

JOIN THE DODGE REBELLION



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DODGE POLARA/MONACO... '66



THE DODGE REBELLION. Stand with the swingers. Demand more "big" in your big car, more "hot" in your hot car. Join the rebels switching to Dodge . . . breaking tired old habits . . . finding a happy new way to go.



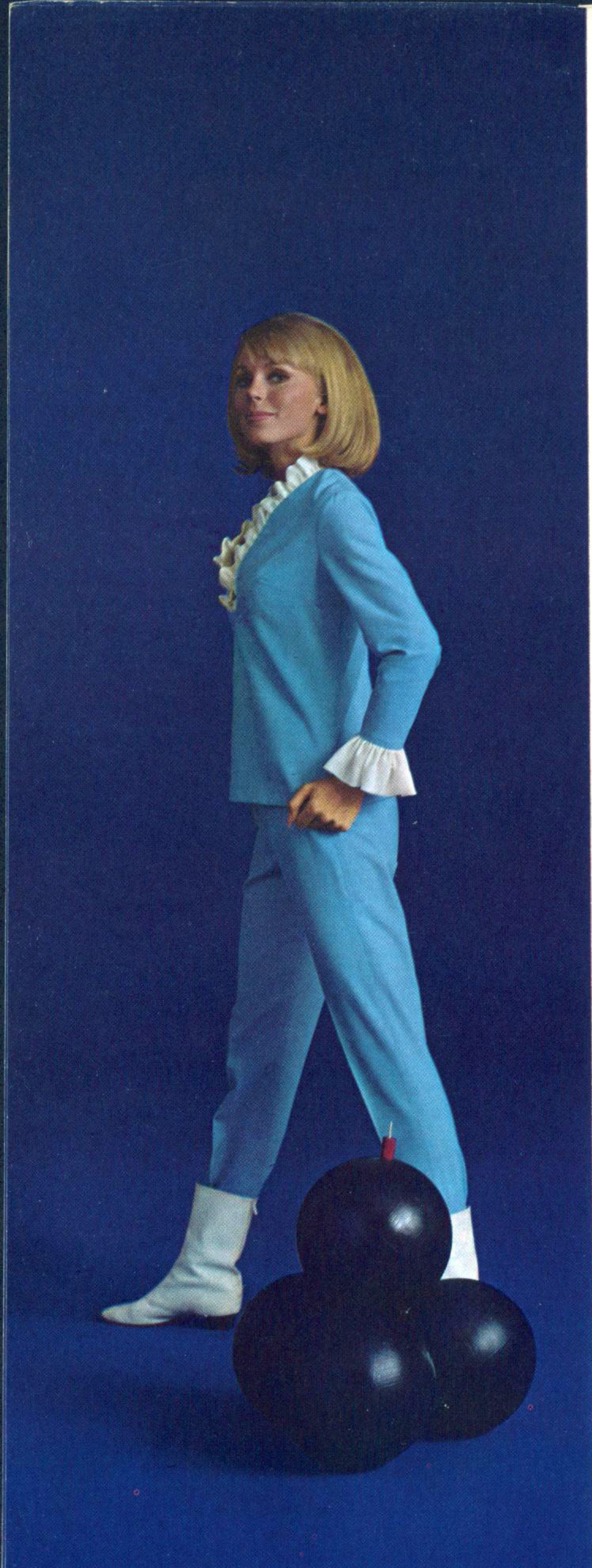
KICK THE DULL DRIVING HABIT. Break the ties that bind you to cars you meet coming around every corner . . . the "me, too" cars with all the zing of tired blood. Look into exciting Polara '66.



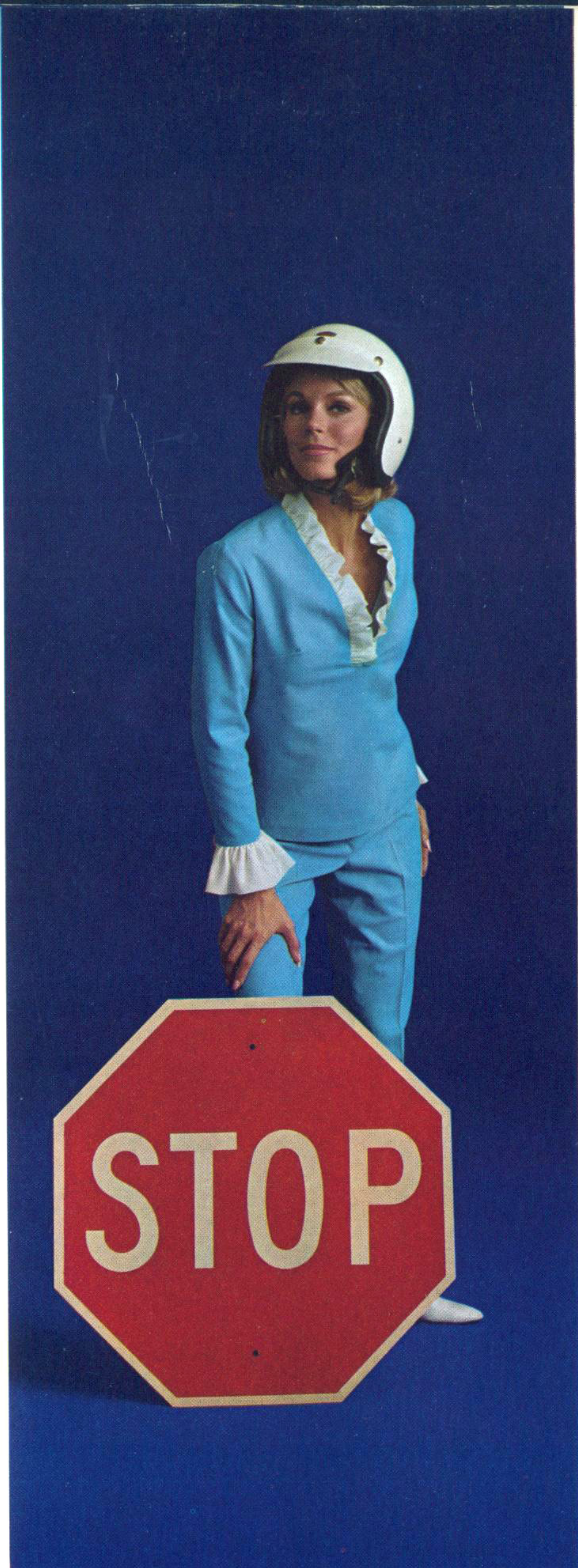
TREAD LIGHTLY, IT'S LOADED. With luxury, looks and performance. Make sure you get all of Polara's posh, power and pizzaz. How? By breaking your old car-buying habits.



DOWN WITH "ME, TOO" CARS; UP WITH EXCITING POLARA! Who wants a new car that says "stick-in-the-mud"? Certainly not you. Here's liberation for your luxurious tastes: Polara '66! Big. Solid. Almost two tons of it. Wide, sweeping lines. Exceptional visibility. Remarkable handling and cornering. What else? See the man who sells Dodge for the whole story.



ASSERT YOURSELF. Times have changed. Cars have changed. Isn't it about time you changed? Think about it. Look before you weep. The Dodge Rebellion wants you!



MORE WHOA WITH YOUR GO. Look to Polara for a breakthrough in braking. You'll find it in our optional, new front wheel disc brakes. The last word in stopping power. Available for Polara, Polara 500, Monaco and Monaco 500, too.



POLARA'S GOT AN ANGLE ON CURVES. Nothing square about this one. Even the glass is curved in Polara '66 . . . front, rear, on the sides. Windows slope gracefully up and in toward the roof. Why? To give you more space inside and crisp, new styling outside.



SWING WITH POLARA '66. If you're not content to string along with the herd, take a look at the handsome, big Polara above. Your first thought may be, "Nice . . . but out of my class." Don't you believe it. For that's what the Dodge Rebellion's all about. Giving swingers more go, more show, more sizzle and spice for the same price they've always paid. Demand more "big" in your big car. Join the Dodge Rebellion. Go Polara '66!



EVERY REBELLION NEEDS A BOMB. And we put one under the hood of every '66 Polara — the big 383 V8 (with 2-barrel carb)! But that's just a beginning: You can step up to our 4-barrel version of the 383 V8 or, the ultimate in big engines, our thundering new 440 V8!



STAMP OUT TOGETHERNESS. Togetherness has its place, but cramped quarters take a lot of the "pleasure" out of pleasure driving. That's why we made Polara's front seat broad enough to accommodate three husky rebels. And did the same with the back seat. But you'll have to go to a Dodge showroom to see for yourself. See the car that's big enough, new enough, fresh enough to start its own Rebellion — Polara '66!



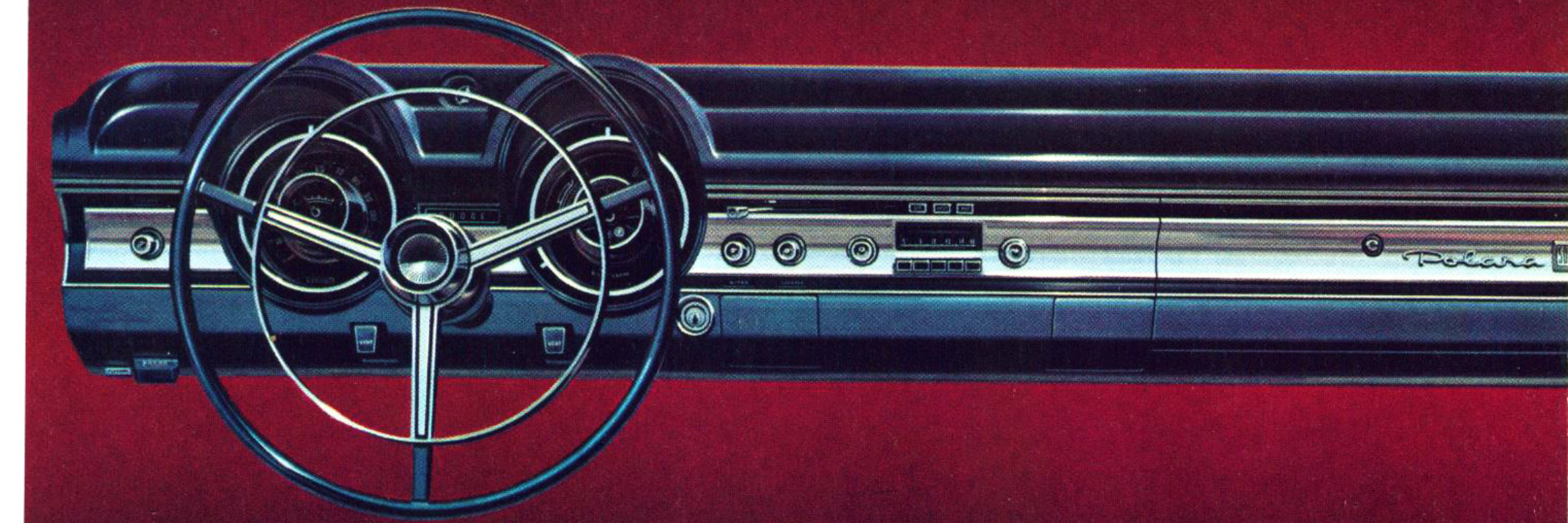
SLIP GRACEFULLY AND FRUGALLY OUT OF THE LOW-PRICE FIELD. It's never been so easy. By the time you buy a standard, low-price car and add a few of the things Polara's got standard, like 383 V8 engine (and the whole long list of items on page 20) — you can end up paying Polara's price — and still be a long way from Polara's class. So, stand up for your rights . . . the Dodge Rebellion wants you!



JOIN THE RANKS OF CANNY SPORTS LOVERS. Son of a gun. There you sit wondering how to spice up your driving without surrendering stretch-out comfort. Along comes Polara 500. The obvious answer. Obviously. With new aircraft-type bucket seats, nifty center console with a choice of transmissions — a 4-speed fully synchronized manual or a 3-speed automatic (optional) — with floor-mounted selector levers. Want to swing? Sound off for Polara 500. But only if you mean it.



EYES RIGHT. Like what you've seen so far? Then pause here, breathe deeply and get ready to take a long, hard look at some of the goodies that make Polara 500 such a big shooter in the Dodge Rebellion.

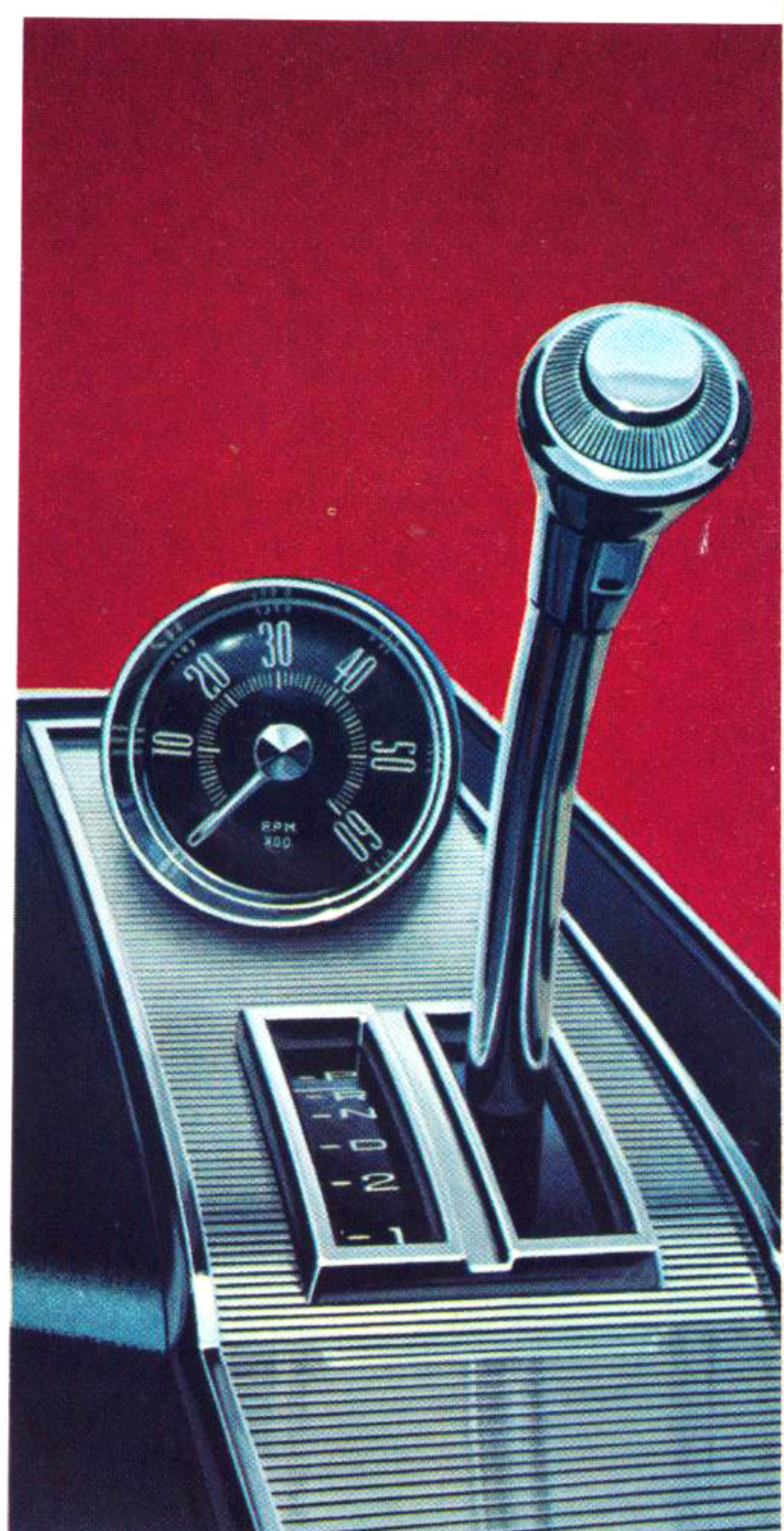


COMMAND POST for the Dodge Rebellion — behind the wheel* of a Polara 500. And from the looks of it, it's one of the handsomest reasons to go Dodge in '66.

*3-spoke wheel with full horn ring and electric clock are optional, at extra cost, on Polara, Polara 500, and Monaco cars; standard on Monaco 500.



BLAST OFF! Ever see a more comfortable-looking bucket* seat? Handsome new slim line design. Elegant cologne-grain and Espanole-textured vinyls cover foam cushioning all around. Fits everyone, too — from astronaut to zoologist.



SIZZLESTICK! Polara 500's console-mounted automatic transmission selector lever. Quite a handful of action when you pour on Polara's power.



Polara 500 2-door hardtop



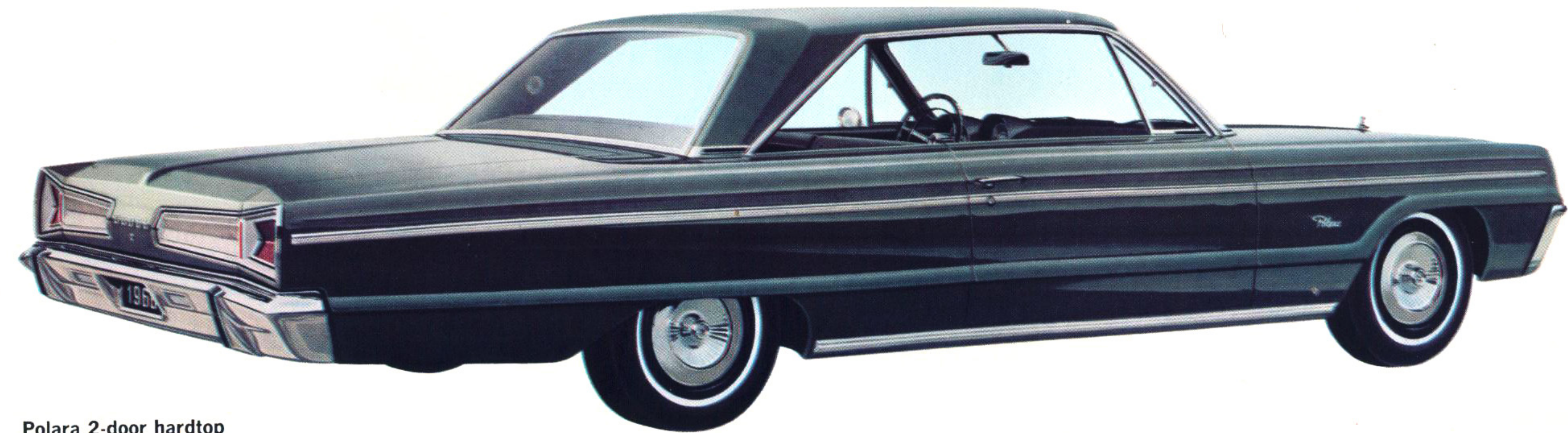
Polara 4-door hardtop



Polara 500 convertible

POLARA 500:
Big bucket-seat beauties,
the two Polara 500 models
shown above top the
handsome Polara '66 lineup.

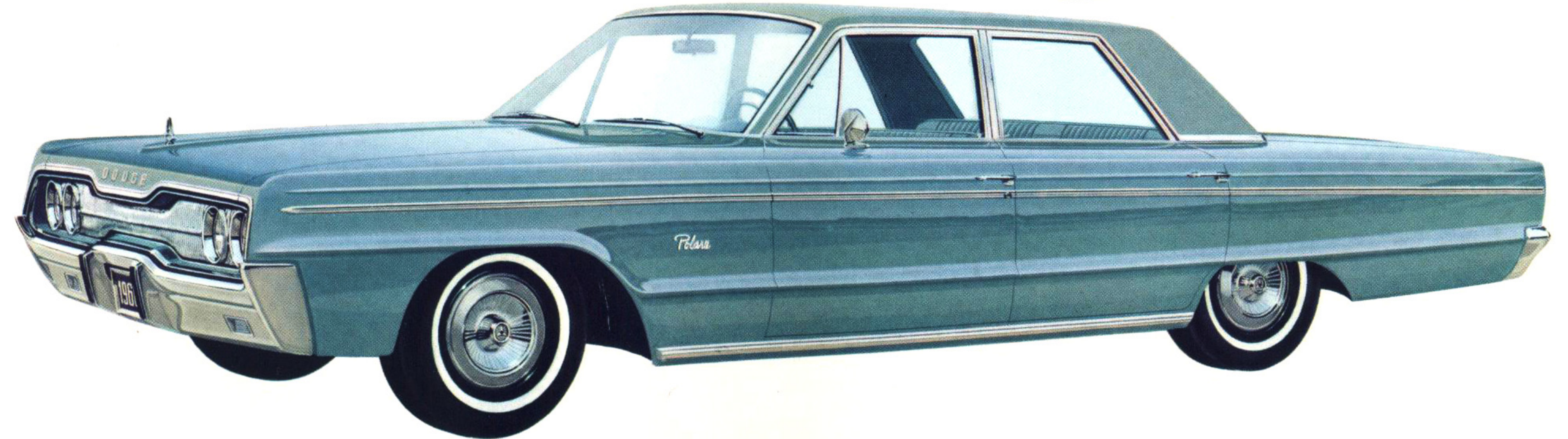
POLARA:
Four more stylish models, plus 2- and 3-seat station wagons (see wagon section).



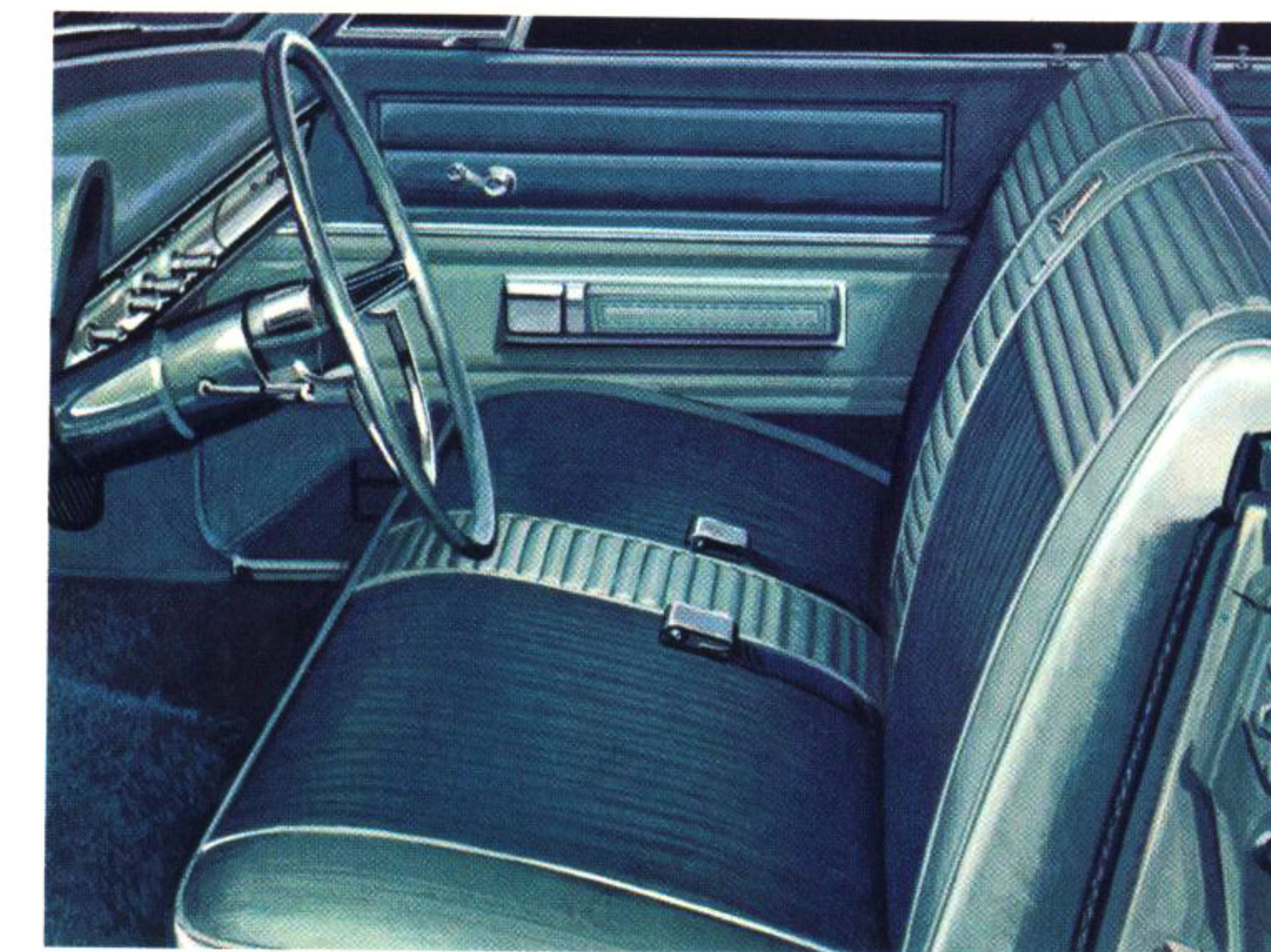
Polara 2-door hardtop



Polara convertible



Polara 4-door sedan (Also available as a special Polara 318 model, with different interior trim and smaller 230 hp. V8.)

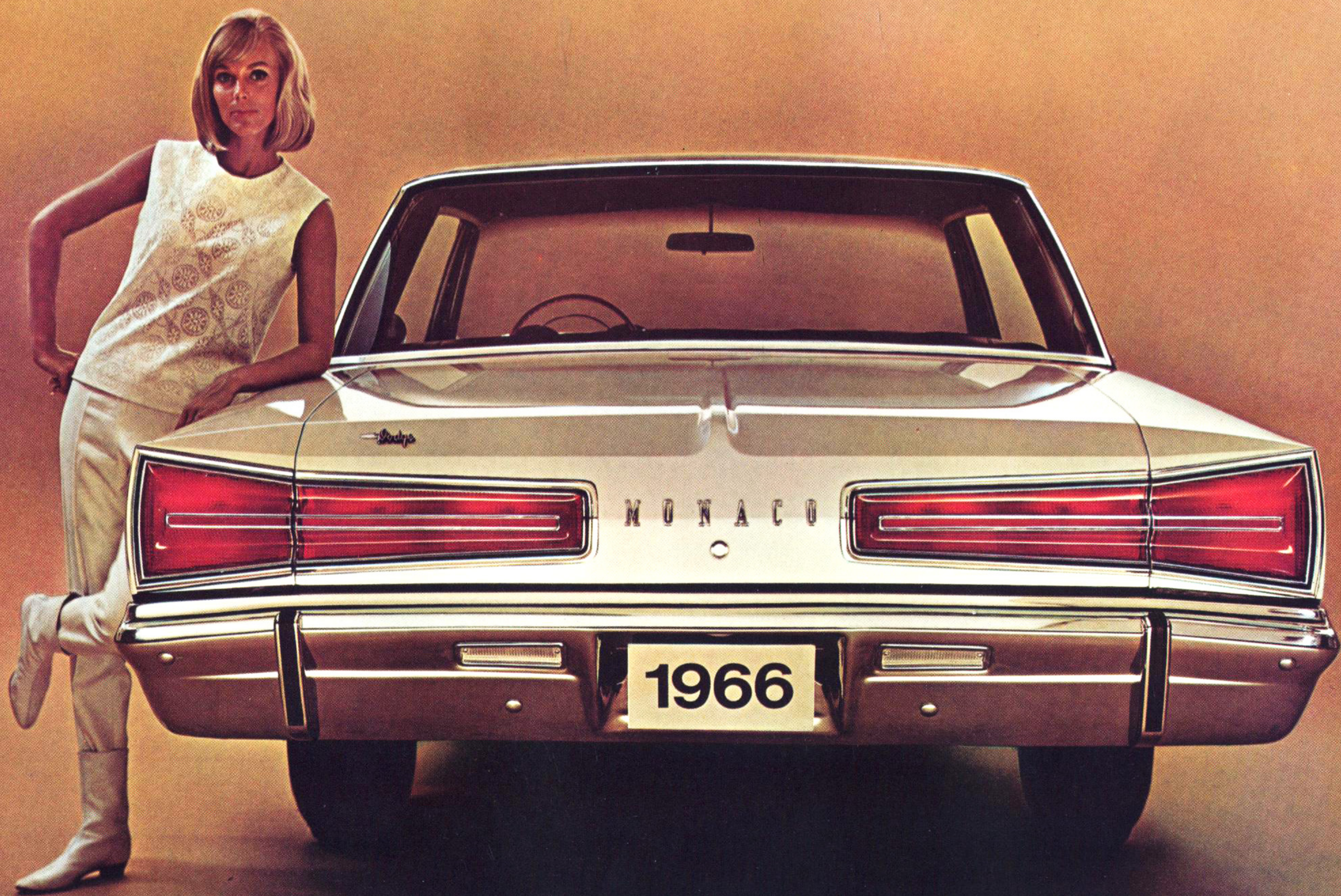


Polara 4-door sedan and 4-door hardtop interior. Cloth-and-vinyl.



SMUGNESS IS OWNING A MONACO . . . enjoying all of its apparent (and hidden) luxuries. While your friends try to figure out if it's really you, you're just a thoughtful step above the low-price field and enjoying every luxurious mile of it. Monaco — a beautiful way to raise a few eyebrows while you rebel against driving boredom. If you want the plush kind of driving excitement — the Dodge Rebellion wants you!

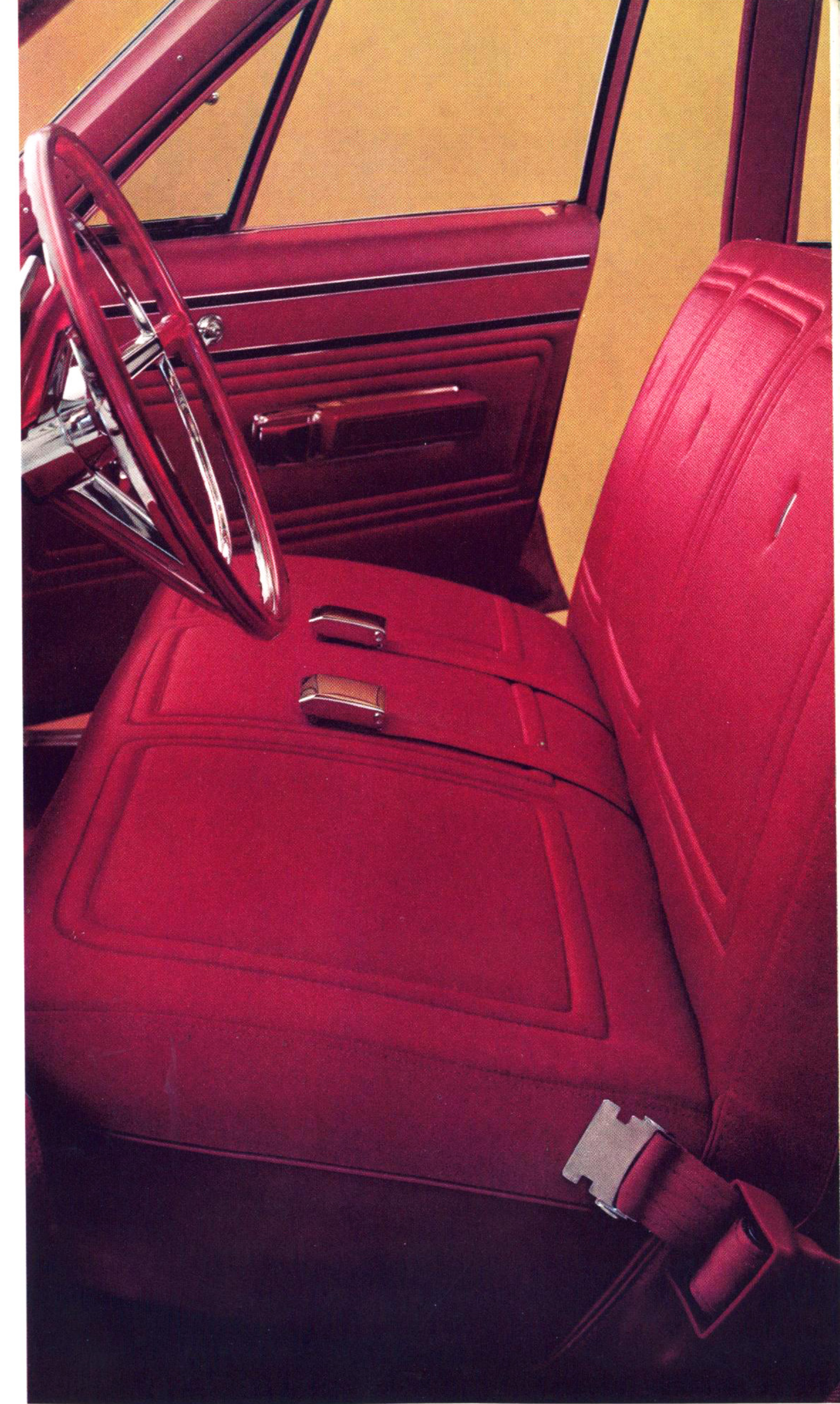
IF YOU REALLY WANT TO DRIVE THEM WILD . . . line up the neighbors and tell them you ordered your Monaco with 383 cubic inch V8, carpeting, padded dash, variable-speed windshield wipers with washers, outside mirror, turn signals, backup lights, heater/defroster, plus another dozen items most people think of as extra-cost hardware. You sly fox, you knew they were standard all along. Didn't you?



HOW'S THIS FOR A HAPPY ENDING? Nothing like the back end of a Monaco to spruce up the front of your garage. (A pox upon those of you who thought this paragraph would describe how many one-foot-square boxes would fit in the trunk. Honestly, do you know anyone who packs anything in one-foot-square boxes?) It's a winner, going away. Watch everybody's eyes light up brighter than those big, broad taillights when you drive up in this beauty.



LIVE IT UP! With a lot of luxury in Monaco's custom all-vinyl interior. It's one of the most lavish you'll find anywhere—and it's yours in all Monaco hardtops and station wagons. See the real article: rich, supple cologne-grain vinyl; thick, foam seat cushions; distinctive deep-pleating. All Monaco hardtops and wagons have pull-down armrest in front seat.

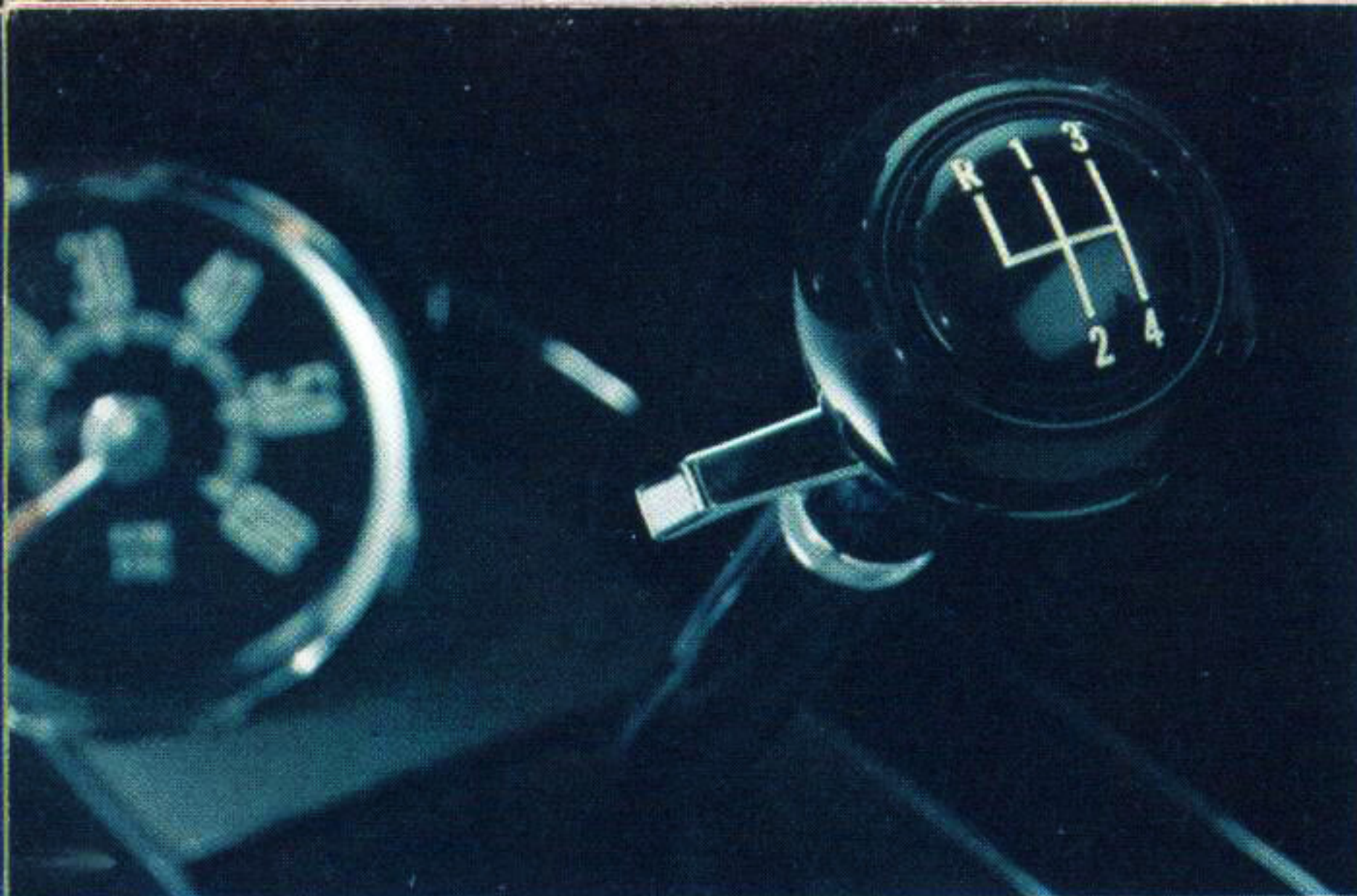


REGAL SPLENDOR? Yes. Standard in Monaco 4-door sedans! Here's where you can demand more "big" in your big car and get it, with really king-sized seats that only a car of Monaco's dimensions can give you. The plush Dahli fabric is as long-wearing as it is good-looking. If you want the kind of luxury Monaco offers, the Dodge Rebellion wants you!

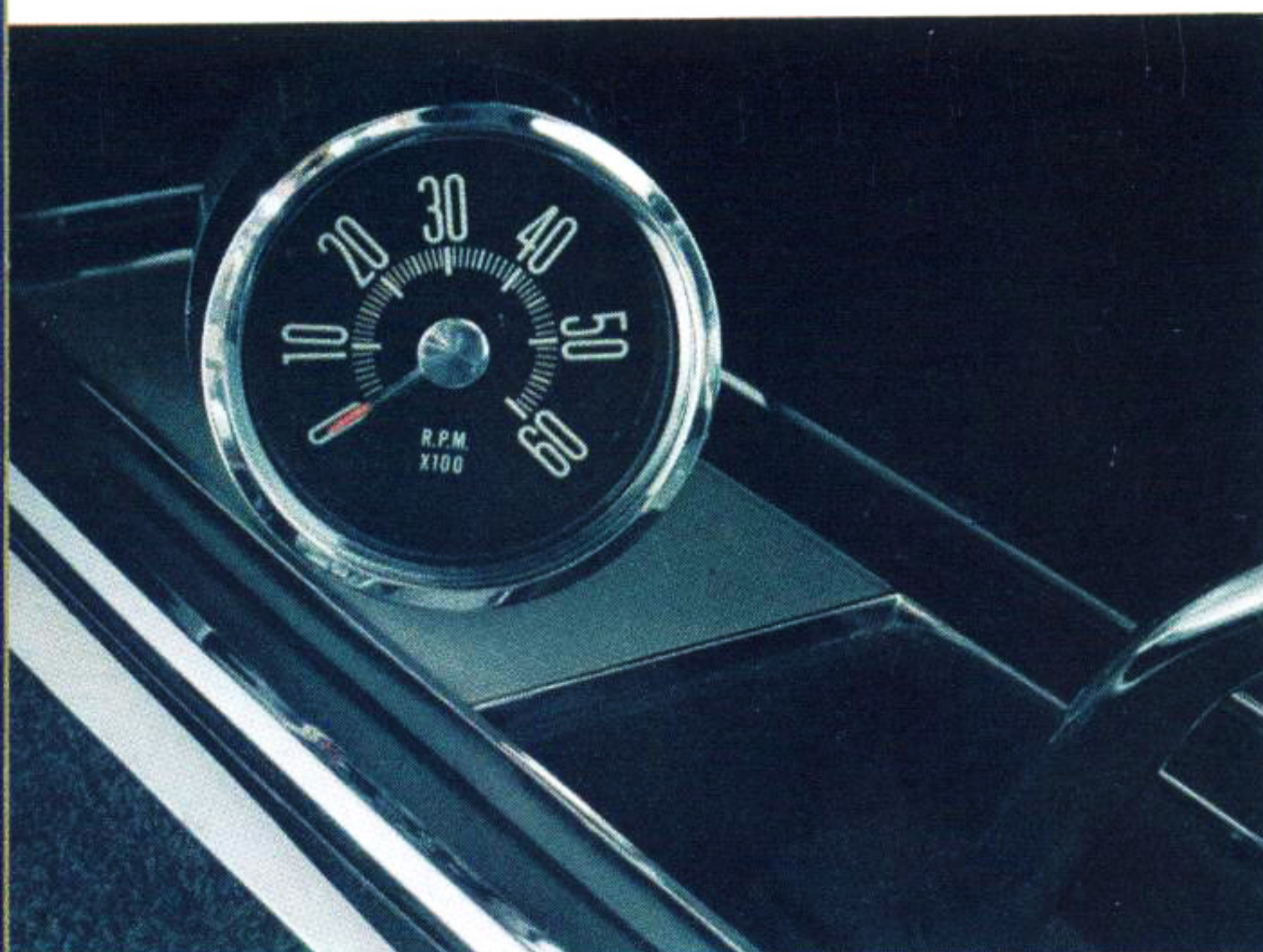


MONACO 500: STYLE LEADER OF THE DODGE REBELLION. Just in case you thought we reached our limit in the (if you'll pardon the expression) "regular" Monaco on the preceding page, consider carefully the Monaco 500 shown here. Two buckets of comfort inside, four barrels of action under the hood. Plus a lavish display of luxury on the inside that some people call downright sinful. Nuff said. If you don't want to let loose the rebel in you, stay clear of this one. Otherwise, read on at your own risk.

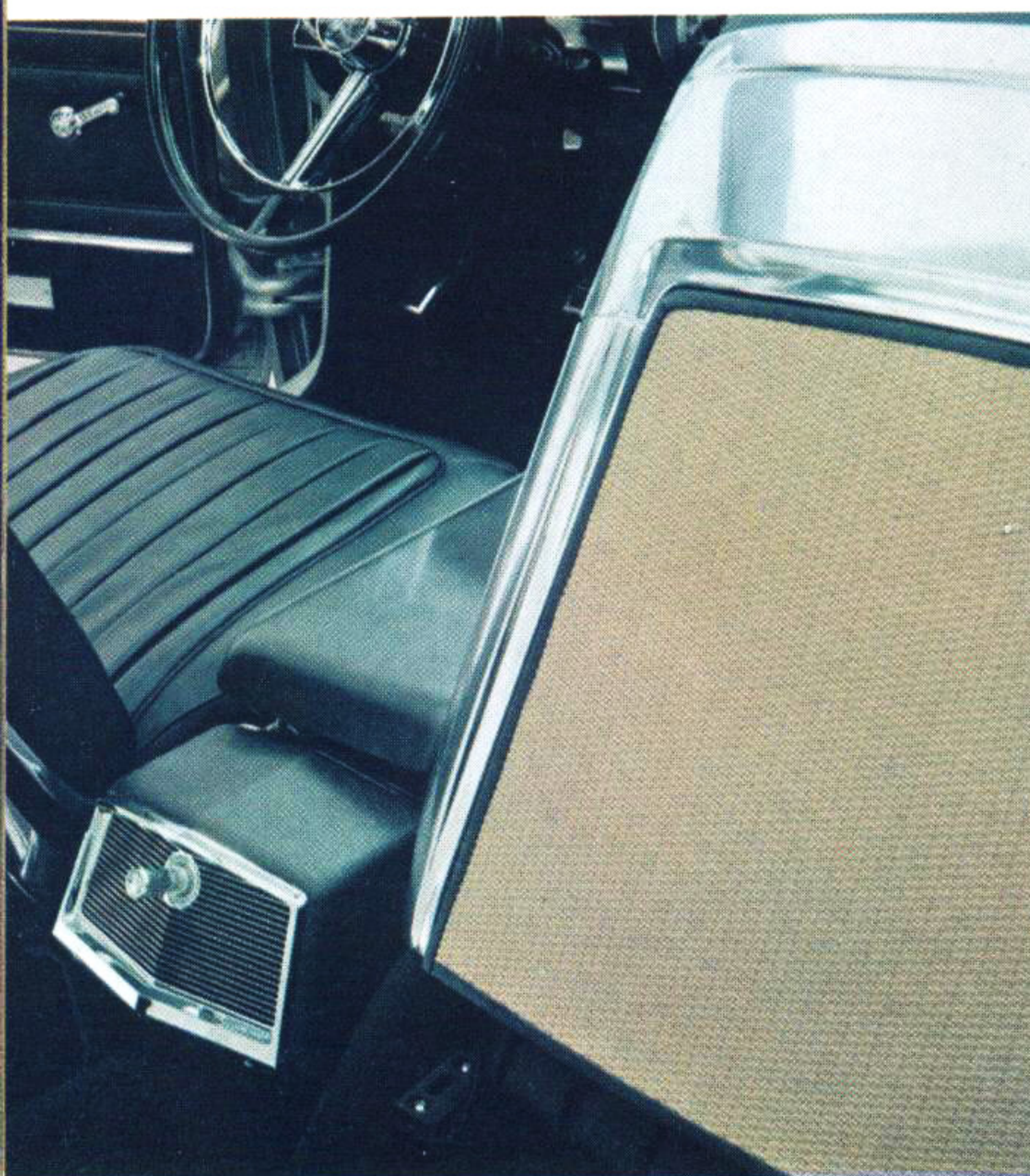
AND IT'S GOT MORE SNAP IN ITS STRIDE. The kind that socks you back in your seat. The snap comes from slipping 383 cubic inches of muscle under the hood . . . then topping it with a big 4-barrel carburetor to keep it breathing deeply and easily. If you'd like even more of that kind of action underfoot, we have an optional 440 cubic inch V8. This big engine isn't for the casual performance-buff. It's strictly for that rare man who craves the ultimate in over-the-road power.



1-2-3-4- ON THE FLOOR!



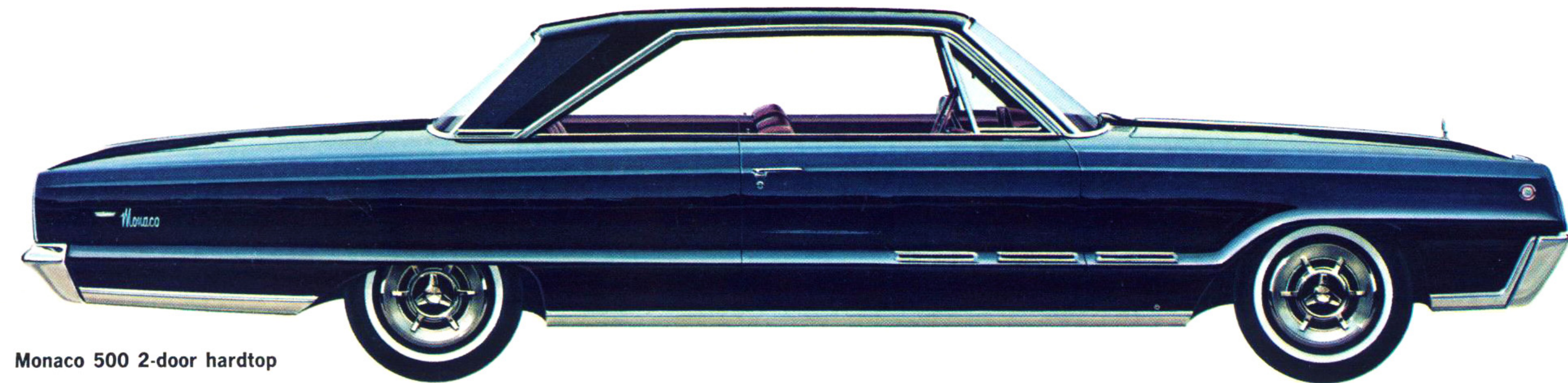
COUNT THE REVS!



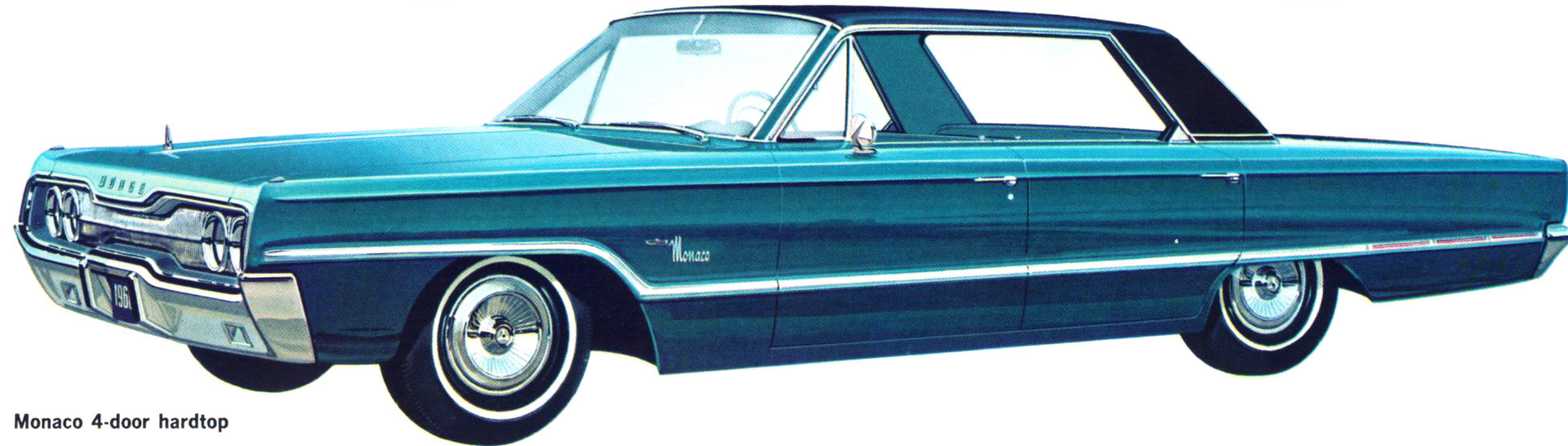
WHO GIVES THE GUYS IN THE BACK A BREAK? Monaco 500 does it in spades! With wicker seatback inserts, extra cigarette lighter (for the private use of rear seat passengers). Only problem: With a back seat so plush, who wants to drive?



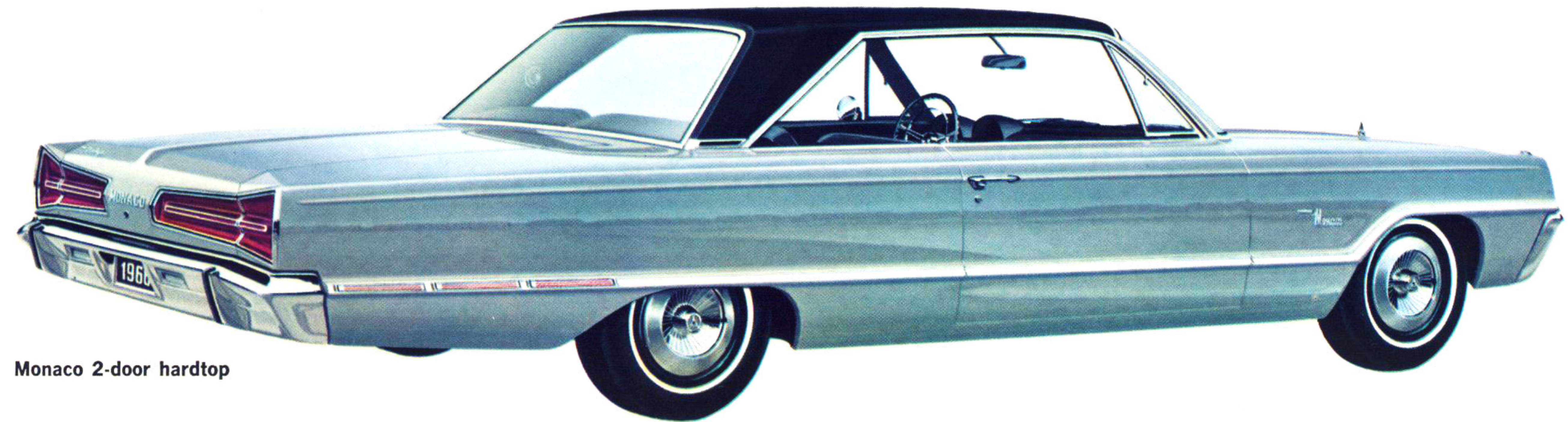
HERE'S THE INSIDE STORY OF MONACO 500. And a beautiful chapter, we might add. But why stay out there on the outside when you could be enjoying this kind of elegance every day. Savor those rich, deep-pleated bucket seats . . . that resplendent rattan/wicker door trim. Cast an eye on that handy, center console and array of handsome hardware. Then honestly try to convince yourself that this isn't your kind of car.



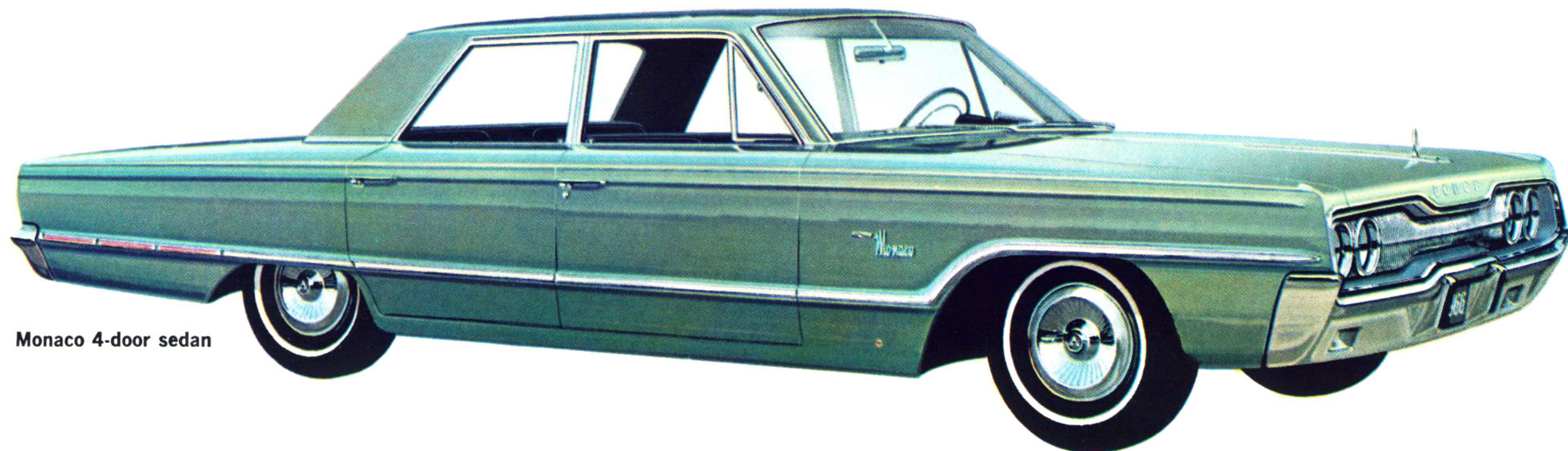
Monaco 500 2-door hardtop



Monaco 4-door hardtop



Monaco 2-door hardtop



Monaco 4-door sedan



STANDARD EQUIPMENT

Safety inside door handles Crank-operated vent panes Curved side glass Padded dash Turn signals Fender-mounted turn signal indicators (all Monacos, except wagons) Outside, left, rear view mirror* Trunk compartment light (Monaco, Monaco 500) Backup lights Glove box light (Monaco, Monaco 500) Heater/defroster Electric tailgate window lift (optional, Polara 2-seat wagon) Power top for convertibles Full carpeting in new, more vivid colors Parallel, variable-speed windshield wipers Windshield washers 2-spoke steering wheel with half horn ring* Thick, front seat foam cushion (Monaco) Front seat with 6-way mechanical adjustment 4 seat belts — 2 front, 2 rear All-vinyl trim (convertibles, wagons, Monaco hardtops, Monaco 500, and Polara 500) 383 2-bbl. V8 (Polara, Polara 500, Monaco; optional, Monaco 500) 318 2-bbl. V8 (Polara 318 4-door sedan only) Plastic spare tire cover for station wagons Wheel covers (Monaco only, optional on Polara) Deluxe wheel covers (Monaco 500, Polara 500) Acrylic enamel finish in choice of 18 colors.

IN ADDITION, FOR MONACO 500:

Sill moulding trim White, black, red or blue paint stripe Deluxe wheel covers¹ Center console¹ Console courtesy lights¹ Electric clock Outside, remote-control, rear view mirror Front bucket seats¹ 383 4-bbl. V8 TorqueFlite automatic transmission .

¹Std., Polara 500 also.

*Replaced by remote-control mirror and 3-spoke steering wheel in Monaco 500.

OPTIONS AND ACCESSORIES

Performance

383 4-bbl. V8 (std., Monaco 500) 440 4-bbl. V8 TorqueFlite automatic transmission (std., Monaco 500 and on cars equipped with 440 V8) 4-speed manual transmission (Polara 500, Monaco 500 only) Disc brake package (15" wheels and tires required) Sure Grip differential Trailer towing package (Ask your Dealer for a Dodge trailer towing brochure) Power brakes Power steering Tachometer (Polara 500, Monaco 500 only).

Appearance

Sill moulding (Polara and Polara 500; std., Monaco 500) Sandstone metallic and Silver metallic acrylic enamel (other body colors, std.) White or black Levant-grain vinyl roof coverings (all hardtops) Two-tone paint (except Monaco wagons, Polara convertibles) Front bumper guards Rear bumper guards (except wagons) Rear bumper guards/step pads (2-seat wagons) Fender skirts (Polara & Monaco except wagons) Deluxe wheel covers (std., Monaco 500 & Polara 500, N.A. with skirts).



DOWN WITH CARS THAT DON'T MEASURE UP. To Dodge '66 standards, that is. When we say that Polara, Polara 500, Monaco and Monaco 500 are big cars, we're prepared to prove it. Here are the facts and figures:

Comfort and Convenience

Air conditioning Dual air conditioning (wagons only) 6-way power seat, all models (Monaco 500 & Polara 500, driver's side only) Electric window lifts Deck lid vacuum release 3-spoke steering wheel with full horn ring (std., Monaco 500) Tilt and telescoping steering wheel Lockable storage compartment (2-seat wagons) Auto Pilot speed control (automatic transmission and power brakes required) Tinted windshield or windshield and windows Electric tailgate window lift (std., all Monaco wagons, and Polara 3-seat) Assist handles (wagons only) Music Master AM radio Astrophonic AM radio AM/FM radio Rear seat speaker (except wagons) Electric clock (std., Monaco 500) Thick, front seat foam cushion (std., Monaco) All-vinyl interior trim for Polara sedans, hardtops (std. on other Polara models & Monaco except Monaco sedan) Retractable front and rear seat belts (regular seat belts, std.) Light package: parking brake light, glove box light, trunk light, map and courtesy light, ashtray light (std., Monaco, Monaco 500; opt., Polara, Polara 500), cargo area light (std., all Monaco wagons and Polara 3-seat wagon) Rear window defroster (N. A. wagons, convertibles) Inside, prismatic rear view mirror (std., Monaco 500) Outside, remote-control mirror (std., Monaco 500) Electric door locks.

DIMENSIONS

	4-Door Sedan	2-Seat Wagon
Wheelbase (In.)	121.0	121.0
Overall Length (In.)	213.3	217.1
Overall Width (In.)	80.0	79.4
Overall Height (In.)	55.4	56.5
Tread (In.)		
Front	62.0	62.0
Rear	60.7	60.7
Headroom (In.)		
Front	39.3	39.6
Rear	38.5	39.3
Legroom (In.)		
Front	42.0	42.0
Rear	40.8	39.6
Hiproom (In.)		
Front	63.3	63.3
Rear	63.4	63.5
Shoulder Room (In.)		
Front	60.0	60.0
Rear	60.0	60.0
Luggage Capacity (Cu. Ft.)	17.1	—
Cargo Volume (Cu. Ft.)	—	96.9
Tires: 8.25 x 14, standard on all sedans, hardtops and convertibles.		
8.55 x 14, standard on all station wagons and cars equipped with optional 440 V8.		

Specifications for hardtops and convertibles are basically similar to those for the 4-door sedan, and specifications for the 3-seat wagon are basically the same as those for the 2-seat model. All dimensions are design dimensions and may vary slightly from production models.



GREAT CARS, YOU SAY? SO DO WE. We say it confidently with the longest, strongest warranty in the industry. A glance to the right will fill you in on the kind of protection Dodge offers.

TRAILER TOWING PACKAGE

The trailer towing package for Monaco and Polara* vehicles is required when towing trailers with a loaded gross weight of 2500 lbs. and not exceeding 5500 lbs. Package includes: high-capacity cooling system with high-pressure (16 psi) cap, 18" diameter 7-blade fan, fan shroud, radiator air seals. 3.23 axle ratio. Heavy-duty suspension, front and rear; special 11" diameter heavy-duty brakes (not self-adjusting); heavy-duty turn signal flasher; heavy-duty stop lamp switch.

In addition to the items above, the following optional equipment is required: 8.55 x 14 tires (2-ply rating on sedans, hardtops, and convertibles; 8-ply rating on station wagons). Automatic transmission (std., Monaco 500). Note: 3-speed manual and 4-speed manual transmissions are not available with trailer towing package.

Recommended additional optional trailer towing equipment: power brakes, Sure Grip differential, high-output (46 amp) alternator, power steering, high-performance optional V8 engines, air conditioning, emergency flasher.

*Trailer towing package is not available on Polara 318 model.

HERE'S HOW DODGE'S 5-YEAR, 50,000-MILE ENGINE AND DRIVE TRAIN WARRANTY PROTECTS YOU: Chrysler Corporation confidently warrants all of the following vital parts of its 1966 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings.

REQUIRED MAINTENANCE: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



customer
care

Monaco and Polara wagon cargo capacity: 96.9 cu. ft. Front seatback to closed tailgate: 95.7". 2nd seatback to closed tailgate: 58.5". Width between wheelwells: 44.9". Rear opening width (at floor): 55.0"; height, 29.5".



Monaco, our finest wagon for '66. 383 V8 power.



Polara station wagon. 383 V8 power.



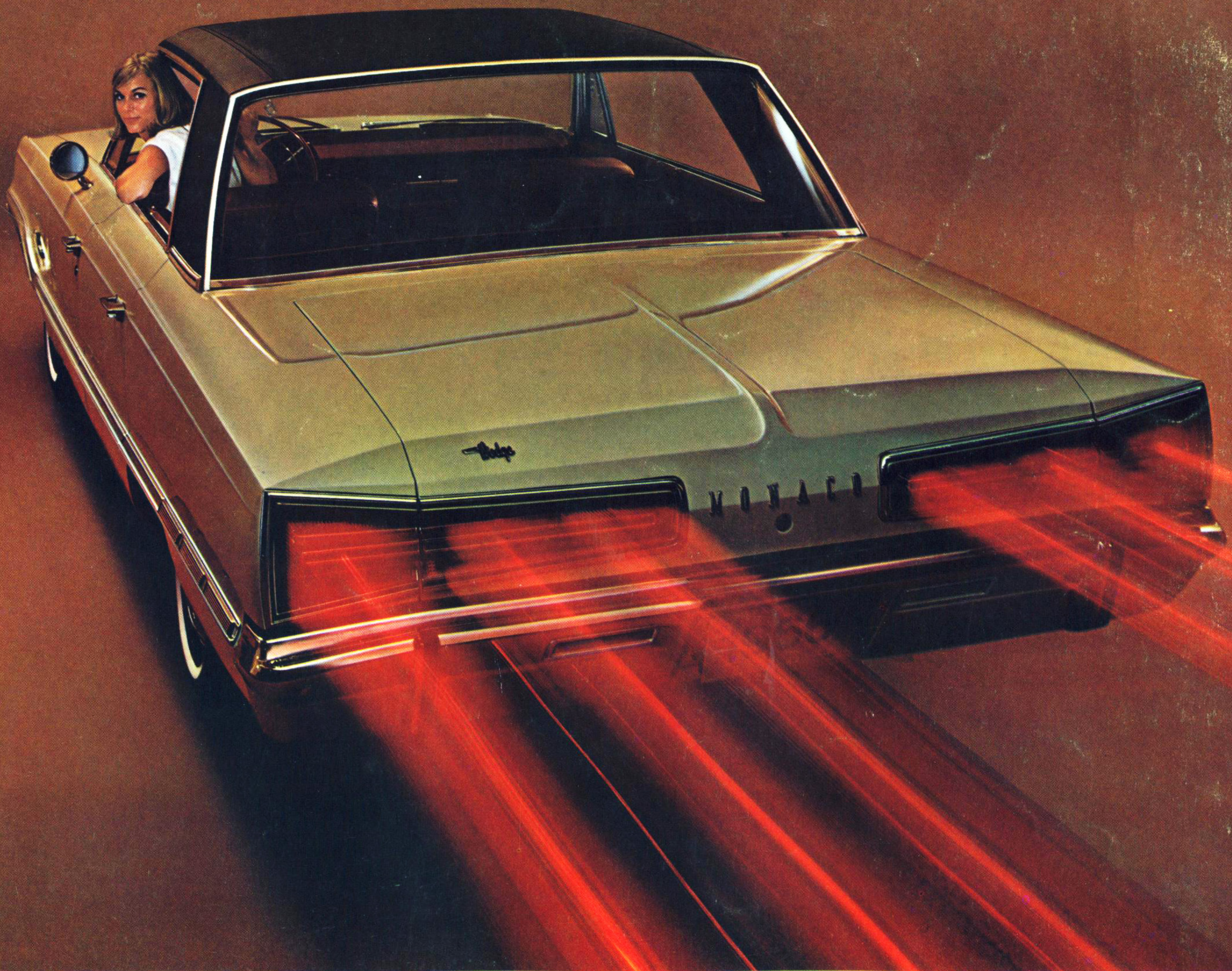
MAKE A RUMPUS ABOUT ROOM IN YOUR NEXT WAGON. You and your rebel crew will need lots of room to swing. Monaco and Polara wagons give you more than most. So c'mon inside and look over the accommodations. First-cabin all the way — it's the only way to go. Join the big shooters packing big Dodge Monaco and Polara station wagons this year.



Monaco all-vinyl wagon interior, with pull-down armrest.



Polara all-vinyl wagon interior.



Isn't it time you Joined the Dodge Rebellion?

All product illustrations and specifications herein 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. □ 1966 DODGE MONACO & POLARA CATALOG 81-205-6032. □ LITHO IN U.S.A. 8/65.

DODGE DIVISION  **CHRYSLER**
MOTORS CORPORATION