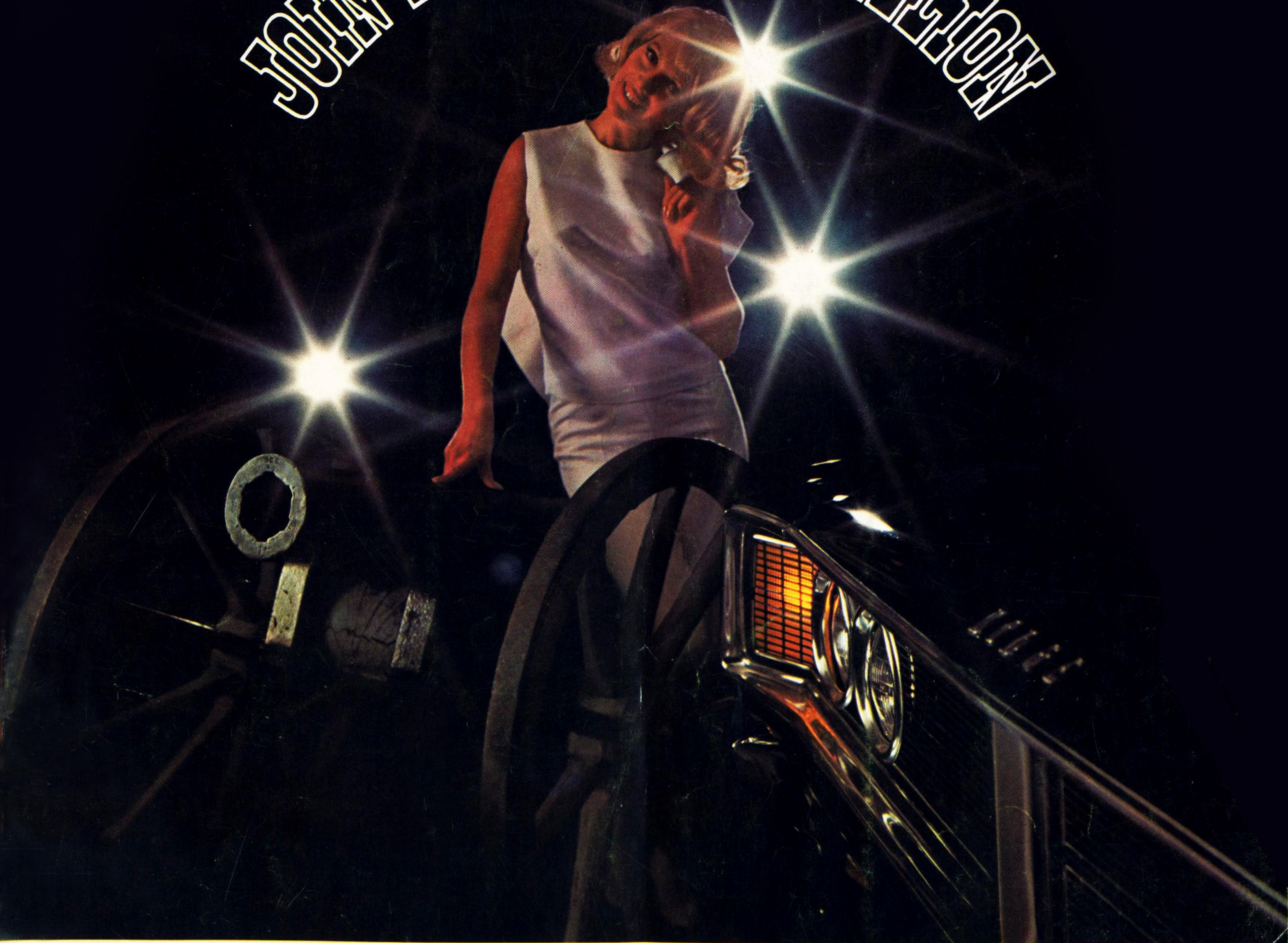


JOIN THE DODGE REVOLUTION



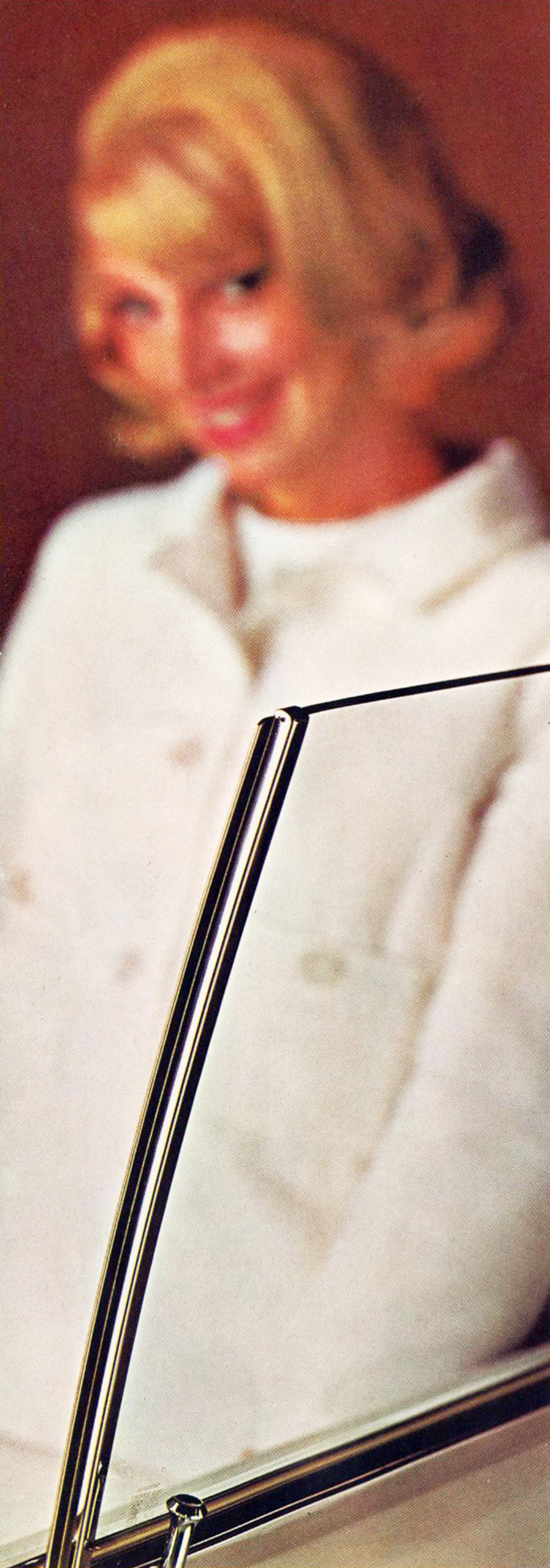
'66 DODGE CORONET



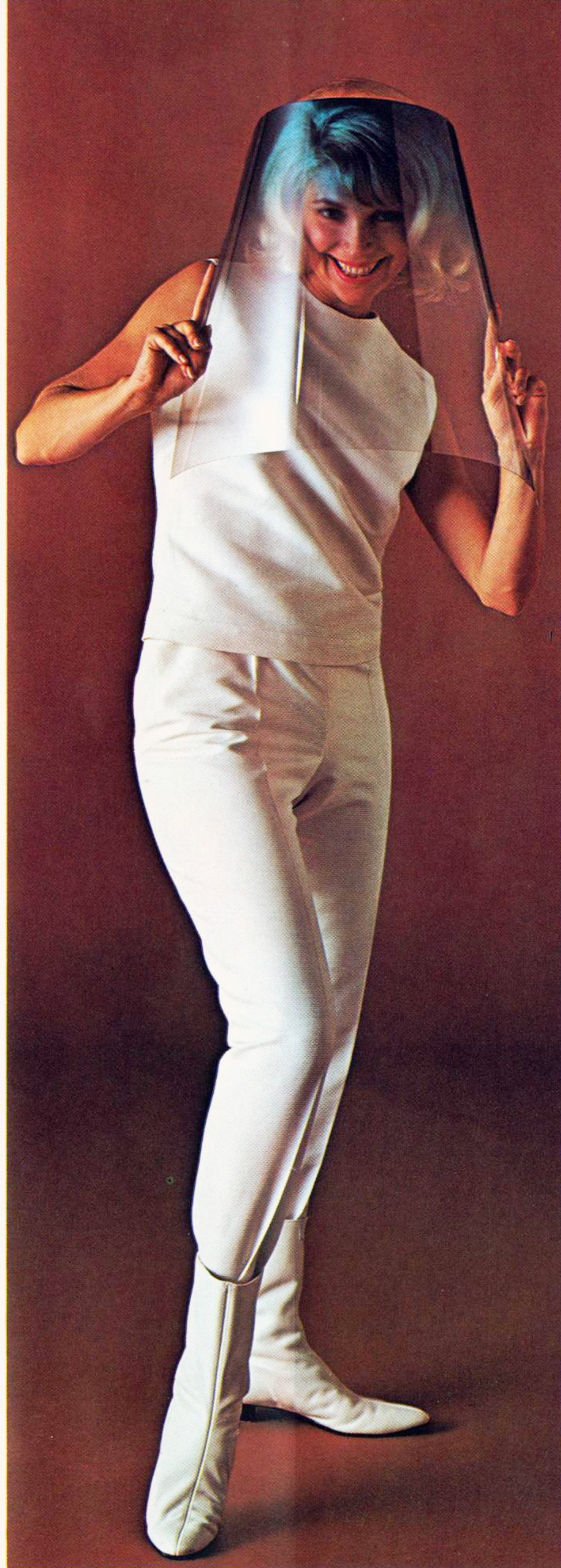
THE DODGE REBELLION. Want a weapon against driving boredom? Go Coronet '66. Give the "ho-hum" cars the "heave-ho."



CORONET '66—THIS REBEL WILL SPOIL YOU FOR OTHER CARS. How? Easy. First of all, it looks great. But see the real thing and drive it! (We figured you for the kind of swinger who couldn't wait to get behind the wheel.) Coronet handles and goes like no other car in its class. And its low price leaves you no excuse at all for not joining the Dodge Rebellion this year.



LOOK! ALL OF OUR SIDE GLASS IS CURVED. Benefits? Looks better outside, more spacious inside. Proof: See the man who sells Dodge.



WE'LL EVEN TINT IT FOR YOU! G'wan. Spoil yourself. Enjoy a cooler car, less eyestrain. Go Coronet—with tinted glass.*

*Optional at extra cost.



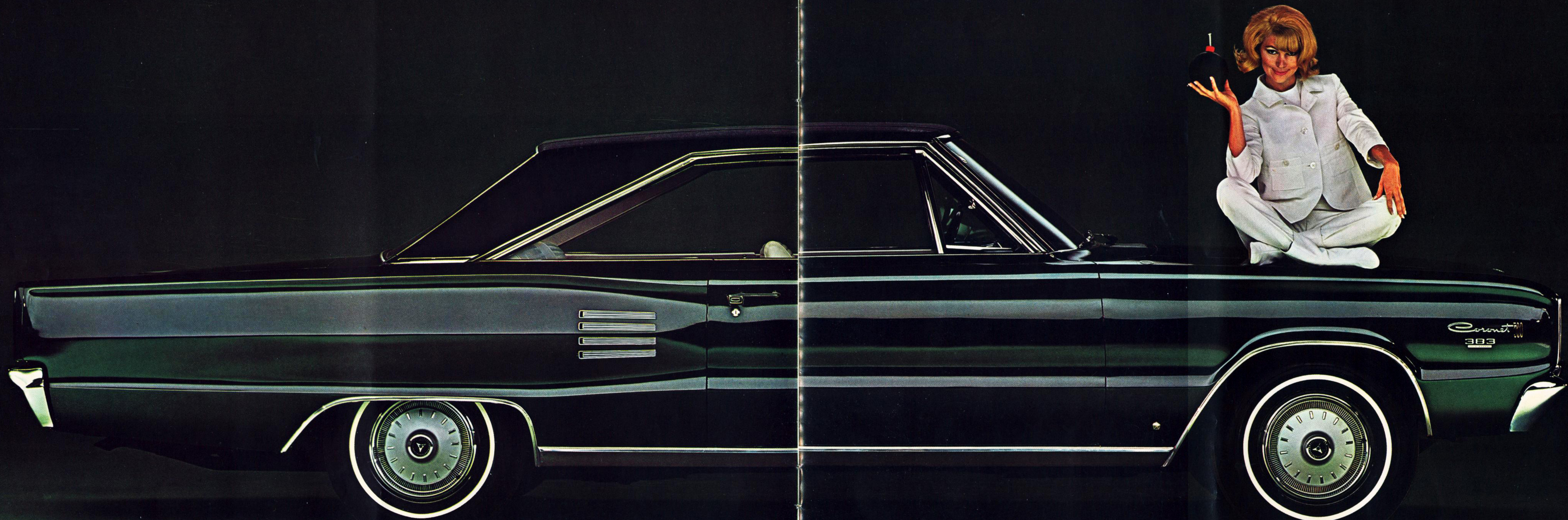
NOW YOU SEE IT . . .



NOW YOU DON'T. We thought you'd like the special touch we gave Coronet directional signals. Makes Coronet a real standout!

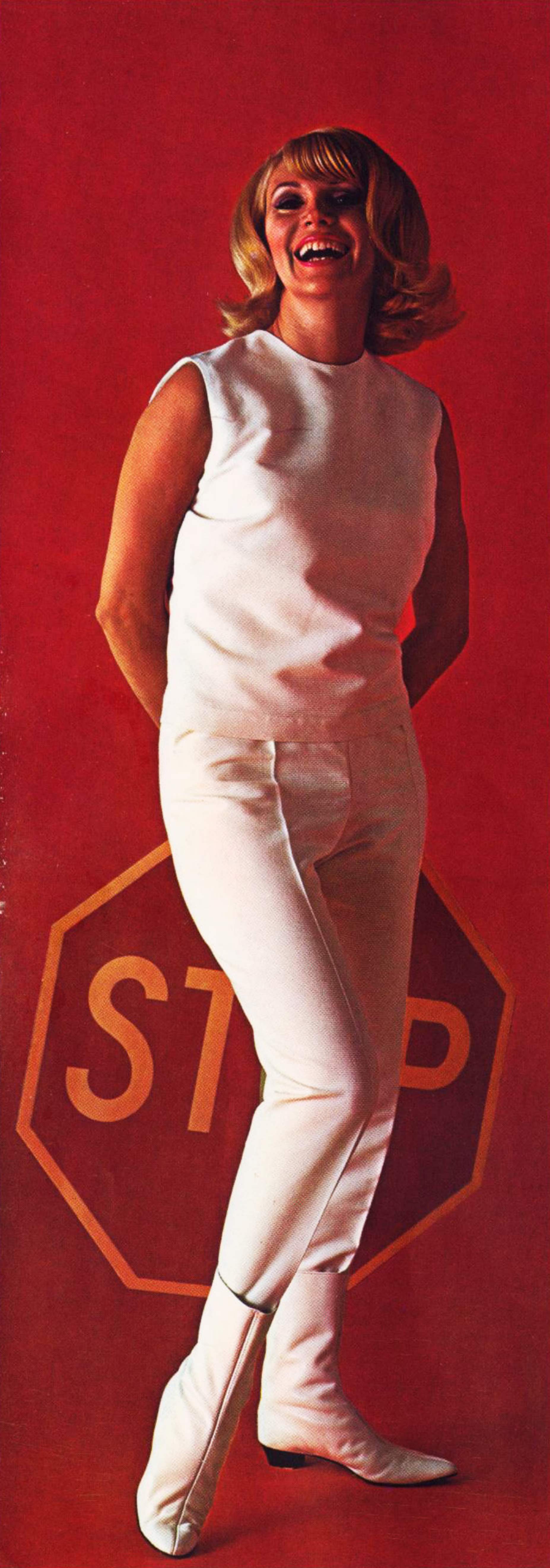


RED-BLOODED HOTBLOODS: THE DODGE REBELLION WANTS YOU! One look at the business end of our Coronet 500 (above) shows you how beautifully it captures the spirit of the Dodge Rebellion. Look how Coronet smashes the old "family car" image with a blazing volley of power, poshness and pizzaz. Is Coronet '66 fresh enough for you? Are you "young" enough to buy it? Yes? Come along, Dodge has big plans for you!



DOWN WITH THE LOOK-ALIKE CARS. UP WITH EXCITING NEW CORONET '66! Just run your eyes over that big, handsome car. You might wonder if a car that looks this great has the snap and the sass in the engine room to match its fresh new lines. Don't worry, it has! Want a car that's eager? Exciting? Exclusively Dodge? A car that doesn't say "me, too" or "ho-hum"? Come on along—the Dodge Rebellion wants you!

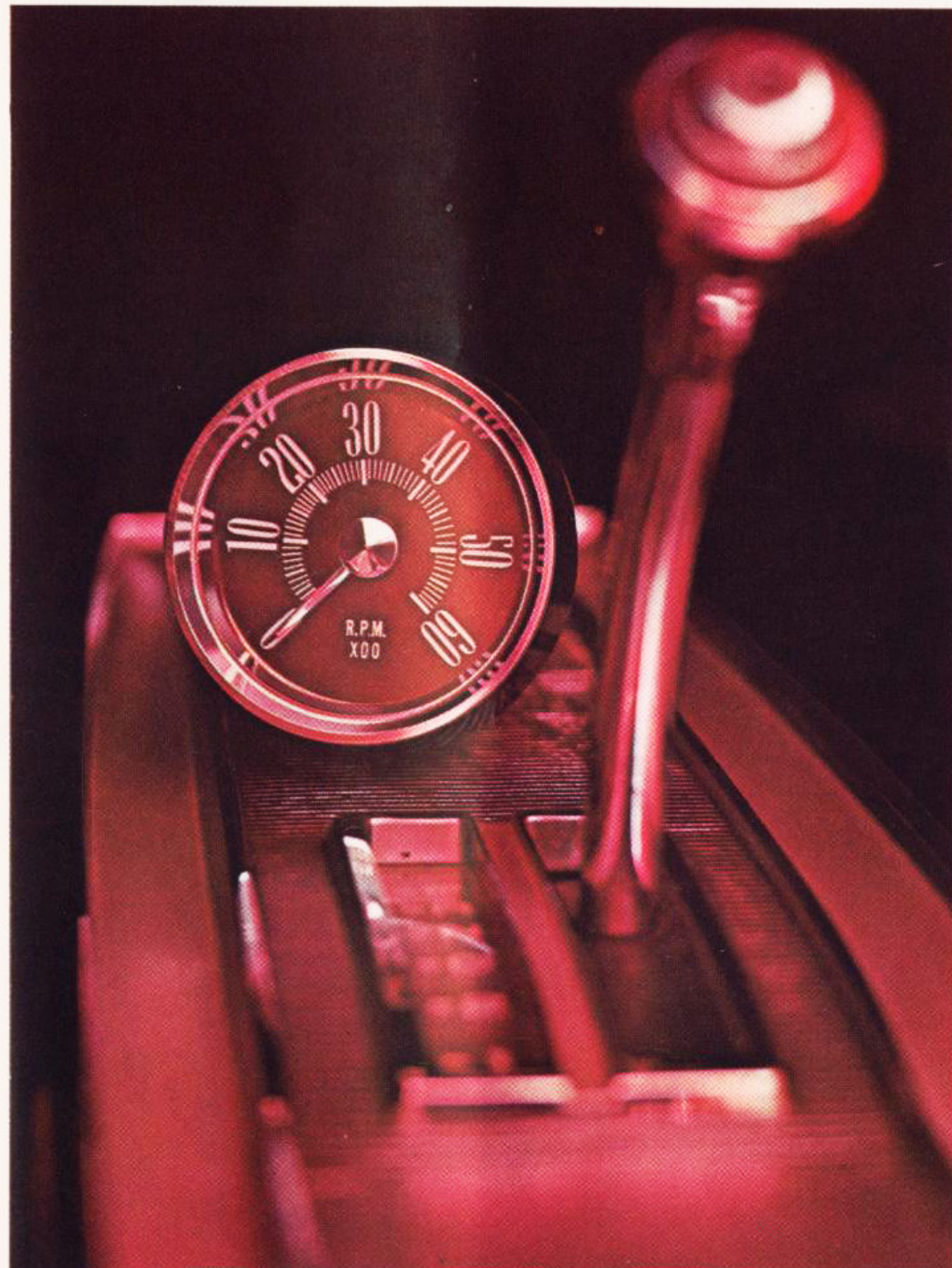
NOW WHERE'S YOUR EXCUSE FOR NOT GETTING A KICK OUT OF DRIVING? Join the Rebellion and get exactly the kind of horsepower you want. There's a spunky Six that goes and goes (and goes) on a tankful of gas. There's a fistful of brawny V8s that includes some of the hottest production engines ever built in America. If Coronet's "look" matches your personality—we can give you the power to match it, too.



GIVE YOURSELF A BIG BRAKE! Coronet '66 brakes match up perfectly with Coronet power! Big, safe, dependable . . . and self-adjusting, too.

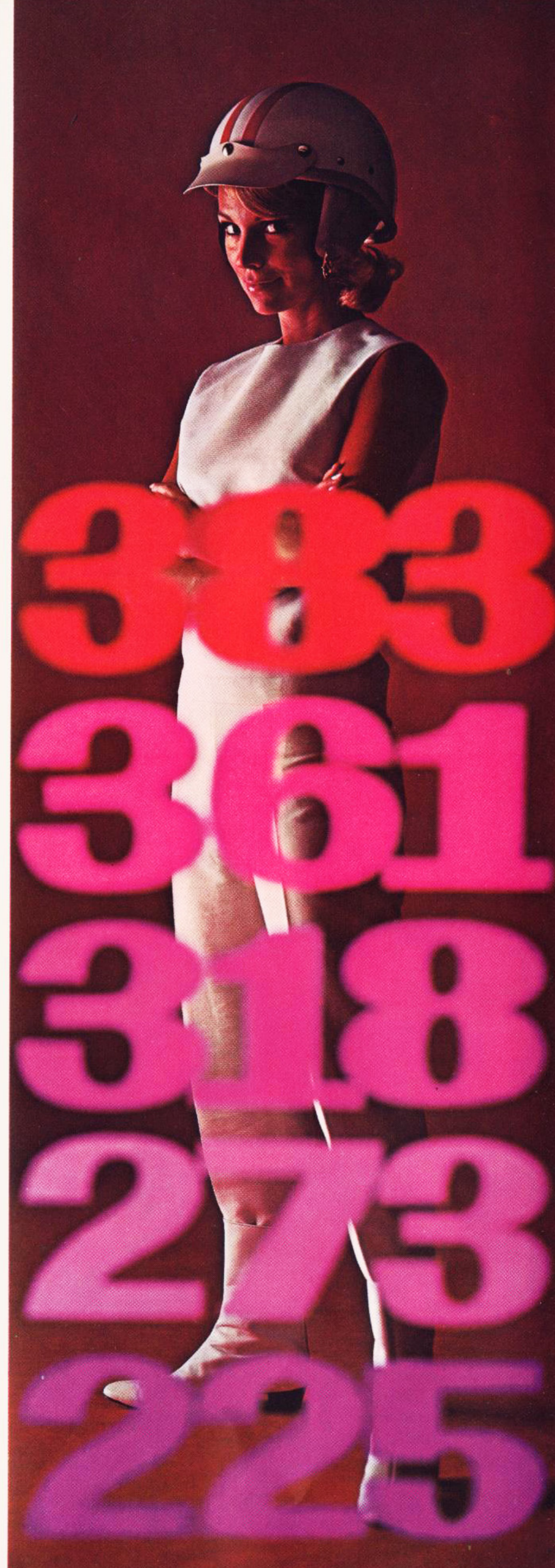


STICK . . . on Coronet 500 center console.



TACH* . . . GO! Coronet 500's floor stick puts control right at hand. TorqueFlite automatic* (or 4-speed stick)* comes console-mounted.

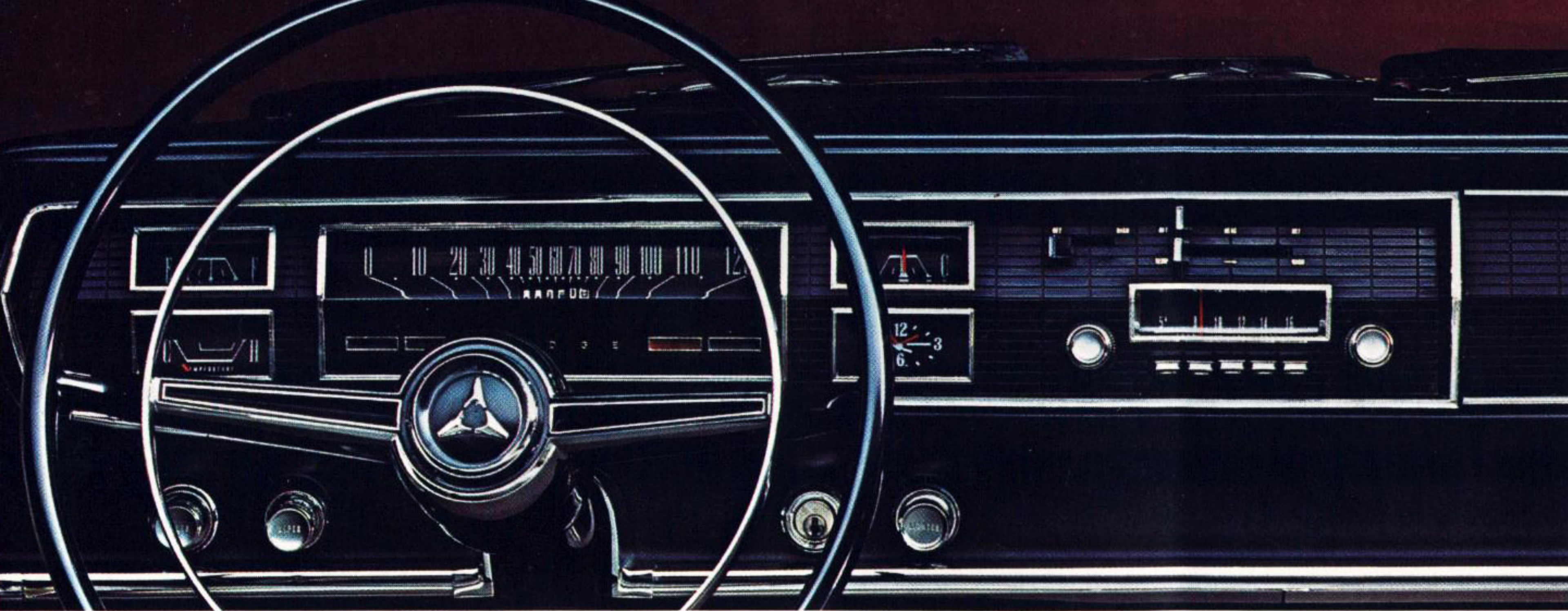
*Optional at extra cost.



MORE FANG—LESS FUSS. "225" stands for the Six that sizzles. "383" stands for the 4-barrel V8 that snarls. In between: 3 other great V8s!



MOST-OFTEN-SEEN VIEW OF CORONET '66—pulling away from other cars. Proves that Coronet '66 looks great from every angle. Proves another point: Low trunk sill makes luggage loading easy. Even the spare tire has its own special storage well under the flat trunk floor. With so much "go" up front—and so much "stow" in back—better join the Rebellion and go traveling in Coronet '66!



CORONET VISIBILITY: Great! For looking through the window or for reading the instruments. Agreed?



DOOR HANDLE? WHERE? It's that good-looking chrome square ahead of the armrest. Brand-new! Looks better. Works better. Safer, too.



YOU'RE AN OLD SMOOTHIE: "PRND21" spells Dodge TorqueFlite automatic transmission. Acclaimed the smoothest on the market.



A.C. YOUR BOMB. Air-condition your Coronet. Filters and dehumidifies, too! Completely built-in. It's high time you started enjoying it.



LET'S START AN ARGUMENT ABOUT YOUR NEXT CAR! Let's start with Coronet '66. Ever see a car with such a lavish interior? Such a wealth of rich trim? Best of all, Coronet interiors don't remind you of the money you saved! Suppose you did go out and buy the same old car you always have. Could you really face yourself in the morning? So what's the argument? Go Coronet '66!

CORONET OPTIONS, ACCESSORIES

PERFORMANCE:

318 V8 (2 bbl.)
361 V8 (2 bbl.)
383 V8 (4 bbl.)
Automatic transmission
4-Speed manual transmission
361 V8, 383 V8 only
Sure Grip differential
Trailer towing package
Tachometer
Coronet 500 only

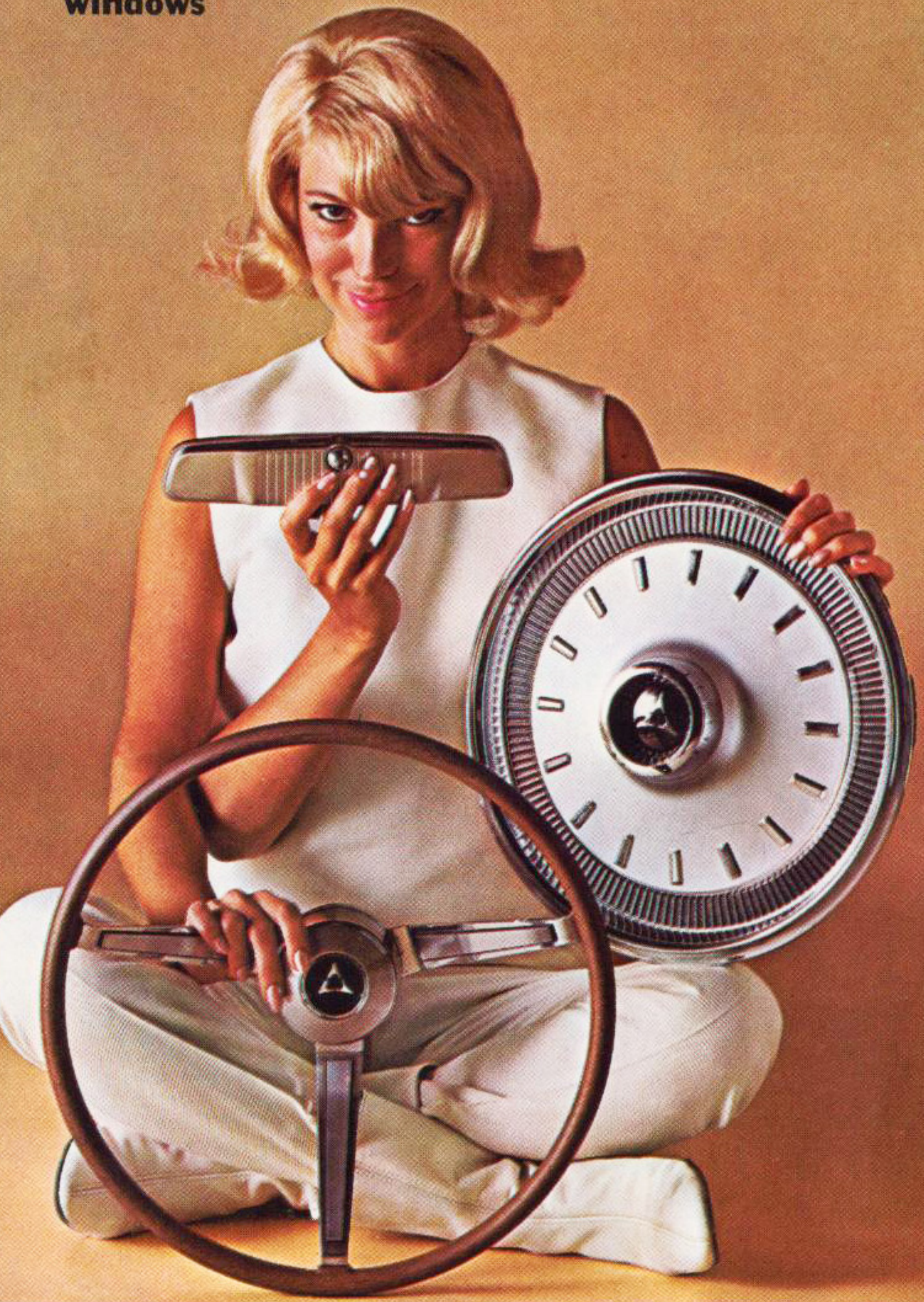
COMFORT and CONVENIENCE:

Air conditioning (integral with heater)
N.A. with 361 V8 with 4-speed transmission
Power brakes
Power steering
Remote-control, outside mirror
Inside, glare-resistant mirror
Electric window lifts
Hardtops, convertibles only
Tinted windshield or windshield and windows

Retractable seat belts (front and rear)
Transistorized radio
Rear seat speaker
N.A. wagons, convertibles
Roof luggage rack
Station wagons only
Electric tailgate window
Std., 440 3-seat wagon
Lockable under-floor storage
2-seat wagons only
Emergency flasher

APPEARANCE:

White sidewall tires
Bumper guards
Black or white Levant-grain vinyl roof covering
Hardtops only
Wheel covers
Std. only Coronet 500
Two-tone paint
Wood-grain steering wheel 440, 500 only
Vinyl interior, 440 sedan
LIGHT PACKAGE:
Parking brake light
Glove box light
Trunk or cargo area light



WHAT IS YOUR KIND OF CORONET? Tell us what equipment and accessories you want. We'll build your new Coronet exactly that way.

CORONET TRANSMISSIONS. 3-speed manual. Standard on all Coronet models. Not available with 361 V8 and 383 V8 engines. Shift lever is mounted on steering column.

3-speed TorqueFlite automatic, with internally actuated parking sprag. Optional at extra cost on all Coronet models. Column-mounted selector lever (except Coronet 500 with center console). Aluminum housing. Water-cooled.

4-speed manual. Available at extra cost with 361 V8 and 383 V8 engines. Shift lever is floor- or console-mounted. All four forward speeds are synchronized. Positive reverse-lockout feature is new for '66.

CORONET REAR AXLE RATIOS. A number of rear axle ratios are offered with each Coronet engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Coronet delivered with a more suitable ratio.

You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional, extra-cost, all models). In sand, snow or mud, power is transferred to the rear wheel with the best traction.

CORONET ENGINES. 225 Six (1 bbl.), 145 hp. Standard for 6-cylinder models (except Coronet 440 3-seat wagon, Coronet 500). Regular fuel.

273 V8 (2 bbl.), 180 hp. Standard for all V8 models. Regular fuel.

318 V8 (2 bbl.), 230 hp. Optional for all V8 models. Regular fuel.

361 V8 (2 bbl.), 265 hp. Optional for all V8 models. Regular fuel.

383 V8 (4 bbl.), 325 hp. Optional for all V8 models. Premium fuel.



PICK THE VOLLEY OF POWER YOU WANT. Coronet '66 offers a wide range of engines, transmissions and rear axle ratios. Check your dealer for full details.

The trailer towing package for all Coronet models is required for towing trailers with a loaded gross weight of 2000 lbs. and not exceeding 4000 lbs. Basic equipment includes: High-capacity cooling system with special radiator, high pressure (16 psi) cap, large 7-blade fan, fan shroud, radiator air seals. 3.23 axle ratio. Heavy-duty suspension, front sway bar, special 11" diameter heavy-duty brakes (not self-adjusting). Heavy-duty turn signal flasher. Heavy-duty stop lamp switch. Wide rim wheels (5½K).

The following extra-cost equipment is also required: TorqueFlite automatic transmission, 7.75 x 14 tires (8.25 x 14 on wagons). Models with 225 Six, 273 V8, 3-speed or 4-speed manual transmission are not available with trailer towing package.

Recommended additional optional equipment for trailer towing: Sure Grip differential, high output (46 amp) alternator, heavy-duty (70 amp/hr) battery with battery heat shield. Power steering. Power brakes. High performance optional V8 engines. Emergency flasher. Air conditioner.



TOW YOUR FUN! We didn't design the '66 Coronets to be stay-at-homes. If your plans call for taking a boat or a travel trailer along—get the goodies in our special trailer-towing package. Hitch up confidently to one of the greatest towing cars in the business—your Coronet '66.



HOW BIG? How long? Wide? How many gallons, quarts, and amps? (We thought you'd never ask.) If you like to read the fine print, we think you'll agree there's mighty fine reading above.

Dimensions. Wheelbase, 117.0". Overall length, 203.0" (2-seat wagons, 207.9"; 3-seat wagon, 209.0"). Width, 75.3". Tread: front, 59.5"; rear, 58.5". Station wagon loading dimensions: Interior length between front seatback and closed tailgate, 92.2" (2-seat wagons); 91.7" (3-seat wagon). Maximum rear opening height, 30.4". Maximum cargo volume, 88 cubic feet.

Suspension. All Coronet models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated.

Tires. Coronet 6-cylinder sedans and hardtops, 6.95 x 14. 6-cylinder convertibles and all V8 models, 7.35 x 14. 6-cylinder and V8 Coronet 2-seat wagons, 7.75 x 14; 3-seat wagon, 8.25 x 14.

Brakes. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Total lining area, 195.2 sq. in. For all V8 models and V8 or 6-cylinder wagons (all 6-cylinder models, except wagons, have 165.9 sq. in.). Parking brake is foot-pedal-operated, with hand release lever, mechanically actuating shoes on each rear wheel.

Electrical System. Battery: 12-volt, 6-cell, 48 amp/hr with 225 Six and 273 V8 and 318 V8. 59 amp/hr with 361 V8 and 70 amp/hr with 383 V8 engine. Alternator: 35 amp is standard on all Coronet models.

Capacities. Cooling systems: 225 Six, 13 quarts. 273 V8, 18 quarts. (Both including heater.) Crankcase: 4 quarts (5 quarts when changing oil filter). Fuel: 19 gallons (including station wagons). Fun: unlimited!

HERE'S HOW DODGE'S 5-YEAR, 50,000-MILE ENGINE AND DRIVE TRAIN WARRANTY PROTECTS YOU: Chrysler Corporation confidently warrants all of the following vital parts of its 1966 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings.

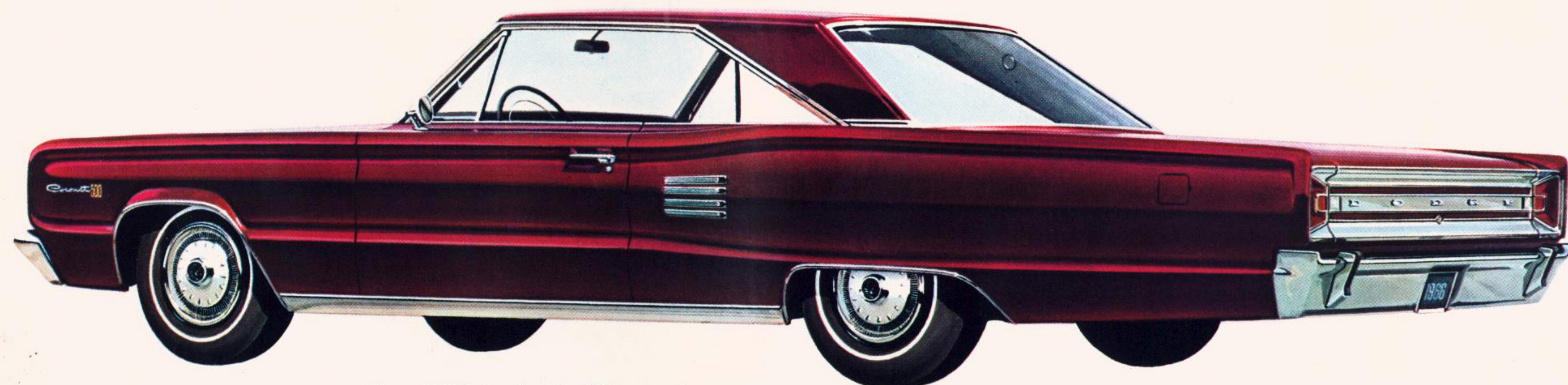
REQUIRED MAINTENANCE: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



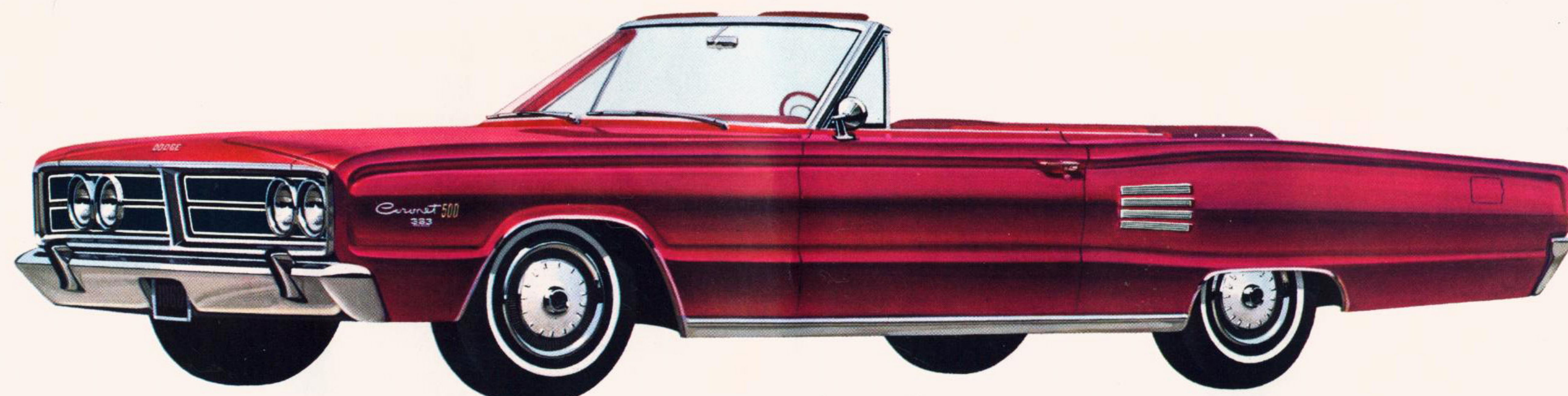
BE CONFIDENT. We are.



Coronet 500 all-vinyl interior. Bucket seats, front, are standard. 4 seat belts (2 front/2 rear) are standard.



Coronet 500 2-door hardtop. V8 power only.



Coronet 500 convertible. V8 power only.

STD. EQUIPMENT
Acrylic enamel in choice of 16 colors
Sill moulding
Quarter panel trim
Louvers
"500" wheel covers

Turn signals
Backup lights
Curved side glass
All-vinyl interior trim
Blue, saddle tan, red, white, citron or black interior

Cigarette lighter
Glove box lock
Center console, with courtesy lights
Padded dash
Variable-speed windshield wipers (electric)

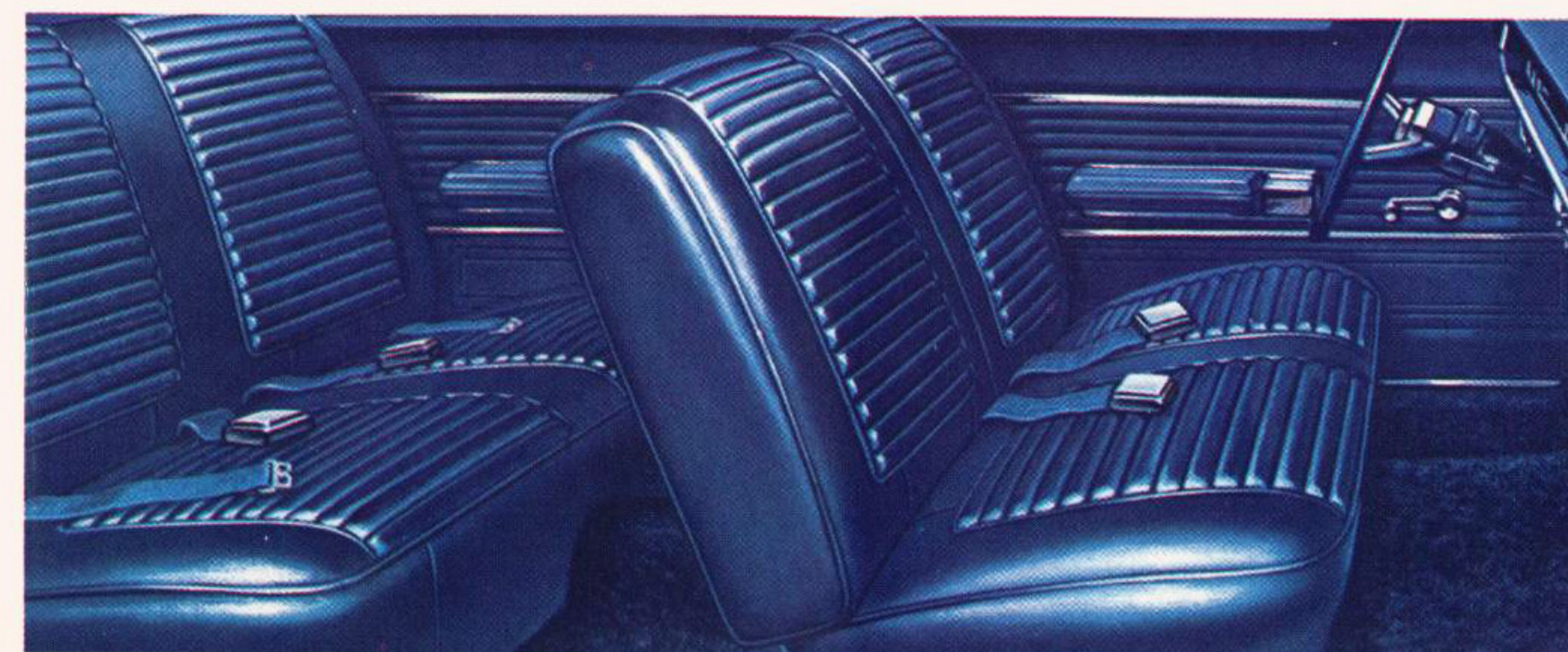
Front bucket seats, with 6-way mechanical adjustment
Inside rear view mirror
Outside, left, rear view mirror

Carpentering, front & rear
Safety inside door handles
Seat belts, 2 sets front, 2 sets rear (color-keyed with chrome buckle)

Windshield washers
Heater-defroster
Full horn ring
Self-adjusting brakes
Power convertible top
273 V8 engine

Foot-operated parking brake with hand release lever
Long life major chassis lubrication (good for 36,000 miles)

CORONET 500



Coronet 440 all-vinyl interior. Standard on hardtop, convertible, wagons. Optional on 4-door sedan. 4 seat belts (2 front/2 rear) are standard.



Coronet 440 4-door sedan. 6 or V8 power.



Coronet 440 2-door hardtop. 6 or V8 power.



Coronet 440 convertible. 6 or V8 power.

STD. EQUIPMENT
Acrylic enamel in choice of 16 colors
Sill moulding
Turn signals
Blue, turquoise, tan, red, saddle tan, black or white interior

Backup lights
Curved side glass
Cigarette lighter
Glove box lock
Map and courtesy light
Padded dash
Inside rear view mirror

Outside, left, rear view mirror
Variable-speed windshield wipers (electric)
Windshield washers
Heater-defroster
Safety inside door handles

Full horn ring
Carpentering, front & rear
Front seat, with 2 1/4" foam cushion and 6-way mechanical adjustment
Rear seat with 1 1/4" foam cushion

Seat belts, 2 sets front, 2 sets rear (color-keyed with chrome buckle)
Self-adjusting brakes
Foot-operated parking brake with hand release lever

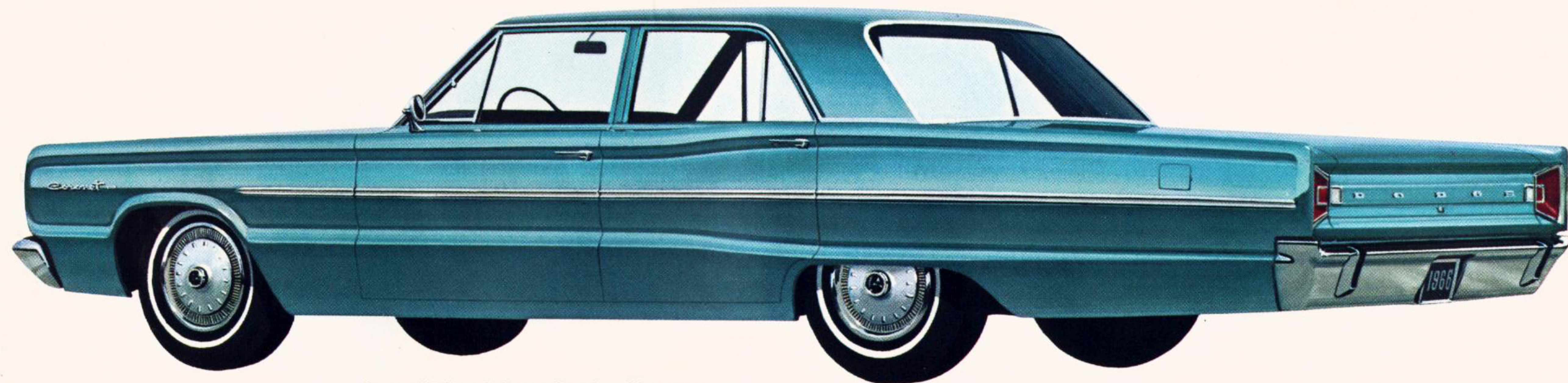
Power convertible top
Long life major chassis lubrication (good for 36,000 miles)
Coronet 440 Wagons: Tailgate filler panel (3-seat model)

Electric tailgate window (3-seat model)
Rear bumper guards and step pads (3-seat wagon)
Plastic spare tire cover (all wagons)

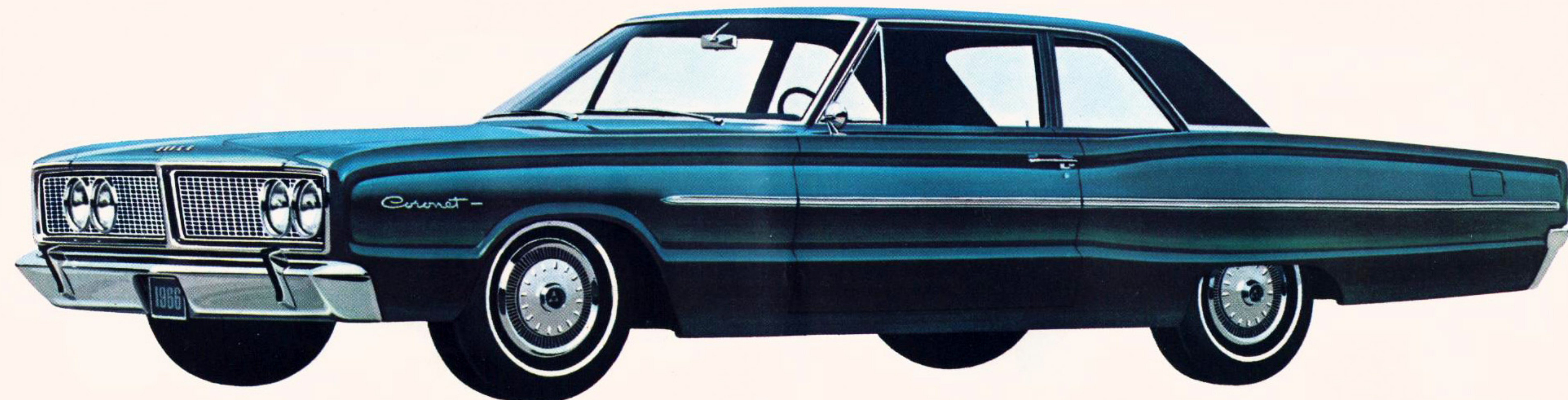
CORONET 440



Coronet Deluxe cloth-and-vinyl interior. 4 seat belts (2 front/2 rear) are standard.



Coronet Deluxe 4-door sedan. 6 or V8 power.



Coronet Deluxe 2-door sedan. 6 or V8 power.

STD. EQUIPMENT
Acrylic enamel in
choice of 11 colors
Turn signals
Backup lights
Curved side glass

Blue, turquoise or
tan interior
Glove box lock
Padded dash
Inside rear view
mirror

Outside, left, rear
view mirror
Cigarette lighter
Variable-speed
windshield wipers
(electric)
Heater-defroster

Windshield
washers
Horn button
Rubber floor mats,
color-keyed,
front & rear

Front seat, with
6-way
mechanical
adjustment
Safety inside door
handles

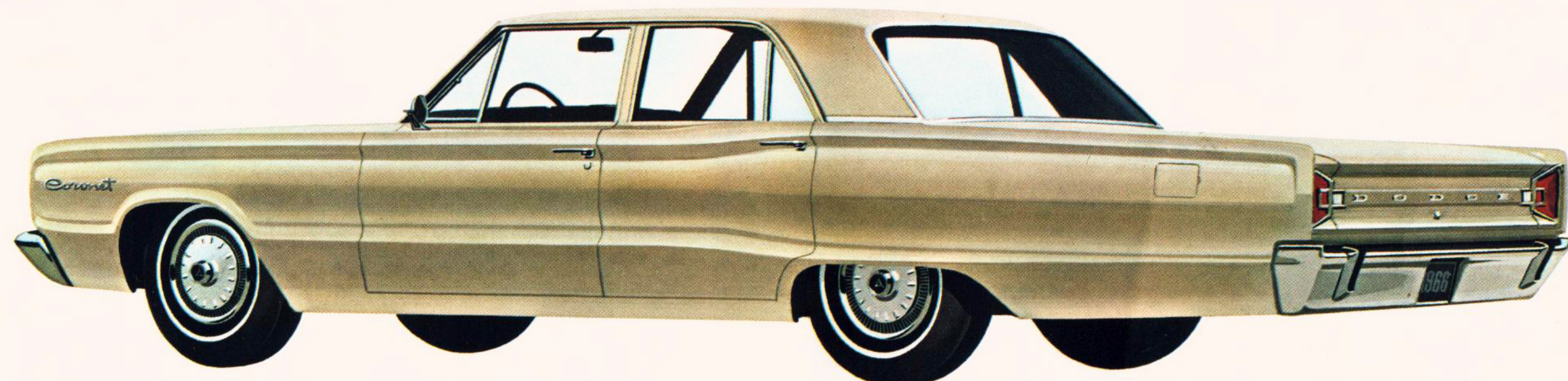
Seat belts, 2 sets
front, 2 sets rear
(color-keyed with
chrome buckle)
Self-adjusting
brakes

Foot-operated
parking brake
with hand release
Long life major
chassis
lubrication (good
for 36,000 miles)

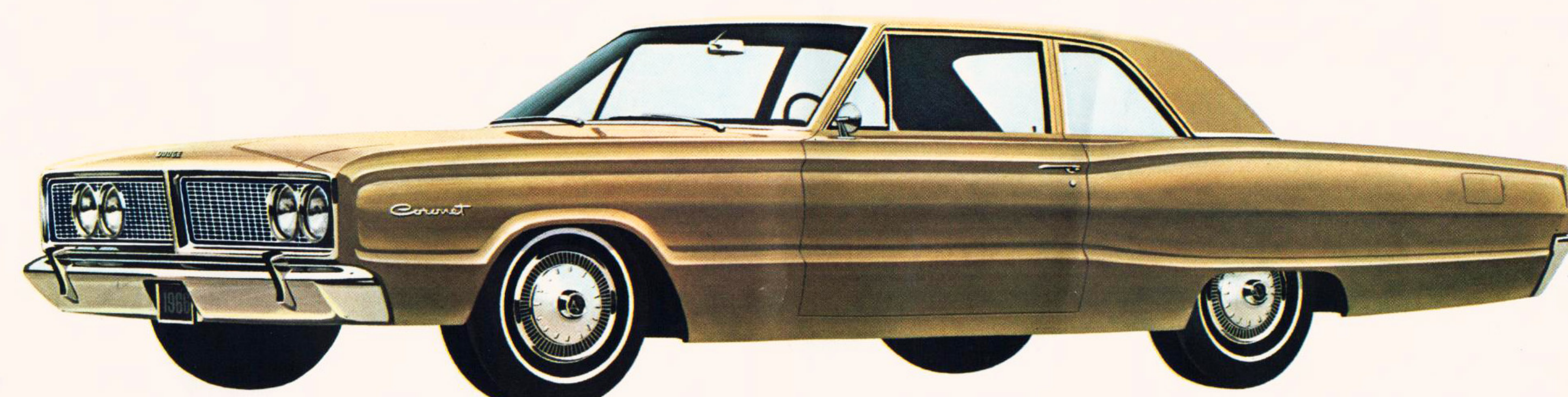
CORONET DELUXE



Coronet Series cloth-and-vinyl interior. 4 seat belts (2 front/2 rear) are standard.



Coronet Series 4-door sedan. 6 or V8 power.



Coronet Series 2-door sedan. 6 or V8 power. Lowest priced Coronet of all.

STD. EQUIPMENT
Acrylic enamel in
choice of 11 colors
Turn signals
Backup lights
Curved side glass

Blue, turquoise or
tan interior
Glove box lock
Padded dash
Inside rear view
mirror

Outside, left, rear
view mirror
Variable-speed
windshield wipers
(electric)
Windshield washers

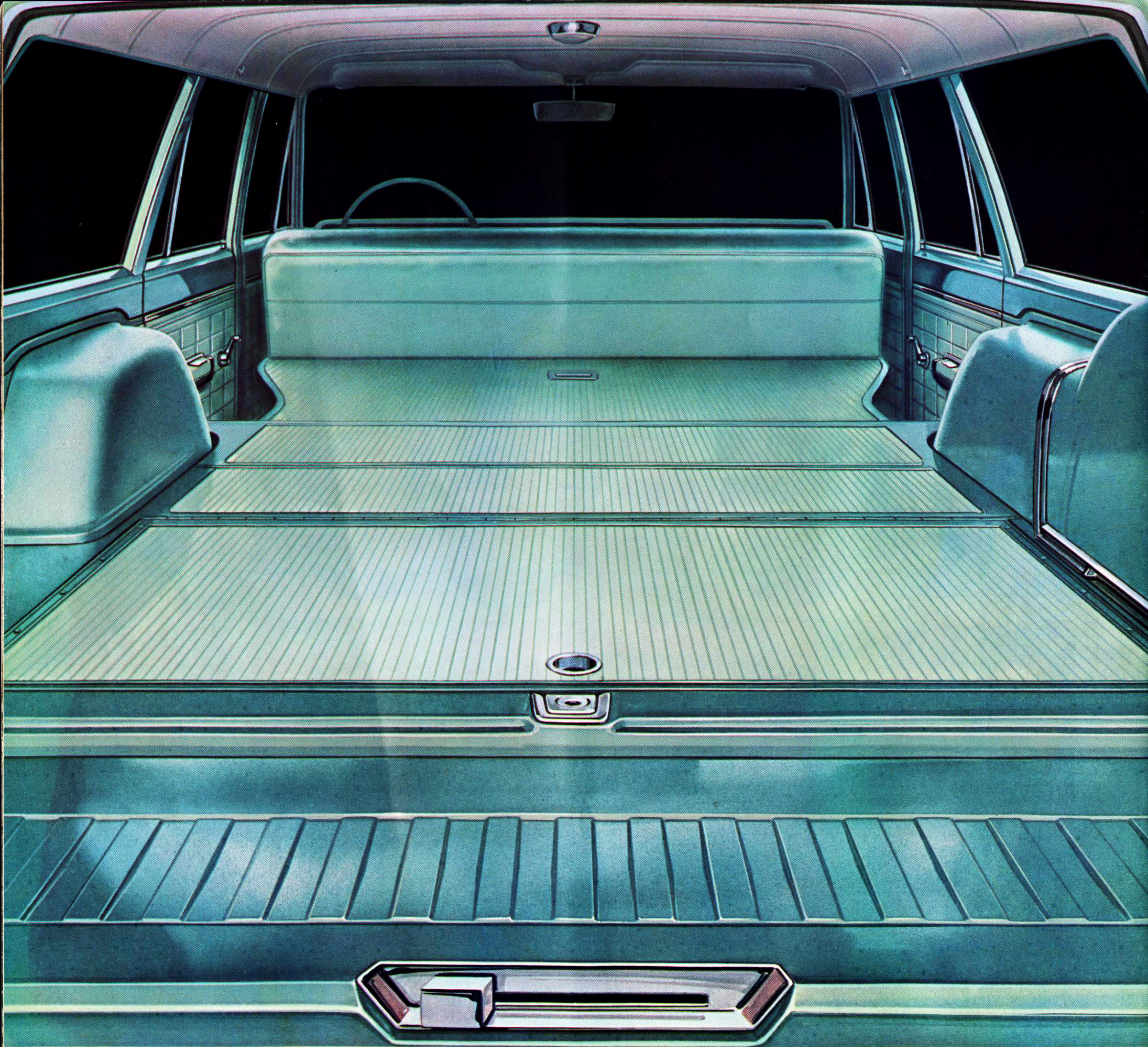
Horn button
Black rubber floor
mats, front &
rear
Safety inside door
handles

Heater-defroster
Seat belts, 2 sets
front,
2 sets rear
(color-keyed with
chrome buckle)

Front seat, with
6-way mechanical
adjustment
Foot-operated
parking brake
with hand release

Self-adjusting
brakes
Long life major
chassis
lubrication (good
for 36,000 miles)

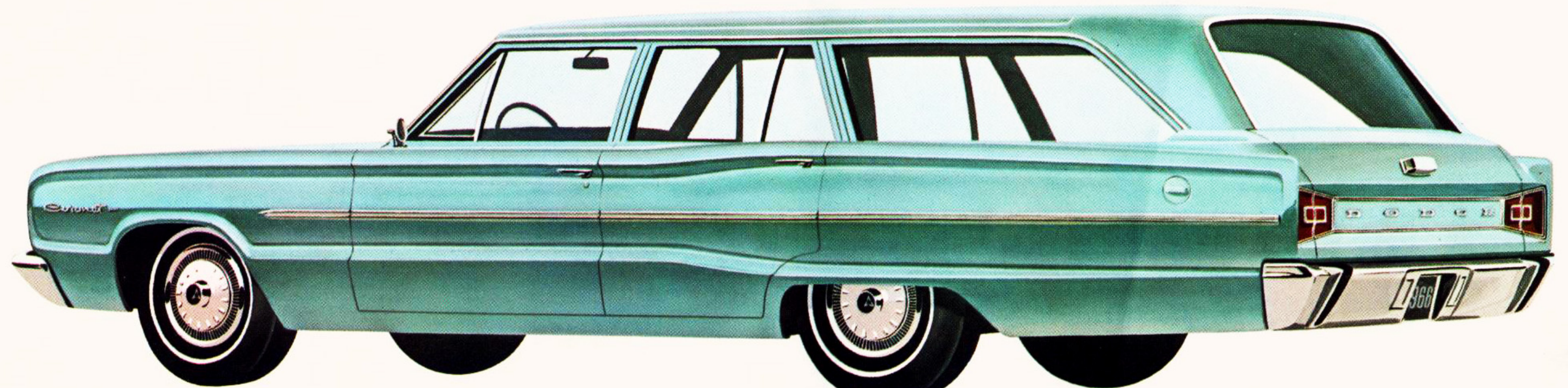
CORONET



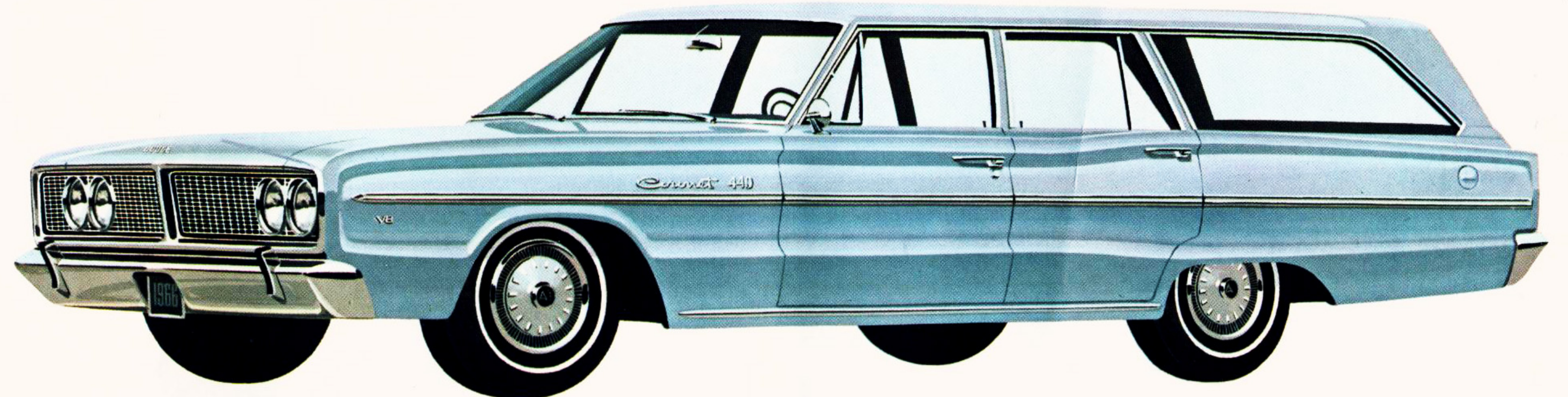
Coronet Deluxe 6-passenger wagon cargo area holds 88 cu. ft. Front seatback to closed tailgate, 92.2". 2nd seatback to closed tailgate, 58.9". Width between wheelwells, 45.3". Rear opening dimensions: Width, at floor, 51.5"; height, 30.4".



Coronet Deluxe wagon interior, all-vinyl. 4 seat belts (2 front/2 rear) are standard.



Coronet Deluxe station wagon. 6-passenger model only. 6 or V8 power.



Coronet 440 station wagon. 6-passenger with 6 or V8. 9-passenger with V8 only.

- | | | | | | | |
|---|---|--|--|---|---|---|
| STD. EQUIPMENT
Acrylic enamel in choice of 16 colors (440), 11 colors (Deluxe)
Sill moulding (440)
Turn signals
Backup lights
Curved side glass | Cigarette lighter
All-vinyl interiors
Blue, red, saddle tan or black interior (440)
Blue, turquoise or tan interior (Deluxe)
Glove box lock
Map and courtesy light (440) | Padded dash
Inside rear view mirror
Outside, left, rear view mirror
Variable-speed windshield wipers (electric)
Windshield washers
Heater-defroster | Full horn ring (440)
Horn button (Deluxe)
Safety inside door handles
Carpeting, front, rear (440)
Color-keyed rubber floor mats (Deluxe) | Front seat with 6-way mechanical adjustment
Front seat, with 2 1/4" foam cushion (440)
Second seat with 1 1/4" foam cushion (440)
Seat belts, 2 sets front, 2 sets rear (color-keyed with chrome buckle) | Self-adjusting brakes
Foot-operated parking brake with hand release lever
Long life major chassis lubrication (good for 36,000 miles) | Electric tailgate window (440 3-seat model)
Rear bumper guards and step pads (440 3-seat wagon)
Plastic spare tire cover (all wagons) |
|---|---|--|--|---|---|---|

THE DODGE REBELLION NEEDS WAGONMASTERS. HOW ABOUT YOU? Is '66 your year to switch to a station wagon? Never a better time. Here's everything that makes Coronet great wrapped up in a wagon package second to none. Drive the newest wagon in the world! Coronet '66. Coronet 440 Wagons come in 6- and 9-passenger models, thrifty Coronet Deluxe in 6-passenger only. All great for breaking your "sedan" habit!

CORONET WAGONS



ISN'T IT TIME YOU JOINED THE DODGE REBELLION?

'66 Dodge Coronet
DODGE DIVISION  **CHRYSLER**
MOTORS CORPORATION

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