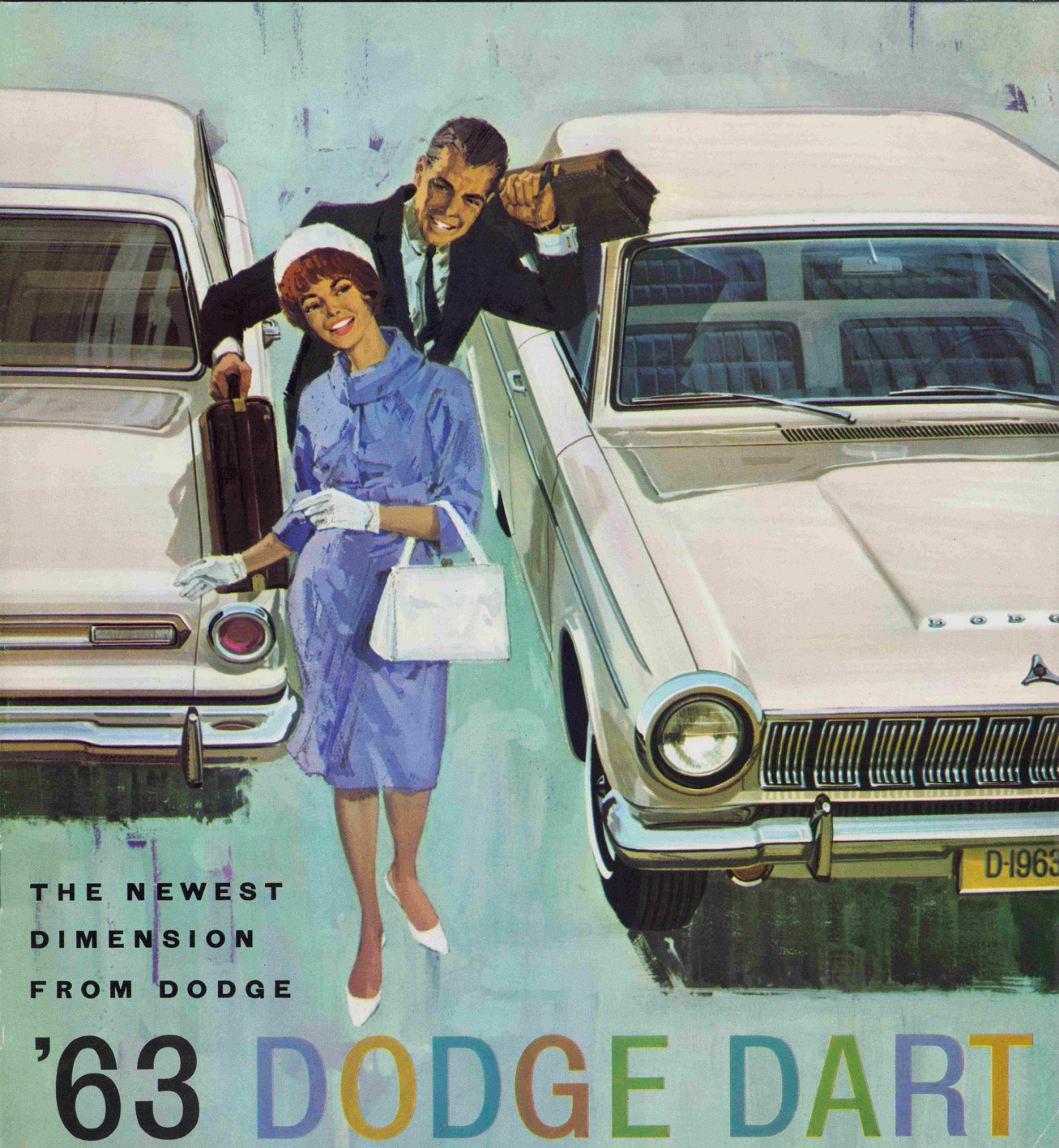




THE NEWEST  
DIMENSION  
FROM DODGE

'63 DODGE DART



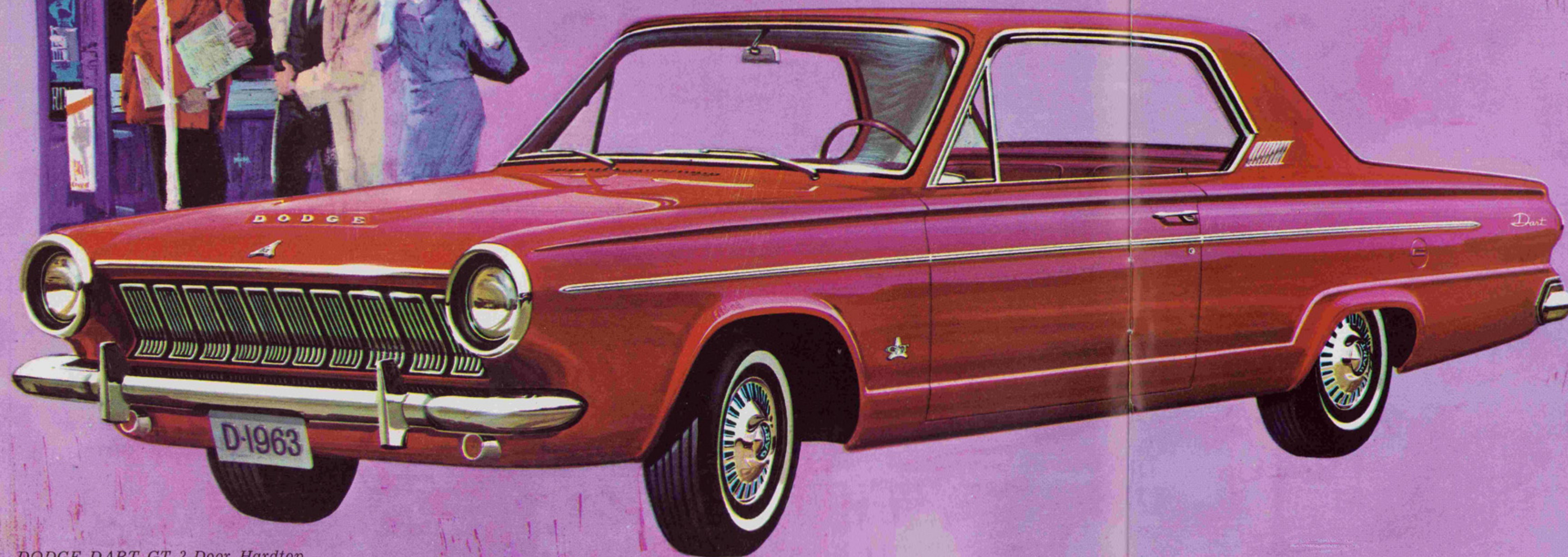
# DART GT 2

BODY  
STYLES

The Newest Dimension from Dodge – the beautiful New Dart – with All-New design and styling – with family-size roominess and comfort inside, yet not an inch overgrown on the outside – with outstanding performance and economy – and, with the fine engineering and quality for which Dodge is so widely known.

The new Dart is a big – enough – for – comfort car, with 111-inch wheelbase and an overall length of 195.9 inches – over 16 feet (Wagons 106.0" wheelbase, 190.2" overall length). It is beautifully proportioned and smartly designed, with the big car look of class and distinction. The Line includes three Series – the GT, illustrated below – the 270 Series – and the 170 Series – with a total of nine smart body models.

The GT Series, the Premium Sport Line, includes the Convertible Coupe and the 2-Door Hardtop, illustrated here. Note the beautiful design of the front end with the wide grille, the large headlamps, and the long sloping hood. Note also the smart styling of the side of the car, with the thin, flat roof line and landau-styled quarter panel, and the sculptured character lines that accentuate the length and lowness of the car.



DODGE DART GT 2-Door Hardtop

The interiors are particularly smart and luxurious. Both body styles have individual, deeply-contoured, adjustable front bucket seats. And the rear compartment has simulated bucket seat styling of the same rich design.





# DART 270

**BODY  
STYLES**

# 4

The 270 Series has four beautiful body models – the 2-Door Sedan – 4-Door Station Wagon – and the Convertible Coupe and 4-Door Sedan, both of which are illustrated below. And, when it comes to Convertible Coupes, the smartest of them is unquestionably the Dart Convertible Coupe.

On the 4-Door Sedan illustration, note the smart, new design of the rear end of the car. The wide, slightly-curved, recessed rear window; the sculptured ridges on the top of the rear fenders that flow into the upper structure and across the roof; the wide gently-sloping rear deck; and the canted, circular tail lamps, are all new design

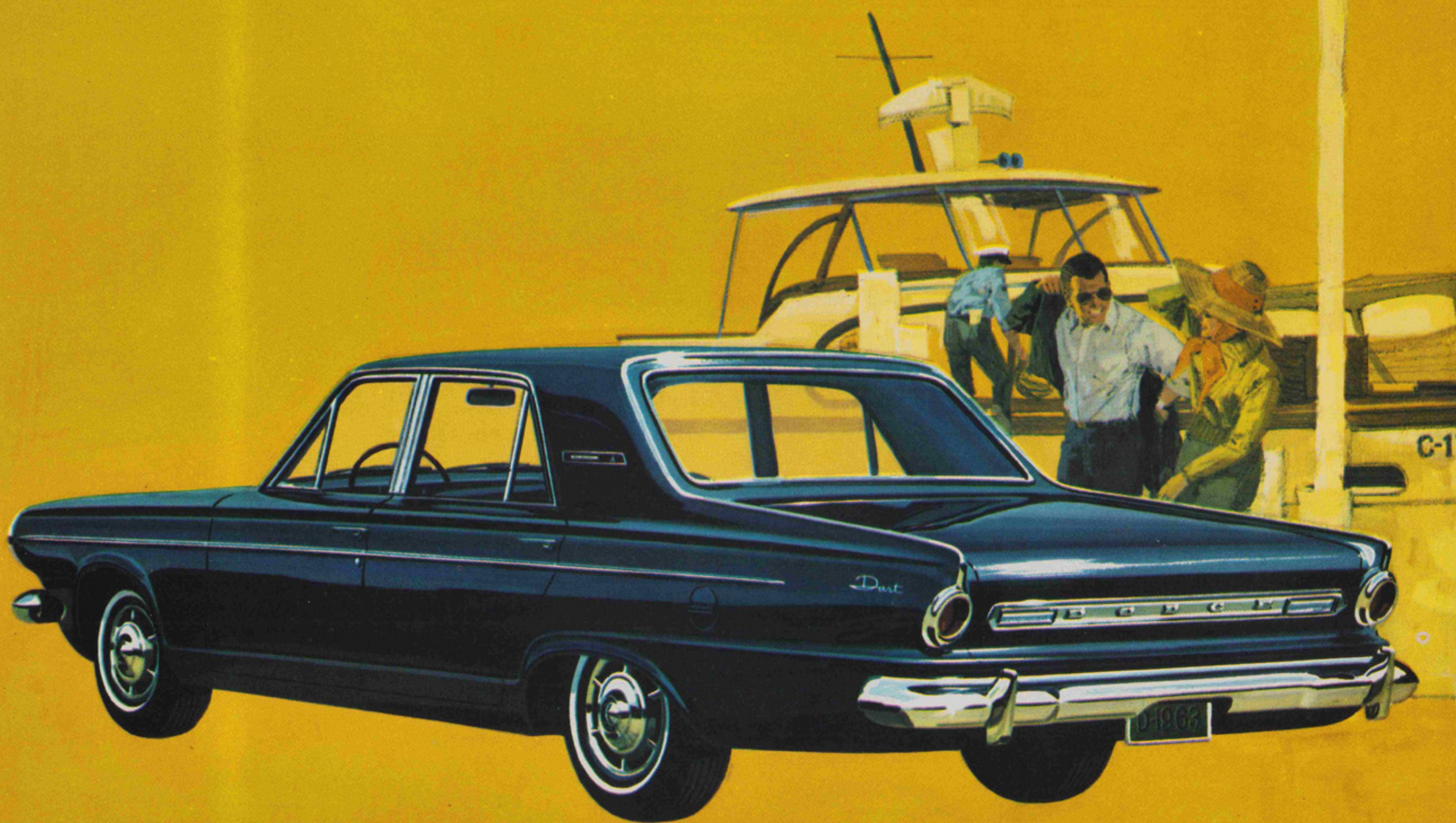


*DODGE DART 270 Convertible Coupe*



features which give the car its own very distinctive appearance of quality and individuality.

Each of the Series has distinctive ornamentation and nameplates. Each has different high quality fabrics, and individual styling design of the interiors. The seats, side panels, headlining, and floor covering are color-keyed. There are four upholstery colors – Blue – Tan – Red – and Turquoise. And there are twelve smart, new, exterior colors – Onyx, Light Blue, Medium Blue, Dark Blue, Aqua, Ivory, Steel Grey, Vermilion, Turquoise, Polar, Beige and Sandalwood.



*DODGE DART 270 4-Door Sedan*



# DART 170

3  
BODY  
STYLES

The beautiful design and styling of the Dart is very striking from the side perspective, as you will appreciate from the illustration of the 170 Series 2-Door Sedan shown below. The Station Wagon, shown on the opposite page, and the 4-Door Sedan are the other body models in the 170 Series.

The Dart Line is not only the newest dimension from Dodge, but also one of the finest engineered and quality built cars. It has many engineering features that give it exceptionally fine performance, dependability, and economy. Its all-welded Uni-body construction is the strongest built. Its Torsion-Aire suspension is one of its



*DODGE DART 170 2-Door Sedan*

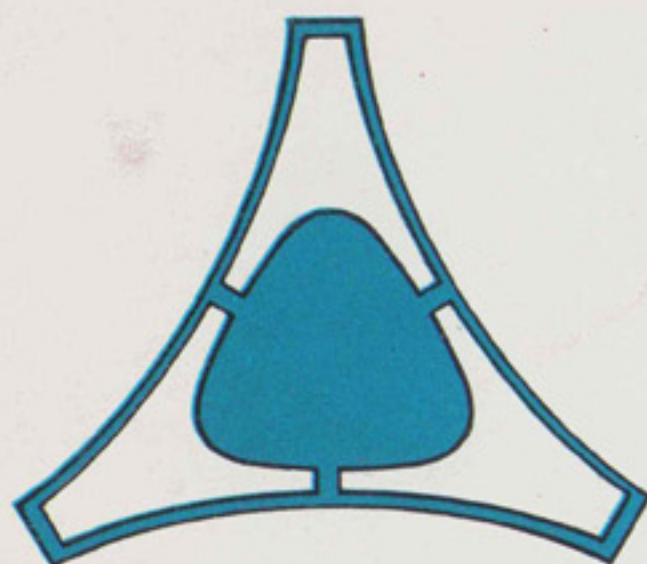


greatest features. The Economy Slant-Six is one of the finest 6-cylinder engines ever produced. The baked-enamel exterior finish will hold its lustre for years. The exclusive Chrysler Corporation Alternator keeps your battery charged even while idling. And the Servo-Contact brakes are unexcelled in the industry. The 1963 Dart has many engineering improvements and refinements. It has a closed crankcase ventilation system which insures a cleaner engine. It has an improved starter for faster cold weather starting. It has a new, hand operated parking brake. And many other features which a demonstration will bring out – contact your dealer to drive this great new Dart yourself.



*DODGE DART 170 4-Door Station Wagon – 6 Passengers*





# 1963 DODGE DART SPECIFICATIONS

**EXTERIOR DIMENSIONS.** Wheelbase 111.0 inch (Wagons 106.0"). Overall length 195.9 inch (Wagons 190.2"). Width 68.7 inch. (Wagons 68.8"). Front tread 55.9 inch. Rear tread 55.6 inch.

**INTERIOR DIMENSIONS (Station Wagons).** Max. width 52.6 inch. Max. length (tailgate closed) 83.8 inch. Max. height opening 26.1 inch.

**SUSPENSION.** Torsion bars and ball joints front. Asymmetrical leaf springs rear. Rubber isolated.

**TIRES AND WHEELS.** Safety-rim wheels with four-ply, low-pressure tubeless tires. Wheels are 13 inch x 4½ inch. with 6.50 x 13 inch. tires standard on all models.

**BRAKES.** Hydraulic, servo-contact, self energizing. Bonded linings. T-handle operated parking brake activating shoes on each rear wheel. Total lining area 153.5 sq. inches.

**MANUAL TRANSMISSION.** Standard three-speed. Shifting lever steering column mounted. Ratio: Transmission – 2.95 to 1, 1.83 to 1, 1.00 to 1, and 3.8 to 1 reverse. Axle – with 170 cu. in. engine 3.23 to 1; with 225 cu. in. engine 3.23 to 1.

**AUTOMATIC TRANSMISSION.** Three speed, push button control, aluminium housing, water cooled with lever actuated parking sprag. Ratio: Transmission: 2.45 to 1, 1.45 to 1, 1.00 to 1 and 2.20 to 1 reverse. Axle – with 170 cu. in. engine, 3.23 to 1; with 225 cu. in. engine 2.93 to 1.

**ENGINES.** 170 Slant Six. Standard on all models. Overhead valve, 30 deg. inclined, six cylinders. Displacement 170 cubic inches. Bore 3.40 inch. Stroke 3.125 inch. Compression ratio 8.2 to 1. Optional compression ratio, 6.9 to 1. Single downdraft carburetor. Full flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 11 quarts without heater. 225 Slant Six available at extra cost on all models. Overhead valve, 30 deg. inclined, six cylinders. Displacement 225 cubic inches. Bore 3.40 inch. Stroke 4.125 inch. Compression ratio 8.2 to 1. Single downdraft carburetor. Full-flow oil filter. Oil capacity 4 quarts (5 quarts when changing oil filter). Coolant capacity 12 quarts without heater.

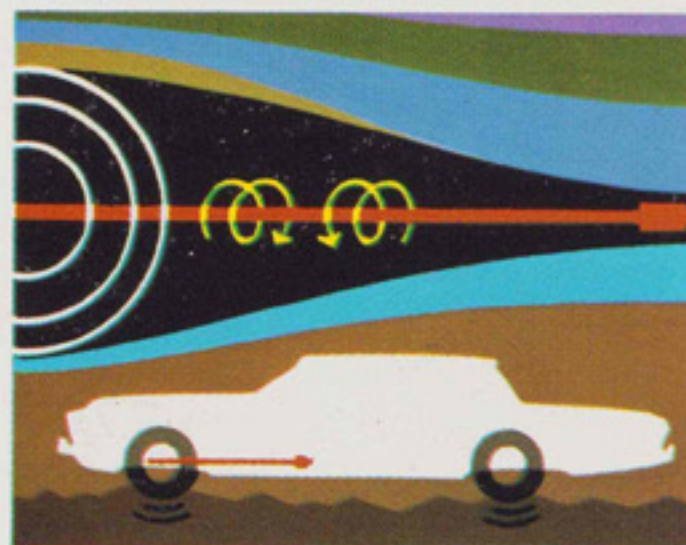
**ELECTRICAL SYSTEM.** 12-volt, 6-cell battery. Capacities: 48 amp-hour on 225 Slant Six; 38 amp-hour on 170 Slant Six. 30 amp. alternator standard.

**FUEL CAPACITIES.** All models 18 gallons.

QUALITY ENGINEERED PRODUCTS FROM

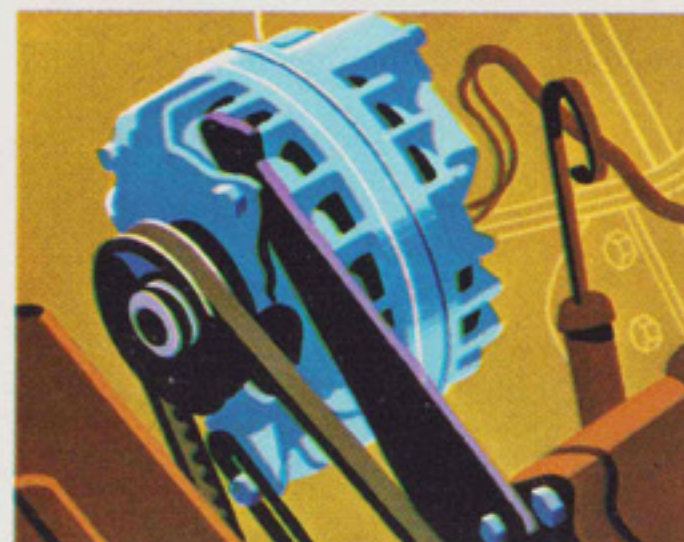
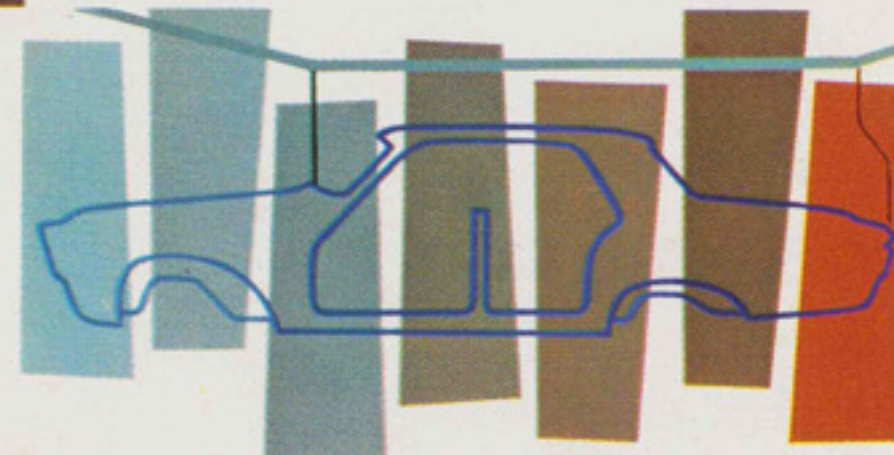


Before you buy any car, may we suggest that you drive the new Dodge Dart? – because that is the only way you can find out how easy it is to handle, how splendidly it performs; how smooth and quiet it is; how comfortable and roomy the beautiful interiors are; and what a pleasure it is to drive. At the same time we can explain many hidden features that make it the finest car in its field.



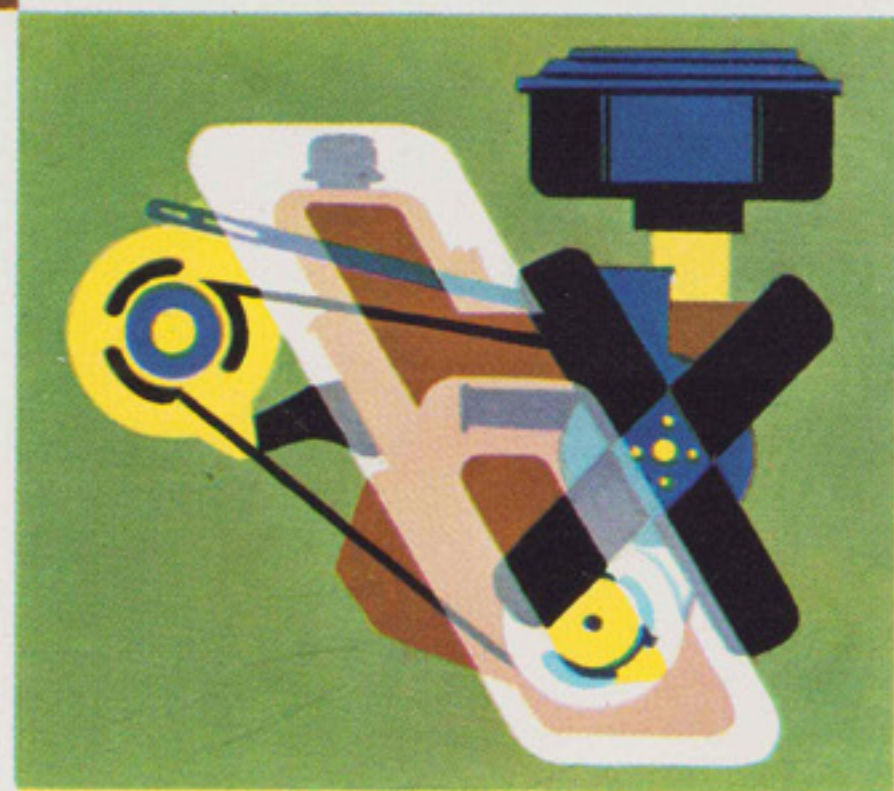
With Torsion-Aire suspension, road shocks, bumps and vibration are absorbed or minimized. The car hugs the road, takes the curves and corners without side-sway, and brakes without "nose-dive". It is the greatest advance in riding comfort, ease of handling, and in safe driving over all kinds of roads, and you can prove this yourself by driving the car.

The complete underbody has galvanized sills and the most thorough rust and corrosion protection that includes seven immersion and six spray operations. About 30 items under the hood have corrosion protection. The tail pipes and muffler are aluminized steel. And other items are protected against rust.



One of the many important engineering features of the Dart is the exclusive Alternator that replaces the conventional generator for the electrical system. The Alternator *constantly* gives the battery a higher charge to supply current for starting, lighting, radio, heater, engine requirements, and power operated accessories.

You will like the Slant-Six Engine. It is smooth and quiet. It is rugged. It idles down to a walk and has flashing acceleration. It is economical to operate and maintain. And, it is a pleasure to drive. The Standard engine is 170 cubic inch – 155 Ft. Lb. torque at 2400 rpm – compression ratio 8.2 to 1. Optional compression ratio 6.9 to 1. Optional is the Slant-Six 225 cubic inch engine with 215 Ft. Lb. Torque at 2800 rpm – compression ratio 8.2 to 1. Two Great Engines!



For those who want additional equipment and accessories Dodge offers finely engineered and quality-built products of outstanding excellence.

Constant-Control Power Steering – push-button automatic transmission and Power Operated Top on Convertible – the finest in the Industry – are available.

There are two new Transistorized Radios of 2 watt and 5½ watt. Both guarantee fine reception and long life. There is a new heating and ventilating system, and also a new air conditioning unit. And there are other items such as safety belts; Whitewall Tires; Wheel Covers; outside rearview mirror; Safety Dash Panel; Factory undercoating; bumper guards; two-tone paint combinations; a special radio antenna; and others.

*The Policy of Chrysler International, S.A. is one of continual improvement in design and manufacture wherever and whenever possible to assure still finer products. Consequently, specifications, equipment, and prices are subject to change without notice or obligation.*