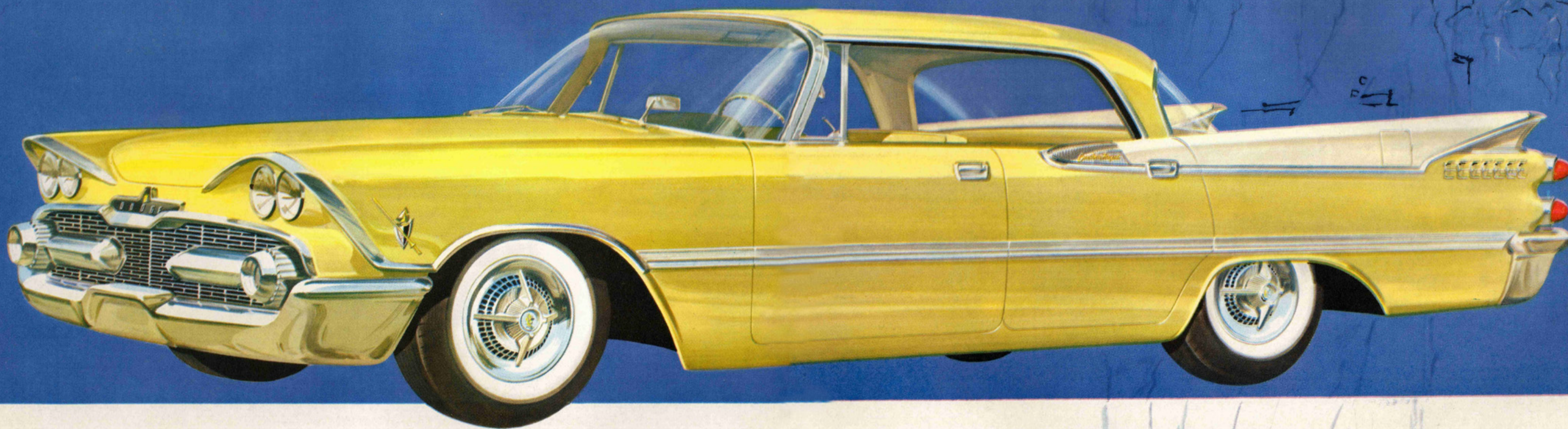


# '59 DODGE

CUSTOM ROYAL •  
ROYAL • CORONET



# '59 Dodge Custom Royal



Just imagine yourself behind the wheel, *the proud owner* of the beautiful Dodge Custom Royal 4-Door Lancer illustrated above. What more could anyone want, for here is beauty and style and distinction. Here, too, is thrilling performance, the utmost comfort and safety, and a gratifying *economy of operation* that is remarkable in a car of such size, weight, and power. Here is *everything you want* in a fine motor car.

The Custom Royal Series, the finest in the Dodge Line for 1959, includes four beautiful, ultra-smart body styles for your selection—the 4-Door Sedan; and Lancer 4-Door Hardtop; the Lancer 2-Door Hardtop; and the Lancer Convertible Coupe.

Note the beauty and originality of the new front end design, which makes the car appear lower and wider. Note, too, the graceful sweep of the new hood and front fender lines; the new slender roof line; the wide windshield, curved at the top; and the perfect symmetry and balance of the fine designing of the car as a whole.

*The Interiors of the Custom Royal are just as smartly and skillfully designed as the exterior of the car.*

*The color experts and stylists have achieved remarkable effects with rich, new fabrics of exclusive patterns, and a smart new styling design of the seats, seat backs, and door panels. And, combined with this atmosphere of refinement, good taste, and smartness, are greater comfort, greater riding and driving pleasure, with easier accessibility of all controls, and greater visibility, and more spaciousness in the luxurious front and rear compartments.*

The NEW Swept-Wing Dodge for 1959 is the most beautiful, the smartest, and the most distinctive line of cars ever created by our engineers, stylists, and designers.

Glamorously NEW—refreshingly NEW—distinctively NEW—with long, low, harmonious lines, and graceful contours of striking simplicity and stylish individuality.

*New front end design—new grille—new, more massive bumpers—new front fender design—new hood—new roof line—new silhouette styling—new molding ornamentation—new Swept-Wing fin design—new wheel covers—*

*new rear end styling—new interiors of breathtaking beauty, color keyed to harmonize perfectly with a wide selection of beautiful, new exterior paint combinations.*

These, and many other new features of design, styling, and engineering, make the 1959 Dodge a car of *outstanding* beauty and smartness—a car that will be greatly admired—a car that will reflect your appreciation of fine designing, fine engineering, and fine performance. All of which assures you the utmost enjoyment, pleasure, and satisfaction every minute and every mile behind the wheel of your smart, NEW 1959 Dodge.

# '59 Dodge Coronet —

The unbelievable smoothness and comfort of the famous Dodge Torsion-Aire Ride—the power, quietness, economy, and dependability of Dodge Engines—the safety of the heavy, box-section type frame and body construction—the incomparable hydraulic braking system, with independent Parking Brake—and the exclusive Safety-Rim Wheels; are a few of *the many reasons* why the Coronet Series, lowest priced in the 1959 Dodge Line, is considered the outstanding investment of all cars in its price class.

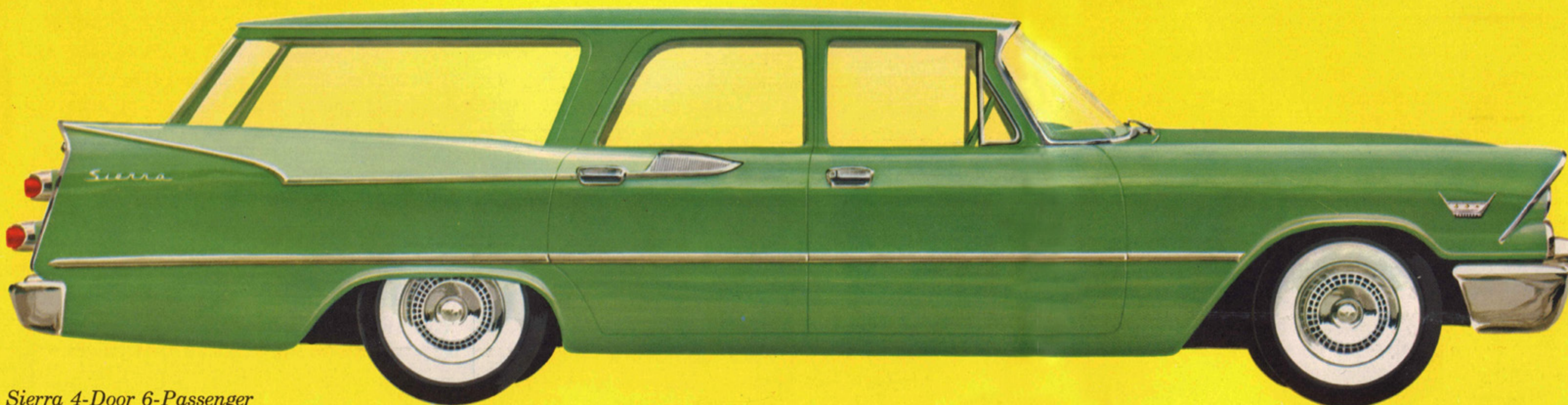
You have your choice of five smart Body Styles—the 4-Door Sedan, illustrated on the right; the Club Sedan; the Lancer 4-Door Hardtop; the Lancer 2-Door Hardtop, and the Lancer Convertible Coupe.

You have your choice of two famous Dodge Engines—the Red Ram V-8 with 325 cubic inch displacement, or the Get-Away Six with 230 cubic inch displacement—engines that are known the world over for their exceptionally fine performance, stamina, economy, and dependability.

You have your choice of fifteen beautiful solid body colors and, if you prefer two-tone, you can make your selection from more than sixty striking and fashionable color combinations. And, what is of great importance, regardless of the exterior color you select, you can be sure the color-keyed interior will be in good taste and blend perfectly with the exterior body color of the car—assuring you a car you will always be proud to own—proud to drive!



*Coronet 4-Door Sedan*



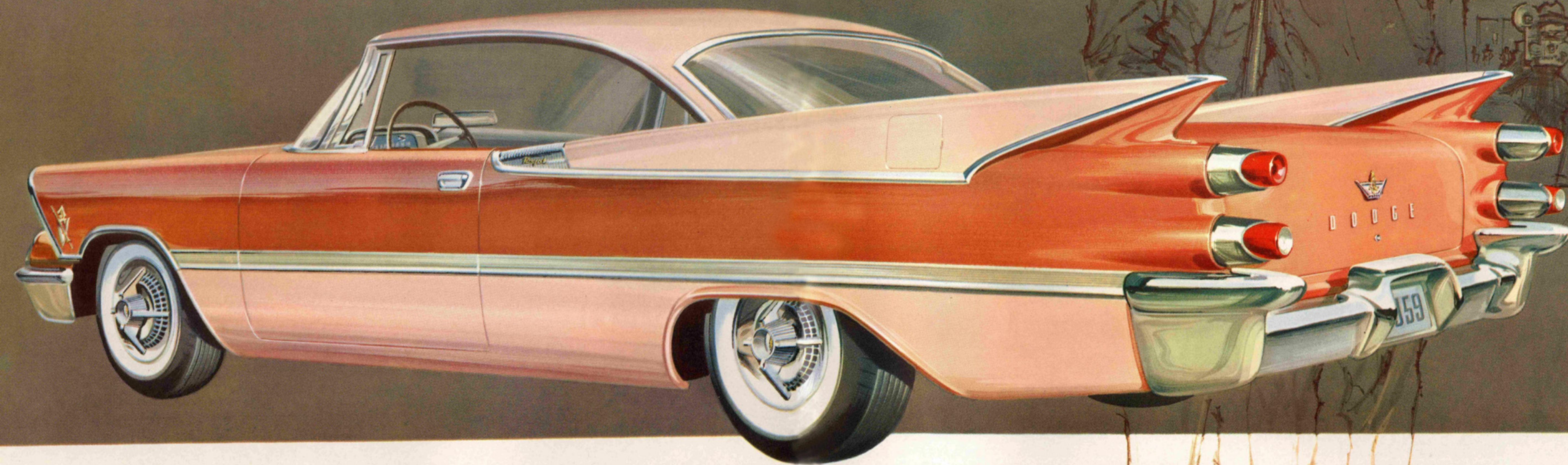
*Sierra 4-Door 6-Passenger*

There is something about a Station Wagon—and something *extra special* about the four new Station Wagons that are included in the Dodge Line for '59.

There is the new styling, of both the exterior and the interior—the new *Dodge design*—that makes the new Dodge Sierra Station Wagons just about the smartest and the most beautiful station wagons you have ever laid your eyes on. They have the same look of fleetness, power, and roadability—the same distinctive individuality, *so different from all other cars*—and the same simplicity, symmetry, and balance of design that are so evident in all of the other body styles of the 1959 Dodge Line.

And, they are practical too, with tremendous storage space. The nine-passenger features a third seat that faces to the rear. Both the six and nine-passenger have four doors for easy entrance and egress, and the entire space between the front seat and the tail gate can be used for storage merely by folding the seat cushions and backs flush with the floor.

# '59 Dodge Royal



The illustration above, of the new Royal Lancer 2-Door Hardtop, shows the beautiful, clean balanced design of the new rear-end styling, which is just as distinctive—just as unmistakably Dodge as the striking, new front end design of the 1959 Dodge Line.

Greater beauty and individuality in the exclusive Swept-Wing design are achieved by the new, long, highly-sculptured trailing edge of the fins, and the long nacelles, molded into the body to house the twin, vertically-mounted tail lights. The new rear deck is wide, and slopes gracefully from the large, wrap-around rear window to the beautifully designed, massive, new rear bumpers.

The Royal Series includes three body types—the Lancer 2-Door Hardtop, shown above; the Lancer 4-Door Hardtop; and the ever popular 4-Door Sedan—three beautiful body styles of exceptional charm, individuality, and desirability.

*The interiors of the Royal Series, just the same as on the Custom Royal and Coronet Series, have been expertly and tastefully color-keyed to harmonize with the exterior body color of your selection.*

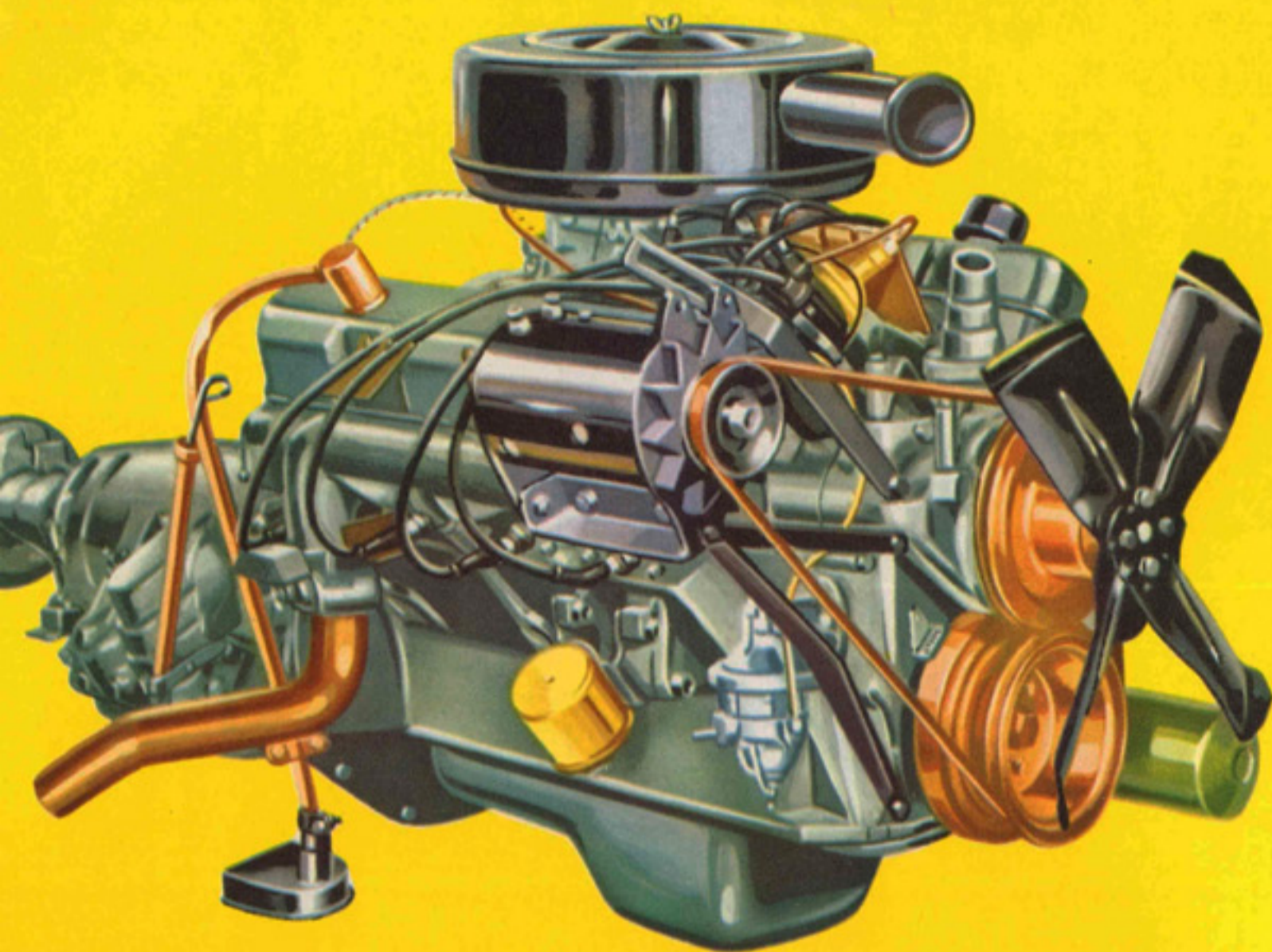
*The two Lancer body types, the 2-Door and 4-Door—are custom tailored in rich, two-tone Vinyl of exclusive patterns and shades. The 4-Door Sedan has two-tone Cloth and Vinyl, with two-tone Vinyl optional. Beautiful interiors, of exquisite charm and good taste.*

For 1959—the smartest and most distinctive cars Dodge has ever created, are also the finest engineered, the greatest performing, and the most desirable cars we have ever produced. They are the Finest Driving Cars in the World in their price class.

You can easily prove to yourself the truth of this statement by driving the car, and by having your Dealer show you, and explain, the many engineering and design features. Ask him about the famous Push-Button TorqueFlite Transmission; the incomparable Torsion-Aire Suspension; the exclusive Con-

stant-Control Power Steering; the Sure-Grip Differential; the smooth, sure, safe Power Brakes; the Safety Crash Pad and Safety Rim Wheels; the sensational, new, individual, Sports-type, Swivel Front Seats—a Dodge “First”; the rigid, rugged box-type frame; the Power Window Lifts; the rear air suspension; and the new heater and air conditioning units, with push-button controls.

See your Dealer at your earliest convenience—drive the car—and find out for yourself that Dodge is the car to buy—the best investment in a motor car today!



Dodge Engines are known and respected all over the world for their exceptionally fine performance; economy; rugged dependability; stamina; long life; and low maintenance costs. And, for 1959, important improvements and refinements in advanced design and construction give these engines increased power and acceleration—greater smoothness and quietness—increased fuel economy—improved durability—greater accessibility—and lower operation and maintenance costs. They are the *finest Engines in Dodge history!*

## S P E C I F I C A T I O N S

**ENGINES**—*D500 V-8 Series*: 90° V in-line OHV. Bore, 4.25-in. Stroke, 3.38-in. Piston displacement, 383 cu. in. Compression Ratio, 10.0 to 1. Dual exhaust system. D500 has single 4-barrel downdraft carburetor. *Super D500* has two 4-barrel downdraft carburetors. Available as Special Equipment on all V-8's. *Ram Fire V-8*: 90° V in-line OHV. Bore, 4.12-in. Stroke, 3.38-in. Piston displacement, 361 cu. in. Compression Ratio, 10.0 to 1. Optional, 8.0 to 1. 4-barrel downdraft carburetor on Custom Royal models. 2-barrel downdraft carburetor on Royal and Station Wagon models. *Red Ram V-8*: 90° V. Overhead lateral valves. Bore, 3.95-in. Stroke, 3.31-in. Piston Displacement 326 cu. in. Compression Ratio, 9.2 to 1. Optional, 7.5 to 1. 2-barrel downdraft carburetor. Standard on Coronet V-8 models. *Get-Away Six*: 6-cylinder L-head in-line type. Bore, 3.25-in. Stroke, 4.62-in. Piston displacement, 230 cu. in. Compression Ratio, 8.0 to 1. Optional, 6.8 to 1. 2-barrel downdraft carburetor, Standard on Coronet-6 models. *All Engines*: Oil capacity, 5 quarts. Off-center shear-type front engine mountings. Replaceable paper-element air cleaner.

**FUEL SYSTEM**—Automatic choke temperature-keyed to actual engine heat. High-capacity fuel pump. Fuel filter in gas tank. Extra fine ceramic filter at carburetor in V-8 engines.

**ELECTRICAL**—12-Volt system. 35 ampere generator. Resistor-type spark plugs. Waterproof ignition system. Automatic voltage and current control. Lighting circuit protected by circuit breakers. Dual Headlamps standard. Ignition key starter switch.

**COOLING**—Permanent by-pass temperature control. Pressure-vent radiator cap. Radiator capacity: D500 and Ram Fire V-8, 16 quarts; Red Ram V-8, 20 quarts; Six, 13 quarts. Add one quart to heater-equipped models.

**LUBRICATION**—Full-pressure system. Rotor-type oil pump. Oil filters: full-flow, replaceable unit on Ram Fire; shunt-type, replaceable element on Red Ram and Six engines.

**TRANSMISSION**—3-speed manual shift, Standard on Coronet and Sierra Wagons. PowerFlite (2-speed automatic), Standard on Royal, Special Equipment on Coronet. TorqueFlite (3-speed automatic), Standard on Custom Royal and Custom Sierra Wagons, Special Equipment on other V-8's. Sure-Grip Differential, Special Equipment.

**CHASSIS**—Double-channel, arc-welded, box-type, straight side rails. 5 cross-members. X-member design on Convertibles.

**SUSPENSION**—Torsion bar front springs with ball-joint suspension—rubber isolated. Oriflow shock absorbers. 2½-in. semi-elliptical rear springs mounted outside of frame. Symmetrical idler arm steering. Constant-Control Full-Time Power Steering available as Special Equipment. Rear Air Suspension, available as Special Equipment on all V-8's.

**WHEEL AND TIRES**—14-in. Safety-Rim wheels. Tire size: 7.50 x 14 on Coronet, except Coronet Convertible; 8.00 x 14 on Coronet Convertible, Royal, Custom Royal and Station Wagons. Black tubeless tires, Standard. White Sidewall Tires, Special Equipment.

**DIMENSIONS**—Wheelbase, 122-in. 4-Door Sedan: Overall length, 217.4-in. Overall width, 80.0-in. Coronet: Front tread, 61.4-in. Rear tread, 60.1-in. Royal, Custom Royal and Station Wagons: Front tread 60.9-in. Rear tread 59.8-in.

*All specifications, equipment, models, body types, ornamentation and designs are subject to change without notice and without responsibility to the Chrysler Corporation, Export Division and/or Chrysler Western Hemisphere Corporation*

**CHRYSLER CORPORATION EXPORT DIVISION • DETROIT, MICHIGAN, U. S. A.**  
**CHRYSLER WESTERN HEMISPHERE CORPORATION • PANAMA, R. P.**

