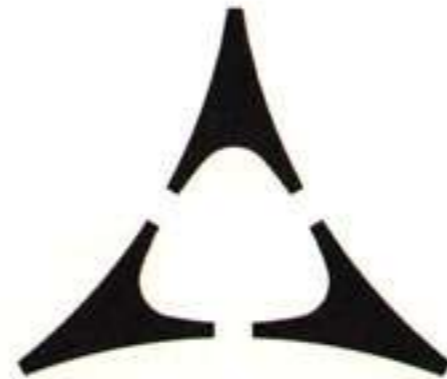


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THE POLARA 500 BY DODGE



THE POLARA 500 BY DODGE

The Polara 500 is probably unlike any automobile you have ever experienced. It is 1962's special edition Dodge automobile. It is produced in limited quantities. And that's as it should be. For this automobile is not for everybody. Its comfort is unusual. Its luxury is so basically excellent as to be an understatement. And,

quite frankly, with the specially built 361 cubic inch engine the Polara 500 is just too much car for some people to have in their hands. Our impression of it is summed up in a word. Fantastic. Those persons who can afford to make the most intelligent investment of dollars and time can easily come to the same conclusion.



Never before has a car commanded such admiration and respect. From the long taper of the hood to the rake of the fast back, there's function in every line. In contrast with the bulky, overweight cars on America's roads, this one is all muscle. Lean. Vibrant. Without an excess pound to slow it down.

A UNIQUE ACHIEVEMENT

There's not a bulge to add bulk, not a single piece of nonsense chrome. Every line, every component, every meticulous stitch serves to accomplish the same purpose: complete satisfaction in owning a precisely built, thoroughly right machine. A machine that is at home in any situation, any surrounding. In every way, it represents a wise investment.

You never have to worry about the brakes; they maintain adjustment automatically.

You need have no concern over usual one or two thousand mile lubrications. Most friction points requiring grease are permanently lubricated during manufacture. Only four ball joints need re-greasing every 32,000 miles.

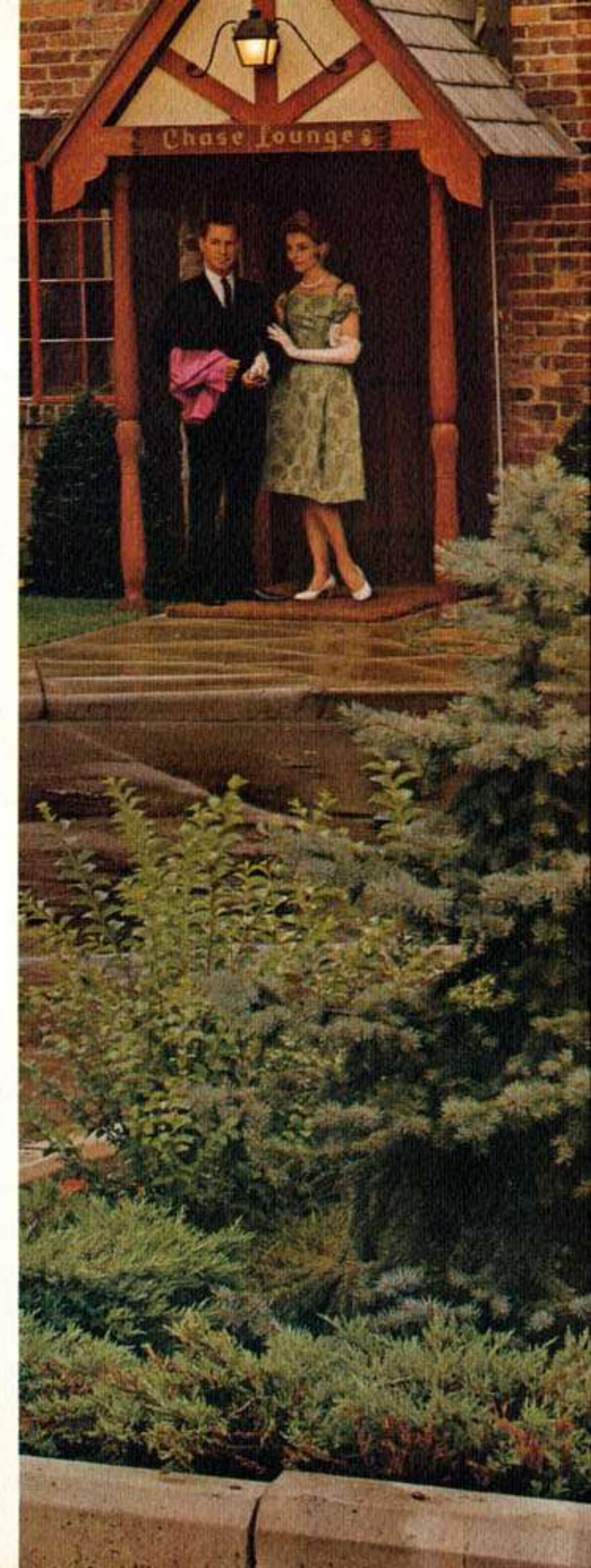
And when you examine the Dodge Polara 500, even in the finest detail, you'll realize how patiently it is put together. There is time for patience. Time to ensure precision fit. Of doors, hood and deck lid. Of windows. Of rugging that lies smooth to the sills. Yes, time to make certain that here is an instrument of enduring worth.

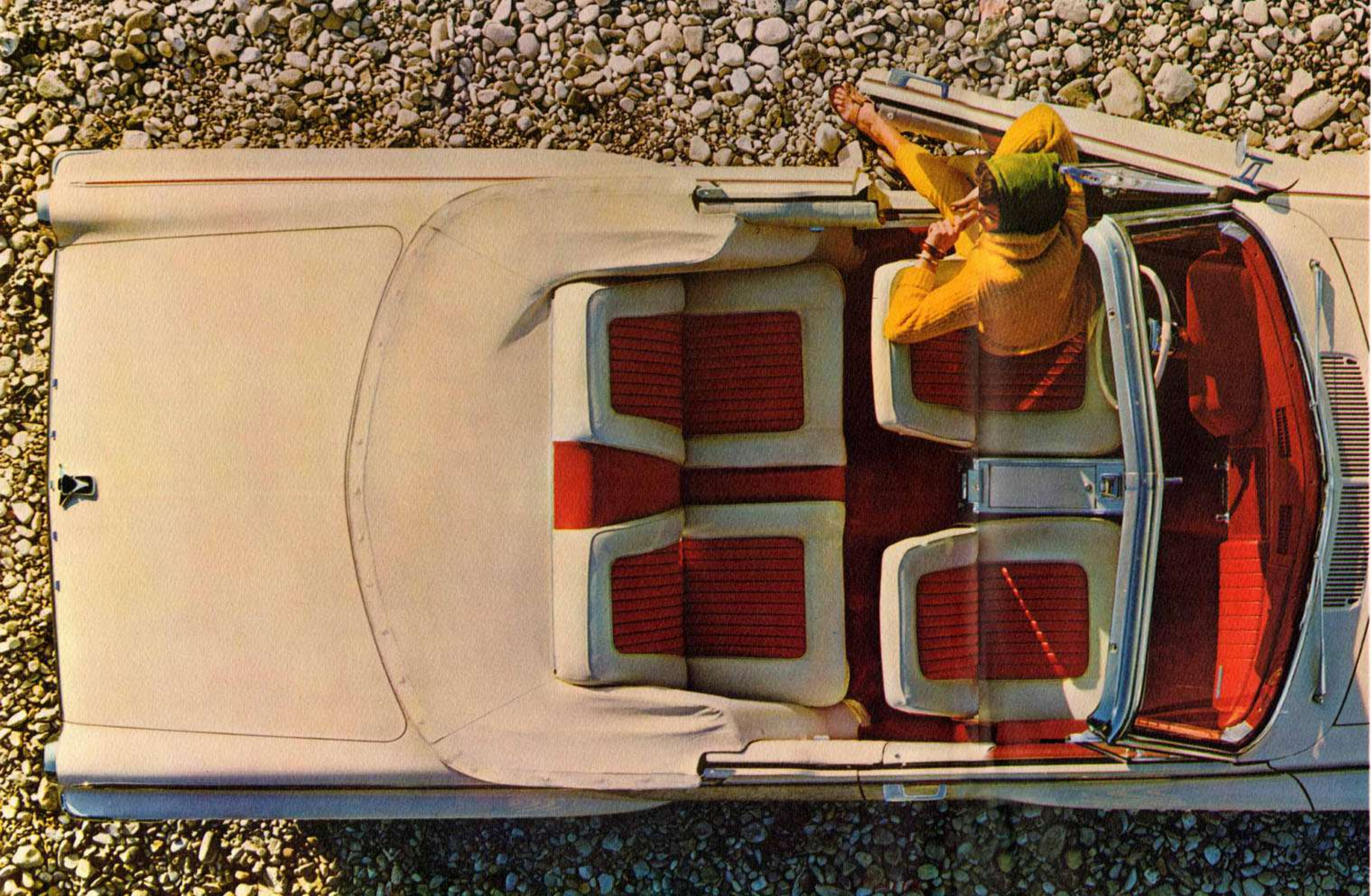


INDISPUTABLE IS THE 500'S AUTHORITY

This Dodge automobile is one of the fastest stock cars built in America today. Main reason: Dead weight has been engineered to the vanishing point. Excess weight in a car, you know, has the same effect as excess weight on a person. By keeping dead weight at a minimum, a weight/horsepower ratio has been so ideally achieved that the resulting response can be a little startling to the uninitiated. (As we mentioned, the 500 is not for everybody.) But those familiar with an all-out performance machine will know exactly what to expect.

The spectacular capability is frosting on the cake, whipped by a brilliant 361 V8 engine. When related to weight its 305 horsepower is the most impressive power ever unleashed from a stock engine. Important to it, naturally, is the 500's remarkable build. For example: Its suspension. Solid chrome-steel torsion bars in front, asymmetrical leaf springs in the rear. A virtually indestructible body. Unitized. Rustproofed by no less than seven separate dip and spray treatments. Such quality engineering means the Polara 500 not only has the faculty to outperform most anything on wheels but it also provides masterful control and safety at the speeds of which it is capable. Corners can be taken furiously fast and flat. You can brake to a quick stop and get none of the nose dive associated with old-fashioned coil springs.





Yet for all the 500's vitality and masculine authority, handling is about the easiest ever experienced in a car of this stature.

AN ACCOMPLISHMENT IN RARE

SIMPLICITY AND HONEST LUXURY

The interior points up quite beautifully that in no respect does the Polara 500 depart from a functional design concept. In every honest touch, it's a man's car; in every comfort and convenience, a woman's. The seats are chair-high to allow more natural body posture. The rug is formed, luxuriously piled, and fitted full to the sills. On seats, door facings, instrument panel and on the between-seat storage console—you'll enjoy saddle-grained vinyl that has the look and feel of leather but none of its faults.

You'll notice, of course, the unique disadvantage of not being able to carry six persons. The kind of person for whom we built the 500 will find this limitation a distinct utilitarian quality, both for the individuality attained and the extraordinary comfort offered by the bucket seats. Here is the security and support you've always believed an automobile seat should have. Here is simplicity that praises the good, the exciting, the original. Here is good taste that speaks not of how much you spend, but more so of how wisely you purchase. There's an honesty about this automobile that probably fits right into your way of life.

Some of the more-expensive cars, while they do have an air of prestige about them, have also a considerable dullness. However, a prestige car doesn't have to be dull. The Polara 500 is unmistakable proof of that.

BRILLIANCE AND BRAWN FOR HANDLING

ANY CHALLENGE YOU'D CARE TO ACCEPT

While it is well tailored, it is not overdressed. While there is plenty of punch, there's no paunch. Dependable? Bear in mind, there's never been a Dodge-built automobile that wasn't.

Here are a few observations recorded at an independent proving grounds: The 500 turns in a 40.3-ft. radius. It accelerates from 0 to 30 mph in 3.8 seconds, from 0 to 60 mph in 8.1 seconds. It covers a quarter mile from a standing start in 15.4 seconds.

Some characteristics you'll notice at first driving: There's not a car that rides better. It doesn't heel-over on corners. It is exceptionally quiet. An alternator charges at all speeds. When you floor the gas pedal, you have to hold on to your hat.

If you do have the good fortune of driving a limited edition Dodge Polara 500, notice also the distinctive features which come as standard equipment. In addition to these, of course, you are offered a variety of interesting exterior color choices: medium blue, glade green, nutmeg brown, shell beige and onyx.



STANDARD The Dodge Polara 361 V8 engine is specially built for the 500 combining a high performance cam shaft with a lusty four-barrel carburetor, a dual breaker distributor and dual exhaust system. There are no optional engines and that means one thing. If you desire to own this limited edition automobile, you desire the ultimate in capability. Specifications: Horsepower 305 at 4800 rpm. Torque 395 pounds at 3000 rpm. Displacement 361 cubic inches. Bore 4.12 inches. Stroke 3.38 inches. Compression ratio 9 to 1. Premium fuel required. Other standard features of the Polara 500: Bucket seats. Padded instrument panel. Between-seat console. Saddle-grained all-vinyl interior. Sill-to-sill rugging. Super Spinner wheel covers.

OPTIONAL Astrophonic radio. High air velocity heating-ventilating system. Air conditioning. Automatic 3-speed TorqueFlite transmission. Power steering. Power brakes. Power windows. And others to suit you exactly.

FACTS AND MEASUREMENTS MODELS A two-door hardtop. A two-door convertible. EXTERIOR DIMENSIONS Wheelbase 116.0". Overall length 202.0". Overall width 76.5". Front tread 59.4". Rear tread 57.5". SUSPENSION Torsion bars and ball joints front. Asymmetrical leaf springs rear. Rubber isolated. Tire size 7.00 x 14". BRAKES Self adjusting, hydraulic, servo-contact, self-energizing. Bonded linings. Parking brake is foot-pedal operated activating shoes on rear wheels. Total lining area 195.2". ELECTRICAL SYSTEM 12-volt, 6-cell, 59-amp-hour, battery. 35-amp alternator charges at all speeds. MANUAL TRANSMISSION Standard three-speed. Ratios: 2.55 to 1, 1.49 to 1, 1.00 to 1 and 3.34 to 1 reverse. Axles: standard recommended ratio 3.23 to 1; optional performance ratio 3.55 to 1. AUTOMATIC TORQUEFLITE TRANSMISSION Three-speed, push-button control, aluminum housing, water cooled. Lever-actuated parking sprag. Ratios: 2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axles: Standard ratio 2.76 to 1; optional performance ratio 3.23 to 1. CAPACITIES Fuel, 20 gals. Coolant, 16 quarts without heater. Oil, 4 quarts (5 quarts when changing oil filter).

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. 1962 Dodge Polara 500 Catalog. 81-270-2922. DODGE DIVISION, CHRYSLER CORPORATION, 8/61. Litho in U.S.A.

