



THE POLARA 500 BY DODGE



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This is an automobile probably unlike any you have ever experienced. It is 1962's special-edition Dodge. 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.

You can select from three models: A four-door hardtop. A convertible. And the model shown here, a two-door hardtop. Up front in the convertible and two-door hardtop are individually adjustable bucket seats. Deeply cushioned. Body contoured. Covered in two-tone, color-keyed vinyl smoothly rolled into soft center pleating. A lockable console (shown below) separates the seats, provides a courtesy light for interior illumination.

BRILLIANCE AND BRAWN FOR HANDLING ANY CHALLENGE

As you are undoubtedly aware, 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 (or expensive). The Polara 500 is unmistakable proof of that. It is one of the fastest stock cars built in America today. Main reason: The achievement of a near-ideal weight to horsepower ratio. So ideal is this balance that the

resulting response can be a little startling to the uninitiated. (As we mentioned, this automobile is not for everybody.) But those familiar with an all-out performance road car will know exactly what to expect.

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

The capability is spectacular. Important to it, naturally, is this automobile's remarkable build. Its suspension, for example. Solid chrome-steel torsion bars in front, asymmetrical leaf springs in the rear. And the body is virtually indestructible. Fully 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. One turn at the wheel of this Polara 500 convertible would prove the point. Corners can be taken fast and furious without heeling over. You can brake to a quick stop and get none of the nose dive associated with the old bed-spring variety of suspension. Yet for all this automobile's vitality and indisputable masculine authority, handling is about the easiest ever experienced in a car of this stature.

A UNIQUE ACHIEVEMENT

Obviously, the Polara 500 by Dodge is an unusual automobile. There's not a bulge to add bulk, not a single senseless element. Every line, every



component, every stitch serves to accomplish the same purpose: Complete satisfaction in owning a precisely built, thoroughly right machine.





You never have to worry about the brakes; they maintain adjustment automatically. You need have no concern over customary one or two thousand mile chassis lubrications. Most friction points requiring grease are permanently lubricated in manufacture. Outside of front wheel bearings, only four ball joints need re-greasing and only every 32,000 miles.

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. Seats are chair-high for more natural body posture. The rug is formed, luxuriously piled, and hand-fitted full to the sills. The saddle-grained vinyl upholstery has the look and feel of leather but none of its faults.

You'll notice, of course, unusual passenger accommodations in all three Polara 500 models. In contrast with the bucket-seat interior of the two-door hardtop and the convertible, the four-door hardtop, at left, brings you ingenuity of another dimension. A fold-down center armrest in front. Flipped down, you get the comfort and support of a bucket seat. Flipped up, there's an uncommon amount of room for six people. To examine such unpretentious luxury is a pleasure in itself. To examine each distinctive Polara 500 model is to discover a blend of individuality and comfort an automobile should have. Here is simplicity that praises the good, the ex-



citing, the original. Here is good taste that speaks not of how much you spend, but more so of how wisely you purchase. There is an honesty about this automobile that probably fits right into your way of life.



STANDARD The Dodge 361 V8 engine is specially built for the Polara 500 combining a high performance cam with a lusty four-barrel carburetor, a dual breaker distributor and dual exhaust system. It is standard in all models. There are no optional engines and that means one thing. If you desire to own this limited-edition automobile, you desire no less than the ultimate in capability. Specifications: Horsepower 305 at 4800 rpm. Torque 395 foot-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: Padded instrument panel. Saddle-grained all-vinyl interior. Sill-to-sill rugging. Super Spinner wheel covers. Outside left mirror. Backup lights. Six interesting exterior color choices: medium blue, glade green, nutmeg brown, vermilion, shell beige and onyx.

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

FACTS AND MEASUREMENTS MODELS Two-door hardtop. Two-door convertible. Four-door hardtop. 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 effective lining area 195.2". ELECTRICAL SYSTEM 12-volt, 66-plate, 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, pushbutton 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).