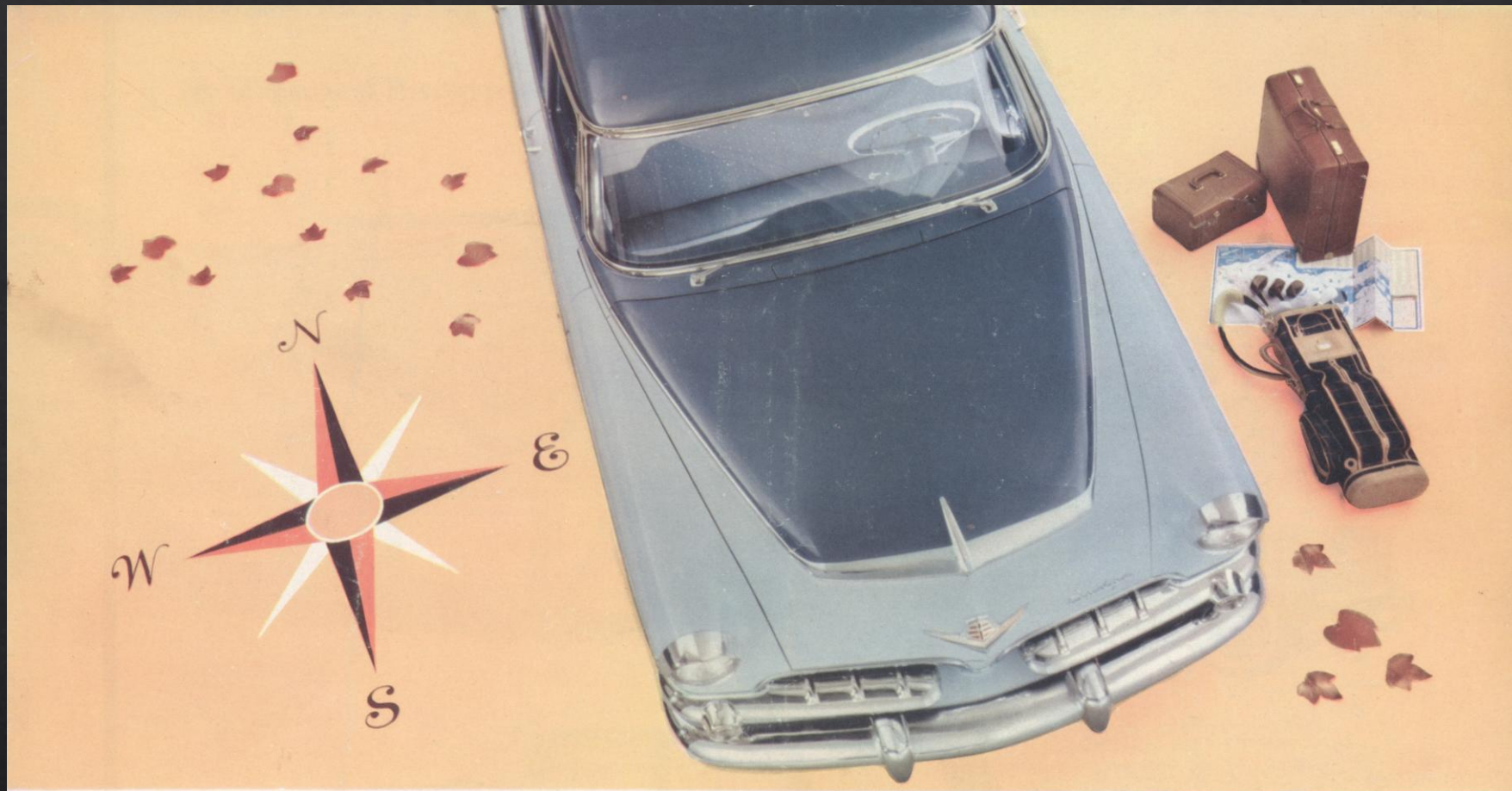




Daring new, dazzling new '55 DODGE

Flair-fashioned...and alive with beauty



New '55 DODGE flashes ahead in style!

Yes, Dodge has done it . . . with America's *newest* of new cars! Longer! Lower! Bigger all around!

From the bold forward thrust of its massive grille and sleek racy hood to those distinctive, jaunty twin-jet taillights, the '55 Dodge is the car of a hundred surprises. So brilliantly styled it captures the thrilling feeling of flight! So alive with beauty it conveys the impression of motion even when parked at the curb! So advanced in engineering it puts the future at your fingertips! Come, take command . . . get the thrill first-hand!



New adventure in luxurious comfort. Stunning Custom Royal Lancer V-8 interiors feature special Jacquard fabrics in dark blue, dark green or black and white (*shown*) flecked with the sparkle of silvery thread and accented by ivory Cordagrain! Cushiony seats, thick carpets, beautiful trim add new comfort and beauty. Extra-wide, fully cut-back doors are one more superb Dodge touch!



More inspired styling! Two-tone interiors of the Royal V-8 4-Door Sedan in Jacquard fabrics and harmonizing Cordagrain trim blend beautifully with smart Dodge exterior body hues. (Shown above dark-and-light green combination.) Finest chrome accessories, beautiful appointments—and more leg room, head room, hip room—complete your royal ride!



Presenting the new outlook in motor cars: the '55 Dodge "New Horizon" windshield (*left*)! Wraps around top as well as bottom to encircle you in a "glass cockpit." Rakish slant of corner posts preserves the true line of beauty.

Flite-styled control panel blends with the graceful sweep of the "New Horizon" windshield to capture the feeling of flight, the flair of the future. Every instrument is within instant sight or reach. To sit here is to feel, indeed, that at last you have found a car that you *command* rather than merely "drive."



The car of a hundred exciting surprises



Super Red Ram V-8. The most advanced aircraft-type V-8 engine on the road, with hemispherical combustion chamber design that permits surging performance without sacrifice of sensational economy. *This* is the engine that holds more AAA records for performance, stamina, endurance and economy than all other automotive engines combined.



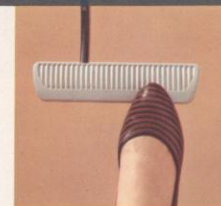
Just a touch of your finger on the revolutionary new Flite Control (*left*) gives you full command of all the driving ranges of Dodge PowerFlite*, smoothest automatic transmission of all.

Enjoy new 4-way Power Seat* that adjusts forward-backward, up and down, automatically. And new Power Windows*, (*right*) master-controlled at driver's seat, or each window.



Thrill to new, improved Full-Time Coaxial Power Steering* (*left*). Works *full time*! Cuts steering effort by 80%, doubles your driving pleasure!

Reduce braking effort by 35% with new Safety Power Brakes* (*right*). Suspended "rudder bar" brake pedal permits left-or-right foot braking.

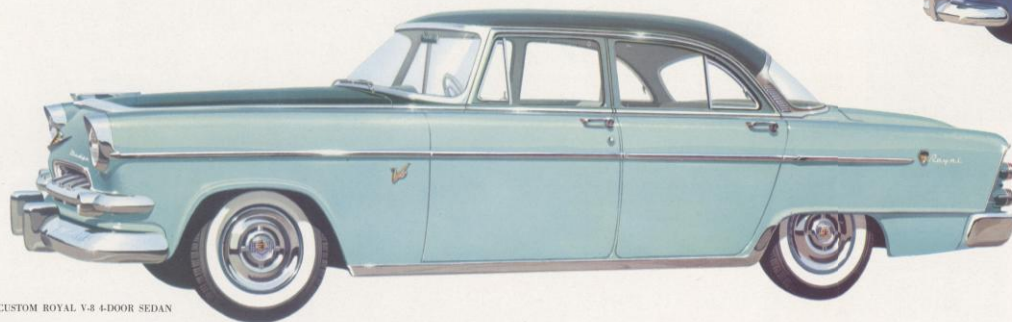


*Optional equipment, at extra cost.

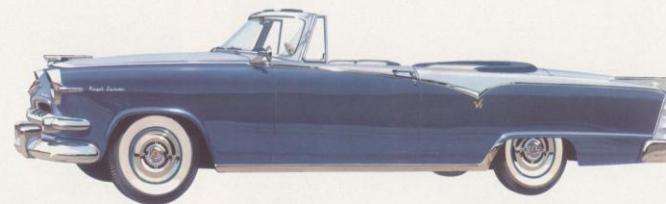
New '55 DODGE...flair-fashioned and alive with beauty!

Expect the unexpected when you take command of the brilliant new '55 Dodge. Expect a new reserve of power, new ride, new handling ease... new luxury features and advances that cater to your every comfort, pleasure and pride!

They're there in the three great Dodge style series shown below: the luxurious Custom Royal V-8, the superb Royal V-8, and popular Coronet V-8 and Six. Somewhere in this line-up of dazzling new, daring new '55 Dodge cars is just the beauty for you!



CUSTOM ROYAL V-8 4-DOOR SEDAN



CUSTOM ROYAL LANCER V-8 CONVERTIBLE



CUSTOM ROYAL LANCER V-8

Dodge Custom Royal V-8



Dodge Royal V-8



ROYAL LANCER V-8
(Introducing dramatic, new, three-tone exterior styling)

ROYAL V-8 4-DOOR SEDAN



ROYAL V-8 4-DOOR, 8-PASSENGER SIERRA
(Also available as 6-Passenger)

Dodge Coronet V-8 and Six



CORONET V-8 4-DOOR SEDAN
(Also available as SIX)

CORONET LANCER V-8



CORONET V-8 SUBURBAN
(Also available as SIX)



CORONET SIX 2-DOOR SEDAN

CUSTOM ROYAL V-8

ENGINE *Super Red Ram V-8*: Eight-cylinder, overhead valve, V-type, 183 horsepower at 4400 rpm. Torque, 245 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity. High-capacity 45-ampere generator. Resistor spark plugs. Weather-proof ignition system. Variable-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control.

TRANSMISSIONS. *PowerFlite Drive*: fully-automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Overdrive*: 2-speed planetary gear set with standard

ROYAL V-8

ENGINE *Red Ram V-8*: Eight-cylinder, overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant, 19 qts. (with heater, 20 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity. High-capacity 45-ampere generator. Resistor spark plugs. Weather-proof ignition system. Variable-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control.

TRANSMISSIONS. *PowerFlite Drive*: fully automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Overdrive*: 2-speed planetary gear set with standard transmission. *Easy-Shift Transmission*: conven-

ventional 3-speed transmission.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15. Independent parking brake.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

DIMENSIONS. *Four-Door Sedan*: Wheelbase, 120 in. Overall length, 212.1 in. Overall width, 74.5 in. Overall height (loaded) 60.6 in.

tional 3-speed transmission.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15. Independent parking brake.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

DIMENSIONS. *Four-Door Sedan*: Wheelbase, 120 in. Overall length, 212.1 in., (Sierra, 214.9 in.). Overall width, 74.5 in. Overall height (loaded) 60.6 in.

CORONET V-8 AND SIX

ENGINE *Red Ram V-8*: Eight-cylinder, overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.). *"Get-Away Six"*: Six-cylinder, L-head, in-line type, 123 horsepower at 3600 rpm. Torque, 194 lb.-ft. at 1600 rpm. Compression ratio, 7.4 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 13 qts. (with heater, 14 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity (without automatic transmission), 120 ampere hour capacity (with automatic transmission). High-capacity 45-ampere generator. Resistor spark plugs. Weather-proof ignition system. Single-speed electric windshield wipers.

TRANSMISSIONS. *PowerFlite Drive*: fully-automatic transmission with torque converter

and 2-speed planetary gear set. *Automatic Overdrive*: 2-speed planetary gear set with standard transmission. *Easy-Shift Transmission*: conventional 3-speed transmission.

CHASSIS. Double-channel box-section frame. Independent front suspension with coil springs. Steering system: idler arm, equal tie rods (on V-8); long and short tie rods (on SIX). Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15 (on V-8). 6.70 x 15 (on SIX). Independent parking brake.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

DIMENSIONS. *Four-Door Sedan*: Wheelbase, 120 in. Overall length, 212.1 in., (Suburban, 214.9 in.). Overall width, 74½ in. Overall height (loaded) 60.6 in.

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

**DODGE DIVISION
CHRYSLER CORPORATION
DETROIT 31, MICHIGAN**

Super Red Ram V-8 engine with special power equipment (4-barrel carburetor, special manifold and dual exhaust system) available as optional equipment at extra cost on all V-8 models (Custom Royal, Royal and Coronet). Boosts horsepower to 193 at 4400 rpm; torque, 245 lb.-ft. at 2800 rpm.