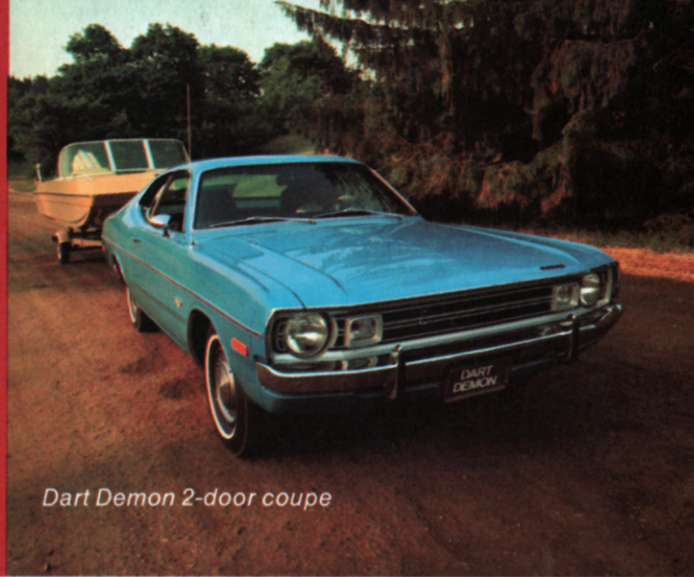


1972 DODGE DART AND DART DEMON



Dart Demon 2-door coupe



Dart Custom 4-door sedan

Dart Swinger 2-door hardtop

1972 DART/DART DEMON— you've got a lot of things to like...

● STANDARD EQUIPMENT

Cleaner Air system with Vapor Saver (gasoline evaporation control system)

Cloth-and-vinyl, full-width front bench seat with integral head restraints (all-vinyl on Dart sedan and Dart Swinger). Seat colors available with Dart Demon and Demon 340, Dart Swinger Special and Dart Custom models are Blue, Green, and Black-and-White checkered cloth with vinyl. Color selection for Dart Swinger is Blue, Green, Black, and Gold. Dart sedan offers a choice of Blue, Green, and Black.

Cigarette lighter (optional on Dart Demon)

Deep-pile carpeting (Dart Custom, Dart Swinger)

3-spoke steering wheel with horn button (spoke-mounted horn bars on Dart Custom, Dart Swinger)

Simulated wood-grained finish on instrument panel (deluxe version on Dart Swinger and Dart Custom)

Keyless door locking system

Dome light

Heater/defroster

2-speed windshield wipers

3-speed manual transmission, fully synchronized on V8 models

Dart Demon 340 only: 340 V8 4-bbl. engine, body side and rear deck panel tape stripes, heavy-duty suspension, E70 x 14 bias-belted tires, electronic ignition system, and fully synchronized 3-speed, floor-mounted manual transmission

● SAFETY EQUIPMENT

Antitheft steering column lock

Backup lights

Breakaway front ashtray

Combination side-marker lights and reflectors

Dual braking system

Energy-absorbing steering column and wheel

3-point safety belt system with locking retractors

Hazard warning system

Head restraints

"Key-left-in-ignition" warning buzzer

Mirror, left, outside

Mirror, rearview, inside, with double-ball-joint safety mount

Nonoverride door locks, except driver's door

Padded instrument panel and sun visors

Parking brake

Parking brake and master cylinder warning light

Safety-Action inside door handles

Safety-Rim wheels

Security locks on folding front seatbacks

Soft coat hooks

Soft knobs on window cranks

Turn signals with lane-change feature

Windshield wipers and washers

● 1972 DART/DART DEMON ENGINE LINEUP

Cubic-inch displacement	198 (6)*	225 (6)	318 (V8)	340 (V8)
Bore and stroke (in.)	3.4 x 3.64	3.4 x 4.125	3.91 x 3.31	4.04 x 3.31
Compression ratio	8.4:1	8.4:1	8.6:1	8.5:1
Carburetor	1-bbl.	1-bbl.	2-bbl.	4-bbl.
Exhaust system	Single	Single	Single	Dual
Recommended fuel	Regular	Regular	Regular	Regular
Valve system	Mechanical tappets	Mechanical tappets	Hydraulic	
Usage	Std. Six	Opt. Six	Std. V8	Std. with Demon 340 model only

*198 Six available only on Dart Demon in California.

● EXTERIOR COLORS



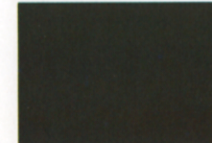
Light Blue



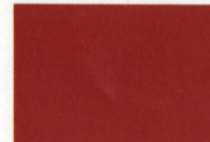
Gold Metallic



Bright Blue Metallic



Dark Gold Metallic



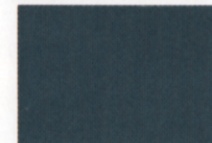
Red



Dark Tan Metallic



Light Green Metallic



Light Gunmetal Metallic



Dark Green Metallic



Medium Tan Metallic



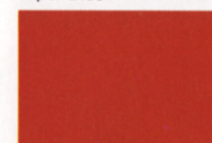
Eggshell White



Super Blue



Black



Hemi Orange*



Light Gold



Top Banana*

*Hi-impact color; optional at extra cost.

● SPECIFICATIONS

Tires

Standard all models except Dart Demon 340—6.95 x 14 polyester-cord.

Standard Dart Demon 340. Optional all other models—E70 x 14 bias-belted.

Suspension

All models (except Dart Demon 340) have regular torsion bars and ball joints in front, asymmetrical leaf springs in the rear, and Oriflow shocks at each wheel. Dart Demon 340 is equipped with Rallye Suspension which includes: HD torsion bars, HD rear springs, HD shock absorbers, and front sway bar. Rallye Suspension is an extra-cost option with other models.

Brakes

All Dart Demon and Dart models: (6-cylinder) front/rear, 9" x 2½" / 9" x 2" (8-cylinder) front/rear, 10" x 2¼" / 10" x 1¾"

Dual braking system. Hydraulic, servo-contact, self-energizing, self-adjusting. Bonded linings. (Power drum brakes and power front disc brakes are optional on all models.)

Axle Ratios

A number of axle ratios are offered, at extra cost, with each 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 1972 Dodge with a more suitable ratio.

Electrical System

Battery: 12-volt, 6-cell, 46-amp-hr is standard on all models. 59-amp-hr is optional.

Alternator: 41-amp, on Dart and Dart Demon 8-cylinder models. 34-amp, on Dart and Dart Demon 6-cylinder models. Transistorized voltage regulator is standard on all models.

Electronic ignition system (standard with 340 V8 4-bbl. engine only).



Here else?

Discount Prices

Have a HAPPY Day

Discount Prices

Discount Prices

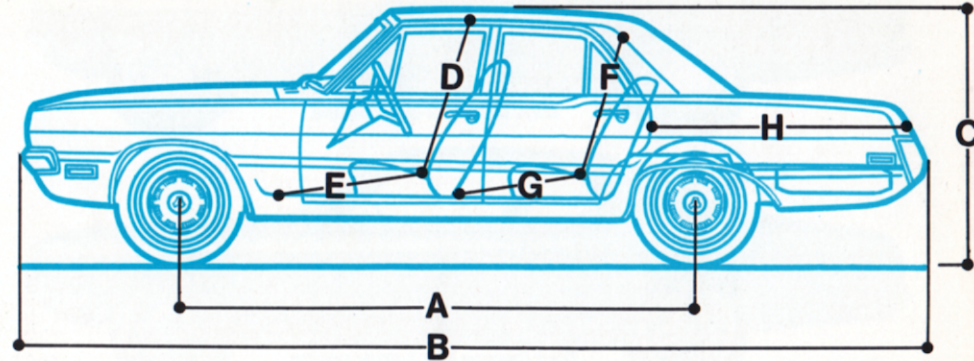
Dodge

DODGE
DART

Dart Swinger— the compact with the split personality.

1972 Dart Swinger. The car that's at home both in the city and on the freeways. It's compact and nimble enough to give you a fighting chance in downtown traffic and to get you into tight parking spaces. Meanwhile, on the freeways, Dart Swinger goes like this: a long, 111-inch wheelbase that gives you the stability some smaller cars can't; torsion-bar suspension for handling and control; and a standard 198-cu.-in. Six or 318-cu.-in. V8 engine that is easily up to passing. If you want to extend a freeway jaunt into a trip, that's where Dart's interior roominess gets even more important. Luggage capacity gets more important, too. Dart's trunk will carry three men's overnight suitcases, a two-suiter, three lady's overnighters, a lady's Pullman case, her wardrobe bag, a train case, and your golf clubs.

For 1972, Dodge offers two Dart Swinger models: the lowest priced version, Swinger Special—or the slightly more expensive, but certainly not extravagant, Dart Swinger (shown). Either way, you'll be buying one of the lowest priced hardtops in America . . . an economy car but not a little car.



● THESE ARE 1972 DART 4-DOOR-SEDAN DIMENSIONS. DART 2-DOOR-HARDTOP DIMENSIONS MAY VARY IN SOME DEGREE.

A. Wheelbase:	111"	E. Front legroom:	41.5"
B. Overall length:	196.2"	F. Rear headroom:	37.3"
C. Overall height:	54.0"	G. Rear legroom:	35.9"
D. Front headroom:	38.7"	H. Usable luggage capacity:	14.3 cu. ft.

Dart sedan— the compact that has a lot more going for it.

Since the 1972 Dart sedan is a compact, there are some things you would expect it to be good at . . . easy handling . . . saving gas money. Now we would like to mention a few things you might not expect. Start with the room you get in the Dart sedan. Some smaller cars treat rear seatroom as an afterthought. Not the Dart sedan. Dodge makes sure your passengers won't be going "tourist." And if you really want to go "first class," we think you'll like the extra luxury of the Dart Custom. While 1972 curb weights are not yet available, last year's Dart Demon had 700 to 880 pounds over Vega and Pinto, a fact we think you'll appreciate on windy expressways. Dart has more weight going for it because we put more into it. A strong emphasis on quality construction. For instance, we use solid, all-welded Unibody construction. The workmanship—the room—the low price. No wonder more people drive Dodge Dart than any other compact built in the United States.





Dart Demon 2-door coupe



Dart Demon 340 2-door coupe



Dart Swinger Special 2-door hardtop



Dart Swinger 2-door hardtop



Dart 4-door sedan



Dart Custom 4-door sedan

● SELECTED OPTIONS

- Airtemp air conditioner
- AM or AM/FM radio
- Single rear seat speaker
- Front bucket seats (Demon models only)
- Front center console with TorqueFlite automatic transmission (with bucket seats only)
- Split-back front bench seat with center armrest (NA Dart sedan and Dart Swinger Special only)
- Power brakes and steering
- Tinted glass (all windows)
- Deluxe wheel covers
- Rallye wheels with chrome trim ring
- Vinyl roof
- Folding sun roof (Dart Demon models only)
- Inside day/night mirror
- Dual outside racing mirrors (Dart Demon models only)
- Rear window defogger
- Bumper guards
- Vinyl body side moulding
- Sure Grip differential
- Undercoating and hood insulator pad
- Variable-speed windshield wipers and electric washers
- "Tuff" steering wheel—requires power steering (Dart Demon models only)
- Hood scoops and hood blackout treatment (Dart Demon models only)
- 4-speed manual transmission (Dart Demon 340 only)
- TorqueFlite automatic transmission

● OPTIONAL GROUPS

Interior Decor Group (Dart Demon models only. Items except carpet available in group only): Simulated wood-grained door trim panels • Instrument panel with additional simulated wood-grained applique • Rear armrests with ashtrays • Carpet.

Custom Package (Optional Dart Demon only): Interior Decor Group • 3-spoke steering wheel with spoke-mounted horn bars • Cigarette lighter • Dual horns • Exterior Decor Group.

Exterior Decor Group* (Dart sedan, Dart Swinger Special and Dart Demon only): Drip rail moulding • Grille surround moulding • Wheel-lip moulding.

Light Group*: Fender-mounted turn signal indicators • Map and courtesy light • Glove box light • Ashtray light • Trunk light • Ignition switch light with time delay.

Protection Group*: Glove box lock • Door-edge protectors • Inside hood release.

New Easy-Order Package: Now options most people want are wrapped up in one convenient package. (Package is not available with Dart Demon 340.) Power steering • AM radio • Left, outside remote-control mirror • Variable-speed wipers with electric washer • Deluxe wheel covers • White sidewall tires.

*Items available in group only.

● AXLE AVAILABILITY

ENGINE	TRANS-MISSION	LESS SURE GRIP DIFFERENTIAL				*WITH SURE GRIP DIFFERENTIAL			
		LESS DISC BRAKES		*WITH DISC BRAKES		LESS DISC BRAKES		WITH DISC BRAKES	
		STD.	*OPT.	STD.	OPT.	STD.	OPT.	STD.	OPT.
198	TorqueFlite	2.76	3.23	2.76	3.23			2.76	3.23
	Manual	3.23		3.23				3.23	
225	TorqueFlite	2.76	3.23	2.76	3.23			2.76	3.23
	Manual	3.23		3.23				3.23	
318	TorqueFlite	2.76	3.23	2.76	3.23	2.76	3.23	2.76	3.23
	Manual	3.23		3.23		3.23	3.55	3.23	3.55
340	TorqueFlite & Manual	3.23		3.23		3.23	3.55	3.23	3.55

*Optional at extra cost.

Dart Demon—it's ready, willing, and stable.

Dart Demon. Less expensive than a standard compact, yet a lot roomier than the new minis. Dart Demon has a longer wheelbase and gives you more legroom than the minis. It's heavier, too. If you want to go over 50 on a freeway, you'll appreciate that. And you'll never have to apologize when you ask somebody to step inside, either. Dart Demon comes with a simulated wood-grained dash, for instance—something you probably didn't expect in a car with Demon's price. Or, you can do the even more unexpected and order the Custom Package. Features in the package are listed in the optional group section.



*Dart Demon
luggage capacity:
2 men's 2-suiters,
1 lady's Pullman,
1 lady's wardrobe,
2 men's overnight bags,
2 lady's overnight bags,
3 lady's train
cases, 1 golf bag.*

Dart Demon dimensions and capacities:

Wheelbase:	108"	Fuel tank capacity:	16 gal.
Overall length:	192.5"	Headroom: Front:	37.5"
Overall width:	71.7"	Rear:	36.5"
Overall height:	53.0"	Legroom: Front:	41.5"
Track: Front:	57.5"	Rear:	29.9"
Rear:	55.6"	Hiproom: Front:	57.2"
Shoulder room:		Rear:	56.9"
Front:	55.4"	Trunk capacity:	15.9 cu. ft.
Rear:	55.1"		

All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Dodge Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

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