



1968 DART

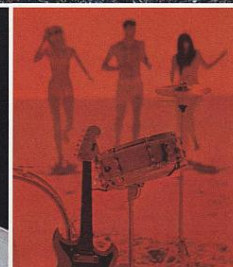
Makes it very
easy to catch *DODGE fever*





**If you think it's hard
to tell Dart's a compact
from here... wait till
you get inside.**

This is a compact? This is the luxury compact. This is Canada's biggest compact. '68 Dodge Dart. Dart is definitely not the kind of compact to cramp your style. Dart's 111-inch wheelbase is the biggest in its class. These extra inches in combination with Dart's unique Torsionaire suspension give it a solid, smooth, substantial ride you just won't find in any other compact. These extra inches also mean extra room: people room, luggage room. And surrounding all this room is the smartest, jazziest styling anybody's come up with for a compact yet. Dart gives you something else you might not be expecting — a 2-door hardtop and a convertible as well as 2 and 4-door sedans. By now, you might be thinking you can't afford Dart. That's understandable, but you're very, very wrong. Dart doesn't cost a nickel more than a compact should... to buy and to run. Proof that you don't have to be rich to cure Dodge Fever.





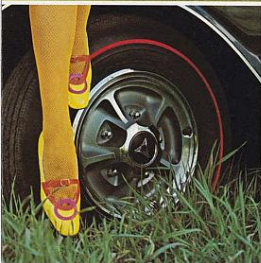
Dart believes a compact owner has as much right to razzle-dazzle as anybody else.

Dart also believes that owning a compact doesn't mean giving up things. Big things like man-size room and a large trunk with the spare tire out of the way under the floor. Solid things like Unitized construction and doors that close with an authoritative thunk. Thoughtful things like side marker lights and child-proof safety locks. And every one is standard equipment. Dart also has a list of razzle-dazzle options that just won't stop. You can get everything from bountiful bucket seats (with or without handy centre console) to a prestigious vinyl top on hardtops and even on the 4-door sedan in the 270 series. Other options include fender-mounted turn signals, air conditioning, (except 170 engine) a rear window defogger, push button radio, power brakes, head rests for driver and passenger. Engines range from the ever-popular 170-cubic-inch Six to the zesty 383-cubic-inch 4-barrel V8 (GTS model only). And remember, this is still a compact we're talking about. You'll believe it when you get down to figuring out the Dart price. If your spirit is willing, but your budget weak — this is your car. Now aren't you glad you have Dodge Fever?



Another way of spelling Dart GTS is...b-o-m-b.

The first things everybody notices about GTS are its Bumblebee stripes in black, red or white, and hood power bulges. Visible clues to the kind of performance magic you can expect from GTS. If you're the sneaky type, you can have a fine-line side stripe or leave the stripes off altogether and pretend it's an ordinary machine. Until, of course, you tromp your foot down. Then everybody knows. Standard items include a 340-cubic-inch, 4-barrel V8, (383 cube, 4-barrel V8, optional) TorqueFlite automatic transmission, heavy-duty Rallye suspension, Red Line oval tires, low restriction air cleaner, chrome-tipped dual exhaust tubes and other performance paraphernalia that nobody's Mother-in-law would ever understand. But since we expect you to live with it (and vice versa), you'll welcome all the many new safety features built into it, too. (see page 11.) Convertible or hardtop, the choice is yours. You also have a choice of many options including mag wheel covers, fender-mounted turn signals, disc brakes and many more. Dart GTS, the spirited way to enjoy Dodge Fever.



Dart GTS Standard Equipment

Engine: 340 cu. in. V8 • Transmission: 3-speed automatic • Convertible has power operated top in black, green or white, with air-tempered glass back window • Bucket seats, (2-door Hardtop) • Bench seats, (Convertible) • Carpet, front and rear • Steering wheel: 3-spoke, partial horn ring • Cigarette lighter.

OTHER STANDARD EQUIPMENT FEATURES ARE LISTED ON PAGE 11 ALONG WITH 23 STANDARD SAFETY FEATURES.



Dart GTS 2-Door Hardtop



Dart GTS Convertible



Dart GT Standard Equipment

Engines: 170 cu. in. Six, 273 cu. in. V8 • Transmission: 3-speed manual • Wheel covers • Convertible has power operated top in black, green or white, with air-tempered glass back window • Bucket seats (2-door Hardtop) • Bench seats (Convertible) • Carpet, front and rear • Steering wheel: 3-spoke, partial horn ring • Cigarette lighter.

OTHER STANDARD EQUIPMENT FEATURES ARE LISTED ON PAGE 11 ALONG WITH 23 STANDARD SAFETY FEATURES.



Dart GT 2-Door Hardtop



Dart GT Convertible



Dart 270 Standard Equipment

Engines: 170 cu. in. Six, 273 cu. in. V8 • Transmission: 3-speed manual • Hub caps • Bench seats • Carpet, front and rear • Steering wheel: 3-spoke, partial horn ring • Cigarette lighter.

OTHER STANDARD EQUIPMENT FEATURES ARE LISTED ON PAGE 11 ALONG WITH 23 STANDARD SAFETY FEATURES.



Dart 270 4-Door Sedan



Dart 270 4-Door Sedan



Dart Standard Equipment

Engines: 170 cu. in. Six, 273 cu. in. V8 • Transmission: 3-speed manual • Hub caps • Bench seats • Floor mat, black rubber • Steering wheel: 3-spoke with horn button

OTHER STANDARD EQUIPMENT FEATURES ARE LISTED ON PAGE 11 ALONG WITH 23 STANDARD SAFETY FEATURES.



Dart 4-Door Sedan



Dart 2-Door Sedan



Options?

You want options?
Here they are.

Right here is where you put your own brand on Dart. Dart's low compact price can make many of these options very affordable.

HEAD RESTS. Whether you choose bench or bucket seats, you can have it equipped with comfortable head rests.

VINYL ROOF. Every Dart 270, GT and GTS model (except, of course Convertibles) can be fitted with an optional vinyl roof in either black, white or green.

AIR CONDITIONING. All Dart models equipped with the 225-Six and all 273, 318 and 340 V8s can be equipped with air conditioning.

TACHOMETER. An extra-cost option for Dart GT and Dart GTS.

REMOTE CONTROL MIRROR. Lets the driver quickly and easily adjust the left outside rearview mirror without opening his window or reaching out.

MAG-TYPE WHEELS. Deep dish wheel covers for all models give a sporting appearance with their simulated racing mag wheel design.

CENTRE CONSOLE. With glove compartment and bullseye courtesy light is an optional extra on two-door hardtops and convertibles in both the Dart GT and Dart GTS series with front bucket seats only.

RADIO. An easy-tuning, acoustically-true AM radio receiver is available in all models, with an additional option in the form of a rear seat speaker in all but convertible models.

COLOURS. (see colour chart at left) Darts are available in 16 standard Acryluxe colours, plus an extra charge Silver Metallic. A two-tone finish is optional on all models. Colours on the colour chart are only representative, actual car colours may vary somewhat.

Your Dodge dealer will be pleased to show you the many other comfort and appearance options which add to your driving pleasure.

STANDARD EQUIPMENT ON ALL DART MODELS.

Regular Standard Equipment

Unitized Construction • 7-Stage rust protection • Torsion Bar front suspension • Chassis lubrication (good for 36,000 miles) • 4,000 mile oil change (or 3 months) • Heater defroster • Muffler and tailpipe, aluminized.

23 Standard Safety Features.

Back up lights • Side marker lights • Brake warning light • Hazard warning flasher system • Self-adjusting braking system, dual master cylinder • Impact-absorbing front-seat backs • Impact-absorbing steering column • Recessed instruments and controls • Breakaway instrument panel ashtray • Padded dash (top and bottom) • Padded sun visors • Soft plastic window crank knobs • Non-over-ride inside door levers • Safety inside door handles • Front-seat back latch (2-door models) • Outside mirror - left • Safety-mounted rear view mirror, inside, prismatic • Two-speed electric windshield wipers • Windshield washers • Safety Rim wheels • Lap seat belts, two sets front, two back • Glare reduction surface on windshield wipers • Glare reduction surface on instrument panel top.



Colours

SPECIFICATIONS

DIMENSIONS

| | |
|---------------------------|-------------|
| Wheelbase | 111" |
| Track, front/rear | 57.4"/55.6" |
| GTS track, f/r | 58.1"/56.3" |
| Overall length | 195.4" |
| Overall width | 69.7" |
| Overall height (V8 sedan) | 53.9" |
| Overall height (GTS) | 52.8" |

SUSPENSION. All Dart models have torsion bars and ball joints in front, asymmetrical leaf springs in the rear and Oriflow shock absorbers at each wheel. The entire suspension is rubber-isolated. The Dart Rallye Suspension and heavy-duty shock absorbers are standard on GTS models, optional on other Dart models.

BRAKES

Front/rear (6 cyl.) 9"x2½"/9"x2"
Front/rear (V8)10"x2¼"/10"x1¾"
Dual braking system. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. Parking brake is hand operated, hand-released — mechanically actuating shoes on each rear wheel. Power brakes are optional on all Dart models. Front disc brakes (which require the additional option of 14" wheels and tires) are also optional on all Dart models.

TIRES

6-cyl. models 6.50x13
— 170 cu. in. only
6-cyl. models 7.00x13
— MSR* with 225 cu. in.
V8 (except GTS) 7.00x13
GTS models E70x14 Red Streak
14" wheels and tires are optional on all Dart models, except Dart GTS models on which they are standard. E70x14 Red Streak oval tires, mounted on 14x5.5J wide-rim wheels require the addition of the optional Rallye Suspension (all items standard, GTS models).

*MSR — Minimum size required. Also 6.95x14 optional on all except GTS; E70x14 white sidewall. No charge option on GTS, extra cost other models with Rallye Suspension; D70x14 white or black sidewalls; optional Dart, Dart 270 and Dart GT.

ELECTRICAL SYSTEM. Battery: 12-volt, 6-cell, 48-amp-hr, standard on all models; 59-amp-hr optional on all Dart models. Alternator: 30-amp standard on 6 cylinder models; 37-amp standard on V8s (and Sixes with air conditioning). 46 amp alternator is optional with 6 or V8 and standard with air conditioning on V8 models.

TRANSMISSIONS. Three basic transmissions are offered on 1968 Dodge Dart models. (1) The 3-speed manual, with column-mounted shift lever. It is standard with the 170 Six, 225 Six, and 273 V8 only and not available on GTS models.

(2) The 4-speed manual has a floor-mounted shift (or console-mounted, in Dart models equipped with optional centre console). The 4-speed manual is optional with all Dart V8 engines and is not available in 6-cylinder models.

(3) The 3-speed TorqueFlite automatic has a column-mounted shift (console mounted in Dart models equipped with optional centre console). It is water-cooled, has an aluminum housing, and an internally actuated parking sprag. A "partial kickdown" (2nd gear) feature gives improved acceleration and economy for 6-cylinder Dart models. TorqueFlite automatic is standard on GTS models with the 340 V8 engine, optional on other Dart models — Sixes and V8s.

REAR AXLE RATIOS. A number of rear axle ratios are offered with each Dart engine and transmission team. Standard ratios have been carefully chosen to provide a balance of performance and economy. However, for more specialized applications, your Dodge Dealer can order your Dart delivered with a more suitable ratio. You will also want to consider the many advantages offered by the Dodge Sure Grip differential (optional, at extra cost). In sand, snow and mud, power is transmitted to the rear wheel with the better traction.

ENGINES

| Displacement | 170 cu. in. | 225 cu. in. | 273 cu. in. | 318 cu. in. | 340 cu. in. | 383 cu. in. |
|------------------------|--|-------------|-----------------------------------|-------------|-------------|-------------|
| No. of cylinders | 6 | 6 | V8 | V8 | V8 | V8 |
| Bore and stroke (in.) | 3.4x3.125 | 3.4x4.125 | 3.63x3.31 | 3.91x3.31 | 4.04x3.31 | 4.25x3.38 |
| Tappets | mechanical | | V8 engines have hydraulic tappets | | | |
| Carburetor | 1-bbl. | 1-bbl. | 2-bbl. | 2-bbl. | 4-bbl. | 4-bbl. |
| Compression ratio | 8.5:1 | 8.4:1 | 9.0:1 | 9.2:1 | 10.5:1 | 10.0:1 |
| Air cleaners | silenced | | | | unsilenced | |
| Exhaust system | single exhaust system | | | | dual | |
| Crankcase | ¾ quarts on all engines — 4 quarts when replacing oil filter | | | | | |
| Coolant | 10 qts. | 10¾ qts. | 15¾ qts. | 15 qts. | 15 qts. | 14¼ qts. |
| Horsepower @rpm | 115@4400 | 145@4000 | 190@4400 | 230@4400 | 275@5000 | 300@4400 |
| Torque (lbs. ft.) @rpm | 155@2400 | 215@2400 | 260@2000 | 340@2400 | 340@3200 | 400@2400 |
| Fuel recommended | regular | regular | regular | regular | premium | premium |

HEATER. Fresh-air. Mounted on dash panel inside car, contains heater case, a centrifugal fan and air control doors.

BODY DESIGN FEATURES. Unitized body construction combines maximum strength with minimum weight. Rust proofing protection includes 7-stage deep dip treatment, splash shields beneath front fenders, galvanized sill panels. Acryluster exterior paint finish assures new car look longer. Low trunk sill makes for easy loading and unloading of family luggage. Spare tire is out of the way under the floor of the trunk. Big 15 imperial gallon fuel tank. Doors are weather tight, yet close easily. Each door has a two-position door

check. Safety-designed inside door handle is easy and convenient to operate, works in much the same manner as the buckle of a seat belt, and is a preventative against accidental opening. Road noise is effectively isolated with liberal use of sound deadening materials.

MAINTENANCE FEATURES. 4,000 miles or 3 months between oil changes, 36,000 miles between lubrications, self-adjusting brakes.

CUSTOMER CARE WARRANTY: Protects against defects in materials and workmanship for 24 months or 24,000 miles on the total car and 5 years or 50,000 miles on the power-train/suspension/steering.

NOTES

Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

