

# Dodge Rebellion Operation '67 POLARA / MONACO



Break away from  
the small bores  
with Dodge Polara

You don't have to strike it rich to live it up in Polara. Even though it's just a short step above the low-priced field in dollars and cents—it's a long way up in class and sheer luxury. In size alone, Polara has six inches more length than it had last year. Check out Polara. Join the Dodge Rebellion: Operation '67.

News  
from  
the front

Polara's a real trend setter with an all-new look up front—that's revolutionary, even for Dodge. A silky-smooth 383-cube V8, that runs on regular gas, is standard.\* Polara's new. It's big. It's quick. Your kind of car.  
\*Except Polara 318 4-door sedan.



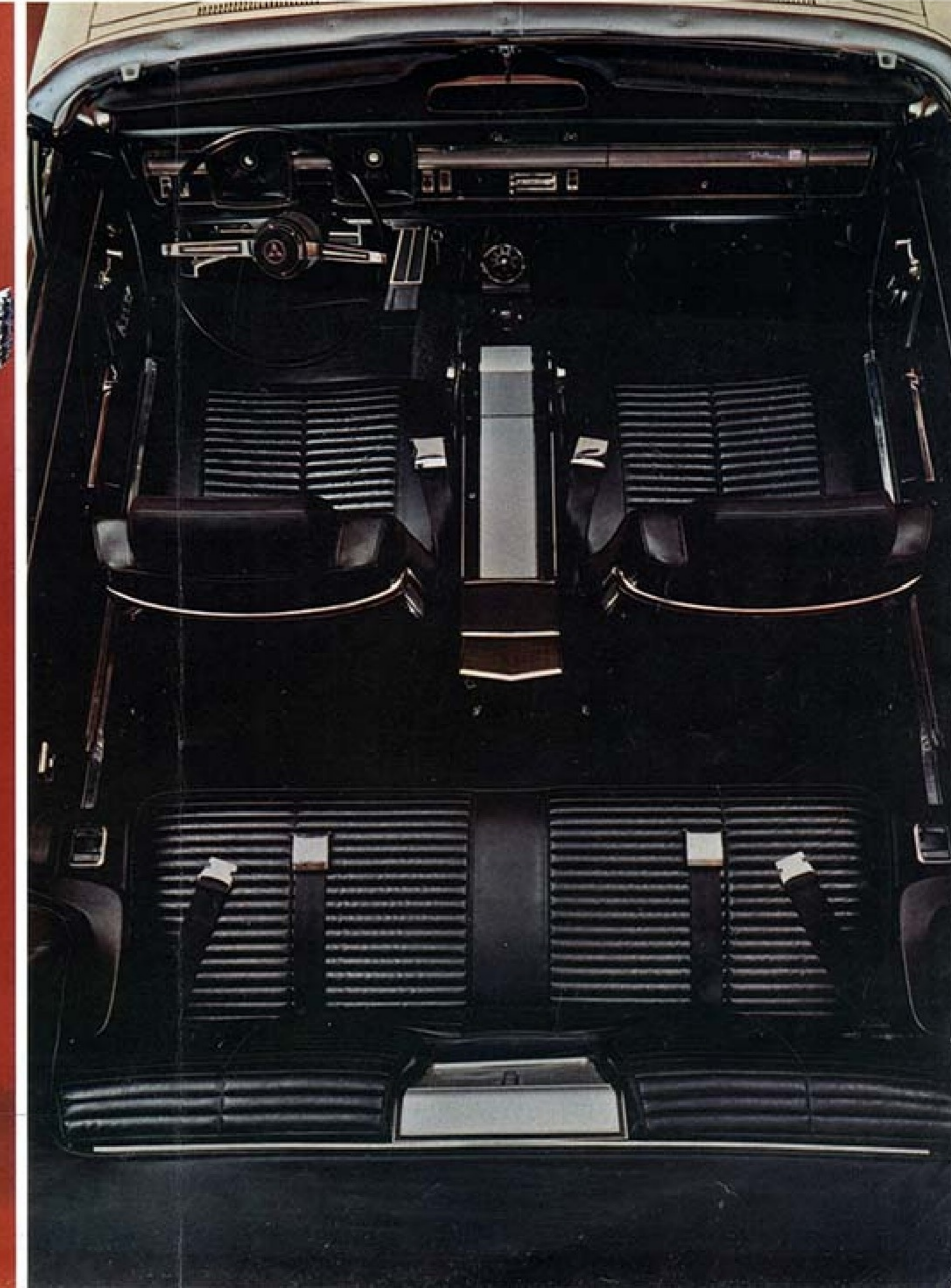
## Meanwhile back at the rear

... a bold, new angle on styling. Massive. Powerful. Very "Polara." Makes it really stand out from the look-alikes—the cars that cost the same, but don't come anywhere close to Polara for looks, luxury, and the pure fun of owning something really new for 1967.



## ...and in the interior

Give in, luxury lovers. Polara's got you surrounded with all-new beauty and fancy functional features. Plush, foam-padded seats. Deep-pile carpeting. New safety instrument panel. So advance—and be recognized as members of the Dodge Rebellion: Operation '67.



If you're  
choosing sides,  
how about this one?

See what we mean when we say this is the biggest, most comfortable car in Dodge history? And we've added a new, sloping roof line on two-door hardtops. Flow-Through ventilation on all hardtops. It's going to be hard to resist. Why fight it? Join it. The Dodge Rebellion wants you!

Are you the same person you were two years ago? Of course not. So why keep on buying the same old car? Go Polara in '67. In the spirit of the Dodge Rebellion. With fresh styling you can see. With luxury you can touch. With room, performance and dozens of bright, new ideas everywhere. Come on, crush that creature-of-habit within you. Polara's changed. Like you.



# POLARA 500

For 1967, Dodge offers you nine great Polara models. Two of them carry the special "500" model identification — a two-door hardtop and a convertible. Both "500" models offer you a choice of 2-place or 3-place front bucket seats. Both offer you a distinctive "500" Series interior and exterior trim.

The other seven Polaras: another 2-door hardtop, another convertible (these with full-width front bench seats), a four-door hardtop, two four-door sedans (one of them the special Polara 318 model), plus Polara 2-seat and 3-seat station wagons.



Console-mounted automatic



... fully synchronized 4-speed manual are Polara 500 extra-cost options.



Polara 500 all-vinyl interior with optional (no extra cost) center console which replaces center cushion with pull-down armrest.

## STANDARD EQUIPMENT

Acrylic enamel in choice of 20 standard colors\*  
 All-vinyl interior in choice of:  
 Blue, red, black or white/black  
 Deluxe wheel covers □ Glove box lock □ Cigarette lighter □ Foam-padded front bucket seats with center cushion and pull-down armrest □ Front seat, 6-way mechanical positioning □ Rear seat cushion with 1 3/4" foam padding □ Rear armrests with ashtrays □ Carpeting, front and rear □ Heater/defroster □ 2-spoke steering

wheel with half horn ring □ 383-cu.-in. (2-bbl.) V8 engine □ 3-speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Pocket panel lights (convertible) □ Power convertible top □ Black, white or blue convertible top □ Convertible rear window, flexible air-tempered glass □ Illuminated ignition switch □ Vinyl-coated trunk mat □ Flow-Through ventilation (2-door hardtop) □ Rear pillar light (2-door hardtop)

\*Special, buffed, silver-metallic paint is offered as an additional body color, at extra cost.



Dodge Polara 500 convertible.



Dodge Polara 500 2-door hardtop.

Standard safety equipment, included on all Polara 500 models, is shown on back cover of this catalog.

All-vinyl Polara interior. Standard in Polara convertible and station wagons. Optional, at extra cost, in Polara hardtops and sedan.



Cloth-and-vinyl Polara interior. Standard in 2- and 4-door hardtops and 4-door sedan.



Dodge Polara 4-door hardtop.



Dodge Polara convertible (front bench seat).



Dodge Polara 4-door sedan.  
(This model is also available as the Polara 318.)

# POLARA

## STANDARD EQUIPMENT

Acrylic enamel in choice of 20 standard colors\*  
Interior in choice of:  
Cloth-and-vinyl (standard, Polara 2- and 4-door hardtop and 4-door sedan): blue, turquoise, tan, red or black  
All-vinyl (standard Polara convertible): blue, red, black or black/white

Stainless steel hubcaps  Glove box lock   
Cigarette lighter  Front bench seat with 1 1/4" foam and cotton cushion padding  Front seat 6-way mechanical positioning  Rear seat cushion with 1 3/4" foam padding  Rear armrests with ashtrays  Carpeting, front and rear  Heater/defroster  2-spoke steering wheel with half horn ring  318 (2-bbl.) V8 engine (standard, Polara 318 4-door sedan; N.A. other Polara models)  383 (2-bbl.) V8 engine (N.A. Polara 318 4-door sedan)  3-speed manual transmis-

sion  Long life major chassis lubrication (good for 36,000 miles)  Pocket panel lights (convertible)  Power convertible top  Black, white or blue convertible top  Convertible rear window, flexible air-tempered glass  Illuminated ignition switch  Vinyl-covered trunk mat  Flow-Through ventilation (2- and 4-door hardtops)  Dome light (sedan, 4-door hardtop and wagons)  Rear pillar light (2-door hardtop)

\*Special, buffed, silver-metallic paint is offered as an additional body color, at extra cost.



Dodge Polara 2-door hardtop (front bench seat).

Polara station wagons are shown on separate pages, following the Dodge Monaco illustrations in this catalog.

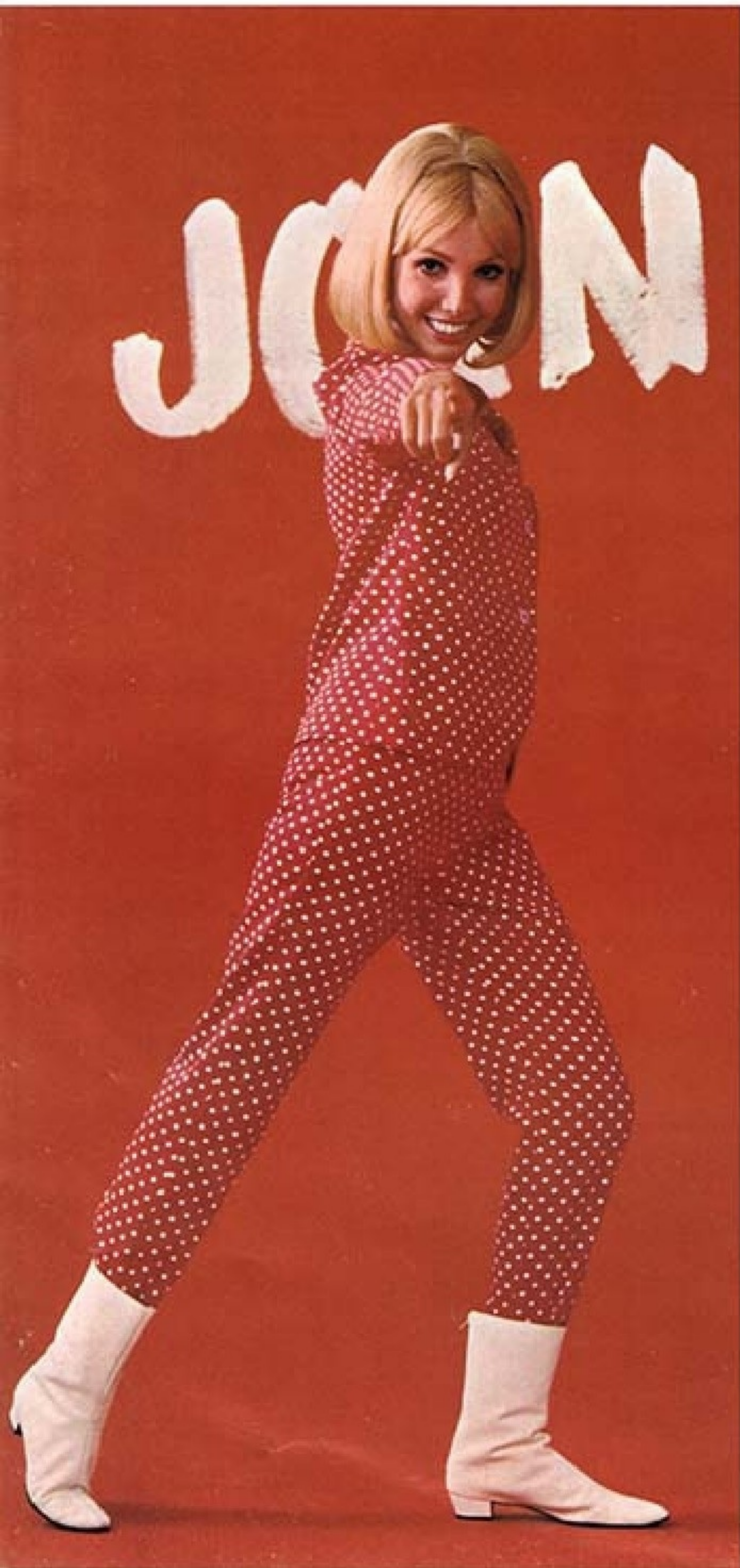
Standard safety equipment, included on all Polara models, is shown on back cover of this catalog.

On  
guard,  
Old  
Guard

Monaco stands out from the lazy, luxury look-alikes. Monaco has class all its own. Sleek. Suave. Debonair. Dashing. Your friends will know a leader when they see one. A trend setter. A swinger. A man who is one step ahead of the pack. A man who appreciates two tons of solid comfort. Sign up for Monaco today. Pleasant duty, we assure you. The Dodge Rebellion wants you.

Monaco  
speaks softly  
but carries  
a big kick!

Check out Monaco. Slam a door. Solid. Check the styling. Impressive. Inside: Luxurious surroundings everywhere. And under the hood: A 383-cubic-inch V8 engine that whispers while it works. That's Monaco — your finest reason for joining the Dodge Rebellion: Operation '67.



Break  
out

Fly out of that driving rut you're in. Take off in Monaco '67. A car with imagination, style and zest. Caution: Once you're in Monaco country, you'll probably sign up for a long tour of duty.

Go deep into  
Monaco Country

Now you can demand more than the usual kind of appointments in your big car — with Monaco '67. There's a deep-pile carpeting. Foam-padded seats. Smoothly working switches and thumb wheels on the instrument panel. Front ashtray that glides out effortlessly on ball bearings. All this — plus one of the longest lists of standard equipment in the business.





Down with  
drab cars  
(all hood-no heart)

Some cars will sell you Monaco's kind of performance at "extra cost." With Monaco — a big, bold 383-cubic-inch V8 engine comes standard. And runs on regular gasoline, too. Step up, if you like, to three bigger V8s for Monaco — including the new 440-Magnum V8, latest in the long Dodge line of famous high performers.



Monaco covers  
a lot of ground  
even when it's standing still

For all its spirit and snap, this is a big car. Two tons of beautiful automobile that uses its long (122" wheelbase) stride to step over the bumps and dips. So, go ahead — join the Dodge Rebellion in a '67 Monaco. It's the car that's introduced a youthful, new look and feel into the world of long luxury cars.



# MONACO 500 / MONACO

Acrylic enamel in choice of 20 standard\* colors  
 Monaco 500 interiors (full-volume foam front bucket seats, with center cushion and pull-down armrest) □ Cloth-and-vinyl: black only □ All-vinyl: blue, turquoise, red, gold, copper, black or black/white  
 Monaco hardtop interiors (front bench seat with pull-down armrest, standard) □ All-vinyl: blue†, turquoise, tan†, red or black†  
 Monaco 4-door sedan interiors □ Cloth-and-vinyl: blue, turquoise, tan, gold or black □ 383-cubic-inch (2-bbl.) V8 (Monaco models only) □ 3-speed manual transmission (Monaco models only)

□ Front seat with 2¼" foam cushion padding (Monaco models only) □ Rear seat with 1¾" foam cushion padding (Monaco models only) □ Carpeting, front and rear □ 2-spoke steering wheel with half horn ring (Monaco models only) □ Deluxe wheel covers □ Cigarette lighter □ Glove box lock □ Glove box light □ Illuminated ignition switch □ Ashtray light □ Map and courtesy light □ Front seat, 6-way mechanical positioning □ Heater/defroster □ Long life major chassis lubrication (good for 36,000 miles) □ Dome light (Monaco 4-door hardtop, sedan and wagons) □ Rear pillar lights

(Monaco 2-door hardtop, Monaco 500) □ Rear armrests with ashtrays □ Vinyl-coated trunk mat □ Flow-Through ventilation (Monaco hardtops, Monaco 500)  
 Following standard equipment on Monaco 500 only: 3-spoke steering wheel with horn bars □ Rear seat cushion with full-volume foam padding □ Door-mounted courtesy light □ Body side paint stripes (in choice of black, white, red or blue) □ Electric clock □ Spare tire cover □ TorqueFlite 3-speed automatic transmission □ 383-cubic-inch (4-bbl.) V8\*\*

\*Special, buffed, silver-metallic paint is offered as an additional body color, at extra cost.  
 †These interior colors available also with extra-cost, optional bucket seats in Monaco 4-door hardtop and station wagons.

\*\*383-cu.-in. (2-bbl.) V8, which uses regular gasoline, optional on Monaco 500 at no extra cost.



Distinctive wicker-grain front seat trim is a Monaco 500 exclusive.



Automatic transmission is standard on Monaco 500.



4-speed manual transmission and tachometer are optional, at extra cost.



Dodge Monaco 500 — the most luxurious Dodge ever built!

Standard safety equipment, included on all Monaco and Monaco 500 models, is shown on back cover of this catalog.



All-vinyl Monaco interior. Standard in Monaco 2-door and 4-door hardtops. Bucket seats (in front) are optional, at extra cost, in Monaco 4-door hardtops.



Cloth-and-vinyl interior. Standard in Monaco 4-door sedan.



Dodge Monaco 4-door sedan.



Dodge Monaco 2-door hardtop (front bench seat).



Dodge Monaco 4-door hardtop (front bench seat is standard; bucket seats, optional).

Monaco (and Polara) station wagons are shown on the following pages.

# Back the attack against stuffy-looking wagons

Polara and Monaco wagons prove you can get big wagon room, big wagon ride, and big wagon luxury — with more sportiness than most hardtops have. Both Polara and Monaco wagons offer front disc brakes at the head of a long list of standard items. And when it comes to custom options — there's a wide choice from front bucket seats\* to dual air conditioning\*\*.

\*Optional at extra cost, Monaco station wagons only.  
\*\*Optional at extra cost, on both Polara and Monaco station wagons.



All-vinyl interiors, standard in Monaco wagons. Front bucket seats are optional, at extra cost.



All-vinyl interiors, standard in Polara wagons.



Dodge Monaco station wagon  
(2-seat and 3-seat models).



Dodge Polara station wagon  
(2-seat and 3-seat models).

#### STANDARD EQUIPMENT

Acrylic enamel in choice of 20 standard colors\*  
Interior in choice of:

All-vinyl (Polara wagons): blue, red, tan or black  
(Monaco wagons): blue,† red, tan,† black† or turquoise

Disc brake wheel covers □ Cigarette lighter □ Ashtray light □ Illuminated ignition switch □ Map and courtesy light (standard, Monaco wagons; optional, Polara wagons) □ Glove box light (standard, Monaco wagon; optional,

Polara wagons) □ Front bench seat, 1¼" foam and cotton cushion padding (Polara wagons) □ Front bench seat with pull-down center armrest, 2¼" foam cushion padding (Monaco wagons) □ Front seat, 6-way mechanical positioning □ Rear armrests with ashtrays □ Carpeting, front and rear □ Black rubber mat in under-floor storage compartment (2-seat wagon) □ Color-keyed rubber floor mat in third-seat compartment (3-seat wagons) □ Heater/defroster □ 2-spoke steering wheel with half horn ring □ 383 (2-bbl.) V8 engine □ 3-

speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Power tailgate window lift (standard, Polara 3-seat wagon and all Monaco wagons; optional, Polara 2-seat wagon) □ 3rd-seat assist strap (3-seat wagons) □ Cargo area dome light (standard, Polara 3-seat wagon and all Monaco wagons; optional, Polara 2-seat wagon) □ Rear bumper guards and step pads (3-seat wagons)

\*Special, buffed, silver-metallic paint is offered as an additional body color, at extra cost.

†These colors available also with extra-cost station wagon bucket seats.

In addition to the standard safety equipment, shown on the back cover of this catalog, Monaco and Polara station wagons also include: Front disc brakes (replacing drum brakes) □ Right, outside, manual rearview mirror □ Third seat lap belts (2 additional pairs), for 3-seat wagon models.

Demand  
your own kind  
of command car



**POLARA/POLARA 500  
MONACO/MONACO 500**

**OPTIONS AND  
ACCESSORIES**

**PERFORMANCE**

383-cubic-inch V8\* (2-bbl.), (standard, Polara, Polara 500 and Monaco; optional at no extra cost on Monaco 500) □ 383-cubic-inch V8\* (4 bbl.), single exhaust (standard, Monaco 500; optional on other models) □ 383-cubic-inch V8\* (4-bbl.), dual exhaust □ 440-cubic-inch V8\* (4-bbl.), single exhaust (dual exhaust on station wagons) □ 440-Magnum V8 (4-bbl.), (N.A. wagons) □ TorqueFlite automatic transmission (standard, Monaco 500) □ 4-speed manual transmission — console-mounted (available only on Polara 500 and Monaco 500 models) □ Sure Grip differential □ Trailer-towing package □ Console-mounted tachometer (available on Polara 500 and Monaco 500 only) □ Heavy-duty shock absorbers □ Heavy-duty suspension package† with large-diameter sway bar; Heavy-duty rear springs.† Heavy-duty torsion bars.†

\*N.A. Polara 318 4-door sedan.  
†These items available in package only.

**COMFORT AND  
CONVENIENCE**

Air conditioning — integral with heater (wagons offer single or dual units) □ Center console between bucket seats (optional at no extra cost on Polara 500 and Monaco 500 models only, replacing center cushion and pull-down armrest; N.A. with 3-speed manual transmission) □ Auto Pilot speed control □ Power brakes □ Power steering □ Three-speed electric windshield wipers (2-speed electric wipers, standard) □ Electric clock (standard, Monaco 500) □ Electric door locks □ Right, outside, manual rearview mirror (standard on wagons) □ Tinted windshield or windshield and windows □ 6-way power seat, bench-type. Bucket-type, driver's side only (on models equipped with bucket seats) □ Bucket seats with center cushion and pull-down armrest (standard, Polara 500, Monaco 500, optional Monaco 4-door hardtop and Monaco wagons) □ Passenger side, reclining bucket seat (Monaco 500 only)

□ Front seat headrests (available with bucket seats only) □ Shoulder belts, front (left and right) □ Music Master, push-button radio, transistorized □ Astrophonic radio □ Rear seat speaker (all models, except wagons) □ Roof luggage rack (station wagons only) □ Electric tailgate window (Polara 2-seat wagon only; standard on other wagon models) □ Lockable storage compartment (wagons only) □ 2-spoke tilt and telescoping steering wheel with horn button on each spoke (Power steering required) □ Undercoating and hood insulation

**Light package:\*\***

Fender-mounted turn signals □ Glove box light □ Trunk light (cargo light standard on 3-seat wagons) □ Map and courtesy light □ Ashtray light

\*\*Light package items are standard in all Monaco models and available, in package only, on Polara models at extra cost.

**APPEARANCE**

White sidewall tires □ Bumper guards (rear bumper guards and step pads are standard on 3-seat wagon; optional on 2-seat wagon) □ Black or white Boar-grain vinyl roof covering (hardtop models only) □ Deep-dish wheel covers □ "Mag"-type wheel covers □ 15-inch wheel covers (all except wagons) □ Two-tone paint (N.A. convertibles) □ Buffed, silver-metallic body paint (optional on all models) □ 3-spoke steering wheel with horn bars (standard on Monaco 500, optional on other models) □ All-vinyl interior trim (optional, Polara sedan and 2- and 4-door hardtop; standard, Monaco, Monaco 500 and Polara 500 hardtops, Polara and Polara 500 convertibles and Monaco and Polara wagons)

**ENGINES**

318-cubic-inch V8 (2-bbl.), 230-hp. Standard on Polara 318 model only. (N.A. other Polara models.) Regular fuel. A 1967 version of Dodge's famous "318." Now 60 pounds lighter and featuring wedge combustion chambers and hydraulic tappets. □ 383-cubic-inch V8 (2-bbl.), 270-hp. Optional at no extra cost for Monaco 500. Standard on all other models. Regular fuel. □ 383-cubic-inch V8 (4-bbl.), 325-hp. Single exhaust. Standard on Monaco 500. Optional on all other models. Dual exhaust optional on all models. Premium fuel. □ 440-cubic-inch V8 (4-bbl.), 350-hp. Single exhaust. (Optional on all models;

dual exhaust on station wagons.) Premium fuel. □ 440-cubic-inch Magnum V8 (4-bbl.), 375-hp. Dual exhaust. (Optional, all models except wagons.) Premium fuel.

**TRANSMISSIONS**

3-speed manual transmission. Standard on all models, except Monaco 500. Shift lever is mounted on the steering column. □ 4-speed manual transmission. Optional on Polara 500 and Monaco 500. (N.A. on other models.) Shift lever is console-mounted. □ 3-speed TorqueFlite automatic, with internally actuated parking sprag. Aluminum housing. Water-cooled. Standard on Monaco 500; optional, all other models. Column- or console-mounted selector lever.

**REAR AXLE RATIOS**

A number of rear axles are offered with each engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Polara or Monaco delivered with a more suitable ratio. □ You will also want to consider the many advantages offered by the Dodge Sure Grip differential. (Optional, extra cost, on all models.) In sand, snow or mud, power is transferred to the rear wheel having the better traction.

**DIMENSIONS**

Wheelbase, 122.0". Overall length, 219.6". 3-seat wagons, 221.3". Width, 80.0" (except wagons). Tread: front, 62.0"; rear, 60.7"

**SUSPENSION**

All models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear. Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. A heavy-duty suspension package, with sway bar, is available for all models.

**TIRES**

Standard on all models except station wagons: 8.25 x 14 black sidewall tires — deep-dish wheels. Station wagons, 8.15 x 15 black sidewall tires, Safety-Rim wheels.

**BRAKES**

Hydraulic, servo-contact, self-energizing, self-adjusting. Dual braking system. Bonded lining. Parking brake is foot-pedal-operated, with hand-released lever, mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models. Disc brakes are standard on station wagons — optional on all other models.

**1967 POLARA/MONACO  
TRAILER-TOWING  
PACKAGE**

A trailer-towing package for Polara and Monaco models\* is required for towing trailers with a loaded gross weight of 2,500 lbs. and not exceeding 5,500 lbs. A frame-type, load-equalizing hitch is required for trailers having a loaded, tongue weight of 250 lbs. (Hitch not supplied by Dodge.) □ Basic equipment includes: maximum cooling system with high-capacity radiator. Larger transmission oil cooler. Larger 7-blade fan. Fan shroud and hood seals. Heavy-duty performance axle, 3.23 ratio. Heavy-duty suspension, front and rear, with antisway bar. Special, 11" diameter, heavy-duty brakes (not self-adjusting). Heavy-duty, turn signal flasher. Heavy-duty stop light switch. Wide rim, 6-JK wheels.

\*Trailer-towing package is not available on Polara 318 model, or models powered by Magnum V8.

The following, extra-cost equipment is also required: TorqueFlite automatic transmission (std., Monaco 500). 8.55 x 14 tires (8.45 x 15 tires on Polara and Monaco wagons). □ Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty, 70-amp-hr battery, with rubber separators and battery heat shield. Power steering. Power brakes. Air conditioning. 383-cubic-inch (4-bbl.) V8 (std., Monaco 500) or 440-cubic-inch (4-bbl.) V8.



customer  
care

# ON GUARD!

## HERE'S HOW DODGE'S 5-YEAR, 50,000-MILE ENGINE AND DRIVE TRAIN WARRANTY PROTECTS YOU:

Chrysler Corporation warrants all of the following vital parts of its 1967 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 any Dodge (or Imperial, Chrysler or Plymouth) 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, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change, and the carburetor air filter cleaned every 6 months and replaced every 2 years; and every 6 months furnishes evidence of this required service to such a Dealer and requests him to certify (i) receipt of such evidence and (ii) the car's mileage. Simple enough for such important protection.

## EVERY 1967 DODGE MONACO AND POLARA MODEL INCLUDES THESE ITEMS AS STANDARD SAFETY EQUIPMENT:

□ Dual braking system □ Impact-absorbing steering column and wheel □ Turn signals □ Backup lights □ Padded instrument panel □ Padded sun visors □ Master cylinder/parking brake warning light □ Windshield wipers, 2-speed, electric; parallel action, airfoil-type blades with antiglare finish □ Windshield washers, electric □ Hazard warning system □ Safety-Action inside door release levers □ Safety-Rim wheels □ Left, outside, remote-control rearview mirror □ Prismatic, day/night, inside rearview mirror with double ball joint safety mount □ Retractable, front lap belts □ Rear lap belt

# THE DODGE REBELLION WANTS YOU!!



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.

## Dodge

DODGE DIVISION



CHRYSLER  
MOTORS CORPORATION