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

- STANDARD EQUIPMENT
  Cleaner Air system with Vapor Saver (gasoline vaporization 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-speed 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

- EXTERIOR COLORS

- 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 2½"/10" x 1¾"
  Dual braking system. Hydraulic, servo-boost, 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).

- 1972 DART/DART DEMON ENGINE LINEUP

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Cubic-Inch Displacement</th>
<th>Bore and Stroke (in.)</th>
<th>Compression Ratio</th>
<th>Carburetor</th>
<th>Exhaust System</th>
<th>Recommended Fuel</th>
<th>Valve System</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>V8 225</td>
<td>225 (6)</td>
<td>3.4 x 3.64</td>
<td>8.4:1</td>
<td>1-bbl.</td>
<td>Single</td>
<td>Regular</td>
<td>Mechanical</td>
<td>Std. 6</td>
</tr>
<tr>
<td>V8 318</td>
<td>318 (V8)</td>
<td>3.4 x 4.125</td>
<td>8.6:1</td>
<td>1-bbl.</td>
<td>Single</td>
<td>Regular</td>
<td>Mechanical</td>
<td>Opt. 6</td>
</tr>
<tr>
<td>V8 340</td>
<td>340 (V8)</td>
<td>3.91 x 3.31</td>
<td>8.5:1</td>
<td>2-bbl.</td>
<td>Single</td>
<td>Regular</td>
<td>Hydraulic</td>
<td>Std. V8</td>
</tr>
<tr>
<td>V8 340</td>
<td>340 (V8)</td>
<td>4.04 x 3.31</td>
<td>8.5:1</td>
<td>4-bbl.</td>
<td>Single</td>
<td>Regular</td>
<td>Hydraulic</td>
<td>Std. w/ Demon 340 model only</td>
</tr>
</tbody>
</table>

*198 Six available only on Dart Demon in California.
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-suit, 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.

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—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.