

DODGE 71

POLARA, MONACO CARS/DODGE STATION WAGONS.



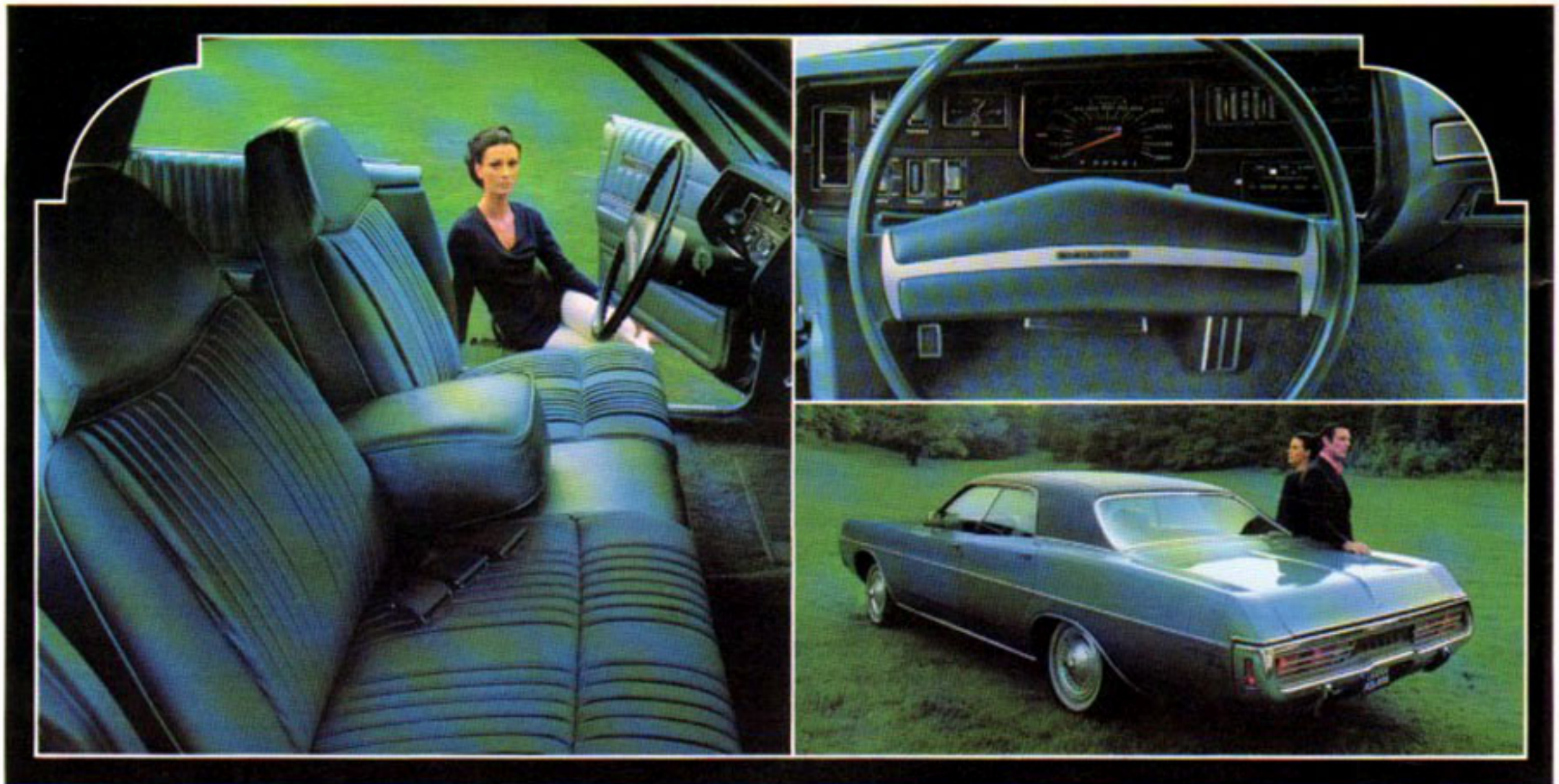
DODGE
POLARA



New Dodge Polara.
Luxury-sized elegance without extravagance.

Just because a car looks expensive, it doesn't necessarily mean that it is. The new 1971 Dodge Polara isn't. In fact, it was specifically designed to give the buyer in the low-priced field more size and value for his investment. For example, the interior of the Polara is bigger in legroom, hiproom, and headroom than that of other luxury cars you're used to. Hand in hand with roominess comes a comfortable ride . . . a Torsion-Quiet Ride that reduces road and engine noise in the passenger compartment. Then we have Polara's quiet good looks. A new grille design, new loop-type front and rear bumpers,

and new taillights for a look of elegance without extravagance. Inside, handsome cloth-and-vinyl trim on the front bench seat. New instrument panel with easy-to-read dials. And yet this car is priced with the others in the traditional, low-priced field. For those who may prefer something a little more posh, the Polara Custom has a more sumptuous interior trim and appointments, with foam-padded front seat as standard equipment. A wider range of exterior colors is also available. If you want value, YOU CAN'T AFFORD NOT TO BE DODGE MATERIAL.



Dodge Polara Brougham. A quiet toast to your success.

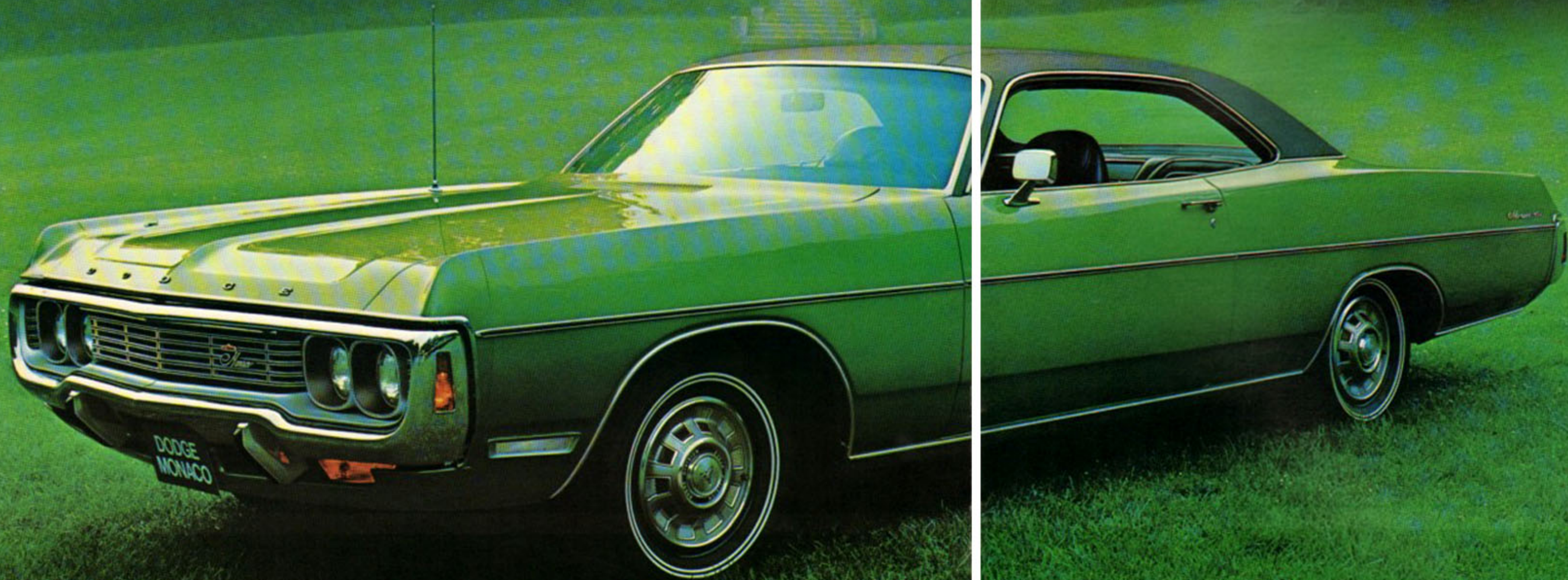
When a man reaches his plateau of success, he likes to feel he can indulge himself in a few quiet luxuries. Such as a Dodge Polara Brougham. Quiet luxury in looks, ride, and smart interior appointments. For 1971, the Polara Brougham has a handsome new grille, front and rear decorative

moulding, and attractive wheel covers.

The interior is as comfortable and as elegant as it looks. Cloth-and-vinyl split-back bench seat, with fold down center armrest in front. Foam-cushioned, front and rear seats. Color-keyed carpeting. Simulated wood-grained dash with new instru-

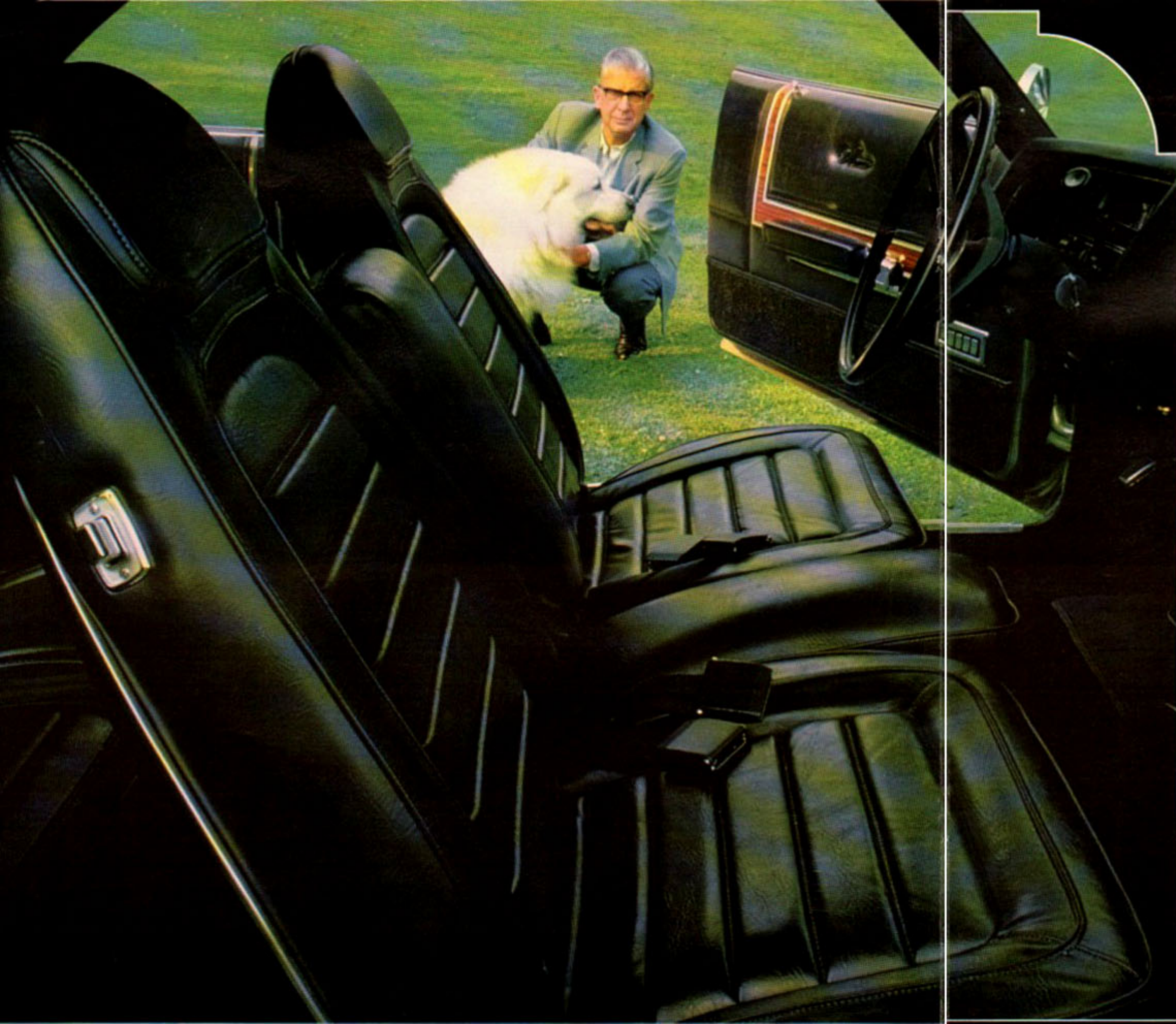
mentation. On the road, Torsion-Quiet Ride carries you in hushed silence with hardly a jolt or a jiggle. Success has some nice rewards. Dodge Polara Brougham should be one of them. If you agree, may we suggest a demonstration drive in a new Polara Brougham at your Dodge Dealer's soon?





1971 Monaco.
How the man who's arrived
arrives.

The man in the Monaco is usually a man who knows what he wants. Like quiet good taste and comfortable surroundings. His Monaco reflects that attitude. Beauty and graceful appearance can be seen wherever you look. In its smartly styled, overall design. In its distinctive grille. In the cornering lights that let you see ahead into a turn. With riding comfort that is equally beautiful. Monaco's Torsion-Quiet Ride retains Monaco's traditional handling characteristics, but further reduces the road and engine noise in the passenger compartment. (See a more detailed explanation on the "Specifications" page.) For the man who wants a little more action under the hood, a husky, 440-cubic-inch V8 with dual exhausts is available as optional equipment. A special Monaco Brougham Package, available on the four-door sedans and hardtops only, is another popular option. It consists of a vinyl roof, trunk carpet, spare tire cover, and 50-50 split-bench seat with passenger side recliner. Now, turn the page, and we'll present . . .



Monaco 1971. The inside story.

Steal a glance to the left, (if you haven't already). Dodge proudly presents the glamorous interior look of the '71 Monaco. Optional all-vinyl bucket seats that look so expensive you're tempted to feel the page. And beneath all that beauty is thick foam padding for driver and passenger comfort. If you were to decorate the interior of your Monaco yourself, you'd probably find the exact fabrics and interior trims you wanted from the wide selection that's available for the new 1971 Monaco.





MONACO STATION WAGON

POLARA CUSTOM STATION WAGON



For 1971, Dodge has a wide selection of station wagon models, four of which are shown here. Each has been designed to suit the needs and the way of life of a particular station wagon owner. The Polara Custom station wagon, for example, is the choice of the man who wants the luxury-sized wheelbase and the spacious cargo area this big wagon affords. He uses this cargo area frequently and wants to know that his wagon is capable of doing yeoman's work. The Monaco, which is

1971 Dodge wagons

equally as big, is for the man who uses his station wagon as a car, as well as as a cargo carrier. It features a handsome, simulated wood-grained exterior and luxury interior trim. A wagon for the country club set, it carries plenty of sports or vacation equipment when necessary. For the family who wants roominess and a large cargo capacity in its station wagon, and still wants to stay in a modest price range, we suggest the Dodge Coronet or Coronet Crestwood. Both have a 118"



CORONET CRESTWOOD STATION WAGON

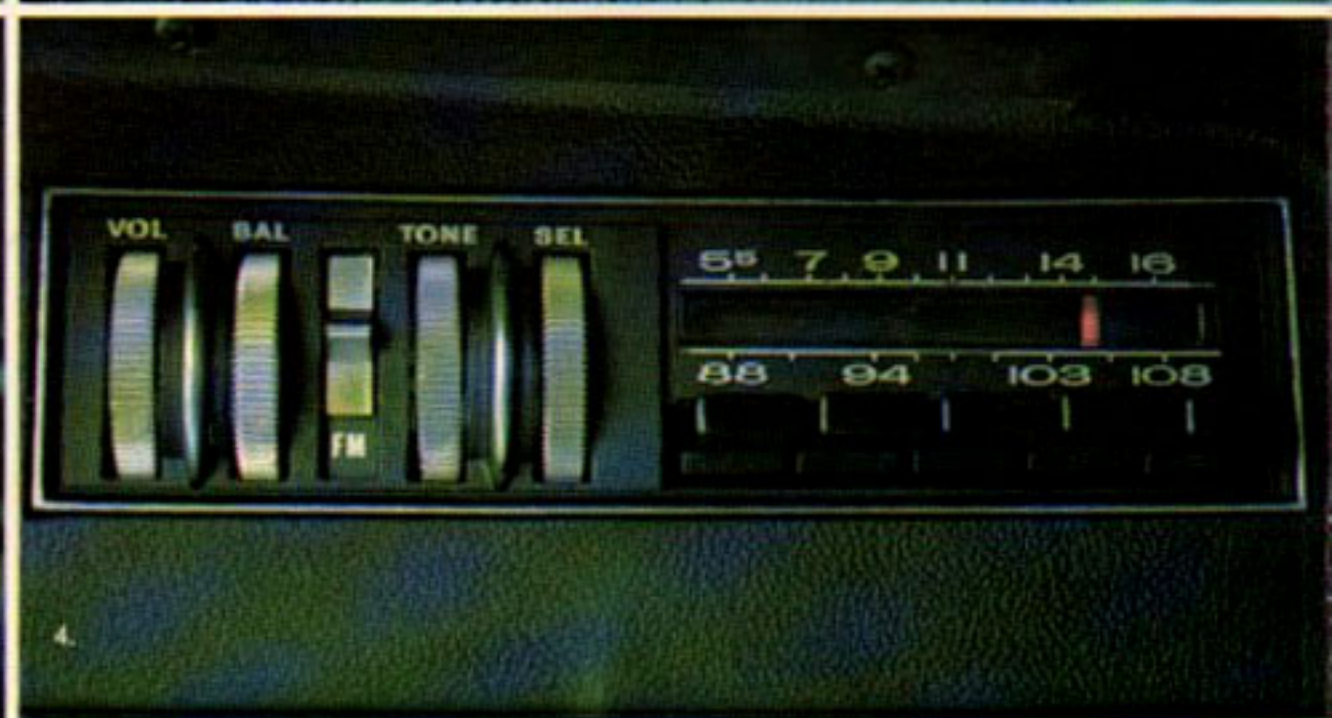
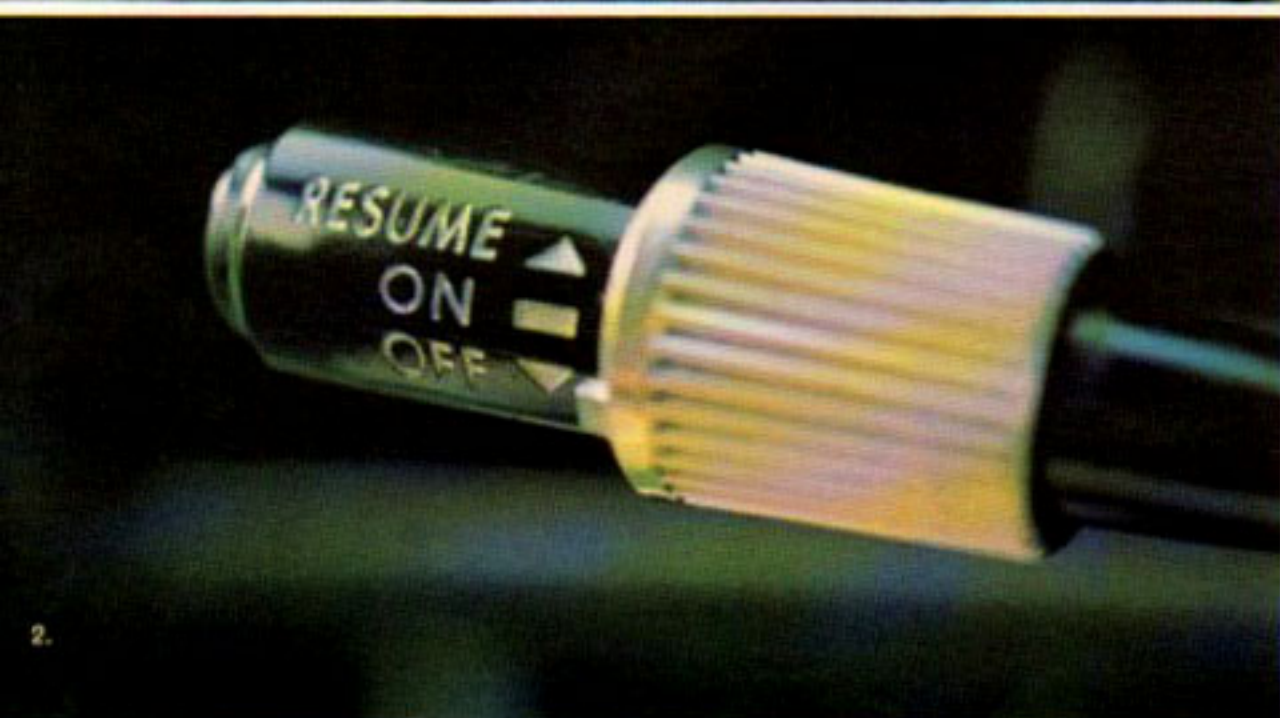
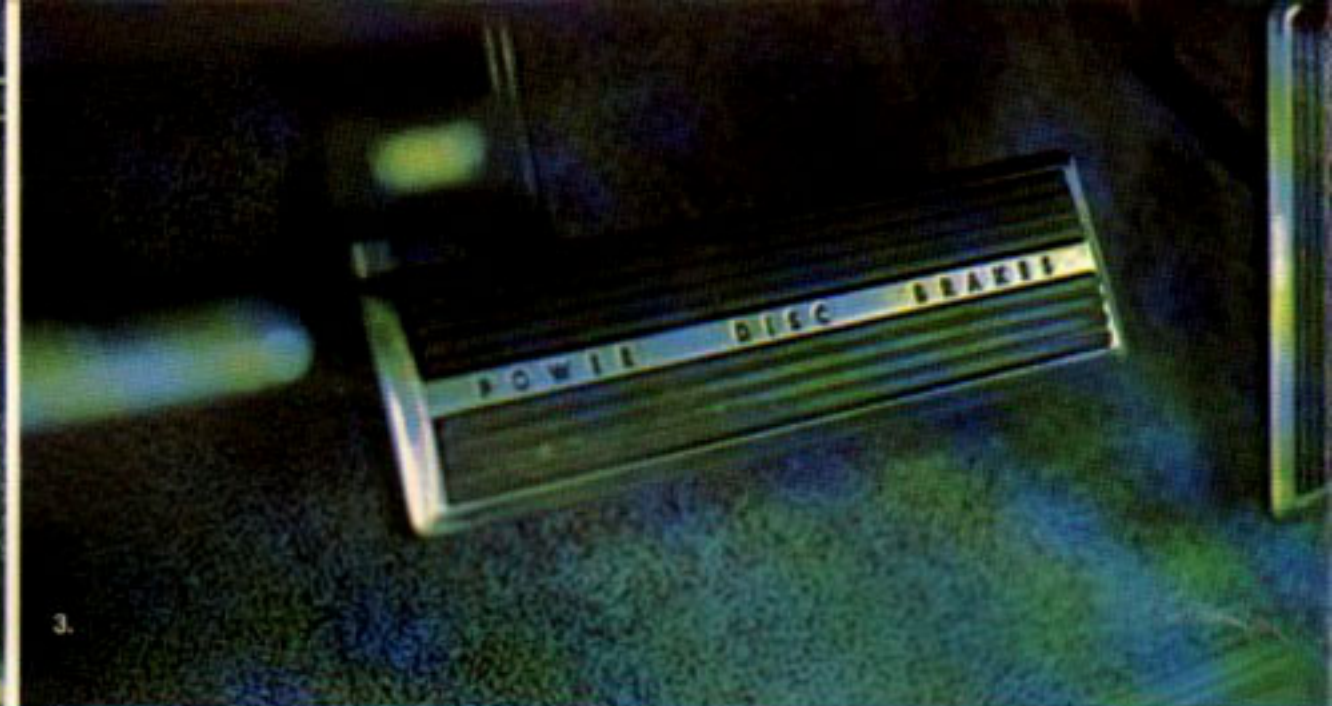


CORONET STATION WAGON

...fun for the load.

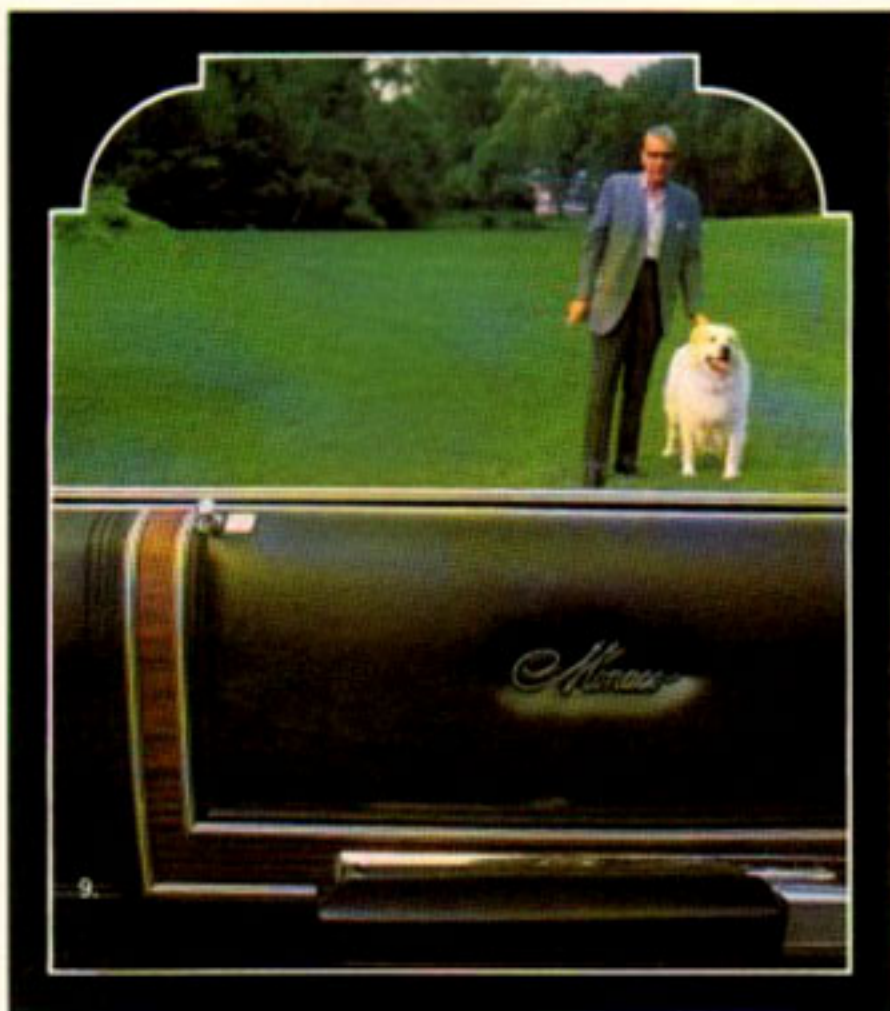
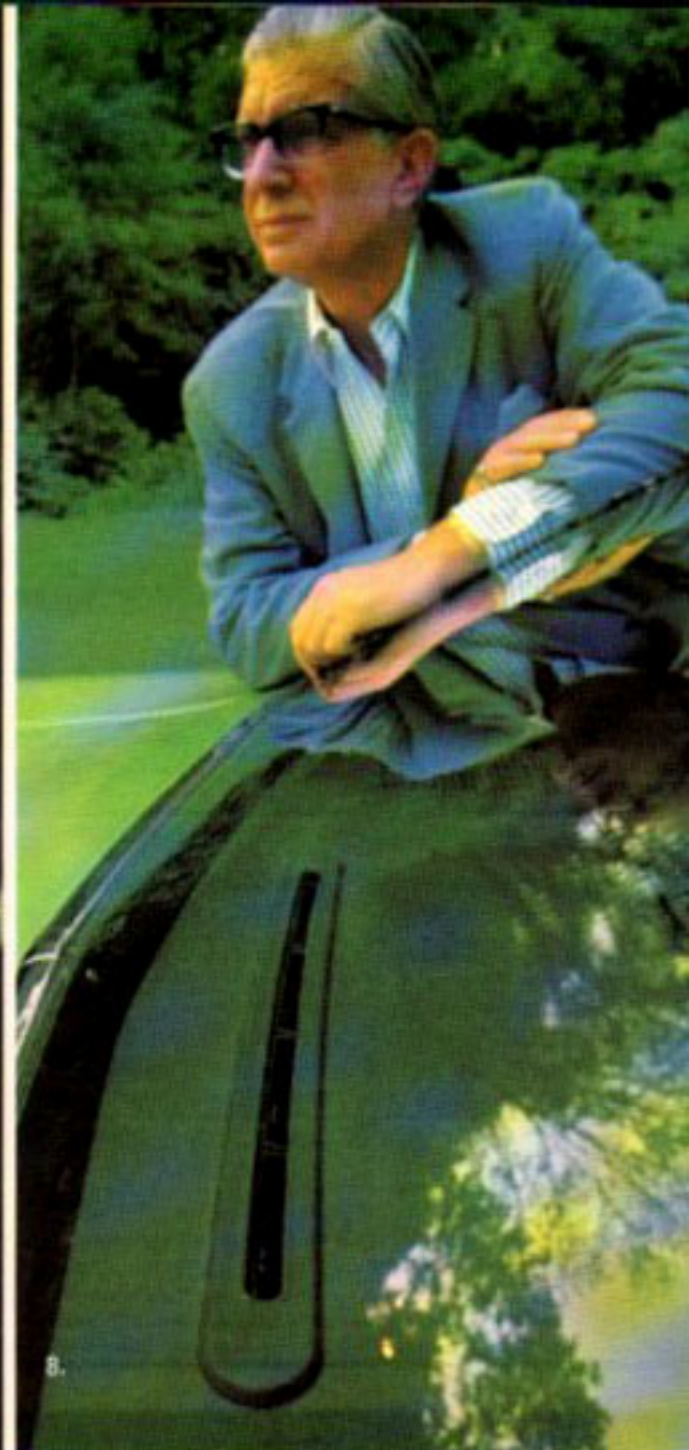
wheelbase for excellent maneuverability and parking ease, which pleases the lady of the house. If you'd like a little extra luxury, the Crestwood has a simulated wood-grained exterior and deluxe interior trim. New on the 1971 Coronet station wagons is the electric Auto-Lock. This feature makes it hard to unlatch the Dual Action tailgate from the inside when the ignition is on. For safety reasons, the door can be opened when the ignition is on, but the effort is greater.

Standard equipment on Polara and Monaco wagons are the Dual Action tailgate and the aerodynamic rear window cleaning vane. Comfort and convenience options at extra cost include Chrysler Corporation's exclusive air conditioning that dispenses cool air in the roomy rear compartment for added passenger comfort; adjustable roof rack; a Trailer-Towing Package; and more powerful engines. Others may be found on the "Accessories" and "Specifications" pages.



Accessories.

With the purchase of a big luxury car such as the Dodge Polara or Monaco, you'll probably want to add some personal touches with your own choice of fine accessories and optional equipment. Some optional comfort and convenience items to consider are shown here on these pages.



1. AIRTEMP AIR CONDITIONING
2. AUTOMATIC SPEED CONTROL
3. POWER DISC BRAKES
4. MULTIPLEX AM-FM STEREO RADIO
5. WIRE WHEEL COVERS
6. DELUXE WHEEL COVERS
7. CASSETTE STEREO TAPE RECORDER/PLAYER
8. REAR WINDOW DEFOGGER
9. ELECTRIC DOOR LOCK

Polara/Monaco

Specifications and Equipment.

1971 POLARA/MONACO STANDARD EQUIPMENT

ENGINES

225-cu.-in. Six (Polara only)
 318-cu.-in. V8 (Polara, Polara Custom)
 383 2-bbl. V8 (Polara Brougham and Monaco only)

TRANSMISSION

3-speed manual

SEATS/INTERIOR TRIM

Cloth-and-vinyl front bench—Blue, Tan, or Green interior trim colors (Polara only)
 Cloth-and-vinyl front bench—Blue, Green, Gold, or Black interior trim colors (Polara Custom—except wagons)
 Cloth-and-vinyl split-back front bench with center armrest—Blue, Green, Gold, or Black (Gunmetal, Monaco only) interior trim colors (Polara Brougham, Monaco only—except wagons)
 Simulated wood-grained door-trim insert with carpeted lower panel (Monaco only)

INSTRUMENTS, LIGHTS, AND INTERIOR DETAIL

Glove box lock
 Coachman-grained vinyl instrument panel applique (Polara, Polara Custom)
 Simulated wood-grained instrument panel applique (Polara Custom, Polara Brougham, Monaco)
 Cigarette lighter
 Combination dome and map light (Polara Brougham, Monaco)
 Dome light (Polara, Polara Custom)
 Color-keyed carpeting
 Prismatic day/night inside rearview mirror
 Pedal dress-up (Polara Brougham, Monaco)
 Instrument panel ash receiver light (Polara Brougham, Monaco)
 Glove box light (Polara Brougham, Monaco)

Rear door automatic dome light switch (Polara Brougham, Monaco)

TIRES, WHEELS, AND COVERS

G78 x 15 black sidewall bias-belted tires (Polara, Polara Custom)
 H78 x 15 black sidewall bias-belted tires (Polara Brougham, Monaco)
 J78 x 15 black sidewall bias-belted tires (Polara Custom, Monaco 2-seat wagons)
 L78 x 15 black sidewall bias-belted tires (Monaco 3-seat wagons)
 15 x 5.5JJ wheels (except wagons)
 15 x 6.5JJ wheels (all wagons)
 Hubcaps (Polara, Polara Custom)
 Deluxe wheel covers (Polara Brougham, Monaco, optional all other models)

ELECTRICAL

37-amp alternator
 Transistorized regulator
 59-amp-hr battery (Polara Brougham, Monaco)
 46-amp-hr battery (Polara, Polara Custom)

SUSPENSION

Torsion-Quiet Ride
 Torsion-bar front suspension
 Asymmetrical rear leaf springs

MISCELLANEOUS FEATURES

Ventless front windows
 2-speed, concealed windshield wipers with articulated blade on driver's side
 Heater/windshield defroster with 3-speed fan
 Keyless Door Locking System
 Amber parking light lens
 Pedal-applied parking brake with hand release lever
 11" x 2½" rear brakes (Polara Brougham, Monaco, Polara Custom wagon)
 11" x 2" rear brakes (Polara, Polara Custom—except wagon)

23-gallon fuel tank
 Loop-type front and rear bumpers
 Vapor Saver (Gasoline Evaporation Control System)
 Cornering lights (Monaco only, except wagon)
 Trunk compartment light (Polara Brougham, Monaco)

STANDARD SAFETY EQUIPMENT

Dual Braking System
 Turn signals
 Padded instrument panel and sun visors
 Windshield washers
 Mirror, left, outside, rearview
 Safety-Action inside door handles
 Backup lights
 Safety-Rim wheels
 Front shoulder belts
 Day/night inside rearview mirror w/safety mount
 Front and rear seat belts

STATION WAGON ITEMS

Dual Action tailgate
 Rear floor well carpet (Monaco)
 Rear window cleaning vane (optional on Coronet)
 Tailgate opening step pad (3-seat wagon)
 Rear compartment dome light (Monaco wagons and Polara 3-seat wagon)
 High-control shock absorbers

POLARA/MONACO OPTIONAL EQUIPMENT

Airtemp air conditioning
 AM-FM multiplex radio with or without floor-mounted cassette stereo tape player with optional microphone
 Bucket seats with integral head restraints (Polara Brougham and Monaco 2-door hardtops only)
 Cornering lights (standard Monaco hardtops and sedans)
 Electric clock

Electric door locks (a single button inside locks all doors electrically)
 Headlight time delay with headlight-on reminder
 Mirror, left, outside, remote-control
 Front power disc brakes (standard Monaco wagon), power seats, power steering
 Power windows, power trunk lid release
 Rear seat speakers
 Rear window defogger (except wagons)
 Tilt steering wheel with "Rim Blow" horn
 Tinted windshield
 Tinted windshield and windows
 360 2-bbl. V8 engine
 383 4-bbl. V8 engine
 440 4-bbl. V8 engine
 TorqueFlite 3-speed automatic transmission
 Sure Grip differential
 Trailer-Towing Package
 Vinyl roof covering
 Wheel covers
 Road wheels
 Wire wheel covers
 Monaco Brougham Trim Package

STATION WAGONS

Roof luggage rack, adjustable to fit load
 Tailgate entry assist handles
 Dual Air Conditioning (Polara, Monaco)
 Lockable rear compartment (Polaras only)
 Tailgate washer/wiper (Polara, Monaco)

DIMENSIONS AND CAPACITIES

POLARA/MONACO

Wheelbase.....	122"
Front track.....	62.0"
New wide-stance rear track.....	63.4"
Overall length.....	220.2"
Overall width.....	79.2"
Overall height.....	54.9"
Fuel tank capacity.....	23 gallons

(These are 1971 V8 4-door-sedan dimensions. Other body styles may vary in some degree.)

ON EVERY DODGE YOU SEE, THE LOW PRICE IS STANDARD EQUIPMENT.



POLARA 4-DOOR SEDAN



POLARA CUSTOM 4-DOOR HARDTOP



MONACO 4-DOOR SEDAN



POLARA 2-DOOR HARDTOP



POLARA BROUGHAM 2-DOOR HARDTOP



MONACO 2-DOOR HARDTOP



POLARA CUSTOM 4-DOOR SEDAN



POLARA BROUGHAM 4-DOOR HARDTOP



MONACO 4-DOOR HARDTOP



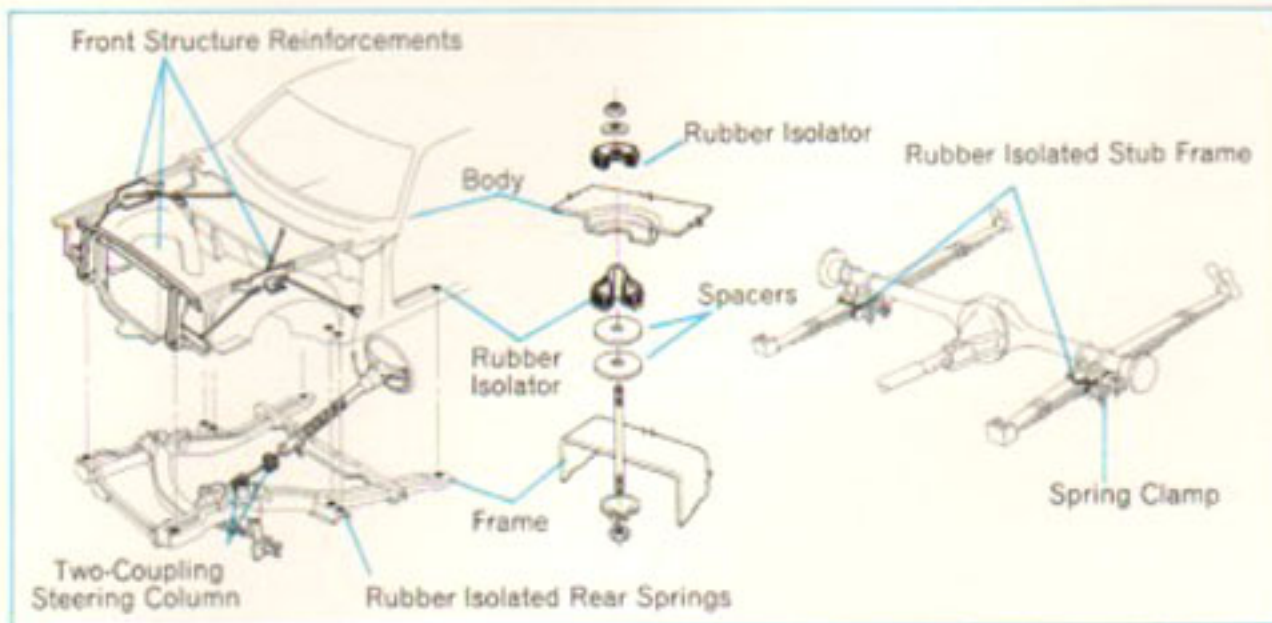
POLARA CUSTOM 2-DOOR HARDTOP



POLARA CUSTOM STATION WAGON
(available in 2-seat and 3-seat models)



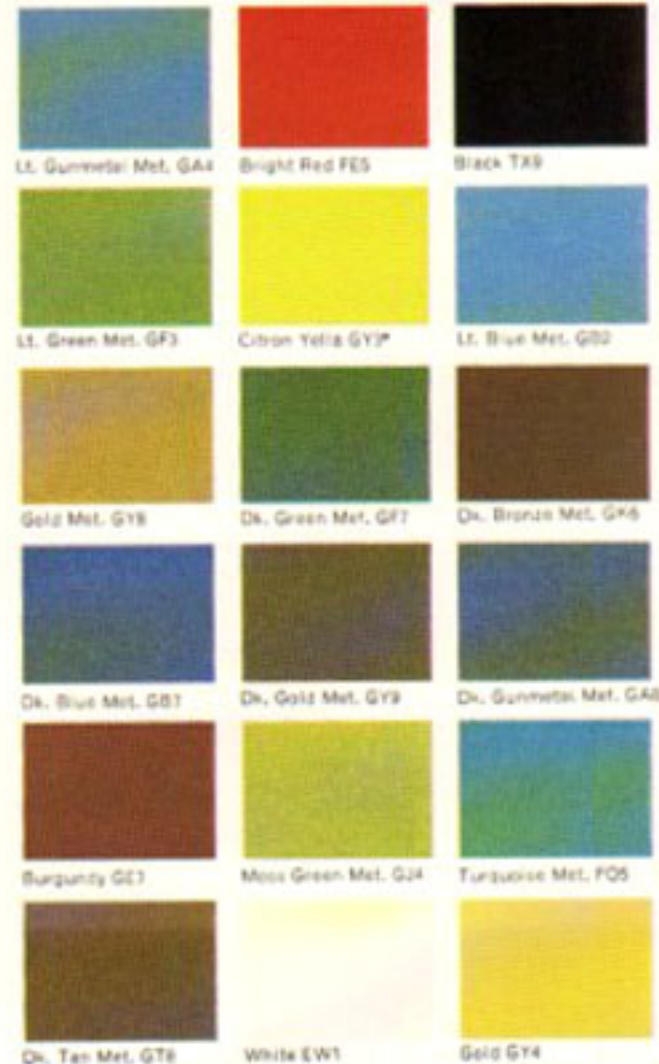
MONACO STATION WAGON
(available in 2-seat and 3-seat models)



NEW TORSION-QUIET RIDE

All new 1971 Dodge Polaras and Monacos are equipped with the new Torsion-Quiet Ride. It retains all the fine handling characteristics of these luxury cars and further reduces road and engine noise in the passenger compartment. Noise reduction is achieved by using a new type of rubber isolator in a number of key suspension locations: at the front, in the rear, and along the steering gear.

POLARA/MONACO EXTERIOR COLORS



*High-impact color. Optional at extra cost.



All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

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Dodge

