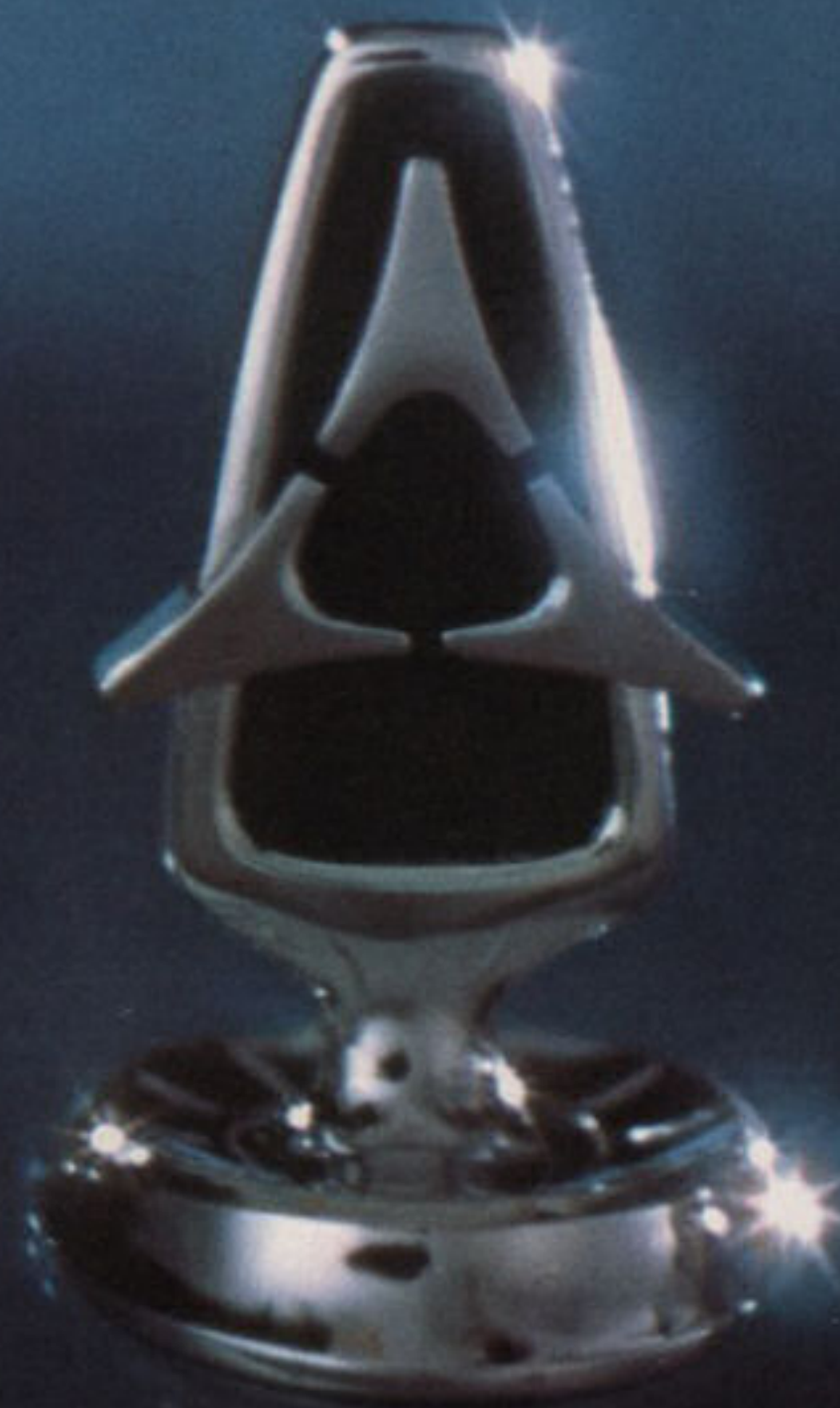


'63 DODGE CUSTOM 880 & DODGE 880 • GREAT NEW DEPENDABLES FROM DODGE





CUSTOM 880 LOOK HARDTOP

DODGE CUSTOM 880 SERIES. 1963 Custom 880 is a very large automobile... a luxurious, carefully crafted automobile that offers the comfort and sense of well-being that only a large car can give you.



CADILLAC 880 CONVERTIBLE

Inspect its spacious interior. You will find elegance and luxury . . . magnificent fabrics and designs, hand-fitted to insure an impeccable fit. Luxury surrounds you in the Custom 880.



CUSTOM 880 4 DOOR HARDTOP

CUSTOM 880 4 DOOR SEDAN

The ride is extraordinary. It virtually frees you from the annoyance of lean and sway. It assures

you of absolute road mastery. You will respect Custom 880's reassuring reserve of power.

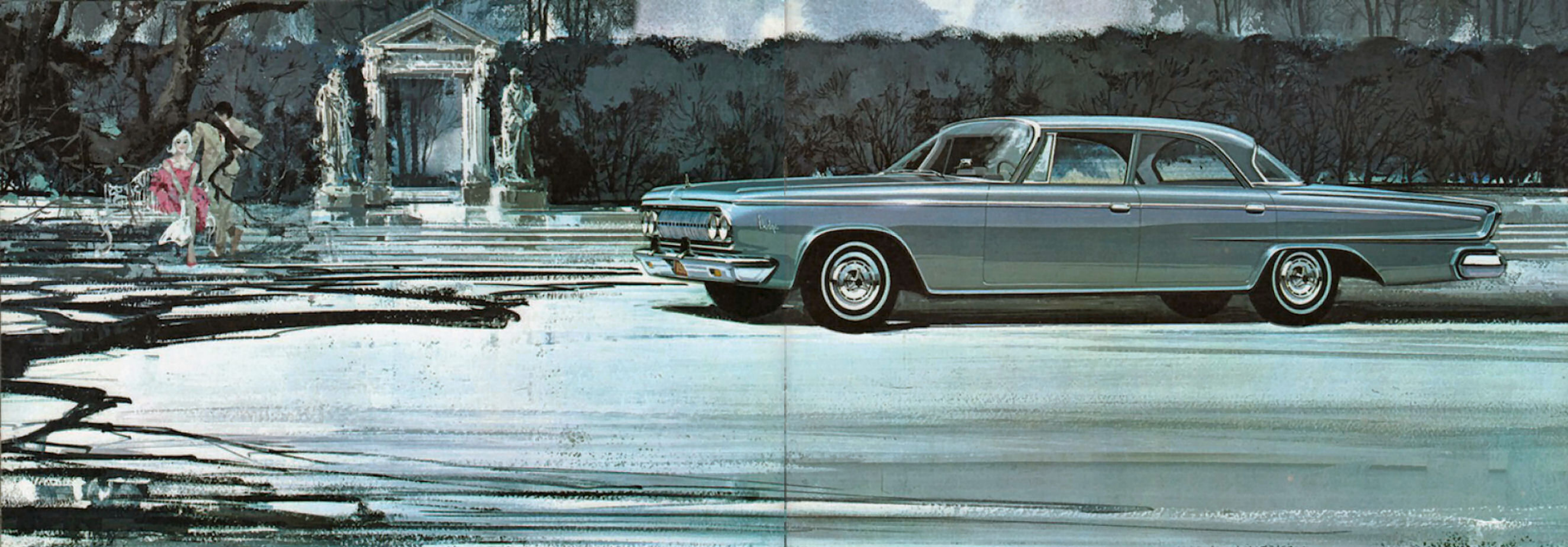


CUSTOM 880 8-PASSENGER STATION WAGON

CUSTOM 880 8-PASSENGER STATION WAGON

This automobile handles and rides with a stately beauty all its own. To drive it is a rewarding

experience. 1963 Dodge Custom 880, the most elegant automobile ever fashioned by Dodge.



DODGE 880 4-DOOR SEDAN

DODGE 880 SERIES. Dodge 880 has a strong sense of value. It offers you the splendid room, ride, and

power of the Custom 880 series, yet is priced lower. Dodge 880 is big car value at its visible best.



DODGE 880 4-DOOR HATCHBACK WAGON

DODGE 880 4-DOOR CUSTOM WAGON

Magnificent might in motion...good taste in a truly fine automobile. Dodge 880 and Custom 880.

Nine superb models. In every respect, each represents a very wise and enduring investment.



CUSTOM 880 CLOTH AND VINYL TRIM



CUSTOM 880 INSTRUMENT PANEL



DODGE 880 CLOTH AND VINYL TRIM

THE BIG AUTOMOBILE WITH A STRONG SENSE OF VALUE! The luxury of the big Dodge is available in two elegant series for '63: Dodge 880 and Dodge Custom 880. In size and mechanical equipment they are practically identical. The wheelbase is a long, road-smoothing 122 inches. Overall length is almost 18 feet. The spacious interiors accommodate comfortable chair-high seats that let you sit up and take notice or stretch out and relax as you see fit. The most significant series differences are found in interior trim designs (illustrated above).

Enter Dodge 880 or Custom 880 and surround yourself with luxury. From deluxe headlining above to the deep, thick, wall-to-wall loop carpeting underfoot . . . witness unabridged magnificence. The exquisite upholstery is carefully hand-fitted for a snug, wrinkle-free fit. Lavish use of rich, saddle-grain vinyls enhances each of the 14 available interior trim combinations. It is a very supple vinyl. It is highly resistant to scuffs, hardening, cracking and peeling. It offers the appearance, feel, and luxury of genuine leather . . . without its major drawbacks. Here are interiors of enduring worth, of lasting beauty. They typify the superb quality that is yours in every 1963 Dodge 880 or Custom 880.

The standard power plant is an impressive 361 cubic inch V8. It is very fast. It is also satisfyingly economical. It uses regular gasoline. Or you may choose the optional 383 cubic inch V8. Premium fuel is recommended for this engine. Either engine provides a reassuring reserve of power.

Big room. Big ride. Big luxury. Big power. Big in everything but price. That's the Dodge 880 and Custom 880 for 1963. Built to completely satisfy the needs and demands of the big car family . . . at a traditional Dodge price. You will take great satisfaction in Dodge 880 and Custom 880's outstanding quality, beauty, and value.

FOUR MAMMOTH WAGONS THAT HANDLE AND HAUL BEAUTIFULLY. You'll respect the masculine authority of these big beauties. Here are wagons that can go where the going's rough and take a backbreaking load with them. Rugged wagons that accept your load like a bottomless pit. Big wagons that act like wagons without budging a bit on power, luxury or ride. The cargo deck is more than ten feet deep, from back of front seat to end of open tailgate. The cargo opening is 49.2 inches wide. Total cargo capacity: a mammoth 91.5 cubic feet. Load 'em for beer, baseball or business. There's room in there for just about anything.

TWO SERIES, FOUR WAGONS. The Custom 880 series is available in two glamorous *hardtop* wagons: a two-seat, six-passenger model; and a three-seat, nine-passenger model. Seats are deeply padded and upholstered in tough, supple all-vinyl. It's as easy to look at and live with . . . as it is hard to wear out. Clean it? Just wipe it. The Dodge 880 series offers two big *sedan* wagons: a two-seat, six-passenger model; and a three-seat, nine-passenger model. They are upholstered in a durable combination of nylon and vinyl. Rear-facing third seats in the nine-passenger models of both series fold flat with the floor in one easy motion. A power operated rear window is standard on all models except the two-seat, 6-passenger Dodge 880 model.

YOU'LL VALUE THE DAY-TO-DAY DEPENDABILITY YOU GET ONLY WITH DODGE. As in aircraft construction, the Dodge 880 body is unitized (welded rather than bolted) to assure greater strength and silence. The body is thoroughly protected against rust. Not merely painted with a rust inhibiting primer, but dipped and sprayed seven times to insure your investment and Dodge 880's outward beauty. The famous torsion bar ride is, quite possibly, Dodge 880's most outstanding feature. Independent automotive experts call it the best in the business. You will agree. A Dodge torsion bar ride is truly a rewarding experience.

Here is a durable, comfortable, luxury automobile designed for years of trouble-free motoring pleasure. Under normal driving conditions, Dodge 880 will go 32,000 miles between major grease jobs, making those bothersome monthly or bi-monthly greasings a thing of the past. The brakes are, of course, very large. They are bonded for longer life and self-adjusting for your convenience and greater safety. This means that full pedal reserve and maximum braking capacity are available to the driver at all times. Dodge 880 has a high-speed starter and high-output alternator to give you quick, quiet starts—even in foul weather. Dependable? You'll know it when you try to wear one out. Luxurious? One look is unmistakable proof. Dodge 880 and Custom 880 for 1963, the big automobile with a strong sense of value.

CUSTOM 880. Standard interior for the 4-door sedan and 2-door hardtops. The pleated Jacquard body cloth fabric of nylon warp is highlighted with silver metallic yarn. It combines with deeply padded bolsters of saddle-grain vinyl. Very tough. And very luxurious. Doors feature vinyl with vertical pleats and a richly carpeted kick panel.

CUSTOM 880 INSTRUMENT PANEL. Instruments have white numerals on black dials for excellent visibility. A convenient parking lever is located below the push-buttons for the automatic transmission. The dash panel is deeply padded and vinyl covered. (Padded dash and automatic transmission are optional at slight extra cost.)

CUSTOM 880. Standard interior for the wagons, 4-door hardtop, and convertible. Handsome all-vinyl upholstery in seats, door panels, and headlinings. The convertible rear seat has a notched backrest to contain a rear seat radio speaker. Wagon cargo compartments offer wheelhouse covers and tough vinyl linoleum inserts on floors.

DODGE 880. Standard interior for the 4-door sedan and wagons. High quality Jacquard nylon warp body cloth in subdued stripes combines with rich, handsome vinyl trim. Door panels are finished in all-vinyl with neatly tailored horizontal pleats.

BOOST YOUR SENSE OF WELL-BEING WITH THESE CUSTOM OPTIONS AND ACCESSORIES: PUSHBUTTON TORQUEFLITE AUTOMATIC TRANSMISSION. Pushbuttons for maximum convenience. Three-speeds instead of the usual two for maximum performance and economy. Three speeds give you more go in low, uses less gas while you're on the go, and gives you a smoother shift all the way through. **POWER STEERING.** Dodge power steering lets you maneuver and park with a flick of a finger, yet gives you a sure feel of the road. **POWER BRAKES.** Power assisted to reduce the braking effort by two-thirds. The large pedal travels only a short distance, a safety factor in an emergency. **SIX-WAY POWER SEAT.** The comfortable chair-high front seat moves up-and-down, fore-and-aft, and tilts back-and-forward. The touch of a button gives you the driving position you desire. **POWER WINDOWS.** Without moving from the driver's seat, you can raise and lower all side windows. Master controls are mounted in the left front door. Individual controls are provided for each side window. **CUSTOM AIR CONDITIONER.** Hot in your part of the country? Dodge air conditioning will cool things off quickly. Filters out dust and pollen. Dehumidifies as well. Direction and temperature of air are fully adjustable. This unit also provides heating and defrosting for your rear round driving comfort. **PUSHBUTTON HEATER-DEFROSTER.** Individual pushbuttons for off, on, high, low, and defrost . . . for fingertip weather control. A sliding lever lets you regulate the degree of heat quickly, accurately to desired temperature. **AUTO-PILOT.** A driver convenience safety feature that functions as an automatic speed-control and speed-warning device for highway traveling. **VACUUM OPERATED DOOR LOCKS.** 4-door models only. Added safety for every passenger, and especially children. One driver-controlled action securely locks all doors, front and back. Children cannot open the doors from the inside while the car is moving. **ADDITIONAL OPTIONS AND ACCESSORIES TO PERSONALIZE YOUR PURCHASE.** Super Spinner Wheel Covers, Bumper Guards (front and back), Seat Belts (front), Tinted Glass (all windows or windshield only), Inside Rear-View Glare-Proof Mirror, Left-Hand Outside Mirror, Electric Variable Speed Windshield Wipers and Windshield Washers, Undercoating, including fiberglass hood padding, Padded Instrument Panel, Pushbutton Radio, 5½ watts, Rear Seat Speaker, Sure-Grip Differential, Electrically Operated Tail Gate Window (Dodge 880 6-passenger wagon only, standard on all other wagons), Two-Tone Paint, White Sidewall Tires, Roof Luggage Rack (wagons only), Light Package.

THE FINE PRINT PROVES THAT DODGE 880 IS AMERICA'S BEST BIG CAR VALUE: **MODELS CUSTOM 880 SERIES**—4-door sedan, 4-door hardtop, 2-door hardtop, convertible, 4-door hardtop wagon (6- and 9-passenger models); **880 SERIES**—4-door sedan, 4-door sedan wagon (6- and 9-passenger models). **EXTERIOR DIMENSIONS:** Wheelbase 122". Overall length 214.8" (216.3" wagon). Front tread 61.0". Rear tread 59.7". Overall width 79.0" (80.9" wagon). Overall height 55.2" (55.5" convertible, 55.9" wagon). **INTERIOR DIMENSIONS** (4-door sedan). Headroom 38.0" front, 37.9" rear. Legroom 41.9" front, 39.3" rear. Hiproom 63.8" front, 62.8" rear. Seat height 9.0" front, 10.9" rear. **STANDARD ENGINE:** 361 V8. Overhead valve, 90° V-type, 8 cylinders. Displacement 361 cubic inches. Bore 4.13". Stroke 3.38". Compression ratio 9.0 to 1. Horsepower 265 at 4400 rpm. Torque 280 ft.-lbs. at 2400 rpm. 2-barrel carburetor. **OPTIONAL ENGINE:** 383 V8. Overhead valve, 90° V-type, 8 cylinders. Displacement 383 cubic inches. Bore 4.25". Stroke 3.38". Compression ratio 10.0 to 1. Horsepower 305 at 4600 rpm. Torque 410 ft.-lbs. at 2400 rpm. 2-barrel carburetor. **MANUAL TRANSMISSION.** Standard three-speed. Shifting lever floor mounted. Ratios 3.02 to 1, 1.49 to 1, 1.00 to 1, and 3.34 to 1, reverse. Axle ratio 3.23 to 1. Dry plate, semi-centrifugal clutch, 10.5" diameter. **AUTOMATIC TORQUEFLITE TRANSMISSION.** Optional three-speed with 3-element torque converter. Pushbutton operated, water cooled. Lever actuated parking sprag. Ratios 2.45 to 1, 1.45 to 1, 1.00 to 1, and 2.20 to 1, reverse. Axle ratio 2.76 to 1. **BRAKES:** Hydraulic, self-adjusting, bonded. Effective brake lining area 263.4 sq. in. (287.3 sq. in. wagon). **TIRES:** 8.00 x 14" blackwall rayon tubeless standard on all models, 8.00 x 14" whitewall optional on sedans, 8.50 x 14" black- or whitewall optional on wagons. **STEERING.** Gear ratio 20.4. Overall ratio 30.2. Number of steering wheel turns 5.45. Turning diameter curb to curb 42.7 ft. **SUSPENSION:** 40-inch chrome-steer torsion bars and ball joints up front. Asymmetrical leaf springs in rear, 16 leaf, 7 in wagon. **ELECTRICAL:** 12 volt, 6-cell battery, 35 amp alternator standard (40 amp with air-conditioning). **CAPACITIES:** Crankcase 5 quarts. Cooling system 16 quarts (17 quarts with heater). Fuel 23 gallons (21 gallons wagon).



THESE ARE THE 1963 DEPENDABLES FROM DODGE



COMPACT DODGE DART A new idea. A smart idea. Now a compact in a neat, easy-going, saving size—with room and comfort for a family. It's the fresh new 1963 compact in the large economy size.

STANDARD SIZE DODGE The beautiful way to go in the low-price field. This Dependable looks, rides and drives like a lot of money—yet it's priced, model for model, with other low-priced cars.

BIG CUSTOM 880 This is the 1963 luxury automobile with a strong sense of value. The biggest Dodge of all. Big room. Big ride. Big power. Big in everything but its traditional Dodge price.

PICK A SIZE! PICK A PRICE! PICK A DODGE!

A LOT MORE VALUE FOR YOUR MONEY. YOU CAN DEPEND ON IT.