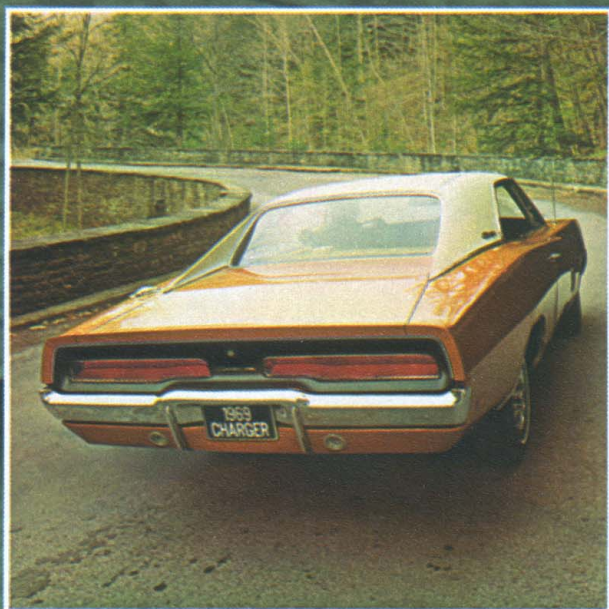




This year,
DODGE is turning up the
fever



DODGE fever

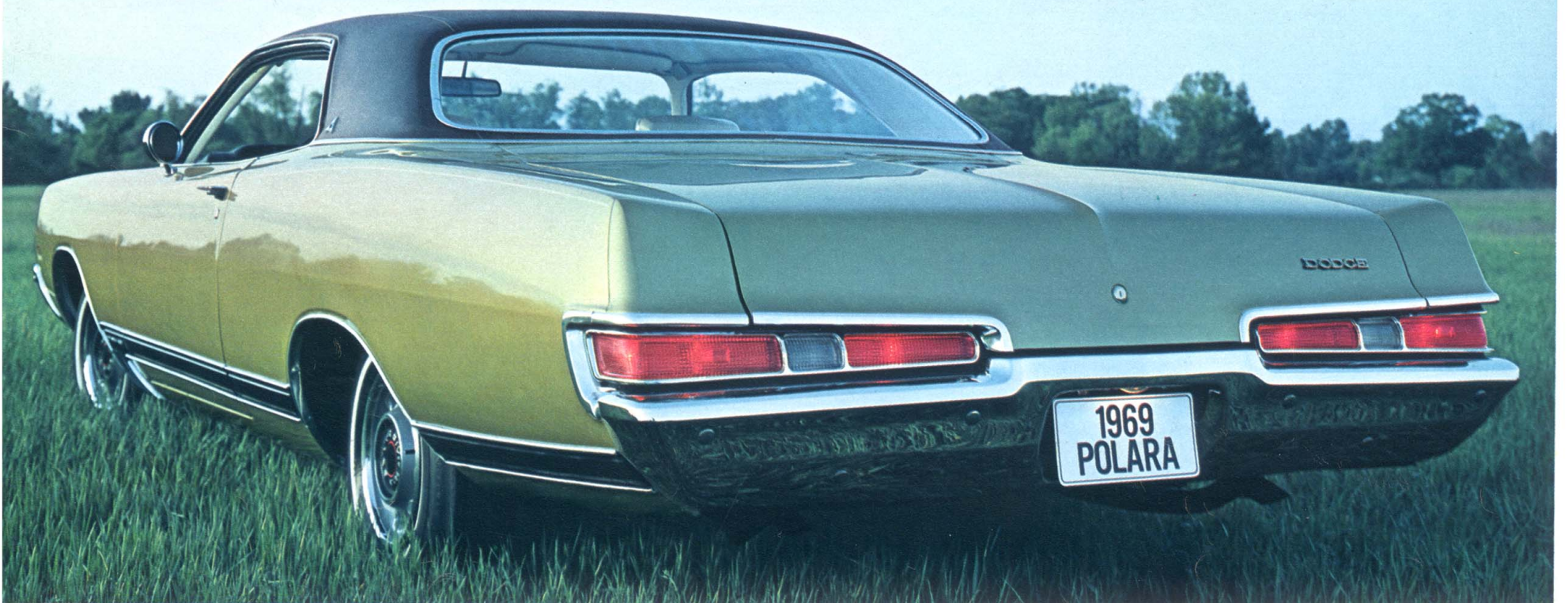


1969 Dodge Charger. How do you improve on the Success Car of the Year? Just look.

A 343% sales increase last year, and we're not through yet. Still five-passengers big, new Charger is a little more trim, more shapely. Plus the new Charger SE, with

touches of genuine leather and a simulated wood-grain instrument panel. New 1969 Charger. The family-sized sports car. A beautiful success. Again.

**is harder than ever to resist.
Why try?**



1969 Dodge Polara. Totally new, it is. Expensive, it isn't.

If you're looking for a big, luxurious new car that sports a low price, look no farther. **1969 Dodge Polara.** With such standard items as foam-padded seats, carpeting, and

a 230-hp V8. Not to mention an all-new instrument panel and concealed windshield wipers. Why wait, big car lovers? This is your year. **1969 Dodge Polara.**

You can't avoid it.



1969 Dodge Monaco. If you like luxury, you couldn't be in better shape.

The finest Dodge ever made is also the newest. From grille to wraparound taillights. From cornering lights to an optional, intense-beam turnpike Super-Lite. From

richly tailored interiors to an all-new aircraft-type instrument panel. And ahead of it all—a big 383-cu.-in. V8. 1969 Monaco. The new shape of luxury.

DODGE fever
has you covered.



1969 Dodge Coronet. It's very big for its price.

Can six full-scale adults find happiness in a small-priced car? Must foam-padded comfort grace only the expensive cars? Coronet to the rescue! 17 lively new models...

all the way to the Coronet 500 above, with sporty luxuries like bucket seats and rich vinyl trim. Your budget never looked better. Pick the Coronet of your choice today.

DODGE fever

comes in every size but small.



Announcing Dart Swinger. For the swinger at heart...a new Dart.

Best thing that ever happened to a compact budget: Dart Swinger. Enough two-door hardtop to take you anywhere. All-vinyl seats. Room for six. And as much

performance as you want (from economical Sixes to the Swinger 340 model shown above—newest member of the Dodge Scat Pack). When you decide to swing, let us know.

THE SPORTTRUCKS ARE HERE.



Meet the new Dodge Adventurer, the Sporttruck that leads a double life.

By day, hard-working pickup. By night, ready to take you where the fun is. With sporty new interior styling. New road-smoothing "Cushioned-Beam" Suspension. And options

such as bucket seats, fully integrated car-type air conditioning, and a powerful 383-cu.-in. V8. Dodge Adventurer. It costs no more than pickups that are just trucks.

1969 DODGE SPECIFICATIONS

DART

Dimensions

Wheelbase.....111"
Track, front/rear.....57.4"/55.6"
GTS, Swinger 340 track, f/r.....58.1"/56.3"
Overall length.....195.4"
Overall width.....69.6"
Overall height (6-cylinder sedan).....54.4"

Suspension

All Dart models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shock absorbers at each wheel. The Dart Rallye Suspension is rubber-isolated. The Dart Rallye Suspension and Firm Ride heavy-duty shock absorbers are standard on GTS and Swinger 340 models, optional on other Dart models.

Brakes

Front/rear (6-cyl.).....9" x 2 1/2" / 9" x 2"
Front/rear (V8).....10" x 2 1/4" / 10" x 1 3/4"
Dual Braking System. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Parking brake is hand-operated, hand-released—mechanically actuating shoes on each rear wheel. Power brakes are optional on all Dart models. Front disc brakes (14" wheels and tires are included) are also optional on all Dart models.

Tires

6-cyl. models (except convertibles).....6.50 x 13 (170 Six only).
7.00 x 13 (all 225 Six and 170 Six convertibles).
V8 (except GTS and Swinger 340).....7.00 x 13.
GTS models.....E70 x 14 Red Line.
Swinger 340.....D70 x 14 wide-tread.

Electrical System

Battery: 12-volt, 6-cell, 38-amp-hr, standard on 6-cylinder models; 48-amp-hr, standard on V8s. 59-amp-hr optional on all Dart models. Alternator: 30-amp standard on 6-cylinder models; 37-amp standard on V8s (and Sixes with air conditioning). 46-amp alternator is optional with 6 or V8 and standard with air conditioning on V8 models.

Transmissions

Three basic transmissions are offered on 1969 Dodge Dart models.
(1) The three-speed manual, with column-mounted shift lever. It is standard with the 170 Six, 225 Six, and 273 V8 only, and not available on GTS or Swinger 340 models.
(2) The four-speed manual has a Hurst floor-mounted shift (or console-mounted Hurst shifter in Dart models equipped with optional center console). The four-speed manual is standard on Swinger 340, optional on all other Dart models with V8 engines, and is not available on six-cylinder models.
(3) The three-speed TorqueFlite automatic is standard on GTS models. It has a column-mounted shift (console-mounted in Dart models equipped with optional center console).

CORONET

Dimensions

(These are 1969 Coronet 4-door-sedan dimensions. Other body styles may vary in some degree.)
Wheelbase.....117"
Track, front/rear (six-cyl.).....59.5"/58.5"
Track, front/rear (V8).....59.5"/59.2"
Overall length.....206.6"
Overall width.....76.7"
Overall height (six-cyl.).....54.5"

Suspension

All Coronet models (except Coronet R/T and Super Bee) have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, Oriflow shocks at each wheel. Entire suspension is rubber-isolated. Coronet R/T and Super Bee come equipped with Rallye Suspension, a special Handling Package, which includes: HD torsion bars, Firm Ride shocks, sway bar, and XHD rear springs. An optional Rallye Suspension Package is offered on all Coronet models, except R/T and Super Bee cars. Package includes: sway bar and HD rear springs. In addition, as a separate option, Firm Ride shocks are also available.

Brakes

Hydraulic, servo-contact, self-energizing, with bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-release lever—mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models. Power brakes are optional on all models, and front disc brakes are optional on all V8-powered Coronet models.

Tires

Six-cyl.7.35 x 14 (5.0 J wheels)
V8.....7.75 x 14 (5.0 J wheels)
Coronet R/T and Super Bee.....F70 x 14 wide-tread (5.5 JK)
Hemi V8 cars.....F70 x 15 wide-tread (6.0 JJ)
Other Coronet V8 models can be equipped with F70 x 14 whitewall or Red Line wide-tread tires, at extra cost. Fiber-glass-belted tires are available as options in the following sizes: F78 x 14 whitewall (except wagons, Super Bee and R/T); or F70 x 15 Red Line (except wagons and all six-cylinder models).

Electrical System

Battery: 12-volt, 6-cell, 48-amp-hr (225 Six, 318 V8) 59-amp-hr (383 V8s). 70-amp-hr (440 Magnum V8, Hemi V8).
Alternator: 37-amp is standard on all Coronet models.

Transmissions

Three-speed manual (column-mounted shift), standard with 318 V8 or 225 Six only. TorqueFlite three-speed automatic (selector, column-mounted), standard on Coronet R/T, optional with 318 V8, 383 V8s and 225 Six. Console-mounted selector with optional center console on bucket-seat models. 4-on-the-floor (all forward speeds sync.) with Hurst shifter is standard on Super Bee, optional with 383 4-bbl. V8, 440 Magnum V8 and 426 Hemi V8.

CHARGER

Dimensions

Wheelbase.....117"
Overall length.....208.0"
Overall width.....76.6"
Overall height.....53.2"
Track, front/rear.....59.5"/59.2"

Suspension

Charger has heavy-duty suspension and Oriflow shocks at each wheel. Charger R/T has a Special Handling Package and heavy-duty shocks.

Brakes

Hydraulic, servo-contact, self-energizing, with bonded linings. Parking brake is foot-operated, hand-released—mechanically actuating shoes on each rear wheel. Charger brakes are self-adjusting; 10" x 2 1/2", front and rear. Charger R/T brakes are manually adjustable; heavy-duty; 11" x 3", front—11" x 2 1/2", rear. Front disc brakes are optional on V8-powered Chargers.

Tires

Charger Six, 7.35 x 14, 5.5JK wheel. V8s have 7.75 x 14 tires. Charger R/T, F70 x 14 Red Line wide-tread, 5.5JK wheel. Other V8 Charger models can be equipped with F70 x 14 whitewall or Red Line tires, at extra cost. Fiber-glass-belted tires are available as options in the following sizes: F78 x 14 whitewall, F70 x 14 Red Line and F70 x 15 Red Line or whitewalls (except 6-cyl. model).

Electrical System

Battery: 12-volt, 6-cell, 48-amp-hr (225 Six and 318 V8). 59-amp-hr (383 V8s). 70-amp-hr (Magnum & Hemi V8s). Alternator, 37-amp, standard.

Transmissions

Three-speed manual (column-mounted shift), standard with 318 V8 or 225 Six only. TorqueFlite three-speed automatic (selector, column-mounted), standard on Charger R/T with 440 Magnum V8—optional with 318 V8, 383 V8s and 225 Six. Console-mounted selector with optional center console. 4-on-the-floor (all forward speeds sync.) with Hurst shifter optional with 383 4-bbl. V8, 440 Magnum V8 and 426 Hemi V8.



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.

POLARA/MONACO

Dimensions

(These are 1969 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 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.

Brakes

Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-release lever, mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models.

Tires

All models (except wagons).....8.25 x 15 (5.5JJ wheels). Station wagons.....8.85 x 15 (6.0JJ wheels).

Electrical System

Battery: 12-volt, 6-cell, 48-amp-hr, standard with 318 V8. 59-amp-hr, standard with 383-cu.-in. engines. 70-amp-hr, standard with 440-cu.-in. engines and optional with other engines. Alternator: 37-amp, standard. (46-amp, standard with Airtemp air conditioning and optional on models not so equipped.)

Transmissions

Two transmissions are offered for all models. The three-speed manual with column-mounted shift is available only with the 318 V8 and 383 (2-bbl.) V8. The three-speed TorqueFlite automatic transmission is optional with all V8 engines. The optional three-speed TorqueFlite automatic, when used with the Polara 500 models or the optional Monaco 500 Package equipped with center console, has the selector console-mounted.

Dodge



CHRYSLER
MOTORS CORPORATION

1969 DODGE ENGINES

Model availability	Dart only	Dart, Coronet, Charger	Dart only	Dart, Coronet, Charger, Polara	Dart GTS, Swinger 340	Dart GTS only	Coronet, Charger, Polara, Monaco	Coronet, Charger, Polara, Monaco	Coronet Super Bee only	Polara, Monaco Station Wagons only	Coronet R/T, Charger R/T, Polara, Monaco	Coronet Super Bee R/T, Charger R/T, Charger 500
displacement/cylinders	170-cu.-in. Six	225-cu.-in. Six	273-cu.-in. V8	318-cu.-in. V8	340-cu.-in. V8	383-cu.-in. V8	383-cu.-in. V8	383-cu.-in. V8	383-cu.-in. V8 Magnum	440-cu.-in. V8	440-cu.-in. V8 Magnum	426-cu.-in. V8 Hemi
bore x stroke (in.)	3.4 x 3.125	3.4 x 4.125	3.63 x 3.31	3.91 x 3.31	4.04 x 3.31	4.25 x 3.38	4.25 x 3.38	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75	4.25 x 3.75
carburetor	1-bbl.	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.	two 4-bbl.
compression ratio	8.5:1	8.4:1	9.0:1	9.2:1	10.5:1	10.0:1	9.2:1	10.0:1	10.0:1	10.1:1	10.1:1	10.25:1
exhaust system	single	single	single	single	dual	dual	single	dual	dual	dual	dual	dual
crankcase capacity	4 quarts—5 quarts when replacing oil filter (Hemi V8: 5 qts.—6 qts. when replacing filter)											
coolant capacity*	12 qts.	13 qts.	19 qts.	18 qts.	18 qts.	17 qts.	17 qts.	17 qts.	17 qts.	18 qts.	18 qts.	18 qts.
horsepower @ rpm	115 @ 4400	145 @ 4000	190 @ 4400	230 @ 4400	275 @ 5000	330 @ 5200	290 @ 4400	330 @ 5000	335 @ 5200	350 @ 4400	375 @ 4600	425 @ 5000
torque (lbs.-ft.) @ rpm	155 @ 2400	215 @ 2400	260 @ 2000	340 @ 2400	340 @ 3200	410 @ 3600	390 @ 2800	425 @ 3200	425 @ 3400	480 @ 2800	480 @ 3200	490 @ 4000
fuel recommended	regular	regular	regular	regular	premium	premium	regular	premium	premium	premium	premium	premium

*With maximum cooling of air conditioning.

1969 Dodge Full-Line Newspaper Insert/Auto Show Special • 81-230-9800 • Printed in U.S.A. 8/68