

JOIN THE DODGE REBELLION



'66 DODGE DART



THE DODGE REBELLION. Its sound is habits breaking; men demanding man-sized compacts, more new in their new cars.



DART HAS JUST ONE FEATURE THAT YAWNS. The trunk. We don't believe that a compact should limit your capacity for enjoyment. Dart's big tote-all trunk is your wide-open invitation to load up and go traveling. Why not accept?



4-ON-THE-FLOOR OR FIGHT. Going to rebel? Go all the way. Get Dart's hot 273 4-bbl. V8, 4-speed gearbox, Rallye Pack, the works!



DOWN WITH CREEPY COMPACTS. Dart shoots you ahead of other compacts with a pair of husky Sixes and two V8s (hot, and hotter).



FIRE UP THAT SNARL UNDER THE HOOD. Head out from the herd. If it weren't for the nimble handling, the way it nurses a gallon of gas, and the money you saved when you bought it, it'd be hard to find a resemblance to other compacts at all. So turn loose the rebel in you. If Dart's got what you want, the Dodge Rebellion wants you!



DO COMPACTS CRAMP YOUR STYLE? Not Dart '66. Take this elegant Dart GT interior; new aircraft-type bucket seats cradle you in foam-padded comfort. Rich carpeting stretches wall-to-wall. Best of all, Dart GT's luxury doesn't stretch your budget.



STAMP OUT CRAMPED COMPACTS. Stretch out in Dart '66. Think big. Get fired up with the new '66 Dodge Dart. If you're fed up with compacts that don't make it in size, styling and spunk, you've got it made with Dart. The Dodge-sized compact. Check the price. Take it on the road. You'll join the Dodge Rebellion!



LOOK AT IT FROM THIS ANGLE. Arms too close to the door, legs too close to the floor? In Dart '66, never! We think you think big. So we build Dart with more room at the top . . . on the sides . . . all 'round. Slip into something comfortable—Dart '66. You'll find you can demand size and still economize.

DART: SURE CURE FOR CLOGGED CORPUSCLES. Dart, be nimble. Dart, be quick. Dart with TorqueFlite or 4-speed stick. Don't drive a slow one, pick the go one. Dart. Two quick Sixes, two great Eights. Your choice. Match Dart's kind of action at Dart's price! Try. We dare you.



OTHER COMPACTS HOPE TO LOOK THIS GOOD WHEN THEY GROW UP. But why wait? Enjoy Dart '66 right now. Dart puts down the old idea that compacts need to be small and stubby . . . stodgy and staid. And Dart does it so beautifully. Don't sell yourself short. Demand all the size and style Dart gives you—at a compact price.

STAND UP FOR YOUR RIGHTS. Fed up with compacts that skimp on things that are standard on Dart '66? Like backup lights, a padded dash, and windshield washers, for openers. (The full list is on the back cover.) You don't pay any more; why accept less?



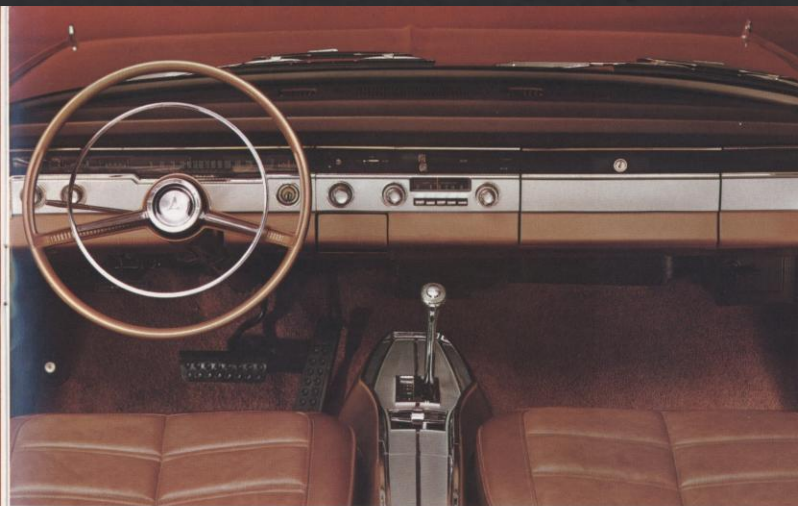
DART OPTIONAL EQUIPMENT AND ACCESSORIES

PERFORMANCE AND HANDLING—225 Six engine, 273 4-bbl. V8 (N.A. for wagons). TorqueFlite automatic transmission with column-mounted selector (all models). Automatic transmission with console selector (Dart GT only). 4-speed manual transmission (V8s only). Sure Grip differential. Rallye Pack. Trailer Towing package. Heavy-duty front and rear suspension (includes sway bar). 16-to-1 ratio manual steering. Disc brake package.

COMFORT AND CONVENIENCE—Air conditioning (N.A. with 170 Six or 273 V8 with 3-speed manual). Power brakes. Power steering. Tinted windshield or windshield and windows. Transistorized radio. Electric tailgate window and air deflectors, roof luggage rack (wagons only), center console (GTs only—N.A. with 3-speed manual or column-mounted TorqueFlite selector lever). Retractable seat belts. Prismatic (inside) rear view mirror. Outside, left, remote-control mirror. Emergency flasher.

APPEARANCE—White sidewall tires. Two-tone paint (sedans and wagons). White or black vinyl roof covering (GT 2-door hardtop). Front and rear bumper guards. Deluxe wheel covers (Dart and Dart 270). Vinyl interior trim (270 4-door sedan). 2-spoke steering wheel with full horn ring (Dart Series). 3-spoke wood-grained steering wheel with horn button (270 and GT models).

CAREFUL, IT'S LOADED. Check these Dart '66 options and accessories. Complete? You bet. The Dart theory: There's no reason you shouldn't enjoy all the comfort and conveniences you want in a car just because it sells at a compact price.



ADD A DASH OF STYLE. With this handsome new Dart instrument panel. Fashionable. Functional. Why not reserve the seat where you can view it best? Behind that handsome steering wheel, next to Dart GT's optional center console.



DART GIVES YOU A BETTER BRAKE. Optional new front disc brakes get the message when you call "Halt!" Stop in and see.



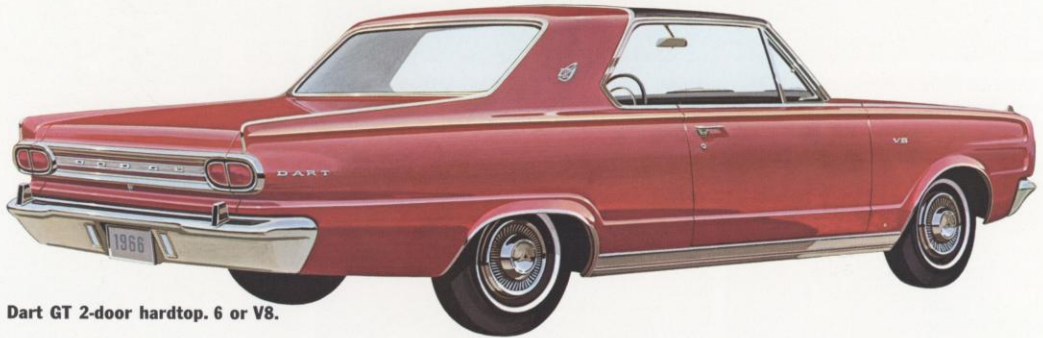
PRETTY SHIFTY. Selector for optional automatic transmission is column-mounted in all '66 Darts except GTs with console.



RALLYE ROUND, SPORTS. Dart '66 hits a new high in fun with optional Rallye Pack, special suspension, tires and other items.



Dart GT convertible. 6 or V8.



Dart GT 2-door hardtop. 6 or V8.



Dart 270 convertible. 6 or V8.



Dart 270 interior. All-vinyl. Standard in hardtop, convertible, wagon. Optional in 4-door sedan. Combination cloth-and-vinyl standard in sedans.



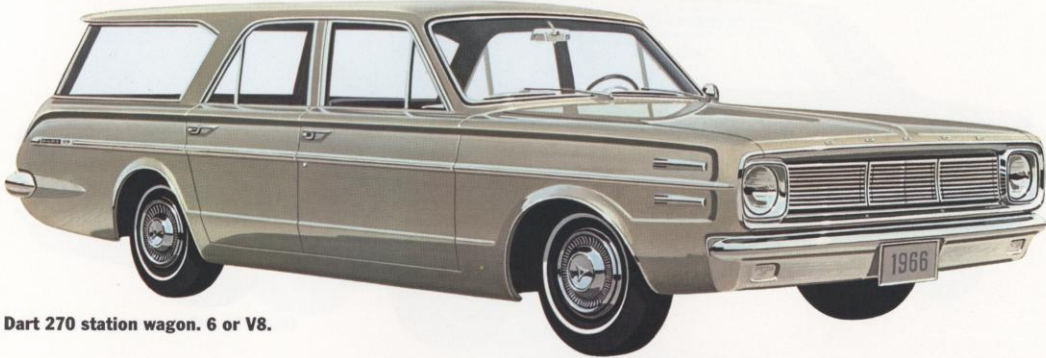
Dart 270 2-door hardtop. 6 or V8.



Dart 270 4-door sedan. 6 or V8.



Dart 270 2-door sedan. 6 or V8.



Dart 270 station wagon. 6 or V8.



Dart 4-door sedan. 6 or V8.



Dart interior. Combination cloth-and-vinyl (sedans), all-vinyl (wagon).



Dart 2-door sedan. 6 or V8.



Dart station wagon. 6 or V8.

WE GOT YOU COVERED

ALL THIS IS STANDARD EQUIPMENT:

- Cloth-and-vinyl trim—all sedans
- All-vinyl trim—hardtops, wagons and convertibles
- Color-keyed rubber floor mats (Dart)
- Full carpeting (270 and GT)
- Padded dash • Cigarette lighter
- 2-spoke steering wheel with horn button (Dart)
- 2-spoke steering wheel with full horn ring (270 and GT)
- Heater—defroster
- Glove box lock—convertibles • Turn signals
- Variable-speed windshield wipers with washers
- Front bench seat with 2-way adjustment (Dart and 270)
- Front bucket seats with 2-way manual and 4-way mechanical adjustment (GT)
- Color-keyed seat belts, 2 front and 2 rear
- Outside, left, rear view mirror
- Backup lights • Power convertible top
- Deep skirt front and rear bumpers
- Acrylic enamel finish
- Deluxe wheel covers (GT)
- Sill moulding (GT) • 18-gallon fuel tank
- 3-speed manual transmission
- 7.00 x 13 black sidewall tires (all V8s) and convertibles w/225 Six
- 6.50 x 13 black sidewall tires (Sixes)



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

Chrysler Corporation confidently warrants all of the following vital parts of its 1966 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 a Chrysler Motors Corporation 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.

REQUIRED MAINTENANCE: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



POWER TRAIN COMBINATIONS

| SIXES | TRANSMISSION |
|--|---|
| 170 Six (1 Bbl.), 101 horsepower, standard, for 6-cylinder models Dart, Dart 270, Dart GT. Regular fuel. | Standard: 3-speed manual Optional: 3-speed TorqueFlite |
| 225 Six (1 Bbl.), 145 horsepower, optional, for 6-cylinder models Dart, Dart 270, Dart GT. Regular fuel. | Standard: 3-speed manual Optional: 3-speed TorqueFlite |
| V8'S | TRANSMISSION |
| 273 V8 (2 Bbl.), 180 horsepower, standard, for V8 models Dart, Dart 270, Dart GT. Regular fuel. | Standard: 3-speed manual Optional: 4-speed manual* Optional: 3-speed TorqueFlite |
| 273 V8 (4 Bbl.), 235 horsepower, optional, for V8 models Dart, Dart 270, Dart GT (not available on station wagons). Premium fuel. | Optional: 4-speed manual* Optional: 3-speed TorqueFlite |

*Floor-mounted shift lever

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.

BASIC DART DIMENSIONS—Four-door sedan (station wagon dimensions in parentheses where different)*:
Wheelbase, 111.0 (106.0). Overall length, 196.3 (190.2). Overall width, 70.8 (70.7). Overall height, 52.7 (53.2).
Tread, front, 55.9; rear, 55.6. Useable luggage capacity, 17.3 cu. ft. Station wagon cargo volume, 68.3 cu. ft.

*All dimensions are in inches, unless otherwise noted, and may vary slightly in production models. Specifications for hardtops and convertibles basically similar to those of 4-door sedans.

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