

DODGE

1974 DART  
AND  
CHALLENGER





DART CUSTOM 4-DOOR SEDAN AND DART SWINGER 2-DOOR HARDTOP.

THERE ARE OVER A MILLION REASONS  
WHY YOU SHOULD BUY DART.

ONE OF THEM IS  
PROBABLY YOUR NEIGHBOR.

Today, there are more than a million and a half satisfied Dart owners, because that many people have discovered Dart's special blend of operating economy, maneuverability, interior room, and value. Dart's traditional economy comes from its trim compact size and low price tag. But we didn't economize on Dart's interior roominess. You'll find plenty of room for six passengers plus an impressively large trunk. Maneuverability? Dart is equally at home in city traffic as well as on highways and country roads, thanks to its ample 111-inch wheelbase and torsion-bar suspension. Features such as Unibody construction and Electronic Ignition make Dart the compact you can depend on. Dart also means value. Value for your money when you buy your Dart new. And a traditionally high resale value when you sell it. Find out why over a million and a half people are satisfied Dart owners. Test-drive a Dart today!





1974 DART/CHALLENGER SELECTOR



DART SWINGER  
2-DOOR HARDTOP



DART SPORT RALLYE  
2-DOOR COUPE



DART 360 SPORT  
2-DOOR COUPE



CHALLENGER  
2-DOOR HARDTOP



DART SWINGER SPECIAL  
2-DOOR HARDTOP



DART  
4-DOOR SEDAN



CHALLENGER RALLYE  
2-DOOR HARDTOP



DART SPORT  
2-DOOR COUPE



DART CUSTOM  
4-DOOR SEDAN

TRAILER-TOWING PACKAGE.

Now you can order your new Dart factory-engineered for trailering. We've eliminated the search for piece-by-piece components by offering the most complete trailer-towing package in Dodge history. And you can drive out of your Dealer's showroom ready to tow up to 2,000 pounds of total trailer weight! Here's what's included in your Dart trailer-towing package: • Heavy-duty suspension • Wide 14 x 5.5 wheels • Built-in 7-wire trailer wiring harness and 7-pin A.T.A. connector • Variable-load turn signal flasher • Load-carrying trailer hitch.

Your Dart is now factory-engineered to handle the full spectrum of trailering demands. Whatever you plan to tow, from trail bikes to light travel trailers, Dodge comes ready to tow . . . and go. Depend on it!

**ADDITIONAL REQUIRED EQUIPMENT:** For safe, efficient trailer-towing operation, an automatic transmission, power front disc brakes, and larger tire sizes are required with some Dodge trailer-towing packages. Consult your Dealer for the correct tire size and axle ratio for your new Dart.

DART/CHALLENGER EXTERIOR COLORS



NOTE: Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.



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