

Nine New, Dodge Darts Debut

Dodge has unveiled its 1964 Dart and said the new family-size compact offers greater comfort, convenience, durability and safety.

The Dart also features a new look in styling and significant improvements in engine performance. Built on a 111-inch wheelbase, the Dart is offered in nine models, including two convertibles and two station wagons. It is one of three separate Dodge lines, the others being the standard-size Dodge and the medium-price Dodge 880.

All went on display at dealers' showrooms throughout the country Sept. 20.

BYRON J. NICHOLS, Dodge general manager, pointed out that Dart sales in the 1963 model year were more than 145 per cent higher than sales of the comparable Dodge car in 1962.

"We believe the 1964 Dart will win even greater popularity," Nichols said. "Styling and engineering refinements will make it even more appealing to the buyer who wants a smaller car with all the comforts and convenience of a big car."

A major styling change for the

Dart is a new, broad grille composed of fine, vertical lines. A rectangular bar across the face of the grille displays the Dodge name in block letters.

A simulated air scoop on the hood is outlined in chrome, and distinctive new molding along the sides appears to give the car added length.

THE REAR WINDOW has been increased a full three inches in width, providing more attractive styling and better rear vision for the driver.

An increase in compression ratios has improved the efficiency of the Dart's 170- and 225-cubic-inch, six-cylinder engines. Both operate economically on regular grades of gasoline.

A new automatic choke modulator and insulation refinements in the ignition cable assembly improve starting reliability, particularly in very wet or extremely cold weather.

A feature available for the first time in the 1964 Dart is Dodge's new four-speed manual transmission. The floor-mounted shift has particular appeal to sports-minded compact car buyers. The transmis-

sion gears are fully synchronized in all forward speeds.

ANOTHER NEW OPTION is the Sure-Grip differential, which minimizes wheel spin and provides more positive traction under adverse road conditions.

Other new features and improvements include:

Stronger and more reliable door latches, redesigned floor anchors for seat belts, an electrical windshield washer with pushbutton control in the center of the wiper knob, remote-control outside rearview mirror, more effective sealing of windows, a tailgate window safety device for station wagons and improved sealing of convertible tops.

The Dart, one of the few compacts offering a three-speed automatic transmission, also has a new, full-flow transmission oil filter which will help increase the life and reliability of the transmission.

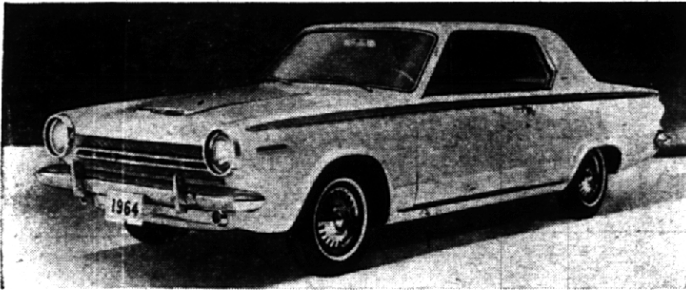
PUTTING EMPHASIS on simplicity, Dodge engineers have upgraded the Dart's interiors, both in styling and durability.

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Proves Its' Merit

The restyled Ford Fairlane for 1964 presents a big-car appearance and boasts engine performance that was proved in the Indianapolis 500. Although new styling makes the middleweight Fairlane look bigger, it remains about the size of the 1956 Ford on the outside and the 1959 Ford on the inside. Five engines are available, three of the same basic design as the Fairlane V-8 that powered Lotus cars to second and seventh places in the Indianapolis race.



THE 1964 DART, Dodge's family-size compact, offers a host of innovations designed to provide greater comfort, convenience, reliability and safety. The Dart also features new styling and improved engine performance. Nine models are offered.

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