



1974 DODGE STYLE

MONACO • CHARGER • CORONET • DART • CHALLENGER • WAGONS

The future belongs to those who prepare for it. And as you can see, Dodge is well prepared for 1974. But the "new" you see here is only half the "new" you get with Dodge this year. Beneath that fresh styling lies the big difference—Dodge engineering. Extra care in engineering. Dodge does it with flair.



Monaco Brougham 4-door hardtop.

**Extra care in
engineering makes
a difference in
Dodge... depend on it!**

There are important engineering differences 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—Standard on all full-sized Dodge cars. 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.



Monaco Brougham 4-door hardtop.

Unmistakably new. Unmistakably Monaco Brougham.

Introducing the newest, most elegant Dodge ever... Monaco Brougham for '74. Heading up the all-new Monaco line, the luxurious Brougham proves Dodge listens to consumer requests... because all three Monacos—Monaco Brougham, Monaco Custom, and Monaco—are the result of extensive consumer research and study. What you expect in a top-of-the-line quality automobile, you'll find in the totally new Monaco Brougham. Everywhere you look, you'll find elegance and improvement. Such as styling, for example. Fresh new lines from the classic grille to the unique taillights. And the glass area on all Monacos has been increased for improved visibility.

Inside, the all-new Monaco Brougham continues to impress with room, comfort, and thoughtful convenience features that make it a most satisfying luxury car. You'll also enjoy a 50/50 divided front seat with individual fold-down center armrests. And steel-belted radial tires contribute to Monaco Brougham's smooth high-speed ride. A regular fuel 400 CID V8 engine is standard this year, as are power steering, power front disc brakes, automatic transmission, and torsion-bar front suspension. If you're considering a luxury car this year, see the all-new 1974 Monaco Brougham.

UPPER RIGHT. Distinctively Monaco Brougham. The standard 50/50 seats with center armrests feature Iraq cloth-and-vinyl trim. Doors and instrument panel are highlighted by wood-grained vinyl applique.
LOWER RIGHT. Monaco Brougham 4-door hardtop. Unmistakably new coming or going.

MONACO





Monaco Custom 2-door hardtop.

Both Monaco Custom and Monaco give you a value edge.



You could buy the all-new Monaco Custom and Monaco for their looks alone. Their lines are graceful and clean... interiors, spacious and elegant. They've been designed from extensive consumer research and engineered with all the substance and character for which Dodge is famous. Monaco Custom offers luxurious cloth-and-vinyl seats; Monaco features full-width fabric in a smart new design—and both have added seatback padding. But that's just the beginning. Consider performance and ride: A regular fuel 360 CID V8 engine is standard in both. And so are power steering, power front disc brakes, automatic transmission, and torsion-bar front suspension. Next, consider "solid state" electronic advancements such as Electronic Ignition and voltage regulator for dependable operation and reduced maintenance. Then consider convenience features: All Monacos have a handy new door storage compartment at the driver's left and a center bin-type glove box with coin holder. All offer "a dash of convenience"—an instrument panel that features a swing-down fuse block and removable modular panel components for quick, easy servicing. And there's more... much more. But you get the idea. Dodge Monaco Custom and Monaco for 1974. Nice.

UPPER LEFT. Monaco Custom. Handsomely finished in Desmond cloth with vinyl touches. Deep-pile carpeting, of course, front and rear.
LOWER LEFT. Monaco 4-door sedan for 1974. Big, bold, and beautiful.



MONACO

Affordable luxury is a part of Dodge's grand design for 1974.



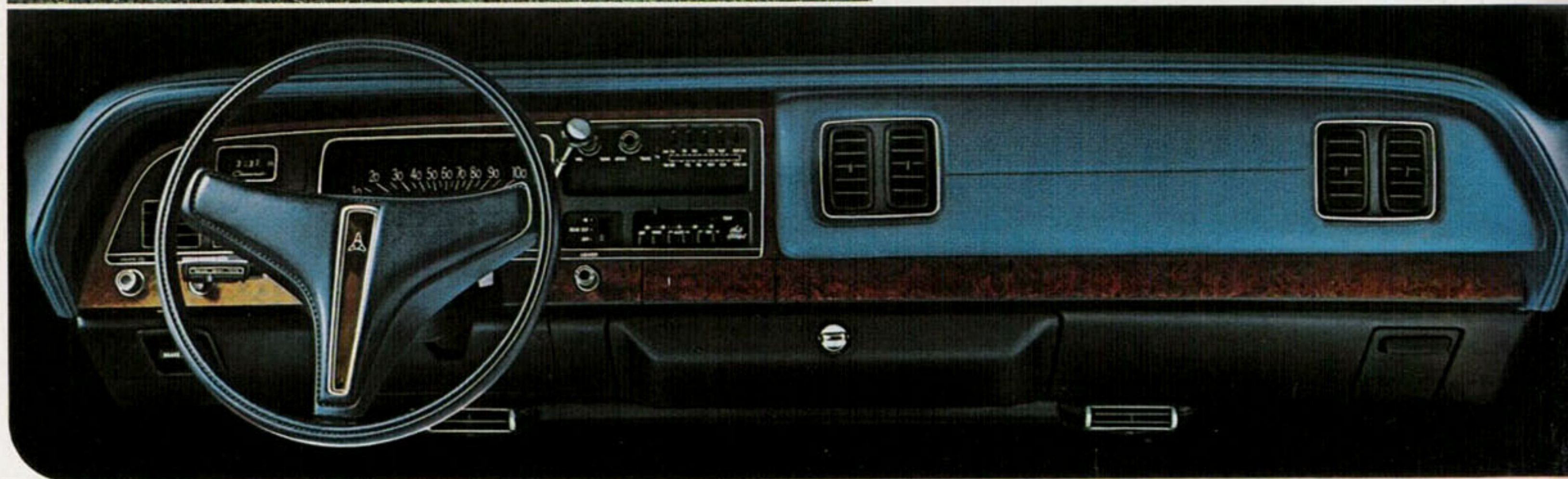
One of Monaco Custom's optional interiors features bold sport plaid cloth seat inserts, white bolsters and red welt accents around the inserts. Plush black cut-pile carpeting for extra elegance.

A driver's-eye view of the Monaco Brougham and Custom instrument panel. Soft, blue back-lighting and side-lighting technique for glare-free illumination of titles, indicators, and gauges. New center location of bin-type glove box with coin holder provides maximum convenience. Notice, too... His and Hers ash receivers. New improved optional air conditioning unit features eight outlets and an increased airflow of 65 percent to keep you cool when the going gets hot.



Another Monaco Custom seat option—a split-back bench seat with fold-down center armrest. Durable Oxford vinyl.

- A** Ease of entry by rear door has been improved on all four-door Monaco models.
- B** Convenience is this hideaway storage compartment built into the driver's door on all Monacos for '74.
- C** "Door ajar" indicator (optional) gives a friendly warning if any of the doors are not fully closed.
- D** A handy coin holder built into the glove box helps avoid embarrassing moments at parking meters and toll booths.



Is there no end to the extras Dodge offers?

- A Power door locks.
- B Auto Temp II air conditioning on all Monacos this year features a temperature control that automatically maintains the passenger compartment temperature that you select.
- C Power windows.
- D Six-way power seats.
- E Optional electronic digital clock. Easy to read and accurate to within a minute a month.
- F Optional bumper guards with tough rubber inserts offer an extra measure of protection in barrier impacts.
- G Electronic Ignition is standard—we repeat, standard—on every American-made Dodge again this year. This advanced feature eliminates breaker points and condenser, and, excluding the spark plugs, gives you a virtually maintenance-free ignition system.
- H New for '74, radial tires (opt. on Monaco and Monaco Custom, std. on Brougham). Shown here with optional Premier wheel covers.
- I New-design manual vent window pivots from its leading edge on an axis parallel to the windshield pillar to help eliminate wind noises and water leaks (optional).

For maximum convenience, Monaco offers the optional power items (a-d) which can be operated by controls conveniently located within the driver's reach.



Monaco Brougham 2-door hardtop.



Monaco Custom 2-door hardtop.



Monaco 4-door sedan.



Monaco Brougham 4-door hardtop.



Monaco Custom 4-door sedan.



Monaco Brougham 4-door sedan.



Monaco Custom 4-door hardtop.



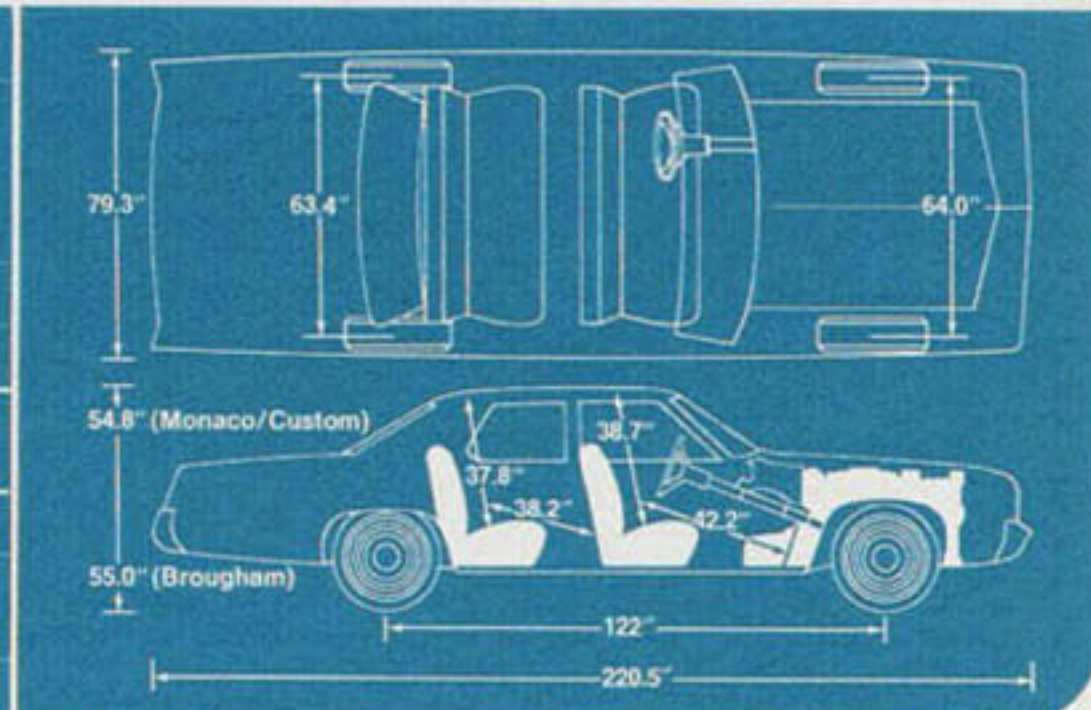
Monaco 2-door hardtop.

MONACO STANDARD EQUIPMENT

	Monaco	Custom	Brougham		Monaco	Custom	Brougham
Electric windshield washers • 2-speed wipers	•	•	•	Single horn • Hubcaps • Cloth-and-vinyl front bench seats	•	•	•
Drip rail mouldings • Upper level ventilation	•	•	•	Bright body side mouldings	•	•	•
Cigarette lighter • Day/night inside rearview mirror	•	•	•	Wheel-lip mouldings • Vinyl insert body side mouldings	•	•	•
Automatic transmission • Power steering • Left outside mirror	•	•	•	3-spoke steering wheel with wood-grained vinyl applique insert	•	•	•
Heater/defroster • Inside hood release • High-speed starter	•	•	•	Trunk light • Glove box light	•	•	•
Driver door storage compartment • Belt mouldings	•	•	•	Electric clock • Dual horns • Body side paint stripes	•	•	•
Full carpeting • Rubber trunk mat • Glove box coin changer	•	•	•	Cloth-and-vinyl 50/50 bench seat with built-in armrests	•	•	•
Torsion-bar front suspension with front sway bar	•	•	•	Deluxe wheel covers • Rear door light switch • Map light	•	•	•
				Cigarette lighter light	•	•	•

MONACO STANDARD SPECIFICATIONS (Except station wagons)

ENGINE:	360 V8 (Monaco & Monaco Custom) 400 V8 (Brougham)	ELECTRICAL SYSTEM:	Battery: 375-amp Alternator: 50-amp Electronic Ignition System Transistorized voltage regulator		
TRANSMISSION:	TorqueFlite 3-speed automatic	FUEL TANK:	25 gallons		
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar	TRUNK CAPACITY:	20.4 cu. ft.		
TIRES:	G78 x 15 bias-belted BSW (Monaco & Monaco Custom) HR78 x 15 steel-belted radial (Brougham)	REAR AXLE AVAILABILITY			
WHEELS:	15 x 5.5	ENGINE	TRANSMISSION	STD.	OPT.
BRAKES:	Front: power disc Rear: 11" x 2" drum	360 V8 (Monaco & Monaco Custom)	TorqueFlite automatic	2.76	3.23
		400 V8 (Brougham)	TorqueFlite automatic	2.76	3.23





Charger SE.

Charger SE. Especially built for the demanding few.

The man who owns Charger SE is his own man. He is a breed apart. For this reason, he insists that his car stand above the crowd. Charger SE assures him of that with its clean-flowing lines and formal vinyl roof with louvered quarter windows. He expects to be well treated by the surroundings in his car. Again, he is assured. Luxury is complete with features such as hideaway center armrest; embossed door panel trim; wood-grained vinyl appliques on doors, steering wheel, and instrument panel; plush carpeting; and Rallye instrument cluster. We also expect that he set his own standards of driving excellence...and quietness. Charger SE obliges with torsion-bar suspension and special sound deadening components. Of course, there is much more that will meet those certain expectations. Charger SE. We call it our personal luxury car. But as for the demanding few, they will be satisfied just to call it their own.

UPPER RIGHT—Optional Charger SE Brougham interior with fold-down center armrest.
LOWER RIGHT—Charger SE features the Louvered Look.

CHARGER SE





Charger 2-door hardtop.

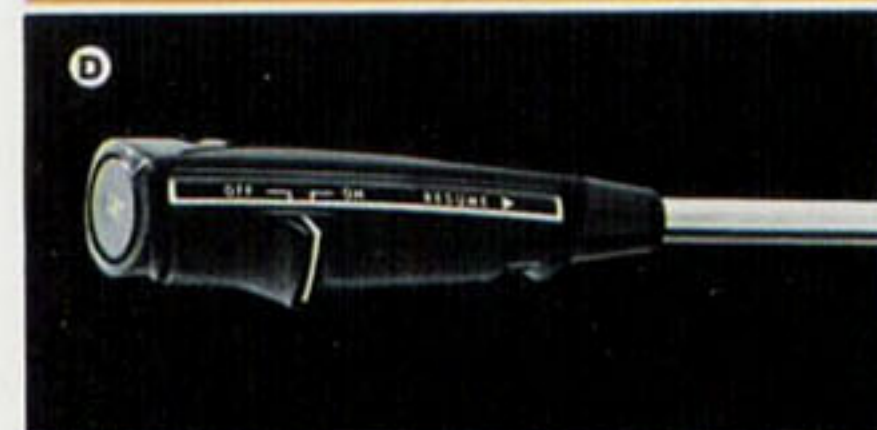
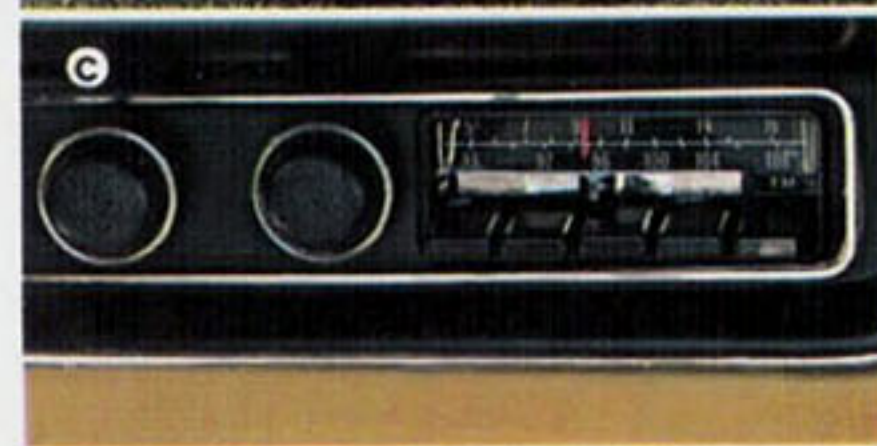
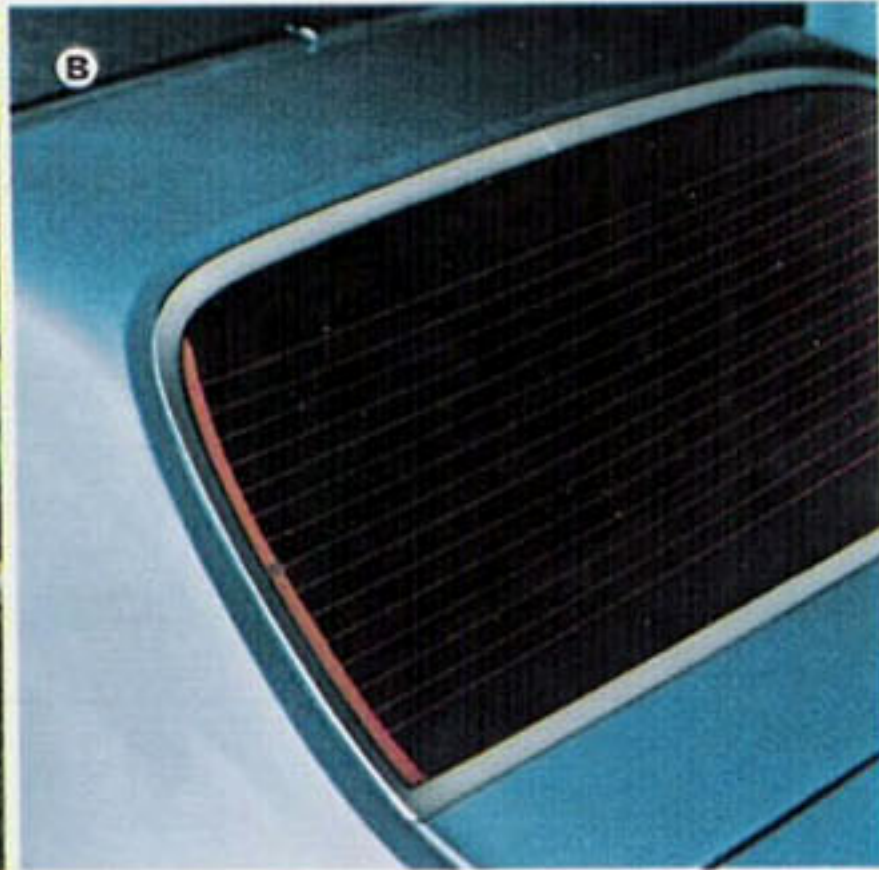
Charger. How to assert yourself beautifully.

The look of Charger. Serene but spirited. Asserting itself in its own outstanding way. Leaving an image that speaks well of itself...and of you and your tastes. And if you are of a mind to order options, go ahead and assert yourself. Fill the car with stereo. "Sport" it up with bucket seats. Cool it down with air conditioning. Top it off with your choice of vinyl roofs. Order your own piece of the sky with the sliding metal sun roof. You can even have a factory-engineered trailer-towing package. And while you are busy asserting yourself and having fun, remember this: With all Charger's sporty looks, there is still room in the back for growing families—an idea which most sporty cars have left behind. If you are on a budget, you're still in luck. Just ask for the Charger coupe. Few could tell that it is our lowest priced Charger. Dodge Charger for 1974. A car that looks this much fun to drive won't drive you off with its price.

UPPER RIGHT—Charger's textured all-vinyl bench seat. Wood-grained vinyl applique door and quarter trim inserts are also standard.
LOWER RIGHT—Charger hardtop with canopy roof.

CHARGER





Charger. The inside story.

- A** Optional Aztec cloth-and-vinyl bucket seats come with striking gold shag carpeting. Aztec bench seat also available on all Charger hardtops.
- B** Optional electric rear window defroster is available on all Charger models.
- C** Now hear this. AM/FM monaural radio is optional on all Charger models. Music Master AM or Multiplex AM/FM stereo with rear seat speaker is also available.
- D** Set and forget. Optional speed control automatically maintains the driving speed you select. Disengages when you step on brake. Resumes at the flick of a switch.
- E** Charger's optional manual sun roof gives you convertible freshness with hardtop security.
- F** Charger's Rallye instrument cluster is standard on SE and part of the optional Rallye Package. Includes speedometer, oil, temperature, and fuel gauges.

TAKE COMMAND WITH A CHARGER RALLYE PACKAGE.

The Charger Rallye Package, available on all V8 Charger coupes and hardtops. The perfect option for those who like to stand apart from the rest of the pack. For the man in command. Here's what's included: • Black body side tape stripes • Power bulge hood • Hood tie-down pins • Rear sway bars • G70 x 14 tires with raised white letters • Rallye instrument cluster with speedometer, ammeter, and oil, temperature, and fuel gauges • 318 2-bbl. V8 engine. (Larger engines available at extra cost.) Have we tickled your ego yet? See your Dodge Dealer for complete details on the '74 Rallye Package.



Charger Rallye hardtop.



Charger Rallye coupe.



Charger SE.



Charger 2-door coupe.



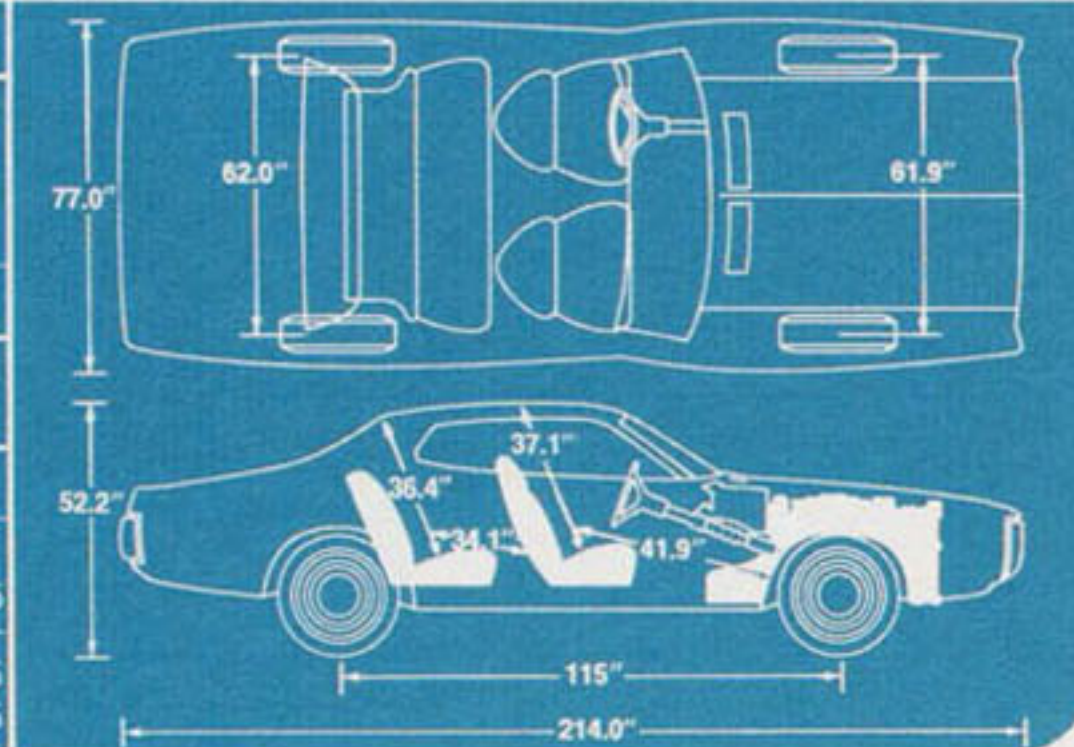
Charger 2-door hardtop.

CHARGER STANDARD EQUIPMENT

	Coupe	Htp.	SE		Coupe	Htp.	SE
Manual front disc brakes • Single horn • Vinyl trunk mat	•	•	•	Wood-grained vinyl instrument panel		•	•
Arm-mounted electric windshield washers • 2-speed wipers	•	•	•	Color-keyed carpeting • Inside day/night rearview mirror		•	•
High-speed starter • Heater/defroster • Bumper guards	•	•	•	Deluxe 3-spoke steering wheel • Wheel-lip mouldings		•	•
Outside left rearview mirror • Drip rail mouldings	•	•	•	Body side paint stripe • Cigarette lighter		•	•
Fixed quarter window (louvered on SE)	•	•	•	Formal vinyl roof with fixed louvered quarter window		•	•
Color-keyed rubber floor mats • 3-spoke steering wheel	•	•	•	Sill mouldings • Deluxe wheel covers		•	•
All-vinyl front bench seat	•	•	•	Rallye instrument panel cluster • Belt and hood mouldings		•	•
Inside double-ball-joint mirror	•	•	•	Front hood, deck lid and bumper reveal mouldings		•	•
Hubcaps	•	•	•	All-vinyl front bench seats with center armrests		•	•
All-vinyl or cloth-and-vinyl front bench seats	•	•	•	Standard suspension with front sway bar	•	•	•

CHARGER STANDARD SPECIFICATIONS

ENGINE:	225 Six (coupe & hardtop), 318 V8 (SE)	ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 41-amp (6-cyl.), 50-amp (V8) Electronic Ignition System Transistorized voltage regulator				
TRANSMISSION:	3-speed manual, fully synchronized, column-mounted shift		TRUNK CAPACITY: 16.7 cu. ft.				
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar	REAR AXLE AVAILABILITY					
TIRES:	E78 x 14 bias-belted BSW (coupe only) F78 x 14 bias-belted BSW (std. on all base V8 models except coupe)	ENGINE	TRANSMISSION	STD.	OPT.		
WHEELS:	14 x 5.0	225 Six	3-speed manual TorqueFlite automatic	3.21 2.94	3.23, 3.55 3.21, 3.23, 3.55		
BRAKES:	Front: manual disc; rear: 10" x 2½" drum	318 V8	3-speed manual TorqueFlite automatic	2.94 2.71	3.21, 3.23, 3.55 3.21, 3.23, 3.55		
FUEL TANK:	19.5 gallons						





Coronet Custom 4-door sedan.

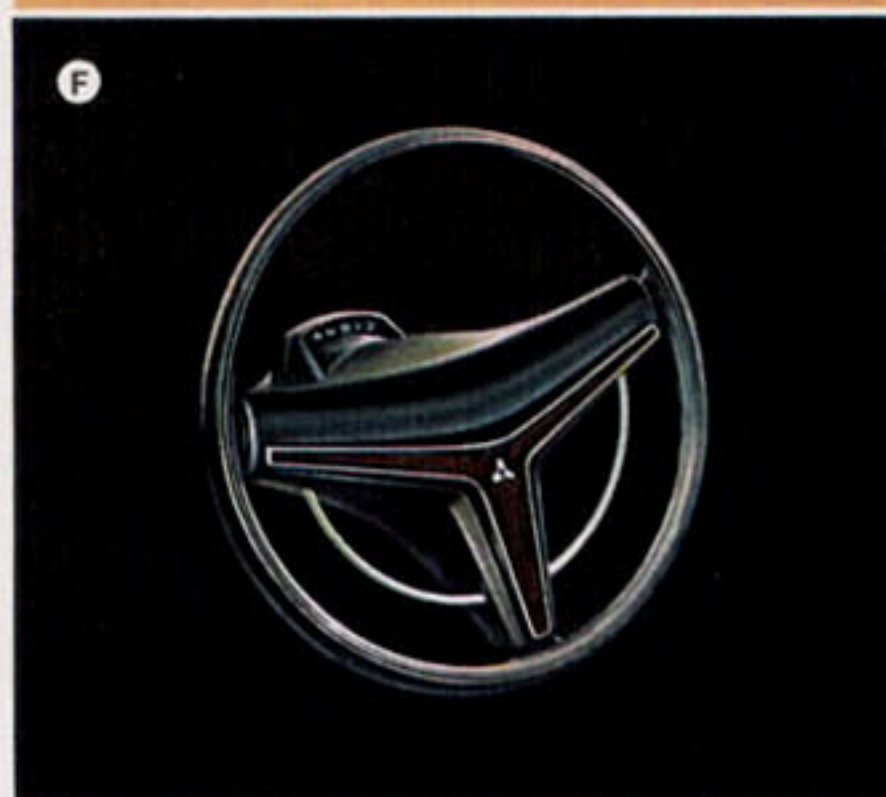
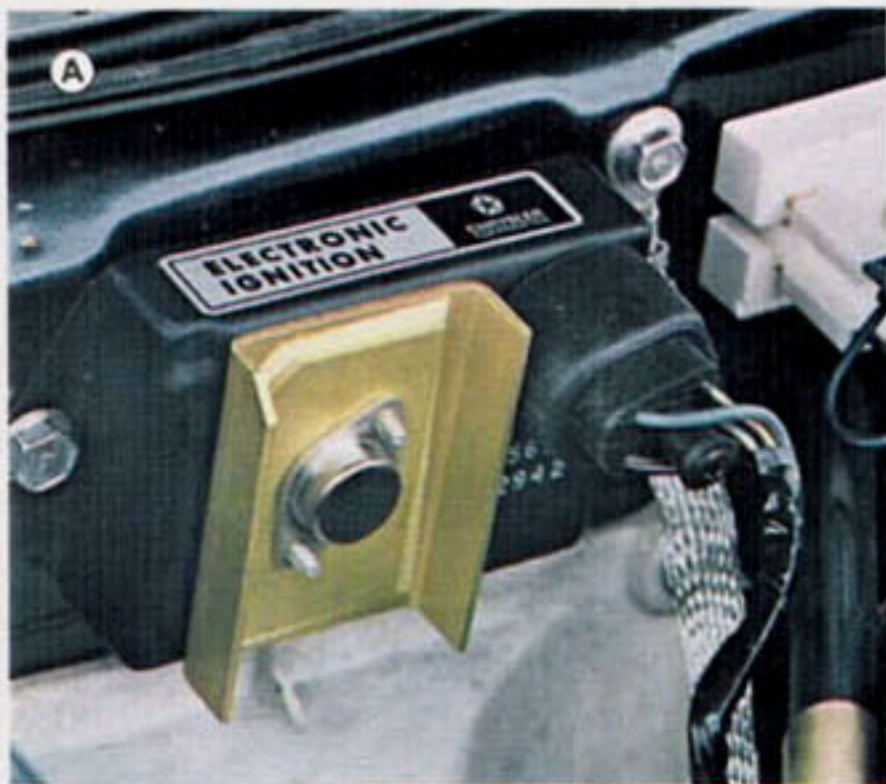


Lots of room, comfort, and style make Coronet the happy medium.

If you're looking for a family car, Coronet '74 is well worth looking into. Because this one was designed to be a four-door, six-passenger, family-sized car all the way. But Coronet offers so much more than just generous interior proportions. Torsion-bar suspension for one thing. And Unibody construction for another. And you'll find Coronet's spirited 318 CID V8 or 225 CID Six engine very easy to live with. But for all its practicality, Coronet is far from austere. Coronet and Coronet Custom offer a variety of vinyl and cloth-and-vinyl interior combinations that are as handsome as they are desirable. And Coronet's bold, new exterior styling speaks for itself. Coronet for 1974. Proving practical can still be beautiful.

CORONET

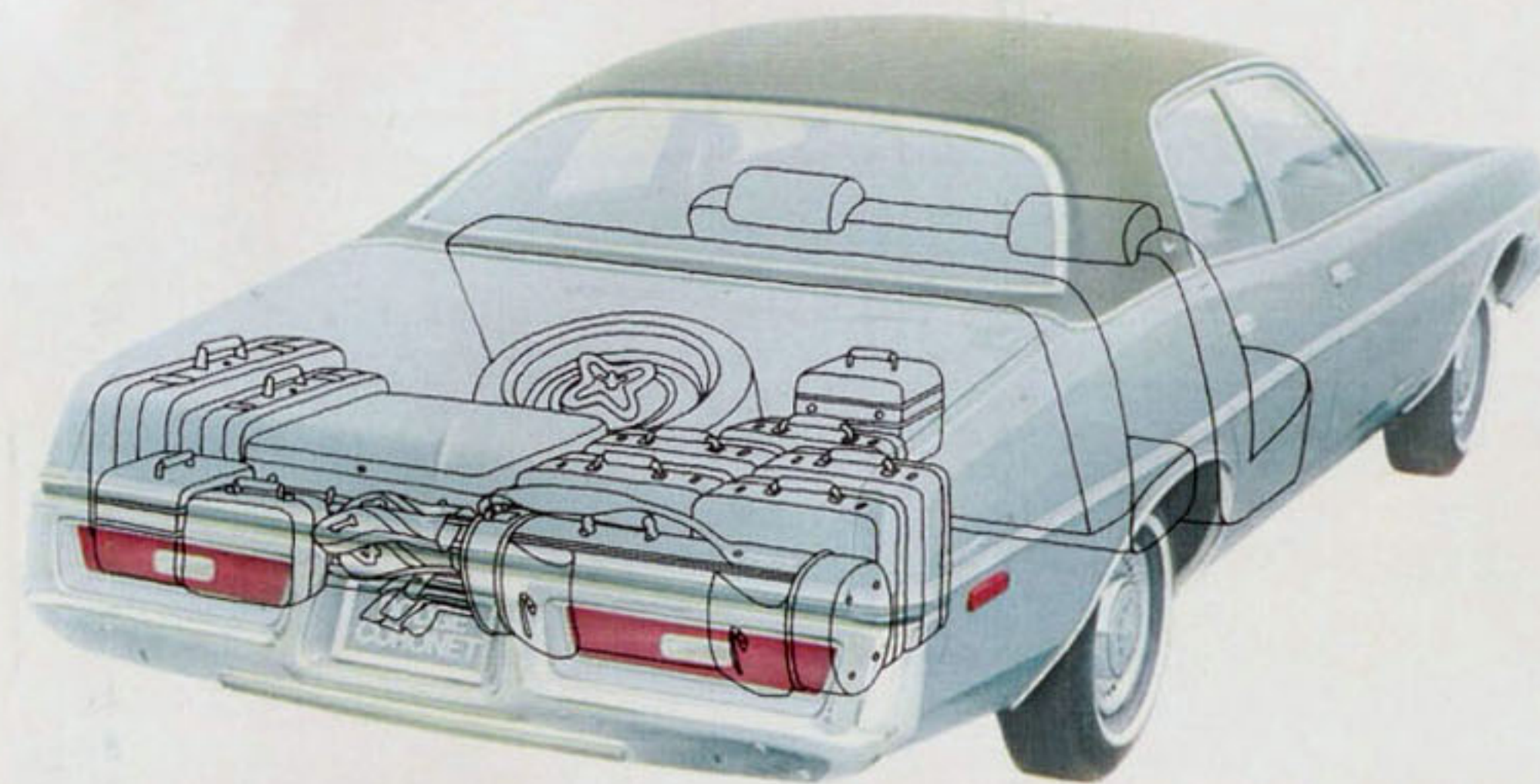
UPPER LEFT—Coronet '74. The intermediate field never had it so beautiful.
UPPER RIGHT—Coronet Custom's Prelude cloth-and-vinyl interior.



Here's a family car worth looking into.

The illustration at the right gives you a good idea of just how big Coronet's 19.1-cubic-foot trunk is. Translated to layman's terms that's: 1 lady's Pullman, 1 lady's wardrobe, 2 lady's overnight bags, 2 lady's train cases, 2 man's suiters, 2 man's overnight bags, 1 golf bag, and 17 of those cute shoe boxes.

- A Electronic Ignition is standard on all American-made Dodges. This advanced feature eliminates breaker points and condenser, and, excluding the spark plugs, gives you a virtually maintenance-free ignition system.
- B Wiper-mounted windshield washers are standard on all Coronets. Tests show that this system uses less washer fluid and is affected less by highway-speed winds.
- C Optional automatic speed control does just what its name implies. Simply set the control to the speed you wish to maintain and forget it. Control disengages when you use the brake, resumes at the flick of a switch.
- D AM/FM monaural radio (shown), Music Master AM, and AM/FM Multiplex stereo radio are available options on all Coronets.
- E Coronet Custom's optional split-back bench seat with fold-down center armrest. Pleated Bancroft vinyl is extremely durable.
- F New deluxe steering wheel, optional on all Coronets.
- G Coronet's torsion-bar suspension has to be experienced to be fully appreciated. Ask your Dodge Dealer for a test ride soon.



Coronet Custom 4-door sedan.



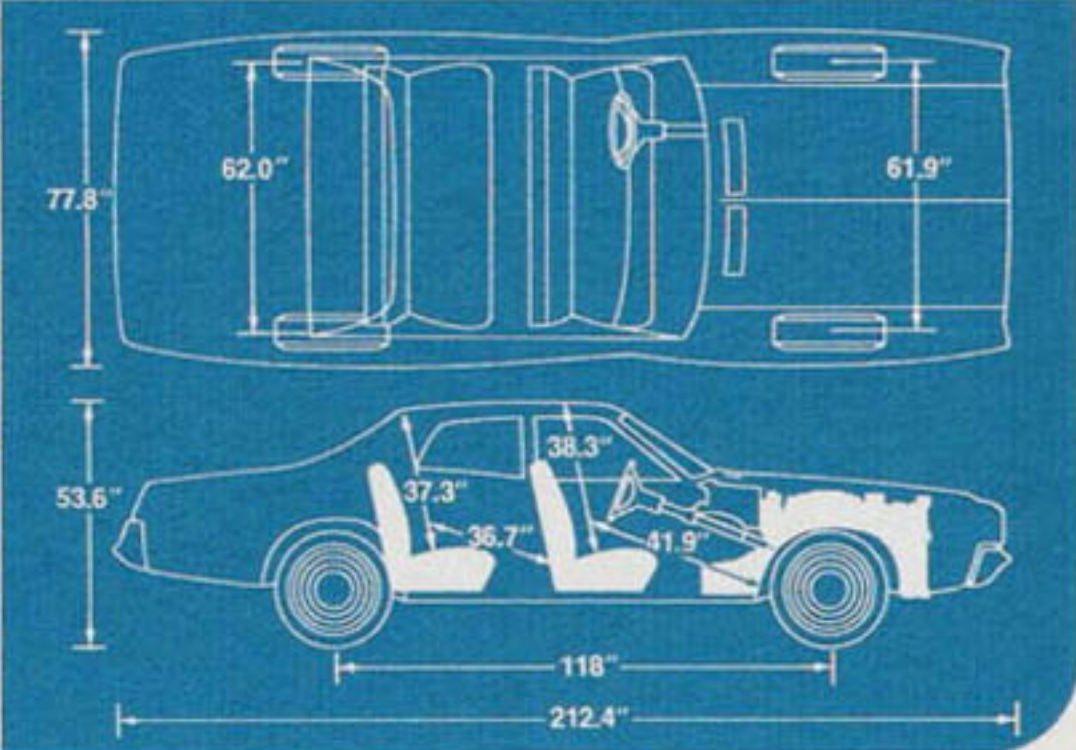
Coronet 4-door sedan.

CORONET STANDARD EQUIPMENT

	Coronet	Custom		Coronet	Custom
High-speed starter • Heater/defroster • Single horn	•	•	Deluxe 3-spoke steering wheel with wood-grained vinyl insert		•
Arm-mounted electric windshield washers • 2-speed wipers	•	•	Wood-grained vinyl instrument panel		•
Cigarette lighter • Hubcaps • Outside left mirror	•	•	Drip rail and wheel-lip mouldings		•
Hood front and grille surround mouldings	•	•	Body side moulding with paint-filled insert		•
Color-keyed rubber floor mats • 3-spoke steering wheel	•	•	Deck lid and rear quarter mouldings with paint insert		•
All-vinyl front bench seats	•	•	Standard suspension with front sway bar	•	•
Cloth-and-vinyl front bench seats • Color-keyed carpeting		•			

CORONET STANDARD SPECIFICATIONS

ENGINE:	225 Six, 318 V8	ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 41-amp (6-cyl.), 50-amp (V8) Electronic Ignition System Transistorized voltage regulator
TRANSMISSION:	3-speed manual, column-mounted shift	TRUNK CAPACITY:	19.1 cu. ft.
SUSPENSION:	Front: torsion bars and sway bar Rear: asymmetrical leaf springs	REAR AXLE AVAILABILITY	
TIRES:	E78 x 14 bias-belted BSW (6-cyl.) F78 x 14 bias-belted BSW (base V8)	ENGINE	TRANSMISSION
WHEELS:	14 x 5.0	225 Six	3-speed manual TorqueFlite automatic
BRAKES:	Front: manual disc Rear: 10" x 2 1/4" drum	318 V8	3-speed manual TorqueFlite automatic
FUEL TANK:	19.5 gallons	STD.	OPT.
		2.94	3.21
		2.71	3.21





Dart Custom
4-door sedan.

Dart Swinger 2-door hardtop.

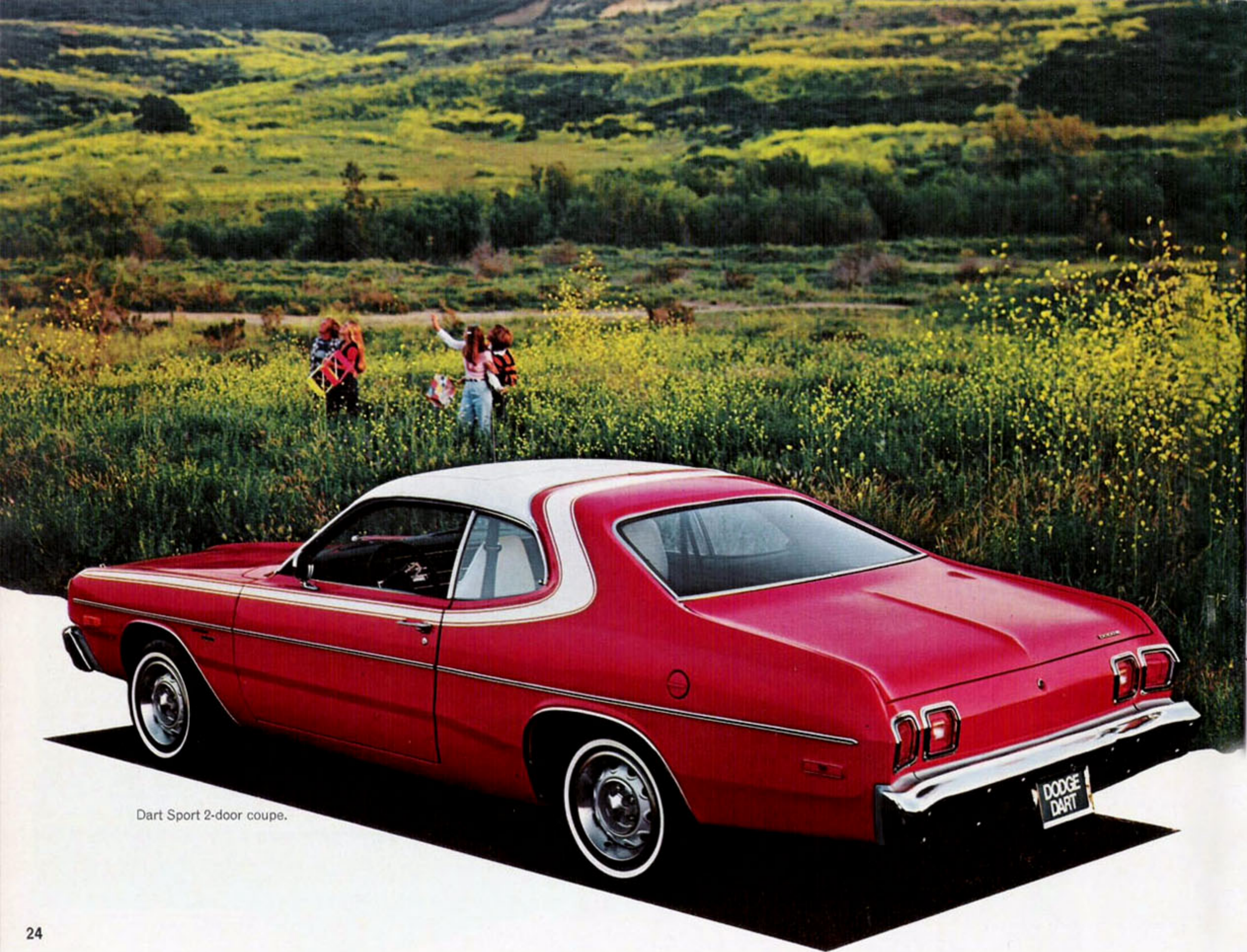
Satisfied Dart owners? We've got over a million of 'em.

We're being modest. Actually Dart is a hit with more than a million and a half owners. And the ranks are growing every day. Because every day more people are discovering Dart's special blend of economy, maneuverability, interior room, and value. Because we didn't economize on interior roominess in Dart, you'll find plenty of room for six passengers. Plus an impressively large trunk. And while Dart's snappy performance helps you maneuver in city traffic with ease, Dart is equally at home on the highway. Thanks to its ample 111-inch wheelbase and torsion-bar suspension. Then there're Unibody construction and Dart's Electronic Ignition System. Put it all together, and Dart spells value. Value for your money when you buy your new Dart. 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!

UPPER RIGHT—Swinger optional interior with
fold-down center armrest seat.
LOWER RIGHT—Dart Custom featuring the deluxe
cloth-and-vinyl interior—standard!

DART





Dart Sport 2-door coupe.



Dart Sport Convertriple. The compact car that's a lot of cars.

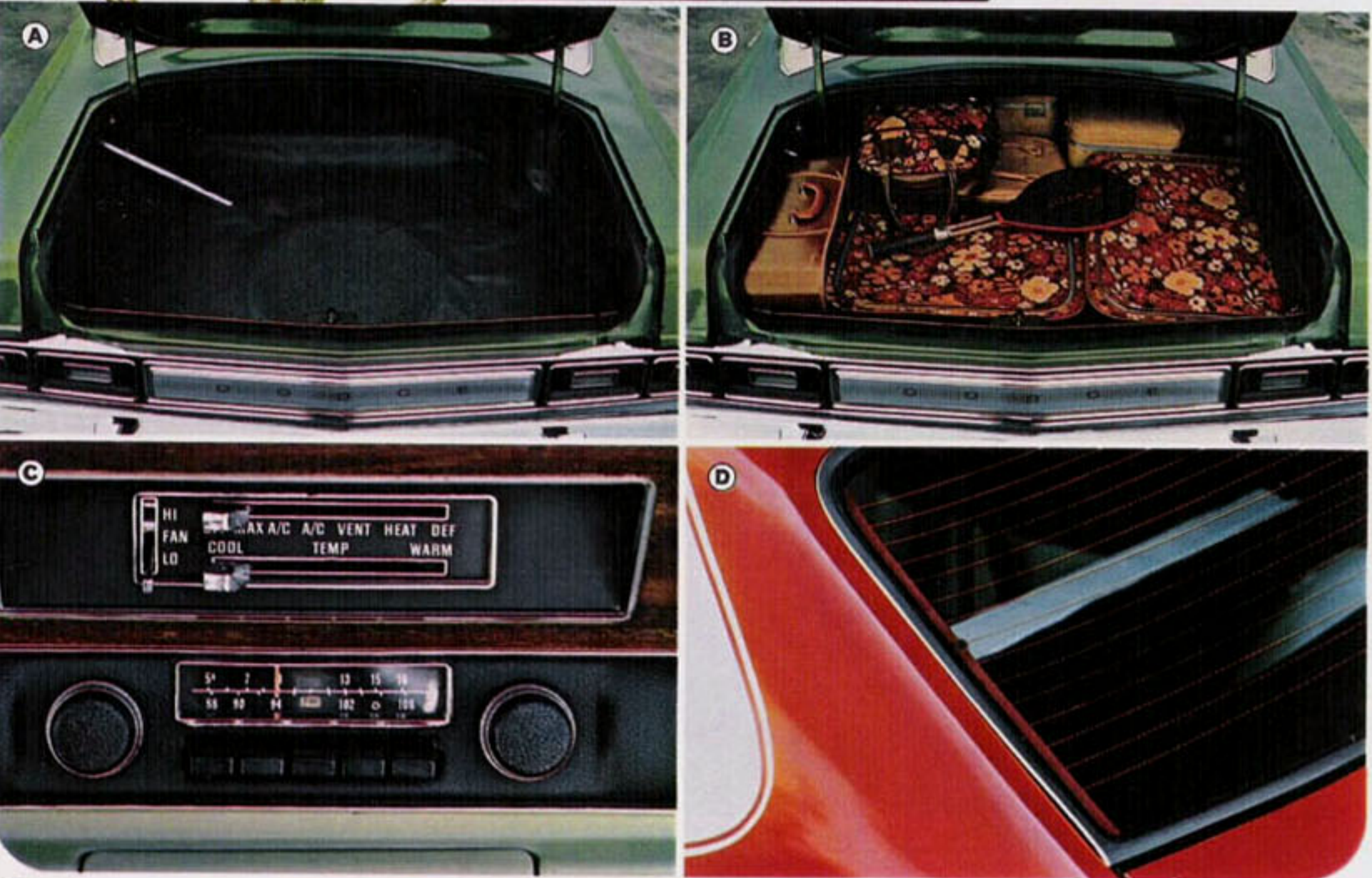
The Dart Sport Convertriple... three cars in one. Beginning with one—Dart Sport just by itself. A five-passenger compact coupe. An enjoyable, easy-handling way to beat the mini cars. You've got more weight and more stability (not to mention more trunk space) going for you. Now, if you want to bring in more of the outdoors as you breeze along, just order the optional sliding metal sun roof. And we have a convenient way of turning the Dart Sport into an instant cargo carrier with the optional fold-down rear seat—it takes many things up to six and one half feet long. (A fold-down security panel prevents access to the trunk from the interior of the car.) And there you have the Dart Sport Convertriple... as easy as 1, 2, 3

After "1, 2, 3," there is another number to consider: "360"... the Dart 360 Sport. A new 360-cubic-inch four-barrel dual exhaust V8 is standard, along with special suspension, power front disc brakes, and other ways of making the Sport even sportier. Dart Sport, Dart 360 Sport. The choice is yours to enjoy.

DART
SPORT

UPPER LEFT—All-vinyl full-volume foam bucket seats, optional on Dart Sport and Dart 360 Sport.
CENTER—For the open-air, wind-in-your-hair feeling, order Dart's optional sliding metal sun roof. (Also available on hardtops.)
LOWER LEFT—Instant cargo-carrying capacity with the optional fold-down rear seatback.

Dart '74. The compact car that doesn't economize on features.



Dart's fully appointed instrument panel keeps you informed with gauges and warning lights.

- A Dart's hidden spare tire helps this wide and handsome trunk . . .
- B . . . carry all this luggage.
- C Optional AM/FM radio located under easy-to-reach heater/defroster and air-conditioning controls.
- D "Scrape no more." Dart's optional heated rear-window defroster gives ice the brush-off . . . electrically.



Dart Sport 2-door coupe.



Dart Swinger 2-door hardtop.



Dart Swinger Special 2-door hardtop.



Dart 4-door sedan.



Dart Custom 4-door sedan.

RALLYE PACKAGE:

Available on Dart Sport only. Package includes 318 V8 engine, four-speed manual transmission, power steering, special suspension with front sway bar, E70 x 14 raised white letter tires, Rallye wheels, "Tuff" steering wheel, deluxe vinyl bench seats, and "Dodge" lettering on quarter panel.

360 SPORT:

Standard equipment on Dart 360 Sport includes everything found on Dart Sport plus the following: high-performance 360 V8 engine, special suspension with dual exhausts, side and rear performance stripes, and other high-spirited items.



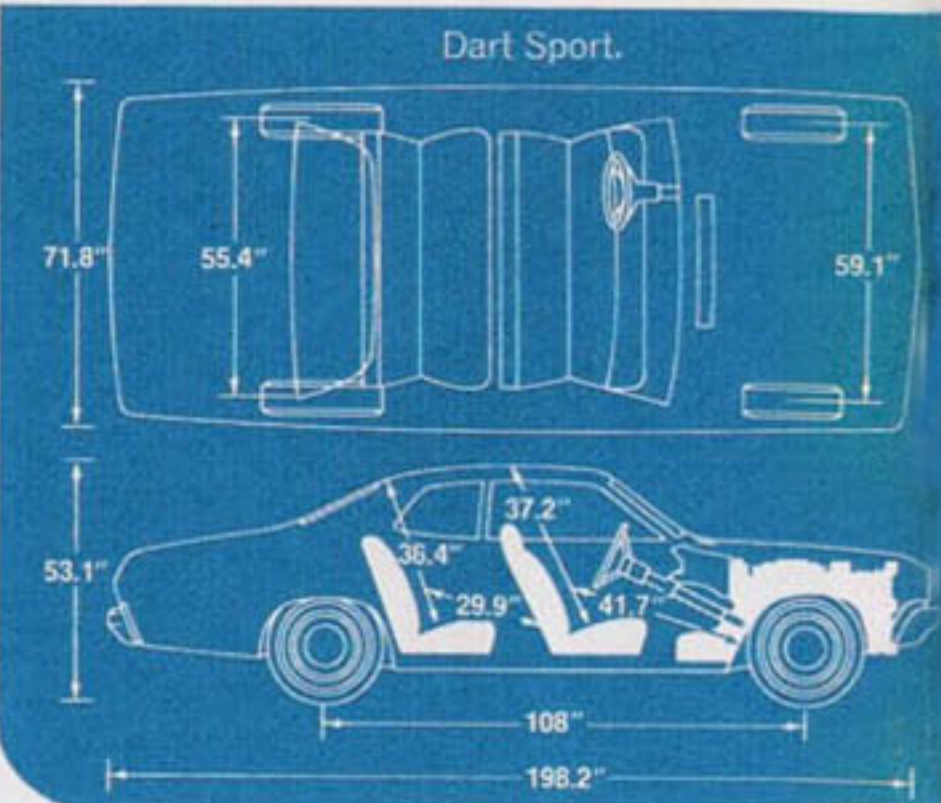
Dart Sport Rallye 2-door coupe.



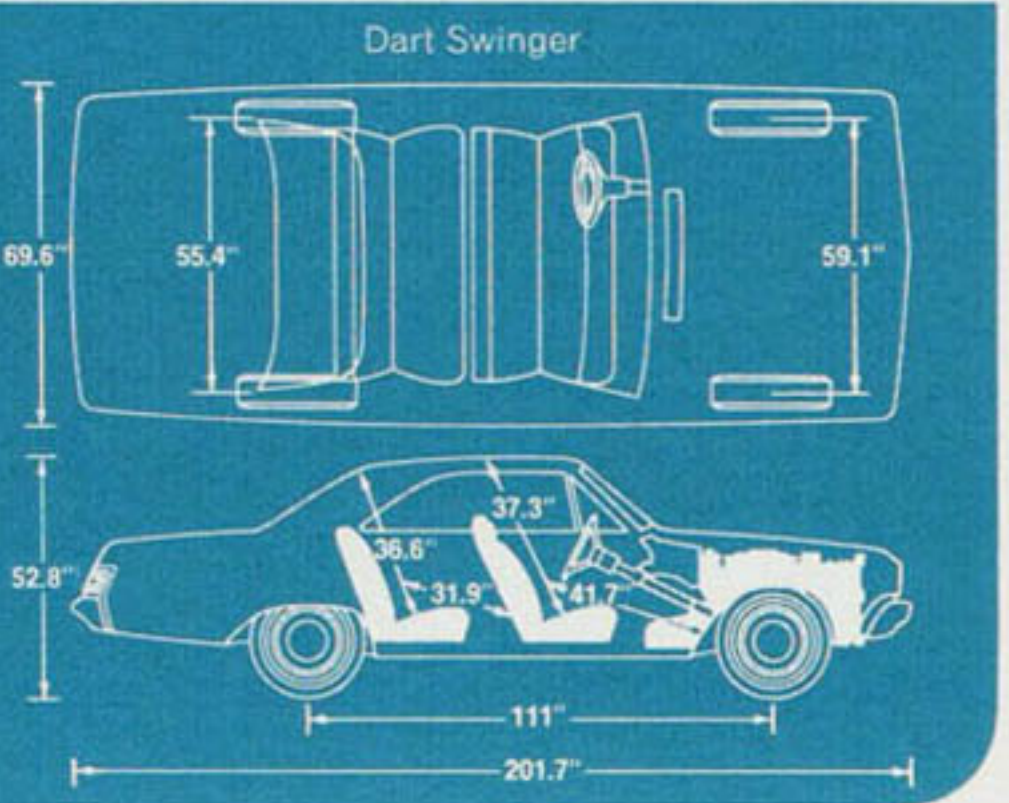
Dart 360 Sport 2-door coupe.

DART STANDARD EQUIPMENT

	Dart & Swinger Special	Dart Sport	Dart Custom & Swinger		Dart & Swinger Special	Dart Sport	Dart Custom & Swinger
Foot-operated windshield washers • 2-speed wipers	•	•	•	Cloth-and-vinyl front bench seats	• ³	•	• ⁴
High-speed starter • Heater/defroster • Hubcaps	•	•	•	Cigarette lighter	•	•	•
Keyless door locking system • Outside left rearview mirror	•	•	•	Carpeting • Wood-grained vinyl instrument panel • Drip mouldings	•	•	•
Grille surround and hood front edge mouldings	•	•	•	Wheel-lip mouldings	•	•	•
3-spoke steering wheel with horn button	•	•	•	Rear seat ashtrays • Wood-grained vinyl applique door trim panel	•	•	•
Color-keyed rubber floor mats	•	•	•	3-spoke deluxe steering wheel • Deck applique moulding	•	•	•
Instrument panel cluster with wood-grained vinyl applique	•	•	•	Body side moulding with black painted insert	•	•	•
Front door vent windows (sedans only)	•	•	•	Rear seat armrests	•	•	•
All-vinyl front bench seats	• ¹	•	• ²	1. Dart. 2. Swinger. 3. Swinger Special. 4. Custom.			



DART STANDARD SPECIFICATIONS					
ENGINE:	198 Six (NA in California; 225 Six opt.) 318 V8 360 4-bbl. V8 (Dart 360 Sport)	ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 34-amp (6-cyl.) 41-amp (V8's) Electronic Ignition System Transistorized voltage system		
TRANSMISSION:	3-speed manual, column-mounted; or floor-mounted (Dart 360 Sport)		TRUNK CAPACITY:	19.8 cu. ft. (Dart Sport) 15.4 cu. ft. (Dart)	
SUSPENSION:	Front: torsion bars (front sway bar—Dart 360 Sport) Rear: asymmetrical leaf springs	REAR AXLE AVAILABILITY			
TIRES:	6.95 x 14 polyester BSW (6-cyl.) D78 x 14 polyester BSW (318 V8) E70 x 14 bias-belted BSW (Dart 360 Sport)	ENGINE	TRANSMISSION	STD.	OPT.
WHEELS:	14 x 4.5 14 x 5.5 (Dart 360 Sport)	198 Six	3-speed manual TorqueFlite automatic	3.23 2.76	3.55 3.23/3.55
BRAKES:	Front: Disc (V8) 10" x 2 1/4" drum (6-cyl.) Power disc (Dart 360 Sport) Rear: 10" x 2 1/4" drum (V8's) 9" x 2" drum (6-cyl.)	318 V8	3-speed manual 4-speed manual TorqueFlite automatic	2.94 3.21 2.76	3.21/3.55 3.55 3.21/3.55
FUEL TANK:	16 gallons	360 V8	3- or 4-speed manual TorqueFlite automatic	3.21 2.94	3.55 3.21/3.55





Challenger Rallye 2-door hardtop.



Challenger's standard all-vinyl bucket seats.

Challenger '74. Turn it on...it'll do the same for you!

Tough. Eager. Responsive. That's Challenger for 1974. The personal sporty car with spirit to match its sleek styling. Challenger reflects your life style. The way you go about things... with élan. Ease into Challenger's all-vinyl bucket seats. Survey the fully appointed instrument panel. Settle back. Contact. Ignition. Move out smartly with a 318 V8 (or optional new 360 V8). Ride assured knowing you'll stop smoothly with front disc brakes. Corner confidently with optional front and rear sway bars. Get the picture?

Or picture your Challenger with the optional Rallye Package shown at left. Distinctive! Package includes performance hood, fender scoops with strobe tape stripes, Rallye instrument cluster, Rallye suspension, 318 V8 or 360 V8 engine, F70 x 14 WSW tires, and more. Challenger '74...proving half the fun is getting there.



Challenger Rallye 2-door hardtop.



Challenger 2-door hardtop.

CHALLENGER HARDTOP STANDARD EQUIPMENT

All-vinyl front bucket seats with integral head restraints • Rear armrests • Wood-grained vinyl door trim inserts • 2-spoke steering wheel with horn button • Hubcaps • 3-speed floor-mounted manual transmission • Keyless door locking system • Foot-operated windshield washers • 2-speed wipers • Deep loop pile carpeting • Front and rear ashtrays • Heater/defroster • Front and rear bumper guards • Cigarette lighter • Inside day/night rearview mirror • Outside left mirror • High-speed starter • Body side dual paint stripes • Drip rail mouldings • Wheel-lip, bright grille surround, and painted hood front edge mouldings • Lower and quarter deck lid mouldings.

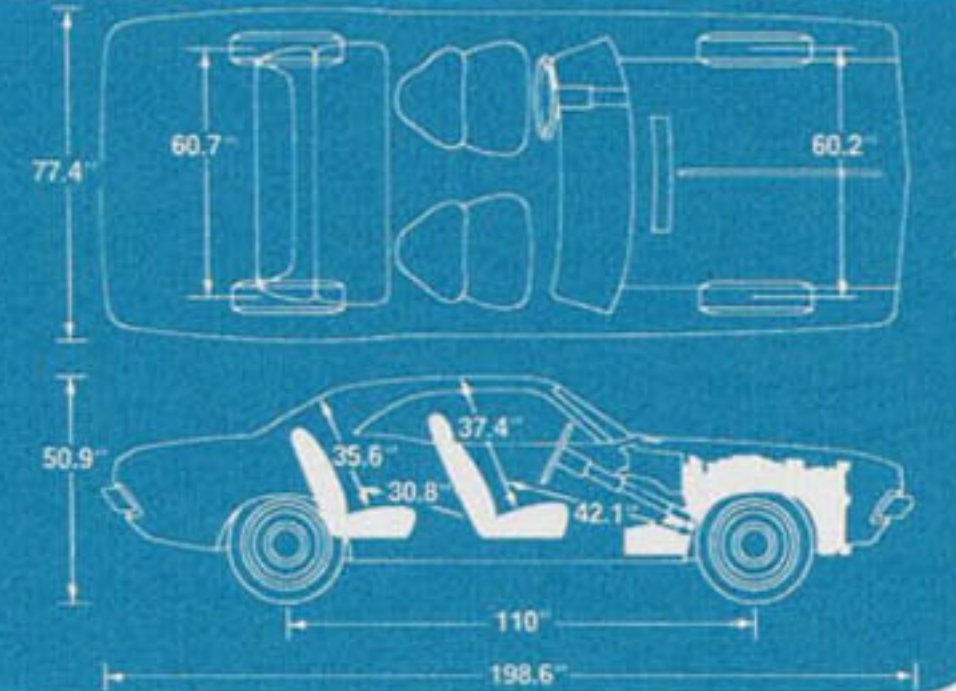
CHALLENGER RALLYE

(All items shown at left plus the following):

- Rallye wood-grained vinyl instrument cluster with tachometer and full instrumentation
- 3-speed wipers with electric windshield washers
- Strobe side tape stripes • Black-out painted grille
- Performance hood and fender scoop
- Rallye suspension with front and rear sway bars
- F70 x 14 WSW bias-belted tires • Heavy-duty shock absorbers.

CHALLENGER STANDARD SPECIFICATIONS

ENGINE:	318 V8	ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 41-amp Electronic Ignition System Transistorized voltage regulator		
TRANSMISSION:	3-on-the-floor, fully synchronized manual	FUEL TANK:	18 gallons		
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Heavy-duty Rallye suspension with front and rear sway bars (Rallye)	TRUNK CAPACITY:	9.6 cu. ft.		
TIRES:	7.35 x 14 polyester BSW (Challenger) F70 x 14 bias-belted WSW (Rallye)	REAR AXLE AVAILABILITY			
WHEELS:	14 x 5; 14 x 5.5 (with F70 x 14 tires)				
BRAKES:	Front: manual disc Rear: 10" x 2½" drum	ENGINE	TRANSMISSION	STD.	OPT.
		318 V8	3-speed manual TorqueFlite automatic	3.23 2.76	3.55 3.23/3.55





Monaco Brougham
3-seat wagon.



Monaco Custom
2-seat wagon.

Monaco wagons. How to carry it off with class.

The big Dodge Monaco wagons continue the all-new theme—from styling to engineering advances. They were designed and built from consumer research and study. Just take a look at the left. Now that's style. Inside, you can just relax and enjoy the pleasantly appointed surroundings. Class scores again! We would like to point out the new instrument panel. It even has the large bin-type glove box in the center. Thus ends the driver's dilemma of the "glove-box stretch." Now whichever big Dodge wagon you choose—Monaco Brougham, Monaco Custom, or Monaco—the 400-cubic-inch V8 is standard. Refined suspension components contribute to a smoother ride. Also, while power steering, power front disc brakes, and automatic transmission are standard, there is plenty of room for options, including automatic speed control and a luggage rack. And for the first time, you can order a factory-engineered trailer-towing package complete with a load-distributing hitch platform. If you're big on wagons, we think you've met your match.

MONACO WAGONS

UPPER RIGHT. Monaco Brougham's standard interior with all-vinyl 50/50 seat and individual fold-down armrests with passenger-side recliners.
CENTER LEFT. Convenient storage compartments for odds and ends.
CENTER RIGHT. Monaco's rear-facing third seat allows plenty of room between passenger's knees and the closed tailgate.
BOTTOM RIGHT. Efficient rear-window air deflector—standard on Monaco '74.





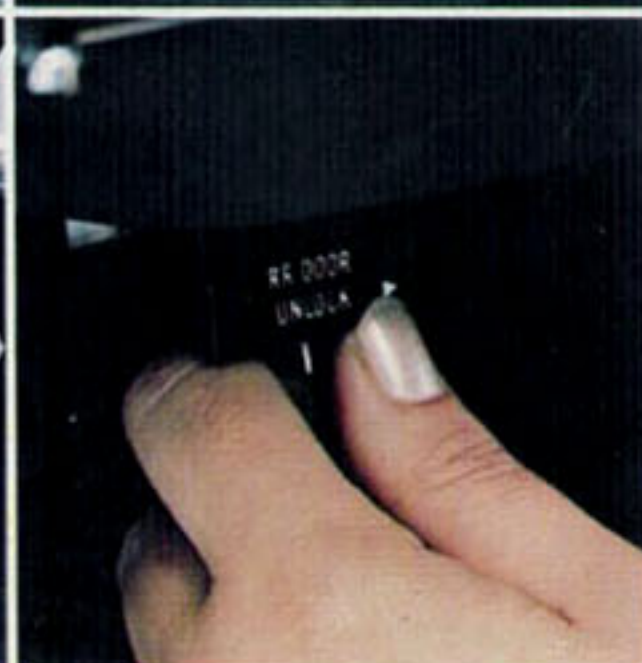
Coronet Crestwood 3-seat wagon.

Coronet '74. Looking for the ideal family wagon? Look no further.

We'd like to nominate Coronet on the basis of room, ride, and comfort. Because Coronet's designed with your family in mind . . . from the inside out. Within Coronet's roomy interior, you'll find a healthy 86.8 cubic feet of cargo space. Enough room to handle four-foot-by-eight-foot sheets of plywood lying flat . . . even with the tailgate closed! And, considering all that interior space, you'll be surprised at Coronet's trim outside dimensions and smooth, easy handling—thanks in part to torsion-bar suspension and the front sway bar. Don't let Coronet's good looks throw you, either. Beneath that sleek styling lies just the right blend of function and form . . . and fun.

Then there're the comfort and convenience of Coronet's rear-facing third seat. And Coronet's three-way tailgate lets you enter and exit without a headache. Plus Coronet offers you such big-car features as power front disc brakes, all-vinyl upholstery, and more. All standard equipment. That adds up to a whole lot of car for a surprisingly low price. Coronet '74. The ideal family wagon? Why not let your family be the judge.

**CORONET
WAGONS**



UPPER RIGHT—Crestwood's standard all-vinyl interior with fold-down center armrest seat.
CENTER LEFT—Coronet's 3-way tailgate opens like a door, with the window *up* or *down*. Also opens flat for loading (with window closed).
CENTER RIGHT—A 4-by-8-foot sheet of plywood lies flat to prove Coronet's roominess . . . even with the tailgate closed.
LOWER LEFT—Handy built-in storage compartments keep odds and ends out of the way.
LOWER RIGHT—Coronet's optional tailgate Auto-Lock automatically locks the tailgate as you turn on the ignition.



Royal Sportsman.
At your majesty's service.

As the name implies, this is the luxury model of the Sportsman wagons. It's got comfort, convenience, and styling features fit for a king . . . or queen. It has a brand-new grille, gleaming chrome trim, and attractive moulding around the fenders to enhance its exterior appearance. Inside, there's a brightly trimmed instrument cluster designed for convenience as well as good looks. Seats are thickly padded and covered with durable vinyl.

Along with this luxury, you get versatility. Use the Sportsman for business (the rear seats can be easily removed), as a second car (carries kids and household items nicely), or as a recreational vehicle for weekend excursions. (The Dodge Maxiwagon holds up to 15 people,* so you know it can handle a big family plus all the luggage.) Other models are available with a seating capacity of five, eight, or twelve passengers.

See your Dodge Dealer for a closeup look and a copy of the 1974 Sportsman Wagon Catalog for more details and information.

*With optional additional seating.

Everything
you've always wanted to know
about Dodge wagons.
And a few things you never expected.



Coronet.



Coronet Crestwood.



Monaco Custom.



Coronet Custom.



Monaco.



Monaco Brougham.

STATION WAGON STANDARD EQUIPMENT

CORONET • All-vinyl front bench seats • Ashtrays, front and rear • Cigarette lighter • Color-keyed rubber floor mats • Heater/defroster • High-speed starter • Inside day/night rearview mirror • Power front disc brakes • Outside left rearview mirror • 3-spoke steering wheel • Arm-mounted electric windshield washers • 2-speed wipers • Rear bumper guards • Front sway bar • Single horn • Hubcaps

CORONET CUSTOM (Same as Coronet plus the following) • Color-keyed carpeting (instead of floor mats) • Wood-grained vinyl instrument panel • Deluxe 3-spoke steering wheel • Body side mouldings • Drip rail mouldings • Wheel-lip mouldings

CORONET CRESTWOOD (Same as Custom plus the following) • All-vinyl front bench seats w/center armrests • Cargo compartment carpeting • Deluxe wheel covers • Body side mouldings with vinyl insert (wheel-lip mouldings not included) • Roof air deflector • Wood-grained vinyl body side applique • Wood-grained vinyl tailgate applique and Rallye-type instrument panel

MONACO • All-vinyl front bench seats • Ashtrays, front and rear • Automatic transmission • Cigarette lighter • Color-keyed carpeting • Driver door storage compartment • Glove box coin changer • Heater/defroster • High-speed starter • Inside hood release • Power front disc brakes • Power steering • Power tailgate window • 3-spoke steering wheel • Outside left rearview mirror • Upper level ventilation • Electric windshield washers • 2-speed windshield wipers • Front sway bar • Single horn • Hubcaps • Belt mouldings • Body side mouldings • Drip rail mouldings • Roof air deflector

MONACO CUSTOM (Same as Monaco plus the following) • Glove box courtesy light • Deluxe 3-spoke steering wheel • Body side mouldings with vinyl insert • Wheel-lip mouldings

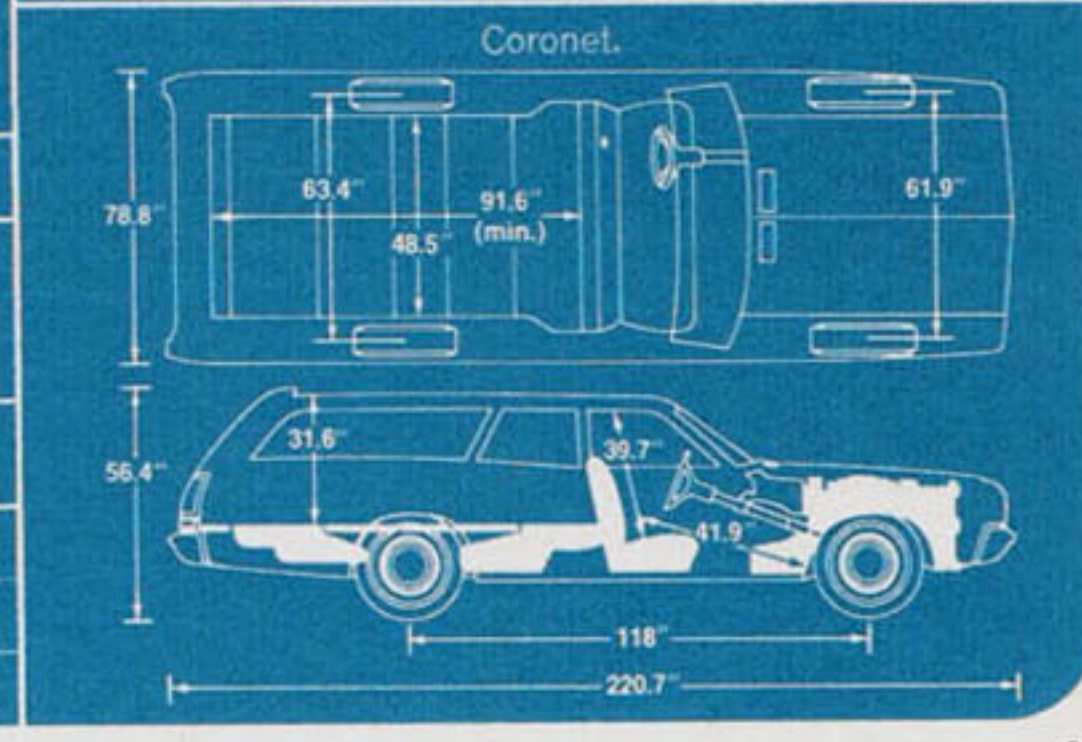
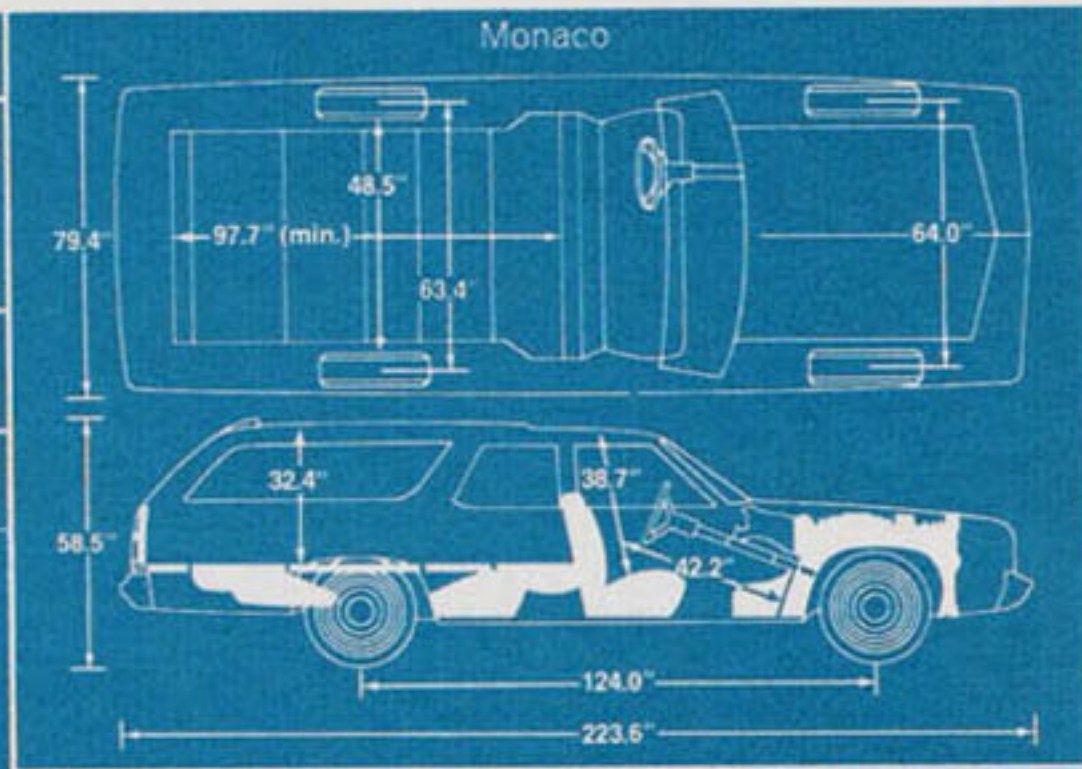
MONACO BROUGHAM (Same as Monaco Custom plus the following) • All-vinyl 50/50 bench seat with built-in armrests • Cargo compartment carpeting • Cargo compartment light and storage lock • Cigarette lighter courtesy light • Electric clock • Map light • Rear door courtesy light switch • Deluxe wheel covers • Dual horns • Wood-grained vinyl body side applique • Wood-grained vinyl tailgate applique and surround moulding (bright)

MONACO STATION WAGON STANDARD SPECIFICATIONS

ENGINE:	400 V8	ELECTRICAL SYSTEM:	Battery: 375-amp Alternator: 50-amp Electronic Ignition System Transistorized voltage regulator				
TRANSMISSION:	TorqueFlite 3-speed automatic						
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar	REAR AXLE AVAILABILITY					
TIRES:	J78 x 15 bias-belted BSW (Monaco & Monaco Custom 2-seat wagons) JR78 x 15 steel-belted WSW radial (Brougham 2-seat wagon) L78 x 15 bias-belted BSW (Monaco Custom 3-seat wagons) LR78 x 15 steel-belted WSW radial (Brougham 3-seat wagon)						
	ENGINE	TRANSMISSION	STD.	OPT.			
	WHEELS:	15 x 6.5	400 V8	TorqueFlite automatic	2.71	3.23	
	BRAKES:	Front: power disc Rear: 11" x 2½" drum					
FUEL TANK:	24 gallons						
CARGO CAPACITY:	100.8 cu. ft.						

CORONET STATION WAGON STANDARD SPECIFICATIONS

ENGINE:	318 V8	ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 50-amp Electronic Ignition System Transistorized voltage regulator				
TRANSMISSION:	3-speed manual, column-mounted shift						
SUSPENSION:	Front: torsion bars and sway bar Rear: asymmetrical leaf springs						
TIRES:	H78 x 14 bias-belted BSW	REAR AXLE AVAILABILITY					
WHEELS:	14 x 5.5	ENGINE	TRANSMISSION	STD.	OPT.		
BRAKES:	Front: power disc Rear: 11" x 2½" drum	318 V8	3-speed manual	3.23	—		
FUEL TANK:	21 gallons		TorqueFlite automatic	2.94	3.23/2.76		
CARGO CAPACITY:	86.8 cu. ft.						



TRAILER-TOWING PACKAGES.

THE MOST COMPLETE FACTORY-ENGINEERED TRAILER-TOWING PACKAGES IN DODGE HISTORY. Now you can order your new Dodge factory-engineered for trailering. The most *complete* trailer-towing packages ever offered by Dodge. And right from your Dealer, your Dodge is ready to tow up to 7,000 pounds* total trailer weight! Whatever you plan to pull, from trail bikes to travel trailers, your new Dodge can come ready to tow . . . and go. Depend on it!

*Full-size capacity. Mid-size capacity: 6,000 pounds. Compact-size capacity: 2,000 pounds.

RV7 TRAILER-TOWING PACKAGE

- 1 HIGH-CAPACITY RADIATOR and seven-blade fan help dissipate extra engine heat developed by trailer towing.
- 2 65-AMP ALTERNATOR generates extra current needed to handle additional electrical requirements of trailer towing.
- 3 VARIABLE-LOAD TURN SIGNAL FLASHER flashes turn signals at a constant rate with or without the trailer hooked up.

- 4 BUILT-IN SEVEN-WIRE TRAILER WIRING HARNESS & 7-PIN A.T.A. CONNECTOR provides a convenient electrical current connection between your car and trailer.
- 5 HIGH-AMP BATTERY provides extra current.
- 6 AUXILIARY TRANSMISSION OIL COOLER helps prevent transmission from overheating under towing loads.

HEAVY-DUTY SUSPENSION aids stability and includes:

- 7 Heavy-duty rear springs.
- 8 Heavy-duty torsion bars.
- 9 Front antisway bar.

- 10 LOAD-DISTRIBUTING HITCH PLATFORM distributes trailer tongue weight between the front and rear of your tow car and trailer axle(s).

- 11 WIDE WHEEL RIMS aid stability and handling.

- 12 3.23 RATIO REAR AXLE teams with proper size engine and torque converter to help increase your car's towing performance.

- 13 DUAL BATTERY CHARGING UNIT allows car and trailer batteries to charge independently and keeps the trailer battery from drawing current from the car battery.

- 14 TRAILER ELECTRIC BRAKE CONTROLLER electrically activates trailer brakes when tow car's brakes are applied.

- 15 440 FOUR-BBL. V8 ENGINE provides extra power needed for heavy trailer-towing operations.

- 16 OIL PRESSURE AND COOLANT TEMPERATURE GAUGES allow a constant monitor of your tow car's performance.

(Available on Monacos only.) Maximum capacity: 7,000 pounds total trailer weight.

HEAVY TRAILER-TOWING PACKAGE

(Available on all but Dart and Challenger.) Maximum capacity: 7,000 pounds total trailer weight (Monacos with optional 440 four-bbl. V8). 6,000 pounds total trailer weight (Charger and Coronet with optional 440 four-bbl. V8).

- Heavy-duty suspension ■ Wide 14 x 6.0 wheels (Charger & Coronet), 15 x 6.5 wheels (Monacos) ■ Maximum cooling system ■ Auxiliary transmission oil cooler ■ 3.23 to 1 ratio rear axle ■ Built-in 7-wire trailer wiring harness and 7-pin A.T.A. connector ■ Trailer electric brake controller ■ Variable-load turn signal flasher ■ 65-amp alternator ■ High-amp battery ■ Dual battery charging unit ■ Load-distributing hitch platform

LIGHT TRAILER-TOWING PACKAGE

(Available on all but Challenger.) Maximum capacity: 2,000 pounds total trailer weight.

- *Heavy-duty suspension ■ *Wide wheels (14 x 5.5 on Dart, 14 x 6.0 on Charger & Coronet) ■ Built-in 7-wire trailer wiring harness and 7-pin A.T.A. connector ■ Variable-load turn signal flasher ■ Load-carrying trailer hitch (for gross loads up to 2,000 lbs.) ■ 8 1/4" axle, 2.94 ratio (Dart only with 225 or 318 automatic)

*Dart, Charger, and Coronet only.

ADDITIONAL REQUIRED EQUIPMENT:

For safe, efficient trailer-towing operation, an automatic transmission, power front disc brakes, and larger tire sizes are required equipment with some Dodge trailer-towing packages. These options are not included in the preceding listings due to the fact that the automatic transmission and power front disc brakes are standard on all Monacos, and power front disc brakes and larger tire sizes are standard on all Coronet wagons. Consult your Dodge Dealer for the tire sizes required on other Dodge models.

Powder Blue (A) KB1	Lucerne Blue Met. (A) KB5	Bright Red (A) FE5	Yellow Blaze (C) KY5	Golden Fawn (A) KY4	Gold Met. (A) JY6	Dk. Gold Met. (A) JY9	Avocado Gold Met. (A) KJ6	Frosty Green Met. (A) KG2	Dk. Sherwood Met. (A) KGB
Dk. Moonstone Met. (A) KLB	Sienna Met. (A) KT5	Parchment (A) HL4	Burnished Red Met. (D) GE7	Dk. Silver Met. (F) JA5	Aztec Gold Met. (E) JL6	Starlight Blue Met. (B) KB8	Dk. Chestnut Met. (B) KT9	Yellow (B) DY2	Eggshell White (A) EW1 Black (A) TX9
(A) Available on all cars. (B) Available on Monaco only. (C) Available on Dart, Challenger, Coronet and Charger.			(D) Available on Dart and Challenger only. (E) Available on Chargers only. (F) Available on all cars except Dart and Challenger.			NOTE: Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Dodge Dealer for accurate color chips.			

Safety Equipment

- Antitheft 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
- Mirror, left, outside
- Mirror, rearview, inside, 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



New restraint system features self-adjusting inertia lock for more freedom of movement. Starter interlock system uses computer-type logic to make sure you buckle up.



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.

CODES

- Optional
- Standard
- No charge
- Package only

[illegible]

▲—N/A wagons *—N/A w/360 on Challenger in California ¹—See specification charts for standard engines ²—N/A in California

Air conditioning and AM/FM radio

Sliding metal sun roof

Automatic speed control

Auto Temp II automatic temperature control

Factory-installed Security Alarm System

Premier wheel cover

Wire wheel cover

Rallye road wheel

Fill in the car and equipment you want,
then take this form to your
Dodge Dealer and get his price.

	\$
MODEL OF CAR	
	\$
ACCESSORIES	
SUBTOTAL	\$
TAXES & LICENSE	
SUBTOTAL	
LESS TRADE-IN	
	\$
NET TOTAL	

2-Door Models.



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