

### 1972 DODGE POLARA-MONACO



#### Dodge gives you...

Comes a time when you want to make your life a little easier. You deserve it. You need it. When that times comes, you want a big car. There's no other car that gives you the room, the comfort—yes, the luxury—that you get in a full-sized car.

Dodge offers you a choice of three full-sized cars. Polara. Polara Custom. Monaco. And Dodge designs them to give you everything you want, everything you expect in that kind of car. And more.

Dodge puts Torsion-Quiet Ride on all Polaras and Monacos. The engine, torsion bars, and steering gear are mounted on a massive frame, then isolated from the Unibody with special rubber mounts positioned in eight critical areas. Originally designed for the most expensive luxury automobiles, Torsion-Quiet Ride is now standard on all Polaras and Monacos.

In any purchase, price is an important consideration. So you'll be happy to know that Dodge offers a Polara which is one of the lowest priced, full-sized four-door hardtops built in the United States.

Dodge builds its traditionally sized Polara on the premise that, for many families, a little extra size and riding comfort are not a luxury, but a vital necessity. A necessity to be provided at the lowest cost consistent with reputable quality.

You will find that today many models of smaller cars bear price tags higher than that of a fullsized Dodge. Before paying more for a dressed-up smaller car, it might be wise to weigh your family needs, then consider what Polara offers.

Polara comes in two versions, Polara and Polara Custom. The standard Polara is a clean functional car with a sturdy clothand-vinyl interior. The Custom gives you more exterior trim and more styling touches on the interior. By styling touches, we mean plush simulated burled walnut trim throughout the interior, and cloth-and-vinyl interiors that are not only extremely attractive, but extremely durable. Either way, you'll have a full-sized car you're proud to own. The choice is up to you.

Monaco is an honest, nononsense medium-priced car. A car with a conservative, clean look all its own. A car that is obviously more luxurious than expensively equipped low-priced models, yet not that far above them in price. A car that includes the basic necessities of a luxury car as standard equipment. Power steering, power front disc brakes, and automatic transmission.

The emphasis in design of this completely new car has been on strength, solidity, and silence. The 1972 Monaco gives you a fresh, bright look in a year when many other car manufacturers are simply reshaping last year's look. And style doesn't begin and end with the outside either. That's why you get easy-to-clean clothand-vinyl seats in rich decorator colors, carpeting, and simulated burled walnut trim. The Monaco features Torsion-Quiet Ride and a new 360-cubic-inch V8 engine. This engine offers unusual smoothness, improved low-speed acceleration, and effortless superhighway cruising. It operates efficiently on regular or low-lead fuels.

All the cars in the Polara and Monaco series are designed to give you an amazing amount of luxury at a modest price. When you're looking for a full-sized car built with respect for quality and your budget, it'll be from Dodge. Depend on it.

# a modestly priced larger car

Polara and Polara Custom models are available in a 2-door hardtop, 4-door hardtop, and 4-door sedan. Standard Polara seat at right.





## excellence without extravagance

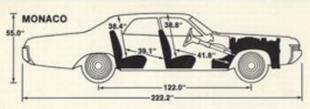
Monaco is available as a 2-door hardtop, 4-door hardtop, and 4-door sedan. All have automatic transmission, power steering, and power front disc brakes as standard equipment. Monaco Brougham seat at right.





## Polara-Monaco standard equipment







ENGINES:
318-cu.-in. V8 (Polara, Polara Custom)
360-cu.-in. V8 (Monaco)
TRANSMISSION:
TorqueFlite 3-speed automatic
SUSPENSION:
Torsion-Quiet Ride
Torsion-bar front suspension
Asymmetrical rear leaf springs
AXLE RATIO:
2.71:1

POLARA/MONACO LUGGAGE CAPACITY:

3 men's 2-suiters • 1 lady's Pullman • 1 lady's wardrobe • 3 men's overnight bags • 7 lady's overnight bags • 1 lady's traincase • 1 golf bag



DIMENSIONS AND CAPACITIES:

Wheelbase: 122.0°
Front track: 62.0°
Rear track: 63.4°
Overall length: 222.2°
(Monaco)

219.4\*
(Polara, Polara Custom)
Overall width: 79.6\*
Overall height: 55.0\*
Front headroom: 38.4\*
Front legroom: 41.8\*
Rear legroom: 39.1\*

capacity: 22.1 cu. ft. (These are 1972 V8 4-door-sedan dimensions. Other body styles vary in some degree.)

INTERIOR FEATURES:

Cloth-and-vinyl front bench—Blue, Black, and Green interior trim colors (Polara)

Usable luggage

Cloth-and-vinyl front bench—Blue, Green, Gold, and Black interior trim colors (Polara Custom)

Cloth-and-vinyl split-back front bench with center armrest—Blue, Green, Gold, and Black interior trim colors (Monaco)

Simulated wood-grained door-trim insert (Polara Custom only)

Simulated wood-grained door-trim insert with carpeted lower panel (Monaco)

3-spoke color-keyed steering wheel (simulated wood-grained insert on Polara Custom and Monaco)

Glove box lock

Leather-grained black vinyl instrument panel cluster applique (Polara)

Simulated wood-grained instrument panel cluster and lower panel applique (Polara Custom, Monaco)

Cigarette lighter

#### exterior colors:

Combination dome and map light (Monaco) Dome light (Polara, Polara Custom)

Color-keyed carpeting

Prismatic day/night inside rearview mirror

Instrument panel ash receiver light (Monaco)

Glove box light (Monaco)

Headlight-on warning buzzer (Monaco) Rear door automatic dome light switch (Monaco)

Trunk light (Monaco)

Pedal-applied parking brake with handoperated release lever

Keyless door locking system

Heater/defroster with 3-speed fan

EXTERIOR FEATURES:

Ventless front windows 2-speed, concealed windshield wipers Concealed headlights (Monaco)

Deluxe wheel covers (Monaco)

CHASSIS FEATURES:

Power steering Power front disc brakes (Monaco) 23-gallon fuel tank

SAFETY FEATURES:

Cleaner Air system with Vapor Saver (gasoline evaporation control system)

Antitheft steering column lock Backup lights

Breakaway front ashtray

Combination side-marker lights and

reflectors

Dual braking system Energy-absorbing steering column and wheel

3-point safety belt system with locking retractors Hazard warning system

Head restraints

"Key-left-in-ignition" warning buzzer Security locks on folding front seatbacks

Left, outside mirror

Inside mirror with double-ball-joint safety mount

Nonoverride door locks, except driver's

Padded instrument panel and sun visors Parking brake

Parking brake and master cylinder warning light

Safety-Action inside door handles

Safety-Action inside door handles Safety-Rim wheels

Soft coat hooks

Soft knobs on window cranks

Turn signals with lane-change feature Windshield wipers and washers

TIRES:

F78 x 15 black sidewall bias-belted tires (Polara, Polara Custom)

G78 x 15 black sidewall bias-belted tires (Monaco)

WHEELS:

15 x 5.5JJ wheels

BRAKES:

11" x 2¾" front brakes (Polara, Polara Custom) (power front disc brakes std. on Monaco only)

11" x 2" rear brakes (Polara, Polara Custom, Monaco)

ELECTRICAL SYSTEM:

41-amp alternator

Transistorized regulator

46-amp-hr battery (Polara, Polara Custom)

55-amp-hr battery (Monaco)

#### Model lineup and selected optional equipment.





POLARA 4-DOOR SEDAN



POLARA 4-DOOR HARDTOP

360 2-bbl. V8 engine (std. on Monaco)

400 2-bbl. V8 engine

440 4-bbl. V8 engine

Electronic ignition system (optional with 360, 400, and 440 V8s only)

All-vinyl front bench, available in Green and Black (Polara)

All-vinyl split-back front bench with center armrest, available in Blue, Green, Parchment, Black, and Gold (Polara Custom)

All-vinyl bucket seats, with fold-down center armrest, available in Green, Parchment, and Black (Polara Custom 2-door hardtop only)



POLARA CUSTOM 2-DOOR HARDTOP



POLARA CUSTOM 4-DOOR SEDAN

All-vinyl split-back front bench with center armrest, available in Green, Parchment, and Black (Monaco only, at no extra cost)

Vinyl roof covering

Front power disc brakes (standard,

Power windows, power trunk lid release, power seat

Power door locks (a single button inside locks all doors electrically; 4-door models only)

Airtemp air conditioning

AM radio with or without floormounted stereo tape cassette player

AM/FM radio

AM/FM multiplex radio with or without floor-mounted stereo tape cassette

Rear seat speaker (dual with stereo or cassette)

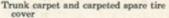
Cornering lights Electric clock



POLARA CUSTOM 4-DOOR HARDTOP



MONACO 2-DOOR HARDTOP



Headlight time delay with headlight-on warning buzzer

Rear window defogger

Tilt steering wheel with "Rim Blow" horn

Tinted windshield

Tinted windshield and windows

Sure Grip differential

Deluxe wheel covers (standard, Monaco)

Deep-dish wheel covers

Road wheels with chrome trim ring

Trailer-towing package





MONACO 4-DOOR HARDTOP

Brougham package (Monaco 4-door hardtop and sedan only). Package includes vinyl roof with "Brougham" nameplate, sill and sill extension mouldings, cornering lights, electric clock, instrument panel nameplate, trunk carpet and carpeted spare tire cover, and a cloth-and-vinyl 50/50 front split-bench seat with individual front and single rear center armrests available in Blue, Green, Black, and Gold. Passenger and driver front seats are individually adjustable with passenger recliner.

#### AXLE AVAILABILITY

ENGINE	TRANSMISSION	LESS SURE GRIP		*WITH SURE GRIP	
		STD.	*OPT.	STD.	OPT.
318	TorqueFlite	2.71	3.21	2.76	3.23
360	TorqueFlite	2.71	3.23	2.76	3.23
400-2 440-4	TorqueFlite	2.76	3.23	2.76	3.23

<sup>\*</sup>Optional at extra cost.





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Dodge