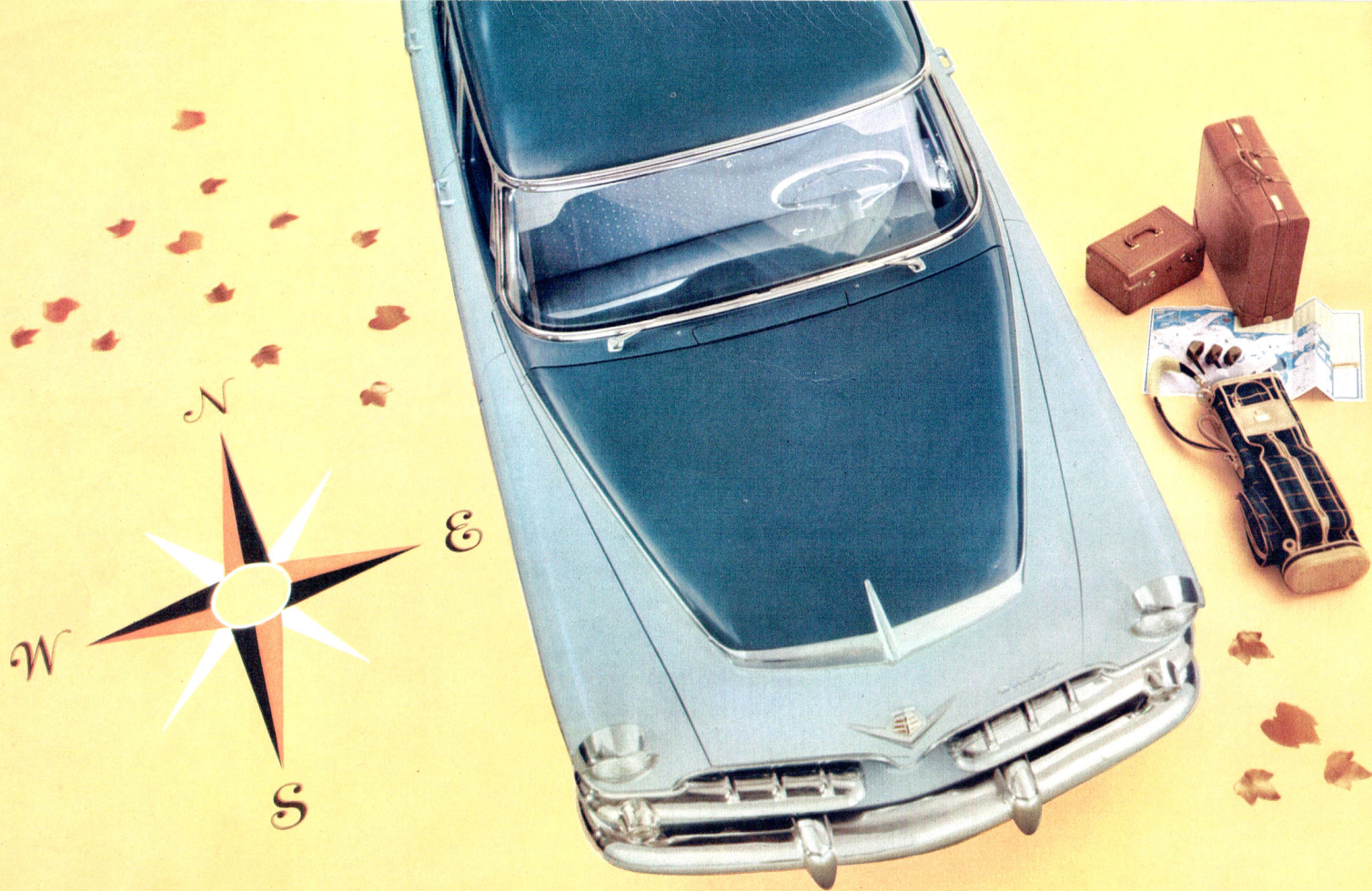




Daring new, dazzling new '55 DODGE

Flair-fashioned...and alive with beauty



DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

NEW '55 DODGE FLASHES AHEAD IN STYLE



Here on these exciting pages is just a hint of the *newest* new car of the year, the flair-fashioned '55 Dodge . . . glamorously longer, lower, wider . . . and styled to assume the flashing lead in any company of cars.

To match the promise of flashing action in its taut, eager lines, this new Dodge offers the greatest array of engines ever developed. You choose the power to suit your needs . . . right up to the surging 193-hp. of the Super Red Ram V-8 with special optional power equipment!

Here is a car so new and fresh in styling that it captures the thrilling feeling of flight! So alive with beauty that it conveys the impression of motion, even while parked at the curb! So advanced in power and engineering features that it puts the future at your fingertips!

Come, take command . . . get the thrill first-hand!







CUSTOM ROYAL V-8 4-DOOR SEDÁN
(Model shown above in Satin Green over Chiffon Green.)

Flair-fashioned... and alive with beauty

From the bold, forward thrust of its massive grille to its stunning rear deck and jaunty twin-jet taillights, the brilliant '55 Dodge Custom Royal V-8 is a superb achievement in fine car luxury, performance and ride. So very *new!* So very *special!* So very far *ahead!*

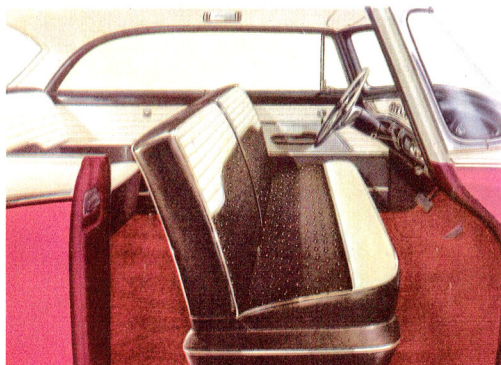
Step inside. You'll find cushiony luxury that matches its handsome air . . . with smart new Jacquard fabrics, finely tailored touches and beautiful trim. And as you take the wheel, a new concept of driving mastery will be yours with the Super Red Ram V-8 engine!



Decorator-styled Custom Royal V-8 interiors feature finest Jacquard fabrics with stunning woven-in silvery metal fleck, keyed with Cordagrain trim (shown here in dark-and-light green combination). Beautifully styled, extra-wide, cut-back doors are just one more exciting . . . and practical . . . new Dodge touch!



CUSTOM ROYAL LANCER V-8
(Model above shown in Sapphire White over Regal Burgundy.)



Stunning *inside*, too! Extra spacious Custom Royal Lancer interiors are accented with special Jacquard fabrics in dark blue, dark green or black (*shown*), each contrasted with Cordagrain bolsters in ivory for an ultra modern, two-tone style touch. Backs of front seats pivot *far* forward for easy entrance to rear seat.

Taut, eager beauty marks the dashing Custom Royal Lancer

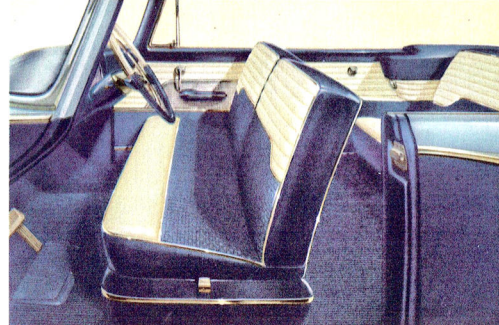
Every suave line and exciting feature of the gallant Custom Royal Lancer V-8 whispers, "*Let's go in style!*" . . . (and especially when your Dodge Lancer sports the gorgeous new *three-tone* exterior trim, the first on any car).

At the touch of a fingertip, the big, wide Custom Royal Lancer windows glide smoothly, silently down, leaving a gloriously free expanse for in-the-open riding. Yet, there's snug, closed-car comfort when you wish it, too. And there's power aplenty in the surging response of its Super Red Ram V-8 engine that delivers all the action you expect from those crisp, clean lines.

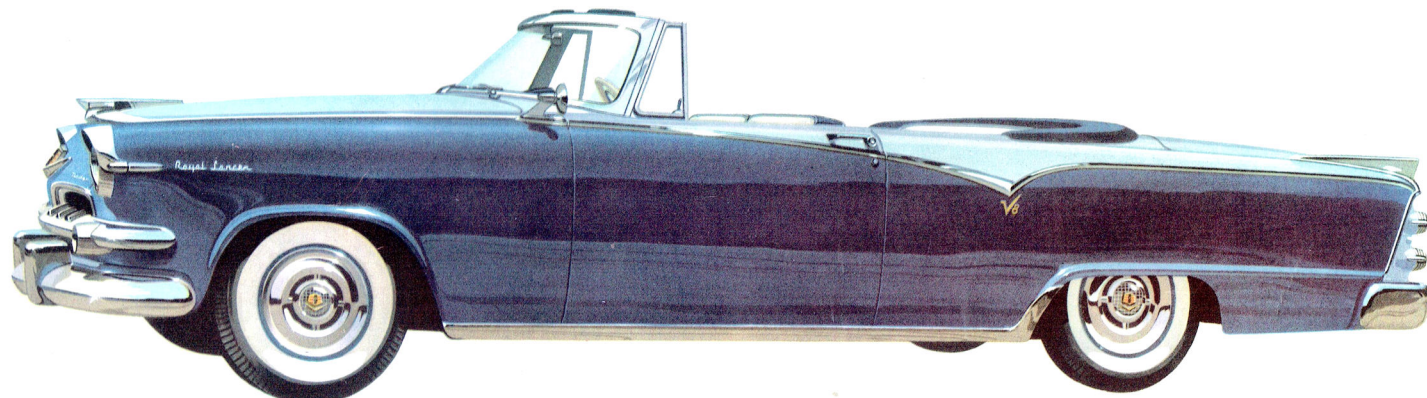
Inspired by the feeling of flight

For sun lovers . . . a pulse-quickenning invitation to take off in the most distinctive, sportiest convertible ever! And when you do, the Custom Royal Lancer Convertible springs to life with surging action, spirited ride!

The feeling of flight is enhanced by the cockpit design of the control panel, the sweeping vista through the full wrap-around "New Horizon" windshield and the stunning lines, top up or top down. In looks, in beauty, in performance and ride, here is convertible pleasure in fullest measure.

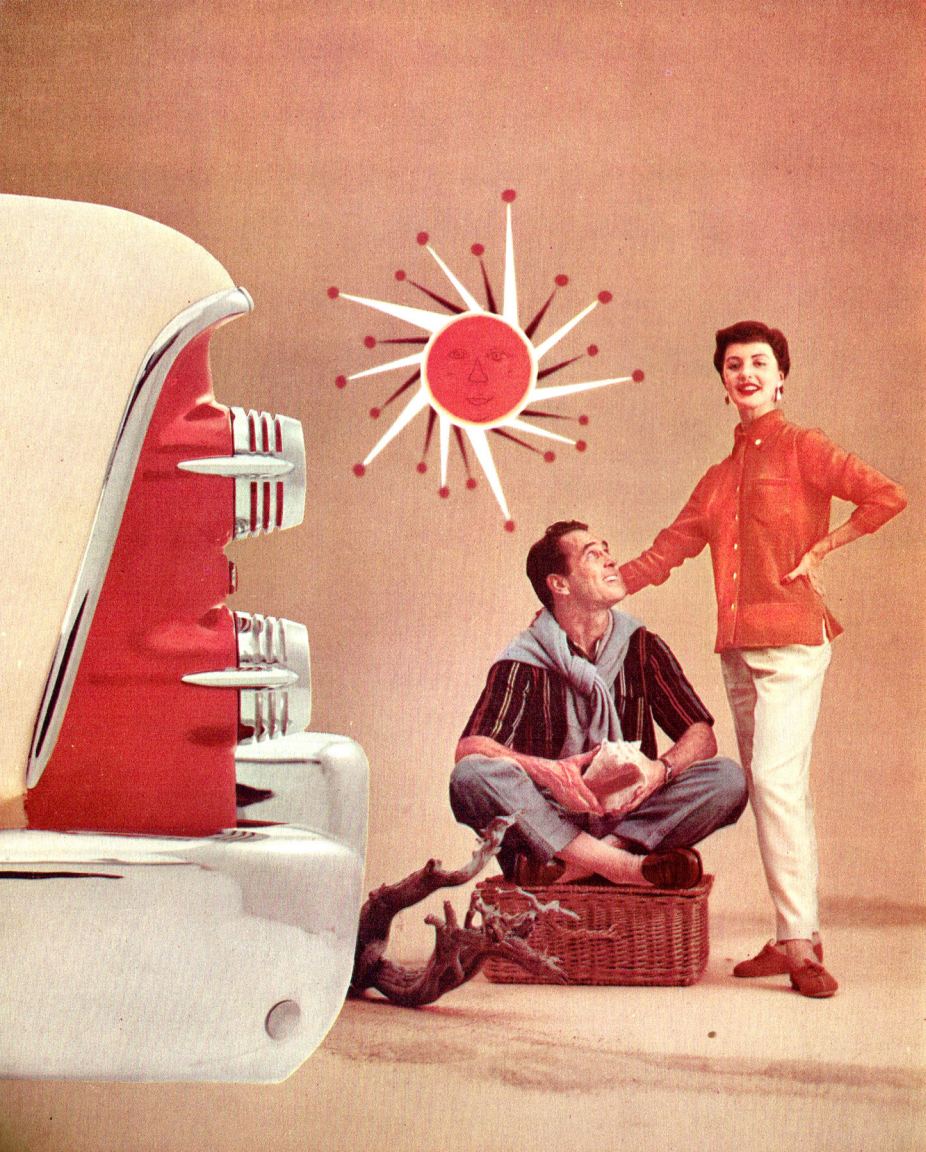


Power-operated top and optional power windows complete the luxury touch in the Custom Royal Lancer Convertible. Interiors are in bright, enduring grained Cordagrain in striking dark blue (*shown*), deep green or black, highlighted with ivory Cordagrain bolsters. Smartly fashioned inset door panels and chrome fittings give a stunning effect you're proud to display at the drop of a top.



CUSTOM ROYAL LANCER V-8 CONVERTIBLE

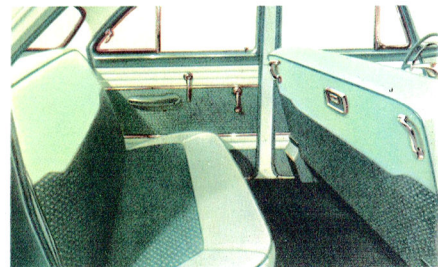
(Model above shown in Halo Blue over Admiral Blue.)



Expect the unexpected when you take the wheel

Expect wonderful things in this sleek new '55 Dodge Royal V-8 . . .
far more than you've dared hope for in any other car.

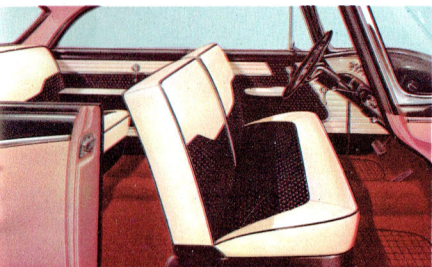
Expect a new reserve of power, new ride, new handling ease. Expect new comfort, safety, personal pride . . . and new distinction with the distinguished twin-jet taillights that tell the world *you* are driving the flair-fashioned Dodge! They're *there*, in a car so beautiful and so efficiently powered with its record-breaking Red Ram V-8 engine that it puts you years ahead in performance and styling.



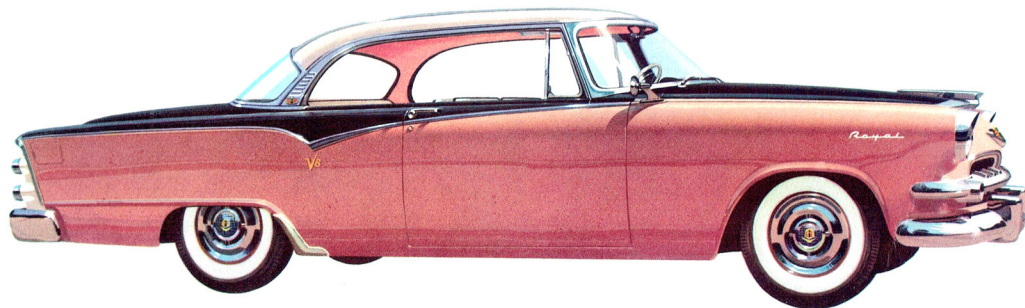
Luxury interior of the Dodge Royal V-8, where it's as thrilling to be a passenger as it is to drive! There are three harmonizing two-tone interiors to choose from in Jacquard fabrics and Cordagrain, all as tasteful as the dark-and-light green, shown here. Note how the taut, flair-fashioned Dodge exterior lines and clean panelling design lend themselves to exceptionally beautiful two-tone patterns.



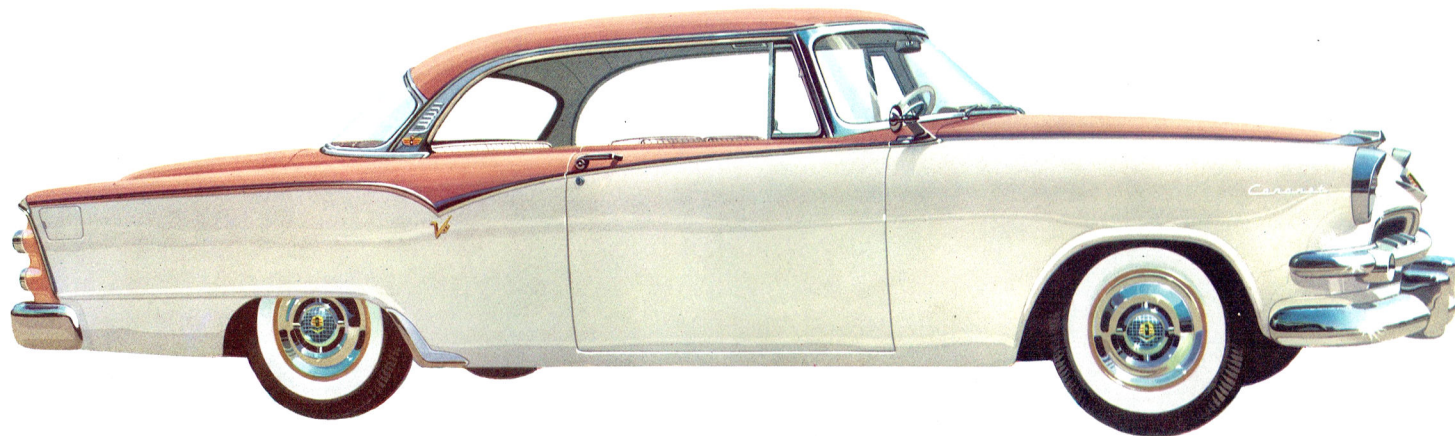
ROYAL V-3 4-DOOR SEDAN
(Model above shown in Emerald Green over Satin Green.)



Windows up or windows down, the tasteful Royal Lancer interiors add pleasure and deep-down luxury comfort to either riding mood. The full wrap-around windshield and huge rear window provide matchless all-round visibility. Fashioned with all the distinguished new Dodge luxury features, including big, extra-wide doors, here's a car that belongs in any company, anywhere.

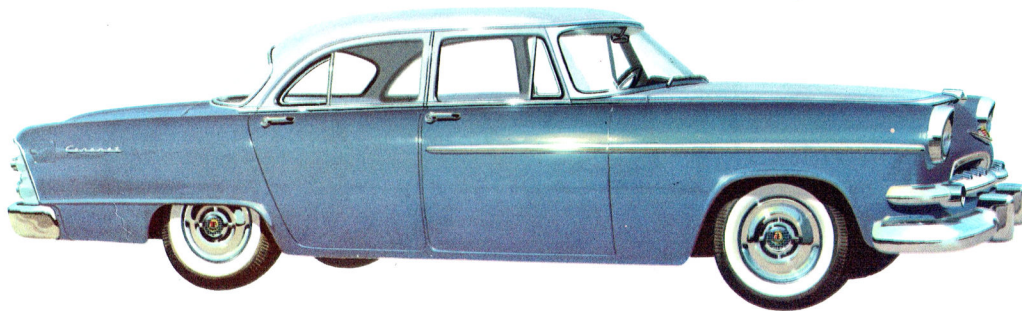


ROYAL LANCER V-8
(Introducing dramatic new, three-tone exterior styling on all Dodge Lancer models! Model above shown in Black over Sapphire White and Heather Rose.)



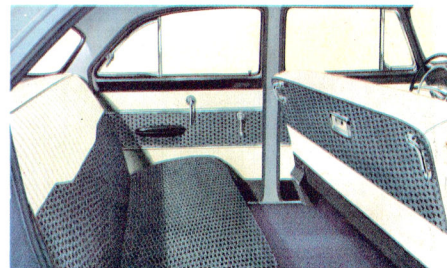
CORONET LANCER V-8

(Model above shown in Heather Rose over Sapphire White.)



CORONET V-8 4-DOOR SEDAN

(Also available as SIX. Model above shown in Halo Blue over Admiral Blue.)

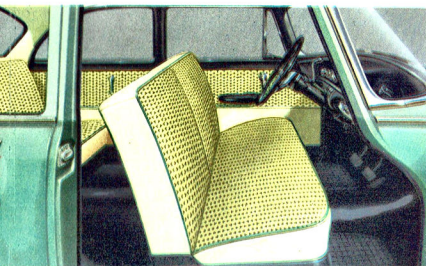


The special Coronet deluxe interior, shown above, features: boxed seat contours with ribbed Cordagrain bolster, chrome door mouldings, back seat assist handles and other style and comfort features. *Two* specially-woven Jacquard fabrics to choose from, in blue or yellow, feature smart T-figure design.

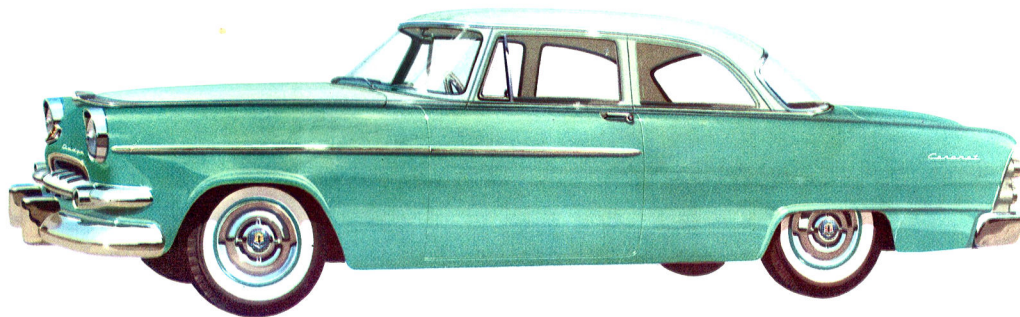
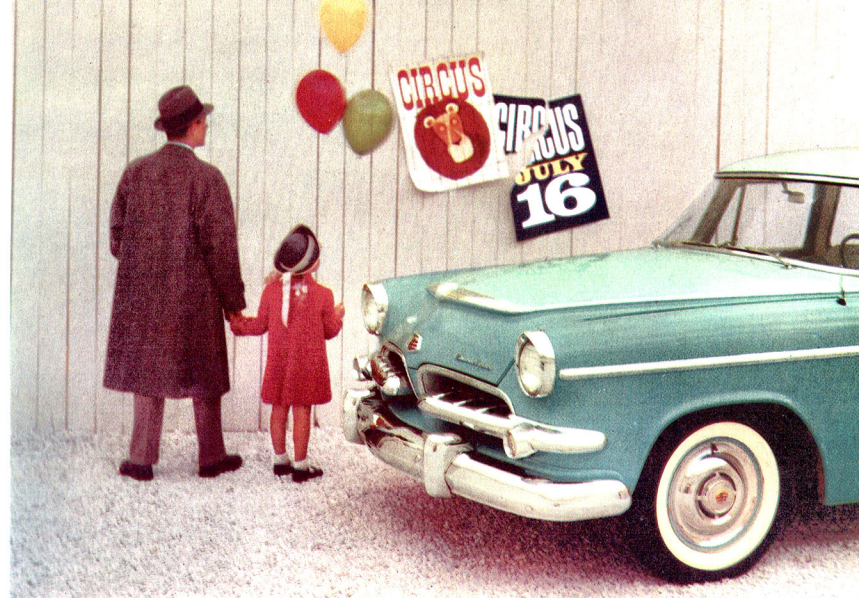
Sleek and low... flair-fashioned for the future

Low sleek hood! Racy lines that might have leaped out of tomorrow. This is the new '55 Dodge Coronet V-8 and Six Series shown here in all its glamor and two-tone beauty. To all this loveliness, add the great Coronet tradition of economy, outstandingly dependable performance, and you have the value buy of '55.

Coronet V-8 models boast the great new Red Ram engine; and Coronet Six models, the dependable "Get-Away Six." Both combine glamorously fashioned interiors, featuring Jacquard fabrics, superb appointments and the new full wrap-around windshield.

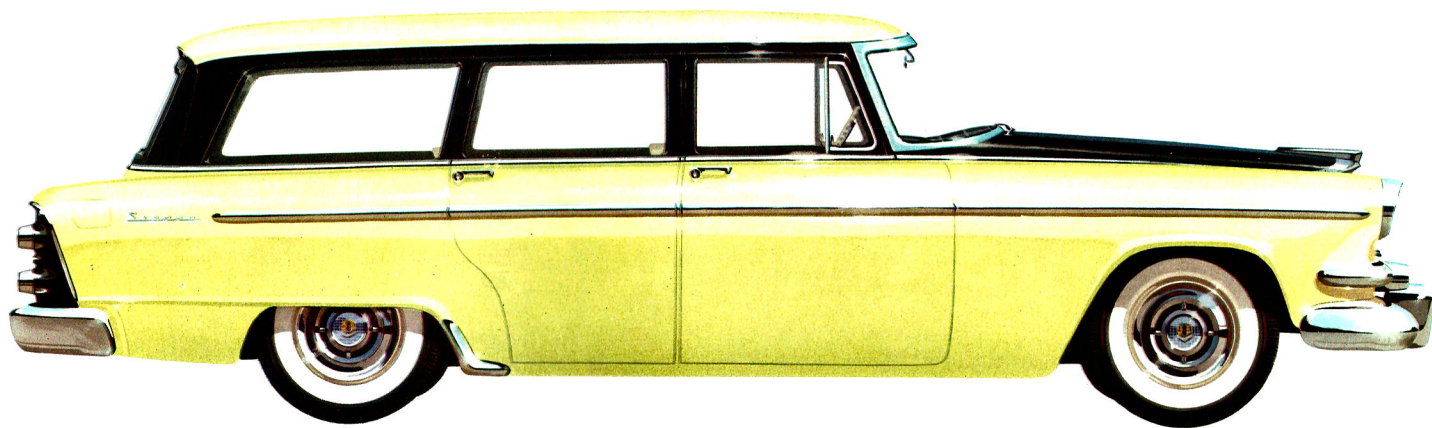


Interior features in the Coronet 2-door sedan all bespeak a fine car. Suspended brake and clutch pedals give greater operating efficiency, more leg room. Seats fold maximum distance forward for easy entrance to back. Big luggage compartment meets all requirements of family or business use.



CORONET SIX 2-DOOR SEDAN

(Model above shown in Chiffon Green over Emerald Green.)



ROYAL V-8 4-DOOR, 8-PASSENGER SIERRA
(Also available as 6-Passenger. Model above shown in Black and Fantasy Yellow.)

Puts the "tempo" in contemporary

Never before such beautiful, double-duty busybodies! Fit for a king, or a king's cargo, the versatile '55 Dodge Royal V-8, 4-door Sierra offers your choice of an 8-passenger model with three seats, or a 6-passenger model with two seats . . . each with the great new Red Ram V-8 engine!

There's room galore, too, in those bright interiors so handsomely finished in two-tone Cordagrain that can take it. One look will win your heart to this "more fun" way of personal or utility driving, whichever you may require.

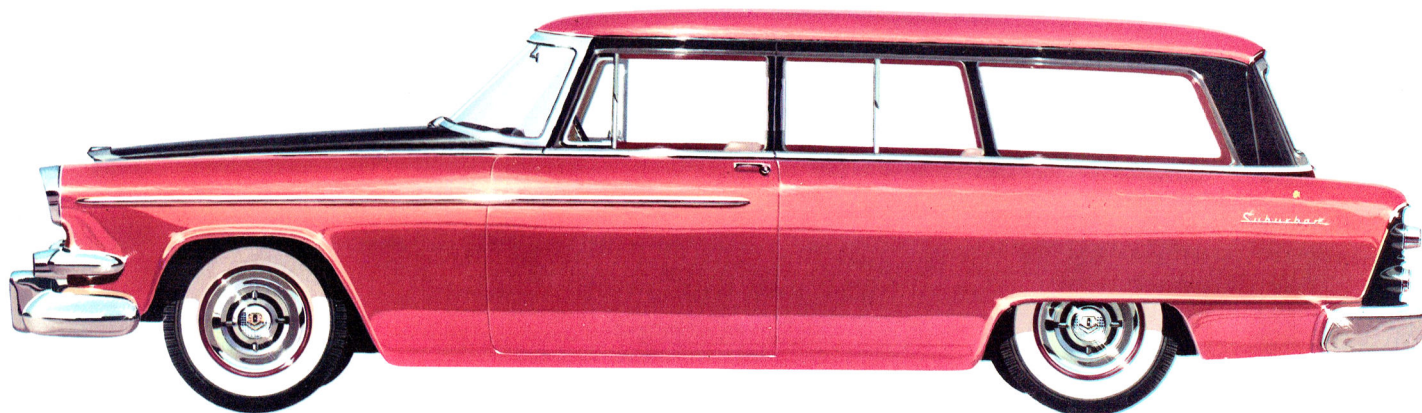




Beauty that carries its share of the load

Bold lines! Full wrap-around windshield! Longer, lower, wider body! All the thrilling '55 Dodge style touches of tomorrow are here in the beautiful Coronet Suburban. It's especially designed for those who prefer the advantages of a 2-door, 6-passenger station wagon . . . and, of course, the accent is on *roominess*.

Naturally, too, there is the economy, performance and ready response of either the Dodge V-8 Red Ram engine, or the famous "Get-Away Six," as you prefer. Six passengers ride in regal comfort and style on extra-cushiony, roomy seats. Now, all the reason in the world to give in to that yen for a station wagon!

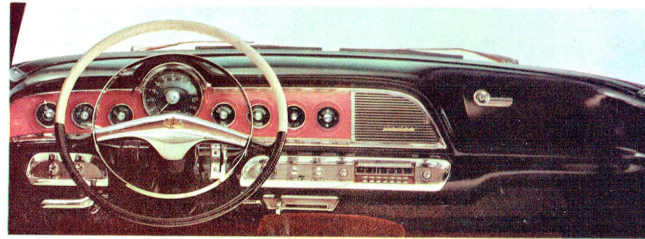
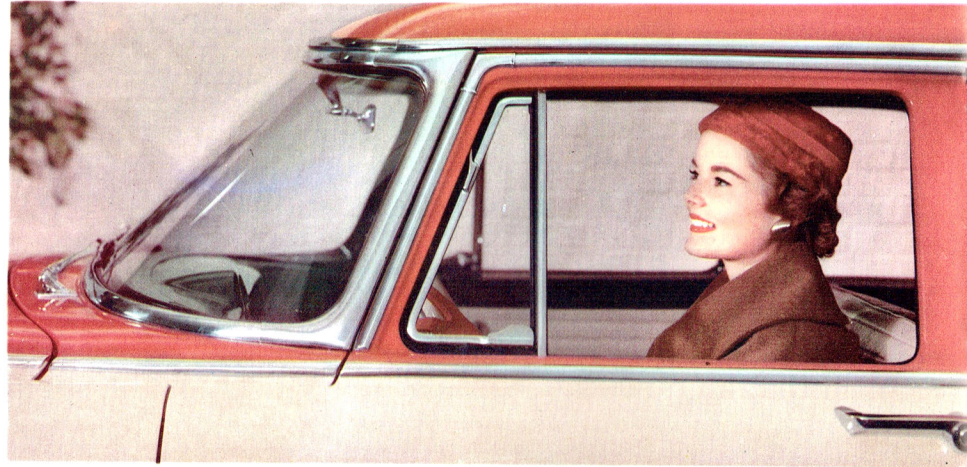


CORONET V-8 2-DOOR SUBURBAN
(Also available as SIX. Model above shown in Black over Cameo Red.)

The "New Outlook" in motor cars

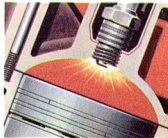
For 1955, Dodge presents the forward-fashioned *new outlook* in fine car styling: the "New Horizon" full wrap-around windshield, most advanced today. Designed with clean, swept-back lines, flowing out of the racy hood and with slanting posts that terminate *far* back of the edge of the roof, it blends with the sleek Dodge styling and creates, in effect, a glass-enclosed cockpit!

In the smart "New Horizon" wrap-around windshield, Dodge makes another major contribution to your driving safety and pleasure. The design is *full* wrap-around . . . at the top, as well as bottom, giving completely *free* vision from the driver's seat!



Flight-styled control panel! Designed to blend with the sweeping outlook from the "New Horizon" wrap-around windshield above it, the '55 Dodge control panel becomes, in effect, your guide to the road! Every important instrument and dial is within instant reach or sight. Even the Flite Control is there. To sit before this sweep of controls is to feel that here, indeed, is a car that you *command*, rather than merely "drive."

Most advanced aircraft-type V-8 engines in the land!



Only Dodge in its field offers the spectacular combination of record-breaking performance and prize-winning economy made possible by the engineering secret of aircraft engines . . . the hemispherical combustion chamber.

The 183 hp. Super Red Ram V-8 engine rules the road with surging power and acceleration, combined with outstanding fuel economy. It holds more official AAA records for performance, endurance, stamina and economy than all other standard production automotive engines combined.

And for 1955, this same great engine delivers a surging 193 hp. with special optional power equipment.

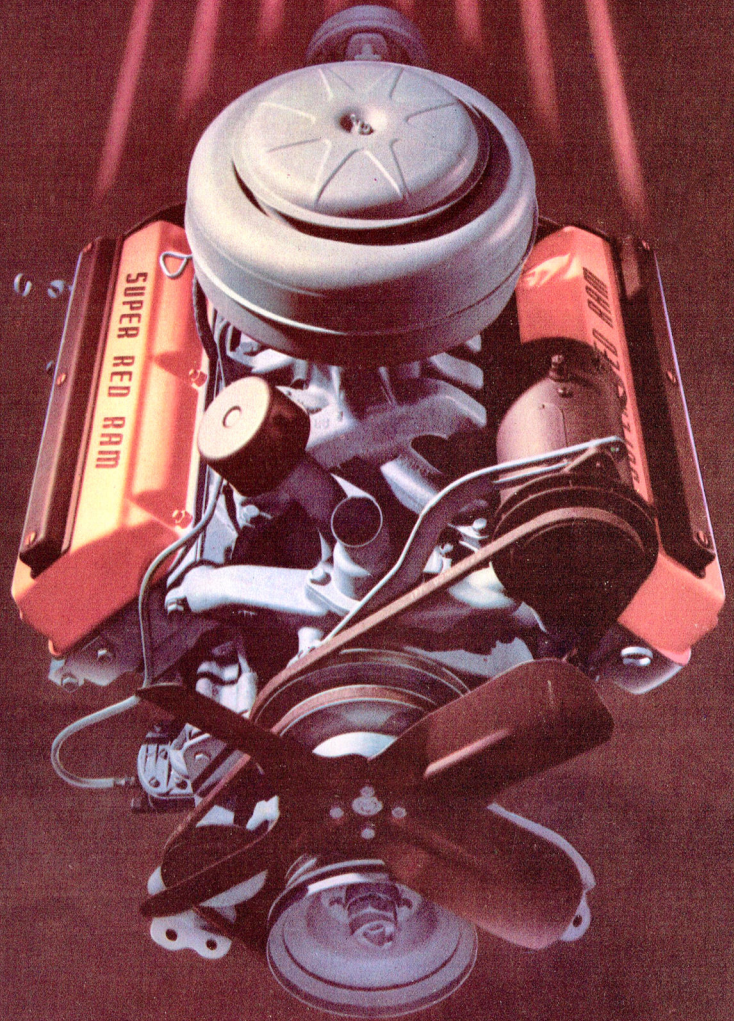
This Extra-Powered Super Red Ram V-8 is optional at slight extra cost in every Dodge Series: Custom Royal V-8, Royal V-8, and Coronet V-8.

Flashing New 175 HP. Red Ram V-8!

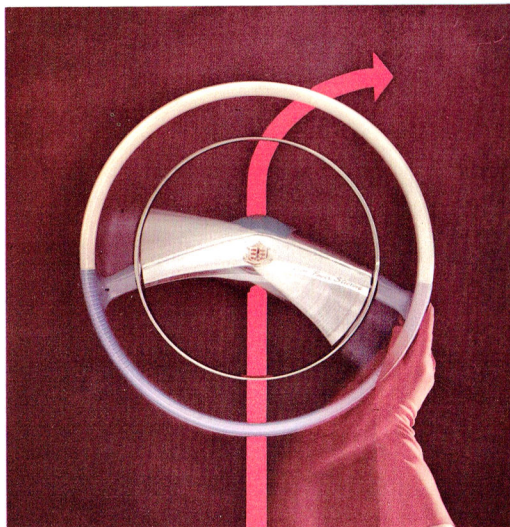
Now, another great step forward in engine design by Dodge! The flashing new Red Ram 175 hp. V-8 engine, based on the proved Red Ram advanced aircraft design principle! Now, another surging engine to deliver the undaunted power, the outstanding economy on regular gas, the record-breaking performance you associate with the name Red Ram! Thrill to its new performance in the Dodge Royal V-8 and the Coronet V-8 Series!

Stepped-up Dodge "Get-Away Six"!

Now 123 hp.! Time-tested and proved outstanding for smooth, responsive performance, economy, acceleration and power, the famous Dodge "Get-Away Six" is long on extra features and engineering advances that assure trouble-free performance over the driving years. In fact, it has never been equalled for *dependability* by any engine of its type! Now it features a still higher compression ratio and delivers even more "get-away" power!



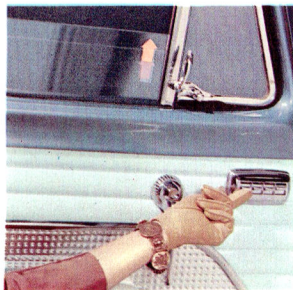
THE FUTURE IS AT YOUR FINGERTIPS!



Dodge Full-Time Coaxial Power Steering*

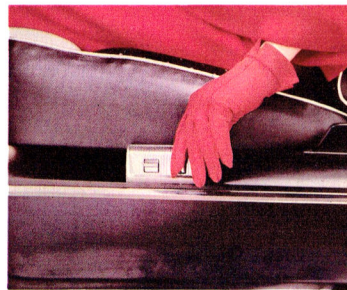
Imagine turning out of a cramped parking space, using one finger on the wheel! Imagine reducing your steering effort 80% under all driving conditions everywhere, while powerful hydraulic muscles take over for you! That's Dodge Full-Time Coaxial Power Steering at work! Unlike other power systems, the Dodge hydraulic unit is built into your steering system, an integral part of the steering gear controls, with greater safety, control, and response for you. Dodge Power Steering works *all the time*, yet always you retain the "steering feel" and are completely in control.

Today, three great '55 Dodge power Features and two flawless new Dodge "Power Assists" put the future at your fingertips with the newest, finest, smoothest power helps known. Now, enjoy the supreme pleasure of thoroughly relaxed, effortless and comfortable driving while miracle power gives you a magic hand at every point where any extra energy would ever be required!



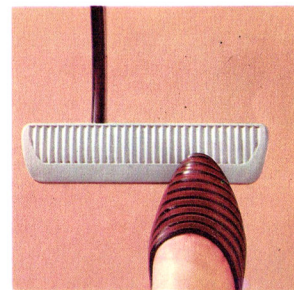
Dodge Automatic Window Lifts*

Now, just touch a magic button in your new '55 Dodge and swift, sure electric controls raise or lower windows to any level. All windows can be master-controlled from the driver's seat, or operated individually beside each window. Systems available for two front windows only, or for all four windows.



Dodge 4-Way Power Seat*

Touch a button and the Dodge front seat glides smoothly forward or backward 5". Touch another, it moves up or down 3½"—all automatically! Now "he" and "she" can each have a driver's seat exactly to personal liking for more comfort, safety, pleasure each time behind the wheel... quickly, effortlessly.



Dodge Safety Power Brakes*

Reduce braking pressure required by 35%, give extra driving safety! Brake pedal is suspended from the instrument panel, level with the accelerator. Just pivot on heel from accelerator to brake. No more jamming, slamming. Note, too, extra-wide "rudder bar" pedal gives you left-or-right foot braking.



The hand that guides this lever rules the road ... PowerFlite!*

Just a touch of the fingers on this revolutionary, new Flite Control gives you full command of all Dodge PowerFlite Driving ranges. Located on the control panel, it can be reached as easily and naturally as a pilot works his controls.

Dodge PowerFlite is *fully automatic*. Just slip the Flite Control into "Drive" position . . . and go! No more tiresome shifting! Just wonderfully smooth, effortless, relaxing driving. *By all means, enjoy PowerFlite with your new '55 Dodge!*

Naturally, too, in addition to the famous fully-automatic Dodge PowerFlite Drive, Dodge offers your choice of the outstanding conventional *Easy-Shift* three-speed transmission, and the optional, gas-saving Dodge *Automatic Overdrive*.

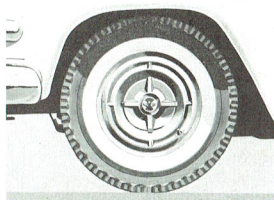
*Optional, at extra cost



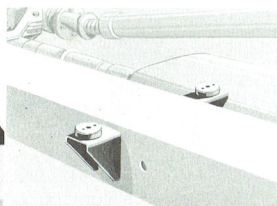
Behind the beauty... superior engineering, proved dependability

Once again, the new Dodge being presented to you is in all ways a thoroughly better, finer car . . . meeting every criterion of superior stamina, performance and ride which the vast resources of Dodge engineering leadership can build *into* it . . . and, by test, demand of it.

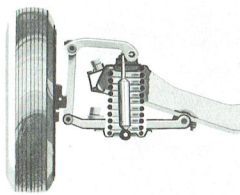
In the Chrysler Corporation Proving Ground, largest in the world, the new '55 Dodge measured up to every challenge that could be devised by way of endurance tests, water troughs, speed tracks, steep hills, sand pits and tortuous roads . . . in literally *thousands* of miles and *months* of testing. Only then, in the Dodge tradition, was it considered proved in performance, merit . . . and *dependability*. Shown here are just a few of the Dodge engineering and extra value features which will serve you in your glamorous, new '55 Dodge!



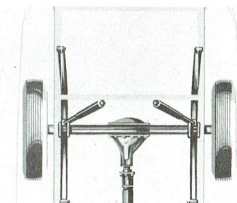
Tubeless tires. *Standard equipment* on the '55 Dodge! A big extra value feature that assures safer driving and longer tire life. Virtually puncture-free. Greatly reduce roadside emergencies. Easily repaired if necessary.



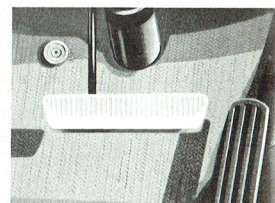
Insulated body mountings. New Dodge uses *ten* specially molded, dual, suspension-type rubber body mountings to further insulate car body from frame. Body is completely suspended, free from road shock, engine vibration.



Oriflow Ride Control. New, improved design! Now Oriflow shock absorbers are mounted inside the front coil spring. You enjoy still *smoother* ride control, more rapidly automatic adjustment to rough road conditions!



Improved rear suspension. Dodge-designed toe-in rear springs are now wider, giving softer, more cushiony ride, more check to rear-end sway. Rear spring inner-liners are heavily wax-impregnated—squeak-free!



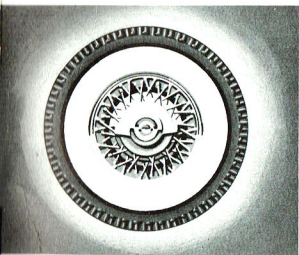
Suspended brake pedal. New brake (and clutch) pedals are suspended from above, giving more foot room and more comfortable driving. Brake pedal face is level with accelerator. Just pivot on heel to brake!



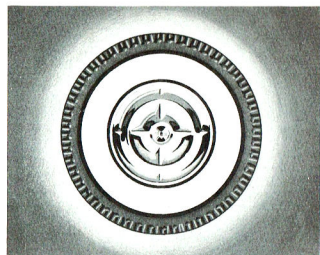
For extra flair... personalize your Dodge

To enhance the wonderful pleasure and pride you will experience with your new '55 Dodge, choose from this complete selection of Dodge accessories. All are styled to harmonize with the new Dodge beauty, and give you extra touches of comfort, luxury, safety or convenience which you may desire. Your Dodge dealer will be glad to show Dodge accessories to you.

In addition to those shown, Dodge also offers the following special accessories:



Wire Wheels. Favored for the "sports car look" they give. Very Continental looking with the new Dodge long, low, wide lines. Chrome plated for lasting beauty.



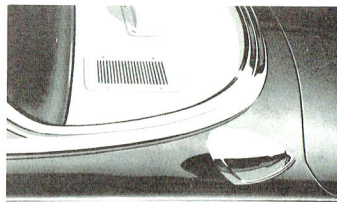
Special Deluxe Wheel Covers. Chrome finish. Add dash to flair-fashioned new '55 Dodge. Make wheels look bigger, racier. Easily removed when necessary.

- Deluxe Plastic Steering Wheel
- Parking Brake Flasher Light
- Underhood Light
- Map Light
- Glove Box Light
- Outside Rear-View Mirror
- Back-Up Lights
- Tint Glass Windshield
- Electric Clock
- Directional Turn Signals
- Non-Glare Rear-View Mirror
- Jiffy-Jet Windshield Washers

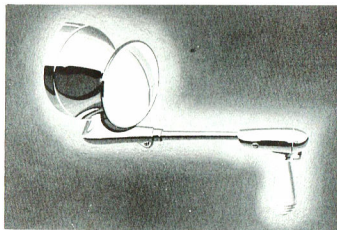
Electro Touch-Tuner Radio. Automatically seeks out and tunes in all stations that can be received the length of your dial. Each press on tuner brings in a different station.



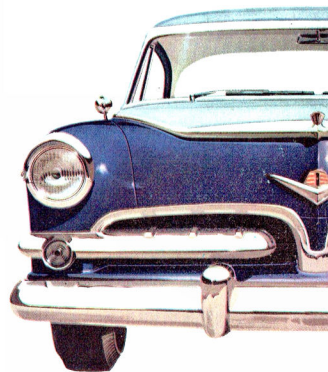
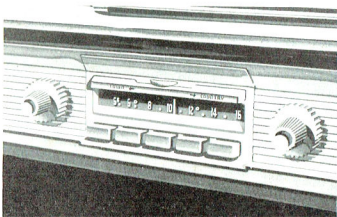
Custom Conditionaire Heater. In winter, provides *heated* fresh air for warmth; in summer, cool, fresh air for comfort. Also combines defroster for front windshield.



Dodge Airtemp Air Conditioner. Fills car with fresh, cool, filtered air every 1/2 minute, even in hottest weather. You ride relaxed, fresh, alert. Interiors stay cleaner, too.



Spotlight-Mirror. Remotely controlled, pivoting spotlight throws 1000-foot beam. Rear-view mirror makes a trim, dual-purpose accessory, so beautiful on the new Dodge.





SPECIFICATIONS

CUSTOM ROYAL V-8

ENGINE. *Super Red Ram V-8:* Eight-cylinder, overhead valve, V-type, 183 horsepower at 4400 rpm. Torque, 245 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Variable-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15. Independent parking brake.

TRANSMISSIONS. *PowerFlite Drive:* fully-automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Over-drive:* 2-speed planetary gear set with standard transmission. *Easy-Shift Transmission:* conventional 3-speed transmission.

DIMENSIONS. *Four-Door Sedan:* Wheelbase, 120 in. Overall length, 212.1 in. Overall width, 74.5 in. Overall height (loaded) 60.6 in.

Super Red Ram V-8 engine with special power equipment (4-barrel carburetor, special manifold and dual exhaust system) available as optional equipment at extra cost on all V-8 models (Custom Royal, Royal and Coronet). Boosts horsepower to 193 at 4400 rpm., torque, 245 lb.-ft. at 2800 rpm.

ROYAL V-8

ENGINE. *Red Ram V-8:* Eight-cylinder overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.).

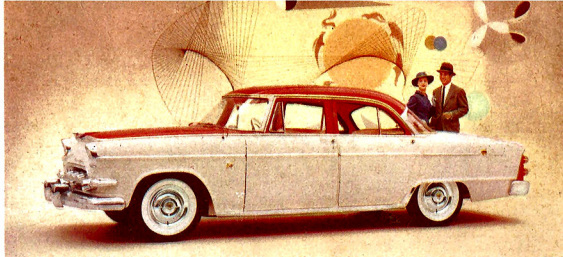
ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Variable-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical idler arm steering system. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclobond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15. Independent parking brake.

TRANSMISSIONS. *PowerFlite Drive:* fully automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Over-drive:* 2-speed planetary gear set with standard transmission. *Easy-Shift Transmission:* conventional 3-speed transmission.

DIMENSIONS. *Four-Door Sedan:* Wheelbase, 120 in. Overall length, 212.1 in., (Sierra, 214.9 in.). Overall width, 74.5 in. Overall height (loaded) 60.6 in.



CORONET V-8 AND SIX

ENGINES. *Red Ram V-8:* Eight-cylinder, overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb.-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.). *"Get-Away Six":* Six-cylinder, L-head, in-line type, 123 horsepower at 3600 rpm. Torque, 194 lb.-ft. at 1600 rpm. Compression ratio, 7.4 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 230 cu. in. By-pass oil filter. Oil capacity, 5 qts. Coolant capacity, 13 qts. (with heater, 14 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity (without automatic transmission), 120 ampere hour capacity (with automatic transmission). High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single-speed electric windshield wipers.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

CHASSIS. Double-channel box-section frame. Independent front suspension with coil springs. Steering system: idler arm, equal tie rods (on V-8); long and short tie rods (on SIX). Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Hotchkiss drive. Safe-Guard hydraulic brakes with Cyclobond lining. Safety-Rim wheels. Extra-low pressure tubeless tires, 7.10 x 15 (on V-8). 6.70 x 15 (on SIX). Independent parking brake.

TRANSMISSIONS. *PowerFlite Drive:* fully-automatic transmission with torque converter and 2-speed planetary gear set. *Automatic Over-drive:* 2-speed planetary gear set with standard transmission. *Easy-Shift Transmission:* conventional 3-speed transmission.

DIMENSIONS. *Four-Door Sedan:* Wheelbase, 120 in. Overall length, 212.1 in., (Suburban, 214.9 in.). Overall width, 74½ in. Overall height (loaded) 60.6 in.

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

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