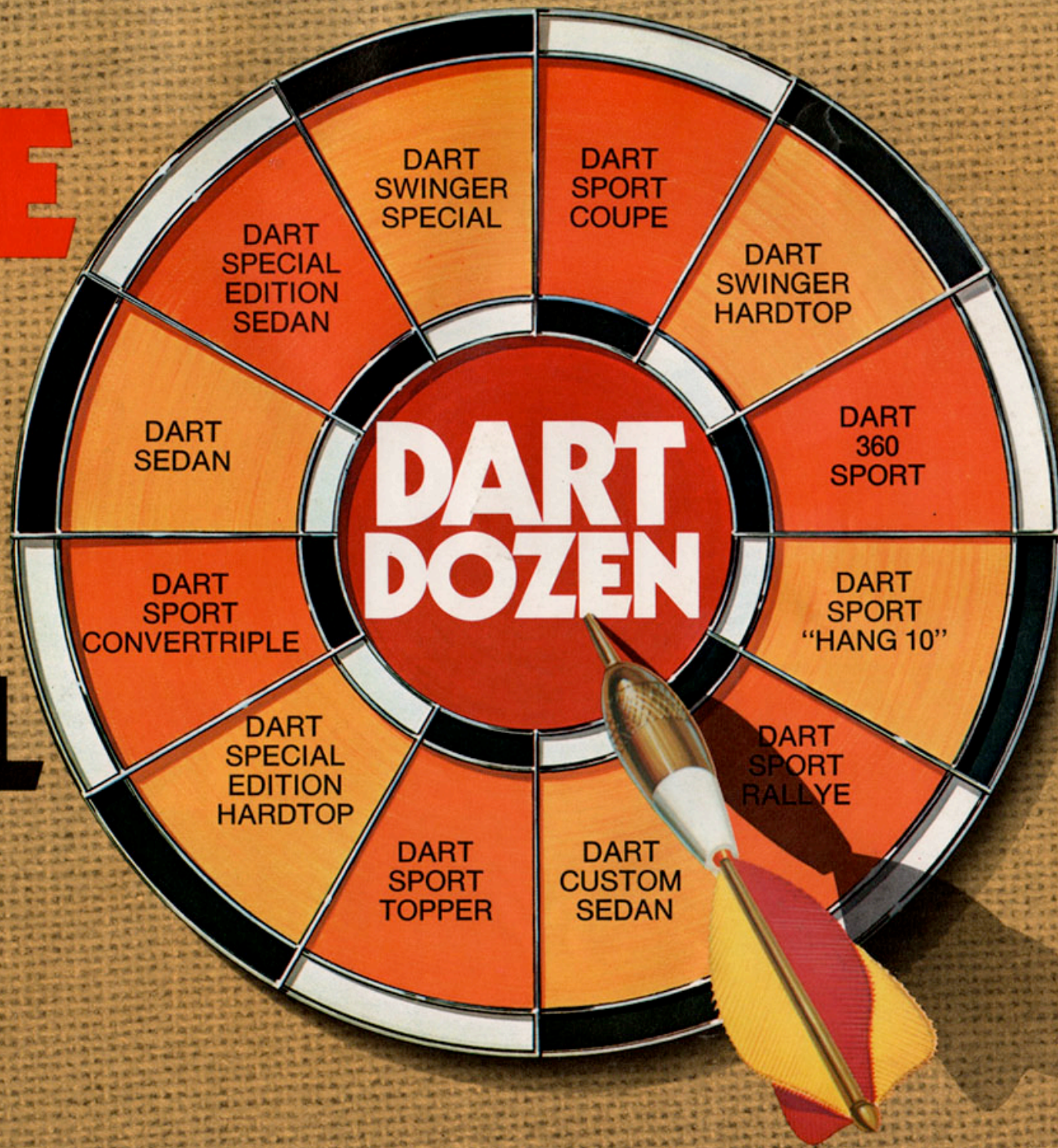


DODGE
RIGHT
ON
TARGET
IN SMALL
CARS



DART SPORT CONVERTRIPLE (3 Cars in One!)



It starts as a Dart Sport 5-passenger coupe. Then you do your stuff. Add the optional sliding metal sun roof for the open-air fun of a convertible. And the optional fold-down rear seat for a 6½-foot long cargo space—like an economy wagon! Convertriple—the compact car that's a lot of cars. It's three cars in one!

Optional all-vinyl, full-volume foam bucket seats

DART SWINGER Free Automatic Transmission*



Whether you prefer the 4-door convenience of a Dart Custom or the classic 2-door hardtop styling of a Dart Swinger, you get a TorqueFlite automatic transmission free when you order yours with a special package of popular options—including power steering, vinyl roof, AM radio, whitewalls, deluxe wheel covers, remote-control mirror and more. Two ways for the smart buyer to get extra value—automatically!

Swinger optional interior with fold-down center armrest

*The factory provides the automatic transmission at no charge to the dealer. So we can pass it on to you.

NEW DART SPORT "HANG TEN"



White vinyl bucket seats feature multi-colored "Hang Ten" graphics

You don't have to be a surfer to go overboard for this eye-popping new package. It's a white coupe with red, white and blue "wave crest" stripes outside and a white interior with bright orange accents. Available on Dart Sport or 360 Sport models with automatic transmission, rallye wheels, white-wall or raised white letter tires and a folding rear seat. Fun's up!

Folding rear seat package provides extra storage room with full carpeting

ANNOUNCING DART SPECIAL EDITION

Parchment standard interior with crushed velour cloth and vinyl front bucket seats with center cushion and fold-down center armrest. Bench seat, in same fabrics, also available at no charge.

Dart Special Edition 4-door sedan



Now Dodge brings you Dart with a whole new dimension of luxurious comfort and style. Consider these standard features: Parchment crushed velour and vinyl interior and parchment (or black) vinyl roof. Automatic transmission. Power steering. AM radio. Plush cut-pile carpeting. Color-keyed wheel covers and whitewall tires. Extra insulation. Carpeted trunk. And bright exterior trim. Dart Special Edition sets high standards of luxury and value.

NEW SMALL CAR LUXURY

Convenient pockets behind seat back provide handy storage for rear seat passengers.

Special Edition

YOU'RE RIGHT ON TARGET WITH THE DART DOZEN!

Whatever you're after in a compact, you'll find a Dodge Dart fashioned to fit it. Low price...operating economy...passenger room...sportiness...luxurious appointments...and special value features! Dart gives you a special blend of economy and value — and your choice of a dozen ways to go!

EACH ONE GIVES YOU MORE OF WHAT YOU BUY A SMALL CAR FOR!

ECONOMY

The Dart "Slant Six" engine can give you more miles per gallon than comparable size compact cars.* And with passing power to boot.

ROOM FOR 5 OR 6

Interior dimensions vary with different Dart models, but all are roomy and comfortable. Dart's famous for its popularity with passengers.

BIG TRUNK

Luggage likes the Dart, too. And several models feature an optional fold-down rear seat — with a security panel — that provides space for unusually long cargo.

*1976 mileage figures based on October 1975 Midsize Sedan Mileage Tests published by Popular Science for its 1976 issue conducted on 1975 vehicles; figures were adjusted by Popular Science for 1976 Model Changes and the results of EPA tests.

ELECTRONIC IGNITION

It gives you up to 35 percent more starting voltage to begin with, and — without points or condenser to wear out — it stays in tune far longer than conventional systems. Spark plugs can last longer, reducing normal maintenance costs.

HIGH TRADE-IN

All these reasons help to account for the Dart's traditionally high resale value. With over a million Darts on the road, you have to have a friend who owns one. Why not ask what it does for him?

**MORE THAN
1,000,000
SATISFIED
OWNERS**

DART SWINGER SPECIAL
DART SPORT COUPE
DART SWINGER HARDTOP
DART 360 SPORT
DART SPORT "HANG 10"
DART SPORT RALLYE
DART CUSTOM SEDAN
DART SPORT TOPPER
DART SPECIAL EDITION HARDTOP
DART SPORT CONVERTIBLE
DART SEDAN
DART SPECIAL EDITION SEDAN