

1974 DODGE STYLE

MONACO • CHARGER • CORONET • DART • CHALLENGER • WAGONS



The future belongs to those who prepare for it.
And as you can see, Dodge is well prepared for 1974.
But the "new" you see here is only half
the "new" you get with Dodge this year. Beneath that fresh
styling lies the big difference—Dodge engineering.
Extra care in engineering. Dodge does it with flair.



Monaco Brougham 4-door hardtop.

Extra care in engineering makes a difference in Dodge...depend on it!

There are important engineering differences in every Dodge car made in this country. Differences that are *basic* to the way we build our cars. Differences that could help you choose your next car.

ELECTRONIC ENGINE TESTING—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep substandard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

USE OF ELECTRONICS—Dodge offers such Space Age electronic advancements as Electronic Ignition, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional Electronic Security Alarm System.

TORQUEFLITE TRANSMISSION—Standard on all full-sized Dodge cars. Rugged and dependable. With no recommended fluid replacement, filter replacement, or band adjustment under normal driving conditions.

ELECTRONIC IGNITION—Standard on every Dodge built in the U.S.A., our proven Electronic Ignition System delivers up to 35 percent more starting voltage than conventional systems to help you start in any kind of weather.

TORSION-BAR SUSPENSION—Standard on all Dodge cars made in the U.S.A., our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

UNIBODY CONSTRUCTION—The body panels and structural members on all Dodges are fused into one unit by more than 4,000 tough welds for strength and durability.



Monaco Brougham 4-door hardtop.

Unmistakably new. Unmistakably Monaco Brougham.

Introducing the newest, most elegant Dodge ever... Monaco Brougham for '74. Heading up the all-new Monaco line, the luxurious Brougham proves Dodge listens to consumer requests ...because all three Monacos—Monaco Brougham, Monaco Custom, and Monaco—are the result of extensive consumer research and study. What you expect in a top-of-the-line quality automobile, you'll find in the totally new Monaco Brougham. Everywhere you look, you'll find elegance and improvement. Such as styling, for example. Fresh new lines from the classic grille to the unique taillights. And the glass area on all Monacos has been increased for improved visibility.

Inside, the all-new Monaco Brougham continues to impress with room, comfort, and thoughtful convenience features that make it a most satisfying luxury car. You'll also enjoy a 50/50 divided front seat with individual fold-down center armrests. And steel-belted radial tires contribute to Monaco Brougham's smooth high-speed ride. A regular fuel 400 CID V8 engine is standard this year, as are power steering, power front disc brakes, automatic transmission, and torsion-bar front suspension. If you're considering a luxury car this year, see the all-new 1974 Monaco Brougham.







UPPER RIGHT. Distinctively Monaco Brougham. The standard 50/50 seats with center armrests feature Iraq cloth-and-vinyl trim. Doors and instrument panel are highlighted by wood-grained vinyl applique.
LOWER RIGHT. Monaco Brougham 4-door hardtop. Unmistakably new coming or going.

MONACO



Monaco Custom 2-door hardtop.

Both Monaco Custom and Monaco give you a value edge.





You could buy the all-new Monaco Custom and Monaco for their looks alone. Their lines are graceful and clean...interiors, spacious and elegant. They've been designed from extensive consumer research and engineered with all the substance and character for which Dodge is famous. Monaco Custom offers luxurious cloth-and-vinyl seats; Monaco features full-width fabric in a smart new design—and both have added seatback padding. But that's just the beginning. Consider performance and ride: A regular fuel 360 CID V8 engine is standard in both. And so are power steering, power front disc brakes, automatic transmission, and torsion-bar front suspension. Next, consider "solid state" electronic advancements such as Electronic Ignition and voltage regulator for dependable operation and reduced maintenance. Then consider convenience features: All Monacos have a handy new door storage compartment at the driver's left and a center bin-type glove box with coin holder. All offer "a dash of convenience"—an instrument panel that features a swing-down fuse block and removable modular panel components for quick, easy servicing. And there's more...much more. But you get the idea. Dodge Monaco Custom and Monaco for 1974. Nice.

UPPER LEFT. Monaco Custom. Handsomely finished in Desmond cloth with vinyl touches. Deep-pile carpeting, of course, front and rear.
LOWER LEFT. Monaco 4-door sedan for 1974. Big, bold, and beautiful.

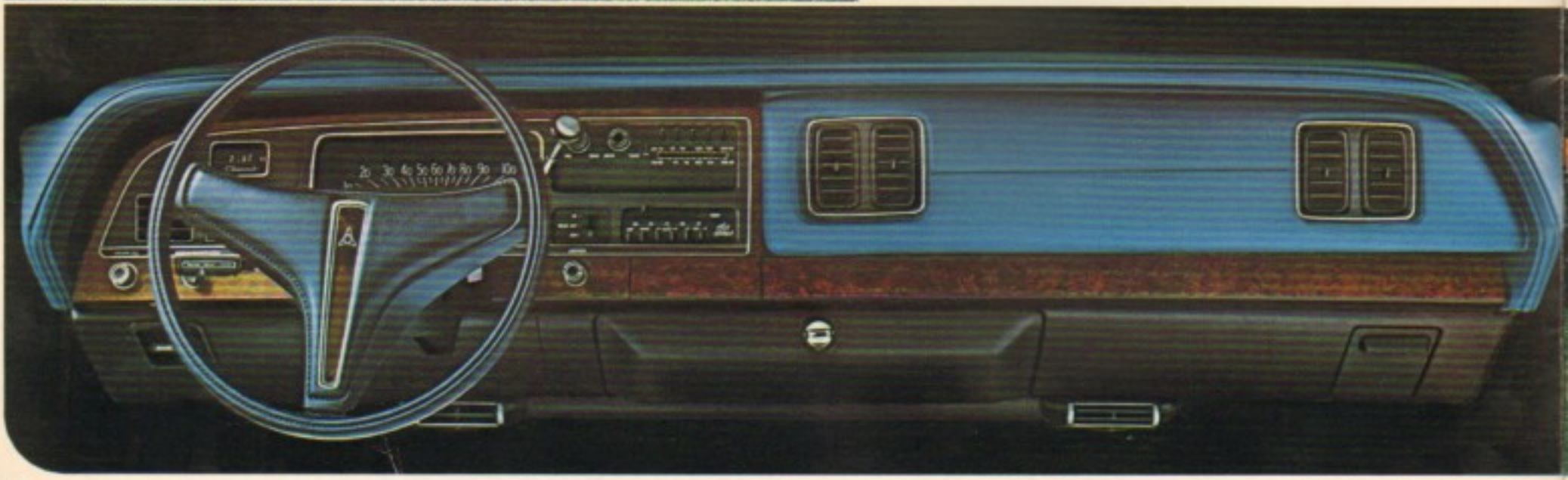
MONACO

Affordable luxury is a part of Dodge's



One of Monaco Custom's optional interiors features bold sport plaid cloth seat inserts, white bolsters and red welt accents around the inserts. Plush black cut-pile carpeting for extra elegance.

A driver's-eye view of the Monaco Brougham and Custom instrument panel. Soft, blue back-lighting and side-lighting technique for glare-free illumination of titles, indicators, and gauges. New center location of bin-type glove box with coin holder provides maximum convenience. Notice, too... His and Hers ash receivers. New improved optional air conditioning unit features eight outlets and an increased airflow of 65 percent to keep you cool when the going gets hot.



grand design for 1974.



Another Monaco Custom seat option—a split-back bench seat with fold-down center armrest. Durable Oxford vinyl.

A Ease of entry by rear door has been improved on all four-door Monaco models.

B Convenience is this hideaway storage compartment built into the driver's door on all Monacos for '74.

C "Door ajar" indicator (optional) gives a friendly warning if any of the doors are not fully closed.

D A handy coin holder built into the glove box helps avoid embarrassing moments at parking meters and toll booths.









Is there no end to the extras Dodge offers?

A Power door locks.

B Auto Temp II air conditioning on all Monacos this year features a temperature control that automatically maintains the passenger compartment temperature that you select.

C Power windows.

D Six-way power seats.

E Optional electronic digital clock. Easy to read and accurate to within a minute a month.

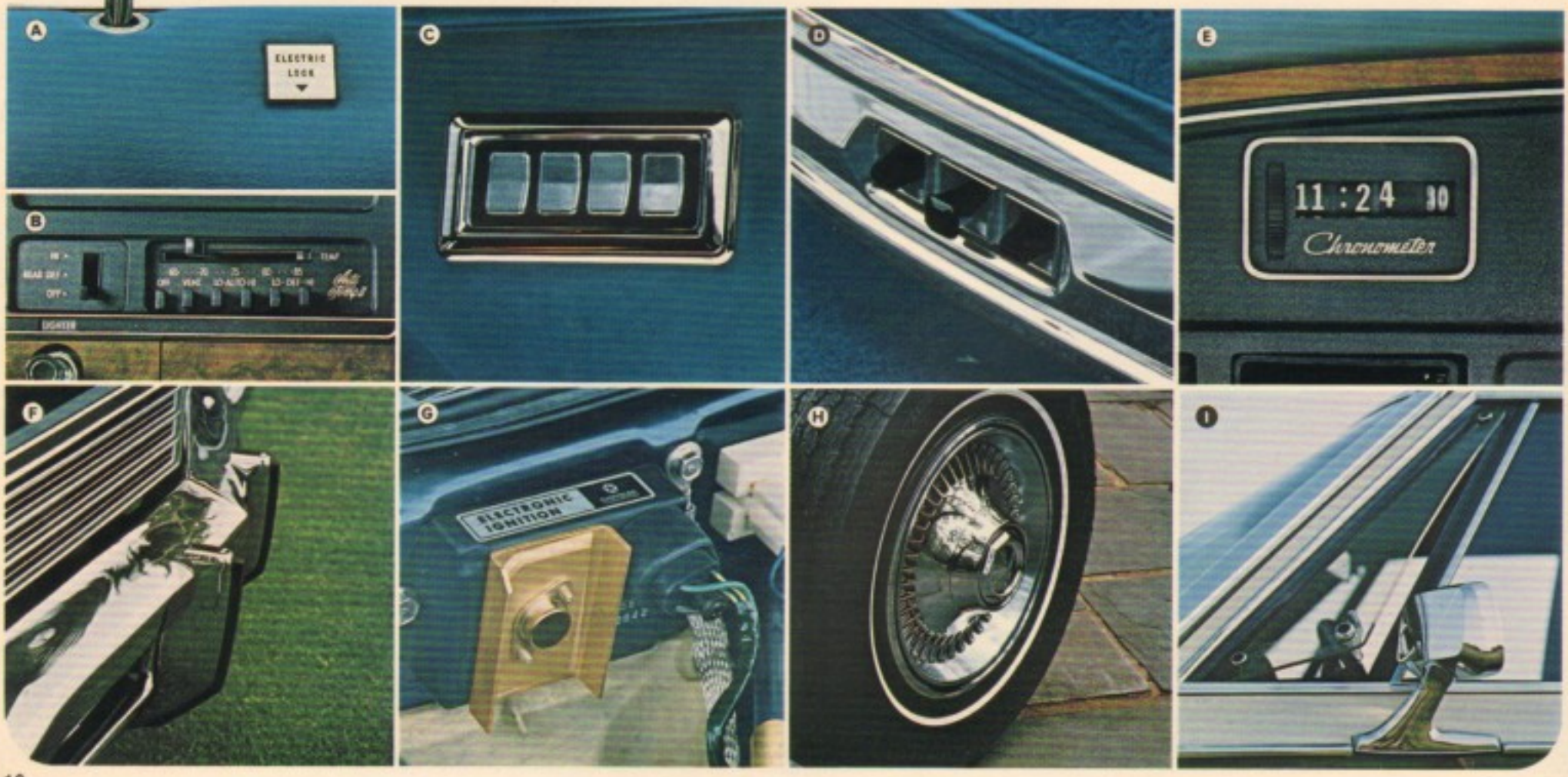
F Optional bumper guards with tough rubber inserts offer an extra measure of protection in barrier impacts.

G Electronic Ignition is standard—we repeat, standard—on every American-made Dodge again this year. This advanced feature eliminates breaker points and condenser, and, excluding the spark plugs, gives you a virtually maintenance-free ignition system.

H New for '74, radial tires (opt. on Monaco and Monaco Custom, std. on Brougham). Shown here with optional Premier wheel covers.

I New-design manual vent window pivots from its leading edge on an axis parallel to the windshield pillar to help eliminate wind noises and water leaks (optional).

For maximum convenience, Monaco offers the optional power items (a-d) which can be operated by controls conveniently located within the driver's reach.





Monaco Brougham 2-door hardtop.



Monaco Custom 2-door hardtop.



Monaco 4-door sedan.



Monaco Brougham 4-door hardtop.



Monaco Custom 4-door sedan.



Monaco Brougham 4-door sedan.



Monaco Custom 4-door hardtop.



Monaco 2-door hardtop.

MONACO STANDARD EQUIPMENT	Monaco	Custom	Brougham
Electric windshield washers • 2-speed wipers	•	•	•
Drip rail mouldings • Upper level ventilation	•	•	•
Cigarette lighter • Day/night inside rearview mirror	•	•	•
Automatic transmission • Power steering • Left outside mirror	•	•	•
Heater/defroster • Inside hood release • High-speed starter	•	•	•
Driver door storage compartment • Belt mouldings	•	•	•
Full carpeting • Rubber trunk mat • Glove box coin changer	•	•	•
Torsion-bar front suspension with front sway bar	•	•	•

	Monaco	Custom	Brougham
Single horn • Hubcaps • Cloth-and-vinyl front bench seats	•	•	
Bright body side mouldings	•		
Wheel-lip mouldings • Vinyl insert body side mouldings		•	•
3-spoke steering wheel with wood-grained vinyl applique insert	•	•	•
Trunk light • Glove box light		•	•
Electric clock • Dual horns • Body side paint stripes			•
Cloth-and-vinyl 50/50 bench seat with built-in armrests			•
Deluxe wheel covers • Rear door light switch • Map light			•
Cigarette lighter light			•

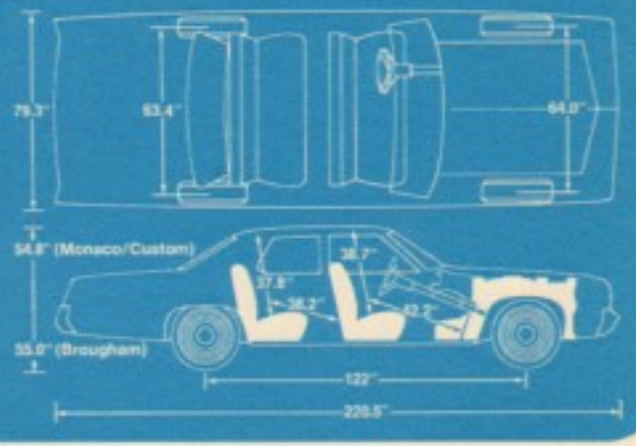
MONACO STANDARD SPECIFICATIONS (Except station wagons)

ENGINE:	360 V8 (Monaco & Monaco Custom) 400 V8 (Brougham)
TRANSMISSION:	TorqueFlite 3-speed automatic
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar
TIRES:	G78 x 15 bias-belted BSW (Monaco & Monaco Custom) HR78 x 15 steel-belted radial (Brougham)
WHEELS:	15 x 5.5
BRAKES:	Front: power disc Rear: 11" x 2" drum

ELECTRICAL SYSTEM:	Battery: 375-amp Alternator: 50-amp Electronic Ignition System Transistorized voltage regulator
FUEL TANK:	25 gallons
TRUNK CAPACITY:	20.4 cu. ft.

REAR AXLE AVAILABILITY

ENGINE	TRANSMISSION	STD.	OPT.
360 V8 (Monaco & Monaco Custom)	TorqueFlite automatic	2.76	3.23
400 V8 (Brougham)	TorqueFlite automatic	2.76	3.23





Charger SE.

Charger SE. Especially built for the demanding few.

The man who owns Charger SE is his own man. He is a breed apart. For this reason, he insists that his car stand above the crowd. Charger SE assures him of that with its clean-flowing lines and formal vinyl roof with louvered quarter windows. He expects to be well treated by the surroundings in his car. Again, he is assured. Luxury is complete with features such as hideaway center armrest; embossed door panel trim; wood-grained vinyl appliques on doors, steering wheel, and instrument panel; plush carpeting; and Rallye instrument cluster. We also expect that he set his own standards of driving excellence...and quietness. Charger SE obliges with torsion-bar suspension and special sound deadening components. Of course, there is much more that will meet those certain expectations. Charger SE. We call it our personal luxury car. But as for the demanding few, they will be satisfied just to call it their own.





UPPER RIGHT—Optional Charger SE Brougham interior with fold-down center armrest.
LOWER RIGHT—Charger SE features the Louvered Look.

CHARGER SE



Charger 2-door hardtop.

Charger. How to assert yourself beautifully.

The look of Charger. Serene but spirited. Asserting itself in its own outstanding way. Leaving an image that speaks well of itself...and of you and your tastes. And if you are of a mind to order options, go ahead and assert yourself. Fill the car with stereo. "Sport" it up with bucket seats. Cool it down with air conditioning. Top it off with your choice of vinyl roofs. Order your own piece of the sky with the sliding metal sun roof. You can even have a factory-engineered trailer-towing package. And while you are busy asserting yourself and having fun, remember this: With all Charger's sporty looks, there is still room in the back for growing families—an idea which most sporty cars have left behind. If you are on a budget, you're still in luck. Just ask for the Charger coupe. Few could tell that it is our lowest priced Charger. Dodge Charger for 1974. A car that looks this much fun to drive won't drive you off with its price.





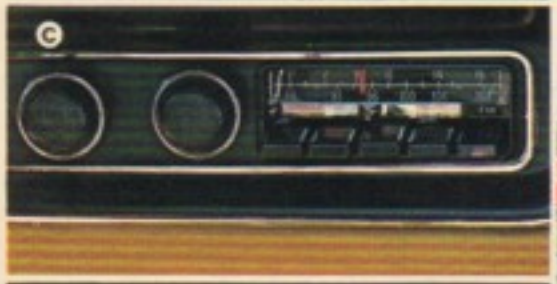
UPPER RIGHT—Charger's textured all-vinyl bench seat. Wood-grained vinyl applique door and quarter trim inserts are also standard.
LOWER RIGHT—Charger hardtop with canopy roof.

CHARGER

Charger. The inside story.













A Optional Aztec cloth-and-vinyl bucket seats come with striking gold shag carpeting. Aztec bench seat also available on all Charger hardtops.

B Optional electric rear window defroster is available on all Charger models.

C Now hear this. AM/FM monaural radio is optional on all Charger models. Music Master AM or Multiplex AM/FM stereo with rear seat speaker is also available.

D Set and forget. Optional speed control automatically maintains the driving speed you select. Disengages when you step on brake. Resumes at the flick of a switch.

E Charger's optional manual sun roof gives you convertible freshness with hardtop security.

F Charger's Rallye instrument cluster is standard on SE and part of the optional Rallye Package. Includes speedometer, oil, temperature, and fuel gauges.

TAKE COMMAND WITH A CHARGER RALLYE PACKAGE.

The Charger Rallye Package, available on all V8 Charger coupes and hardtops. The perfect option for those who like to stand apart from the rest of the pack. For the man in command. Here's what's included: • Black body side tape stripes • Power bulge hood • Hood tie-down pins • Rear sway bars • G70 x 14 tires with raised white letters • Rallye instrument cluster with speedometer, ammeter, and oil, temperature, and fuel gauges • 318 2-bbl. V8 engine. (Larger engines available at extra cost.) Have we tickled your ego yet? See your Dodge Dealer for complete details on the '74 Rallye Package.



Charger Rallye hardtop.



Charger Rallye coupe.



Charger SE.



Charger 2-door coupe.



Charger 2-door hardtop.

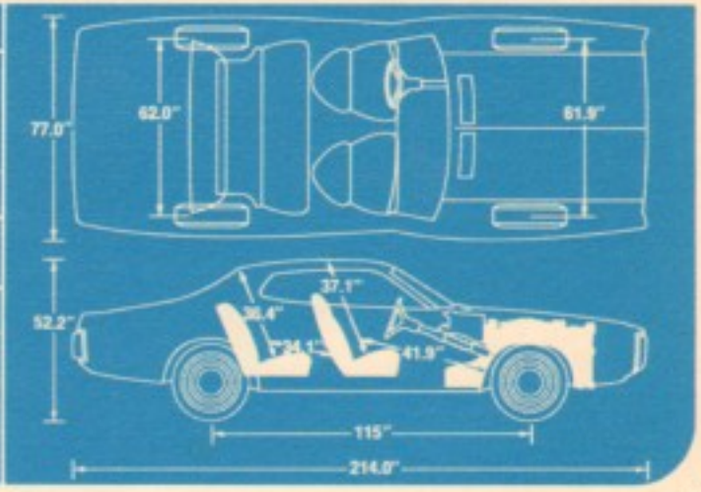
CHARGER STANDARD EQUIPMENT	Coupe	Htp.	SE		Coupe	Htp.	SE
Manual front disc brakes • Single horn • Vinyl trunk mat	●	●	●	Wood-grained vinyl instrument panel		●	●
Arm-mounted electric windshield washers • 2-speed wipers	●	●	●	Color-keyed carpeting • Inside day/night rearview mirror		●	●
High-speed starter • Heater/defroster • Bumper guards	●	●	●	Deluxe 3-spoke steering wheel • Wheel-lip mouldings		●	●
Outside left rearview mirror • Drip rail mouldings	●	●	●	Body side paint stripe • Cigarette lighter		●	●
Fixed quarter window (louvered on SE)	●		●	Formal vinyl roof with fixed louvered quarter window			●
Color-keyed rubber floor mats • 3-spoke steering wheel	●			Sill mouldings • Deluxe wheel covers			●
All-vinyl front bench seat	●			Rallye instrument panel cluster • Belt and hood mouldings			●
Inside double-ball-joint mirror	●	●	●	Front hood, deck lid and bumper reveal mouldings			●
Hubcaps	●	●		All-vinyl front bench seats with center armrests			●
All-vinyl or cloth-and-vinyl front bench seats		●		Standard suspension with front sway bar	●	●	●

CHARGER STANDARD SPECIFICATIONS

ENGINE:	225 Six (coupe & hardtop), 318 V8 (SE)
TRANSMISSION:	3-speed manual, fully synchronized, column-mounted shift
SUSPENSION:	Front: torsion bars Rear: asymmetrical leaf springs Front sway bar
TIRES:	E78 x 14 bias-belted BSW (coupe only) F78 x 14 bias-belted BSW (std. on all base V8 models except coupe)
WHEELS:	14 x 5.0
BRAKES:	Front: manual disc; rear: 10" x 2½" drum
FUEL TANK:	19.5 gallons
ELECTRICAL SYSTEM:	Battery: 305-amp Alternator: 41-amp (6-cyl.), 50-amp (V8) Electronic Ignition System Transistorized voltage regulator
TRUNK CAPACITY:	16.7 cu. ft.

REAR AXLE AVAILABILITY

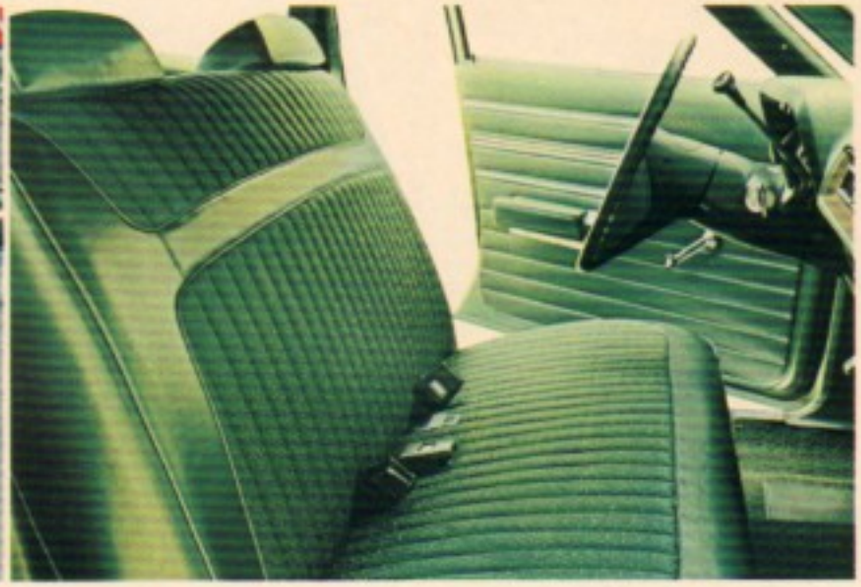
ENGINE	TRANSMISSION	STD.	OPT.
225 Six	3-speed manual	3.21	3.23, 3.55
	TorqueFlite automatic	2.94	3.21, 3.23, 3.55
318 V8	3-speed manual	2.94	3.21, 3.23, 3.55
	TorqueFlite automatic	2.71	3.21, 3.23, 3.55





Coronet Custom 4-door sedan.



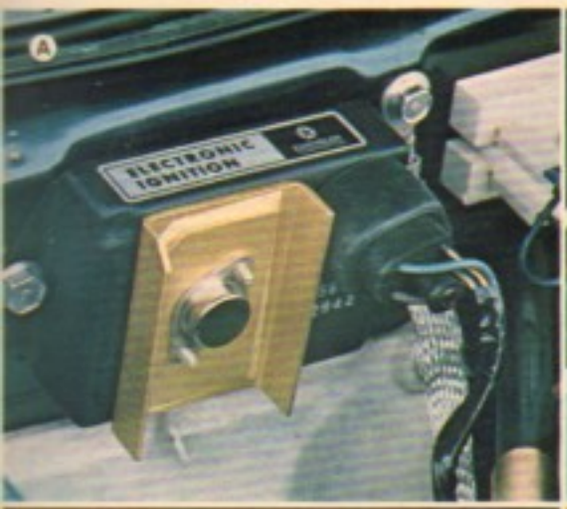


Lots of room, comfort, and style make Coronet the happy medium.

If you're looking for a family car, Coronet '74 is well worth looking into. Because this one was designed to be a four-door, six-passenger, family-sized car all the way. But Coronet offers so much more than just generous interior proportions. Torsion-bar suspension for one thing. And Unibody construction for another. And you'll find Coronet's spirited 318 CID V8 or 225 CID Six engine very easy to live with. But for all its practicality, Coronet is far from austere. Coronet and Coronet Custom offer a variety of vinyl and cloth-and-vinyl interior combinations that are as handsome as they are desirable. And Coronet's bold, new exterior styling speaks for itself. Coronet for 1974. Proving practical can still be beautiful.

CORONET

UPPER LEFT—Coronet '74. The intermediate field never had it so beautiful.
UPPER RIGHT—Coronet Custom's Prelude cloth-and-vinyl interior.





Here's a family car worth looking into.

The illustration at the right gives you a good idea of just how big Coronet's 19.1-cubic-foot trunk is. Translated to layman's terms that's: 1 lady's Pullman, 1 lady's wardrobe, 2 lady's overnight bags, 2 lady's train cases, 2 man's two suiters, 2 man's overnight bags, 1 golf bag, and 17 of those cute shoe boxes.











A Electronic Ignition is standard on all American-made Dodges. This advanced feature eliminates breaker points and condenser, and, excluding the spark plugs, gives you a virtually maintenance-free ignition system.

B Wiper-mounted windshield washers are standard on all Coronets. Tests show that this system uses less washer fluid and is affected less by highway-speed winds.

C Optional automatic speed control does just what its name implies. Simply set the control to the speed you wish to maintain and forget it. Control disengages when you use the brake, resumes at the flick of a switch.

D AM/FM monaural radio (shown), Music Master AM, and AM/FM Multiplex stereo radio are available options on all Coronets.

E Coronet Custom's optional split-back bench seat with fold-down center armrest. Pleated Bancroft vinyl is extremely durable.

F New deluxe steering wheel, optional on all Coronets.

G Coronet's torsion-bar suspension has to be experienced to be fully appreciated. Ask your Dodge Dealer for a test ride soon.