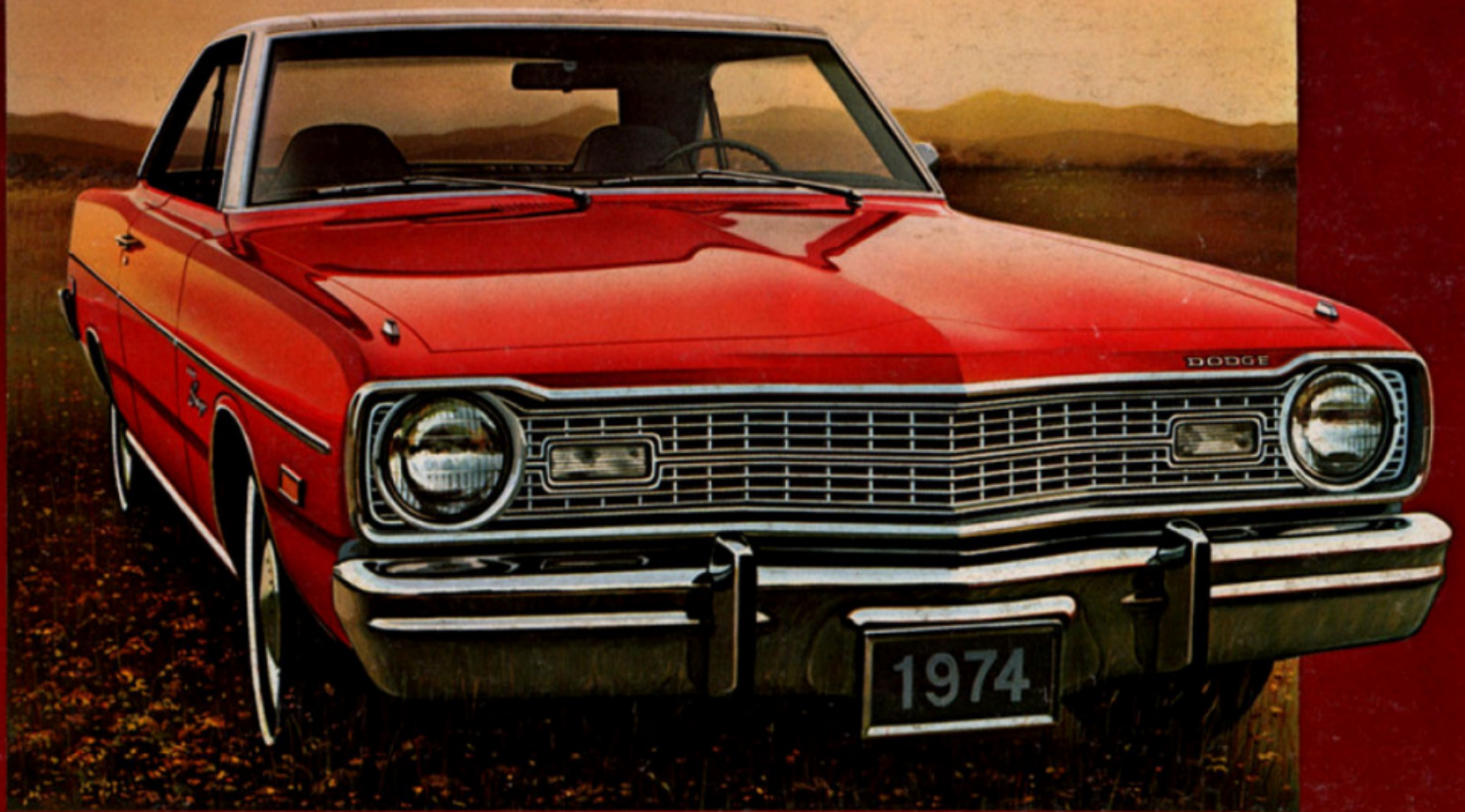


DODGE

1974 DART AND CHALLENGER





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!



CHALLENGER '74. TURN IT ON... IT'LL DO THE SAME FOR YOU!

Here's Challenger for 1974. The personal sporty car with spirit to match its sleek styling. Tough. Eager. Responsive. Challenger reflects the way you go about things... with élan. Ease into Challenger's all-vinyl bucket seats. Settle back. Buckle up. Contact. Ignition. All systems go. Mix the three-on-the-floor stick shift. Move out in style.

Or go *all* the way with the optional Challenger Rallye Package. Heavy-duty! With performance hood, fender scoops with strobe tape stripes, black-out painted grille, Rallye instrument cluster, Rallye suspension, 318 or 360 V8 engine, and more. Challenger '74 and Challenger Rallye... proving half the fun is getting there.

Challenger's standard all-vinyl bucket seats.

STANDARD SPECIFICATIONS	
ENGINE:	318 V8
TRANSMISSION:	3-on-the-floor, fully synchronized manual
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Heavy-duty Rallye suspension with front and rear sway bars (std. on Rallye and with opt. 360 V8)
TIRES:	7.35 x 14 polyester BSW (Challenger) F70 x 14 bias-belted WSW (Rallye)
WHEELS:	14 x 5 (14 x 5.5 with F70 x 14 tires)
BRAKES:	Front: manual disc; Rear: 10" x 2 1/4" drum
ELECTRICAL SYSTEM:	Battery: 305-amp; Alternator: 41-amp Electronic Ignition System Transistorized voltage regulator
FUEL TANK:	18 gallons
TRUNK CAPACITY:	9.6 cu. ft.

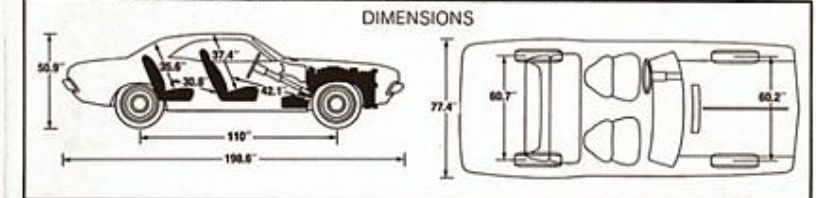


Electronic Ignition for 35% more starting voltage than conventional systems.



Rallye instrument panel with tachometer and full gauges.

REAR AXLE AVAILABILITY			
ENGINE	TRANSMISSION	STANDARD	OPTIONAL
318 V8	3-speed manual	3.23	—
	TorqueFlite automatic	2.76	3.23
360 V8	3- or 4-speed manual	3.23	3.55 (Sure Grip)
	TorqueFlite automatic	3.23	3.55 (Sure Grip)



CHALLENGER RALLYE 2-DOOR HARDTOP

DART SPORT CONVERTIBLE.

THE COMPACT CAR THAT'S A LOT OF CARS.

The Dart Sport Convertible... like three cars in one. First, Dart Sport just by itself. An enjoyable, easy-handling compact coupe with more weight and trunk space than the mini cars. Order the optional sliding metal sun roof, and you've got car number two... with the open-air freshness of a convertible. Finally, turn your Dart Sport into an instant cargo carrier (car number three) with the optional fold-down rear seat. Carry many things up to six-and-one-half-feet long. (A fold-down security panel protects valuables stored in the trunk.) And there you have Dart Sport Convertible... as easy as 1,2,3.

DART 360 SPORT.

Here's the sportiest Dart of all... Dart 360 Sport. A new 360-cubic-inch four-barrel dual exhaust V8 is standard, along with power front disc brakes, special suspension, and other ways of making the Sport even sportier. Dart Sport, Dart 360 Sport. The choice is yours to enjoy.

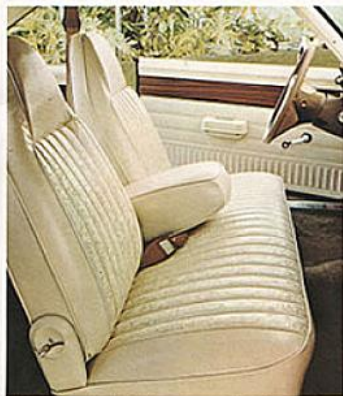


DART SPORT COUPE.

EVERYTHING YOU'VE ALWAYS WANTED TO KNOW ABOUT DART AND CHALLENGER. AND A FEW THINGS YOU NEVER EXPECTED.

STANDARD EQUIPMENT

	1981 Dart	1981 Sport	1981 Swinger	1981 Custom
INTERIOR				
All-vinyl front bench seats	•	•	•	•
Cloth-and-vinyl front bench seats	•	•	•	•
All-vinyl bucket seats with integral head restraints	•	•	•	•
Rear seat armrests	•	•	•	•
Rear seat ashtrays	•	•	•	•
Front seat ashtray	•	•	•	•
Color-keyed carpeting	•	•	•	•
Color-keyed rubber floor mats	•	•	•	•
Cigarette lighter	•	•	•	•
Wood-grained vinyl applique door trim panel	•	•	•	•
Heater/defroster • High-speed starter	•	•	•	•
Inside day/night rearview mirror	•	•	•	•
Instrument panel with wood-grained vinyl instrument cluster	•	•	•	•
Instrument panel with wood-grained vinyl throughout	•	•	•	•
Keyless door locking system	•	•	•	•
3-spoke steering wheel with padded horn button	•	•	•	•
Deluxe 3-spoke steering wheel	•	•	•	•
2-spoke steering wheel with horn button	•	•	•	•
Front door vent windows	•	•	•	•
3-speed floor-mounted transmission	•	•	•	•
EXTERIOR				
Front and rear bumper guards	•	•	•	•
Power front disc brakes	•	•	•	•
Hubcaps • Outside left rearview mirror	•	•	•	•
Body side dual paint stripe • Decklid and quarter mouldings	•	•	•	•
Body side moulding with paint insert	•	•	•	•
Drip rail mouldings	•	•	•	•
Grille surround and hood front edge mouldings	•	•	•	•
Wheel-lip mouldings	•	•	•	•
Heavy-duty special suspension	•	•	•	•
Side and rear deck performance stripes	•	•	•	•
Foot-operated windshield washers • 2-speed wipers	•	•	•	•
SAFETY EQUIPMENT				
Anti-theft steering column lock	•	•	•	•
Backup lights	•	•	•	•
Breakaway front ashtray	•	•	•	•
Combination side markers, light reflectors	•	•	•	•
Dual Braking System with warning light	•	•	•	•
Energy-absorbing bumper systems	•	•	•	•
Energy-absorbing steering column and wheel	•	•	•	•
Passenger restraint system with starter interlock	•	•	•	•
Hazard Warning Light System	•	•	•	•
Head restraints	•	•	•	•
"Key-left-in-ignition" warning buzzer	•	•	•	•
Manual latches on folding front seatbacks	•	•	•	•
Outside left mirror	•	•	•	•
Inside mirror, with double-ball-joint safety mount	•	•	•	•
Nonoverride door locks, except driver's door	•	•	•	•
Padded instrument panel and sun visors	•	•	•	•
Parking brake with warning light	•	•	•	•
Safety Action inside door handles	•	•	•	•
Safety Rim wheels	•	•	•	•
Side door steel guard beams	•	•	•	•
Turn signals with lane-change feature	•	•	•	•
Windshield wipers and washers	•	•	•	•



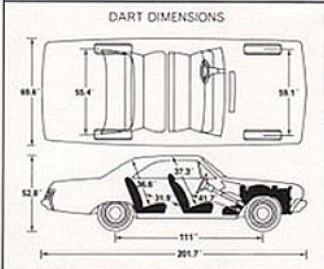
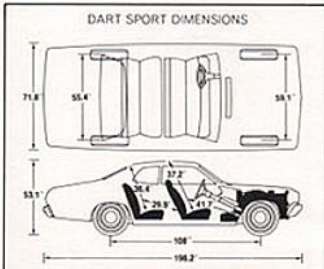
Optional front bench seat with fold-down armrest—finished in cloth and vinyl (Dart Swinger), or all-vinyl (Dart Custom, Sport, and 360 Sport).



Dart Custom's standard cloth-and-vinyl front bench seat.



Ease into these vinyl full-volume foam bucket seats—optional on Dart Sport and 360 Sport.



How much luggage will Dart's trunk hold? Look below.



See for yourself. Dart's hidden spare tire helps deliver a full 13.4 cubic feet of trunk space. Dart Sport offers 19.8 cubic feet.

STANDARD SPECIFICATIONS			
ENGINE:	198 Six (NA in California—225 Six opt.) 318 V8 300 4-bbl. V8 (Dart 360 Sport)		
TRANSMISSION:	3-speed manual, column-mounted; or floor-mounted (Dart 360 Sport)		
SUSPENSION:	Front: torsion bars (front sway bar—Dart 360 Sport) Rear: asymmetrical leaf springs		
TIRES:	6.95 x 14 polyester BSW 6.70 x 14 polyester BSW (318 V8) E70 x 14 bias-belted BSW (Dart 360 Sport)		
WHEELS:	14 x 4.5 15 x 5.5 (Dart 360 Sport)		
BRAKES:	Front: disc (V8); 10" x 2 1/2" drum (6-cyl.); power disc (Dart 360 Sport) Rear: 10" x 2 1/2" drum (V8); 9" x 2" drum (6-cyl.)		
ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 34-amp (6-cyl.) 41-amp (V8) Electronic Ignition System Transistorized voltage regulator		
FUEL TANK:	16 gallons		
TRUNK CAPACITY:	19.8 cu. ft. (Dart Sport) 15.4 cu. ft. (Dart)		
REAR AXLE AVAILABILITY			
ENGINE	TRANSMISSION	STANDARD	OPTIONAL
198 Six	3-speed manual	3.23	3.21/3.55
	TorqueFlite automatic	2.76	3.21/3.23/3.55
225 Six	3-speed manual	3.23	3.21/3.55/2.94
	TorqueFlite automatic	2.76	3.21/3.23/3.55
318 V8	3-speed manual	2.94	3.21/3.55
	TorqueFlite automatic	2.76	3.21/3.55
360 V8	3- or 4-speed manual	3.21	3.55
	TorqueFlite automatic	2.94	3.21/3.55

EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN DODGE ... DEPEND ON IT!

There are important engineering differences offered in every Dodge car made in this country. Differences that are basic to the way we build our cars. Differences that could help you choose your next car.

ELECTRONIC ENGINE TESTING—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep substandard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

USE OF ELECTRONICS—Dodge offers such Space Age electronic advancements as Electronic Ignition, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional Electronic Security Alarm System.

TORQUEFLITE TRANSMISSION—Rugged and dependable. With no recommended fluid replacement, filter replacement, or band adjustment under normal driving conditions.

ELECTRONIC IGNITION—Standard on every Dodge built in the U.S.A., our proven Electronic Ignition System delivers up to 35 percent more starting voltage than conventional systems to help you start in any kind of weather.

TORSION BAR SUSPENSION—Standard on all Dodge cars made in the U.S.A., our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

UNIBODY CONSTRUCTION—The body panels and structural members on all Dodges are fused into one unit by more than 4,000 tough welds for strength and durability.



Optional AM/FM radio and easy-to-reach heater/defroster controls.



Optional heated rear-window defroster gives ice the brush off... electrically.



"All systems on" with Dart's fully appointed instrument panel.



Optional fold-down seatbacks and security panel make your Dart Sport or 360 Sport an instant cargo carrier.

OPTIONAL EQUIPMENT

	1981 Dart	1981 Sport	1981 Swinger	1981 Custom
225 6-cylinder engine	•	•	•	•
300 4-bbl. V8 engine with bright tip dual exhausts	•	•	•	•
All-vinyl front bench seats (std. Dart and Swinger)	•	•	•	•
All-vinyl front split-back bench seats with center armrests	•	•	•	•
Cloth-and-vinyl front bench seats with center armrests	•	•	•	•
All-vinyl front bucket seats with integral head restraints (std. Challenger)	•	•	•	•
Air conditioning (not available with 198 CID engine)	•	•	•	•
Power front disc brakes (standard on Dart 360 Sport)	•	•	•	•
Electric heat rear window defroster*	•	•	•	•
Front and rear bumper guards (std. on Challenger)	•	•	•	•
Color-keyed carpeting	•	•	•	•
Electric clock (std. with Rallye instrument cluster)	•	•	•	•
TorqueFlite 3-speed automatic transmission (column-mounted or with floor console)	•	•	•	•
3-speed manual transmission, floor-mounted (std. on Dart 360 Sport and Challenger)	•	•	•	•
4-speed manual transmission, floor-mounted w/Hurst shifter (available w/360 V8 engine or Dart Sport Rallye Package)	•	•	•	•
Rear window defogger*	•	•	•	•
Emissions control package required on cars registered in Cal.	•	•	•	•
Fold-down rear seat package with trunk dress-up	•	•	•	•
Tinted glass • Undercoating and hood insulator pad • Inside hood release	•	•	•	•
Performance hood with scoop (std. with 360 V8 or Rallye Package)	•	•	•	•
Performance hood paint and hood scoop	•	•	•	•
Rallye wood-grained vinyl applique instrument cluster (std. with Rallye Package)	•	•	•	•
"Reverse" warning lights (with 4-speed manual transmission only)	•	•	•	•
Inside day/night rearview mirror (std. on Challenger)	•	•	•	•
Outside left remote-control	•	•	•	•
Dual rearview mirrors, painted or chrome (left is remote-control)	•	•	•	•
Body side mouldings with black vinyl insert • Sill mouldings	•	•	•	•
"Wheel lip" mouldings (std. Sport, 360 Sport, and Challenger)	•	•	•	•
Upper door frame mouldings	•	•	•	•
Music Master AM radio	•	•	•	•
AM/FM radio	•	•	•	•
AM/FM multiplex stereo radio with dual rear seat speakers	•	•	•	•
Rear seat speaker (N/A with fold-down rear seat package)	•	•	•	•
Power steering • Sure Grip differential	•	•	•	•
Deluxe 3-spoke steering wheel (std. on Dart Custom and Swinger)	•	•	•	•
Manual sliding metal sun roof	•	•	•	•
"Tuff" steering wheel	•	•	•	•
Special suspension (std. with Dart 360 Sport)	•	•	•	•
Tachometer	•	•	•	•
Side strobe tape stripes, black (Rallye Package only)	•	•	•	•
Performance side tape stripes, black or white (std. on 360 Sport)	•	•	•	•
Rear deck panel stripes, black, white, or parchment (std. on 360 Sport)	•	•	•	•
"Up and over" tape stripes (black, white, or parchment)	•	•	•	•
Full vinyl roof—gold, green, white, or black	•	•	•	•
Full vinyl roof—green, parchment, white, black, or gold	•	•	•	•
Canopy vinyl roof—black, white, or parchment	•	•	•	•
Deluxe wheel covers • Rallye wheel with chrome trim ring	•	•	•	•
Chrome-styled road wheels with trim rings	•	•	•	•
3-speed windshield wipers and electric washers	•	•	•	•
Radial tires • 70 and 78 Series tires	•	•	•	•

*Rear defroster or defogger is required on all cars purchased in New York State.

OPTIONAL PACKAGES

- RALLYE PACKAGE (Challenger)** • Sport hood • Black out painted grille • Fender scoop with body side strobe stripes • Rallye cluster instrument panel with tachometer and full gauges • Heavy-duty rear shock absorbers • Rallye suspension with front and rear sway bars • F70 x 14 white sidewall bias-belted tires • Electric clock • 3-speed windshield wipers.
- SPORT RALLYE PACKAGE (Dart Sport only)** • 318 V8 engine • 4-speed manual transmission • Power steering • Special suspension with front sway bar • E70 x 14 raised white letter tires • Rallye wheels with chrome trim ring • "Tuff" steering wheel • Deluxe vinyl bench seat • "Dodge" lettering on quarter panel.
- INTERIOR DECOR PACKAGE (Dart Sport and 360 Sport only)** • Rear armrests with ashtrays • Wood-grained vinyl door trim • Deluxe steering wheel.
- DELUXE INSULATION PACKAGE (Dart Sport, 360 Sport, Custom and Swinger only)** • Undercoating and hood pad • Noise reduction package • Special sound insulation.
- PROTECTION PACKAGE (all except Challenger)** • Inside hood release • Glove box lock.
- CUSTOM PACKAGE (Dart Sport and 360 Sport only)** • Cigarette lighter (std. w/360 Sport) • Sill mouldings • Deluxe insulation package • Interior decor package.
- RADIAL TIRE ROADABILITY PACKAGE (all except 360 Sport and Challenger)** • Front sway bar • Special body tuning system.
- EXTERIOR DECOR PACKAGE (Dart and Swinger special only)** • Drip mouldings • Wheel-lip moulding • Sill moulding.
- PERFORMANCE AXLE PACKAGE (Challenger only)** • 3.55 heavy-duty axle • Sure Grip differential • 26-inch high-capacity radiator.
- LIGHT PACKAGE (all cars)** • Fender-mounted turn signals • Map and courtesy lights • Glove box light • Ashtray light • Trunk light • Ignition switch with time delay • Instrument panel flood light with time delay (Challenger only).
- MERCHANDISING PACKAGE (Dart Custom and Swinger only)** • Automatic transmission • Vinyl roof • Power steering • AM radio • Light Package • Deluxe insulation package • Deluxe wheel covers • White sidewall tires • Bumper guards • Day/night inside rearview mirror • Outside left remote-control mirror • 3-speed windshield wipers with electric washers • Black vinyl body side mouldings • Sill mouldings • Upper door frame mouldings (sedan only) • Wheel-lip mouldings.
- TOPPER PACKAGE (Dart Sport only)** • Canopy vinyl roof • "Up and over" tape stripes • Deluxe vinyl seat • Interior decor package • Deluxe insulation package • Deluxe wheel covers • Standard-size whitewall tires.
- TRAILER-TOWING PACKAGE**—See back cover.



Let the sunshine in with Dart's optional sliding metal sun roof.

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.

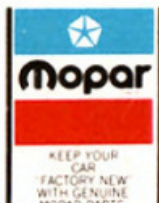
Your Dart is now factory-engineered to handle the full spectrum of trailering demands. Whatever you plan to tow, from trail bikes to light travel trailers, Dodge comes ready to tow . . . and go. Depend on it!

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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LITHO IN U.S.A. 8/73

