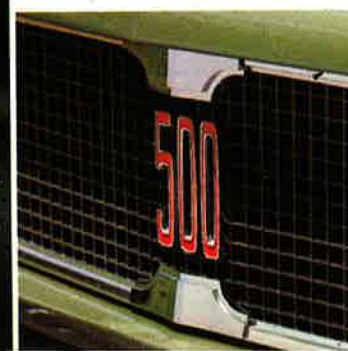
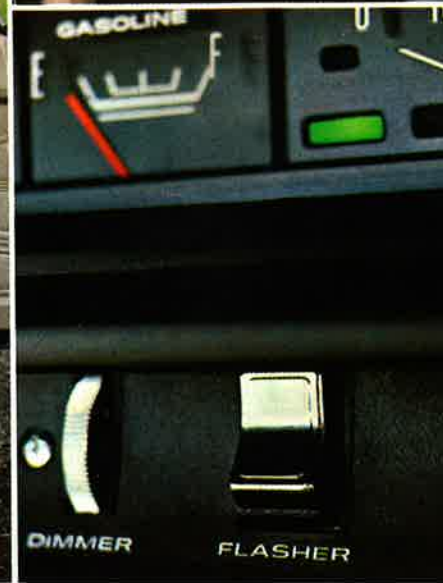




'68 CORONET

one look, and you've got it

DODGE *fever*



This is Coronet '68.



Coronet.
If you think
the looks are
exciting,
wait till you
get inside.

Open the door of Coronet and slip behind the wheel. That's when Coronet will start to grow on you. Inside, where there's room to stretch out, room to move. Inside, where Coronet's doubly comfortable foam-padded seats, rich carpeting, and all the thoughtful new touches add up to a wonderful new kind of automobile. And you can enjoy Coronet in so many different versions (that's one of the nicest things about this car—and that's what this booklet is all about). Whether you prefer all-vinyl seats or cloth-and-vinyl seats, Coronet has them for you. If you favor bench seats rather than buckets, get them in your Coronet. Or how about buckets up

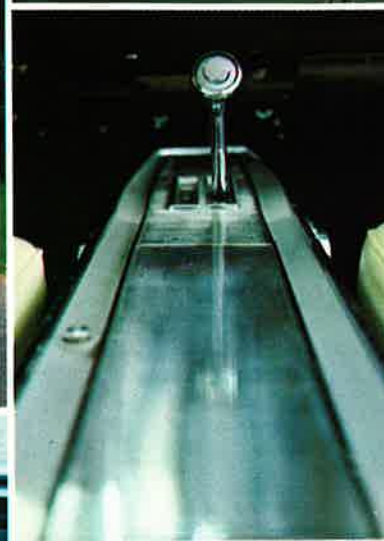
front with a center cushion and fold-down armrest? Coronet has them, too. Coronet has everything you could possibly wish for in an automobile. But its most appealing and irresistible feature is a simple piece of paper, its price tag. Very low for a whole lot of automobile, all of it new for 1968. One way or another, Dodge Fever is going to catch up with you, and it should be just about now. And be careful. Dodge Fever is very hard to resist.



It isn't just
the good looks...



Coronet 440 hardtop



it's the performance...
the cornering...
the handling.



Coronet 440 hardtop interior



**Most people
have their own
reasons for picking
a car.
Coronet has yours.**

Whatever your reason for choosing one particular automobile, Coronet for '68 has it. Good looks. Comfort. Performance. Economy, if you want it. Luxury, if you want it. Or a combination of both, if that's what you're after. Coronet for '68 is the long, low, sleek answer to every man's demand for an automobile that'll do him proud—that doesn't look like every other car on the road. That isn't the traditional Drab Six in person. That has a youthful, eager personality you'll find hard to resist. A personality that comes at a remarkably low price. A car filled with engineering advances that make its ride, cornering and handling a joy. For highway travel, Coronet offers a new Automatic

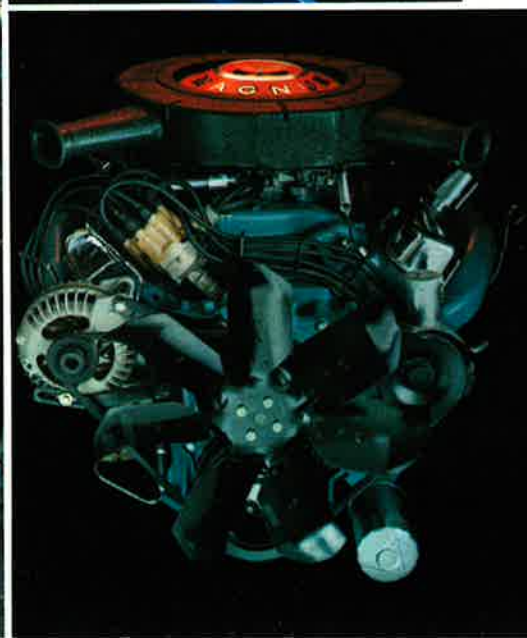
Speed Control unit* to hold whatever speed you set. To make long journeys seem shorter, you can have an eight-track stereo-tape player* to go with your Coronet's radio.* Coronet's power comes on smoothly and eagerly. Its handling is nimble, its ride sure-footed. And the most appealing feature of all is Coronet's price. Very low for a whole lot of automobile with a kind of styling that wasn't around last year. Now that you're finding out what Dodge Fever is all about, do this: Go drive the cause of it all—the new '68 Coronet.

*Optional at extra cost.





Meet the well-muscled motorcar.





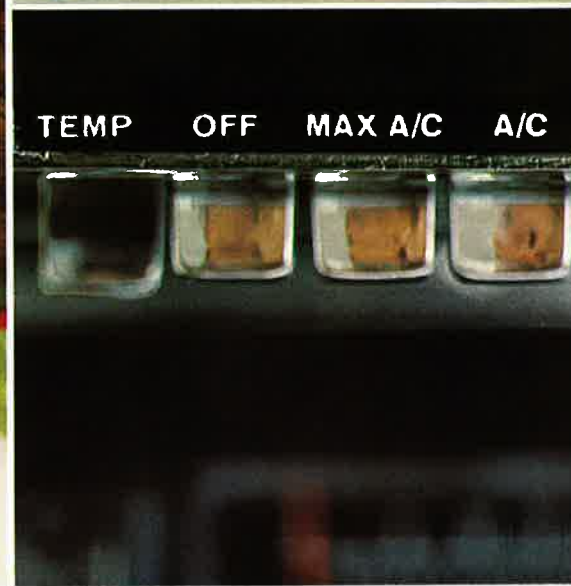
R/T

What it hasn't got, you don't need.

Are you the kind who looks for sheer excitement in a car? Then here is the one for you. Coronet R/T. And look at the features it offers—all but one standard. A 440-cubic-inch Magnum V8 engine under the hood. Dual exhausts with a satisfying but subdued rumble. Your choice of two transmissions: a rugged, slick-shifting four-speed manual box or a three-speed automatic if you prefer to let your R/T shift for itself. Heavy-duty brakes, big and hefty. A Special Handling Suspension System with heavy-duty shock absorbers, larger torsion bars and sway bar, and one extra leaf in the right rear spring to take care of all that torque. Special

wide-rim wheels with wide-tread tires. Bucket seats up front. And if this isn't enough excitement, you can add still more with Dodge's famed 426 Hemi V8 engine.* R/T comes in two body styles. Convertible and two-door hardtop. And if you're wondering what R/T means, let us explain. The "R" means "Road," and the "T" means "Track"—and we'll let you draw your own conclusions about that.

*Optional at extra cost.



COLOR-KEYED SUPPORT. Whether you choose bench or bucket seats for your Coronet, you can have it equipped with new design custom vinyl head restraints, front and rear, to give additional riding comfort and protection for yourself and your passengers.

73 ways to change any Coronet into your Coronet.

Shown above and listed below are the many ways you can customize your '68 Dodge Coronet so that you'll probably never see another one quite like it.

Air conditioner (not available with 383 2-bbl. V8 or 440-Magnum V8 and manual transmission—not available with 426 Hemi V8)
Automatic Speed Control (TorqueFlite automatic transmission required—not available with 225 Six or 426 Hemi V8; power brakes required with 383 V8 or 440-Magnum V8)
All-vinyl seat trim (Coronet Deluxe and Coronet 440 sedans)
Brakes, heavy-duty: drum-type, 11" x 3", front; 11" x 2 1/2", rear (Coronet, Coronet 440, Coronet 500 models)
Bucket seats, front, all-vinyl (Coronet 500 convertible and wagons)
Buffed exterior Silver Metallic acrylic enamel
Bumper guards, front
Bumper guards, rear (all models except wagons)
Center cushion/fold-down armrest (Coronet 500 HT, convertible and wagons and R/T models w/bucket seats)

Clock
Console with transmission shift control, locking map compartment and bull's-eye courtesy lamps (Coronet 500 hardtop and convertible and R/T models w/bucket seats)
Custom color-keyed vinyl head restraints
Disc brakes, front (with V8 engine)
Engines:
318 2-bbl. V8 (not available on Coronet R/T; std., 500)

383 2-bbl. V8 (not available on Coronet R/T)
383 4-bbl. V8 with dual exhausts (not available on Coronet R/T)
426 Hemi dual 4-bbl. V8—includes unsilenced air cleaner, dual exhausts, Suspension Handling Package incorporating sway bar, F70x15 wide-tread tires and 15x6.0JK wheels (R/T only)
Fender-mounted turn signal indicators
Foam-padded front seat cushion (Coronet Deluxe and 440 models)
Rallye Instrument Cluster, with clock/tach (Coronet R/T models only)
Light Package—includes glove box light, map and courtesy light, trunk or wagon cargo area light, and ignition light with time-delay

Locking storage compartment (wagons)
Mirror, outside left, remote-control
Mirror, outside right
Power brakes
Power steering
Power tailgate window with washer/wiper
Power windows (hardtops and convertibles)
Radio, AM with push buttons
Radio, AM with eight-track stereo-tape player and multiple-speaker system
Rear seat speaker (all models except wagons and convertibles)
Rear window defogger (all models except wagons and convertibles)
Roof luggage rack (wagons)
Seat belt, front center (not available with console)

VINYL ROOF. Coronet Deluxe 2-dr. sedans, Coronet 440, 500 & R/T sedans and hardtops can be fitted with an optional vinyl roof in either black, antiqued white, or antiqued green to give a more striking appearance.

AIR CONDITIONING. One of the most popular options in many parts of the country, air conditioning is available on many 1968 Coronet models. For complete information about air-conditioning your Coronet, consult your Dodge Dealer.

CLOCK/TACH. An extra-cost option for Coronet R/T models with the Dodge Charger dash. A tachometer is optional on Coronets with V8 engines in place of the instrument panel-mounted optional clock.

AUTO PILOT SPEED CONTROL. A great help to the long-distance traveler. Reach the speed you want to hold—push the button on the end of the turn signal lever. The control is instantly disengaged when the brake pedal is touched.



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

MAG-TYPE WHEEL COVERS. They'll give any Coronet a sporting appearance with their simulated racing mag wheel design.

WOOD-GRAINED STEERING WHEEL. Another sporting option. Available on all but Coronet Deluxe. In addition to its simulated wood-grained rim, the steering wheel features a padded hub.

CHROMED ROAD WHEELS. Available on all Coronet models except those equipped with the 426-cubic-inch Hemi V8 engine.

CENTER CONSOLE with map compartment and bull's-eye courtesy light is an optional extra on two-door hardtops and convertibles with front bucket seats only in both the Coronet 500 and Coronet R/T Series.

RADIO. An easy-tuning, acoustically true AM radio with an option in the form of a rear seat speaker. Another option is an eight-track stereo-tape player.

POWER WINDOWS. A great safety and convenience option. Lets the driver open and close all windows in the car from his seat.

Seat belt, rear center
Shock absorbers, heavy-duty (Coronet Deluxe, Coronet 440 and Coronet 500 models)
Shoulder belts, front
Shoulder belts, rear (exc. conv.)
Steering wheel with full horn ring and padded hub
Steering wheel, simulated wood grain with padded hub (Coronet 440, Coronet 500 and Coronet R/T models)
Sure Grip differential
Suspension Package, heavy-duty (Coronet, Coronet 440 and Coronet 500 models)
Tachometer (with standard instrument panel and V8 engine)
Tinted windshield
Tinted windshield and windows
Tires: white sidewall
Tires: F70x14 wide-tread (Coronet, Coronet 440 and Coronet

500 models except wagons and 6-cyl. models)
Trailer-Towing Package (see back cover)
Transmission: 4-speed manual (with 383 V8, 440-Magnum V8 or 426 Hemi V8 only)
Transmission: TorqueFlite automatic (Coronet, Coronet 440 and Coronet 500 models)
Two-tone paint (all models except convertibles and Coronet 500 wagons)
Undercoating and hood insulation
Vinyl roof in choice of black or antiqued white or green (hardtops, coupe, Coronet 440 sedan and Coronet 500 sedan)
Wheel covers, deluxe
Wheel covers, mag-type, deep-dish
Windshield wipers, electric, 3-speed with depressed "park" (included with 426 Hemi V8)

Colors Coronets are available in 16 standard colors and an extra-cost Silver Metallic finish. Here they are. Two-tone paint is available on all Coronet models except convertibles and Coronet 500 station wagons.



R/T ... the Coronet with the 440-Magnum V8 standard.

500 ... a full line of Coronet luxury models.



Dodge Coronet R/T hardtop



Dodge Coronet 500 hardtop



Dodge Coronet R/T convertible



Dodge Coronet 500 convertible

R/T STANDARD EQUIPMENT

Ashtray light
Brakes: drum-type, 11" x 3", front; 11" x 2½", rear; manually adjusted
Bucket seats, front, all-vinyl
Carpet, passenger area
Cigarette lighter
Engine: 440-Magnum 4-bbl. V8, dual exhausts
Exterior colors: 16 acrylic body enamel choices
Heater/defroster
Hood with special "power bulge"

Power top (convertible)
R/T grille, fender and deck medallions
Safety equipment (see listing on this page)
Sill mouldings and wheel-lip mouldings
Speedometer: 150 mph
Steering wheel with horn ring and padded hub
Stripes: body side or "bumblebee"
Suspension Handling Package
Tires: F70x14 wide-tread
Transmission: TorqueFlite automatic, 3-speed



Dodge Coronet 500 sedan

Standard Safety Features

To further enhance the convenience and comfort of the car and to provide greater motoring safety for the driver and passengers, all 1968 Coronet models include the features listed below as standard equipment.

Dual Braking System
Turn signals
Padded instrument panel (upper and lower pads)
Master cylinder/parking brake warning light
Windshield washers
Safety-Action inside door handles
Left, outside, rearview mirror
Retractable, front seat belts
Side marker lights
Soft knobs on window cranks
Cleaner Air System
Energy-absorbing steering column and wheel

Backup lights
Padded sun visors
Windshield wipers, 2-speed, electric; parallel action blades with glare-resistant finish
Hazard Warning System
Safety-Rim wheels
Prismatic, day/night, inside rearview mirror with double-ball-joint safety mount
Rear seat belts
Manual latch on front seatbacks (2-door models and 4-doors with bucket seats only)
Padded front seatback
Nonoverride door locks



Dodge Coronet 500 station wagon (2-seat and 3-seat models)

500 STANDARD EQUIPMENT

Ashtray light
Bench seats, all-vinyl (convertible and wagons)
Brakes: drum-type, 10" x 2½", front and rear
Bucket seats, front, all-vinyl (hardtop and sedan)
Bucket seats, front, cloth inserts, black only (sedan alternate choice)
Carpet, passenger area
Center cushion/fold-down armrest (sedan)
Cigarette lighter
Double-acting tailgate (wagons)
Engine: 318 2-bbl. V8
Exterior colors: 16 acrylic body enamel choices

Foam-padded front and rear seat cushions (bench seat models)
Heater/defroster
Power tailgate window (3-seat wagon)
Power top (convertible)
Rear door automatic interior lamp switch
Safety equipment (see listing on this page)
Sill mouldings (except wagons) and wheel-lip mouldings
Steering wheel with horn ring and padded hub
Transmission: 3-speed manual
Wood-grained (simulated) body side and tailgate panels (wagons)

440 . . . the Coronet with lots of value at a reasonable price.



Dodge Coronet 440 hardtop

440 STANDARD EQUIPMENT

Ashtray light
Bench seats, all-vinyl (hardtop and wagons)
Bench seats, cloth inserts (sedan)
Brakes: drum-type, 10" x 2½", front; 10" x 1¾", rear (6-cylinder hardtop and sedan)
Brakes: drum-type, 10" x 2½", front and rear (V8 models and 6-cylinder 2-seat wagon)
Carpet, passenger area
Cigarette lighter
Double-acting tailgate (wagons)
Engine—6-cylinder models: 225 Six (not available on 3-seat wagons)

Engine—V8 models: 273 2-bbl. V8
Exterior colors: 16 acrylic body enamel choices
Heater/defroster
Power tailgate window (3-seat wagon)
Safety equipment (see page 10)
Sill mouldings (hardtop and sedan)
Steering wheel with horn ring and padded hub
Transmission: 3-speed manual
Wheel-lip mouldings (wagons)

Deluxe . . . the lowest priced Coronet line.



Dodge Coronet Deluxe coupe

DELUXE STANDARD EQUIPMENT

Ashtray light
Bench seats, all-vinyl (2-door coupe and wagon)
Bench seats, cloth inserts (sedan)
Brakes: drum-type, 10" x 2½", front; 10" x 1¾", rear (6-cylinder coupe and sedan)
Brakes: drum-type, 10" x 2½", front and rear (V8 models and 6-cylinder wagon)
Cigarette lighter
Double-acting tailgate (wagon)
Engine—6-cylinder models: 225 Six

Engine—V8 models: 273 2-bbl. V8
Exterior colors: 16 acrylic body enamel choices
Floor mats, color-keyed rubber, passenger area
Heater/defroster
Safety equipment (see page 10)
Sill mouldings
Steering wheel, color-keyed
Transmission: 3-speed manual



Dodge Coronet 440 sedan



Dodge Coronet Deluxe sedan



Dodge Coronet 440 station wagon
(2-seat and 3-seat models)



Dodge Coronet Deluxe station wagon
(2-seat model only)



customer
care

1968 SPECIFICATIONS CORONET

DIMENSIONS and CAPACITIES

(These are 1968 Coronet 4-door-sedan dimensions. Other body styles may vary in some degree.)

Wheelbase.....	117"
Track, front/rear (6-cyl.).....	59.5" / 58.5"
Track, front/rear (8-cyl.).....	59.5" / 59.2"
Overall length.....	206.6"
Overall width.....	76.7"
Overall height.....	54.7"

Engine crankcase capacity: 4 U.S. quarts, 5 U.S. quarts when replacing oil filter (all engines, except Hemi V8). Hemi V8: 5 U.S. quarts, 6 U.S. quarts when replacing filter.

Coolant capacity: 225 Six, 13 qts.; 273 V8, 19 qts.; 318 V8, 18 qts.; 383 V8s, 17 qts.; 440-Magnum V8, 18 qts.; Hemi V8, 18 qts.

Fuel tank capacity: 20 U.S. gallons (all models, except wagons). 19 U.S. gallons (station wagons only).

BRAKES

Hydraulic, servo-contact, self-energizing, with bonded linings. Dual Braking System. Parking brake is foot-pedal-operated, with hand-release lever—mechanically actuating shoes on each rear wheel. Master cylinder/parking brake warning light is standard on all models. Various brake sizes are noted in standard equipment listings. In addition, power brakes* are available on all models, and front disc brakes* are available on all V8-powered Coronet models.

TIRES

6-cyl. and V8..... 7.35 x 14 (5.0 JK wheels)
Coronet R/T..... F70 x 14 wide-tread (5.5 JK)
Hemi V8* cars..... F70 x 15 wide-tread (5.5 JK)
Other Coronet models can be equipped with F70 x 14 (black wall, white wall, or red wall wide-tread* tires, at extra cost.

SUSPENSION

All Coronet models (except Coronet R/T) have torsion bars and ball joints in front, asymmetrical leaf springs in the rear, Oriflow shocks at each wheel. Entire suspension is rubber-isolated. Coronet R/T comes equipped with a special Handling Package which includes: HD torsion bars, HD shocks, sway bar, and XHD rear springs. (This Package is not available on other Coronet models.)

An optional* HD Suspension Package is offered on all Coronet models, except R/T cars. Package includes: sway bar and HD rear springs. In addition, as a separate option* HD shocks are also available (these are standard on R/T cars).

*Optional, at extra cost.

ELECTRICAL SYSTEM

Battery: 12-volt, 6-cell, 48-amp-hr (225 Six, 273 V8, 318 V8). 59-amp-hr (383 V8s). 70-amp-hr (440-Magnum V8, Hemi V8). Alternator: 37-amp is standard on all Coronet models.

REAR AXLE RATIOS

A number of rear axle ratios are offered with each Coronet 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 1968 Coronet delivered with a more suitable ratio.

TRAILER-TOWING PACKAGE

A Trailer-Towing Package for Dodge Coronet models is required for towing trailers with a loaded gross weight of 2,000 lbs. and not exceeding 4,000 lbs. A frame-type load-equalizing hitch is required for trailers having a loaded tongue-weight of 200 lbs. (Hitch not supplied by Dodge.)

Basic equipment includes: Maximum Cooling System with high-capacity radiator. Larger transmission-oil cooler. Larger 7-blade fan. Fan shroud and hood seal. Heavy-duty rear axle, 3.23 ratio. Heavy-duty suspension, front and rear, with sway bar. Special, 11" diameter, heavy-duty brakes (manually adjustable). Heavy-duty turn signal flasher. Heavy-duty stoplight switch. Wide-rim 5.5K wheels.

Trailer-Towing Package is not available on Coronet models with 225 Six or Hemi V8.

The following extra-cost equipment is also required: TorqueFlite automatic transmission; 7.75 x 14 tires (except station wagons and R/T); 8.55 x 14 nylon tires on wagons.

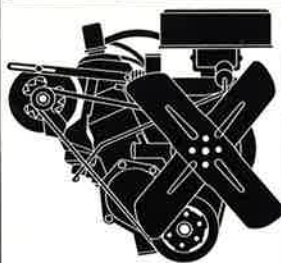
Recommended, additional optional equipment for trailer towing: Sure Grip differential. High-output, 46-amp alternator. Heavy-duty, 70-amp-hr battery with rubber separators and battery heat shield. Power brakes. Air conditioning. High-performance engines like the optional 383 (2-bbl.) V8, 383 (4-bbl.) V8, Automatic Speed Control. Power steering. Power brakes. Front disc brakes.

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.

Warranty

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Dodge, Chrysler, Plymouth or Imperial Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: Change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A) have an authorized Dodge, Chrysler, Plymouth or Imperial Dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Dodge, Chrysler, Plymouth or Imperial Dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

Above warranty not applicable to cars equipped with 426-cu.-in. Hemi V8 engines. The warranty for a Hemi V8-powered vehicle is for 12 months or 12,000 miles, and applies to the original retail purchaser only, provided the car is not subjected to any extreme operation or modified in any manner.



225-cubic-inch Six

Bore: 3.4" □ Stroke: 4.125" □
1-bbl. carb □ Comp. ratio:
8.4:1 □ Single exhaust □
Power: 145 hp @ 4000 rpm
□ 215 lbs.-ft. @ 2400 rpm □
Regular fuel recommended.



273-cubic-inch V8

Bore: 3.63" □ Stroke: 3.31" □
2-bbl. carb □ Comp. ratio:
9.0:1 □ Single exhaust □
Power: 190 hp @ 4400 rpm
□ 260 lbs.-ft. @ 2000 rpm □
Regular fuel recommended.



318-cubic-inch V8

Bore: 3.91" □ Stroke: 3.31" □
2-bbl. carb □ Comp. ratio:
9.2:1 □ Single exhaust □
Power: 230 hp @ 4400 rpm
□ 340 lbs.-ft. @ 2400 rpm □
Regular fuel recommended.



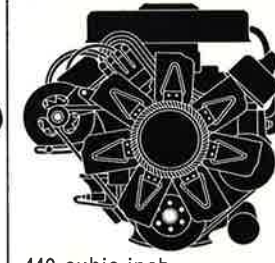
383-cubic-inch V8

Bore: 4.25" □ Stroke: 3.38" □
2-bbl. carb □ Comp. ratio:
9.2:1 □ Single exhaust □
Power: 290 hp @ 4400 rpm
□ 390 lbs.-ft. @ 2800 rpm □
Regular fuel recommended.



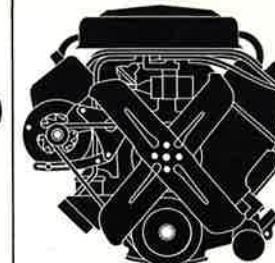
383-cubic-inch V8

Bore: 4.25" □ Stroke: 3.38" □
4-bbl. carb □ Double-snorkel
air cleaner □ Dual exhausts
□ Comp. ratio: 10.0:1 □
Power: 330 hp @ 5000 rpm □
425 lbs.-ft. @ 3200 rpm □
Premium fuel recommended.



440-cubic-inch
Magnum V8

Bore: 4.32" □ Stroke: 3.75" □
4-bbl. carb □ Unsilenced air
cleaner □ Dual exhausts □
Comp. ratio: 10.1:1 □ Power:
375 hp @ 4600 rpm □ 480
lbs.-ft. @ 3200 rpm □ Premi-
um fuel recommended.



426-cubic-inch Hemi V8

Bore: 4.25" □ Stroke: 3.75" □
Two 4-bbl. carbs □ Un-
silenced air cleaner □ Comp.
ratio: 10.25:1 □ Dual exhausts
□ Power: 425 hp @ 5000 rpm
□ 490 lbs.-ft. @ 4000 rpm □
Premium fuel recommended.