

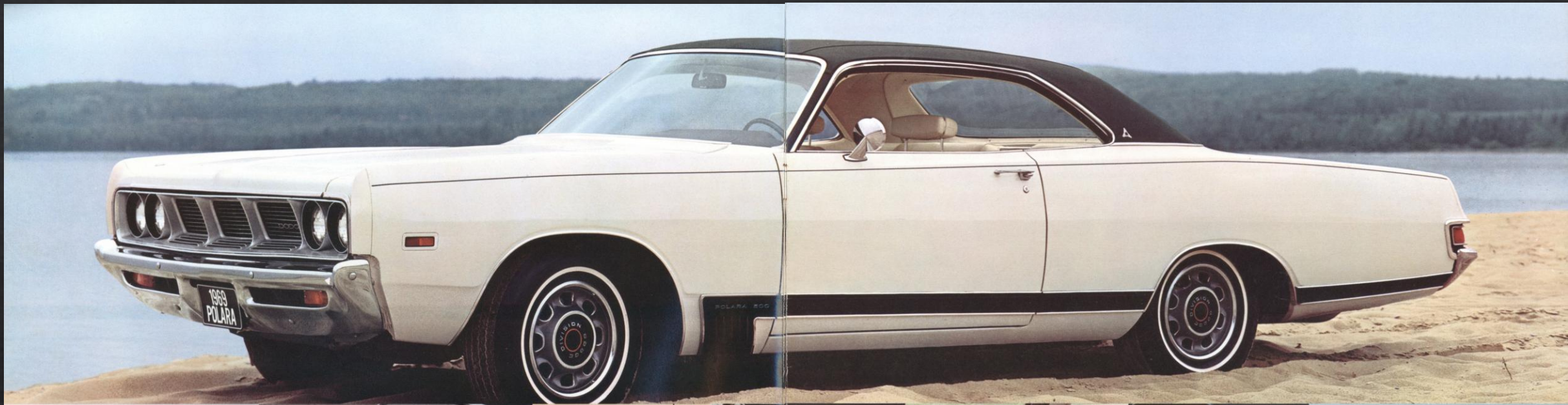


# 1969 POLARA

What a beautiful new way to spread



**DODGE** fever



**THE 1969 POLARA** what other low-priced cars hope to be when they grow up. Luxury in a big package. A package that's all new. Just what you've been looking for in a car that fits your budget. A car that you will be proud to own. Because it obviously will give you so much more value in

the form of sheer good looks, comfort and performance. And will give it to you at a very reasonable price. Polara is a big car. A car that skimps on nothing. As an example, Polara's standard engine is a 318-cubic-inch V8. That is the least you can get under your Polara's bonnet. More under the bonnet

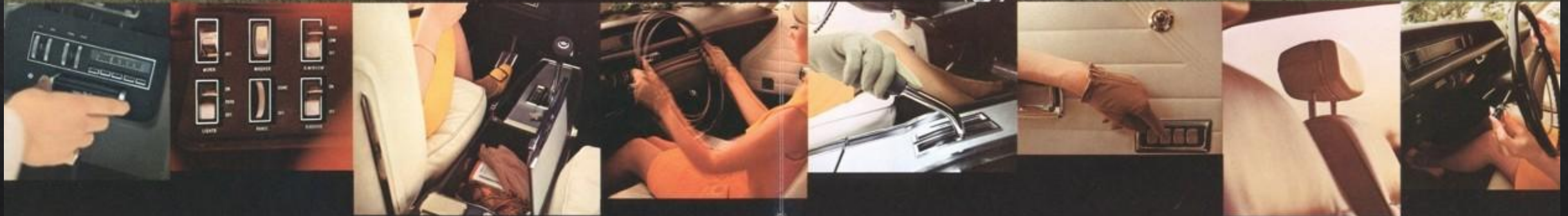
is something else again. We'll be glad to oblige you on that score. But in the meantime, read on and find out for yourself just how far the other entries in the low-priced field are going to have to travel before they even come within hailing distance of Polara for 1969.



**THE 1969 POLARA** Here's what you've been missing all these years. Pure luxury at a down-to-earth price. There are lots of cars in the low-priced field. But not one of them comes close to Polara in the things that count. Like size. Longer than comparably priced competitors. More powerful than the competition. More luxurious. Polara has cloth-and-vinyl trim over foam padding in all of its 1969

models except convertibles and wagons. And in them, the trim is all-vinyl, still over foam padding. Underfoot, you'll find deep-pile carpeting so plush you'll be tempted to take off your shoes and drive in your stocking feet. New on Polara for 1969—and standard—are concealed windshield wipers that tuck into a slot at the base of the windshield when they are not in use.

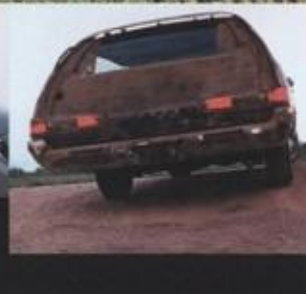
**Super-Lite** is a Polara option and a Dodge exclusive. A controlled-beam, quartz-iodide auxiliary driving light designed specifically for the superhighway age, Super-Lite's carefully directed beam increases the range of the low-beam headlights without offending oncoming drivers. Two other Polara options for the long-distance driver are a five-way-adjustable steering wheel and an automatic speed control built into the turn signal lever.



**THE 1969 POLARA** Now that you've had a taste of Polara's luxury and excitement, don't stop. You can have your Polara in just about any body style. Two- and four-door hardtops, convertible, four-door sedan, and four-door, two- and three-seat wagons. In the still more luxurious Polara 500 Series, you can take your choice of either a two-door hardtop or convertible. In both Polara 500 models (hardtop and convertible), vinyl-trimmed bucket front seats are

standard. For 1969, Polara convertibles have a wider rear seat, and all Polara models have a new suspended accelerator pedal for neater appearance, a cleaner floor, and less muscle strain on long journeys. Among Polara's many options, you will find such features as electric window lifts with recessed control buttons, cornering lamps, fender-mounted turn signals, new fiber-glass-belted tires, floating caliper front disc brakes, and Sure Grip differential for easy going on

ice and snow. In the engine compartment, if you feel 318 cubic inches aren't enough, you can have your choice of either 383 or 440 cubic inches. And, of course, there is that almost inevitable choice of the true luxury lover: a TorqueFlite three-speed automatic transmission. So no matter how much luxury it takes to please you, it's yours for the asking in Polara for 1969—at a price within a few dollars of smaller, less roomy competitors.



**THE 1969 POLARA** Maybe you'd like your first taste of luxury to be wagon-sized. Then here it is, the 1969 Polara station wagon, the biggest, roomiest, best-looking wagon ever to carry the Dodge nameplate. It is 3½ inches wider than last

year's Polara wagon, will let you carry such bulky objects as 4x8-foot sheets of wall-board flat on the floor. The two-way tailgate is standard, letting you open the gate like a door or fold it down flat. An electrically operated tailgate window is also standard.

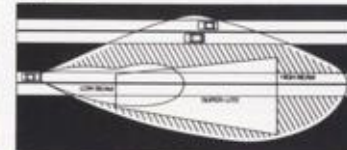
A new Polara wagon feature—roof-mounted air deflector that helps keep the tailgate window clear of dust and rain, and effectively bars the entrance of exhaust fumes when the window is open. An optional item on Polara wagons is the tailgate window

washer and wiper. Polara wagons come with all-vinyl trim over foam-padded cushions, with interiors in green, black, tan, or light blue. Both two- and three-seat models are available, all with four doors. So if you want your luxury to be big, here's the way.

**The 1969 Polara's list of optional equipment gives you the closest opportunity you'll ever have to building your own car.**

**COMFORT AND CONVENIENCE**

Polara Airtemp air conditioning is available several ways. An automatic temperature control option lets you dial the interior temperature desired, and this temperature will be maintained regardless of the outside weather. You can order any Polara model with regular air conditioning or with air conditioning plus automatic temperature control. Polara two-door hardtops with air conditioning have ventless side windows. In addition, for Polara station wagons, you have the option of selecting dual air conditioning or dual air conditioning with automatic temperature control. Super-Lite (auxiliary driving light)—a Dodge exclusive feature



**Cornering lights**

Rear window defogger (hardtops and sedan)  
Four radio options are offered on '69 Polara models: Music Master AM radio, Astrophonic AM deluxe radio, AM-FM multiplex radio, push-button AM radio with eight-track stereo-tape player and three instrument-panel-mounted speakers for "orchestra shell" fidelity  
Rear seat speaker—single rear speaker with Music Master or Astrophonic AM radios; dual rear speakers with stereo except convertible (N.A. wagons)  
Electric clock with automatic regulator  
Six-way power seat adjuster  
Tilt steering wheel with partial horn ring and padded hub  
Three-spoke steering wheel with partial horn ring and padded hub (Polara models; standard, Polara 500)  
Sports-type steering wheel  
Power steering • Power brakes • Power windows  
Automatic speed control with control conveniently located on tip of turn signal control lever  
Electric door locks  
Power trunk lid release  
Tinted windshield • Tinted windshield and windows  
Fender-top turn signal indicators  
Undercoating and hood insulation  
Extra-thickness foam front seat-cushion padding (for models with front bench seat only)  
Custom color-keyed vinyl head restraints, front seat, left and right  
Left, remote-control outside mirror • Right, outside mirror  
Rear shoulder belts, left and right (hardtops, sedan, wagon)  
Three-speed electric windshield wiper

**ACCESSORY GROUPS**

**PROTECTION GROUP**

Color-keyed rubber floor mats • Bumper guards, front and rear (front only, on wagons)  
Undercoating and hood insulation • Wagon cargo compartment carpet

**LIGHT GROUP**

Dome reading lamp  
Glove box light  
Ashtray light  
Time-delay ignition switch light (This is a little delay switch that leaves your ignition switch light "on" for a short time after the car doors are closed. It lets you find the ignition switch in the dark without switching on the interior lights.)  
Rear-door, automatic dome lamp switches (front-door switches, std.)  
Trunk light (cargo light on wagons; std. on 3-seat wagons)  
Head-lamp-on reminder

**RADIO GROUP**

Music Master AM radio • Power steering • Power brakes • Three-speed wipers • Deluxe wheel covers (deep-dish wheel covers on Polara 500) • Remote-control mirror • Extra-thickness foam-padded front seat cushion (foam padding is standard with bucket seats on Polara 500)

**DECOR GROUP**

Wheel lip mouldings • Sill mouldings • Upper door frame mouldings—sedan and wagons

**STATION WAGONS**

Rear pillar assist handle  
Roof luggage rack  
Power tailgate washer/wiper  
Lockable rear compartment  
Cargo compartment carpet  
Tailgate step plate (two-seat only)

**PERFORMANCE**

303 (2-bbl.) V8 engine (regular fuel)  
303 (4-bbl.) V8 engine  
440 (4-bbl.) V8 engine (station wagons)  
440 Magnum V8 engine (Polara, Polara 500, except wagons)  
Torqueflite three-speed automatic transmission  
Sure Grip differential  
Front disc brakes (optional power brakes also required)  
Heavy-duty drum brakes—11" x 1", front and rear  
Rallye Suspension—heavy-duty torsion bars, heavy-duty rear springs, heavy-duty link-type sway bar  
Firm Ride shock absorbers  
Trailer-Towing Package

**APPEARANCE**

Center console (Polara 500)  
Vinyl interior trim (Polara hardtops and sedan)  
Two-tone exterior paint (hardtops, sedan, and wagons)  
Vinyl roof covering, in choice of black, white affair, green antique, or tan (sedans and hardtops)  
Deluxe wheel covers (std., Polara 500)  
Deep-dish wheel covers  
Cast aluminum road wheels  
Front/rear bumper guards  
Door-edge protector mouldings  
White sidewall tires, low profile  
White sidewall tires, wide-tread (N.A., wagons)

Some options, such as Airtemp air conditioner, automatic speed control, disc brakes, heavy-duty drum brakes, console, Super-Lite, tilt steering wheel and Trailer-Towing Package, are available only with certain other items of equipment. Your Dodge Dealer will gladly assist you in selecting such items within their availability.

## DIMENSIONS

(These are 1969 Polara 4-door-sedan dimensions. Other body styles may vary in some degree.)  
Wheelbase, 122" • Track, front/rear, 62.1"/60.7" • Overall length, 220.8" • Overall width, 79.3" • Overall height, 56.8"

## SUSPENSION

All Polara and Polara 500 models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. A link-type sway bar is standard equipment. A Polara Rallye Suspension option is described on the next page.

## BRAKES

Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-released lever—mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models. Polara station wagon brakes are 11 x 3 (front), 11 x 2 1/2 (rear). All other Polara and Polara 500 models have 11 x 2 1/4 (front), 11 x 2 (rear). Heavy-duty, manually adjusted brakes (11 x 3, front and rear) are optional for all Polara models. Power brakes are also optional, as are front wheel disc brakes.

## TRANSMISSIONS

Two basic transmissions are offered on 1969 Dodge Polara models.

(1) The Polara 3-speed manual, with column-mounted shift lever. It is standard only on models powered by the 318 V8 or 383 (2-bbl.) V8, and not available on Polara models equipped with other V8s.

(2) The optional 3-speed TorqueFlite automatic transmission has a column-mounted selector (console-mounted in Polara 500 models equipped with optional center console). It is water-cooled and has an aluminum housing and an internally actuated parking sprag. TorqueFlite automatic is available on all Polara models.

## SAFETY EQUIPMENT

Dual Braking System • Turn signals  
Padded instrument panel • Padded sun visors  
Master cylinder/parking brake warning light  
Windshield washers • Left, outside rearview mirror  
Safety-Action inside door handles  
Retractable, front seat belts plus belt for center passenger except on console-equipped Polara 500 models  
Breakaway ashtray on instrument panel  
Front side marker reflectors • Backup lights  
Soft knobs on window cranks  
Cleaner Air System • Safety-Rim wheels  
Energy-absorbing steering column and wheel  
Concealed windshield wipers, 2-speed, electric; parallel-action blades with glare-reducing finish  
Hazard Warning System (4-way emergency flasher)  
Prismatic, day/night, inside rearview mirror with double-ball-joint safety mount  
Rear seat belts (including belt for center passenger), front shoulder belts, left and right (except convertibles)  
Manual latch on front seatbacks (2-door models)  
Padded front seatback • Nonoverride door locks

## TRAILER-TOWING PACKAGE

A Trailer-Towing Package for Dodge Polara models is required for towing trailers with a loaded gross weight of 2,500 lbs. and not exceeding 5,500 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 250 lbs. (Hitch not supplied by Dodge.)

Basic equipment includes: maximum cooling system with high-capacity radiator. Seven-blade fan. Fan shroud and hood seal. Heavy-duty performance axle, 3.23 ratio. Heavy-duty suspension, front and rear, with link-type sway bar and high-control shock absorbers. Special, 11"-diameter, heavy-duty brakes (manually adjustable). Heavy-duty turn signal flasher. Heavy-duty stoplight switch.

Wide-rim, 6-JJ wheels on all but wagons, 6.5JJ on wagons. Trailer-Towing Package is not available on Polara models with 318-cu.-in. V8.

The following extra-cost equipment is also required: 383 (2-bbl.) V8. TorqueFlite automatic transmission. 8.55 x 15 tires (except station wagons); 9.15 x 15 tires on wagons. Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty, 70-amp-hr battery with rubber separators and battery heat shield. Power brakes. Air conditioning. High-performance engines like the optional 383 (4-bbl.) V8 or 440 Magnum. Automatic speed control.

## ELECTRICAL SYSTEM

Battery: 12-volt, 6-cell, 48-amp-hr, standard on Polara and Polara 500 models equipped with 318 V8. 59-amp-hr, standard with 383-cu.-in. engines. 70-amp-hr, standard with 440-cu.-in. engines and optional with other engines. Alternator: 37-amp, standard. (46-amp standard with air conditioning and optional on Polara models not so equipped.)

## STANDARD EQUIPMENT

318-cu.-in. V8 engine  
3-speed manual transmission  
Cloth-vinyl interior trim in Polara hardtops and sedan  
All-vinyl interior trim in Polara convertible and station wagons  
Front bucket seats, with center cushion/folding armrest (or console) (in Polara 500 models)  
Concealed windshield wipers  
Deep-pile carpeting  
3-spoke steering wheel with padded hub  
Heater/defroster  
Cigarette lighter  
Glove box door lock  
Power top (Polara and Polara 500 convertibles)  
Foot-operated parking brake  
Link-type sway bar  
Quiet door latches  
Choice of 17 exterior colors  
Deluxe wheel covers (Polara 500 models)  
Crank-operated vent panes (ventless door glass standard on two-door hardtops with air conditioning)  
Rear seat foam cushion pad  
24-gallon fuel tank (wagons, 22)  
Roof-mounted air deflector (wagons)  
Dual Action tailgate (wagons)

## REAR AXLE RATIOS

A number of rear axle ratios are offered, at extra cost, with each Polara engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Polara or Polara 500 delivered with a more suitable ratio. You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional, at extra cost). In sand, snow, and mud, power is transferred to the rear wheel with the better traction.

## TIRES

All Polara models (except wagons), 8.25 x 15 (5.5JJ) wheels. Polara station wagons . . . . . 8.85 x 15 (6.0JJ) wheels. 15" wheels and tires are standard on all Polara models. Fiber-glass-belted white sidewall tires are optional on all Polara models. Wide-tread fiber-glass-belted white sidewall tires are optional on Polara hardtops, convertibles and sedans.

## ENGINES

### Polara Engines

displacement	318 cu. in.	383 cu. in.	383 cu. in.	440 cu. in.	440 Magnum
no. of cylinders	V8	V8	V8	V8	V8
bore and stroke (in.)	3.91 x 3.31	4.25 x 3.38	4.25 x 3.38	4.32 x 3.75	4.32 x 3.75
tappets	all Polara V8 engines have hydraulic tappets				
carburetor	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.
compression ratio	9.2:1	9.2:1	10.0:1	10.1:1	10.1:1
air cleaner	silenced	silenced	double snorkel	double snorkel	double snorkel*
exhaust system	single	single	dual	dual	dual
crankcase	4 quarts for all engines—5 quarts when replacing oil filter				
coolant	18 qts.	17 qts.	17 qts.	17 qts.	18 qts.
horsepower @rpm	230 @4400	290 @4400	330 @5000	350 @4400	375 @4600
torque (lbs.-ft.) @rpm	340 @2400	390 @2800	425 @3200	480 @2800	480 @3200
recommended fuel	regular	regular	premium	premium	premium
440 V8 is offered on wagons only; 440 Magnum V8 is offered on all other models, except wagons.					
*Double snorkel with TorqueFlite; unsilenced with manual transmission.					

## COLORS

- |                             |                           |
|-----------------------------|---------------------------|
| 1. Dark Blue Metallic       | 9. Gold Metallic          |
| 2. Medium Blue Metallic     | 10. Dark Bronze Metallic  |
| 3. Light Blue Metallic      | 11. Cream                 |
| 4. Cordovan Metallic        | 12. Beige                 |
| 5. Light Turquoise Metallic | 13. Light Bronze Metallic |
| 6. Dark Green Metallic      | 14. Red                   |
| 7. Medium Green Metallic    | 15. Silver Metallic       |
| 8. Light Green Metallic     | 16. White / 17. Black     |



Polara 500 Convertible



Polara 500 Two-Door Hardtop



Polara Two-Door Hardtop



Polara Convertible



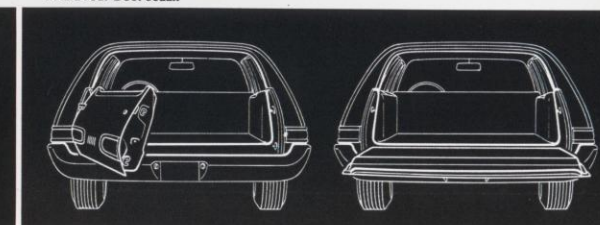
Polara Four-Door Hardtop



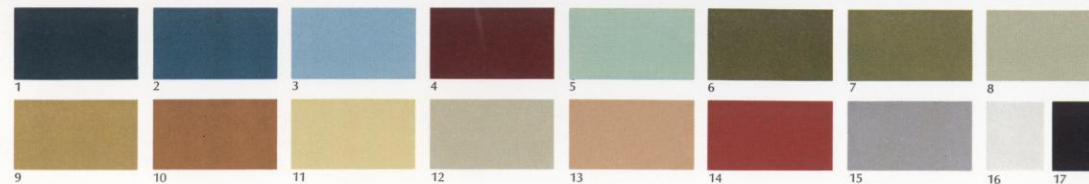
Polara Four-Door Sedan



Polara Station Wagon



Polara Wagon Two-Way Tailgate





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□ 1969 Dodge Polara Catalog

□ 81-205-9039

□ Litho in U.S.A. 8/68

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