



 '60

DODGE

BIG, SOLID, BUILT TO COMMAND

MATADOR • POLARA



COSTUMES BY BERGDORF GOODMAN

It Commands Respect Wherever You Go . . .

There are many reasons why this '60 Dodge has a character all its own. Certainly no other car in its class is styled with such faultless taste or built with such obvious care. Yet this is only the beginning. For underneath that striking new styling lies a host of new developments that even more dramatically set this car apart from others in its field. A new kind of solidity and silence. A confident, capable kind of handling and cornering that belies its size and spacious comfort. An inbuilt durability and strength that promises many thousands of miles of carefree motoring enjoyment. Everything about it says, "This is the kind of car you have been waiting for!"



The Dodge Polara SOLID LUXURY WITHOUT COMPROMISE!



POLARA 3-DOOR HARDTOP

A truly fine car shows it in many ways. Consider, for example, the 1960 Dodge Polara. Stylewise, its modern, distinctive beauty reflects your obvious taste and sense of proportion. On the road, the quick responsiveness of its mighty 383 cubic inch Ram Fire engine invites you to discover the thrill of absolute road mastery. Inside, you ride in a silent, secure world of comfort and convenience. In every way, this Dodge Polara is a magnificent achievement in luxury and performance.



POLARA 4-DOOR SEDAN



INTERIOR STYLING

Run your eye over the rich interiors of this Dodge Polara 2-Door Hardtop. Swing open that oversized door and invite yourself behind the wheel. Settle back and enjoy the solid support of the new high-backed driver's seat. Stretch out and enjoy extra room inside, extra thickness and comfort in the seats. Observe the distinctive quality of fittings and appointments. It's obvious that this interior was designed strictly for your complete comfort and enjoyment.



POLARA CONVERTIBLE



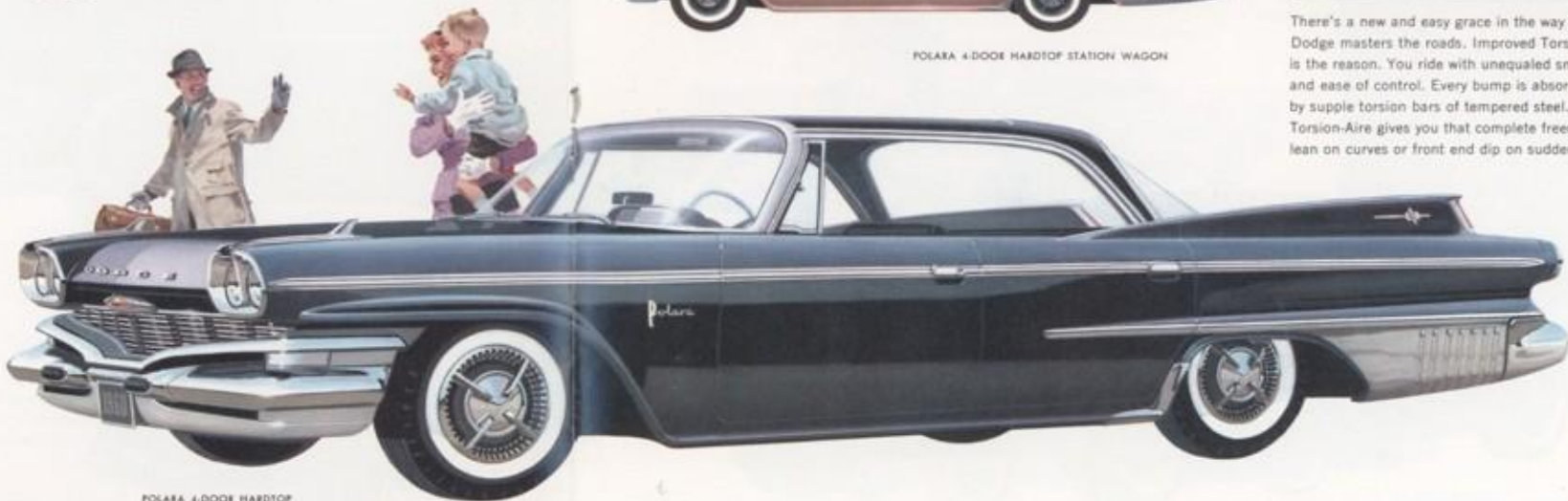
POLARA 4-DOOR HARDTOP STATION WAGON



There's a new and easy grace in the way this '60 Dodge masters the roads. Improved Torsion-Aire Ride is the reason. You ride with unequalled smoothness and ease of control. Every bump is absorbed by supple torsion bars of tempered steel. Only Torsion-Aire gives you that complete freedom from lean on curves or front end dip on sudden stops.

The Dodge Polara

Hidden beneath that sleek, smooth Dodge styling is the revolutionary Unibody, a totally new development in automobile construction. Unibody means no squeaks or rattles — it's a more solid, stronger single unit of welded steel. Unibody means more room to ride in. There's more room for shoulders, hips, feet. Seats are deeper, softer, redesigned to give full support. Bigger doors swing wider — let you slip in or out with new ease. Unibody means an end to rust and corrosion. Seven dippings in newly developed protective compounds, four sprayings, first two of primer, then two more of tough fade-free Lustre-Bond Hi-Baked Enamel, produce a rust-resistant lustrous finish that stays showroom new for years without waxing.



POLARA 4-DOOR HARDTOP

The Dodge Matador

A remarkable achievement in fine-car luxury at a very moderate cost. Bold, exciting styling — spacious, perfectly appointed interiors — the silent, longer lasting strength of the revolutionary Unibody construction — a brilliant high-performance 361 cubic inch Super Red Ram engine that delivers better mileage than many low-priced V-8's — the unquestioned superiority of famous Torsion-Aire Ride — the perfect ease of proven push-button driving* —

These are just a few of the many rewarding experiences that await the proud owner of a new '60 Dodge Matador. Never before has a car with so much luxury, so many refinements, been so surprisingly moderate in cost.

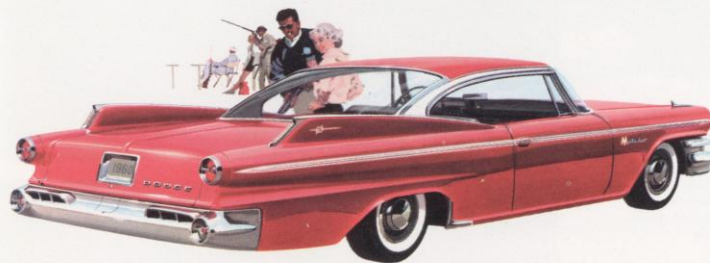
*Optional at extra cost



MATADOR 4-DOOR HARDTOP



MATADOR 4-DOOR STATION WAGON



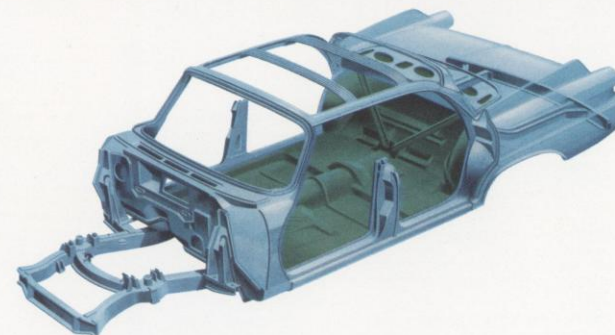
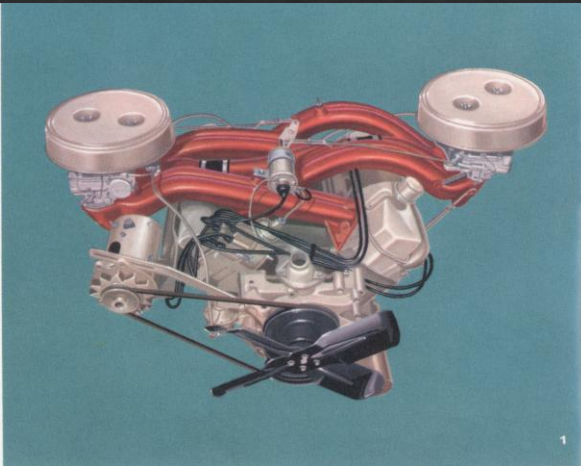
MATADOR 2-DOOR HARDTOP



MATADOR 4-DOOR SEDAN

You Can Have Your 1960 Dodge "Tailored To Your Taste" With These Optional Features!

1. NEW D-500 RAM INDUCTION 383 V-8 is optional at extra cost on Polara and Matador. Ram Induction principle delivers supercharged performance in mid-speed ranges, increases torque as much as 10% for greater passing safety in highway driving. A Dodge "engineering first."
2. VACUUM DOOR LOCKS let you lock all doors with a flick of the switch under the instrument panel. Even with a car full of young ones, you have no concern. Well worth its small additional cost in peace of mind.
3. CONSTANT-CONTROL POWER STEERING. This exclusive design works full time to give feather-light control with perfect ease and confidence. You maintain the feel of the road at all times.
4. PUSH-BUTTON TORQUEFLITE—smoothest, liveliest, easiest automatic transmission in the field. Combines torque converter for smoothness, 3-speed automatic gearshift for pickup and economy.
5. NEW MUSIC MASTER RADIO for 1960 has two transistors, larger speaker, push-button tuning. Very low priced, yet far superior to off-brand sets. Also available—new Astrophonic Radio with front and rear speakers (except convertibles and station wagons) with unmatched fidelity and tone.
6. FINGER-TIP WEATHER CONTROL is a feature of Dodge heaters. You get push-button control of ventilation, heating and defrosting. And for those who want complete mastery of climate in all weather, a Cartemp air conditioning system gives finger-tip command of cool, clean, dehumidified air on the hottest, stickiest summer day.
7. TOTAL-CONTACT POWER BRAKES feature new 1960 design. They are quieter in operation and provide more pedal "reserve" for added safety. Dodge power brakes give surer, more positive control.
8. NEW AUTOMATIC SWING-OUT SWIVEL SEATS for front seat driver and passenger are latest comfort development. Seat swings in and out automatically as you open and close door. You get in and out simply, naturally, gracefully. The mark of a truly modern car.



This is the revolutionary
DODGE UNIBODY

It surrounds you in a one-piece "Fortress of Steel"

NEW SINGLE-UNIT ALL-WELDED CONSTRUCTION—no joints or bolts to rattle or squeak. Strength and long-lasting solidity are welded in. Unibody is stronger to begin with—and it stays that way.

NEW SPACE-SAVING DESIGN. Space-wasting side rails and crossmembers disappear to give you more room to ride in. Doors open wider, seats are thicker, deeper, softer.

NEW IMMERSION-SPRAY RUST PROTECTION. Dipped in newly developed rust inhibitors seven times. Then brought to a gleaming, fade-free finish with four additional sprayed coats of tough primer and paint, giving you that longer lasting, smoother finish of Lustre-Bond Hi-Baked Enamel.



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 white sidewall only, optional at extra cost on all models.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift 3-speed Manual Transmission standard. PowerFlite fully automatic 2-speed transmission with torque converter optional at extra cost on Matador only. TorqueFlite fully automatic 3-speed transmission with torque converter optional at extra cost on both Matador and Polara.

STANDARD REAR AXLE RATIOS—3.54 to 1 standard with 3-speed Manual Transmission on all models; 3.31 to 1 with optional PowerFlite; 2.93 to 1 with optional TorqueFlite.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. High-capacity 35-ampere generator. Follow-thru Bendix Drive starter. Battery capacity: 60 ampere-hours. Single-speed electric windshield wipers. Variable-speed electric windshield wipers optional at extra cost.

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 on Super Red Ram and Ram Fire Engines; automatic integral with heat tube on D-500 Ram Induction Engine. Mechanical fuel pump. Fuel filter: plastic in fuel tank, plus 15-micron filter in fuel line. Tank capacity: 20 gallons (Station Wagons, 22 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".

D-500 RAM INDUCTION 383 V-8 ENGINE—Available at extra cost. Eight-cylinder, overhead-valve 90° V-type. Ram Induction-type manifold. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with

heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special, heavy-duty dry-type air cleaners. Two 4-barrel carburetors. Taxable horsepower: 57.8.

RAM FIRE V-8 ENGINE—Standard on Polara. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Special heavy-duty dry-type air cleaner. One 4-barrel carburetor. Taxable horsepower: 57.8.

SUPER RED RAM V-8 ENGINE—Standard on Matador. Eight-cylinder, overhead-valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.12". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual downdraft carburetor. Taxable horsepower: 54.3.

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. Therefore, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION