

DODGE 1962
THE NEW LEAN BREED





A NEW LEAN BREED OF DODGE. You're looking at vitality, crisp and restless. A lusty road machine. Trimmed of fat and flashiness. Cleaned of excess sheet metal, overhang, chrome. Born of Dodge dependability with singleness of purpose: the production of honest, capable cars. That's Dodge '62. Every part, every line serves reason. Every inch and pound works. We call it sensible. You may prefer the word sensational. Because this new breed likes to get out and go. Far and hard. Short and sweet. Without a pant, wheeze, rattle or lurch. With less care. On less gas. It corners like a cat. And when you try to wear it out, you'll think it has as many lives. You've got to drive it: the new lean breed of Dodge. Sold and serviced by your Dodge Dealer, where dependability has become synonymous with the name Dodge. He brings you this catalog and together with the Dodge Division has literally put "dependability" into the American language.

OCTOBER

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YOU'RE GOING TO LIKE WHAT'S HAPPENED TO DODGE. Some people like big cars. Some don't. It's a matter of needs and opinion. So the '62 Dodge comes in two sizes. Full-size Dart. Compact Lancer. You can tell them apart easily enough. But there's strong family resemblance. Examples? Chair high seats. A rustproofed body. Action that speaks louder than words. And the ride is not mushy. There's better-than-ever torsion bar suspension up front, asymmetrical leaf springs rear. They make back roads seem like boulevards. The handling is nice and easy, too. There's freedom from road shock in the steering wheel, a firmness that keeps you on course over the roughest ruts. And you'll notice in Dart a flatter floor in the driver's compartment for more center leg room. If you want, you can add power steering at slight extra cost. But as several of our test engineers have said, "These '62 Dodges are so nimble-footed, you'd think they all had power steering."



DART 440 4-DOOR HARDTOP

the
CALICO HORSE



FIRST OF THE ACTION-ECONOMY CARS. We said it once and we'll say it again. Dodge '62's are real going machines. They're proof that dependability doesn't have to be dull. Here's how we know. We compared last year's Dodge cars with our new '62's. We pounded them over thousands of miles, through countless stops, starts and acceleration trials, all the while keeping close tabs on performance and economy. Without exception, our 1962 models outdid their '61 counterparts. We could actually feel the greater acceleration. And, model for model, gas mileage was consistently better under all types of driving conditions. There are several reasons for these improvements. Engineering advances. More advantageous gear ratios. Most significant, we cut dead weight to the minimum. For example, the '62 Dart's automatic transmission weighs 60 pounds less than last year's. Result is, you get both action and economy. Unfortunately, they're going to miss you at the gas pumps. But so what? Dodge has a way of making new friends everywhere.

FEBRUARY

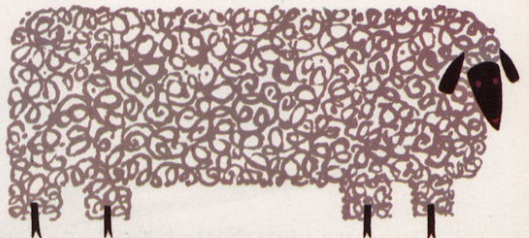
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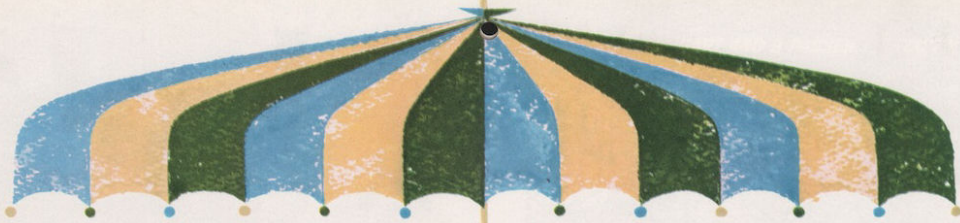
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


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M.A.Y

YOU'LL KNOW IT'S A DODGE WHEN YOU TRY TO WEAR IT OUT. Durability is worth thinking about even if you drive a new car just a year or so. In as short a time as that, a car that looks all right can develop a lot of rattles and squeaks and start to corrode underneath. That's why Dodge builds 'em tough. To stay quiet. To protect your investment however long you keep a car. Bodies are fully unitized and rustproofed, inside and out. (For extra rust protection, galvanized steel is used in critical areas.) You go 32,000 miles on one grease job. Dart brakes adjust automatically every time you back up and step on them. An alternator charges at all speeds, even at idle. Makes the battery last longer, keeps it up to snuff for quick starts. There's even a difference in little things like oil capacity. Four quarts are all it takes, not counting the oil filter. You may not have the time to wear out a new 1962 Dodge. But think of all the fun you'll have trying.



DART 440 4-DOOR SEDAN



JUNE

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THIS COMPACT DODGE PACKS A WALLOP. Some people may not feel entirely at home in this one. Its individual bucket seats are very comfortable, true. But for those who are accustomed to sluggish cars, it could take a little time to get used to this one's punch. It's a very quick automobile that lives up to its name. GT is our abbreviation of an Italian term, Gran Turismo. It means a smallish fast car for touring in a grand manner. A car that will corner level, stop fast, and leave the long shots neighing at the gate. That's what the Lancer GT 2-Door Hardtop will do. And do it with about the easiest handling you've ever experienced. Less dead weight on the front wheels and a newly developed low-friction steering gear make it so. The bucket seats are standard. So are a pleated leather-grained vinyl interior, sill-to-sill carpeting, wheel covers and padded instrument panel. Obviously, this 2-door hardtop costs a little more than other Lancers. But it's worth every penny. If you're the kind of person who goes for extra snazz and snap, drive the GT.



LANCER GT 2-DOOR HARDTOP



THE ONE FOR THE LOAD AND THE ROAD. Most compact wagons are tight-fisted with a dollar . . . until you pack on a load. That's when feet drag and economy flies out the window. This Lancer, however, is a wagon with a different story, because dead weight has been engineered off. Obviously, the less dead weight in the car, the more weight you can carry in cargo. Roadability and loadability. You don't give up one to get the other. And you don't give up convenience. Like all Dodge wagons, there are four doors. And the counter-balanced tailgate has a window that rolls down clear out of sight. A real practical job, this action-economy Lancer. Good looking. Versatile. About as thrifty as you can go in a wagon of its size. How big is it? Carries six nicely. And the 72 cubic-foot load room, we believe, is what you want in a compact. Need more? A Dart wagon may be more your size. If that isn't enough, perhaps what you really want is a Dodge Truck.

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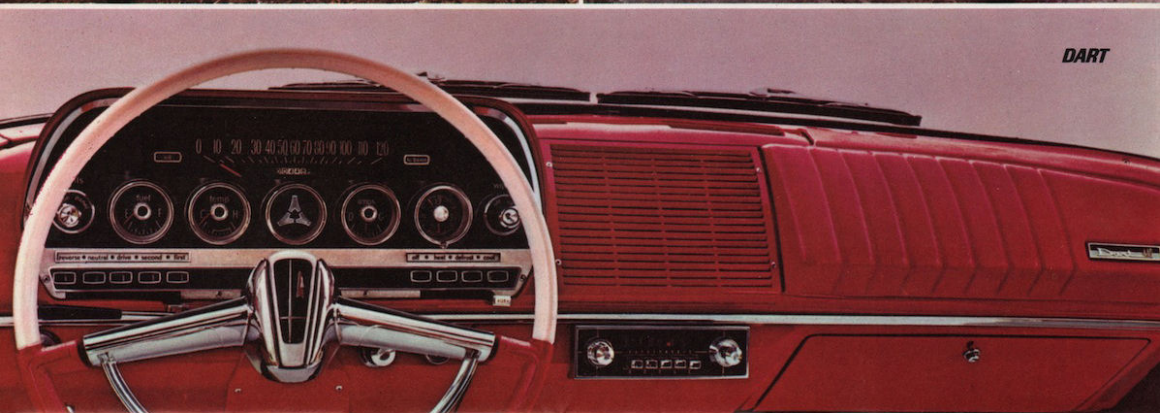
AUGUST SEPTEMBER



DART 440



LANCER GT



DART

DODGE DOESN'T TREAT YOUR FAMILY LIKE A MOB

We'll have to admit, and we believe you will too, that nothing can beat a bucket seat for style and comfort. Yet no two people are alike. Nor are any two families. Some need more room than others. So we've come up with a couple of interesting answers. For one, the Dart 440 series comes with a fold-down center arm rest in front.

Down, you have the security and support of a bucket seat. Up, there's all the room you need for six. For another, the Lancer GT has individual bucket seats up front. Very comfortable. Form fitting. Deeply padded. The driver's seat is adjustable. You can see above how these answers end mob treatment. Other smart touches in the Dart

440 models and the GT include sill-to-sill carpeting, tailored leather-grained vinyl on seats and on the door panels that mold right up to the windows. And those seats are chair high. You don't sit straight-legged or with knees under your chin. You sit tall in a 1962 Dodge. Rested. Relaxed. An individual who buys for value—and gets it.

OPTIONS TO SUIT YOUR TASTES AND NEEDS

PUSH BUTTON TRANSMISSION. Three speeds are always better than two. More breakaway. More economy. Automatic transmissions for both Dart and Lancer have three speeds plus a "park" position. **PUSH BUTTON TRANSISTORIZED RADIOS.** Two kinds. A new 2-watt Music Master and the more powerful, more sensitive 5½-watt Astrophonic (with fine tone control, true fidelity even on weak signals). Either is available in Dart. In Lancer, only the Music Master. **DART FORCED-AIR VENTILATION SYSTEM.** Brings in oceans of outside air for heating, defrosting, ventilating. Here, for the first time, is a system that doesn't depend on car movement. At a standstill, you get same rate of ventilation as you'd get going 30 mph. For Lancer, there's also a new and improved heater-defroster system. **VARIABLE-SPEED ELECTRIC WINDSHIELD WIPERS.** All Dodge cars have electric wipers. They won't fade on acceleration. Pay the little more for the variable-speed option? Certainly. If you drive an awful lot in rain or snow. **PADDED DASH** (std. on Lancer GT). Leather grained vinyl. Good looking. Extra safe. Comes in colors to match predominant interior color. **OTHERS . . .** Glare-proof rear view mirror. Side-view mirror. Wheel covers (std. on Lancer GT). Back-up lights (standard on all Dart 440 models). White wall tires. Power steering. Power brakes. Electric tailgate window on wagons (std. on Dart 9-passenger models). Air conditioning.

YOU'VE GOT TO DRIVE THE NEW LEAN BREED OF DODGE

Everything contained in this catalog is an honest expression of what we believe to be a fresh approach to automotive design. A great deal of arduous testing has proven this new lean breed the best automobile we have ever built. In thousands of miles of test driving, it has continually outdone its predecessor, model for model, in both acceleration and gas mileage. If you like what you see here, you probably agree with us on several things. That the era of juke-box design is dead. That status symbolism is dull. That to butter up a car with ostentatious nothings is to cover up stale bread. Do you like what you see? If so, drive a 1962 Dodge. Then you'll know that within these pages fact is not distorted. You'll know, also, that every 1962 Dodge is built with the same quality that has made the name Dodge your guarantee of dependability.

THIS IS DODGE '62. DART AND LANCER. 32,000 MILES ON ONE GREASE JOB. All lube points are factory filled and sealed against water and dirt. Only four ball joints need re-greasing and you do it only once every 32,000 miles. If you're an average distance man, that means three years on one grease job. **RUSTPROOFED BODY.** Every Dodge has a fully unitized body that's rustproofed. A superior process of dips and sprays protects deep down, top to bottom, inside and out. For extra rust prevention, critical body areas are galvanized steel. Something else! Unitized means Dodge is a very strong and rigid car. **MORE ACTION, LESS DEAD WEIGHT.** Dead weight holds a car back. Makes it eat gas. Dodge has cut it to a minimum. The Dart automatic transmission is a good example. It's stronger, more efficient, has an aluminum

case. It weighs 60 pounds less. Dead weight reductions like this are why you get quicker acceleration using less gas in a '62 Dodge. **EASY HANDLING.** The easiest ever. Because of less dead weight on the front wheels and a newly developed low-friction steering gear. And on models with manual transmission the shifting lever is mounted on the steering column. Action is crisp, positive. **DART BRAKES ADJUST AUTOMATICALLY.** Here's a safety feature, for sure. A money saver, too. Everytime you back up and stop, the brakes adjust automatically. **FLATTER FRONT FLOOR.** Remember the hump in the front floor? You'll wonder where its big size went in Dart models. Engine and transmission have been moved forward and down. The hump moved with them, leaving a flatter floor, more center-passenger leg room.

SPECIFICATIONS EXTERIOR DIMENSIONS.

Dart. Wheelbase 116.3". Overall length 202.9" (station wagons 210.0"). Overall width 76.5". Front tread 59.4". Rear tread 57.5". Lancer. Wheelbase 106.5". Overall length 188.8". Width 72.3". Front tread 55.9". Rear tread 55.6". **INTERIOR DIMENSIONS** (station wagons). Dart. Max. width 59.4". Max. length (tailgate closed) 94.3". Max. height 31.4". Lancer. Max. width 52.8". Max. length (tailgate closed) 82.8". Max. height 31.3". **SUSPENSION.** Torson bars and ball joints front. Asymmetrical leaf springs rear. Rubber isolated. Dart tire size 6.50 x 14" (6 cyl. except wagon); 7.00 x 14" (V8 and all wagons). Lancer tire size 6.50 x 13". **BRAKES.** Hydraulic, servo-contact, self-energizing. Bonded linings. Parking brake foot pedal operated activating shoes on rear wheels. Dart (self-adjusting) total lining area 195.2". Lancer total lining area 183.7". **MANUAL TRANSMISSION.** Standard. Three-speed. Shifting lever steering column mounted. Dart ratios. With 6 cyl. engine: Transmission—2.95 to 1, 1.83 to 1, 1.00 to 1, and 3.49 to 1 reverse. Axle—3.31 to 1. With V8: Transmission—2.55 to 1, 1.49 to 1, 1.00 to 1 and 3.34 to 1 reverse. Axle—3.23 to 1. Lancer ratios. Transmission—2.95 to 1, 1.83 to 1, 1.00 to 1, and 3.49 to 1 reverse. Axle—with 170 cu. in. 6, 3.55 to 1; with 225 cu. in. 6, 3.23 to 1. **AUTOMATIC TRANSMISSION.** Three speed, push button control, aluminum housing, water cooled with lever actuated parking sprag. Dart ratios with 6 or V8. Transmission—2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axle—with V8, 2.76 to 1; with 6, 2.93 to 1. Lancer ratios. Transmission: 2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axle—with 170 cu. in. 6, 3.23 to 1; with 225 cu. in. 6, 2.93 to 1. **ENGINES.** 318 V8. Standard on Dart V8 models. Overhead valve, 90° V-type, 8 cylinders. Displacement 318 cubic inches. Bore 3.91". Stroke 3.31". Compression ratio 9 to 1. Horsepower 230 at 4400 rpm. Torque 340 lbs. at 2400 rpm. Dual downdraft carburetor. Shunt type oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 20 quarts without heater. 318 V8 with Power Package. Same as preceding except with a 4 barrel carburetor, high performance camshaft and dual exhausts. Horsepower 260 at 4400 rpm. Torque 345 lbs. at 2800 rpm. Available at extra cost with automatic transmission on all Dart models. 361 V8. Available at extra cost on all Dart models. Overhead valve, 90° V-type, 8 cylinders. Displacement 361 cubic inches. Bore 4.12". Stroke 3.38". Compression ratio 9 to 1. Horsepower 308 at 4800 rpm. Torque 395 lbs. at 3000 rpm. A 4-barrel carburetor. High performance camshaft. Dual breaker distributor. Dual exhausts. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 16 quarts without heater. 225 Slant 6. Standard on all Dart 6 models. Available at extra cost on all Lancer models. Overhead valve, 90° inclined, 6 cylinders. Displacement 225 cubic inches. Bore 3.40". Stroke 4.125". Compression ratio 8.2 to 1. Horsepower 145 at 4000 rpm. Torque 215 lbs. at 2800 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 12 quarts without heater. 170 Slant 6. Standard on all Lancer models. Overhead valve, 90° inclined, 6 cylinders. Displacement 170 cubic inches. Bore 3.40". Stroke 3.125". Compression ratio 8.2 to 1. Horsepower 101 at 4400 rpm. Torque 155 lbs. at 2400 rpm. Single downdraft carburetor. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 11 quarts without heater. **ELECTRICAL SYSTEM.** 12-volt, 6-cell battery. Capacities: 48 amp-hour on 318 V8 and 225 slant 6; 58 amp-hour on 361 V8; 38 amp-hour on 170 slant 6. 35 amp alternator standard on all Dodge models. **FUEL CAPACITIES.** All Dart models 20 gallons (except station wagons 21.5 gallons). All Lancer models 14 gallons.



DART 2-DOOR SEDAN 6 OR V8



LANCER 170 2-DOOR SEDAN 6



DART 4-DOOR SEDAN 6 OR V8



DART 440 4-DOOR SEDAN 6 OR V8



LANCER 770 4-DOOR SEDAN 6



DART 440 2-DOOR HARDTOP 6 OR V8



DART 440 4-DOOR HARDTOP V8



DART 330 6-PASSENGER WAGON 6 OR V8

DART 330 9-PASSENGER WAGON V8 (Not illustrated)

DART 6-PASSENGER WAGON 6 OR V8 (Not illustrated)



LANCER 170 6-PASSENGER WAGON 6



DART 330 2-DOOR

SEDAN 6 OR V8



LANCER 770 2-DOOR SEDAN 6



DART 330 4-DOOR

SEDAN 6 OR V8



LANCER 170 4-DOOR SEDAN 6



DART 330 2-DOOR

HARDTOP 6 OR V8



LANCER GT 2-DOOR HARDTOP 6



DART 440 CONVERTIBLE V8



DART 440 9-PASSENGER WAGON V8

DART 440 6-PASSENGER WAGON V8 (Not illustrated)



LANCER 770 6-PASSENGER WAGON 6

