

# DODGE

POLARA SERIES • 440 SERIES • 330 SERIES



THE DEPENDABLES BUILT BY DODGE



**GOLDEN ANNIVERSARY OF DEPENDABILITY.** Fifty years ago two brothers by the name of Dodge built their first motorcar. It was the 1914 Dodge, a car which established a new tradition in the world of automobiles: Dependability. Although a lot has changed in the last fifty years, that same tradition of dependability has been handed down to the 1964 Dodge. The '64 Dodge is designed to the needs of a new and modern age. It is quick, strong, and handsome—its spirit exemplified in the new roofline of the Polara 2-door hardtop, above, just one of the many new things brilliant and exciting in the Golden Anniversary Dodge.

Select what suits you best. Hardtops, sedans, wagons, convertibles; six cylinder engine or V8's; two doors or four; bucket seats; six-passenger or nine-passenger wagons. Dodge offers them all for '64. Twenty-two handsome models in all, in three distinctly different series. The top of the line, Polara. The popular middle line Dodge 440. And the lowest priced full-size Dodge, the Dodge 330. They call 'em The Dependables . . . because they are. This catalog will help you to understand why.







## DODGE POLARA SERIES

Polara is the top of the Dodge line. It is a car built for buyers who like a lot of their luxury as "standard equipment." Just read the long list of things that *come with* Polara. Better yet, see Polara for yourself. Drive it. Once you have, you'll understand why Polara tops everything else in the low-price field.

### POLARA SERIES: CONVERTIBLE • 2-DOOR HARDTOP • 4-DOOR HARDTOP • 4-DOOR SEDAN

**STANDARD ENGINES:** 318 cubic-inch V8 (all four models) • 225 cubic-inch Slant-Six (2 dr. hardtop, sedan only) **STD. TRANSMISSION:** 3-speed manual shift. **OPTIONAL ENGINES:** 383 cubic-inch V8 (2-barrel carburetor) • 383 cubic-inch V8 (4-barrel carburetor) • 426 cubic-inch V8 (4-barrel carburetor) • 426 cubic-inch V8 (two 4-barrel/ram-intake). **OPTIONAL TRANSMISSIONS:** Torqueflite 3-speed automatic • 4-speed manual, fully synchronized (with 383 or 426 V8 engines only). **STANDARD EQUIPMENT:** triple taillights • full carpeting • vinyl-covered visors • dual horns • back-up lights • full horn ring • foam pad front seat with fold-down center armrest • dome light • rear pillar lights (2 dr. hardtop) • oil pressure gauge • glove box lock • cigar lighter • turn signals • armrests, front and rear • individual ash receivers in both rear seat armrests.



ALL VINYL UPHOLSTERY AND FOLD-DOWN ARMREST—POLARA HARDTOPS AND CONVERTIBLE



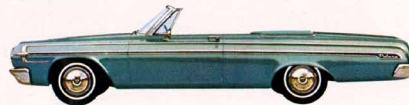
CLOTH AND VINYL UPHOLSTERY, WITH FOLD-DOWN ARMREST (IN UP-POSITION) IN POLARA 4-DOOR SEDAN



POLARA 2-DOOR HARDTOP



POLARA 4-DOOR SEDAN



POLARA CONVERTIBLE





POLARA '64 CONVERTIBLE



## DODGE POLARA SERIES "500" SPORTS MODELS

This option is offered only on the Polara convertible and 2-door hardtop models. What makes it so special? To begin with: special "500" exterior trim, complete with medallions and special wheelcovers. Inside: all-vinyl bucket seats. Padded dash. There's a brand new center sports console that houses a special vertical selector for Torqueflite automatic transmission—or a floor-mounted shift lever for the 4-speed manual transmission (when the car is equipped with either option). Take your choice of Dodge V8 power. Any one of five Dodge V8s will give you exactly the combination of power, performance and handling you want!

**"500" SPORTS OPTION:** AVAILABLE AT EXTRA COST ON POLARA CONVERTIBLE AND 2-DOOR HARDTOP (WITH V8 ENGINE ONLY)

**STANDARD EQUIPMENT:** Same as all models in Dodge Polara series (please refer to standard equipment listing for Polara Series.)



ALL-VINYL UPHOLSTERY; BUCKET SEATS; CENTER CONSOLE—  
POLARA '64 HARDTOP AND CONVERTIBLE



POLARA '64 2-DOOR HARDTOP





DODGE 440 3-DOOR HARDTOP



## DODGE 440 SERIES

There's an American slang term "sleeper," referring to movies and stage shows that discerning audiences "discovered" and made into smash hits. The same thing has happened to the Dodge 440 Series. Here's a line of cars with an uncommon amount of room, power, good looks and luxury. If you've always wanted a hardtop—there's one for you in the 440 Series! (There are also 2-door and 4-door sedans, as well as 4-door wagons!) We wouldn't be so brash to call the '64 Dodge 440 Series "the biggest bargain on wheels." We'll let you discover that for yourself.

### 440 SERIES: 2-DOOR HARDTOP • 2- AND 4-DOOR SEDANS • TWO 4-DOOR WAGONS

**STANDARD ENGINES:** 319 cubic-inch V8 (all five models) • 225 cubic-inch Slant-Six (all models, except wagons). **STD. TRANSMISSION:** 3-speed manual shift. **OPTIONAL ENGINES:** 383 cubic-inch V8 (2-barrel carburetor) • 383 cubic-inch V8 (4-barrel carburetor) • 425 cubic-inch V8 (4-barrel carburetor) • 425 cubic-inch V8 (two 4-barrel/rm-intake). **OPTIONAL TRANSMISSIONS:** Torqueflite 3-speed automatic • 4-speed manual, fully synchronized (with 383 or 425 V8 engines only). **STANDARD EQUIPMENT:** body side, two-tone color insert • full carpeting • vinyl-covered visors • dual horns • foam front seat • dome light • rear pillar lights (hardtop) • oil pressure gauge • glove box lock • cigar lighter • turn signals • armrests, front and rear (all models, including wagons) • individual ash receivers in both rear seat armrests.



CLOTH AND VINYL UPHOLSTERY—ALL 440 SEDAN AND HARDTOP MODELS



DODGE 440 2-DOOR SEDAN



DODGE 440 4-DOOR SEDAN



## DODGE 330 SERIES

This is the lowest-priced series of standard-size '64 Dodge automobiles. Dodge engineers and stylists, nonetheless, have put a lot into every 330 model. Interiors are made of long-wearing easy-care vinyls and nylons—and color-matched to harmonize with exterior body enamel. Mechanically, every Dodge 330 is practically identical to higher priced counterparts in the Polara and 440 Series. Every engine option offered on any 1964 Dodge is available on every 330 model. Dodge room, ride, and handling are standard equipment—all yours in Dodge's lowest-priced, full-size models.

### DODGE 330 SERIES: 2-DOOR SEDAN • 4-DOOR SEDAN • TWO 4-DOOR WAGONS

**STANDARD ENGINES:** 318 cubic-inch V8 (all models) • 225 cubic-inch Slant-Six (all models).  
**TRANSMISSION:** 3-speed manual shift. **OPTIONAL ENGINES:** 383 cubic-inch V8 (2-barrel carburetor) • 383 cubic-inch V8 (4-barrel carburetor) • 426 cubic-inch V8 (4-barrel carburetor) • 426 cubic-inch V8 (two 4-barrel/ram-intake). **OPTIONAL TRANSMISSIONS:** Torqueflite 3-speed automatic • 4-speed manual, fully synchronized (with 383 or 426 V8 engines only). **STANDARD EQUIPMENT:** floor mats in color to match interior • vinyl covered visors • dual horns • dome light • oil pressure gauge • glove box lock • cigar lighter • turn signals • armrests, front and rear • individual ash receivers in both rear seat armrests.



CLOTH AND VINYL UPHOLSTERY—ALL 330 SEDAN MODELS



DODGE 330 2 DOOR SEDAN





## DODGE STATION WAGONS

Beautiful station wagon buys—all in the low-price field! The lower priced Dodge 330 wagons give you a choice of Slant 6 or V8 power. The more luxurious Dodge 440 station wagons offer V8 power all the way. Both series of Dodge wagons are available in 2-seat and 3-seat models. And when it comes to cargo room, there's a grand total of 94 cubic feet of usable space in each of them. Whatever model you choose, you'll get a kick out of the way Dodge performance and luxury put a new life into your station wagon living. For camping, for carrying, for cruising around town—you get an uncommon amount of room, power and good looks, all at a low price.

**330 WAGONS: 2-SEAT AND 3-SEAT MODELS (6 or V8) • 440 WAGONS: 2-SEAT AND 3-SEAT MODELS (V8 only)**

**STANDARD ENGINES:** 318 cubic-inch V8 (standard on all 6-cylinder station wagons) • 225 cubic-inch Slant Six (offered on 330 wagons only). **STANDARD TRANSMISSION:** 3-speed manual shift. **OPTIONAL ENGINES:** 363 cubic-inch V8 (4-barrel carburetor) • 333 cubic-inch V6 (4-barrel carburetor) • 426 cubic-inch V8 (4-barrel carburetor) • 426 cubic-inch Ramcharger V8 (two 4-barrel/ram intake). **OPTIONAL TRANSMISSIONS:** Pushbutton Torqueflite 3-speed automatic • 4-speed manual, fully-synchronized (with 363 or 426 V8 engines only). **STANDARD EQUIPMENT:** Floor mats to match interior color (330 models) • full carpeting (440 models) • vinyl-covered sun visors, right and left • dual horns • dome light • oil pressure gauge • glove box lock • cigar lighter • turn signals • armrests, front and rear • individual ash receivers in both rear seat armrests • foam front seat pad and body side two-tone color insert (440 models only).



ALL-VINYL UPHOLSTERY DODGE 330 WAGONS



ALL-VINYL UPHOLSTERY DODGE 440 WAGONS



DODGE 330 STATION WAGON (6 AND V8 MODELS)

DODGE 440 STATION WAGON (V8 ONLY)

## THEY CALL 'EM THE DEPENDABLES—BECAUSE THEY ARE

Here are some of the reasons why your '64 Dodge will stand up under the hardest use and abuse for a long time to come.

**RUST PROTECTED BODY.** Every '64 Dodge goes through a 7-step dip-and-prime rustproofing process. Virtually every square inch of the lower body area is generously coated with zinc-rich primers that contribute toward long, rust-free body life. In addition, galvanized steel is used in critical moisture areas. Special splash shields under the fenders protect against the accumulation of corrosive materials. Most of the bright exterior trim is made of polished stainless steel; the remainder is bright anodized aluminum—both are rust-resistant materials.

Furthermore, Dodge trim is attached with special rustproofed clips to avoid unsightly rust streaks so often seen on other cars.

**UNITED BODY.** The body panels of a '64 Dodge are welded together to form a one-piece tough, light unit. United bodies cost more to build than the bolted-together kind. But the benefits of unified construction are greater durability, more pound-for-pound strength and rigidity—and better body lines.

**SELF-ADJUSTING BRAKES.** The big brakes (195.2 sq. in. of effective lining) on your '64 Dodge adjust themselves automatically—every time you back up and stop. Dodge brakes last longer, too. The linings are never riveted.

**32,000 MILES BETWEEN MAJOR GREESE JOBS.** To most people, monthly

grease jobs are not only costly—but annoying. With a '64 Dodge, the monthly lube-rinse is a relic of the past.

**ALTERNATOR.** The alternator's advantage over the old-fashioned generator is simple: it has significantly more electrical output at battery and around-town speeds. The alternator helps keep the battery more fully charged for fast starts.

**HIGH-SPEED STARTER.** There's a distinctive new sound when you turn the ignition key in a '64 Dodge. The real benefit is quicker, surer starts even in foul weather.

**SAFETY RIM WHEELS.** In case of tire failure, these patented Dodge rims keep the tire safely on the wheel—and give you the control you need to keep the car on the road while you slow to a stop.

**AIRFLOW ELECTRIC WINDSHIELD WIPERS.** At turnpike speeds, other types of wipers tend to lift away from the glass and become less effective. Dodge airflow wipers actually give better wiping performance, because the increased stream of air at high speeds forces the wipers snugly against the glass. You get a clear, safe windshield wiping action!

**NEW DOOR LOCKS.** The locks on your '64 Dodge are stronger and safer. Extensive testing has demonstrated that these new locks remain latched even under severe and adverse strains. As a bonus, the newly designed lock-actuator helps prevent clothing snags when entering or leaving the car.

## ENGINES

Dodge offers you a choice of four engines for 1964—a Vant-Six and three V8's. All of them will give you smooth, quiet performance—and exceptional gasoline economy for their size. In addition, Dodge also makes available a limited quantity of specially-built competition engines. We frankly recommend these powerplants for all-out-performance specialists only.

Here is a summary of Dodge power for 1964.

**STANDARD 22 CUBIC-INCH SLANT SIX.** This is the famous Dodge 6 that has the zip of many an 8. Yet, it gives you exceptional gasoline savings. On regular gas, of course.

**STANDARD 318 CUBIC-INCH V8.** So quiet you can't believe it's running. But don't let the shyest fool you—the Dodge 318 V8 packs more power per pound than most any other V8 around. Yet it uses regular gas, and its stinginess was proven in the Mobilgas Economy Run in 1963, when it won its class hands down.

**302 CUBIC-INCH V8 WITH 4-BARREL CARBUROTOR.** This engine optional on all '64 Dodge models. It is one of the hottest production V8's ever built! It takes premium fuel. It gives premium performance.

**383 CUBIC-INCH V8 WITH 4-BARREL CARBUROTOR.** Dual exhausts, hot cam—this is a lot more. Optional on all '64 Dodge models. For the man who wants extra performance with a big "E"!

**426 CUBIC-INCH V8 WITH 4-BARREL CARBUROTOR.** "High-Performance" is an understatement for this powerplant. Quite frankly, it is recommended for the performance specialist only.

### "SPECIAL COMPETITION ENGINE"

**418 CUBIC-INCH RAMCHARGER V8 WITH 2-4-BARREL CARBUROTOR AND SPECIAL RAM-INTAKE MANIFOLD.** The official factory designation is "Maximum Performance". This engine delivers exactly that. Its appearance is awesome and impressive. Its performance is superb. Legend, it is, limited to recognized and qualified competition participants only.

## TRANSMISSIONS

For 1964, Dodge offers three distinctively different transmissions. Each is designed to fill a particular demand. Please refer to Specifications (facing page) for gear-ratio data.

**STANDARD 3-SPEED MANUAL TRANSMISSION.** Shifting is quiet, smooth, quick. Significant detail improvements in both transmission and clutch components for 1964 provide even quieter operation, better acceleration and longer service life.

**PUSHBUTTON TORQUEFLITE AUTOMATIC TRANSMISSION.** Easiest smoothest live-action. Top gasoline economy. Torqueflite has three speeds—second of the usual two. Positive-lock parking keeps the car from rolling, when parked. Many auto experts consider it the finest automatic transmission in the business today.

**4-SPEED FLOOR TIK.** Standard on 426 V8 (single 4-bbl.), optional on all other Dodge V8 models.

Four forward speeds, all fully-synchronized. Dodge designed and built for the enthusiast who craves the stimulating performance-control of a crashproof 4-speed gearbox. Exceptionally smooth, extremely versatile for quick snap shifts up (or down). Shift lever is floor-mounted.



## 1964 DODGE SPECIFICATIONS

**EXTERIOR DIMENSIONS**—Wheelbase, 119" (wagons 116"). Tread, front 59.5", rear 59.6". Length, overall 209.8" (wagons 210.7"); width 75.0"; height 59.5".

**INTERIOR DIMENSIONS**—Door sash, headroom, front 39.1", rear 38.3". Seat height, front 8.1", rear 11.0". Legroom, front 41.9"; rear 36.1". Hiproom, front 60.8", rear 61.0".

**STANDARD ENGINES**—225 Slant 6 standard on Dodge 6-cylinder models. Overhead valves, 30" inclined block, 225 cubic inch displacement. Bore 3.40". Stroke 4.125". Compression ratio 8.4:1. Single exhaust. Horsepower 145 @ 3200 rpm. Torque 215 lbs. @ 1800 rpm. Single downdraft carburetor. Coolant capacity (without heater) 12 quarts.

318 V8 standard on Dodge V8 models. Overhead valves, 90° V-type block, 8 cylinders. 318 cubic inch displacement. Bore 3.91". Stroke 3.31". Compression ratio 9.0:1. Single exhaust. Horsepower 200 @ 4400 rpm. Torque 340 lbs. @ 2400 rpm. Dual downdraft carburetor. Coolant capacity (without heater) 30 quarts.

**OPTIONAL ENGINES**—383 V8, 2 bbl. Optional on all Dodge models. Overhead valves, 90° V-type block, 8 cylinders, 383 cubic inch displacement. Bore 4.25". Stroke 3.38". Compression ratio 10.0:1. Single exhaust. Horsepower 300 @ 4800 rpm. Torque 410 lbs. @ 2400 rpm. Dual downdraft carburetor. Coolant capacity (without heater) 16 quarts.

383 V8, 4 bbl. Overhead valves, 90° V-type block, 8 cylinders, 383 cubic inch displacement. Bore 4.57". Stroke 3.38". Compression ratio 10.0:1. Dual exhausts. Horsepower 330 @ 4600 rpm. Torque 426 lbs. @ 2800 rpm. 4-barrel carburetor. High-performance cam. Dual breaker distributor. Coolant capacity (without heater) 16 quarts.

426 V8, 4 bbl. (high Performance) Overhead valves, 90° V-type block, 8 cylinders, 426 cubic inch displacement. Bore 4.29". Stroke 3.75". Compression ratio 11.0:1. Dual exhaust. Horsepower 365 @ 5200 rpm. Torque 465 lbs. @ 3600 rpm. 4-barrel carburetor. Two 2 1/2-inch intake manifold. High performance cam. Dual-breaker distributor. Coolant capacity (without heater) 16 quarts.

426 Ram Charger Competition V8 (Maximum Performance) Overhead valves, 90° V-type block, 8 cylinders, 426 cubic inch displacement. Bore 4.29". Stroke 3.75". Compression ratio 11.0:1. Dual exhaust. Horsepower 365 @ 5200 rpm. Torque 465 lbs. @ 3600 rpm. 4-barrel carburetor. Short throw 4-bbl. cam. Hand chock. Coolant capacity (without heater) 16 quarts.

CLOSED CRANKCASE VENTILATION is standard on all Dodge engines.

**TRANSMISSIONS**—3-speed manual standard on all Dodge models. Ratios with 6-cylinder engine 2.25 to 1, 1.33 to 1, 1.00 to 1, reverse 3.30 to 1. Axles 3:1 to 1 (wagon 3.23 to 1).

Ratios with 8-cylinder engines\*, 3.02 to 1, 1.49 to 1, 1.00 to 1, reverse 3.34 to 1. Axle 3.23 to 1\*.

3-Speed Automatic optional on all Dodge models. Pushbutton control (except Polara models) with "500" sports option which has vertical selector lever, mounted on floor console. Lever-actuated parking brake. Water cooled. Ratios for 6-cylinder and V8 models: 2.46 to 1, 1.46 to 1, 1.00 to 1, reverse 2.20 to 1. Axle ratios for 8-cylinder models 2.93 to 1 (optional 3.26); with 318 V8 3.76 to 1 (optional 3.23); with 383 V8 3.23 to 1 (optional 2.76); with 426 V8 4.10 to 1 (3.23); with 426 V8 (two 4-bbl.) 3.89. Sure-Grip.

4-speed manual. Dodge designed, available on all Dodge 308 and 426 6-cylinder models. All forward gears are fully synchronized. Shift lever floor-mounted.

Ratios 2.66 (low gear), 1.91 (2nd gear), 1.39 (3rd gear), 1.00 (high gear), to 1. Reverse 2.50 to 1. Axle ratios 2.23 to 1 (optional 2.33, 3.55).

\*Except cars equipped with 426 V8 engines.

**SUSPENSION**—Front: torsion bars and ball joints. Rear: asymmetrical leaf springs (3 leaves, 6 on wagons). Off-road shock absorbers mounted at each wheel.

**TIRES**—7.00 x 14" nylon black sidewall standard (wagons, 7.60 x 14" or 7.50 x 14" white sidewall optional at extra cost). Wagons, 8.00 x 14" black or white sidewall, optional.

**BRAKES**—Hydraulic, self-adjusting. Bonded linings, 195.2 square inches (standard); 234.1 square inches (optional).

**ELECTRICAL SYSTEM**—12-volt, 6-cell battery, 48 amp. hr. (70 amp. hr. on models powered by optional 383 V8's and 426 V8 Hi-Performance engine); 90 amp. hr. with 426 V8 Maximum Performance engine.

**CAPACITIES**—Gasoline, 20 gallons (wagons, 21.5).

Oil, 4 quarts on all Dodge models (5 when changing oil filter).

Coolant: (Please refer to various engine specifications).

## 1964 DODGE COMFORT

There are many different Dodge body styles for 1964—and you can equip them with a seemingly endless array of engines, transmissions and accessories. But all '64 Dodges have Comfort in common. There's nothing sturdy about it. It's honest seating comfort—riding comfort—handling ease. Dodge gives you all kinds of room—for heads, legs, knees and hips. In the front seat and back. With Chair High Seats, Dodge restores dignity and comfort to human beings. These are seats that let you sit up and take notice, or stretch out and relax.

**THE DODGE RIDE** is the finest in the low-price field. Front-end torsion bars soak up shock, bumps, ruts, dips, twists, and turns. They flex with the road as you glide over it. Handling characteristics have been improved in the 1964 Dodge by making the rear wheel-track more than two inches wider. There are a lot of other things that add up to Dodge comfort. Things like the widespread use of special sound deadening materials on the floor, front and doors. Or the generous-size front and rear door-openings. The low, narrow Dodge floor tunnel. The easily-rand instruments and the conveniently-arranged control knobs and pushbuttons.

1964 Dodge comfort comes to you as standard equipment on every model... from the lowest-priced 330 to the most lavishly-equipped Polara. Drive A Golden Anniversary '64 Dodge. You'll see what we mean.

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.





YOUR DODGE DEALER ALSO SELLS THE COMPACT DODGE DART AND BIG DODGE 880. ASK HIM FOR CATALOGS COVERING THESE CARS.