), Torqueflite automatic transmission, heavy-duty Rallye Suspension, chrome-tipped exhaust tubes and other performance paraphernalia that nobody's mother-in-law would ever understand. But since we expect you to live with it (and vice versa), you'll welcome all the many new safety features built into it, too. Convertible or hardtop, the choice is yours. Dart GT Sport, the spirited way to enjoy Dodge Fever.





Options? You want options? Here they are.

Everyone wants options these days. (Even if it's the option of not wanting any options—because Dart models are equipped with an amazing number of standard equipment features.) People want options for a number of individual reasons. Most of all, to personalize their cars and make them particularly "theirs."

So that you can more easily read about the many Dart options offered for 1968 and determine the ones you'd like to have added to your new Dart, we have arranged them in groupings:

(Items shown, left, are top to bottom):

Without left—
Optional, wood-grained steering wheel with padded hub. Variable-speed wipers (3-speed wipers, std.).

2nd left column—
283-cu.-in. 4-barrel, high-performance V8 (GTS only). Power brakes and disc brakes (optional, w/ Dart models). Custom color-keyed vinyl head restraints (optional, all models).

3rd left column—
Wheel covers (std., GT, optional other Dart models). Dart air conditioning, radio. Dart bumper guards (front and rear).

Immediate left—
Remote-control outside mirror (manual mirror, std.). Fender-mounted turn signal indicators (optional, all models). Power bulge on hood is std. on GTS models.

Vinyl roof (available in black, antique green, antiqued white), (Dart 4-dr. sedans, hardtops).

Comfort and Convenience

Air conditioning (with all engines except 170 Six and 383 V8)
Rear window defogger (except on convertibles)
AM radio
Tachometer (V8 models equipped with center console only)
Power steering
Power brakes

Center console (GT, GTS w/buckets)
Right, outside mirror
Left, outside, remote-control mirror
Tinted windshield
Tinted windshield and windows
Hood insulation
Undercoating
Custom color-keyed head restraints, front seats, left and right
Front and rear, center seat belts
Front seat shoulder belts, left and right
Rear seat shoulder belts, left and right
Variable-speed wipers/electric washer
Front seat-cushion pads, 7½" foam
All-vinyl interior
(This is standard on all models except the Dart 270 4-door, which has cloth-and-vinyl interior trim. If you want the Dart 270 4-door with all-vinyl interior, it's available, at an option.)

Dodge Dart Light Package

Trunk compartment light
Glove box light
Ashtray light
Time-delay, ignition switch light
(This is a 4-in. delay switch that keeps your ignition switch light "on" for a short time after the car doors are closed. It lets you find the ignition switch in the dark without switching on the interior lights.)
Map and courtesy light*
Glove box lock*
*These two items are standard on Dart convertibles, but a part of the optional Light Package on other Dart models.

Performance

225-cubic-inch Six (170-cu.-in. Six is standard)
318-cubic-inch V8 (273-cu.-in. V8 is standard)
383-cubic-inch V8 (GTS only—340-cu.-in. V8, std.)
TorqueFlite 3-speed automatic transmission (std. on GTS with 340 V8)
4-on-the-floor (manual transmission) (available with V8 engines only, not with Sixes)
16:1 fast manual steering (24:1, a little slower steering ratio, is standard)
Front disc brakes (14" wheels and tires are included)
Rallye Suspension (standard on Dart GTS models, optional on

others) includes: heavy-duty torsion bars, heavy-duty ball joints, heavy-duty rear springs (6 leaves), sway bar
Heavy-duty shock absorbers (std. on GTS, opt. other Dart models)
270 x 14 Rad Slank tires (standard on GTS, optional on others)
5.5J wide-rim wheels (required with the 270 x 14 tires)
Trailer Towing Package (Details are listed with specifications on back cover.)

Appearance

Silver Metallic exterior enamel (16 other colors are standard)
Two-tone paint (sedans and hardtops only, not convertibles)
Racing stripes (body side) for GTS (They're standard, but you have several "slide" options on these models.)
Bumperless stripe (across the rear deck) for GTS (You can have these instead of the racing stripes along the side. No extra cost. They come in red, black or white.)
No stripes for GTS
Vinyl roof covering (270 Series sedans, all hardtop models) (choice of three colors: black, antiqued white, antiqued green)

Deluxe wheel covers (standard on GT models, optional on others, but not available on GTS)
Deluxe 14" wheel covers (on models equipped with optional 14" wheels and tires)
Deluxe deep-dish simulated "mag" wheel covers (These require the 5.5J wide-rim wheels.)
Front and rear bumper guards
Sid molding (optional on all models, except GT Sedan)
Fender-mounted turn signal indicators (optional, all models)
Exterior dress-up moldings (4-door sedans only)
3-spoke steering wheel with full horn ring, padded hub (opt., all models)
3-spoke wood-grained steering wheel with padded hub (opt., 270, GT and GTS models)



DART GTS CONVERTIBLE



DART GTS HARDTOP

GTS

This is the top of the Dart line for 1968. Definitely a performance-oriented car that offers engines that are available only on GTS and on no other Dodge model. Standard GTS equipment includes: 340 (4-bbl.) V8 engine, Torqueflite 3-speed automatic transmission, Rallye Suspension, 14 x 5.5J wheels, 270 x 16 Red Streak wide oval tires, heavy-duty shock absorbers, "power bulge" in the hood, racing stripes or "bumblebee" stripes, and an engine crossover kit. And, with the exception of wheel covers (GTS has hubcaps), the remainder of the standard equipment list is similar to Dart GT models.

GTS convertibles have full-width bench seats, all-vinyl bucket seats are optional. GTS hardtops have bucket seats, standard. Both types of interiors are available in: blue, red, black, or white/black. In addition, interiors with buckets are available in: green, gold, white/blue, white/green, or white/gold.



Standard convertible seat cover



DART GT HARDTOP



DART GT CONVERTIBLE

GT

GT models are the most luxurious, offering the most complete list of standard and optional equipment in the Dart line for '68. Standard GT equipment includes: 170 Slant Six or 273 V8 engine, 3-speed manual column shift, heater/delcoflex, cigarette lighter,* power top for convertible,* a choice of 16 exterior colors,* 18-gallon fuel tank,* self-adjusting brakes,* spare tire storage in trunkwell beneath luggage compartment floor,* Cleaner Air System,* full carpeting,* 3-spoke steering wheel with padded hub and partial horn ring,* and full wheel covers.

GT convertibles have full-width bench seats, all-vinyl bucket seats are optional. GT hardtops have bucket seats, standard. Both types of interiors are available in: blue, red, black, or white/black. In addition, interiors with buckets are available in: green, gold, white/blue, white/green, or white/gold.

*These starred items are included as standard equipment on GTS models, too.



Standard hardtop seat cover



DART 270 HARDTOP



DART 270 4-DOOR SEDAN

270

People who want a lot of car for their money (but don't want to spend a lot of money on their car) will find a great deal in their 270s in the new Dart 270 models for 1968. Standard 270 Series equipment includes: 170 Slant Six or 273 V8 engine, 3-speed manual column shift, heater/delcoflex, cigarette lighter, a choice of 16 exterior colors, 18-gallon fuel tank, self-adjusting brakes, spare tire storage in trunkwell beneath luggage compartment floor, Cleaner Air System, full carpeting, 3-spoke steering wheel with padded hub and partial horn ring.

Dart 270 hardtops have full-width bench seats; all-vinyl, with interiors available in: blue, green, tan, red, black, white/black, white/blue, or white/red. Dart 270 4-door sedans have full-width bench seats; cloth and vinyl. Interiors are offered in: blue, green, or tan. In addition, an optional all-vinyl interior is available for Dart 270 sedans in: blue, tan, red, or black.



DART 4-DOOR SEDAN



DART 2-DOOR SEDAN

DART

Dart Series models for '68 are the lowest priced Dodges of all! Rarely can you find this kind of cars, comfort and convenience in this Series' price range. Standard equipment includes: all Dart 270 items with the exception of cigarette lighter, carpeting, and partial horn ring.

Dart Series sedans (both 2-door and 4-door) have full-width bench seats, all-vinyl in a choice of: blue, tan, or black.



COLORS

A choice of 16 standard (and 1 optional) over-laked, acrylic enamel colors is offered on all 1968 Dart models. In addition, two-tone paint is offered, optional, in many combinations, on sedans and hardtops; and vinyl roof covering in dark green, black or white is optional on Dart 270 sedans and all Dart hardtops.



Black	White	Silver Metallic*
Red	Darkly Metallic	Yellow
Bronze Metallic	Grey	Medium Tan
Medium Gold	Light Green	White
Medium Modula	Medium Modula	Medium Green
Medium Green	Medium Turquoise	Medium Modula
Medium Modula	Medium Modula	Light Blue Metallic
Medium Green	Dark Blue	Dark Blue Metallic
Medium Modula	Medium Modula	

*Silver Metallic exterior is an extra-cost option.

1968 Dodge Dart Specifications

DIMENSIONS

Wheelbase... 111"
Track, front/rear... 37 1/4"/36 1/2"
GTS track, f.r.... 36 1/2"/36 1/2"
Wheel height... 18 1/4"
Overall width... 65 1/2"
Overall height (V8 sedan)... 55 3/4"

SUSPENSION

All Dart models have torsion bars and ball joints at front, asymmetrical leaf springs in the rear, and On-Road shock absorbers at each wheel. The On-Road suspension is front-coilover, the Dart Sedan Suspension and heavy-duty shock absorbers (described on the Optional Equipment page) are standard on GTS models, optional on other Dart models.

BRAKES

Front (rear) disc... 8" x 9 1/2" 8" x 8"
Rear (rear) drum... 10" x 2 1/2" 10" x 1 1/2"
Dual Braking System, Hydraulic, servo-actuated, self-adjusting, self-aligning, Rocker-Linkage. Parking brake is hand-operated, hand-released—mechanically actuating shoes on each rear wheel.
Power brakes are optional on all Dart models. Front disc (rear drum) wheels and disc are included are also optional on all Dart models.

TIRES

8-1/2", models... 8.20 x 12 (700 Six only)
10-1/2", models... 10.0 x 12 (M301, 200 Six)
V8 (except GTS)... 12.0 x 13
GTS... 12.0 x 14 Rad Street

14" wheels and tires are optional on all Dart models, except Dart GTS models on which they are standard. All 1968 Ford Street tires, mounted on 14 x 5.5J wide rim wheels, require the addition of the optional Tire Reduction Dam Items.

*MSR—Minimum tire inflation (see card).
Disc Brake x 14 wheel optional on all except GTS. EN x 14 wheel (disc) is a package option on GTS, extra cost on other models.
7.0 x 14 white or black aluminum option on Dart, Dart 200 and Dart 250.

ELECTRICAL SYSTEM

Battery: 15.0vlt, 6 cell, 39 amp hr, standard on 5-cylinder models; 48-amp hr, standard on V8. 58-amp hr optional on all Dart models.
Alternator: 30 amp standard on 5-cylinder models; 37 amp standard on V8 (and 5-cylinder with air conditioning, 45 amp alternator is optional with 5 or V8 and standard with air conditioning on V8 models).

TRANSMISSIONS

Three basic transmissions are offered on 1968 Dodge Dart models.
[1] 3-speed manual, with column-mounted

ENGINES

displacement	170 cu. in.	225 cu. in.	273 cu. in.	318 cu. in.	340 cu. in.	383 cu. in.
no. of cylinders	6	6	6	V8	V8	V8
bore and stroke (in.)	3.4 x 3.75	3.4 x 4.125	3.5 x 4.31	3.91 x 4.31	4.04 x 4.31	4.15 x 4.36
taps	mechanical	V8 engines have hydraulic tappets				
carburetor	1-bar	1-bar	2-bar	2-bar	4-bar	4-bar
compression ratio	8.5:1	8.4:1	8.5:1	8.7:1	10.5:1	10.7:1
oil cleaner	standard	optional				
exhaust system	single exhaust system					dual
crankcase	4 quarts on all engines—5 quarts when replacing oil filter					
coolant	12 qts.	12 qts.	16 qts.	16 qts.	16 qts.	17 qts.
horsepower @ rpm	115@4400	145@4400	160@4400	180@4400	270@4000	300@4400
torque (ft. lb.) @ rpm	165@2400	210@2400	240@2400	280@2400	300@2000	420@2400
fuel recommendation	regular	regular	regular	regular	premium	premium

shift lever, is standard with the 170 Six, 225 Six, and 273 V8 only, and not available on GTS models.
[2] The 4-speed manual has a floor-mounted shift, for column mounting. In Dart models equipped with optional center console, the 4-speed manual is optional with all Dart V8 engines and is not available in 5-cylinder models.

[3] The 3-speed automatic has a column-mounted shift console mounted in Dart models equipped with optional center console. It is water-cooled, has an overdrive cooling, and an internally actuated parking spray. A "torque holdover" (Dodge) gear feature gives improved acceleration and economy for 6-cylinder Dart models. TorqueFlite automatic is standard on GTS models with the 225 V8 engine, optional on other Dart models—Sixes and V8s.

REAR AXLE RATIOS

A number of rear axle ratios are offered with each Dart engine. 900 transmission line. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order a Dart equipped with a more suitable ratio. You will also want to consider the safety advantages offered by the Dodge Bump Grip differential (optional, at extra cost). In hard, snow and mud, power is transmitted to the rear wheel with the better traction.

TRAILER-TOWING PACKAGE

The Trailer-Towing Package for Dodge Dart models is required for towed trailers with a loaded gross weight of 1500 lbs. and a net exceeding 3000 lbs. A frame-type dual equalizing hitch is required for trailers having a loaded tongue weight of 150 lbs. (Hitch not supplied by Dodge).

Basic equipment includes maximum cooling system with high-capacity radiator, fenders lin. For shock. Hood seal (std. with V8 engine). Heavy-duty rear coil with 2.25 inch Heavy-duty suspension, front and rear, with sway bar. Heavy-duty bars (std.)

Factor, 10" diameter angles (standard with V8 engine). Wide rim wheels (28R0).

Trailer-Towing Package is available on Dart models powered by 225 Six or 273 V8 only.

The following extra-cost equipment is also required: TorqueFlite automatic transmission, 12 1/2" wide steel tire.

Recommended additional optional equipment for trailer towing includes: 12 1/2" wide steel tires. Brake: 3-bar differential, high-output, 46-amp alternator, 10-amp hr heavy-duty battery, with rubber overcharge and heat shield. Air conditioning, 220-cubic-inch V8 engine, front disc brakes.

All Dart models include these items as standard safety equipment.

- Dual Braking System (rear axle) and padded instrument panel (bump and lower pad) • master cylinder parking brake warning light • windshield wipers • Safety-Arrest, rear door latches • self, front, rearview mirror • retro-reflective front seat belts • break-over, auxiliary on instrument panel • side marker lights • roll-over on roadway escape • Crosser Air System • energy-absorbing steering column and wheel • backup lights • padded car seats • windshield wipers, 2-speed, electric, power action, with gear-park lock • 4-Flare Warning System • Safety Pin wheels • automatic, day/night, hood-rearview mirror with double-bulb and defogger • rear seat belts • manual lock on front seatbacks • 3-door models only • package front seatback • knowledge door lock

All product illustrations and specifications are based on authorized information. Although all new options are subject to correct or publication approval, accuracy cannot be guaranteed. Some of the equipment shown in product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in areas, specifications, colors and materials, and to change or discontinue models.

The nicest thing about Dodge Fever is our engine and drive train warranty.

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch, torque converter, drive shaft, universal joints, rear axle and differential), suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of the 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and for other parts (excluding tires) for 34 months or 34,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge (no labor or taxes at any Dodge or Imperial, Chrysler or Plymouth Authorized Dealer's place of business). Maintenance, such as replacement of spark plugs, candles, ignition points, filters, brake and clutch lining, etc. and normal deterioration of hoses, belts, upholstery, seat trim and appearance items are not included. Maintenance services required under the warranty are: Change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check condition of fan-belt tensioner, ratchet and adjuster; change oil every 2 months and replace fan-belt every year; clean radiator after every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 2 years or 30,000 miles, whichever occurs first; and every 12 months.

(A) here an authorized Imperial, Chrysler, Plymouth or Dodge Dealer (only in an approved Warranty Station) from (1) receipt of evidence of performance of the required services and (2) the car's three annual mileage and (3) the owner must follow such approved form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an approved Dodge or Imperial, Chrysler or Plymouth Dealer (under a Transfer of Warranty form to Chrysler Motors Corporation) within 30 days from the date of his purchase and receive from Chrysler Motors Corporation a document that the vehicle is eligible for such coverage.



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