



1968 Dodge Taxis

SPECIAL FEATURES
MODEL AVAILABILITY

BASIC SPECIFICATIONS, EQUIPMENT AND DIMENSIONS

Dodge Offers You More of the Things You Want and Need Most in a Taxi!

Low Investment. For your taxi or your taxis to be real money makers, you want your initial investment to be low, plus you want the most possible value and quality for your money. Dodge offers all this and more.

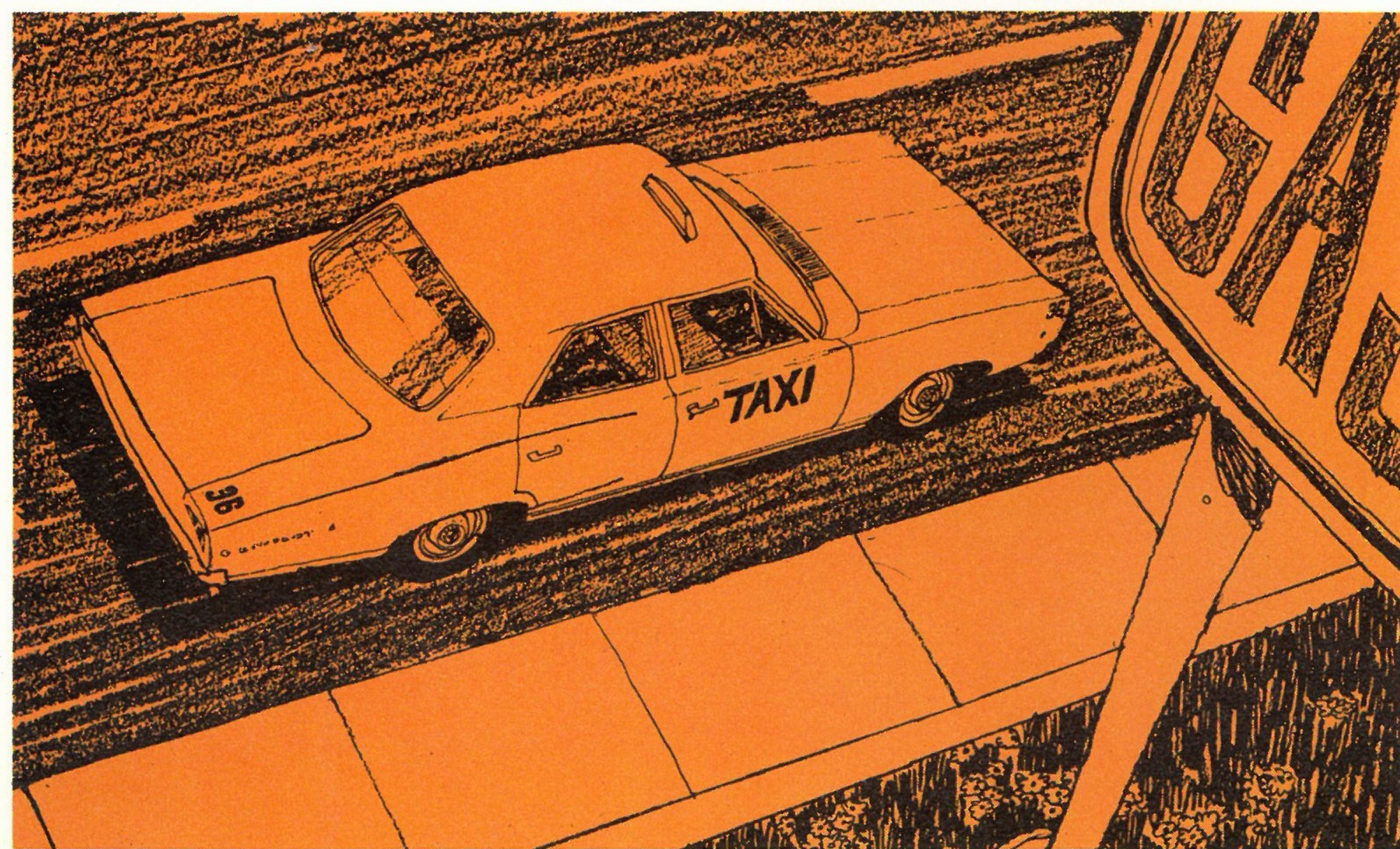
When you choose Polara, you choose a large, roomy, yet economical automobile.

When you choose Coronet Deluxe, you enjoy an exceptional initial price advantage—because it is realistically priced and offers long-lasting, more-for-the-money value.

The realistic price of either helps you to recover your investment in the shortest possible time. The time-proved Dodge dependability keeps it ringing up fares and profits instead of repair bills. In other words, when you choose Dodge you assure yourself of a round-the-clock profit maker.

Operating Economy. When you fill your new Dodge Taxi with regular gasoline you can be certain you are filling an economy champion. Both Polara and Coronet Deluxe offer exceptional operating economy because of their standard taxi engines.

The standard engine in Polara is the 230-horsepower, 318-cubic-inch V-8. In Coronet,



you can choose either the 145-horsepower, 225-cubic-inch Slant Six, or the economical 230-horsepower, 318-cubic-inch V-8.

Both engines are dependable and economical performers. They assure you of the gasoline mileage you want and need in order to wring out every possible dollar of profit. They can also keep on the go—24 hours a day and 7 days a week if necessary. This dependable, round-the-clock performance, plus gasoline dollar savings mean higher operating profits for you.

Low Maintenance. Specially built to stand up under the toughest kind of taxi-driving conditions, '68 Dodge Taxis offer the key to low maintenance costs—minimal maintenance and attention and the fewest possible trips to the shop.

Check some of these built-in maintenance economies offered by Dodge: 36,000 miles between major grease jobs; big brakes and special heavy-duty linings for longer life; high-output, 46-amp. alternator; heavy-duty 70-amp.-hr. battery; heavy-duty torsion-bar front springs, rear leaf springs, and shock absorbers; strong, quiet Unibody; 7-step dip-and-spray rust protection; and a long-lasting, and easily maintained acrylic enamel finish.

In addition, Polara has as standard equipment the heavy-duty TorqueFlite 3-speed automatic transmission—recognized as one of the finest automatic transmissions. Standard in Coronet is the heavy-duty, 3-speed manual transmission with heavy-duty, oversize clutch.

All of these items work together to keep your taxis on the job where they belong and out of the shop. More fares and less maintenance add up to more profit for you.

Passenger Comfort. You want your taxis to provide plenty of stretch-out room for your passengers. Both of the '68 Dodge Taxis are designed and built to do just that. The Coronet rear cushion, for example, has beveled corners to provide easier rear seat entrance and exit.

Your Dodge Taxi can carry the maximum passenger load and still provide ample room and comfort for all of the passengers.

Your Dodge Taxi provides the convenience of armrests and ashtrays on both rear doors—and the "pull-to" handle for the right rear door that is convenient and helpful to both driver and his passengers. The attractive, all-vinyl upholstery is long lasting and easily maintained.

Low Investment
Operating Economy
Low Maintenance
Passenger Comfort
Driver Comfort
Right Size



Your customers will enjoy their ride in your Dodge Taxi—they may not know exactly why—but they will enjoy it. Quieter, tighter, smoother riding—Dodge Unibody and Torsion-Aire suspension do their comforting work quietly and well.

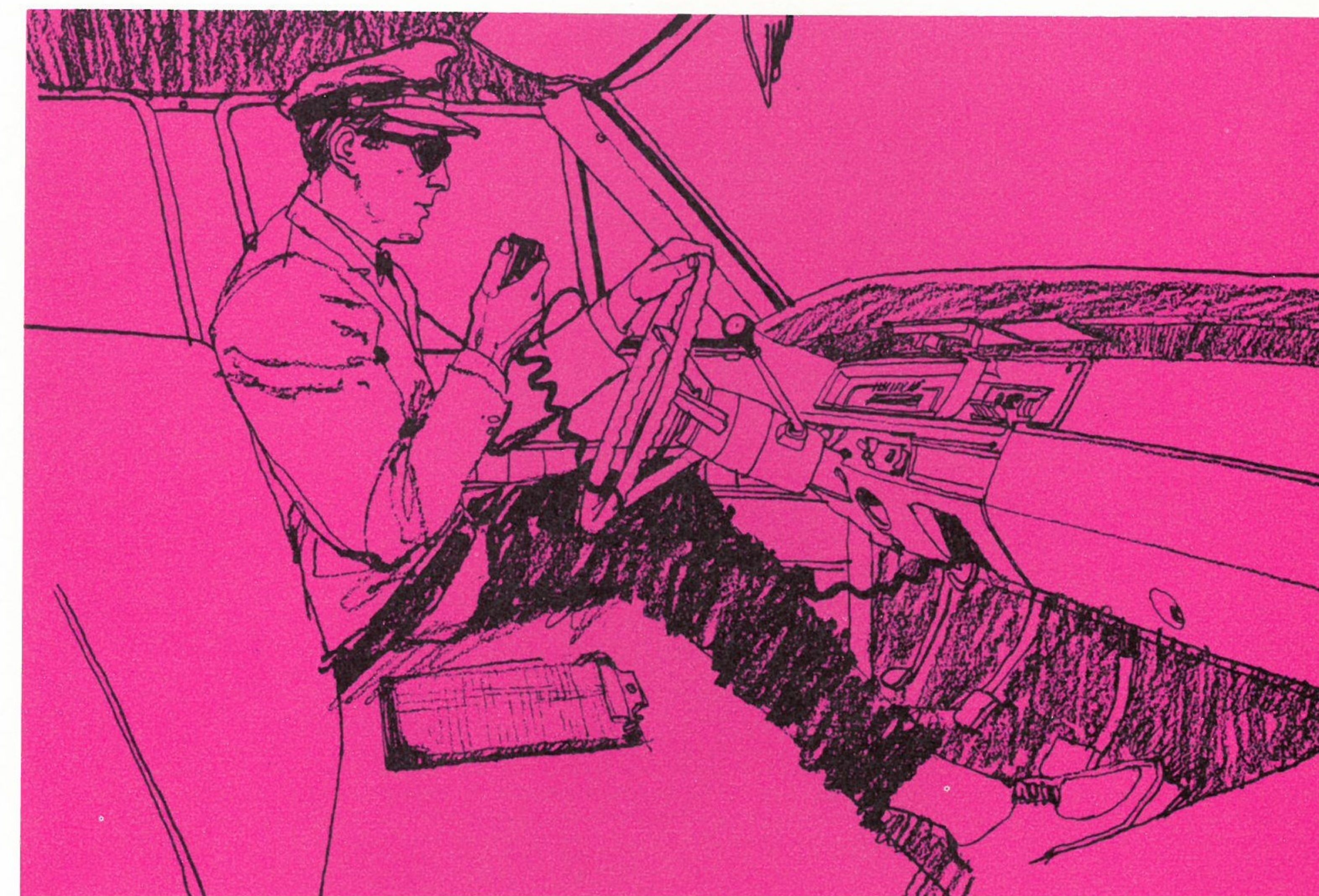
And when customers enjoy riding in your Dodge Taxi, they'll decide to use your Taxi again. Help all of your customers make that decision by getting your Dodge Taxi now.

Driver Comfort. Give the man who drives your cab the chance to be completely comfortable all during his shift, and he'll make more money for you. A man who is comfortable is far more likely to work at his job more effectively and more efficiently.

Here are some of the comforts included for drivers. Extra room provided by Dodge's fully unitized body. A drivers seat specially padded with almost two inches of thick air foam to increase comfort and to remove a basic cause of driver fatigue. The seat is chair-high for a full view of all four fenders and makes parking and maneuvering easy. Heavy-duty construction of the seat frame and springs assure like-new comfort and support for the life of your Dodge Taxi. The day/night, prismatic inside rearview mirror keeps the glare of following cars' headlights out of your drivers' eyes at night. The low-gloss, non-glare finish on inside appointments also cuts sun glare from tiring your drivers' eyes during the day.

1968 Dodge Taxis

The driver comforts provided by Dodge Taxis make good business sense—because they're the kind of comforts that help you attract and hold the better, more dependable drivers. The kind of drivers you want.



The Right Size Taxi for Every Need.

Naturally, it's important to you that the taxi you select is the right size for your particular needs—big enough to carry the maximum number of fares comfortably, but not so big as to make it difficult to pick up or drop off fares, or to maneuver in heavy traffic.

This right size is either the Polara Taxi's 122-inch wheelbase and overall length of 219 inches, or the Coronet Deluxe Taxi's 206.6 inches-overall length on its 117-inch wheelbase. Polara provides a full five feet of shoulder-room—front and rear. Coronet Deluxe provides a big four feet, ten inches of front and rear shoulder-room. So, no matter what your needs—bigness or maneuverability—Dodge has the answer in Polara and Coronet Deluxe.

The best way to decide is to get behind the wheels of both and see for yourself which one best satisfies your needs.

SPECIAL FEATURES
MODEL AVAILABILITY

BASIC SPECIFICATIONS, EQUIPMENT AND DIMENSIONS

Meet the Fleet of Dodge Taxis—built to take on the miles

1968 Dodge Taxis

Sportsman Taxi/Shuttle Bus

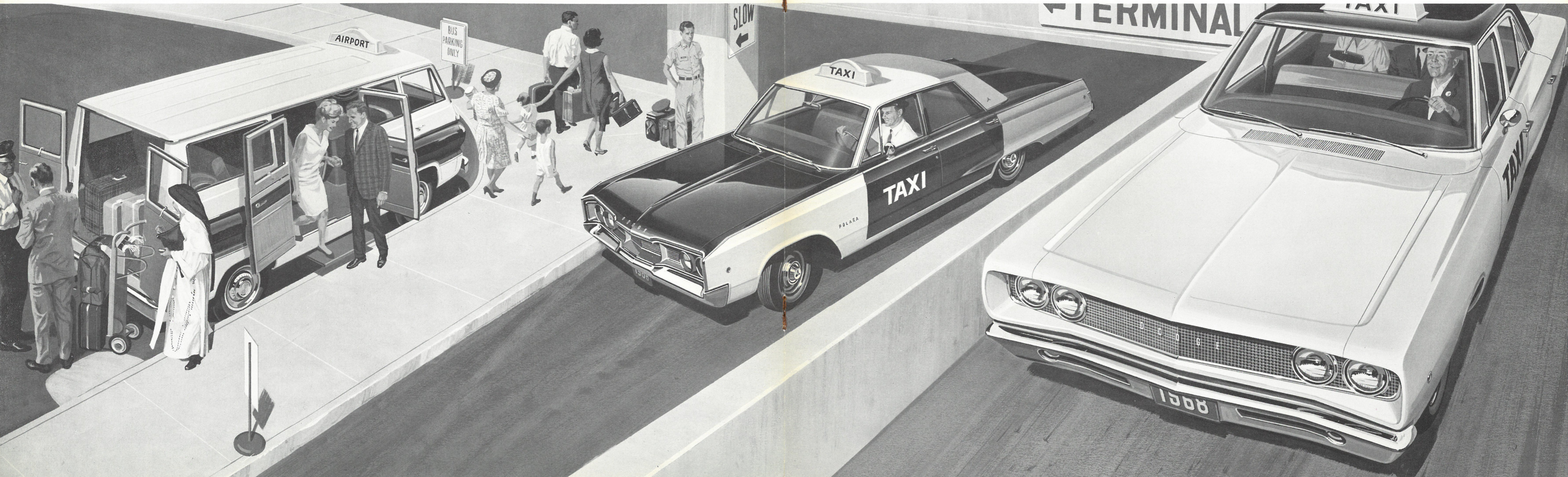
The 108-inch-wheelbase Sportsmen and Custom Sportsmen provide the ideal vehicles for double-duty as a taxi or shuttle bus from hotels and motels to airports and other points of interest. Standard seating includes two front bucket seats and a bench seat. A second bench seat is an extra-cost option. Your local body builder can arrange to install an additional seat in the rear. Check your Dodge Truck Special Equipment Catalog. Passenger capacity can be up to 10 people. With this kind of load, it must be equipped to carry the maximum weight. Check your Dodge Truck Sales Manual for the required equipment.

Polara Taxi

Polara gives you a taxi that stacks up in size with what has been called the medium-price category, but at a price that is head-on with the low-price, full-size group. And it has exclusive features that put it head and shoulders above competition. Torsion-Aire suspension, featuring torsion bars in front and leaf springs in the rear, provides the best possible ride over all road surfaces. Unibody construction means it starts tight and quiet and stays that way. TorqueFlite 3-speed automatic transmission is one of the best, most responsive and economical transmissions available. And it is standard on Polara.

Coronet Taxi

Coronet Deluxe has a wheelbase five inches shorter than Polara and an overall length over a foot shorter—all without sacrificing interior room and comfort. The shorter length and wheelbase mean it will turn in a shorter diameter, park in a smaller place, and generally maneuver in a smaller space. You have your choice between six-cylinder economy, or V-8 performance *with* economy. In interior room it stacks up against the so-called low-price, full-size models but at a lower price. Coronet Deluxe, like Polara, provides exclusives such as Torsion-Aire suspension and Unibody.



MODEL AVAILABILITY
BASIC SPECIFICATIONS, EQUIPMENT AND DIMENSIONS

1968 Dodge Taxis

Basic Specifications, Equipment and Dimensions

Standard Equipment

	POLARA	CORONET DELUXE
Air cleaner—dry-type—replaceable element	•	•
Alternator—46-amp., heavy-duty	•	•
Armrests—front and rear	•	•
Ash receivers—front and rear	•	•
Backup lights	•	•
Battery—70 amp.-hr., with heat shield	•	•
Brakes—H.D. 11" x 3" front, 11" x 2.5" rear, with special taxi lining (manual adjust)	•	•
Brakes—H.D. 11" x 3" front and rear, with special taxi lining (manual adjust)	•	•
Clutch—11" on 6-cylinder, 10 1/2" on 8-cylinder	•	•
Cleaner air system	•	•
Dome light switches—all doors—manually controlled by headlamp switch	•	•
Dual master brake cylinder	•	•
Electrical safety link—in charging circuit	•	•
Engines—225-cu.-in. 6-cylinder	•	•
318-cu.-in. 8-cylinder	•	•
Oil filter—replaceable element	•	•
Handle—interior right rear door pull	•	•
Hazard warning light system	•	•
Heater—fresh-air with defrosters	•	•
Horns—dual	•	•
Horns—single	•	•
Light—warning red light on instrument panel (lights when any door opens)	•	•
Mat—H.D., black rubber—front and rear	•	•
Mirrors—inside rearview, glare-resistant header mounted; outside left	•	•
Padded dash	•	•
Paint—to owner's specifications (single color)	•	•
Parking brake warning light	•	•
Rear axle, H.D.—3.55 ratio manual transmission	•	•
—2.94 ratio automatic transmission	•	•
Roof light wiring—Includes 3 wires and roof hole located 16" to rear of windshield molding and 4" off center on passenger side (sign not included)	•	•
Seat—seat and seat-back springs—H.D., front and rear	•	•
Seat cushion—air foam—front and rear	•	•
Seat belts—two front and two rear	•	•
Shock absorbers—H.D., front and rear	•	•
Side marker lights	•	•
Steering column—energy-absorbing type	•	•
Steering wheel—with horn button	•	•
—with partial horn ring	•	•

	POLARA	CORONET DELUXE
Stop light switch—heavy-duty	•	•
Sun visors, padded	•	•
Suspension—torsion bars, heavy-type, front—leaf springs, heavy-duty, rear	•	•
Sway bar, front	•	•
Tires—set of five	•	•
—7.35 x 14"—blackwall—14" x 5 1/2" JK—extra-width Safety-Rim wheels	•	•
—8.25 x 14"—blackwall—14" x 6" JK—extra-width Safety-Rim wheels	•	•
Transmission—H.D., manual—3-speed	•	•
—H.D., TorqueFlite automatic	•	•
Trim—high grade—all-vinyl, with vinyl heading (gray on Polara, tan on Coronet)	•	•
—vinyl-covered door trim panels	•	•
—front seat-back has H.D. kickboard	•	•
Windshield washers and wipers—electric, two-speed	•	•

Optional Equipment

Air cleaner—oil-bath type, 6- and 8-cylinder	•	•
Air conditioning	•	•
Alternators—60-amp., Chrysler w/single belt drive	•	•
—65-amp., 7020 Series with 5013 transistor regulator Leece-Neville w/dual belt drive (includes 60-amp. ammeter)	•	•
NOTE: Leece-Neville alternator N.A. with power steering or with air conditioning on 6-cylinder. All alternators have built-in silicon rectifiers.		
Assist straps—center pillar post	•	•
Deck lid—quick release—exterior control	•	•
Deck lid—vacuum release (control on instrument panel)	•	•
Fan—high capacity (7-blade)	•	•
Fast-idle throttle control, manual	•	•
Governor—velocity type—6-cylinder only (includes oil-bath air cleaner) (N.A. w/A.C.)	•	•
Keys—universal package (2-key system)	•	•
Radiator—maximum capacity	•	•
Radio suppression package	•	•
Spotlight—5" Left	•	•
5" Right } Fender mounted remote control	•	•
Steering wheel—with full horn ring	•	•
Sway bar	•	•
Tires—set of five—blackwall—7.75 x 14", 8.25 x 14", 7.75 x 15", 8.15 x 15"	•	•
Tires—set of five—blackwall—8.55 x 14", 8.15 x 15", 8.45 x 15"	•	•
Transmission—H.D. automatic—TorqueFlite (6- and 8-cylinder)	•	•

Basic Dimensions

Coronet

Wheelbase	117.0"
Overall length	206.6"
Width	76.7"
Height (6-cyl.)	55.7"
(8-cyl.)	54.7"
Track—front	59.9"
—rear	59.2"
Headroom—front	38.6"
—rear	37.8"
Legroom—front	41.9"
—rear	36.3"
Shoulder-room—front	58.1"
—rear	58.1"
Hiproom—front	60.4"
—rear	60.4"

Polara

Wheelbase	122.0"
Overall length	219.0"
Width	80.0"
Height	56.3"
Track—front	62.0"
—rear	60.7"
Headroom—front	39.8"
—rear	38.5"
Legroom—front	41.8"
—rear	39.0"
Shoulder-room—front	60.0"
—rear	60.0"
Hiproom—front	63.3"
—rear	63.3"

Sportsman

Wheelbase	108.0"
Overall length	189.0"
Width	78.6"
Height	76.54"
Tread—front	60.78"
—rear	60.63"
Headroom—front	36.30"
Floor length—front seat to rear door	120.04"
—engine cover to rear door	103.60"
—intermediate seat to rear door	68.71"
Floor width, maximum	67.68"
Rear and side doors—opening width	51.52"
—opening height	47.34"
Floor to roof height	52.12"

Sportsman Taxi Shuttle-Bus Equipment

Standard Equipment

ALTERNATOR	12-volt, 30-amp. Chrysler
ARMRESTS	Driver and front seat passenger
AXLE, FRONT	Cap. 2,200 lbs., Chrysler FA22A
AXLE, REAR	Cap. 3,000 lbs., Chrysler RF30
Ratios to 1	3.55, 3.91, 3.23
BATTERY	12-volt, 53 amp.-hr.
BRAKES, SERVICE	Dual system, self-adj. hydraulic
Front 10" x 2.5", Rear 10" x 2.5"	
Total Lining Area	195.2 sq. in.
BRAKES, PARKING	Cable actuation of rear wheel brakes
BUMPERS, FRONT AND REAR	bright finish—Custom Sportsman; painted—Sportsman
CLUTCH	Size & Area—9.125", 71.8 sq. in.
COOLING SYSTEM	Capacity 11.5 qts.
DIRECTIONAL SIGNALS	Combined in front parking & taillamps
DOOR LOCKS	Front, both doors; Right side and rear
EMERGENCY FLASHER SYSTEM	
ENGINE	170, 6-cyl.
HEATER	Fresh-air w/defroster
HUBCAPS, bright finish	Custom Sportsman
painted	Sportsman
LIGHTS	(2) Back-up
MIRROR, REAR VISION	Interior
MIRROR, REAR VISION—Exterior	5" x 7" painted left, Sportsman; bright finish; left, Custom Sportsman
SEATS, bucket-type—driver & passenger; Intermediate bench-type seat	
SEAT BELTS, driver & passenger; intermediate seat (2)	
SPRINGS, FRONT	Cap. each @ pad 108" wb. 1,200 lbs.
SPRINGS, REAR	Cap. each @ pad 1,085 lbs.
SUN VISORS	Padded
TIRES, Type	Tubeless
Size, Front, Rear & Spare	6.95-14-4/8PR
TIRE CARRIER; inside, right rear corner	
TRANSMISSION	3-spd., Chrysler A903
WHEELS & RIMS—5, 5-stud disc	
Size, Front, Rear & Spare	14" x 5.00"
WINDSHIELD WASHER	Dual Jet
WINDSHIELD WIPERS	Dual elec., vari.-spd.

Factory-Installed Extra Equipment (for 108" wb.)

AIR CLEANER—1 qt. oil-bath	•
ALTERNATOR—37-, 46- or 60-amp.	•
AXLE, FRONT—2,500 lb. cap. w/11" x 2.75" brakes	•
AXLE, REAR—3,600 lb. cap.	•
AXLE, REAR—Anti-Spin 3.91 to 1 ratio	•
BATTERY—59 amp.-hr. capacity	•
—70 amp.-hr. capacity	•
BELT, SEAT—3rd. belt—intermediate seat	•
BUMPER, FRONT AND REAR—bright finish	•
BUMPER GUARDS, FRONT—painted	•
BUMPER GUARDS, FRONT—bright finish	•
BUMPER AND GUARDS, FRONT, AND BUMPER, REAR—bright finish	•
CAPS, HUB—bright finish	•
CLUTCH—10" dia	•
ENGINE, 225 Six (w/10" clutch and H.D. 3-spd. man. trans.)	•
ENGINE, 318 V-8 (w/10" clutch, 37-amp. alt.)	•
ENGINE BLOCK HEATER	•
GAUGE, OIL-PRESSURE	•
GLASS, REAR DOORS w/vented glass	•
GLASS, TINTED—windshield only	•
—All around—vent glass req'd in rear doors	•
HEADLINER—Cargo/passenger compartment	•
HEATER, Auxiliary (pass. compt.)	•
HORN RING, bright finish	•
LIGHTER, CIGAR	•
LOCK PACKAGE—2 Keys, 1 for ignition, driver and passenger door and 1 for side and rear cargo doors	•
MAT, Rubber floor—pass. compartment	•
MIRROR, REAR VISION—exterior	•
Non-adj., right side—painted white	•
Jr. West Coast—left side or dual—painted white	•
Non-adj., left side—bright finish	•
Non-adj., right side—bright finish	•
Non-adj., left and right—bright finish	•
NEW VEHICLE SERVICE (Req'd w/retail delivery at factory)	•
PAINT, TWO-TONE	•
RADIO, Transistor, manual operation	•
REAR DOOR CHECK ARM—90° Position	•
REAR SEAT, with 2 or 3 seat belts	•
SPRINGS, REAR—1,410 lbs. cap. ea. @ pad	•
TIRES: 6.95-14-4/8PR w/w incl. 14" x 5.00" whls.	•
7.75-14-2/4PR b/w or w/w incl. 14" x 5.00" whls.	•
7.00-14-6PR b/w incl. 14" x 5.50" whls.	•
7.00-14-8PR b/w incl. 14" x 5.50" whls.	•
8.15-15-2/4PR b/w or w/w incl. 15" x 5.50" whls.	•
8.15-15-4/8PR b/w or w/w incl. 15" x 5.50" whls.	•
TRANSMISSIONS—3-spd. H.D.—A745 (Requires 10" clutch)	•
LoadFlite—A727—3-spd. Auto.	•
UNDERCOATING	•
WHEEL COVERS—bright finish for 14" & 15" wheels	•
E=EXTRA S=STD. N=NOT AVAILABLE	

5/50 Warranty

PASSENGER CARS

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any

Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie

rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A.) have an authorized Imperial, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

SPORTSMAN MODELS

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its new model Sportsman Wagons registered as 1968 vehicles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Dodge, Chrysler, Plymouth

or Imperial Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: lubricate chassis grease fittings every 3 months or 2,000 miles, whichever occurs first, change engine oil and clean oil-bath-type carburetor air cleaner every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean dry-type carburetor air filter every 6 months and

replace every 2 years; and every 12 months, (A) have an authorized Dodge, Chrysler, Plymouth or Imperial dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the vehicle's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Dodge, Chrysler, Plymouth or Imperial dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.