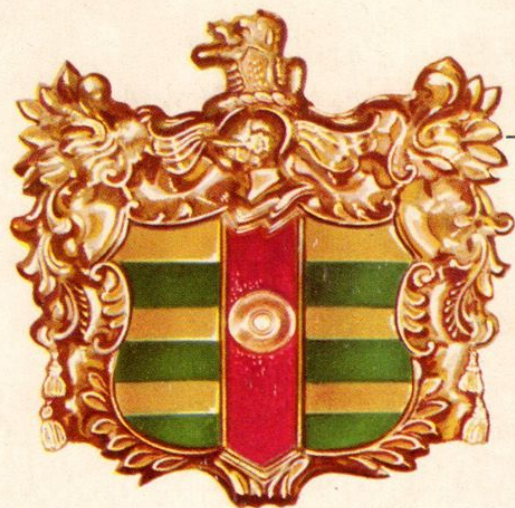


Presenting ...

NEW '54 DODGE



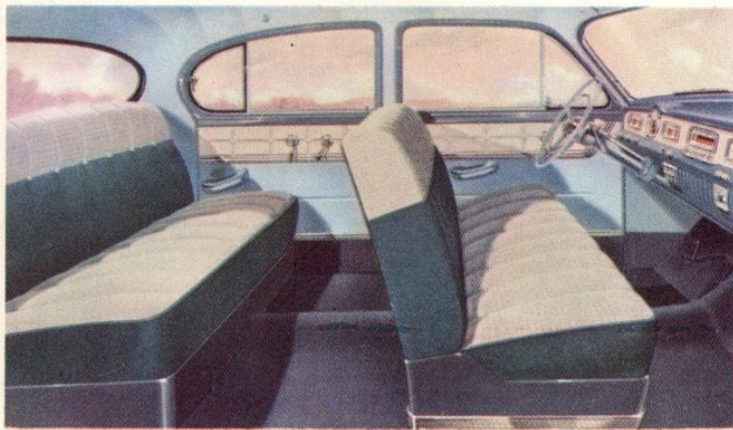
Royal
V-8

A superb new luxury car!



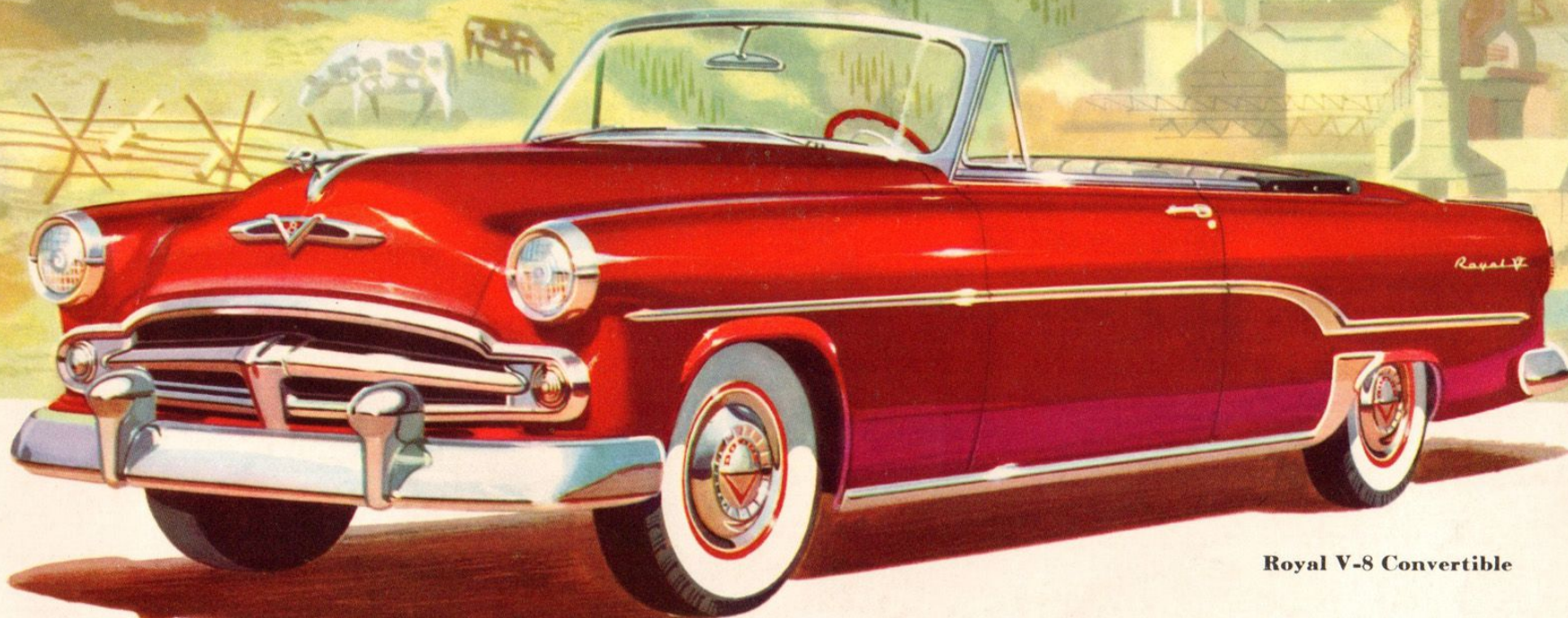
Royal V-8 4-door Sedan

New '54 **Dodge** Royal V-8 . . .



Elegant "Color Harmony" Interiors in Lustrous Jacquard Fabrics

The interior of the new Dodge Royal V-8 is as beautiful and inviting as the finest of modern homes. Lustrous new Jacquard fabrics—loomed in the manner of most exquisite tapestries—create a sense of gracious living. And fabric, carpeting, headlining and paneling material are all color-mated for a pleasing "Color Harmony" effect. There's new satin-tone styling of the instrument panel, that lends an added touch of beauty—and serves, as well, to cut distracting glare and reflections.



Royal V-8 Convertible

Captures the essence of fine car luxury



Distinctive Jet Air-Flow Hood

Chrome air scoop adds a smart touch of distinction. Functional, as well as decorative. Directs extra quantities of air into the carburetor for more power, better performance.

Decorative Royal V-8 Crest

Featured on Sport Coupe models is this beautiful new Dodge crest, reserved exclusively for the Royal V-8 Series. This mark of quality designates "The most luxurious Dodge ever built."



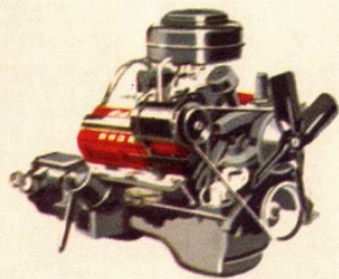
Sleek Rear Fender Styling

There's new gracious beauty everywhere in the Royal V-8 . . . in the smart flair of chrome on the rear fender . . . the massive chrome housing for the tail lamp . . . and the stylish nameplate.



Royal V-8 Club Coupe

and performance

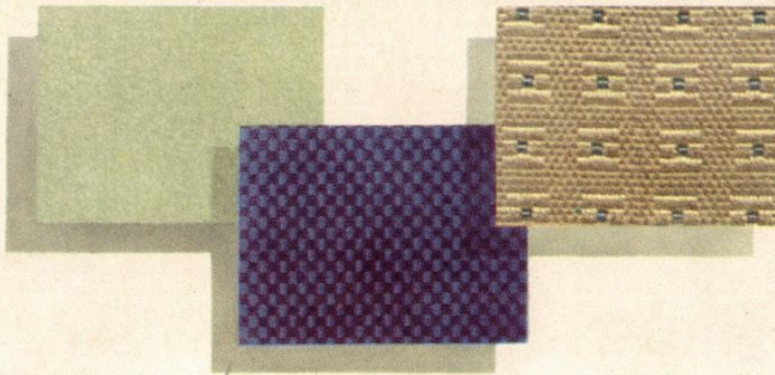


Stepped-Up Red Ram 150 V-Eight Engine

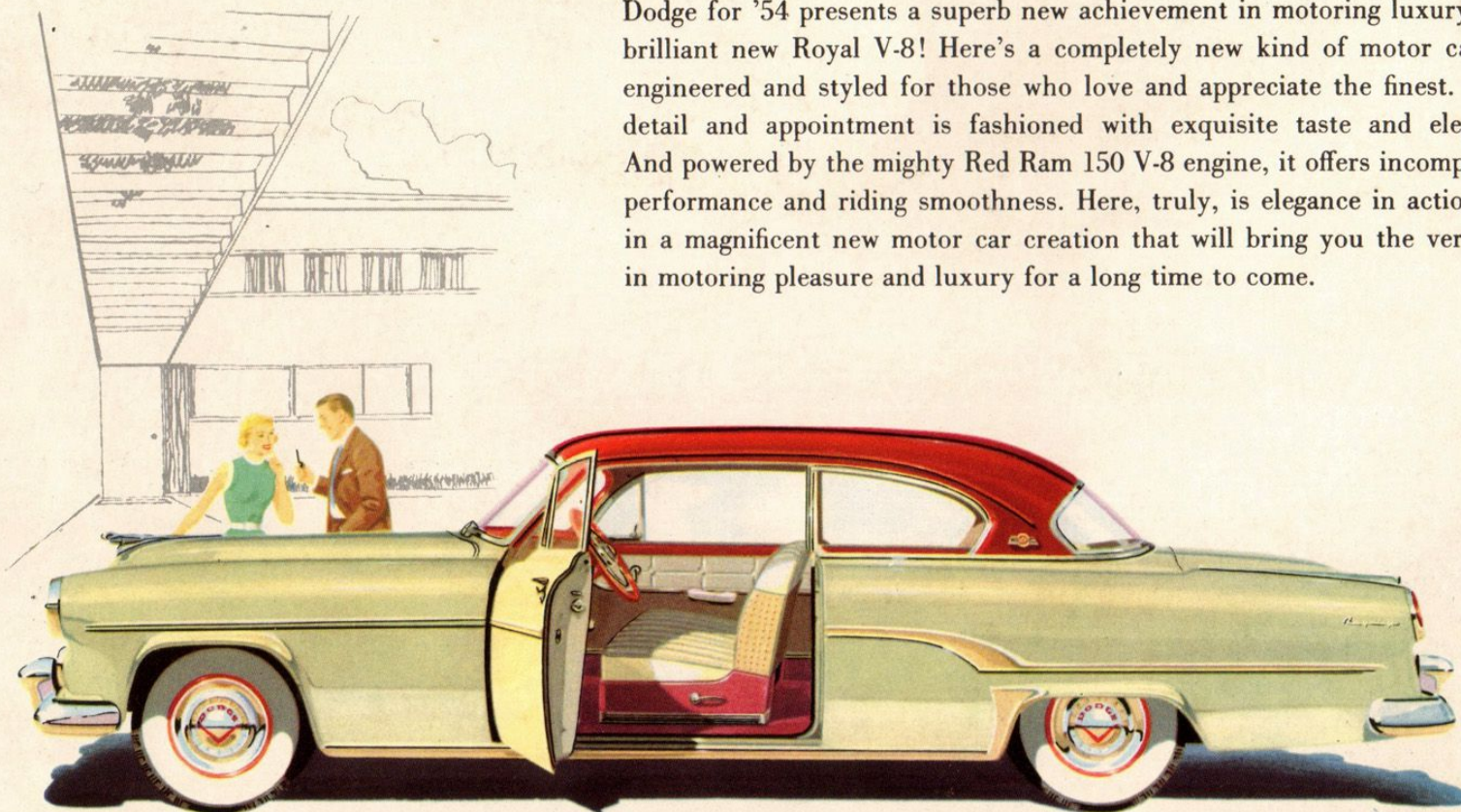
Here's an engineering achievement in power—smooth, responsive, economical power—that will bring you new safety, new mastery of the miles. The Red Ram V-eight is the *most efficient engine design in any American car* . . . and officially proved as the top economy 8 of all 8's! Now stepped-up in power, performance and economy.

Truly a magnificent motor car in every respect is the new Dodge Royal V-8. Yet styled like a "show car", it is engineered like a true "road car." You conquer hill and highway with effortless ease—and enjoy a tremendous reserve of power for greater safety. And its advanced suspension engineering and famous Oriflow shock absorbers give you a stability of control and smoothness of ride that can be compared only with the finest of cars! Now, take the wheel of this superb new Royal V-8 yourself . . . and discover motoring at its best!

Fashioned in the fine car tradition!

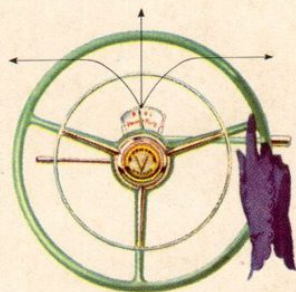


Dodge for '54 presents a superb new achievement in motoring luxury—the brilliant new Royal V-8! Here's a completely new kind of motor car . . . engineered and styled for those who love and appreciate the finest. Every detail and appointment is fashioned with exquisite taste and elegance. And powered by the mighty Red Ram 150 V-8 engine, it offers incomparable performance and riding smoothness. Here, truly, is elegance in action . . . in a magnificent new motor car creation that will bring you the very best in motoring pleasure and luxury for a long time to come.



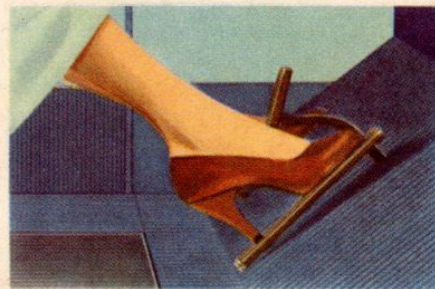
Royal V-8 Sport Coupe

New Standards of Driving Ease!



NEW FULL-TIME Power Steering

Makes guiding the car easy as a gesture! Hydraulic "muscles" do the work. You park, take turns with effortless ease. No "wheel fight" on rutted roads.



NEW DODGE FULLY-AUTOMATIC

PowerFlite Drive



Here's the newest, smoothest, most powerful of all automatics—Dodge PowerFlite! Delivers more accelerating power more smoothly than any other transmission. It's fully automatic, too. No clutch. No shifting. Merely slip the selector lever into "Drive" position—touch the gas, and you are off in one smooth, silky flow of power. Try Dodge PowerFlite soon!

Specifications: Dodge Royal V-8 Series

ENGINE: *Red Ram V-8*—Eight-cylinder overhead-valve, V-type, 150 horsepower at 4400 rpm. Torque, 222 lb.-ft. at 2400 rpm. Compression ratio, 7.5 to 1. Bore, $3\frac{3}{16}$ inches. Stroke, $3\frac{1}{4}$ inches. Piston displacement, 241.4 cubic inches. Rotary oil pump. Shunt-type oil filter with replaceable filter cartridge. Dual-throat down-draft carburetor. Automatic, integral-type choke. Mechanical fuel pump. Cylinder-length water jackets. Oil capacity, 5 qts. Coolant capacity, 19 qts.

ELECTRICAL SYSTEM: 3-cell, 6-volt battery. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Two-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control. Ignition-key starting with follow-through starter.

CHASSIS: Double-channel box-section frame. Independent front suspension with coil springs. Semi-elliptical grooved leaves in rear springs. Oriflow shock absorbers. Semi-floating Hypoid rear axle. Hotchkiss drive. Safe-Guard Hydraulic brakes with Cyclebond lining. Safety-Rim wheels. Extra-low pressure tires 7.10 x 15. Independent parking brake, external-contracting with standard transmission with overdrive, internal-expanding with PowerFlite Drive. Fuel capacity, 17 gals.

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

MODELS—DIMENSIONS: *Four-Door Sedan and Club Coupe*—Wheelbase, 119 in. Overall length, 205½ in. Overall width, 74¼ in. Overall height (loaded), 62 in. *Convertible and Sport Coupe*—Wheelbase, 114 in. Overall length, 196 in. Overall width, 73¾ in. Overall height (loaded), 60¼ in. Convertible, 61 in. for Sport Coupe.

Specifications and equipment subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

LITHO IN U.S.A. DMA-8506-9-53