

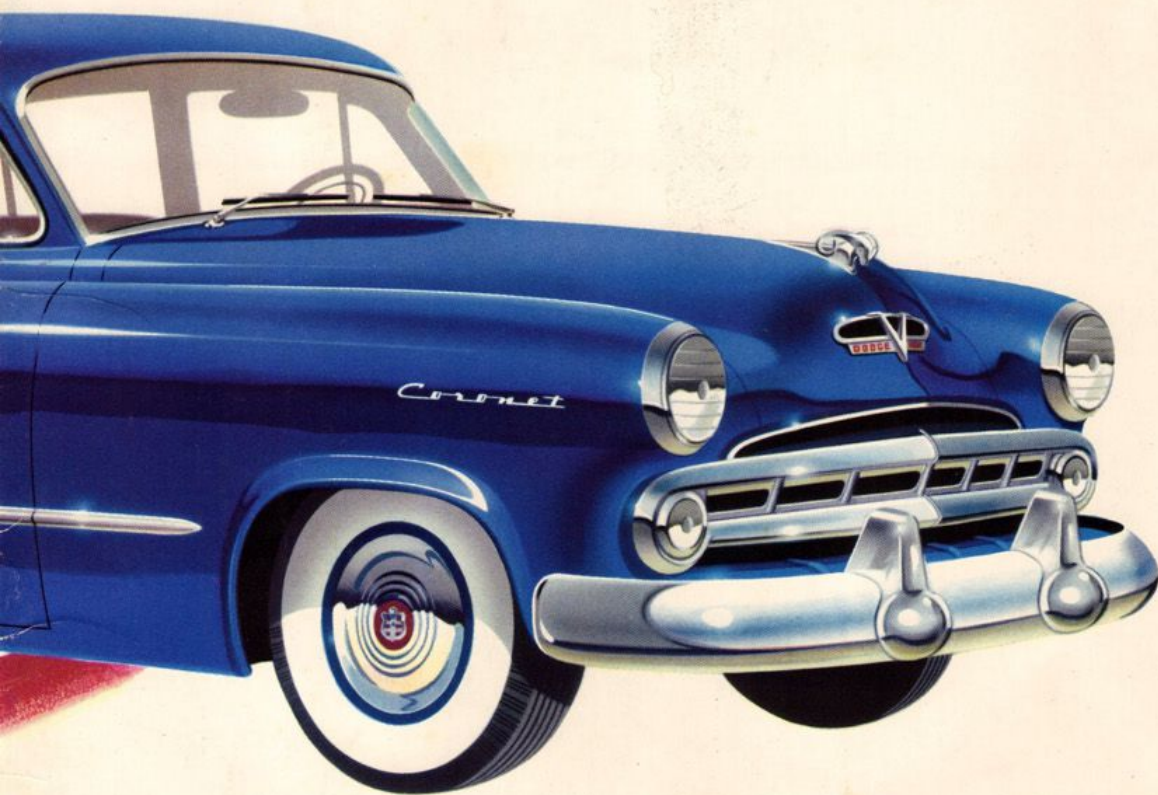
the brilliant, completely new



DODGE



coronet



*lowest-priced car with the sensational new-type **V8** engine*

We Proudly Present

A BRILLIANT NEW CONCEPT IN ENGINEERING AND STYLE

That's the 1953 Dodge Coronet . . . exclusively styled . . . brand new, all new.

It's powered by the sensational new Red Ram 140 h.p., V-8, engine, of the famous "dome-shaped" combustion chamber design—the lowest-priced car with this new type engine. And this new Coronet is equipped with Gyro-Matic transmission as standard equipment—no-shift driving at its best. The design of this Red Ram engine is universally recognized as the ideal—with mass production formerly considered impossible. Now Dodge brings it to you.

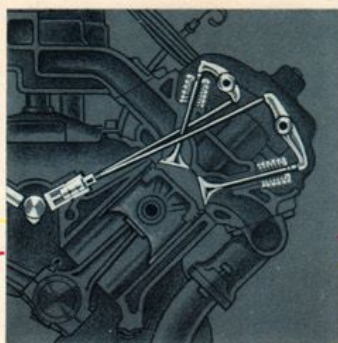
The new Dodge Red Ram V-8 packs more power punch per cubic inch displacement than *any* competitive car engine . . . it delivers a full 140 h.p. on regular grade gasoline. It's the only engine in the Dodge Coronet price class that brings you the triple power advantages of a "dome-shaped" combustion chamber . . . short stroke design . . . high lift lateral valves. It provides not only exceptional power but excellent economy. More fuel energy goes into power, less is wasted in heat and friction.

ROAD TEST THE RED RAM V-8 . . . AND SEE.

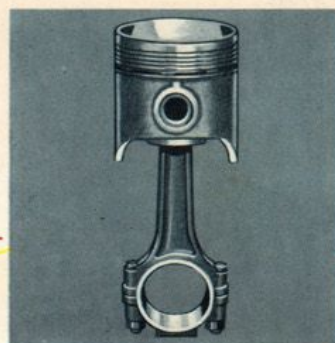
HERE ARE SOME OF THE V-8 RED RAM'S EXCLUSIVE FEATURES



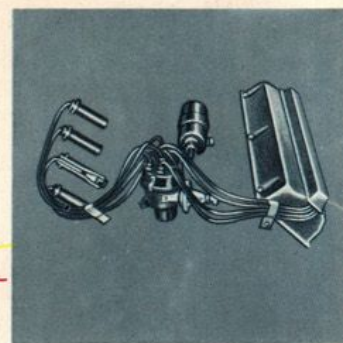
"Heart" of this new engine is the hemispherical, or "dome-shaped," combustion chamber. This shape is the most efficient for complete combustion. There is less surface through which heat can be lost. As fuel is burned more completely there is less carbon deposit to reduce engine efficiency.



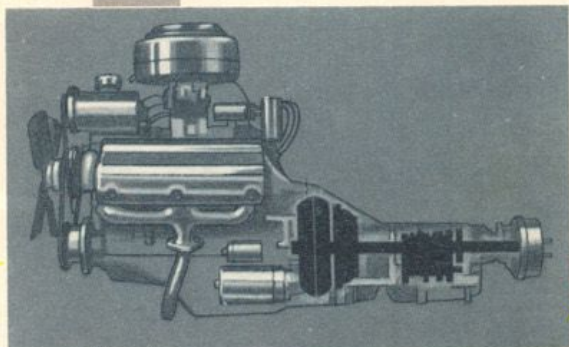
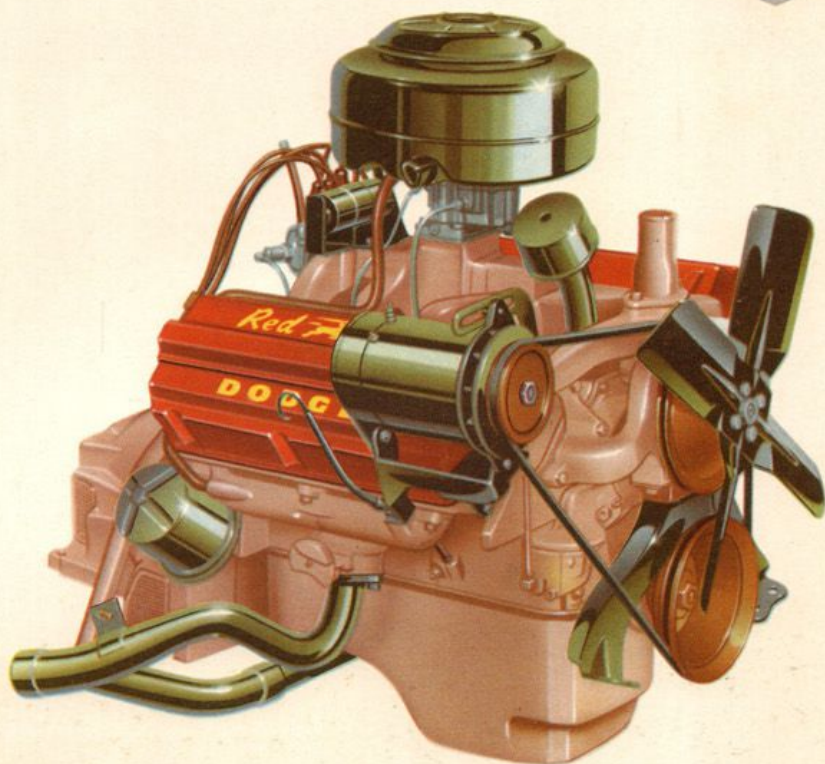
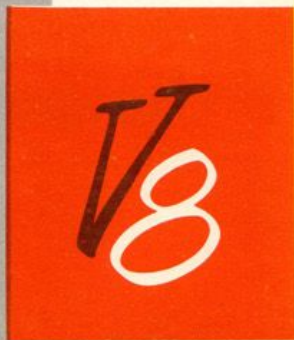
This is the finest, most efficient valve train that has ever been designed for any V-8 engine. Valves are operated by twin parallel rocker shafts. It gives quieter, smoother operation during the warm-up period, both at low speeds and at high speeds.



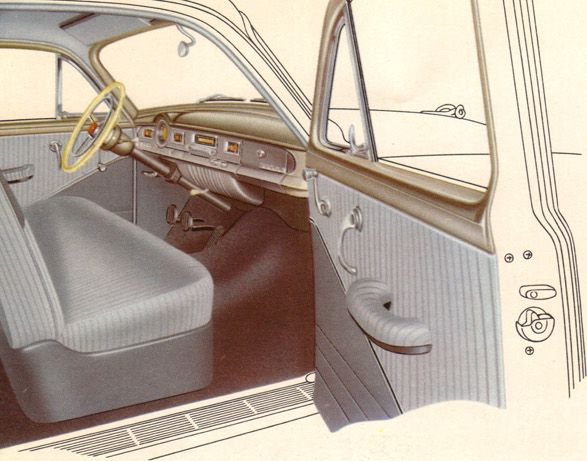
The Red Ram V-8 cam-turned pistons have part of the skirt cut away to reduce both weight and friction which naturally increases engine efficiency. This design also permits shorter connecting rods for greater engine compactness and long-lasting strength.



Every part of the Red Ram V-8 ignition system is protected against moisture and water splash. Spark plugs are set deep in the head, are covered by a long porcelain jacket, which in turn is covered by a tubular metal shield to seal out moisture.



Gyro-Matic transmission, standard equipment on all Coronet models, gives effortless driving—driver controlled. Under normal conditions you can drive all day without shifting gears. With the car in Driving Range the driver makes the shift to "high" gear by merely lifting his foot from the accelerator after a speed of 14 m.p.h. or over has been attained. If speed drops below 11 m.p.h. the transmission shifts back to third of its own accord. The Low Range, which operates in a similar manner need only be used in extremely hilly country or in heavy mud or snow.



Matching, two-tone interiors and generous use of vinyl leather-like trim help make the interior of the new Dodge V-8 sporty and colourful. Knee-level front seats are equipped with foam rubber cushions for maximum riding comfort.

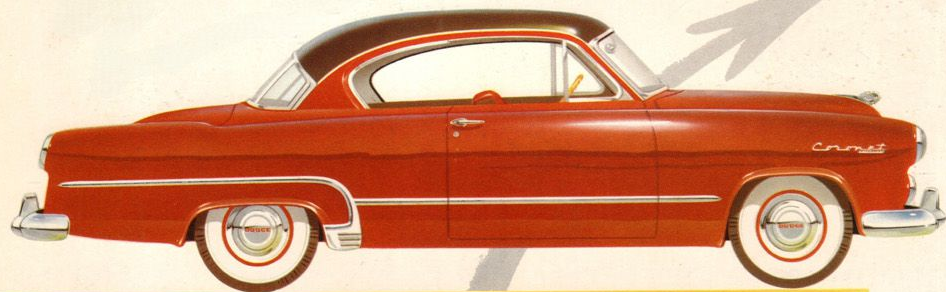
*The new Dodge Diplomat brings you all the youthful appeal and style of a convertible—and enhances it with the complete, luxurious comfort of a fine sedan.

In this superb model, the door and quarter windows can be completely lowered—leaving a sweeping open vista, unbroken from the curved windshield to the rear corner of the sloping top.

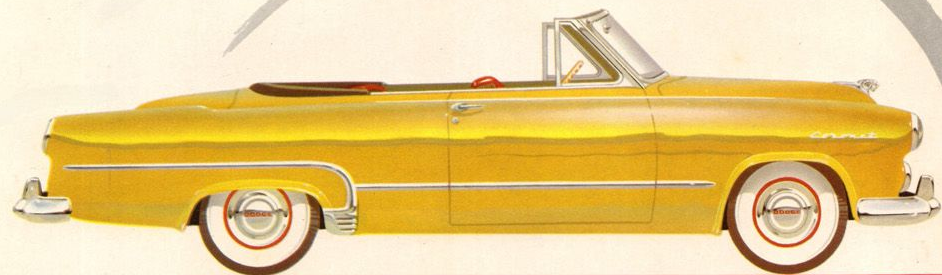
With windows raised this convertible-styled "hardtop" becomes a weather-tight closed club coupe, fully sealed against rain, snow, dust and drafts.

And at all times, driver and passengers are fully protected by a sturdy steel roof.

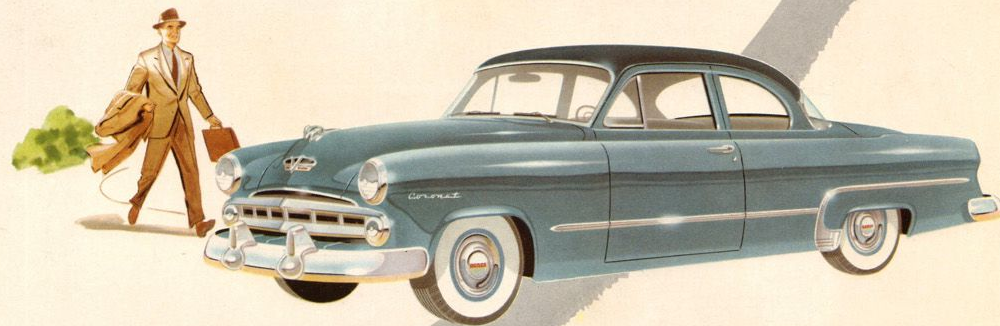
... "for the young in heart"



Rear view of the Dodge Diplomat graphically shows the extra large rear window and the low wide lines of the rear deck. Back-up light with chrome gas tank filler cap to match are available as optional equipment.



*The lithe, low look of the Dodge Coronet Convertible Coupe makes this the "style" car on summer highways. Built on a somewhat shorter wheelbase than the Coronet 4-door sedan, the convertible retains the fine road-hugging and cornering ability of the sedan, with thrilling maneuverability.



*The Dodge Coronet Club Coupe is a roomy, 6-passenger car, often preferred over the sedan by parents of small children because door handles are out of reach of rear-seat passengers.

Unique New Styling...
the Finest DODGE of all time

Not only in engineering but in overall style, the new Dodge Coronet is *excitingly* new.

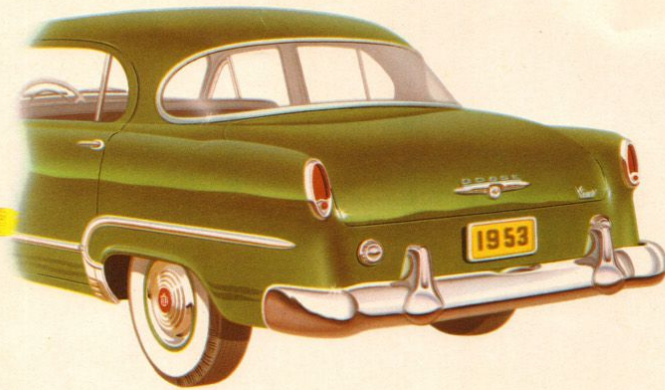
New styling is slim and trim outside, spacious and gracious inside. There's a more compact, streamlined exterior—yet with more passenger room than ever.

From the new air-vent hood, curved one-piece windshield, to the wide wrap-around rear window and broad, racy rear deck, everything about the new Coronet is new... and looks it!

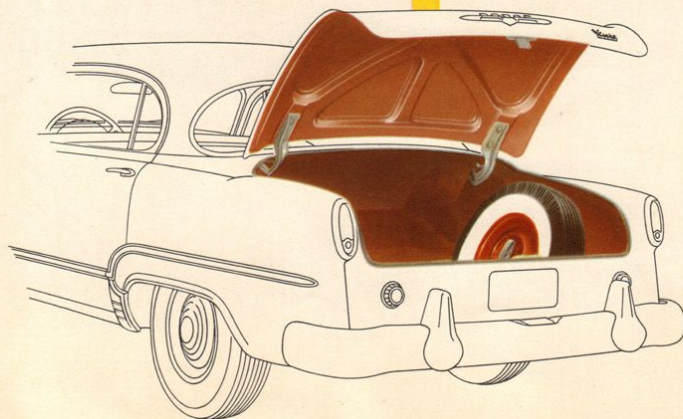
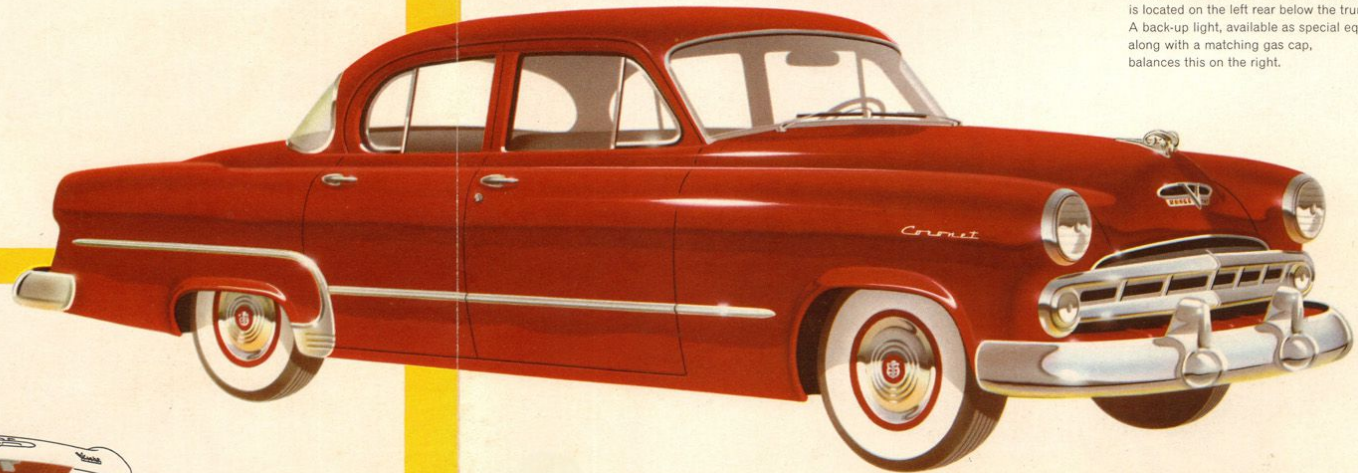
Every detail represents "beauty with a purpose."

The air-vent forces cool air direct to the engine, for finer performance. New increased glass area provides better vision for driver and passengers. Trunk space is greatly increased and the new, lower lines and wider frame help create a road-hugging, curve-holding ride.

See it. Drive it. Prove to yourself that it is truly the *finest* Dodge of all time.



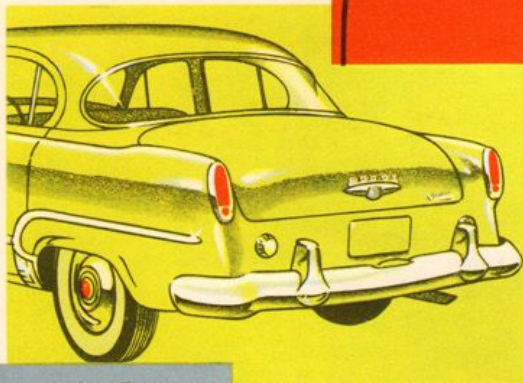
This rear view vividly shows the wider, lower appearance of the rear deck and the immense wrap-around, one-piece rear window. The gas filler cap is located on the left rear below the trunk lid. A back-up light, available as special equipment along with a matching gas cap, balances this on the right.



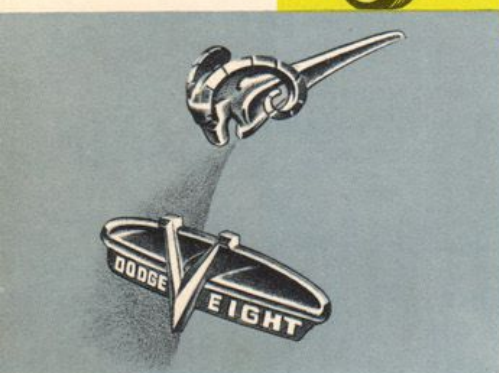
PLENTY OF ROOM FOR THOSE "EXTRA" BAGS

With a much wider deck lid, and with new clock-type spring hinges located at almost the extreme corners of the deck lid, every square inch of luggage space can be used. There's actually 44% greater luggage space in the new Coronet. Further, greater structural rigidity for the rear end is provided by use of a sill below the deck lid opening, connecting the rear fender structure from side to side.

If your arms are full of parcels, you'll particularly appreciate the new pull-type door handles of the 1953 Dodge Coronet. The time-tested, rotor-type latches with the automatic take-up feature are retained.

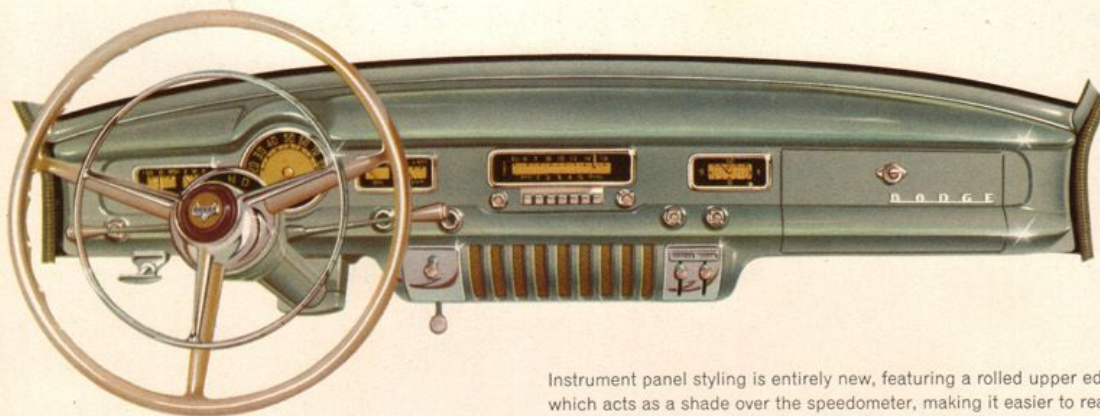


For your greater convenience, the trunk lid is equipped with a slam-type deck-lid lock with push-button opening. With this type of lock the trunk may be latched—does not automatically lock as in some cars.



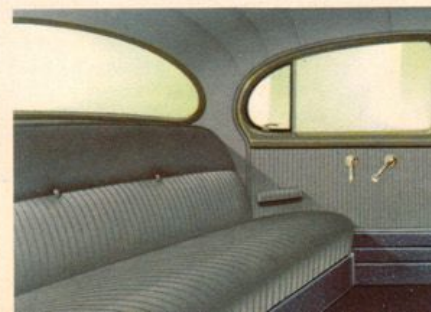
Beauty and utility are combined in the Dodge Coronet air-flow hood. The air scoop forces cool outside air direct to the engine so that the engine "breathes" better for higher efficiency.

Pleasing Style and Practical Utility



Instrument panel styling is entirely new, featuring a rolled upper edge which acts as a shade over the speedometer, making it easier to read in bright sunshine, and keeping its reflection off the windshield at night.

Rear seat of the Coronet sedan is wide and roomy—there's plenty of head, leg and elbow room for "six-footers."





You can now get full enjoyment from summer driving—even on the hottest, brightest days—with new Solex tinted windshield and window glass. Its insulation qualities keep the inside of your car cool. You have greater safety because light screened through Solex glass is "eye-easy," whether sunshine during the day or headlights at night—yet you have clear vision at all times. Available in production at extra cost.

*New Features
to Make Motoring
More Enjoyable*



A new cowl ventilator heater of outstanding performance and simplicity is available for Dodge Coronet 119" wheelbase models at extra cost. This heater draws air from the cowl ventilator, thereby reducing to negligible amounts the traffic fumes and road dust that may enter the heating system. It will maintain comfortable temperatures within the car under a wide variety of winter weather conditions. A "summer door" allows the cowl ventilator to function normally in warm weather.

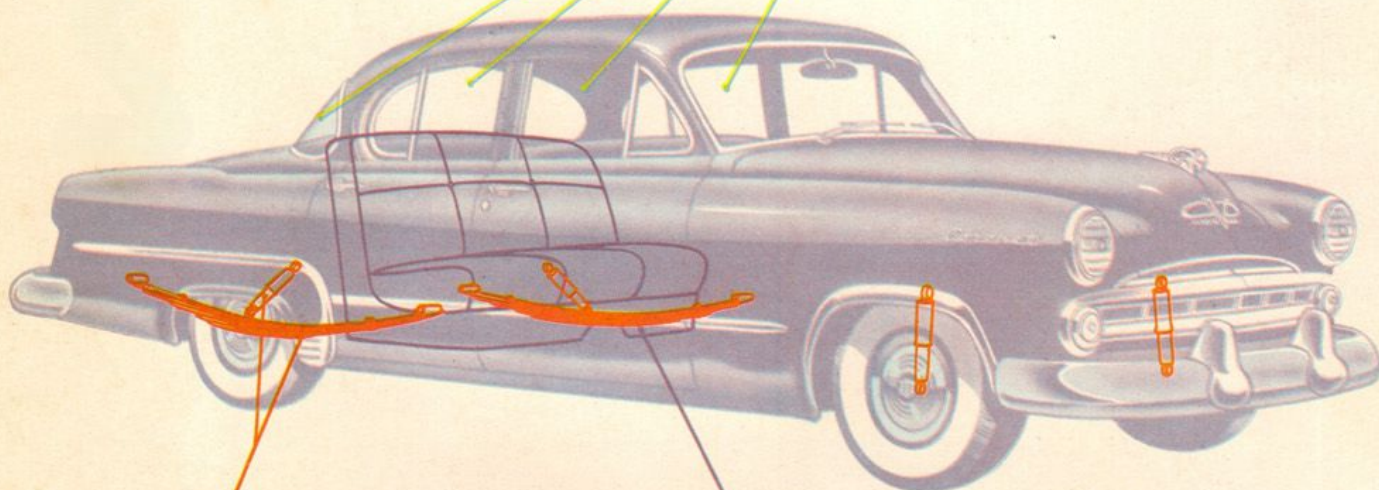


The outstanding performance of this new Dodge Coronet is made even more remarkable by the addition of Gyro-Torque transmission, now available as extra equipment. It provides exceptionally smooth, fast acceleration from a standing start to cruising speed. Its maximum torque multiplication more than doubles turning effort of the engine.

For Smoother, Safer, More Comfortable Driving



The new Dodge Coronet offers better all-round vision than any other previous model. There's a new, one-piece, curved windshield, new, larger, one-piece rear window and higher, wider side windows. Unlike the curved windshields used in many competitive models, in which the curvature is much sharper at the sides than in the center, the new Dodge Coronet windshield employs a more uniform curvature with consequent elimination of much of the distortion normally associated with curved windshields. For the ultimate in driving comfort and safety this immense glass area of 23.7 square feet can be equipped in production with Solex glass at slight extra cost.



SPRINGS AND SHOCKS

The new Dodge Coronet is steadier on turns because of the new, non-parallel control arm arrangement for the front suspension. This arrangement resists tilting action, provides better handling on turns and curves. Further contributing to a more comfortable ride are the new, softer, wider rear springs with fewer leaves which permit a larger portion of small road shocks to be absorbed within the springs. Additional resistance to twist is obtained by splayed mountings of the rear springs.

With these additions and improvements the famous Dodge "Oriflow" ride is even better than before. "Oriflow" shock absorbers have proved that they give automatic ride control on any kind of road, quickly dampening out big or little bumps.

CHAIR-HIGH SEATING

Although the new Dodge Coronet is lower, more streamlined and more compact, this new styling has been accomplished without in any way sacrificing headroom, legroom or seating comfort. You'll find that front and rear seats are "knee-level," providing a relaxed, comfortable driving or riding position. Greatly improved access to the rear seat results from the use of a new "K" type rear door. Both front and rear doors swing into the body when they are opened, making it easier to enter or leave the car when parked in tight places.



SPECIFICATIONS



Dimensions

Four-door sedan—wheelbase 119 in.; overall length 201 $\frac{1}{2}$ in.; overall height 62 in.; overall width 73 $\frac{1}{2}$ in.

Special club coupe and convertible coupe—wheelbase 114 in.; overall length 189 $\frac{1}{2}$ in.; overall height 61 $\frac{1}{4}$ in.; overall width 73 $\frac{1}{2}$ in.

Chassis

Double channel box type frame. Independent front suspension—coil springs with sway eliminator, direct-acting Oriflow shock absorbers. Rear suspension, 2 in. wide, 5-leaf springs inclined toward centre of vehicle. Straddle-mounted direct-acting Oriflow shock absorbers. SafeGuard hydraulic service brakes with 11 in. drums. Cyclebond brake linings. Independent parking brake on propeller shaft. Symmetrical idler arm steering. Gyro-Matic transmission. Safety-Rim wheels. 7.10 x 15 tires. Rear axle ratio 3.9 to 1.

Engine

V-8. Bore and stroke, 3 $\frac{3}{8}$ in. x 3 $\frac{1}{4}$ in. 7.1 to 1 compression ratio. Piston displacement 241.3 cu. in. 140 h.p. at 4400 r.p.m. Torque 220 ft. lbs. at 2000 r.p.m.

Fuel System

Tank capacity, 14.2 Imperial gallons. Oilite self-cleaning fuel filter in gas tank. Dual, down-draft carburetor. Oil-bath air cleaner with silencer. Automatic electric choke. Thermostatic manifold control.

Lubrication

Crankcase capacity 4 Imperial quarts. Full-pressure lubrication system. Replaceable

element shunt type oil filter. Floating oil intake.

Cooling System

Capacity 15.6 Imperial quarts. Thermostatic by-pass type, 4-bladed fan.

Electrical System

6-volt, 17-plate, 105 amp. hr. battery. Bull's eye seal beam headlights. 14 m.m. resistor-type spark plugs. Shunt wound 45 amp. generator. Automatic speed and vacuum spark advance control. Ignition key starter. Anti-kickout starter motor. Two-speed electric windshield wipers.

Body

Seat cushion width, 61 in. front, 60 $\frac{1}{2}$ in. rear. Seat height, 14 $\frac{1}{2}$ in. front, 14 $\frac{1}{4}$ in. rear. Leg room 43 $\frac{1}{2}$ in. front, 42 $\frac{1}{2}$ in. rear. Head room, 36 $\frac{1}{4}$ in. front, 36 in. rear. Front seat adjustable 5 in. horizontal, 1 $\frac{1}{2}$ in. vertical. External door locks on both front doors. Two sun visors. Arm rests on both front and rear doors. Glove box with lock.

OPTIONAL EQUIPMENT

(Available in Production)

Heavy duty front and rear springs.

Fluid torque drive.

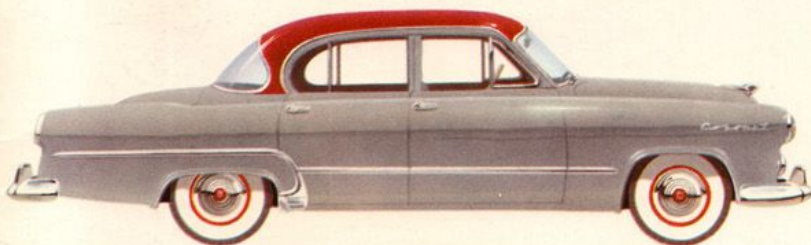
Solex glass.

6-ply Super Cushion tires.

4-ply and 6-ply Super Cushion tires—white sidewall.

The Dodge-DeSoto Divisions of Chrysler Corporation of Canada, Limited, reserve the right to change prices, specifications and standard equipment without notice and without incurring obligations on vehicles previously sold. Many of the models illustrated herein are equipped with extra-equipment items. Your local dealer will gladly advise you of those items that are standard equipment.

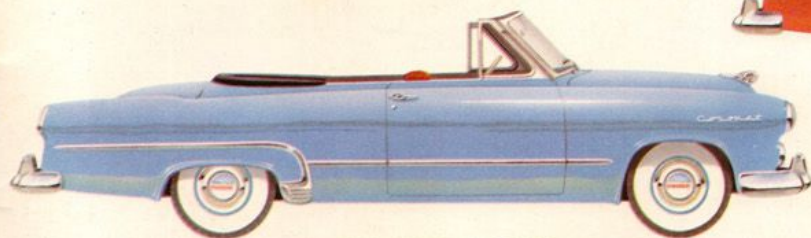
*An import model which differs slightly in specifications.



FOUR-DOOR SEDAN



*DIPLOMAT



*CONVERTIBLE COUPE



*CLUB COUPE

*drive it
with pride
own it for
extra value*

