1963 COMPACT DODGE DART • ONE OF THE GREAT NEW DEPENDABLES
THE DART GT SERIES
AMERICA'S FIRST SPORTS COMPACT

A sport car is a hot car. It's a fun car. It's a Dart GT. Particularly a Dart GT. Because, to have a hot car you need power (what other compact has it?). And to have a fun car, you need room. Legroom that'll take the stretch of a six footer. Headroom so you can sit tall and get a better look at the world.

Evenroom that does away with the saddle treatment. Dodge Dart GT One of The Dependables. Sleek as a surboard and almost as economical. Dart's the answer for the sports-car enthusiast who could never see paying a premium price. It's the deliverance for lively people taken prey to unwinding gas hogs. Come aboard, sports fan and try the sleek handling professional car with rate loops. Feel how quickly a standard 170 cubic-inch engine can prove a compact doesn't have to be dull (and prove it on regular gas!). Or if you're really out for thunder, exercise your option. Pick the Dart 225 cubic-inch engine, the six with the muscle of an eight.

Luxuriant bucket seats and exceptional comfort for touring in style grand manner. This is what Europeans mean by "Gran Turismo." Of course, all Dodge Tough and light. Dependable braking, dependable suspension, dependable steering wheel, and so forth. Soft spots are in rear. The inimitably coordinated flip on the convertible tops or down in a snap. Electric powered tops is also available.

You can select from a two-door hardtop or convertible, both dressed with design called Straight-Line. Straight-Line design accounts for the unusual amount of room inside, while outside you're sporting one of the most maneuverable, easy steering cars you've ever laid hands on.

Can't you feel that wheel in your hands? Braecing bucket-seat comfort on your back? These seats are individually adjustable, superbly tailored in all-rivin upholstery. Carpeting is deep-pile, sill to sill. The instrument panel is padded. Standard transmissio: a 3-speed manual with shift lever on steering column. Optional transmission: 3-speed TorqueFlite automatic with the benefit of push-button controls.
THE DART 270 SERIES
NOW A COMPACT THAT FITS A FAMILY'S WAY AND MEANS

It's only fair to warn you that there's a lot you're going to have to work with compact cars. When you start learning about compact cars, this one is just not like the rest. It is compact in price. It is compact in size. It is compact in every way. It has a compact gauge, too. It has 111-inch wheelbase. But inside! Family-size comfort. The seats are chair high. There's greater legroom for back-seat passengers than in many a bigger car. Dart is a whole new idea—too roomy to be a compact, too tall to be anything else! And for all its dash and maneuverability, there's hardly a man who'd trade it for a compact offering economy alone. Why should you?

Take a leisurely look at these 239 series models. No baby-catering appearance here. Just straight lines and contours. Real easy to take—just as hard to put up. But more than good looking, this new design serves a purpose, too. It puts on a show. You'd expect that in the back compartment. That's because Straightline design means dashboard without cutting the rear corners. And there's a handy touch: The glove box door opens down to rest flat out. Recessed in the door are wells for holding cups when at a drive-in restaurant or movie theater!
The 2-door sedan, the 4-door sedan, the convertible—each of these three Dart models has the quality touches you'd expect of Dodge. Sill-to-sill carpeting, biscuit-patterned double-knit nylon and vinyl upholstery (all vinyl is standard in the convertible and available in the four-door sedan). Practical luxuries are these that resist beautifully the scuffs and spills of active living. Request maintenance gear, just a damp cloth and a whiskey.
THE DART 170 SERIES
COSTS LESS TO BUY. LESS TO RUN. COSTS
A WHOLE LOT LESS IN THE LONG RUN!
REMEMBER WHAT IT'S LIKE TO REAP A REAL BARGAIN?
A BIG TWO-SOUP (ICE CREAM CONE FOR 5!)
A SHAVE AND A HAIRCUT? DON'T GIVE UP. YOU'RE
LOOKING AT WHAT IS, WITHOUT A DOUBT, MORE
CAR THAN YOU'VE EVER BARGAINED FOR. HERE'S
MORE ROOM THAN IS CUSTOMARY IN A COMPACT.
EXTRA COMFORT. DEPENDABILITY YOU ONLY
ASSOCIATE WITH DODGE. FOR ALL YOUR WISE CAR-BUYING
DECISIONS OF THE PAST, THE DART 170 IS QUITE
POSSIBLY THE BEST BARGAIN YOUR SENSE OF
VALUE HAS YET UNCOVERED. IT'S TIGHT, SOLID.
IT HAS THE POWER OF THE DART GT WHICH IS FAR
AND AWAY THE KIND OF HORSES YOU PAY EXTRA
FOR IN MOST OTHER COMPACTS. AND LIKE
EVERY ONE OF THE DEPENDABLES BY DODGE,
The seats are chair-high; you go 32,000
Miles between overhauls. Jobs, 4,000 Miles
between oil changes.

The upholstery is vinyl (including headlamps) with fine
touch cloth in the seat cushions and backs.
You get frost and rain awnings, sun visors, a lighter,
tachometer, and tray, thick floor covering that's almost
impermeable to wearing in or spilled heels. Extra gas tank
under rear seat. And a trunk capacity of 13 cubic feet.
Combined by interior and exterior colors keyed to
harmonize most beautifully.

Notice the extra values and you'll see why Dart is one of
The Dependables. The body is unified. It's protected
against rust with two layers of primer and sprays. Notice the height
of the steel bumpers; impressive, sure. But not just orna-
ments; they're set well away from body metal and grille for
maximum dent prevention. Notice the big difference
in Dart's trunk. In some compacts, you know, it's
hard telling the trunk from a tool box. This one will
hold a tool box. And a thermos jug. And blankets.
And you name it. Suitcases 35, 35, and 35 cu. ft. capac-
ity will gobble up a whole family, or a salesmen.
Or anybody who is looking for a lot more car than their
money bought before.
THE DART STATION WAGONS
THE MORE YOU LOOK AT THEM, THE MORE YOU FIND TO LIKE

The Dart 270 wagon (left) is a few dollars more than the 170 (right). The extra moves you up into more luxury inside and different trim outside. It’s in all what you want. Each is built on a 106-inch wheelbase. Will handle six adults easily. Will hustle on down a highway or backroad on reasonable amounts of regular gas. Pick your power. Team it with your preferred three-speed gear box, straight stick or automatic. In a Dodge Dart wagon, you’ll have a back seat to no one.

This automobile has the power you need, the inside room you want, the reliability Dodge is famous for. Great day! Owning a Dart wagon asks so little of you.

You can almost “tote that barge” in this baby. With second seat down, there’s 68.9 cubic feet of cargo capacity. Drop the tailgate, and you’ve 105.3 inches of floor length from back of front seat. Maximum cargo area width: 54.4 inches. Tailgate window rolls down out of sight, can be electrically powered, if you like, and operated from driver’s seat or at the tailgate itself.
The Smart Idea—The Dart Idea

It's a whole new idea! An economy car with room. An economy car with hot performance. An economy car with honest-to-gosh economy (remember, Dart is a compact). The sum total? Compact Dodge Dart looks, rides and drives like a lot more automobile than you'd expect for a few thousand dollars. For it's STRAIGHT-LINE DESIGN MAKES A BIG DIFFERENCE

Most any compact is comfortable for the driver. It's the passengers that get the sadistic treatment. Not so in Dodge Dart with Straight-Line Design. You know that Dart not just sweats straight back without kinking or rounding off. It creates straight-line stability and function. More than that, this straight sweep headroom in the rear compartment as well as the front. It also provides a more rearward positioning of the rear seat which means inches more legroom. In the 1963 Dart, you can't just grip a hat, unbend and fold your knees because the seats are car high, but will guess how about the economy of an automobile as powerful as Darts, you can be justified. Trust us, it can't happen with 20 or 20 miles to the gallon, because you know, a lot depends on the driver. And remember this: Gas mileage is more directly related to how much weight you're getting behind you than to how many available horses you've got to pull you ahead. In Dart, the dead weight of your seat. So be as conservative as you wish. Go easy—yes, you must go in wide-sweep-compacts and you're racking up mileage to win an economy run. But the beauty of Dart practicality is that it doesn't leave you hamstrung. While you save with the rest of them, you can still have the reserves horses to out-drive the best of them. At the wheel of a Dart you can even compete in all the tall-sixfooters on regular gas, yet...
THESE ARE THE 1963 DEPENDABLES FROM DODGE

COMPACT DODGE DART A new idea. A smart idea. Now a compact in a neat, easy-going, saving size—with room and comfort for a family. It's the fresh new 1963 compact in the large economy size.

STANDARD SIZE DODGE The beautiful way to go in the low-price field. This Dependable looks, rides and drives like a lot of money—yet it's priced, model for model, with other low-priced cars. in everything but its traditional Dodge price.

BIG CUSTOM 880 This is the 1963 luxury automobile with a strong sense of value. The biggest Dodge of all. Big room. Big ride. Big power. Big price.

PICK A SIZE! PICK A PRICE! PICK A DODGE!