



1969 POLARA

What a beautiful new way to spread



DODGE fever



THE 1969 POLARA what other low-priced cars hope to be when they grow up. Luxury in a big package. A package that's all new. Just what you've been looking for in a car that fits your budget. A car that you will be proud to own. Because it obviously will give you so much more value in

the form of sheer good looks, comfort and performance. And will give it to you at a very reasonable price. Polara is a big car. A car that skimps on nothing. As an example, Polara's standard engine is a 318-cubic-inch V8. That is the least you can get under your Polara's bonnet. More under the bonnet

is something else again. We'll be glad to oblige you on that score. But in the meantime, read on and find out for yourself just how far the other entries in the low-priced field are going to have to travel before they even come within hailing distance of Polara for 1969.



THE 1969 POLARA Here's what you've been missing all these years. Pure luxury at a down-to-earth price. There are lots of cars in the low-priced field. But not one of them comes close to Polara in the things that count. Like size. Longer than comparably priced competitors. More powerful than the competition. More luxurious. Polara has cloth-and-vinyl trim over foam padding in all of its 1969

models except convertibles and wagons. And in them, the trim is all-vinyl, still over foam padding. Underfoot, you'll find deep-pile carpeting so plush you'll be tempted to take off your shoes and drive in your stocking feet. New on Polara for 1969—and standard—are concealed windshield wipers that tuck into a slot at the base of the windshield when they are not in use.

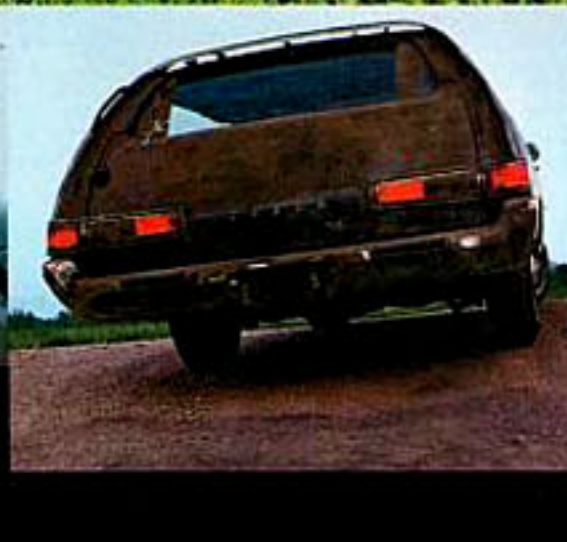
Super-Lite is a Polara option and a Dodge exclusive. A controlled-beam, quartz-iodide auxiliary driving light designed specifically for the superhighway age, Super-Lite's carefully directed beam increases the range of the low-beam headlights without offending oncoming drivers. Two other Polara options for the long-distance driver are a five-way-adjustable steering wheel and an automatic speed control built into the turn signal lever.



THE 1969 POLARA Now that you've had a taste of Polara's luxury and excitement, don't stop. You can have your Polara in just about any body style. Two- and four-door hardtops, convertible, four-door sedan, and four-door, two- and three-seat wagons. In the still more luxurious Polara 500 Series, you can take your choice of either a two-door hardtop or convertible. In both Polara 500 models (hardtop and convertible), vinyl-trimmed bucket front seats are

standard. For 1969, Polara convertibles have a wider rear seat, and all Polara models have a new suspended accelerator pedal for neater appearance, a cleaner floor, and less muscle strain on long journeys. Among Polara's many options, you will find such features as electric window lifts with recessed control buttons, cornering lamps, fender-mounted turn signals, new fiber-glass-belted tires, floating caliper front disc brakes, and Sure Grip differential for easy going on

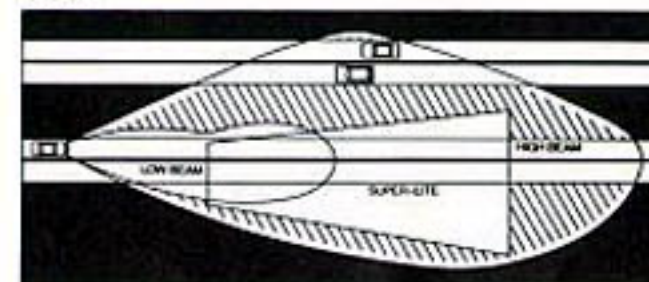
ice and snow. In the engine compartment, if you feel 318 cubic inches aren't enough, you can have your choice of either 383 or 440 cubic inches. And, of course, there is that almost inevitable choice of the true luxury lover: a TorqueFlite three-speed automatic transmission. So no matter how much luxury it takes to please you, it's yours for the asking in Polara for 1969—at a price within a few dollars of smaller, less roomy competitors.



The 1969 Polara's list of optional equipment gives you the closest opportunity you'll ever have to building your own car.

COMFORT AND CONVENIENCE

Polara Airtemp air conditioning is available several ways. An automatic temperature control option lets you dial the interior temperature desired, and this temperature will be maintained regardless of the outside weather. You can order any Polara model with regular air conditioning or with air conditioning plus automatic temperature control. Polara two-door hardtops with air conditioning have ventless side windows. In addition, for Polara station wagons, you have the option of selecting dual air conditioning or dual air conditioning with automatic temperature control. Super-Lite (auxiliary driving light)—a Dodge exclusive feature



Cornering lights

Rear window defogger (hardtops and sedan)
Four radio options are offered on '69 Polara models: Music Master AM radio, Astrophonic AM deluxe radio, AM-FM multiplex radio, push-button AM radio with eight-track stereo-tape player and three instrument-panel-mounted speakers for "orchestra shell" fidelity
Rear seat speaker—single rear speaker with Music Master or Astrophonic AM radios; dual rear speakers with stereo except convertible (N.A. wagons)
Electric clock with automatic regulator
Six-way power seat adjuster
Tilt steering wheel with partial horn ring and padded hub
Three-spoke steering wheel with partial horn ring and padded hub (Polara models; standard, Polara 500)
Sports-type steering wheel
Power steering • Power brakes • Power windows
Automatic speed control with control conveniently located on tip of turn signal control lever
Electric door locks
Power trunk lid release
Tinted windshield • Tinted windshield and windows
Fender-top turn signal indicators
Undercoating and hood insulation
Extra-thickness foam front seat-cushion padding (for models with front bench seat only)
Custom color-keyed vinyl head restraints, front seat, left and right
Left, remote-control outside mirror • Right, outside mirror
Rear shoulder belts, left and right (hardtops, sedan, wagons)
Three-speed electric windshield wiper

ACCESSORY GROUPS

PROTECTION GROUP

Color-keyed rubber floor mats • Bumper guards, front and rear (front only, on wagons)
Undercoating and hood insulation • Wagon cargo compartment carpet

LIGHT GROUP

Dome reading lamp
Glove box light
Ashtray light
Time-delay ignition switch light (This is a little delay switch that leaves 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.)
Rear-door, automatic dome lamp switches (front-door switches, std.)
Trunk light (cargo light on wagons; std. on 3-seat wagons)
Head-lamp-on reminder

RADIO GROUP

Music Master AM radio • Power steering • Power brakes • Three-speed wipers • Deluxe wheel covers (deep-dish wheel covers on Polara 500) • Remote-control mirror • Extra-thickness foam-padded front seat cushion (foam padding is standard with bucket seats on Polara 500)

DECOR GROUP

Wheel lip mouldings • Sill mouldings • Upper door frame mouldings—sedan and wagons

STATION WAGONS

Rear pillar assist handle
Roof luggage rack
Power tailgate washer/wiper
Lockable rear compartment
Cargo compartment carpet
Tailgate step plate (two-seat only)

PERFORMANCE

383 (2-bbl.) V8 engine (regular fuel)
383 (4-bbl.) V8 engine
440 (4-bbl.) V8 engine (station wagons)
440 Magnum V8 engine (Polara, Polara 500, except wagons)
TorqueFlite three-speed automatic transmission
Sure Grip differential
Front disc brakes (optional power brakes also required)
Heavy-duty drum brakes—11" x 3", front and rear
Rallye Suspension—heavy-duty torsion bars, heavy-duty rear springs, heavy-duty link-type sway bar
Firm Ride shock absorbers
Trailer-Towing Package

APPEARANCE

Center console (Polara 500)
Vinyl interior trim (Polara hardtops and sedan)
Two-tone exterior paint (hardtops, sedan, and wagons)
Vinyl roof covering, in choice of black, white aflair, green antique, or tan (sedans and hardtops)
Deluxe wheel covers (std., Polara 500)
Deep-dish wheel covers
Cast aluminum road wheels
Front/rear bumper guards
Door-edge protector mouldings
White sidewall tires, low profile
White sidewall tires, wide-tread (N.A., wagons)

Some options, such as Airtemp air conditioner, automatic speed control, disc brakes, heavy-duty drum brakes, console, Super-Lite, tilt steering wheel and Trailer-Towing Package, are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

THE 1969 POLARA Maybe you'd like your first taste of luxury to be wagon-sized. Then here it is, the 1969 Polara station wagon, the biggest, roomiest, best-looking wagon ever to carry the Dodge nameplate. It is 3½ inches wider than last

year's Polara wagon, will let you carry such bulky objects as 4x8-foot sheets of wall-board flat on the floor. The two-way tailgate is standard, letting you open the gate like a door or fold it down flat. An electrically operated tailgate window is also standard.

A new Polara wagon feature—roof-mounted air deflector that helps keep the tailgate window clear of dust and rain, and effectively bars the entrance of exhaust fumes when the window is open. An optional item on Polara wagons is the tailgate window

washer and wiper. Polara wagons come with all-vinyl trim over foam-padded cushions, with interiors in green, black, tan, or light blue. Both two- and three-seat models are available, all with four doors. So if you want your luxury to be big, here's the way.

DIMENSIONS

(These are 1969 Polara 4-door-sedan dimensions. Other body styles may vary in some degree.)
Wheelbase, 122" • Track, front/rear, 62.1"/60.7" • Overall length, 220.8" • Overall width, 79.3" • Overall height, 56.8"

SUSPENSION

All Polara and Polara 500 models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. A link-type sway bar is standard equipment. A Polara Rallye Suspension option is described on the next page.

BRAKES

Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-released lever—mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models. Polara station wagon brakes are 11 x 3 (front), 11 x 2 1/2 (rear). All other Polara and Polara 500 models have 11 x 2 1/4 (front), 11 x 2 (rear). Heavy-duty, manually adjusted brakes (11 x 3, front and rear) are optional for all Polara models. Power brakes are also optional, as are front wheel disc brakes.

TRANSMISSIONS

Two basic transmissions are offered on 1969 Dodge Polara models.

(1) The Polara 3-speed manual, with column-mounted shift lever. It is standard only on models powered by the 318 V8 or 383 (2-bbl.) V8, and not available on Polara models equipped with other V8s.

(2) The optional 3-speed Torqueflite automatic transmission has a column-mounted selector (console-mounted in Polara 500 models equipped with optional center console). It is water-cooled and has an aluminum housing and an internally actuated parking sprag. Torqueflite automatic is available on all Polara models.

SAFETY EQUIPMENT

Dual Braking System • Turn signals
Padded instrument panel • Padded sun visors
Master cylinder/parking brake warning light
Windshield washers • Left, outside rearview mirror
Safety-Action inside door handles
Retractable, front seat belts plus belt for center passenger except on console-equipped Polara 500 models
Breakaway ashtray on instrument panel
Front side marker reflectors • Backup lights
Soft knobs on window cranks
Cleaner Air System • Safety-Rim wheels
Energy-absorbing steering column and wheel
Concealed windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish
Hazard Warning System (4-way emergency flasher)
Prismatic, day/night, inside rearview mirror with double-ball-joint safety mount
Rear seat belts (including belt for center passenger), front shoulder belts, left and right (except convertibles)
Manual latch on front seatbacks (2-door models)
Padded front seatback • Nonoverride door locks

TRAILER-TOWING PACKAGE

A Trailer-Towing Package for Dodge Polara models is required for towing trailers with a loaded gross weight of 2,500 lbs. and not exceeding 5,500 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 250 lbs. (Hitch not supplied by Dodge.)

Basic equipment includes: maximum cooling system with high-capacity radiator. Seven-blade fan. Fan shroud and hood seal. Heavy-duty performance axle, 3.23 ratio. Heavy-duty suspension, front and rear, with link-type sway bar and high-control shock absorbers. Special, 11" diameter, heavy-duty brakes (manually adjustable). Heavy-duty turn signal flasher. Heavy-duty stoplight switch. Wide-rim, 6-JJ wheels on all but wagons. 6.5JJ on wagons. Trailer-Towing Package is not available on Polara models with 318-cu.-in. V8.

The following extra-cost equipment is also required: 383 (2-bbl.) V8. Torqueflite automatic transmission. 8.55 x 15 tires (except station wagons); 9.15 x 15 tires on wagons. Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty, 70-amp-hr battery with rubber separators and battery heat shield. Power brakes. Air conditioning. High-performance engines like the optional 383 (4-bbl.) V8 or 440 Magnum. Automatic speed control.

ELECTRICAL SYSTEM

Battery: 12-volt, 6-cell, 48-amp-hr, standard on Polara and Polara 500 models equipped with 318 V8. 59-amp-hr, standard with 383-cu.-in. engines and optional with other engines. Alternator: 37-amp, standard. (46-amp standard with air conditioning and optional on Polara models not so equipped.)

STANDARD EQUIPMENT

318-cu.-in. V8 engine
3-speed manual transmission
Cloth-vinyl interior trim in Polara hardtops and sedan
All-vinyl interior trim in Polara convertible and station wagons
Front bucket seats, with center cushion/folding armrest (or console) (in Polara 500 models)
Concealed windshield wipers
Deep-pile carpeting
3-spoke steering wheel with padded hub
Heater/defroster
Cigarette lighter
Glove box door lock
Power top (Polara and Polara 500 convertibles)
Foot-operated parking brake
Link-type sway bar
Quiet door latches
Choice of 17 exterior colors
Deluxe wheel covers (Polara 500 models)
Crank-operated vent panes (ventless door glass standard on two-door hardtops with air conditioning)
Rear seat foam cushion pad
24-gallon fuel tank (wagons, 22)
Roof-mounted air deflector (wagons)
Dual Action tailgate (wagons)

REAR AXLE RATIOS

A number of rear axle ratios are offered, at extra cost, with each Polara engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Polara or Polara 500 delivered with a more suitable ratio. You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional, at extra cost). In sand, snow, and mud, power is transferred to the rear wheel with the better traction.

TIRES

All Polara models (except wagons), 8.25 x 15 (5.5JJ) wheels. Polara station wagons 8.85 x 15 (6.0JJ) wheels. 15" wheels and tires are standard on all Polara models. Fiber-glass-belted white sidewall tires are optional on all Polara models. Wide-tread fiber-glass-belted white sidewall tires are optional on Polara hardtops, convertibles and sedans.

ENGINES

Polara Engines

displacement	318 cu. in.	383 cu. in.	383 cu. in.	440 cu. in.	440 Magnum
no. of cylinders	V8	V8	V8	V8	V8
bore and stroke (in.)	3.91 x 3.31	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75
tappets	all Polara V8 engines have hydraulic tappets				
carburetor	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.
compression ratio	9.2:1	9.2:1	10.0:1	10.1:1	10.1:1
air cleaner	silenced	silenced	double snorkel	double snorkel	double snorkel*
exhaust system	single	single	dual	dual	dual
crankcase	4 quarts for all engines — 5 quarts when replacing oil filter				
coolant	16 qts.	17 qts.	17 qts.	17 qts.	18 qts.
horsepower @rpm	210 @4400	290 @4400	330 @5000	350 @4400	375 @4600
torque (lbs.-ft.) @rpm	340 @2400	390 @2600	425 @3200	480 @2800	480 @3200
recommended fuel	regular	regular	premium	premium	premium

440 V8 is offered on wagons only; 440 Magnum V8 is offered on all other models, except wagons.
*Double snorkel with Torqueflite; unsilenced with manual transmission.

COLORS

- | | |
|-----------------------------|---------------------------|
| 1. Dark Blue Metallic | 9. Gold Metallic |
| 2. Medium Blue Metallic | 10. Dark Bronze Metallic |
| 3. Light Blue Metallic | 11. Cream |
| 4. Cordovan Metallic | 12. Beige |
| 5. Light Turquoise Metallic | 13. Light Bronze Metallic |
| 6. Dark Green Metallic | 14. Red |
| 7. Medium Green Metallic | 15. Silver Metallic |
| 8. Light Green Metallic | 16. White / 17. Black |



Polara 500 Convertible



Polara 500 Two-Door Hardtop



Polara Two-Door Hardtop



Polara Convertible



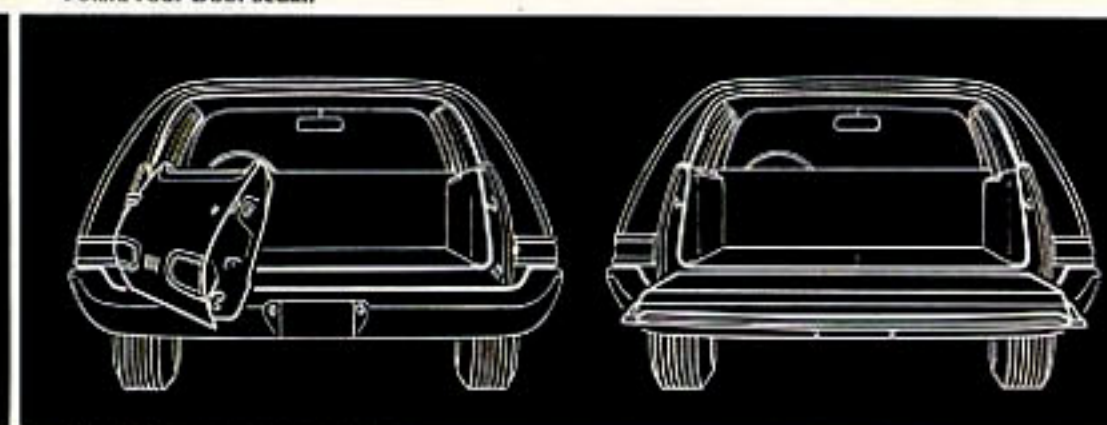
Polara Four-Door Hardtop



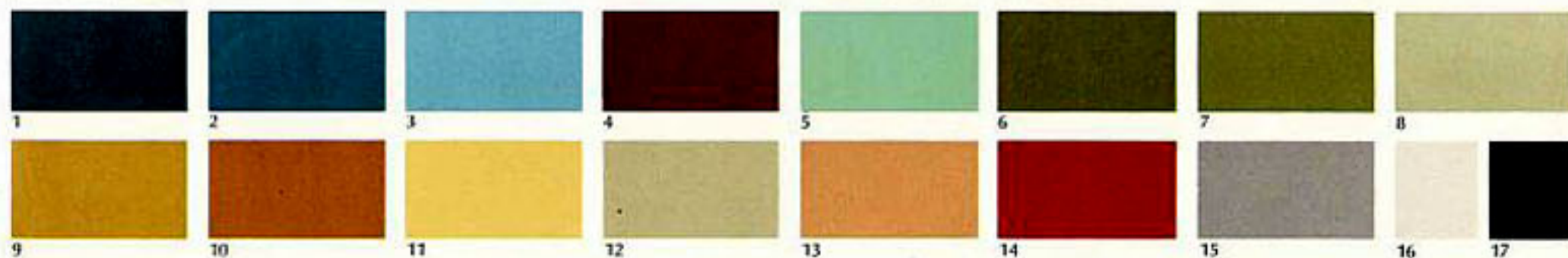
Polara Four-Door Sedan

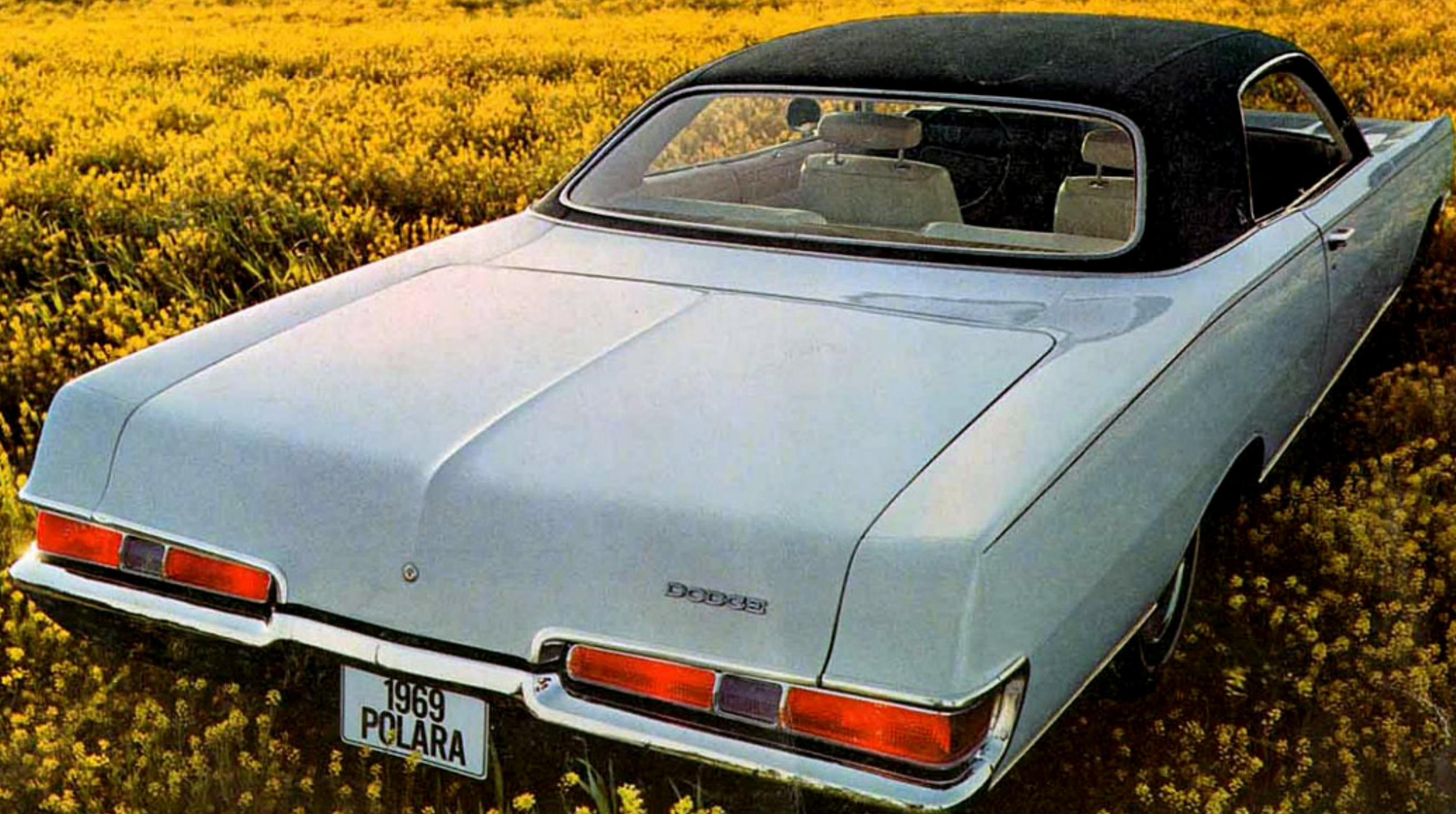


Polara Station Wagon



Polara Wagon Two-Way Tailgate





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

1969 Dodge Polara Catalog

81-205-9039

Litho in U.S.A. 8/68

Kuhn Motors, Inc. - Kuhn Auto Sales

PLYMOUTH - DODGE - CHRYSLER - Imperial

735-765-1000 Carlisle St., Hanover, Pa.

Phone: 637-3705

Dodge

