

1970 DODGE CHALLENGER • CHARGER • CORONET • DART • MONACO • POLARA

If you want all the "news" for '70
...you could be

**DODGE
MATERIAL.**



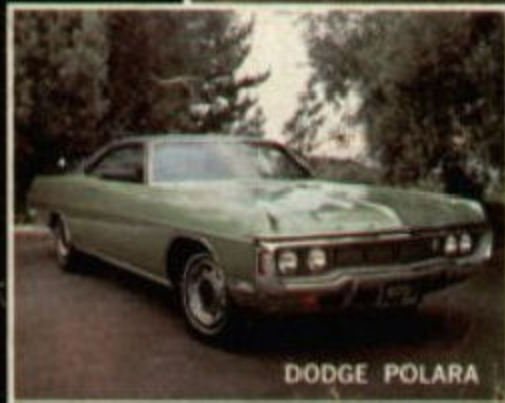
ALL-NEW DODGE CHALLENGER R/T



DODGE DART



DODGE MONACO



DODGE POLARA



DODGE CORONET



DODGE CHARGER



The all-new 1970 Dodge Monaco. Or...a luxury car is not measured by price alone.

In today's luxury car class, you can pay much more than Monaco '70's price. Yet the new Monaco gives you all of the things you buy a luxury car for: tasteful styling, quietness of ride, and richness of appointments. For 1970, Monaco sedans and hardtops offer a new concept of silence. Torsion-Quiet Ride. The body rests on special rubber mounts. The entire rear axle assembly is isolated with

rubber shock pads. A new kind of shock absorber has been added to the steering column. Result: a body that literally floats quietly on its undercarriage. And luxury continues. Monaco is actually roomier than two of America's most expensive luxury cars. Looking for even more? The Monaco 500 Package (offered on two-door hardtops) comes with bucket seats and additional

luxury features. Or the Monaco Brougham Package (four-door hardtops and sedans) features the 50-50 split-bench seat with a passenger-side recliner. Both Packages are extra-cost options. 1970 Dodge Monaco. It may be one of the roomiest cars in America. But it's very quiet about it. *If you demand one quiet hour a day . . . you could be DODGE MATERIAL.*





Monaco 4-door hardtop. In addition, Monaco Brougham Package is optional on both 4-door models; Monaco 500 Package is optional on 7-door hardtop. Both at extra cost. See Monaco station wagons on page 14.

Standard Equipment

383-cu.-in. 2-bbl. V8 engine □ 3-speed manual transmission □ Cloth and vinyl seats with front center armrest (4-dr. sedans and 4-dr. hardtops) □ All-vinyl front split-bench seat with center armrest (station wagons and 2-dr. hardtops) □ Deep-pile carpeting □ 3-spoke steering wheel with partial horn ring □ Heater/defroster □ Cigarette lighter □ Glove box lock □ Power tailgate window (Monaco wagons) □ Lockable 3rd seatwell (3-seat wagons) □ Foot-operated parking brake □ Sway bar □ Self-adjusting brakes □ Deluxe wheel covers □ Ventless side glass on 2-dr. hardtops □ Front and rear foam seat-cushion pads □ 24-gallon fuel tank (23, wagons) □ Simulated walnut instrument panel and door inserts.

Standard Safety Equipment

Dual Braking System □ Turn signals □ Padded instrument panel and sun visors □ Master cylinder and parking brake warning light □ Mirror, left, outside, rearview □ Safety-Action inside door handles □ Safety belts: lap belts, front and rear; shoulder belts.

front □ Breakaway front ashtray □ Backup lights □ Soft window knobs □ Safety-Rim wheels □ Energy-absorbing steering column and wheel □ Windshield washers □ Windshield wipers, 2-speed electric; parallel action, with glare-reducing finish □ Hazard Warning System (4-way emergency flasher) □ Day/night, inside rearview mirror with safety mount □ Head restraints □ Three-way ignition, steering and transmission lock □ Combination side marker lights and reflectors □ "Key-left-in-ignition" warning buzzer.

Specifications

DIMENSIONS AND CAPACITIES—(These are 1970 Monaco 4-door-sedan dimensions. Other body styles may vary in some degree.) Wheelbase, 122" □ Front track, 62.1" □ New wide-stance rear track, 63.4" □ Overall length, 220.4" □ Overall width, 79.2" □ Overall height, 55.7" □ Fuel tank capacity, 24 gallons.

NEW TORSION-QUIET RIDE—All 1970 Dodge Monaco hardtops and sedans are equipped with the new Torsion-Quiet Ride, which retains all of Monaco's handling characteristics but further reduces road and

engine noise in the passenger compartment. Noise reduction is achieved by using a new type of rubber isolator in a number of key suspension locations: at the front, in the rear, and along the steering gear. In addition, a new front "stub frame" further isolates noise from the rest of Monaco's body.

ENGINES—Standard: 383 2-bbl. V8; Optional: 440 V8.

TRANSMISSIONS—Standard: 3-speed manual; Optional: TorqueFlite automatic.

TIRES—All except wagons: H78x15 fiber-glass-belted, 5.5JJ wheels □ Station wagons: J78x15 fiber-glass-belted, 6.5JJ wheels.

ELECTRICAL SYSTEM—Battery: 12-volt, 6-cell, 59-amp-hr, standard with 383-cu.-in. engines. 70-amp-hr, standard with 440-cu.-in. engines and optional with the 383. Alternator: 37-amp, standard.

BRAKES—Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-released lever and mechanically actuating shoes on each rear wheel.



Charger features tall-width front seat for '70.



Charger "500" has front bucket seats.



Charger SE (Special Edition), available with 500 or R/T models.



Charger R/T, showing longitudinal tape stripe treatment, Rallye wheels. (Also available with Bumblebee stripe.)

Charger options are listed on page 15.

Standard Safety Equipment (All Charger models)
 Dual Braking System □ Turn signals, with lane-change feature □ Padded instrument panel □ Master cylinder and parking brake warning light □ Windshield washers □ Safety-Action inside door handles □ Mirror, left, - outside rearview □ Front seat belts □ Combination side marker lights and reflectors □ Soft knobs on window cranks □ Energy-absorbing steering column and wheel □ Backup lights □ Padded sun visors □ Windshield wipers, electric; parallel-action blades with glare-reducing finish □ Hazard Warning System (4-way emergency flasher) □ Safety-Rim wheels □ Prismatic, day/night, inside rearview mirror with double-ball-joint mount □ Rear seat belts (including belt for center passenger) □ Front shoulder belts, left and right (rear shoulder belts, optional) □ Manual latches on front seatbacks (except standard Charger) □ Nonoverride door lock, passenger side □ Steering column with three-way lock: ignition, steering, and transmission □ Head restraints, front seat only □ "Key-left-in-ignition" warning buzzer.

Specifications

DIMENSIONS AND CAPACITIES—Wheelbase, 117" □ Track, front/rear, 59.7"/59.2" □ Overall length, 208.5" □ Overall width, 76.6" □ Overall height, 53.0" □ Fuel tank capacity, 19 U.S. gallons.

SUSPENSION—All Charger models (except Charger R/T) have regular torsion bars and ball joints in front, sway bar and HD springs in the rear, and Oriflow shocks at each wheel. Suspension is rubber isolated. Charger R/T comes equipped with Rallye Suspension, which includes: HD torsion bars, Firm Ride shocks, XHD sway bar, and XHD rear springs. An optional Handling Package is offered on the Charger and Charger 500 models. Package includes: XHD sway bar and XHD springs. In addition, as a separate option, Firm Ride shocks are also available.

ENGINES—Regular models, standard: 225 Six, 318 V8; optional: 383 (2-bbl.) V8, 383 (4-bbl.) V8 □ Charger R/T, standard: 440 Magnum; optional: 440 SixPack, Hemi.

TRANSMISSIONS—There are four transmissions available on Charger models. 1. 3-speed manual (column-mounted shifter), standard with 225 Six or 318 V8 only and N.A. with any other engines. □ 2. 3-speed synchronized manual (floor shift), optional on the 383 4-bbl. V8. N.A. with any other engine. □ 3. 4-speed synchronized manual (floor shift), optional on the 383 4-bbl., 440 Magnum, 440 SixPack, and 426 Hemi only. N.A. other engines. □ 4. TorqueFlite 3-speed automatic transmission is standard on Charger R/T models and optional on other Charger models. The selector lever is column-mounted, except on bucket-seated models equipped with optional center console.

TIRES—All Charger models are equipped with fiber-glass-belted tires. Charger six-cylinder models, F78x14 (5.5JJ wheels) □ Charger V8 models (except Hemi), G78x14 (5.5JJ wheels) □ Charger R/T and Hemi models, F70x14 (6.0JJ wheels).

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

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 self-adjusting; heavy-duty: 11" x 3", front; 11" x 2 1/2", rear.

1. Charger Standard Equipment

318-cu.-in. V8 or 225-cu.-in. 6-cylinder engine □ 3-speed manual transmission; shift lever on steering column □ All-vinyl, front, full-width bench seat □ Deep-pile carpeting □ 3-spoke steering wheel with partial horn ring □ Heater/defroster □ Cigarette lighter □ Self-adjusting brakes □ Fiber-glass-belted tires □ HD suspension, including torsion bars, HD rear springs, and front sway bar □ Rear bumper guards □ Concealed headlights □ Quick-fill gas cap with hinged cover □ Foot-operated parking brake.

2. Charger 500 includes the Charger standard equipment items, except for these changes and additions: All-vinyl front bucket seats (replace front bench seat) □ Electric clock □ Wheel-lip moulding.

3. Charger R/T includes the standard Charger and Charger 500 equipment except clock (optional) and these changes and additions: 440-cu.-in. Magnum V8, with 4-barrel carburetor and dual exhausts □ TorqueFlite automatic transmission □ HD drum-type brakes □ F70x14 wide-tread white sidewall tires □ R/T Handling Package including special torsion bars, Firm Ride shock absorbers, XHD rear springs, and front sway bar □ Bumblebee racing stripe or longitudinal tape stripe.

4. Charger SE (Special Edition) includes the following equipment and may be ordered on the Charger 500 and Charger R/T: Genuine leather and vinyl front bucket seats □ Simulated walnut sports-type steering wheel □ Pedal dress up □ Light Group □ Deep-dish wheel covers □ Simulated walnut instrument panel (standard on R/T models) □ All-vinyl map and utility pockets, in right and left door panels.



1970 Dodge Charger. Stands out with the "in" crowd.

Standing out "Charger style." '70 Charger's new massive front end and continental-type bumper. You can tell it's a Charger a block away! So can everyone else. Good news. For '70, there are four ways to go Charger! The seating-for-six Charger comes with a new full-width front seat. A slightly more deluxe version, Charger 500, features front bucket

seats. For the tops in Charger luxury—Charger SE (Special Edition). And the boss of the Dodge Scat Pack—Charger R/T. Any way you want Charger, it's a lot of car for a surprisingly light price. How about the other ways it stands out? They're all there. Hidden headlights. Rallye Suspension. Rallye instrument panel. Racing gas cap. All standard.

And Charger's still the family-sized sports car. Lots of room with trunk to match. Responsive. Sure handling. And that "look." Unmistakably Charger. And you. Feel like turning a few heads? Pick the Charger of your choice now. *If you want to stand out with the "in" crowd . . . you could be* **DODGE MATERIAL.**





1970 Dart Swinger. For the man going compact... a going compact.

America's swiftest compacts: the Dodge Darts! Just what you're looking for. Fun to drive. Economical to run. Easy to own. For '70, there's a brand-new Dart "look." A longer hood, a powerful new rear styling treatment. Five great new Darts for '70: Swinger hardtop, Dart four-door sedan, handsome Dart Custom four-door sedan, and Dart Custom hardtop. And for high performance at a low price, go Swinger 340—

a hardtop loaded with more goodies (340 V8, disc brakes, three-on-the-floor, etc.) than many cars near its price! Every Dart model has room for six. With a trunk that holds a vacation's worth of luggage. Run-of-the-mill models? On page 14, you'll find over fifty Dart options to add as many personal touches as you want. You can have your '70 Dart any way you want it: as a town car, a suburban shopper, a travel car, or (as a Swinger 340)

one of the greatest "stormers" ever designed. Four engine choices: 198 and 225* Sixes, 318 and 340 V8s. Four boxes: three-on-the-tree, three- or four-on-the-floor,* or the three-speed automatic.* More wheel and wheel cover choices than ever before. Ask your Dealer for all the news. See the '70 Dart. By all means, drive it! *If you won't take small for an answer...* you could be **DODGE MATERIAL.**

*Optional, at extra cost, on some Dart models.



See Dart options on page 14.

Standard Equipment List

198-cu.-in. Slant Six and 318-cu.-in. V8 engines are standard on most Dart models. The 340-cu.-in. V8 is standard on Swinger 340 models. □ 3-speed manual transmission (floor-mounted in Swinger 340 models) □ Heater/defroster □ Cigarette lighter □ 18-gallon fuel tank □ Self-adjusting drum-type brakes (except Swinger 340 models) □ Front disc brakes (Swinger 340 models) □ Deep-pile carpeting (Dart Custom models) □ 3-spoke steering wheel with partial horn ring (Dart Custom models) □ All-vinyl, front, full-width bench seat (cloth-and-vinyl on Dart Custom 4-door sedans) □ Fiber-glass-belted tires.

Standard Safety Equipment

Dual Braking System □ Turn signals (with lane-change feature) □ Padded instrument panel □ Master cylinder and parking brake warning light □ Windshield washers □ SafetyAction inside door handles □ Mirror, left, outside rearview □ Front seat belts □ Combination side marker lights and reflectors □ Soft knobs on window cranks □ Energy-absorbing steering column and wheel □ Backup lights □ Padded sun visors □ Windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish □ Hazard Warning System (4-way emergency flasher) □ Safety-Rim wheels □ Prismatic, day/night, inside rearview mirror with double-ball-joint mount □ Rear seat belts (including belt for center passenger) □ Front shoulder belts, left and right (rear shoulder belts, optional) □ Manual latches on folding-front seatbacks □ Nonoverride door locks, except driver's door □ Steering column with three-way lock: ignition, steering, and transmission □ Head restraints □ "Key-left-in-ignition" warning buzzer.

DIMENSIONS AND CAPACITIES—(These are 1970 Dart 4-door-sedan dimensions. Other body styles may vary in some degree.) Wheelbase, 111" □ Track, front/rear, 57.4"/55.6" □ Overall length, 196.2" □ Overall width, 69.7" □ Overall height, 54.0" □ Fuel tank capacity, 18 U.S. gallons.

SUSPENSION—All Dart models (except Swinger 340) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. The suspension is rubber isolated. The Dart Swinger 340 comes equipped with Rallye Suspension, which includes: HD torsion bars, Firm Ride shocks, sway bar, and HD rear springs.

ENGINES—Regular models, standard: 198 Six (225 Six is optional), 318 V8 □ Swinger 340, standard: 340 V8 (no optional engines available).

TRANSMISSIONS—Four transmissions are offered for Dart.

3-speed manual (column-mounted shifter), std. with 198 and 225 Six or 318 V8 □ 3-on-the-floor manual, std. with Swinger 340 (optional other Darts) □ 4-on-the-floor manual, optional with Swinger 340 (N.A. other Darts) □ 3-speed TorqueFlite automatic. Selector is column-mounted, except on bucket-seated models with optional center console.

TIRES—All Dart models (except Swinger 340): D78x14 fiber-glass-belted (4.5J wheels) □ Swinger 340: E70x14 fiber-glass-belted (5.5J wheels).

ELECTRICAL SYSTEM—Battery: 12-volt. Alternator: 30-amp standard on 6-cylinder models; 37-amp standard on V8s.

BRAKES—Dual Braking Systems. Hydraulic, servo-contact, self-adjusting. Bonded linings. Parking brake is hand-operated, hand-released—mechanically actuating shoes on each rear wheel.



Dart 4-door sedan. Our lowest priced sedan for 1970.



Dart Swinger 2-door hardtop. Our lowest priced hardtop.



Dart Swinger 340 2-door hardtop,* showing 20-steel Rallye wheels.



Dart Custom 2-door hardtop,* showing 60-spoke wire wheel covers.

*Bucket seats are offered as extra-cost options on Custom and Swinger 340 hardtops. Note: Wheels and wheel covers shown are optional at extra cost.



Dart Custom 4-door sedan.



Challenger '70. The sports car with the big difference.

1970 Challenger. Take a studied look. Let all the differences start happening. The stance. It's wide for greater stability and security on the road. The doors. Deeply moulded and indented. Thicker, with side-impact protection. Flush door handles, inside and out. The unusual-but-comfortable bucket seats with built-in head restraints. Challenger comes nine different ways. You can order the

*Optional, at extra cost.

Challenger R/T and power it up with a race-ready 440 Magnum V8* or the new 440 SixPack V8.* Or go formal and drive "the little limousine"—Challenger SE—with rich touches like vinyl-covered formal roof, rich, vinyl bucket seats, and matching door trim. No matter which Challenger gets to you, it's designed to compete with the pony cars. And Challenger's list of mills runs up to nine.

Count 'em: the 225 Six, 318 V8, 340 4-bbl. V8, 383 2-bbl. V8, 383 4-bbl. V8, 383 Magnum V8, 440 Magnum V8, the 440 SixPack V8, and the Hemi. 1970 Challenger. The only new entry in the sports compact field. Nine models, nine mills. Three roofs. Very changeable. Very different. *This year, if you don't want another same old brand-new car . . . you could be DODGE MATERIAL.*



Challenger options are listed on page 15.

Standard Equipment

1. These items are standard equipment on the standard Challenger model: 318-cu.-in. V8 engine or 225-cu.-in. 6-cylinder engine □ 3-on-the-floor, manual synchronized transmission □ All-vinyl bucket seats with integral head restraints □ 3-spoke simulated walnut steering wheel □ Ventless door glass □ Concealed windshield wipers, 2-speed, electric; parallel action, with glare-reducing finish □ Wheel-lip moldings □ Heater/demister □ Cigarette lighter □ 18-gallon fuel tank □ Deep-pile carpeting □ Glove-box lock □ Foot-operated parking brake.

2. The Challenger R/T includes the standard Challenger equipment except for these changes and additions: 383 Magnum V8 engine □ HD drum-type brakes □ Rallye Instrument Cluster (includes clock, tachometer, trip odometer, variable-speed wipers and electric washers, 150-mph speedometer, and oil-pressure gauge) □ F70x14 black sidewall tires with raised white letters □ Longitudinal tape stripe or bumblebee stripe (optional at no extra cost).

3. The Challenger SE (Special Edition) can be ordered either on the standard Challenger or Challenger R/T and includes the following equipment: Vinyl roof covering □ Formal roof styling □ Overhead interior console with warning lights □ Genuine leather and vinyl bucket seats.

4. The Challenger 340 Package is available as an option on the standard models and includes the standard equipment items except for these changes and additions: 340-cu.-in. 4-bbl. V8 engine □ Performance hood with air scoops □ E60x15 black sidewall tires with raised white letters □ Bumblebee stripe (optional at no extra cost) □ Scat Pack decal on quarter windows □ Rallye Suspension with sway bar.

Safety Equipment

Flush outside door handles □ Rear bumper guards □ Dual Braking System □ Turn Signals □ Padded instrument panel □ Master cylinder and parking brake warning light □ Windshield washers □ Safety-Action inside door handles □ Mirror, left, outside □ Front seat belts □ Breakaway ashtray on instrument panel □ Soft knobs on window cranks □ Energy-absorbing steering column and wheel □ Backup lights □ Padded sun visors □ Hazard Warning System (4-way emergency flasher) □ Safety-Rim wheels □ Prismatic, day/night, inside rearview mirror with double-ball-joint safety mount □ Front shoulder belts, left and right (except convertibles) □ Rear seat belts □ Manual latches on front seatbacks □ Padded front seatback □ Nonoverride door lock (except driver's door) □ Steering column with three-way lock—ignition, steering, and transmission □ Combination side-marker lights/reflectors.

DIMENSIONS AND CAPACITIES—(These are 1970 Challenger 2-door hardtop dimensions. Other body styles may vary in some degree.) Wheelbase, 110" □ Track, front/rear, 59.7"/60.7" □ Overall length, 191.3" □ Overall width, 76.1" □ Overall height, 50.9" □ Fuel tank capacity, 18 U.S. gallons.

SUSPENSION—All Challenger models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. Suspension is rubber isolated. Challenger R/T (as well as models equipped with the 383 4-bbl. V8) comes equipped with Rallye Suspension, which includes: HD torsion bars, sway bar, and HD rear springs. An optional XHD Handling Package is standard with 340, 440, and 426 V8s. Package includes: sway bar, HD springs and shocks. In addition, as a separate option, HD shocks are also available with standard and Rallye Suspension.

ENGINES—A choice of nine different engines is offered on Challenger for 1970. The 225 Six, plus eight V8s: 318 2-bbl., 340 4-bbl., 383 2-bbl., 383 4-bbl., 383 Magnum 4-bbl., 440 Magnum 4-bbl., 440 Six-Pack three 2-bbl., and 426 Hemi two 4-bbl.

TRANSMISSIONS—There are three transmissions offered on Challenger models. 1. Three-speed synchronized manual (floor shift), standard with the 225 Six, 318 V8, 340 V8 and 383 4-bbl. N.A. with 383 2-bbl. V8, 440 V8s, or Hemi V8 □ 2. Four-speed synchronized manual (floor shift) optional with some V8 engines. N.A. with 225 Six or 383 2-bbl. □ 3. TorqueFlite three-speed automatic transmission (selector lever is column-mounted except on optional console-equipped models). Optional with all engines.

TIRES—All Challenger models are equipped with fiber-glass-belted tires. Six-cylinder models and 318 V8-powered models come with E78x14 tires on 5.0J wheels. 340 V8-powered models come with E60x15 tires on 7.0JJ wheels. R/T models (except Hemi) come with F70x14 black sidewall tires with raised white letters on 6.0JJ wheels. Hemi-powered models come with F60x15 tires on 7.0JJ wheels.

ELECTRICAL SYSTEM—Battery: 12-volt. Alternator: 37-amp is standard.

BRAKES—Dual Braking System. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Parking brake is foot-operated.



Challenger hardtop, showing deluxe wheel covers



Challenger SE, showing deep-disk wheel covers



Challenger R/T SE, showing chrome steel road wheels and longitudinal stripe (available in 5 colors)



Challenger R/T convertible, showing new steel Rallye wheels



Challenger R/T, showing bumblebee stripe (12 colors available)



Polara '70. When bigger means better.

There are some cars around that have increased their size recently in an attempt to match Polara. But sheer bigness—overall length or width—is not necessarily an indication of luxury, or comfort, or better handling. In designing Polara, we took legroom, headroom, hiproom, and even “stretch-out” room into consideration. Polara gives you all these kinds of room. And does it elegantly, quietly,

and smoothly. Polara designers didn't skimp anywhere. Sedan and hardtop interiors offer elegant fabric and vinyl, with tasteful touches of simulated walnut on the doors and instrument panel. Demand even more in a car? There's the Polara Custom Series with added appearance features. And for greater quietness, a new concept of silence: Polara's extraordinary Torsion-Quiet Ride is standard

on all 1970 Polara hardtops and sedans. A new, quiet idea. And you won't lose an inch of Polara's torsion-taut handling and roadability. 1970 Dodge Polara. Look for outstanding touches of luxury, convenience, and tasteful design. Look for value, too. *If you really think “bigger” ought to be “better” in your next car . . . you could be DODGE MATERIAL.*



Standard Equipment

- 318-cu.-in. V8 engine □ 3-speed manual transmission
- Cloth-and-vinyl interior trim in Polara hardtops and sedans
- All-vinyl interior trim in convertibles and wagons
- Color-keyed vinyl body side moldings
- Concealed windshield wipers
- Deep-pile carpeting, front and rear
- 3-spoke steering wheel with padded hub
- Heater/defroster
- Cigarette lighter
- Glove box door lock
- Power top (convertible models)
- Fiber-glass belted tires
- Foot-operated parking brake
- Sway bar
- Deluxe wheel covers (Polara Custom models)
- Crank-operated vent panes (ventless door glass standard on two-door hardtops)
- Thick foam-padded front seat; rear seat foam cushion pad
- 24-gallon fuel tank (23, wagons)
- Roof-mounted air deflector (wagons)
- Dual Action tailgate (wagons)

Standard Safety Equipment

- Dual Braking Systems
- Turn signals (with lane change feature)
- Padded instrument panel and sun visors
- Master cylinder and parking brake warning light
- Windshield washers
- Mirror, left, outside, rearview
- Safety-Action inside door handles
- Front seat belts plus belt for center passenger
- Breakaway front ashtray
- Backup lights
- Combination side marker lights and reflectors
- Soft window knobs
- Safety-Rim wheels
- Energy-absorbing steering column and wheel
- Windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish
- Hazard Warning System (4-way emergency flasher)
- Day/night inside rearview mirror with safety mount
- Rear seat belts (including belt for center passenger)
- Front shoulder belts, left and right (except convertibles)
- Manual latches on front seatbacks (2-door models)
- Padded front seatback □ Head restraints
- Nonoverride door locks, except driver's door
- Three-way lock: ignition, steering, and transmission

DIMENSIONS AND CAPACITIES—(These are 1970 Polara 4-door-sedan dimensions. Other body styles may vary in some degree.) Wheelbase, 122" □ Front track, 62.1" □ New wide-stance rear track, 63.4" □ Overall length, 220.4" □ Overall width, 79.2" □ Overall height, 55.7"

NEW TORSION-QUIET RIDE—All 1970 Dodge Polara hardtops and sedans are equipped with the new Torsion-Quiet Ride. Torsion-Quiet Ride retains all of Polara's fine handling characteristics, but further reduces road and engine noises in the passenger compartment. Noise reduction is achieved by using a new type of rubber isolator in a number of key suspension locations: at the front, rear, and along the steering gear. A new front "stub frame" further isolates noise from the rest of Polara's body.

ENGINES—Standard: 318 V8; optional: 383 2-bbl. V8, 383 4-bbl. V8, 440 V8.

TRANSMISSIONS—Standard: 3-speed manual; optional: TorqueFlite automatic.

TIRES—All models but wagons, H78x15 fiber-glass-belted. Station wagons, J78x15 fiber-glass-belted.

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

BRAKES—Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Polara station wagon brakes are 11" x 3" (front), 11" x 2½" (rear). Heavy-duty, self-adjusting brakes (11" x 3", front and rear) are optional for all Polara models. Power brakes are also optional, as are front wheel disc brakes.



Polara Custom 4-door hardtop.



Polara convertible.



Polara Custom 4-door sedan. Polara 4-door sedan also available.



Polara Custom 2-door hardtop.



Polara 2-door hardtop, with optional Cater Grain roof.

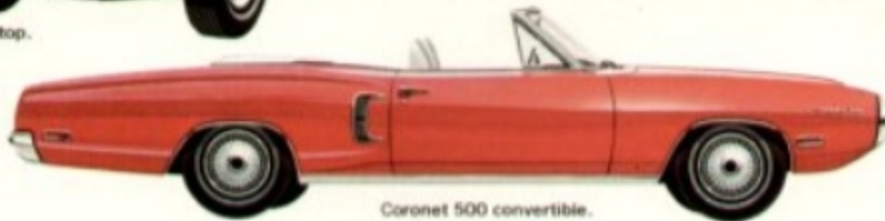


Polara 4-door hardtop.

See Polara station wagons on page 14.



Coronet 500 2-door hardtop.



Coronet 500 convertible.



Coronet 500 4-door sedan.



Coronet R/T 2-door hardtop
(also available in convertible).



Coronet 440 2-door hardtop.



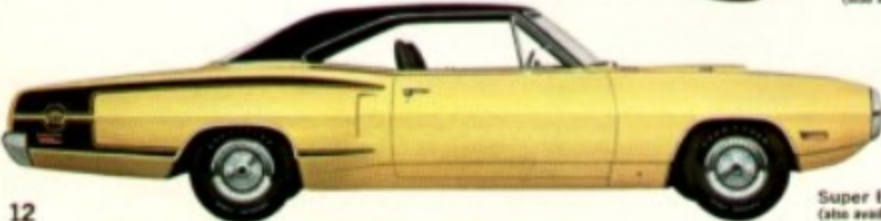
Coronet 440 4-door sedan.



Coronet 440 2-door coupe.



Coronet Deluxe 4-door sedan
(also available in 2-door coupe).



Super Bee 2-door hardtop
(also available in 2-door coupe).

Standard Equipment

318-cu.-in. 2-bbl. V8 or 225-cu.-in. 6-cylinder engine is standard in most models; 383 Magnum V8 is standard in Super Bee models, and 440 Magnum V8 is standard in Coronet R/T models □ 3-speed manual transmission, shift lever on steering column; full-synchro floor shift standard on Super Bee models; TorqueFlite automatic standard on R/T models □ All-vinyl, front, full-width bench seat on most models □ Cloth-and-vinyl front bench seat on 440 and 500 4-dr. sedans □ All-vinyl front bucket seats on 500 and R/T hardtops and R/T convertibles □ Deep-pile carpeting (except Coronet Deluxe models which have color keyed mats) □ 3-spoke steering wheel with partial horn ring (except Coronet Deluxe models) □ Heater/defroster □ Cigarette lighter □ 19-gallon fuel tank □ Foot-operated parking brake □ Self-adjusting brakes □ Fiber-glass-belted tires.

Standard Safety Equipment

Dual Braking System □ Turn signals with lane-change feature □ Padded instrument panel □ Master cylinder and parking brake warning light □ Windshield washers □ Safety-Action inside door handles □ Mirror, left, outside rearview □ Front seat belts □ Combination side marker lights and reflectors □ Soft knobs on window cranks □ Energy-absorbing steering column and wheel □ Backup lights □ Padded sun visor □ Windshield wipers, electric; parallel-action blades with glare-reducing finish □ Hazard Warning System □ Safety-Rim wheels □ Prismatic, day/night, inside rearview mirror with double-ball-joint mount □ Rear seat belts (including belt for center passenger) □ Front shoulder belts, left and right (rear shoulder belts are optional, except on convertibles) □ Manual latches on folding front seatbacks □ Nonoverride door locks, except driver's door □ Steering column with 3-way lock: ignition, steering and transmission □ Head restraints, front seat only □ "Key-left-in-ignition" warning buzzer.

DIMENSIONS AND CAPACITIES—(These are 1970 Coronet V8 4-door-sedan dimensions. Other body styles may vary.)

Wheelbase, 117" □ Track, front and rear, 59.7"/59.2" □ Overall length, 209.7" □ Overall width, 76.7" □ Overall height 54.7" □ Fuel tank capacity, 19 U.S. gallons.

SUSPENSION—All Coronet models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. Suspension is rubber isolated. Super Bee comes equipped with Rallye Suspension, a special Handling Package which includes: HD torsion bars, Firm Ride shocks, a sway bar, and XHD rear springs.

ENGINES—A choice of eight different engines is offered on Coronet for 1970. The 225 Six, plus seven V8s: 318 2-bbl., 383 2-bbl., 383 4-bbl., 383 Magnum 4-bbl., 440 Magnum 4-bbl., 440 SixPack three 2-bbl., and Hemi two 4-bbl.

TRANSMISSIONS—1. Three-speed manual (column-mounted shifter), standard with 225 Six or 318 V8 only and N.A. with any other engines.

2. Three-speed synchronized manual (floor shift), standard on the 383 4-bbl. V8 Super Bee, and optional on other 383 4-bbl. V8 models only. N.A. with any other engines.

3. Four-speed synchronized manual (floor shift), optional on 383 4-bbl., 440 Magnum, 440 SixPack, and 426 Hemi only. N.A. other engines. No-cost option on R/T.

4. TorqueFlite three-speed automatic transmission (selector, column-mounted except on optional-console-equipped models), standard on R/T models and optional on all other engines.

TIRES—All Coronet models are equipped with fiber-glass-belted tires □ All Coronet six-cylinder models except wagons, F78x14 (5.0J wheels) □ All others except Super Bee, R/T: G78x14 (5.5JJ wheels) □ All two-seat wagons and three-seat wagons with 318 V8, G78x14 (6.0JJ wheels) □ Three-seat wagons with 383 2-bbl. and 4-bbl. V8, H78x14 (6.0JJ wheels) □ Super Bee, R/T, F70x14 (6.0JJ wheels).

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.

BRAKES—Hydraulic, servo-contact, self-adjusting, with bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-release lever—mechanically actuating shoes on each rear wheel.



1970 Dodge Coronet. It still believes a low priced car ought to be low priced.

Who ever thought that an honest, low-priced car would end up looking as great as this? '70 Coronet with all-new style. This year, Coronet comes seventeen lively ways, running all the way up to the sporty bucket-seated "500," featuring the most luxurious trim and appointments in the Coronet line. And just as new and just as jaunty—the Coronet 440. Five models to choose from—

with more value than just about anything else in sight. The lowest priced Coronets of all are our three "Deluxe" models, including a wagon. Try one of these on your family for size and on your wallet for price. And if you're looking for action, Coronet has it for you two ways: Super Bee and Coronet R/T. Completely performance-equipped with big-magnumed VBs, Rallye Suspension, and even

more goodies this year. Like Super Bee's new full-synchro three-speed manual transmission. Or you can order the new SixPack* model with three dual Holley carbs and functional dual-scooped hood.* Now, pick a Coronet: sedan, hardtop, coupe, wagon, or convertible. Any Coronet. More than ever, it's very big for its price. *If you care how much you pay . . . you could be **DODGE MATERIAL.***

*Optional, at extra cost.





Monaco station wagon, 2-seat and 3-seat models, 383 V8, std.

1970 MONACO & POLARA WAGONS

For 1970, Dodge has designed over a dozen different wagon models. But, to make your selection easier, let's talk about them as *three* different



Polara station wagon, 2-seat and 3-seat models, 318 V8, std.

kinds of wagons. First, the big wagons (Polara and Monaco). Second, the busy wagons (Dodge Coronet, in three series). And third, the boxy wagons (Dodge Sportsman and Custom Sportsman).

It's hard to imagine a station wagon roomier or more luxurious than our new '70 Monaco. Simulated walnut exterior panels. All-vinyl interior, plus carpeting all the way back to the Dual Action tailgate. Available in both 2-seat and 3-seat models, Monaco wagons are big enough to carry a 4x8 plywood sheet (if you measure wagons that way).

What about Polara wagons? Just as big as Monaco (in fact, as big as any wagon Chrysler Corporation builds). Naturally, Polara has most of Monaco's features such as Dual Action tailgate, aerodynamic slipstream deflector, and room for the 4x8, too. Your Dodge Dealer can point out other features for you.

DODGE SPORTSMAN WAGONS

Our very popular "boxy" wagons—with nearly three times the cargo room of conventional wagons. Designed primarily for folks who want room for lots of people, lots of cargo, lots of camping comfort—or as a partner in their businesses. The regular Sportsman wagons seat eight. Or you can order the 11-Passenger Package (available, at extra cost, with our 108-inch-wheelbase models only). Choose 198 or 225 Six or 318 V8 power. Add options like power steering and three-speed automatic transmission. Again this year, Dodge is offering a completely equipped traveling office,* a lavish hospitality unit,* plus a wide range of campers.* Ask your Dealer for a copy of the new Sportsman Wagon Catalog.



1970 CORONET WAGONS

These are the busy Dodge Wagons. Designed for people with busy schedules: suburbanites with lots of errands and businessmen who want good looks and good ride to go with their good-sized cargo. Coronet's wagon size is ideal (and the price fits your wallet).

Five Coronet wagon models, three series. Top-of-the-line Coronet 500 (2- and 3-seat models, all V8s) comes with simulated walnut exterior panels, interior carpeting, the works.

Coronet 440 (2- and 3-seat models, V8s for both, and the 2-seat can also be had with a Six). All the room, all the good looks, all the load-carrying ability your busy schedule demands.

Lowest priced wagon in the line is Coronet Deluxe (one model, 2-seat only, Six or V8). It's the easiest way to join our busy-wagon brigade.



Coronet 500 station wagon, 2-seat and 3-seat models, 318 V8, std.



Coronet 440 station wagon, 2-seat models—Six or V8 power; 1-seat models—V8 power only.



Coronet Deluxe station wagon, 2-seat model only—Six or V8 power.

When it comes to extras, you'll find over 50 optional items from which to choose. Bigger V8s, a Trailer-Towing Package, air conditioning, automatic speed control, roof luggage rack, and rear window washer/wiper, to name just a few. Check the list at the right.

The busier your way of life—the better you'll like your Coronet wagon.

*Dodge neither makes the actual conversion nor manufactures components for the special units. However, Dodge engineers work closely with leading independent converters to bring you the best units possible.

Both Sportsman and Custom Sportsman are offered in two wheelbases, 90" and 108". Shown here is the Custom Sportsman on 108" wheelbase.



1970 DART OPTIONS

Airtemp air conditioner
All-vinyl interior (Dart Custom sedans; standard, other models)
All-steel Rallye wheels
Brakes, front disc
Bucket seats
Bumper guards, front and rear
Center console (with bucket seats only)
Differential, Sure Grip
Head lamp delay w/lamp-on reminder
Hood tie-down pins (Swinger 340 only)
Light Convenience Package
Mirror, left, remote-control
Pedal dress-up for brake and accelerator
Power brakes, power steering
Radio: Music Master AM
Rear window defogger
Shock absorbers, Firm Ride
Shoulder belts, rear
Simulated walnut steering wheel with "Rim Blow" horn
Steering wheel with partial horn ring
Suspension, Rallye
Tachometer
Tinted windshield
Tinted windshield and windows
Tires, white sidewall
Tires, blackwall with raised white letters
Tires, E70 x 14
Trailer-Towing Package
Transmissions (see page 7)
Two-tone exterior paint
Vinyl-insert body side moulding (hardtops)
Vinyl roof covering
Wheel covers: wire-wheel design, simulated "mag"-type and deluxe
Windshield wiper, variable-speed (2-speed, standard)

1970 CORONET OPTIONS

Air scoop Ramcharger hood (Super Bee and R/T only); std. w/Hemi
Airtemp air conditioner
All-vinyl interior (440, 500 sedans)
All-steel Rallye wheels (14" or 15")
Automatic speed control
Brakes, front disc
Brakes, HD drum-type (standard with R/T and Super Bee; optional on all others)
Bright-tip exhaust
Bucket seats, all-vinyl (Super Bee, Coronet 500 convertibles, and 500 wagons)
Bumper guards with rubber inserts
Center cushion/fold-down armrest (bucket-seated models only)
Chromed road wheels (14" only)
Console with transmission shift control (with bucket seats)
6-way adjustable bucket seat
Differential, Sure Grip
Electric clock





BIG NEWS FROM SCAT CITY.

The 1970 Dodge Scat Pack Is Road-Ready.

New Dodge Scat Pack. A howling herd of supercars for the '70s. Grooving the roads and tracks with specially designed Dodge suspensions. Completely performance-equipped. For 1970, a brand-new member: Challenger R/T. The only all-new entry in the sports compact field!

CHARGER R/T

Available two ways: Regular R/T, or R/T with Special Edition goodies.

Standard Equipment

440-cu.-in. 4-bbl. Magnum V8 □ 3-speed TorqueFlite automatic transmission □ HD brakes □ All-vinyl front bucket seats □ Deep-pile carpeting □ Full instrumentation □ Quick-fill gas cap □ New longitudinal stripe or traditional bumblebee stripe (your choice).

Tires

F70x14 wide-tread □ (6.0JJ wheels).

CORONET R/T AND SUPER BEE

Two R/T models: hardtop and convertible □ Two Super Bees: hardtop and coupe.

Standard Equipment

CORONET R/T

440-cu.-in. 4-bbl. Magnum V8 □ 3-speed TorqueFlite automatic transmission □ All vinyl bucket seats.

CORONET SUPER BEE

383-cu.-in. 4-bbl. Magnum V8 □ 3-on-the-floor full-synchro manual transmission □ All-vinyl bench seats □ Hood with special "power bulge" standard on both □ New longitudinal stripe or traditional bumblebee stripe (your choice).

Tires

F70x14 wide-tread □ (6.0JJ wheels).

DART SWINGER 340

One model—full-width front seat is standard; front bucket seats are optional at extra cost.

Standard Equipment

340-cu.-in. 4-bbl. V8 □ 3-on-the-floor full-synchro manual transmission □ Rallye Instrument Cluster □ Front power disc brakes □ Bumblebee stripe □ Performance hood with "scoop" design □ Bright dual exhaust tips.

Tires

E70x14 wide-tread □ (5.5J wheels).

CHALLENGER R/T

Available in three models: hardtop, convertible, and formal coupe (the latter comes with Special Edition luxuries).

Standard Equipment

383-cu.-in. 4-bbl. Magnum V8 □ 3-on-the-floor manual transmission □ HD drum-type brakes □ Rallye Instrument Cluster (includes clock, tachometer, trip odometer, variable-speed wipers and electric washers, 150-mph speedometer, and oil pressure gauge) □ New longitudinal stripe or traditional bumblebee stripe (your choice).

Tires

F70x14 black sidewall tires with raised white letters. □ (6.0JJ wheels).

Suspension

Most Dodge Scat Pack models come with the Rallye Suspension Package which includes: HD torsion bars, Firm Ride shock absorbers (except Challenger R/T; Coronet R/T and Super Bee models have HD shocks), XHD rear springs (except Swinger 340 and Challenger R/T models, which have HD rear springs—six leaves), and sway bar.



Challenger R/T. (Challenger R/T SE and R/T convertible also available.)



Charger R/T.



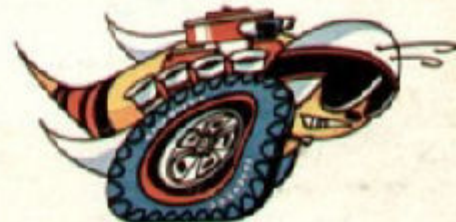
Coronet R/T 2-door hardtop. (Convertible also available.)



Coronet Super Bee 2-door hardtop. (2-door coupe also available.)



Dart Swinger 340 hardtop.



1970 DODGE SCAT PACK ENGINE AVAILABILITIES

model availability	Swinger 340 Challenger	Super Bee Challenger R/T	Coronet R/T Charger R/T Challenger R/T	Super Bee Coronet R/T Charger R/T Challenger R/T	Super Bee Coronet R/T Charger R/T Challenger R/T
displacement/ cylinders	340 cu.-in. V8	383 cu.-in. V8 Magnum	440 cu.-in. V8 Magnum	440 cu.-in. V8 SixPack	425 cu.-in. V8 Hemi
bore x stroke (in.)	4.04x3.31	4.25x3.38	4.32x3.75	4.32x3.75	4.25x3.75
carburetor	4-bbl.	4-bbl.	4-bbl.	three 2-bbl.	two 4-bbl.
compression ratio	8.8:1	9.5:1	9.7:1	10.5:1	10.25:1
horsepower @ rpm	275 @ 5000	335 @ 5200	375 @ 4600	390 @ 4700	425 @ 5000
torque (lbs.-ft.) @ rpm	340 @ 3200	425 @ 3400	480 @ 3200	490 @ 3200	490 @ 4000



Dodge

