



More of what you want in a taxi...  
1970 **Dodge** TAXI FLEET



# 1970 Dodge CORONET TAXI

**LOW INVESTMENT.** Coronet gives you a particularly good initial price advantage—not only because of its price, but also because of the long-lasting, more-for-the-money value! Coronet compares favorably with the so-called low-price, full-size models in terms of room on the inside—but at a lower price. This realistic price makes it easier for you to recover your initial investment in a shorter length of time.

**MORE ECONOMY.** In Coronet, you can choose between 225-cubic-inch six-cylinder economy, or 318-cubic-inch V-8 performance *with* economy. Both will give you the kind of mileage you want and need to reach the profit level you want. And Coronet's proved dependability means that it can keep on the go for 24 hours a day, 7 days a week if necessary. When you add this kind of dependable day-in and day-out performance to the gasoline savings, you come up with higher operating profits—the goal of your business.

**PASSENGER COMFORT.** The rear seat cushion in Coronet has beveled corners to provide easier rear-seat entrance and exit, and new coil spring construction for longer life. Even with a maximum passenger load, your Coronet taxi will provide plenty of room and comfort for each passenger. There are armrests and ashtrays on both rear doors, and the pull-to handle for the right rear door is convenient and helpful to both the driver and his passengers.

**DRIVER EASE AND COMFORT.** A driver who is comfortable is much more likely to work at his job effectively and efficiently. When he does this the driver will make more money for you. In Coronet there is more room because of Coronet styling and the fully unitized body. To increase the driver's comfort and to remove a basic cause of driver fatigue, his seat is especially padded with about two inches of thick air foam. That seat is also chair-high for a full view of all four fenders—making parking and maneuvering easier. Heavy-duty construction of the seat frame and springs assures like-new comfort and support for the life of a Coronet Taxi.

**LOW MAINTENANCE.** The key to low maintenance costs—minimum maintenance and attention, plus the fewest possible trips to the shop—is supplied by Coronet through the fact that Coronet taxis are built to stand up under the toughest kind of driving conditions. Coronet also offers you a number of other built-in maintenance economies: 36,000 miles between major grease jobs; big brakes and special heavy-duty linings for longer life; high-output 50-amp. alternator; heavy-duty 70-amp.-hour battery; 7-step dip-and-spray rust protection; and a long-lasting, easily maintained acrylic enamel finish.

**DODGE EXCLUSIVES.** Coronet offers the exclusives of the tight, quiet ride made possible by Unibody construction, and the greater control and riding comfort provided by Torsion-Aire suspension.



## STANDARD EQUIPMENT

Air cleaner—dry-type—replaceable element  
Alternator—50-amp., heavy-duty w/transistorized regulator  
Armrests—front and rear  
Ash receivers—front and rear  
Backup lights  
Battery—70 amp.-hr., with heat shield  
Brakes—H.D. 11" x 3" front, 11" x 2.5" rear, with special taxi lining (manual adjusting)  
Clutch—11" on 6-cylinder, 10½" on 8-cylinder  
Cleaner air system  
Dome light switches—all doors—manually controlled by headlamp switch  
Dual master brake cylinder  
Electrical safety link—in charging circuit  
Engines—225-cu.-in. 6-cylinder  
318-cu.-in. 8-cylinder  
Fan shroud—8-cyl. only

Handle—interior right rear door pull  
Hazard warning light switch  
Head restraints—front, left and right  
Heater—fresh-air with defrosters  
Hood to radiator seals  
Horns—single  
Light—warning red light on instrument panel (lights when any door opens)  
Mat—H.D., black rubber—front and rear  
Mirrors—inside rearview, glare-resistant header mounted; outside left  
Oil filter—full-flow throwaway type  
Padded dash  
Paint—to owner's specifications (solid color)  
Parking brake warning light  
Rear axle, H.D.—3.55 ratio manual transmission —2.94 ratio automatic transmission  
Roof light wiring—includes 3 wires and roof hole located 16" to rear of windshield molding and

4" off center on passenger side (sign not included)  
Seat—seat and seat-back springs—H.D., front and rear  
Seat cushion—air foam—front and rear  
Seat belts—three front and three rear lap plus two front shoulder  
Shock absorbers—H.D., front and rear  
Side marker lights  
Steering column—energy-absorbing type includes ignition lock  
Steering wheel—with horn button  
Stop light switch—heavy-duty  
Sun visors, padded  
Suspension—heavy-duty torsion bars, heavy-duty leaf springs, rear, heavy-duty upper control arm  
Heavy-duty lower ball joint seal  
Tires—set of five. Fiberglass belted  
F78 x 14"—blackwall—14" x 5½" JJ—extra-width Safety-Rim wheels—6-cyl.

G78 x 14"—blackwall—14" x 5½" JJ—extra-width Safety-Rim wheels—8-cyl.  
Transmission—H.D., manual—3-speed fully synchronized  
Trim—high grade—all-vinyl, with vinyl headlining (tan) (black)  
—vinyl-covered door trim panels  
—front seat-back surface supported by hard-board backing  
Windshield washers and wipers—electric, two-speed

## SELECTED OPTIONAL EQUIPMENT

Alternators—60-amp., Chrysler transistorized regulator  
—65-amp., 7020 Series with 5013 transistor regulator  
Leece-Neville w/dual belt drive (includes 60-amp. ammeter)

NOTE: Leece-Neville alternator N.A. with power steering or with air conditioning on 6-cylinder. All alternators have built-in silicon rectifiers  
Assist straps—center pillar post left and right  
Brakes, disc—front (manual or power boosted available)  
Deck lid—quick release—exterior control  
Deck lid—vacuum release (control on instrument panel)  
Fan—high capacity (7-blade)  
Fast-idle throttle control, manual locking type  
Keys—Single—same key for all locks on car. Different key for each car. Universal—single—same key for all locks on car. Same key for all cars in fleet.  
Oil pressure gauge  
Radiator—maximum capacity  
Radio suppression package

Spotlight—5" or 6" Left } A-pillar mounted  
—5" or 6" Right }  
Transmission—H.D. automatic—TorqueFlite (6- and 8-cylinder)

## BASIC DIMENSIONS

|                          |        |
|--------------------------|--------|
| Wheelbase.....           | 117.0" |
| Overall length.....      | 209.7" |
| Width.....               | 76.7"  |
| Height.....              | 54.7"  |
| Track—front.....         | 59.7"  |
| —rear.....               | 59.2"  |
| Headroom—front.....      | 38.6"  |
| —rear.....               | 36.4"  |
| Legroom—front.....       | 41.9"  |
| —rear.....               | 36.3"  |
| Shoulder-room—front..... | 58.1"  |
| —rear.....               | 58.1"  |
| Hiproom—front.....       | 60.4"  |
| —rear.....               | 60.4"  |



# 1970 Dodge SPORTSMAN TAXI/SHUTTLE BUS

**MULTIPLE USE.** The 108-inch-wheelbase Custom Sportsman and Sportsman with their selection of standard and optional seats are ideal vehicles for multiple use—as taxis or shuttle busses from motels and hotels to airports and other points of interest.

**SHUTTLE BUS.** The two standard front bucket seats, the standard intermediate bench seat, plus the optional rear bench seat and the optional rear-facing bench seat give the Custom Sportsman or Sportsman the capability of carrying at least 10 passengers plus the driver. The standard 318 V-8 provides good operating economy plus plenty of power to maintain good road speed even when fully loaded.

**TAXI.** With or without the optional seats, the Custom Sportsman and Sportsman can also do double-duty as a taxi between shuttle trips. In addition to the standard 318 V-8, there is a standard 198-cubic-inch 6, and an optional 225-cubic-inch Six.



- Alternator.....For 6-cyl. models, 30-amp.  
.....For 8-cyl. models, 37-amp.  
Armrests.....Driver and front-seat passenger  
Axle, Front.....2,500 lbs. cap.  
Axle, Rear.....3,000 lbs. cap.  
Ratios to 1.....3.23, 3.55, 3.91, 4.56  
NOTE: 4.56 ratio N.A. w/225 or 318 engine.  
3.23 ratio N.A. w/198 engine.  
Battery.....12-volt, 48 amp.-hr.  
Brakes, Service.....Dual system, self-adj. hydraulic  
Front 11" x 2.75", Rear 10" x 2.5"  
Total Lining Area.....214.6 sq. in.  
Brakes, Parking.....Cable actuation of rear wheel brakes  
Bumpers, Front and Rear bright finish—Custom Sportsman;  
painted—Sportsman  
Carpeting.....Driver & passenger compartment  
on Custom Sportsman  
Clutch, Size & Area—For 6-cyl. models—9.25", 77.85 sq. in.  
For 8-cyl. models—10", 100.5 sq. in.  
Directional Signals..Combined in front parking & taillamps.  
Dome Lights  
Door Locks.....Front, both doors; Right side and rear  
Emergency Flasher System  
Engine.....198, 6-cyl. or 318 V-8  
Fuel Tank.....23 gal. cap.  
Heater.....Fresh-air w/defroster  
Hubcaps, bright finish.....Custom Sportsman  
painted.....Sportsman  
Lights & Reflectors..Backup lights, combined side marker  
lights & reflectors (2) Front—amber & (2) Rear—red.  
Courtesy lights, front door actuated, for Custom Sports-  
man. Underhood light for Custom Sportsman  
Mirror, Rear Vision.....Interior  
Mirrors, Rear Vision—Exterior.....5" x 7" dual painted  
Sportsman; 5" x 7" dual bright finish, Custom Sportsman  
Radiator Sight Glass  
Seats, bucket-type—driver & passenger; Intermediate  
bench-type seat  
Seat Belts, Driver & (3) passenger  
Seat Belt Storage Clips..Front seat for Custom Sportsman  
Springs, Front:  
Cap. each @ pad 108" wb.....1,200 lbs.  
Springs, Rear:  
Cap. each @ pad.....1,085 lbs.  
Sun Visors.....Dual, padded  
Tires, Fiberglass belted.....Tubeless  
Size, Front, Rear & Spare.....E78 x 14" B load Range  
Tire Carrier; inside, right rear corner  
Transmission.....3-spd., A250 for 6  
A230 for V-8  
Wheels & Rims—5, 5-stud disc  
Size, Front, Rear & Spare.....14" x 5.50"  
Windshield Washer.....Dual Jet  
Windshield Wipers.....Dual elec. vari.-spd.

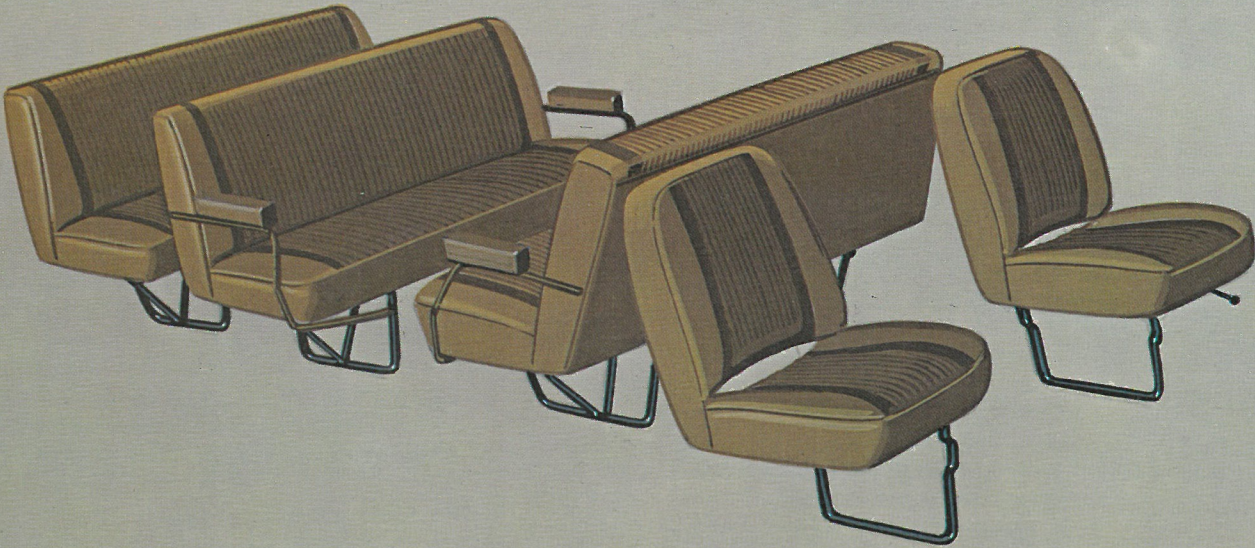
## factory-installed extra equip- ment for 108-inch wheelbase models

- Air Cleaner—Oil wetted type for 6-cyl.  
models.....E E  
Air Conditioning—Roof mounted incl. 50-  
amp. alternator (N.A. w/power steering  
on 6-cyl. models).....E E  
Alternator—37-amp. for 6-cyl.; 50-amp.  
(incl. w/air conditioning; 60-amp.).....E E  
Axle, Rear—3,600 lbs. cap.....E E  
Battery—59 amp.-hr. capacity.....E E  
—70 amp.-hr. capacity.....E E  
Belt, Seat—3rd. belt—intermediate seat..E E  
Bumper, Front and Rear—bright finish...S E  
Bumper Guards, Front—painted.....N E  
Bumper Guards, Front—bright finish....E E  
Clutch—10" dia. for use with 198 engine..E E  
Engine, 225 Six (w/10" clutch).....E E  
Engine Block Heater.....E E  
Evaporative Control System (Req'd. in  
California).....E E  
Gauge, Oil-Pressure.....S E  
Glass, Rear Doors w/vented glass.....E E

- Glass, Tinted—windshield only.....E E  
—All around—vent glass req'd. in rear  
doors.....E E  
Headliner—passenger compartment.....S E  
Heater, Auxiliary (pass. comp.).....E E  
Horn Ring, bright finish.....S E  
Hubcaps—bright finish.....S E  
Lighter, Cigar.....S E  
Lights, passenger compartment door oper-  
ated dome light switch, rear & right side  
passenger compartment doors.....E E  
Lock Package—2 Keys, 1 for ignition,  
driver and passenger door and 1 for side  
and rear cargo doors.....E E  
Mat, Rubber floor—pass. compartment...S E  
Mirror, Interior, Day/night type.....E E  
Mirrors, Exterior—Dual  
Non-adj., 5" x 7" head bright finish....S E  
Jr. West Coast—painted.....E E  
Jr. West Coast—bright.....E E  
New Vehicle Service (Req'd. w/retail  
delivery at factory).....E E  
Package, Eleven Passenger  
Consists of a rear seat w/2 seat belts  
and a second rear seat w/2 seat belts.  
Available w/108" wb. models only.  
(Req's. min. of 10" clutch, 3600-lb. rear  
axle, 1,410-lb. rear springs and 8.25-  
15-D (8PR) tires.....E E  
Paint, Two-Tone.....E E  
Radio, Transistor, manual operation.....E E  
Rear Door Check Arm—90° position.....E E  
Rear Seat, With 2 or 3 seat belts.....E E  
Rear Seat—Incl. (2) Seat Belts.....E E  
Seat Belts  
One additional belt on intermediate seat E E  
One additional belt on rear seat.....E E  
One additional belt on second rear seat  
for eleven passenger pkg.....E E  
(NOTE: Seat Belts Req'd. in New York  
State)  
Springs, Rear—1,410 lbs. cap. ea. @ pad..E E  
Steering, Power  
For use w/auto. trans. only  
(N.A. w/air conditioning on 6-cyl. models). E E  
Tires: E78-14 B load range w/w incl.  
14" x 5.50" whls.....E E  
7.00-14-C load range, truck type, B/W  
incl. 14" x 5.50" wheels.....E E  
7.00-14-D load range, truck type, B/W  
incl. 14" x 5.50" wheels.....E E  
8.25-15D load range b/w or w/w incl.  
14" x 5.50" wheels.....E E  
G78-15 B load range b/w or w/w incl.  
15" x 5.50" wheels.....E E  
G-78 D load range b/w or w/w incl.  
15" x 5.50" wheels.....E E  
Transmissions—LoadFlite—A727—  
3-spd. Auto.....E E  
Undercoating.....E E  
Wheel Covers—Bright finish for 14" or 15"  
wheels.....E E  
E=Extra S=Std. N=Not Available

## basic dimensions

- Wheelbase.....108.0"  
Overall length.....189.0"  
Width.....78.8"  
Height.....76.54"  
Tread—front.....60.78"  
—rear.....60.63"  
Headroom—front.....36.30"  
Floor length—front seat to rear door...120.04"  
—engine cover to rear door.....103.60"  
—intermediate seat to rear door...68.71"  
Floor width, maximum.....69.62"  
Rear and side doors—opening width....51.52"  
—opening height.....47.34"  
Floor to roof height.....52.12"





# 1970 Dodge POLARA TAXI

**WINNER OF ROOMINESS INDEX.** In the February 24, 1969 issue of Automotive News, Dodge was declared a winner of the Roominess Index for 1969 U.S. passenger cars. The Roominess Index is arrived at by adding front seat height, front and rear headroom, front and rear legroom, and front and rear shoulder-room. Polara's Roominess Index—294.1—makes Polara a clear-cut winner over not only Ford, Chevrolet, Pontiac, Oldsmobile and Buick, but also over Lincoln and Cadillac.

**BIG FOR DRIVER AND PASSENGER COMFORT.** Polara, as winner of the Roominess Index, offers more room and more comfort for drivers and passengers. A Polara taxi offers more big-car room and comfort than the cars that are usually thought of as big. In addition, Polara's 122-inch wheel-base, Unibody construction, and Torsion-Aire suspension provide an incomparably comfortable ride no matter what the road surface.

**ECONOMICAL.** For all of its roominess and size, Polara is priced far under so-called big cars. In addition, at the Performance Trials conducted at Daytona International Speedway under the sanction of NASCAR, Polara with the standard 318 V-8 averaged 18.589 miles per gallon in Class 3—

under simulated stop-and-go conditions. Low initial cost and low operating costs add up to a taxi that will make more money for you.

**LOW MAINTENANCE.** The key to low maintenance costs—minimum maintenance and attention, plus the fewest possible trips to the shop—is supplied by Polara through the fact that Polara taxis are built to stand up under the toughest kind of driving conditions. Polara also offers you a number of other built-in maintenance economies: 36,000 miles between major grease jobs; big brakes and special heavy-duty linings for longer life; high-output 50-amp. alternator; heavy-duty 70-amp.-hour battery; 7-step dip-and-spray rust protection; and a long-lasting, easily maintained acrylic enamel finish.

**AUTOMATIC TRANSMISSION STANDARD.** The 3-speed automatic TorqueFlite transmission is standard in a Polara taxi. TorqueFlite enjoys the deserved reputation of being one of the most responsive and economical automatic transmissions available. A driver of a Polara taxi is spared the effort and inconvenience of shifting gears all day—and as a result is more alert and efficient.

## STANDARD EQUIPMENT

Air cleaner—dry-type—replaceable element  
Alternator—50-amp., heavy-duty w/transistorized regulator  
Armrests—front and rear  
Ash receivers—front and rear  
Backup lights  
Battery—70-amp.-hr., with heat shield  
Brakes—H.D. 11" x 3" front and 11" x 2½" rear, with special taxi lining (manual adjusting)  
Cleaner air system  
Dome light switches—all doors—manually controlled by headlamp switch  
Dual master brake cylinder  
Electrical safety link—in charging circuit  
Engine—318-cu.-in. 8-cylinder  
Fan shroud and hood to radiator seals  
Handle—interior right rear door pull  
Hazard warning light system  
Head restraints—front, right and left  
Heater—fresh-air with defrosters  
Horns—dual  
Light—warning red light on instrument panel (lights when any door opens)  
Mat—H.D., black rubber—front and rear  
Mirrors—inside rearview, glare-resistant header mounted; outside left  
Oil filter—full-flow throwaway  
Padded dash  
Paint—to owner's specifications (solid color)  
Parking brake warning light  
Rear axle, H.D.—2.94 ratio  
Roof light wiring—includes 3 wires and roof hole located 16" to rear of windshield molding and 4" off center on passenger side (sign not included)

Seat—seat and seat-back springs—H.D., front and rear  
Seat cushion—air foam—front and rear  
Seat belts—three front and three rear  
Shock absorbers—H.D., front and rear  
Shoulder belts—front, left & right  
Side marker lights  
Steering column—energy-absorbing type includes ignition lock  
Steering wheel—horn pad  
Stop light switch—heavy-duty  
Sun visors, padded  
Suspension—torsion bars, heavy-duty, front—leaf springs, heavy-duty, rear  
Sway bar, front  
Tires—set of five fiberglass belted H78 x 15"—blackwall—15" x 6" JJ—extra-width Safety-Rim wheels  
Transmission—H.D., TorqueFlite automatic  
Trim—high grade—all-vinyl, with vinyl headlining (gray)  
—vinyl-covered door trim panels  
—front seat-back has H.D. kickboard  
Windshield washers and wipers—electric, two-speed

## SELECTED OPTIONAL EQUIPMENT

Air conditioning  
Alternators—60-amp., Chrysler w/single belt drive w/transistorized regulator  
—65-amp., 7020 Series with 5013 transistor regulator  
Leece-Neville w/dual belt drive (includes 60-amp. ammeter)

NOTE: All alternators have built-in silicon rectifiers.

Assist straps—center pillar post, left and right  
Deck lid—quick release—exterior control  
Deck lid—vacuum release (control on instrument panel)  
Fan—high capacity (7-blade)  
Fast-idle throttle control, manual  
Keys—Single—same key for all locks on car.  
Different key for each car. Universal—single—same key for all locks on car. Same key for all cars in fleet.

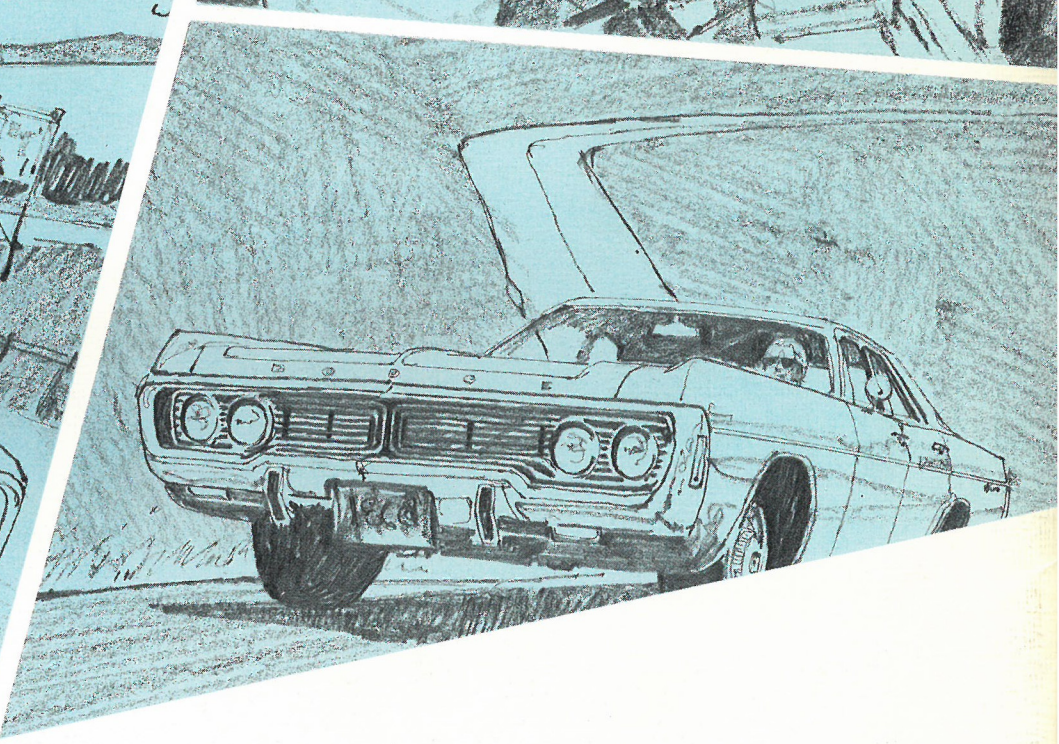
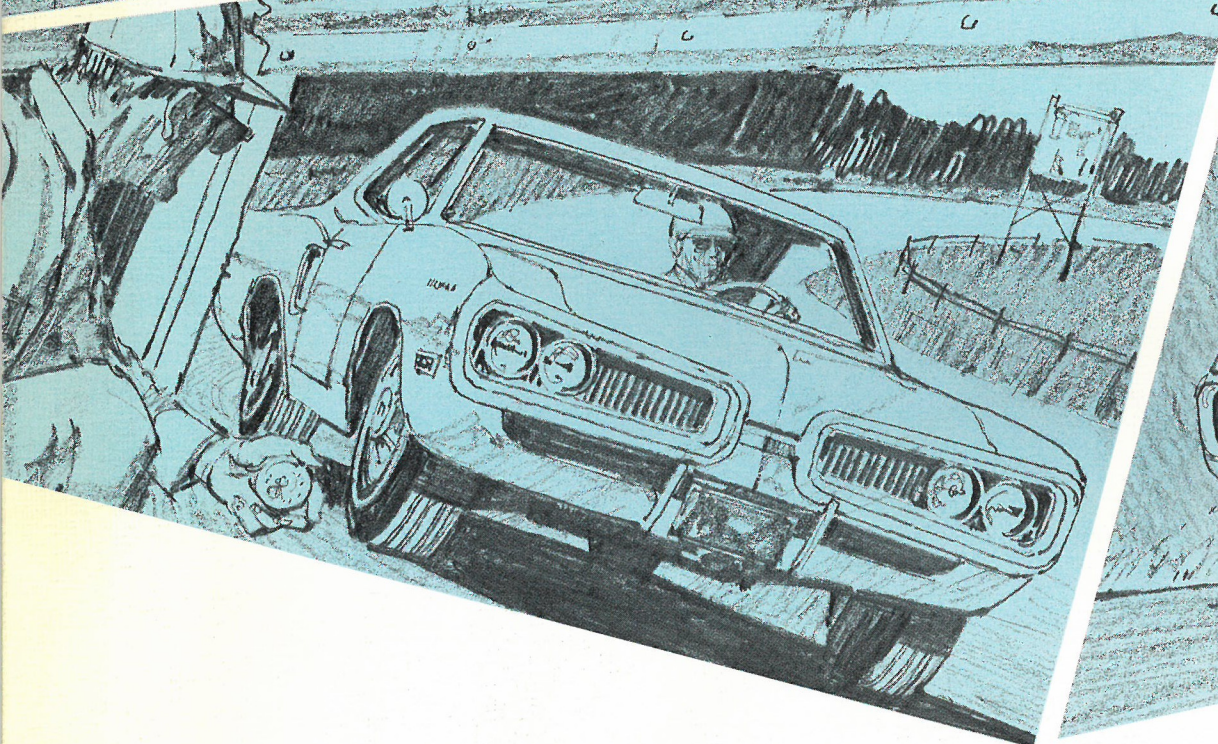
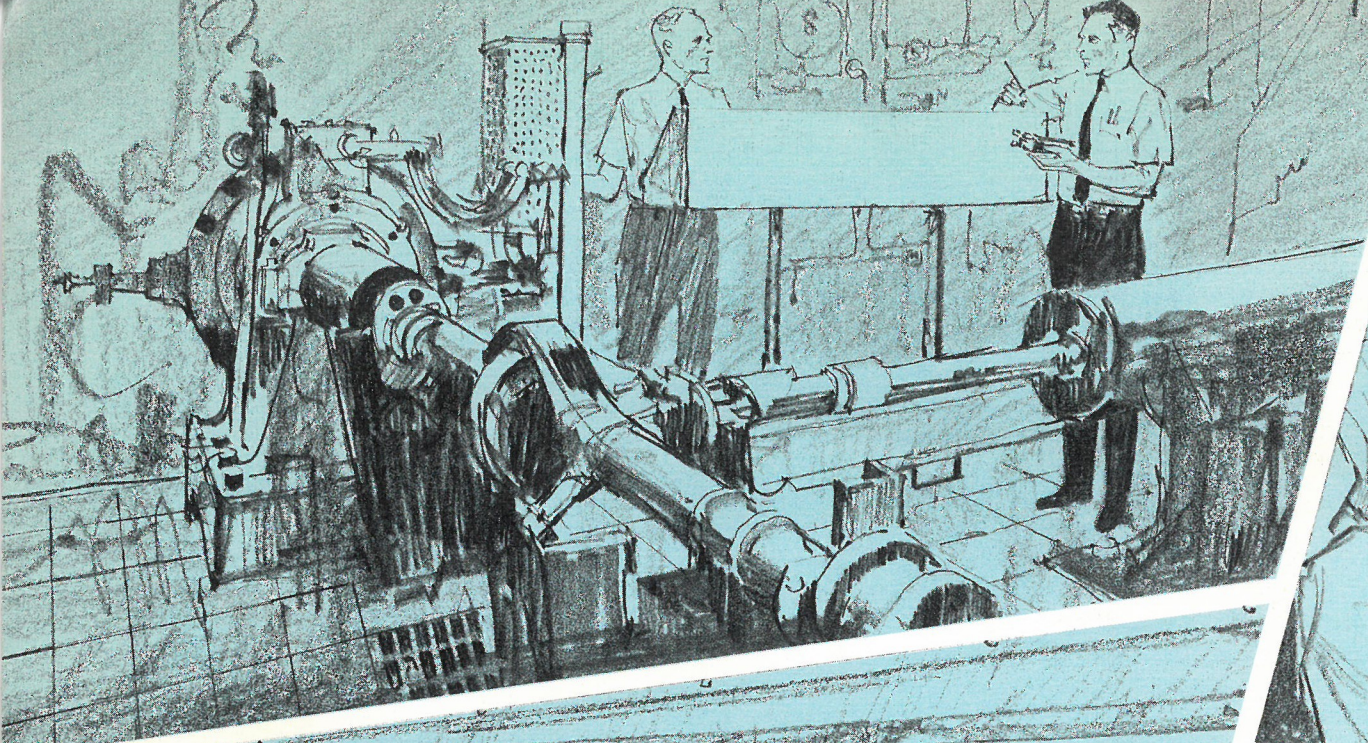
Radiator—maximum capacity  
Radio suppression package  
Spotlight—5" or 6" Left } A-pillar mounted  
5" or 6" Right }  
Tires—set of five fiberglass belted—blackwall—J78 x 15"

## BASIC DIMENSIONS

|                          |        |
|--------------------------|--------|
| Wheelbase.....           | 122.0" |
| Overall length.....      | 220.4" |
| Width.....               | 79.2"  |
| Height.....              | 55.7"  |
| Track—front.....         | 62.1"  |
| —rear.....               | 63.4"  |
| Headroom—front.....      | 38.8"  |
| —rear.....               | 38.4"  |
| Legroom—front.....       | 41.8"  |
| —rear.....               | 39.1"  |
| Shoulder-room—front..... | 63.4"  |
| —rear.....               | 63.0"  |
| Hiproom—front.....       | 63.3"  |
| —rear.....               | 63.4"  |







## The quality is built-in—and tested to make certain it stays!

Every component that is used in Dodge is subjected to many kinds of exhaustive testing to make certain that it is as reliable and trouble-free as the resourceful mind of man and the relentless precision of machine can make it. In the specially insulated silent running room, rear axle components are brought together and run for hours to make certain they are perfectly mated—that they do their job silently.

In the dynamometer room, engines are run continuously—not just for hours, but for days and weeks. And all the while, every part of the engine is being monitored by electronic sensing devices—probing, watching, examining—infallibly critical of any sign that the engine is less than perfect.

And out on the proving grounds, Dodge cars are subject to punishment that no automobile will ever be called on to sustain in actual use. On the Belgian block road, tires, suspension and body are savagely wrenched and shocked, brutally beaten and abused continuously. Then the Dodge is checked for wear or failure of any kind.

Maximum acceleration tests press engines to their breaking points and beyond. Tire-destroying brake tests push brake linings and drums to their maximum capacities to respond. High-speed oval tests are run at speeds that seem to defy the car to hold together.

And always the critical eyes of man and machine are focused on the total car—watching for the slightest sign of wear, or the faintest hint of failure. Perfection may not be totally attainable—but the men at Dodge are constantly and continuously reaching for it—and coming as close to it as is humanly possible.

**Dodge**

