



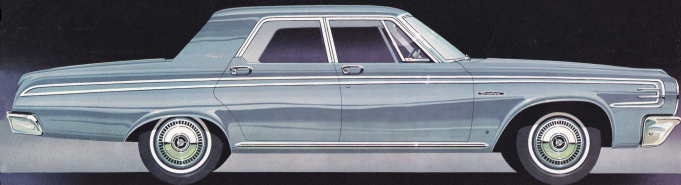
*Dodge
celebrates its
Fifty years of
Leadership with
an incomparable
New Car..*

1914

1964

The Golden Anniversary
DODGE PHOENIX

The Incomparable **DODGE PHOENIX**



Since the very first days, when advertisements pointed out how much a motor car would save you on oats for the mare, more than 1,500 vehicle makes have made their entrances and exits on the American motoring scene alone. Among the mere handful that have endured, Dodge is the one that has earned an envied reputation for consistently faithful performance. Dodge has always been dependable. In its Golden Anniversary Phoenix, Dodge now presents the culmination of 50 years in building fine cars. It embodies, in modern form, and in even greater measure, all the traditional Dodge qualities. . . . Improves even on the high standards set by its immediate predecessor which won the plaudits of press and public alike. . . . It is a car even more pleasurable to drive. . . . Even more satisfying to own. . . . It is the best Dodge yet.



The lines of the new Dodge Phoenix demonstrate how good taste can also be exciting. Overall, the new model is longer. Note the higher roof line, the smart new grille, new heavier wrap-around bumpers, new wheel covers, engine hood and rear deck now incorporating windsplits, new tail-lights.

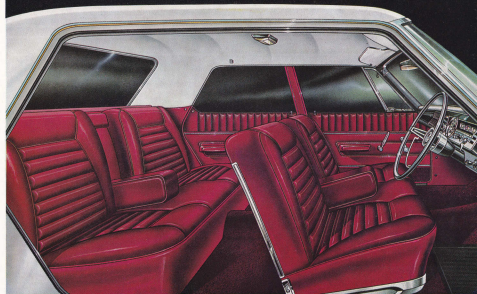
*A car for the discriminating—
Isn't that you?*

Inside, the Golden Anniversary Dodge Phoenix is better in so many ways. The new higher roof-line in combination with the new windshield, slimmer windshield pillars and lower cowl combine to give a better driver's-eye view of the road. Extra height added to the rear window increases visibility at that point too. Seated in Dodge Phoenix, you feel just as much at home as in your favourite armchair in your den or your club. Front and rear seat backs are individually contoured and divided by centre armrests which fold up when three ride in either front or rear.

Upholstery design, color combinations and care in tailoring are all in keeping with this Golden Anniversary model. Carpets are deep, lush, luxurious.

The instrument panel and cluster are a perfect combination of utility and attractive appearance. Speedometer and gauges have distinct visibility. A deeply cushioned crash pad now extends full width of the instrument panel.

With Dodge Phoenix you also have heating and fresh air supply adjustable for your comfort; demister and foot operated windshield washer; tinted, anti-glare glass windshield; courtesy lights all 4 doors; the big 31 cu. ft. luggage boot is carpeted and lit; rear view mirror is a Prismatic "night-and-day" type; 3 ash-trays; arm rests all 4 doors. . . . In all, a car that spares nothing to provide those practical things that add to your comfort, pride and pleasure.



Close up of new steering wheel and instrument cluster. Push-buttons for the 3-speed automatic transmission the heater and fresh air supply (all standard equipment) are within easy reach.



Dual headlamps for added smartness and night time driving safety. Parking lights set safely in the front bumper bar. Massive, wrap-around bumpers for extra protection, added smartness.

MECHANICAL ADVANCEMENTS

Mechanical advancements in the Golden Anniversary Dodge Phoenix add to Dodge Dependability... make this an even more satisfying car to drive.

Rear track has been widened. This in combination with the wide front track and torsion-bar front suspension gives Dodge Phoenix outstanding stability and handling ease.

Printed circuit boards are now used for the instrument cluster. Additional splash shields have been incorporated for added protection of the engine compartment from dirt and water. Spark plug leads improved. A new diaphragm type automatic choke incorporated. Improvements made in the crankcase ventilating system. The automatic transmission has a new internal full-flow oil filter. The durability of the overall transmission has been still further increased. New heavier axle shafts are used.



A RIDE THAT MAKES EVERY ROAD A BOULEVARD. Dodge Phoenix has torsion bars in front instead of coil springs and long asymmetrical leaf springs at the rear. These, in combination with the wide tracks (rear track now increased) give a ride of silken smoothness — plus, great stability. The ride is free from sway, roll and excessive "front-end dip" when braking. The car handles surely, effortlessly.

SMOOTHEST — MOST SILENT OF ALL AUTOMATIC TRANSMISSIONS. Push-button operation; buttons lit internally for night driving. Parking sprag with automatic neutral reset. Transmission type — 3-speed torque converter with epicyclic gears. Ratios "R", reverse 2.2 : 1; "N", neutral. "D", 1st, 2nd and drive ratios 2.45, 1.45, and 1.00. "2", 1st and 2nd, 2.45, 1.45. "1", First, 2.45.

DODGE PHOENIX HAS THE POWER TO PLEASE. A V-8 engine of unusual smoothness, silence and flexibility — Performance in its field that is unmatched; O.H.V. design. Bore 3.91"; Stroke 3.31"; Displacement 318 cu. ins.; Compression ratio 9.0 : 1; Taxable horsepower 48.9; Max. B.H.P. 230 @ 4,400 R.P.M.; Max. torque 340 lbs ft. @ 2,400 R.P.M.

PHOENIX ALMOST TAKES CARE OF ITSELF. Except for front suspension and steering linkage ball-joints, no chassis lubrication is needed — and then ball-joints are lubricated only every 32,000 miles.

DODGE PHOENIX PUTS YOUR SAFETY FIRST. The brilliant performance of Dodge Phoenix is balanced by outstanding safety factors. Firstly, the added stability that comes from torsion bar suspension. Then there is powerful braking. Total brake lining area 195.2 sq. ins. Brakes maintain adjustment automatically. Exclusive Chrysler Safety-Rim wheels are fitted, then there is the new deeper, wider full length instrument crash pad.

DIMENSIONS. Wheelbase 119"; Overall length 212"; Overall width 75.0"; Overall height (with 5 people aboard) 55.1"; Front track 59.5"; Rear track 59.6"; Weight (inc. tools, water, fuel etc.) 3,500 lbs.

WHEELS AND TYRES. Wheels 14 x 5K with Safety-Rim, Tyres 5-7.00 x 14 x 4 ply tubeless.

OPTIONAL EQUIPMENT. Power brakes plus a wide range of Mopar tailored accessories.

PARTS AND SERVICE. Specialised service plus a continuity of genuine Chrysler Mopar Parts available nationwide through authorised Chrysler Dealers.

The policy of Chrysler Australia Limited 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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