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DODGE DESOTO  
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1960

DODGE

BIG, SOLID, BUILT TO COMMAND

POLARA IN THE CUSTOM ROYAL SERIES



*Greatest Dodge ever... big, solid, built to command*

It starts with a proud sweep of line and contour that marks this new '60 Dodge the style leader of the year. Beneath this beauty are the greatest engineering advances you have ever experienced. New Unibody construction combines body and frame in a one-piece "fortress of steel"—more spacious, more solid, more silent. New Free-Flight Power suspends the engine in space to isolate vibration. Torsion-Aire Ride levels the road like no other suspension—ends dip and sway. Push-Button TorqueFlite offers the smoothest, easiest automatic driving ever developed. Big Total-Contact Brakes give surer, safer control. It's all new, all great, and all Dodge... the finest car Dodge has ever built.

DODGE



Interior view of Polara shows beauty of fabric and color, new "driver-centered" seat design, smartly tailored three-dimensional door panel. Front view of Polara emphasizes sculptured massiveness of bumper and grille.



## *Polara Series*

Finest expression of Dodge beauty, luxury, and dependability

Inside and out, the Dodge Polara is the newest, most exciting, most rewarding car in the medium-priced field.

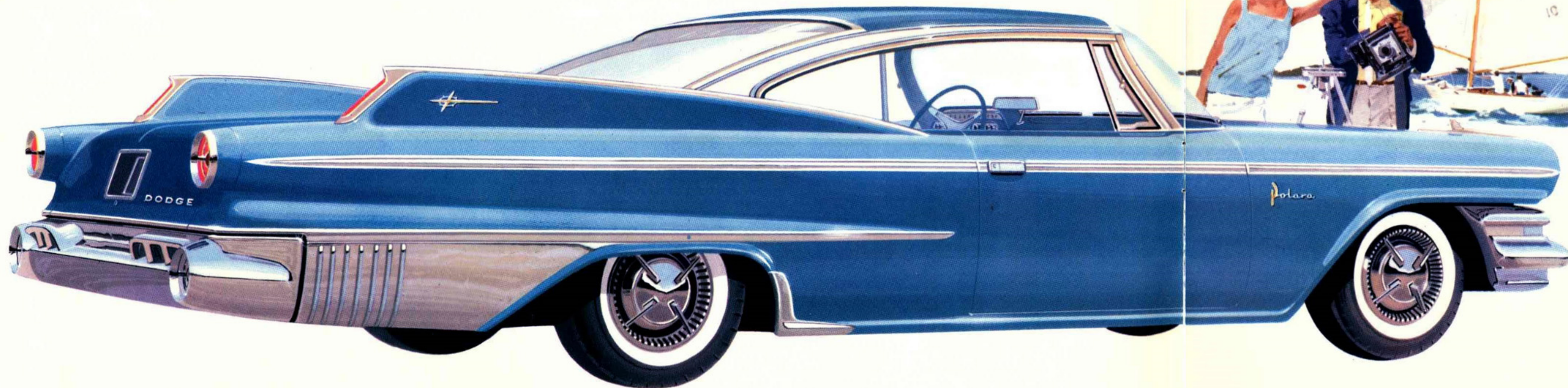
New Unibody construction provides more headroom, more legroom, more comfort than any car near its price. No car built the old-fashioned way, with the body perched on top of the frame, can match the roominess of your '60 Dodge.

Interiors are beautifully appointed, with deep-pile carpeting and a new "tailored" look that sets the Dodge Polara apart. The instrument panel is strikingly modern and planned to group instruments and controls for maximum driving convenience.

As standard equipment, you control a great 361 cubic inch V-8 engine, teamed with ultra-smooth Push-Button TorqueFlite automatic transmission.

Style highlights of the new '60 Dodge Polara hardtop, shown here, are the sculptured fins, high-sweeping rear window, and clean roof line that "flows" into the rear deck.

It is the smartest and the most comfortable hardtop your money can buy.



POLARA 2-DOOR HARDTOP—MOST BEAUTIFUL CAR ON THE ROAD



## Polara Series

The low, modern silhouette of your new Dodge has been designed, for the first time in the industry, to provide complete comfort for drivers and passengers. You sit more naturally, get in and out more easily, enjoy more legroom, footroom and headroom.

This could be achieved only by revolutionary Unibody construction, the greatest engineering advance of 1960. By combining body and frame in one single unit, Dodge has turned waste space into usable space. There's extra room from floor to roof. You sit in "living room" comfort. Doors are bigger, higher, open wider.

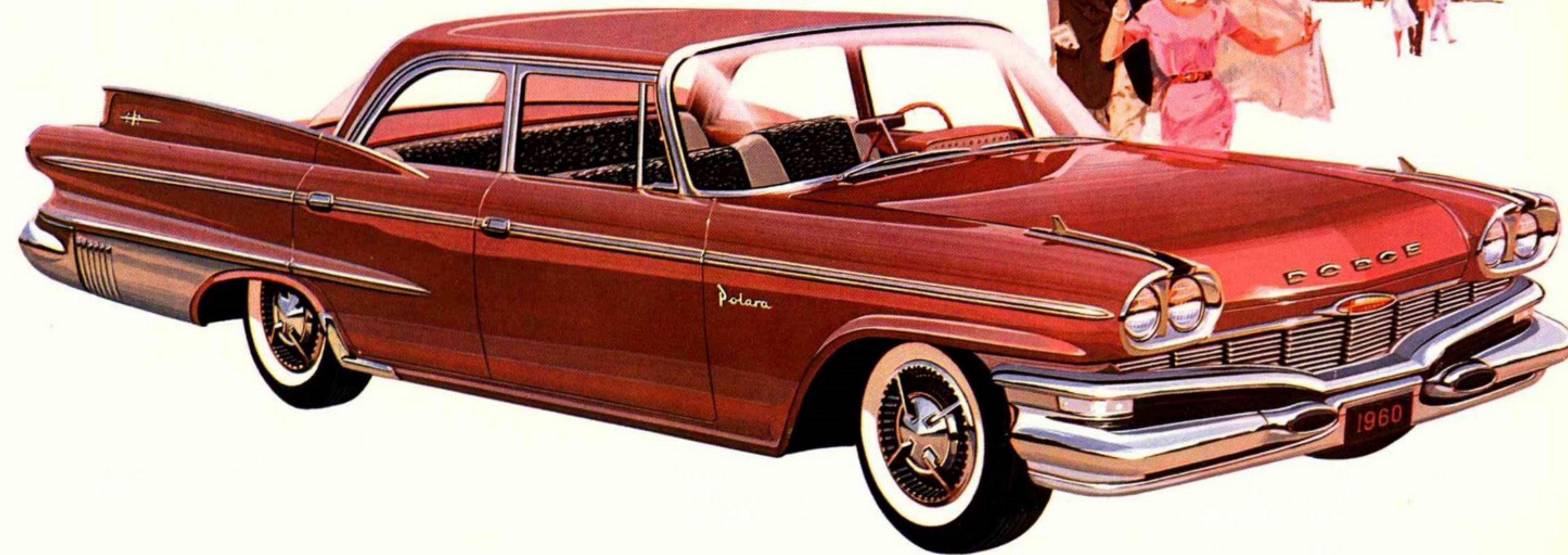
But comfort is just part of the story. Here is the greatest car to drive you have ever known. Road-hugging Torsion-Aire Ride. Push-Button TorqueFlite for finger-tip control. More positive Total-Contact Brakes. Greater visibility. And the finest Power Steering\* system in the industry.

Whether you choose the Polara 4-door sedan (below), or the Polara 4-door hardtop (lower right), you will command a car whose striking beauty is combined with the greatest driving and handling characteristics on the road today.

\*Optional at extra cost



New solid look—new solid feel! Dodge for 1960 achieves victory over vibration with new Unibody construction, new Free-Flight Power that "suspends the engine in space". Dodge is built to stay solid, stay silent, stay new!



POLARA 4-DOOR SEDAN—FAMILY FAVORITE WITH A LUXURY FLAIR



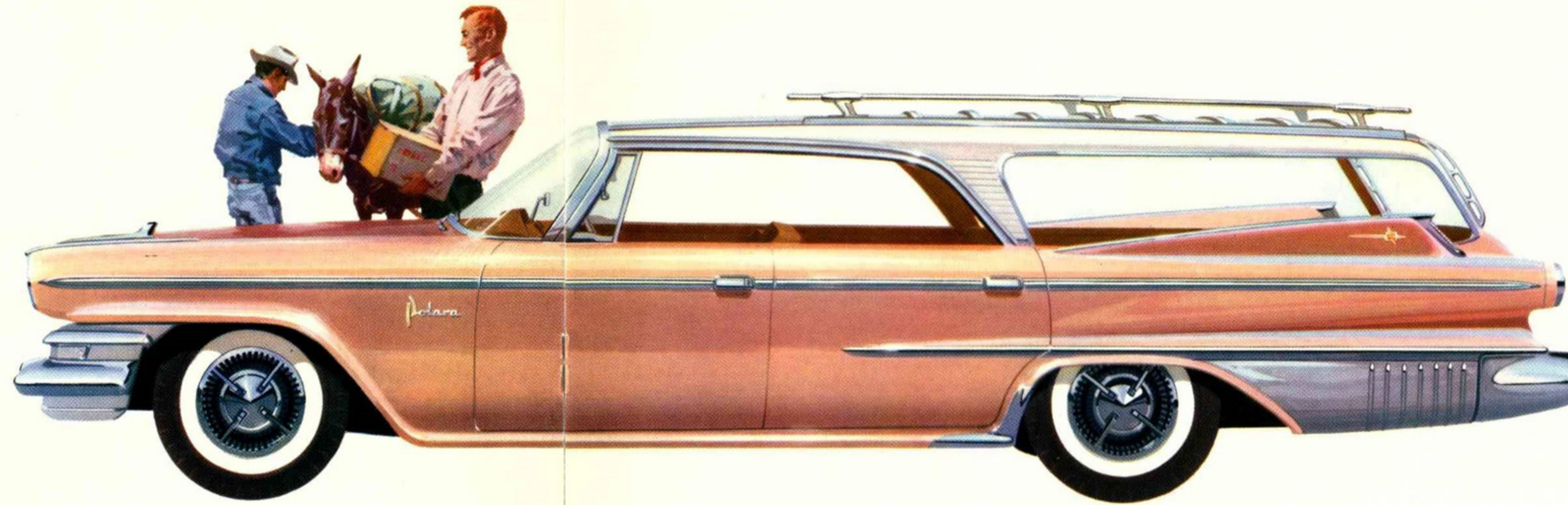
POLARA 4-DOOR HARDTOP—SEDAN COMFORT IN SPORT STYLE

## Polara Series

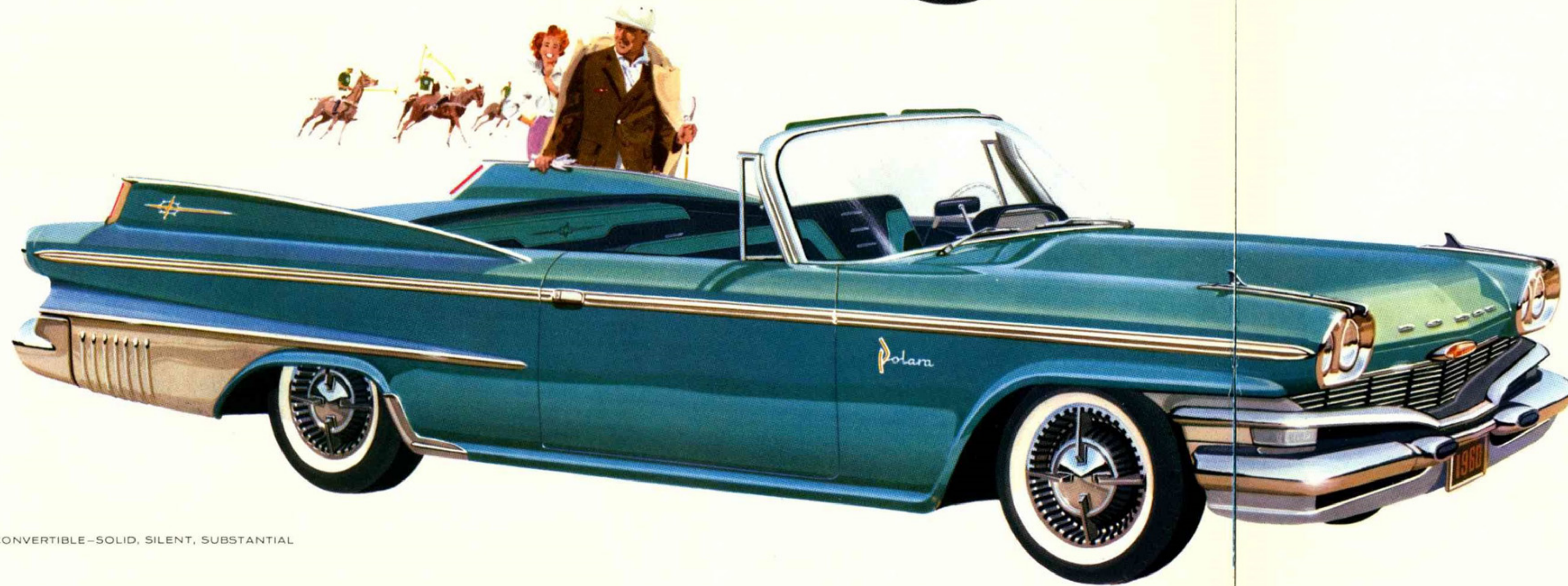
Here are two spirited beauties of the Polara Series: The sensational 4-door hardtop station wagon and the most dashing convertible on the road.

For station wagon lovers, the Dodge Polara shown at right is the ultimate in style and convenience. Such Dodge-pioneered features as one-piece tailgate, power-operated rear window, seats that fold to form platform, and rear-facing "Observation Lounge" (9 passenger models) make this the "King of all station wagons."

The Polara convertible, below, brings out the boldness and daring of Dodge design. Its unique one-piece Unibody construction makes it the most solid, substantial convertible ever built.



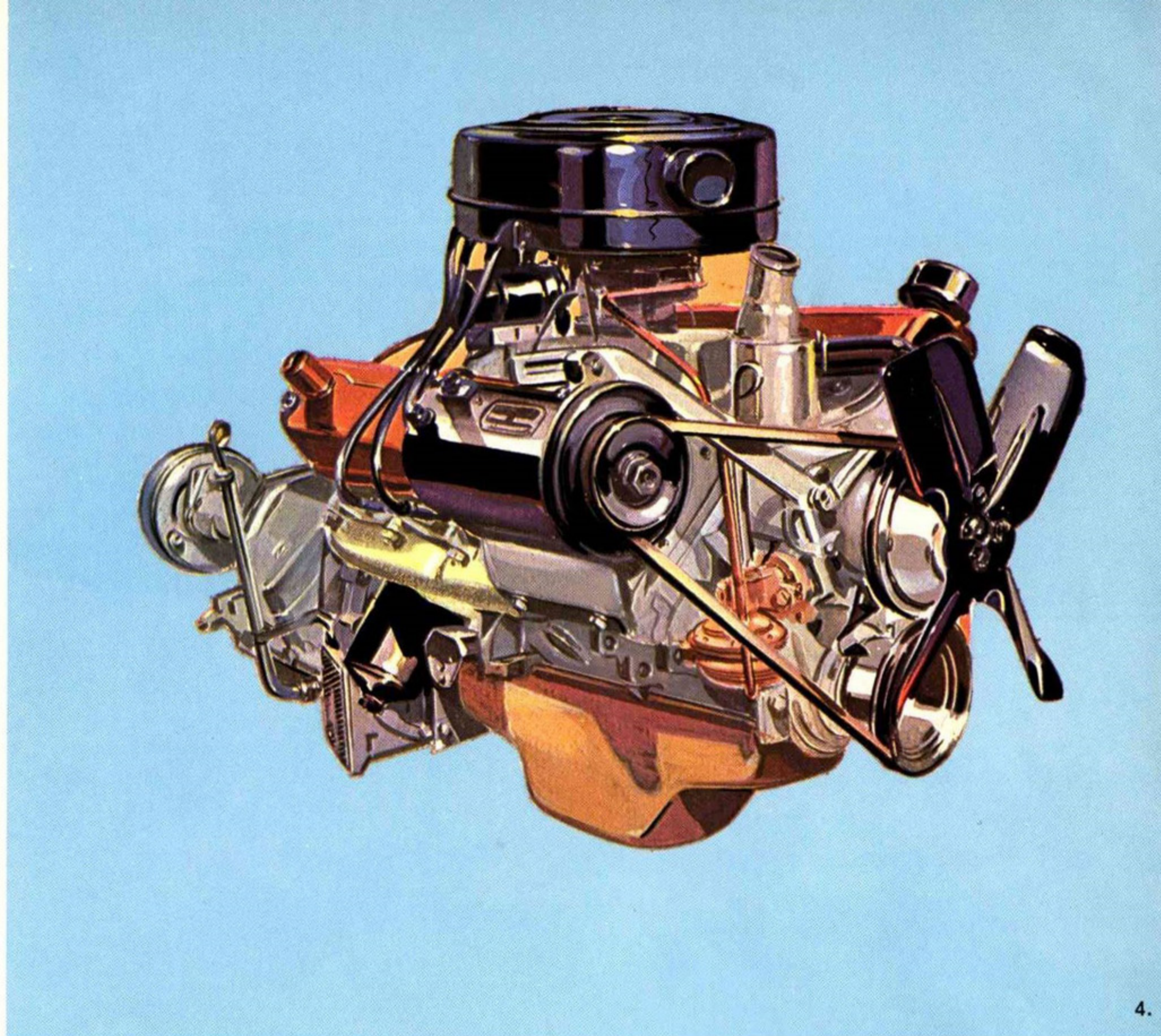
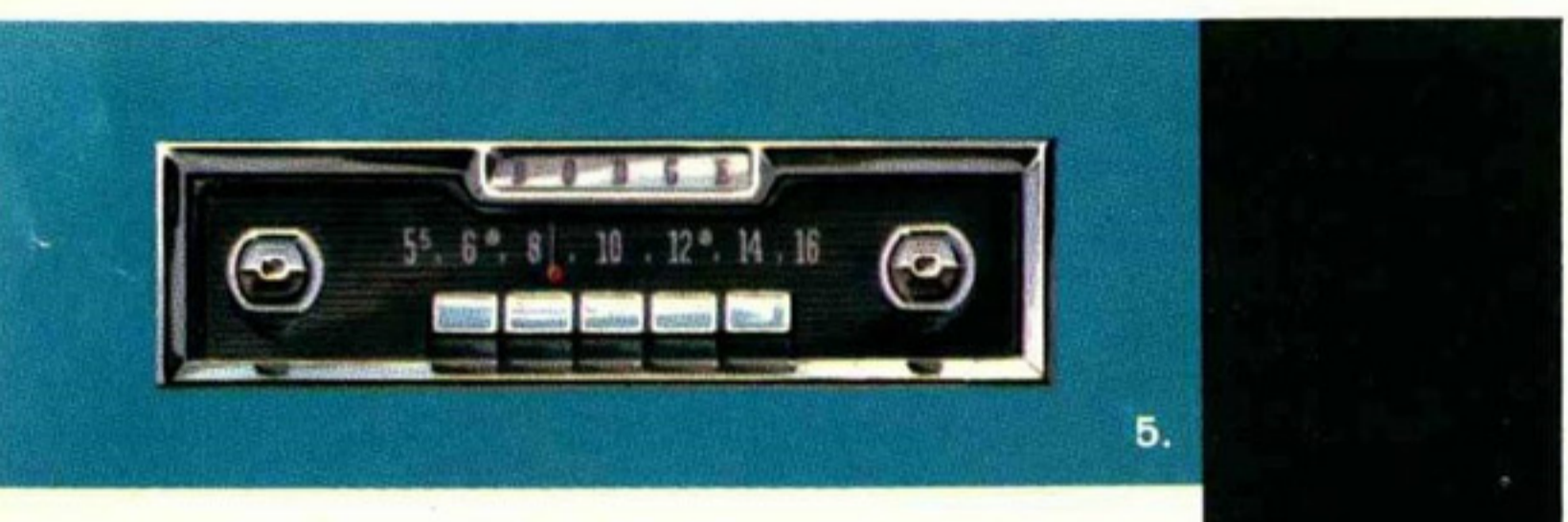
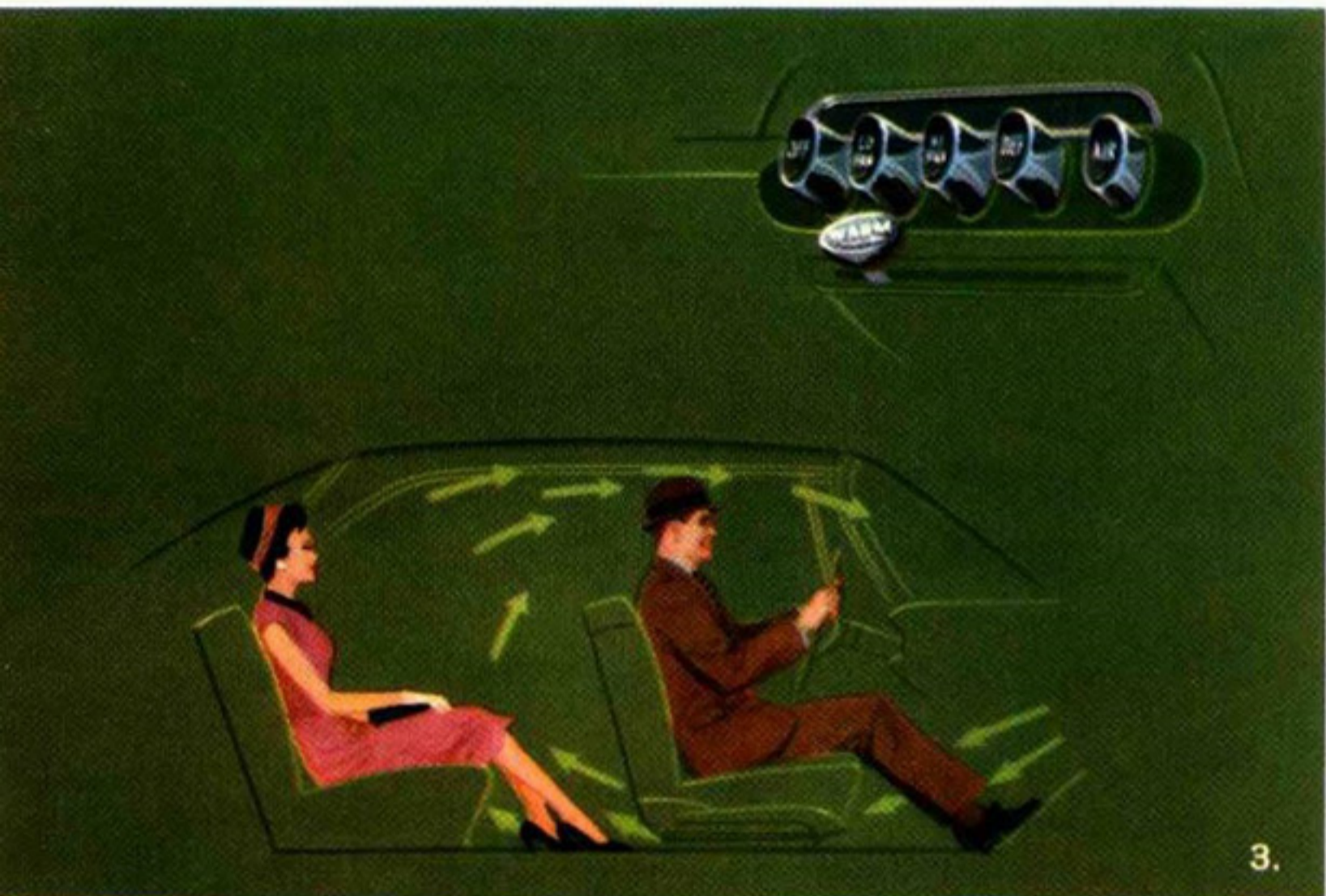
POLARA 4-DOOR HARDTOP STATION WAGON—SIX OR NINE PASSENGERS



POLARA CONVERTIBLE—SOLID, SILENT, SUBSTANTIAL



Dodge owners are traditionally respectful of the power placed at their command. Standard engine for all Polara models is the V-8, the most economical high-performance engine in the field.



## Revolutionary "Unibody"—It Surrounds You in a One-Piece "Fortress of Steel"



You ride cradled in new comfort, new silence, new security in the amazing Dodge Unibody. Unitized one-piece construction is far stronger, more durable than conventional body-bolted-to-frame design. Strength and solidity are welded in permanently, virtually eliminating squeaks and rattles. There's a big, rewarding difference in room and riding comfort, too. Elimination of space-wasting side rails and crossmembers means full stretch-out relaxation inside. There's more room for your feet, your shoulders. Seats are deeper, softer, higher off the floor to give full support. The solid '60 Dodge doors are over-sized, swing wide to let you enter or leave easily, conveniently. Dodge Unibody protects your investment, your pride of ownership—protects it with revolutionary anti-rust and anti-corrosion treatments. Each Unibody is deep-dipped seven times in newly developed protective compounds. These seal every crack and crevice, inside and out, with a tough long-lasting coating. Then four sprayed applications, two of primer, two of tough Hi-Baked Enamel, are added. The result: A finish that's so tough, it keeps its showroom sheen for years without polishing.

### You Can Have Your 1960 Dodge "Tailored to Your Taste" with These Features

- 1. **Push-Button TorqueFlite**—smoothest, liveliest, easiest automatic transmission in the field. Combines torque converter for smoothness, 3-speed automatic gearshift for pickup and economy.
- 2. **Vacuum Door Locks** let you lock all doors with a flick of the switch under the instrument panel. Even with a carful of young ones, you have no concern. Doors cannot be opened accidentally by children in rear seat. (4-door models only.)
- 3. **Finger-Tip Weather Control** is a feature of Dodge heaters. You get push-button control of ventilation, heating and defrosting.

- 4. **Standard V-8 Engine** on the Polara is designed for greater passing power and for safer highway driving. A top performer in its class.

- 5. **New Music Master Radio** for 1960 has two transistors, push-button tuning, yet far superior to off-brand sets. With front and rear speakers. (Rear speaker not available on convertibles and station wagons.)

- 6. **Total-Contact Power Brakes** feature new 1960 design: quieter, more pedal "reserve" for added safety. Dodge power brakes give surer, more positive control.

- 7. **New Automatic Swivel Seats.** Just open the door, the seat swings out to meet you—automatically. Close the door—it returns to the driving position. Makes getting in or out as easy as sitting down in your favorite chair. Handsomely appointed in durable nylon fabric with easy-to-care-for vinyl trim, center arm rest flips easily out of the way for three-abreast riding in complete comfort. Available with or without six-way power adjustment.

- 8. **Constant-Control Power Steering** was pioneered by Chrysler Corporation engineering. Gives full-time control, does not cut in and out like competitive part-time systems. You keep the feel of the road at all times.

## Specifications

**CHASSIS**—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic, Total-Contact 11" Brakes with Cyclebond lining. External contracting parking brake with Standard Transmission. Internal expanding parking brake with PowerFlite, or TorqueFlite Transmissions. Parking brake operates independently of service brakes.

**TIRES**—Tubeless tires, size 8.00 x 14. Tire size 8.50 x 14 optional at extra cost.

**TRANSMISSIONS AND DRIVE TRAIN**—TorqueFlite fully automatic, 3-speed transmission with torque converter standard on the Polara.

**STANDARD REAR AXLE RATIOS**—2.93 to 1 with optional TorqueFlite and available at extra cost is the Sure-Grip rear axle (with limited slip differential).

**ELECTRICAL SYSTEM**—6-cell, 12-volt battery. High-capacity 35-ampere generator. Follow-thru Bendix Drive starter. Battery capacity: 60 ampere-hours. Variable-speed windshield wipers are standard equipment.

**SUSPENSION**—Dodge Torsion-Aire Ride: torsion springing front suspension; semi-elliptical rear springs mounted outboard. Rear axle clamped forward on rear springs to absorb torque. Direct-acting Oriflow shock absorbers. Symmetrical idler arm steering system. New ball joints. Anti-brake dip. Full rubber insulation.

**FUEL SYSTEM**—Dry-type air cleaner and silencer. Choke: remote in manifold crossover. Mechanical fuel pump. Fuel filter: plastic in fuel tank, plus 15-micron filter in fuel line. Tank capacity: 16.6 Imp. gallons (Station Wagons, 18.3 Imp. gallons).

**GENERAL DIMENSIONS**—Wheelbase 122". Over-all length (max. with bumper guards) 214.5". Over-all length Station Wagons (max. with bumper guards) 216.5". Over-all width (max.) 78".

**ENGINE**—Standard on Polara. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.13". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 4 Imp. quarts (5 Imp. quarts when changing oil filter). Coolant capacity with heater 14.3 Imp. quarts. Special heavy-duty dry-type air cleaner. One 2-barrel carburetor.

SPECIFIC BODY DIMENSIONS	4-Door Sedan	2-Door Hardtop	4-Door Hardtop	Convertible Coupe	Station Wagon
Headroom—front	34.6"	33.7"	34.4"		35.7"
Headroom—rear	34.5"	32.2"	33.2"		34.6"
Legroom—front	46.3"	46.3"	46.3"	46.3"	46.3"
Legroom—rear	44.1"	39.6"	44.1"	35.2"	42.5"
Hiproom—front	63.0"	63.0"	63.0"	63.1"	63.0"
Hiproom—rear	62.4"	60.5"	62.4"	60.5"	62.2"
Seat Height—front	12.0"	12.0"	12.0"	11.3"	12.0"
Seat Height—rear	13.3"	12.0"	13.3"	12.0"	14.9"
Vertical distance—steering wheel to cushion	6.3"	6.3"	6.3"	5.6"	6.3"
Horizontal distance—steering wheel to seat back	16.3"	16.3"	16.3"	16.3"	16.3"

# 1960 DODGE

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

**DODGE-DE SOTO DIVISION, Chrysler Corporation of Canada, Limited, Windsor, Ontario**