

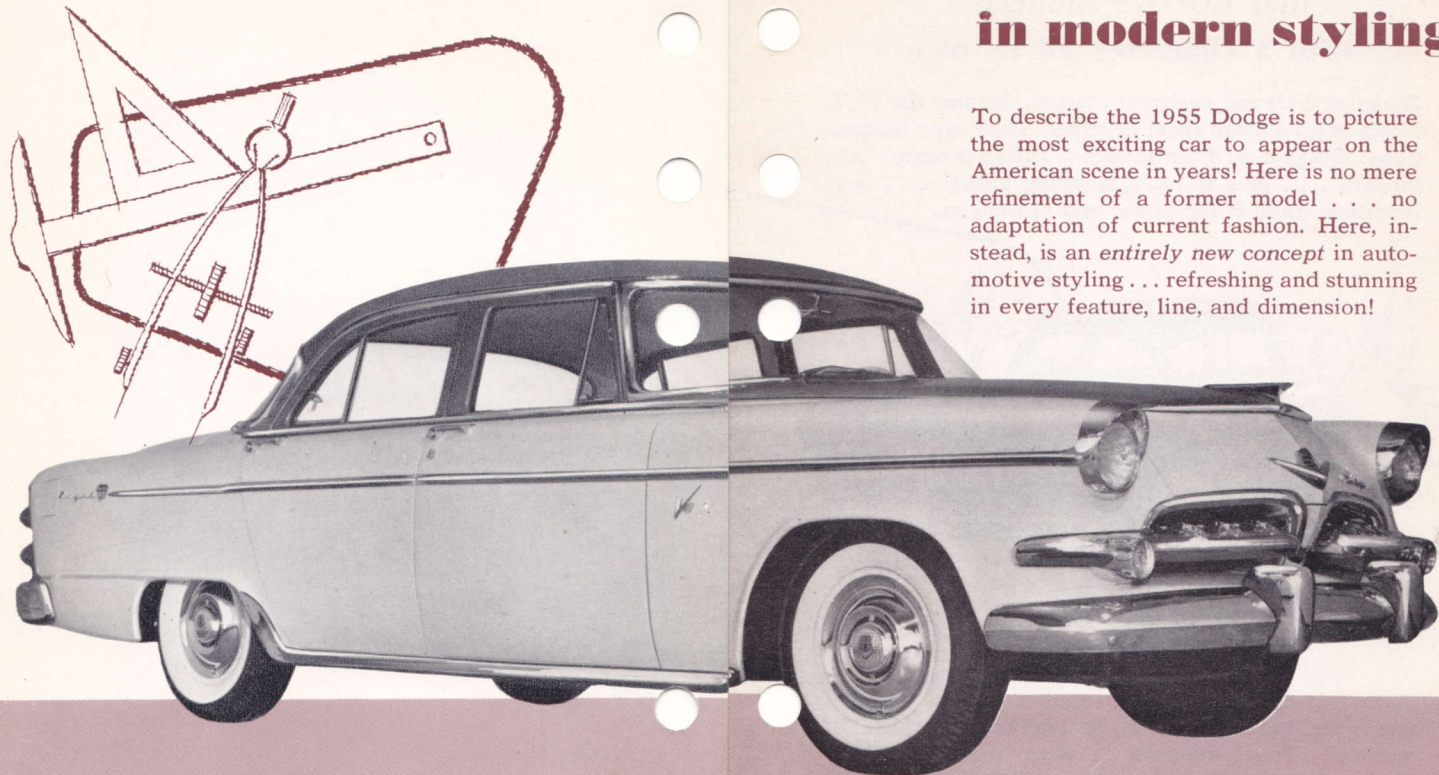
**SECTION**

B

**STYLE**

# The 1955 DODGE . . .

# a completely new concept in modern styling



To describe the 1955 Dodge is to picture the most exciting car to appear on the American scene in years! Here is no mere refinement of a former model . . . no adaptation of current fashion. Here, instead, is an *entirely new concept* in automotive styling . . . refreshing and stunning in every feature, line, and dimension!

**COMPLETELY** new and different, Dodge in its sleek symmetry. Millions of people

styling is breath-taking in its beauty—  
will be excited when they see it . . .

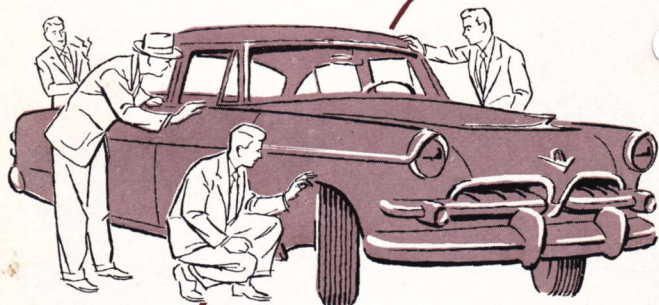
To create this distinctive new look, Dodge stylists departed sharply but brilliantly from the old pattern of conventional styling. They had two basic objectives. First, they wanted to create a modern car that looked like a modern car . . . not like an

airplane or a cabin cruiser. Second, they wanted to break with the tradition of building a car around a particular component, such as a windshield or a long rear deck.



## A MODERN AUTOMOBILE— that LOOKS modern— with a character all its own

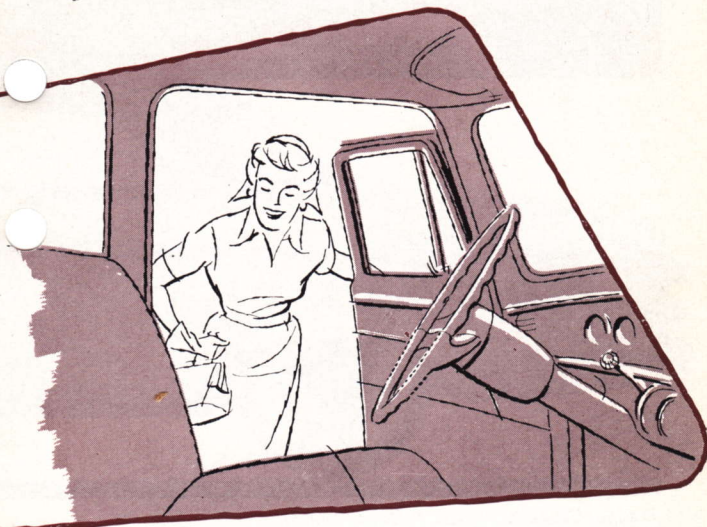
Dodge stylists and designers started planning the 1955 Dodge with a clean sheet of paper. Their only instructions: design a car from scratch . . . make it completely modern . . . give it traffic-stopping *beauty* . . . and luxurious comfort for driver and passengers.



**With this freedom,** Dodge stylists elected to build upon the basic theme of "a land-borne vehicle in *motion*." They designed a slim, dynamic-looking Dodge—longer and wider, with a low, ground-hugging look. They molded body metal in a taut-looking, forward form. They used ornamentation sparingly, to emphasize the basic character lines of slimness and fleetness. They proportioned hood, body enclosure, and rear deck in dynamic balance.

**The result is a design that has unity,** with all elements contributing to a perfect whole. In its look is a feeling of eagerness—of motion. It has an appearance of liveliness that quickens your pulse, and stirs an urge to drive.

**And in the interior** Dodge designers achieved a similarly dramatic, yet tasteful, unity. Its elegance speaks with vibrant colors, rich fabrics and floor coverings, handsome hardware and appointments. The Dodge interior looks roomy and inviting. And that promise is fulfilled.



The new Dodge is larger, with more seating room and legroom. It's as comfortable as your favorite lounge chair, yet modern as tomorrow.

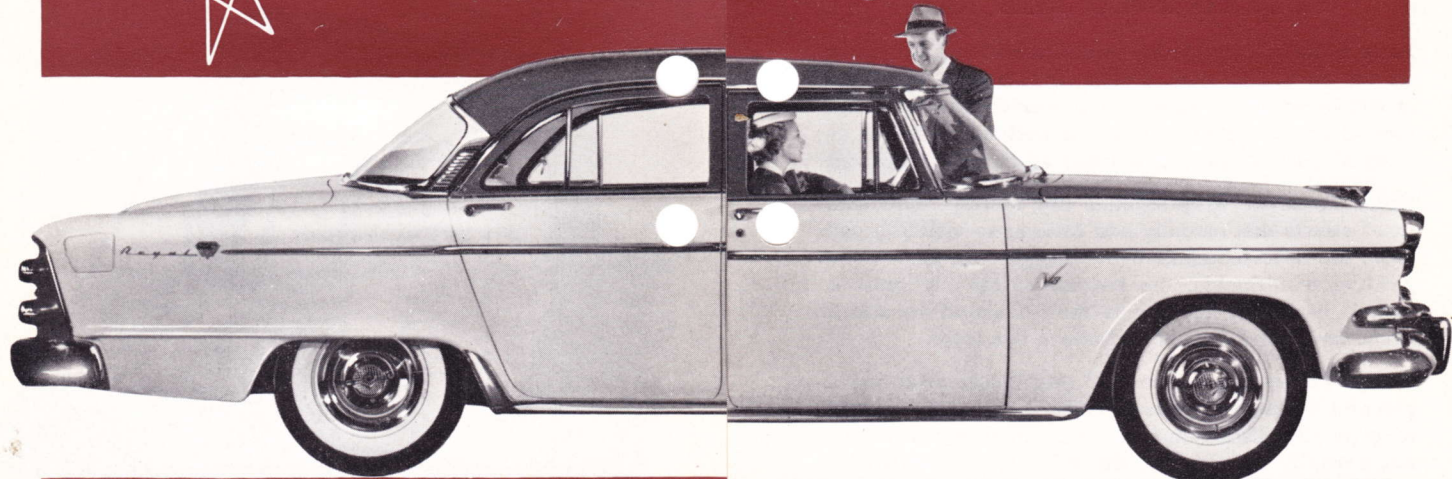
**Another Dodge first—three-tone exterior color.** Smart, new, three-tone exterior paints bring special distinction to Lancer convertible and sport coupe models—the first three-toning ever offered on any car. Other models are available in two-tone or de luxe two-tone combinations, as well as in solid colors.

**This is a car that's loaded with sales appeal.** It's a car that *belongs* in any company, at the country club, in town on business or bowling along the highway.





**LONG, LITHE, LOW and LOVELY**



*Dodge Custom Royal 4-Door Sedan*

**The splendid proportions** of the 1955 Dodge are nowhere more evident than in a flight-lined side view. With a wheelbase of 120 inches, and an over-all length of 212.1 inches, the 1955 Dodge is a full-fledged member of the big-car class—long, lithe, and low, and lovely as the finest.

**To add useful width to the body,** Dodge molds a gentle outslope downward from the belt line. This outward slope below the belt line combines with a marked inslope, or “tumblehome,” of the “B” post from belt line to roof to accentuate the car’s look of road-hugging stability. Roof lines flow gracefully to meet the plane of the broad rear deck. Gleaming chrome moldings highlight the belt and roof lines, and a slender chrome side molding sweeps back from the

headlights nearly the full length of the body. Everything contributes to a look of forward thrust.

**Fender lines are high,** with both front fenders easily visible to the driver to guide him when maneuvering in close quarters. A molded character line graces the rear fenders, flowing backward from the top of the slender chromed stone shield. Wheel openings in fenders are shaped to reveal the wheels and emphasize the idea of motion.

**Chrome wheel covers** are newly styled to add eye-catching sparkle as they reflect light.

*Note: The styling features shown and described in the following pages apply to the Custom Royal line. Other series vary slightly in certain trim details.*

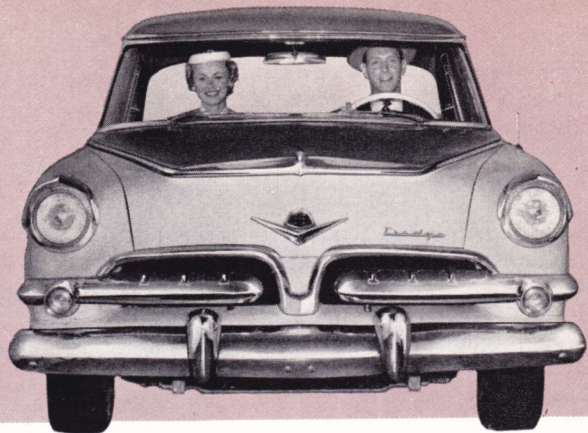
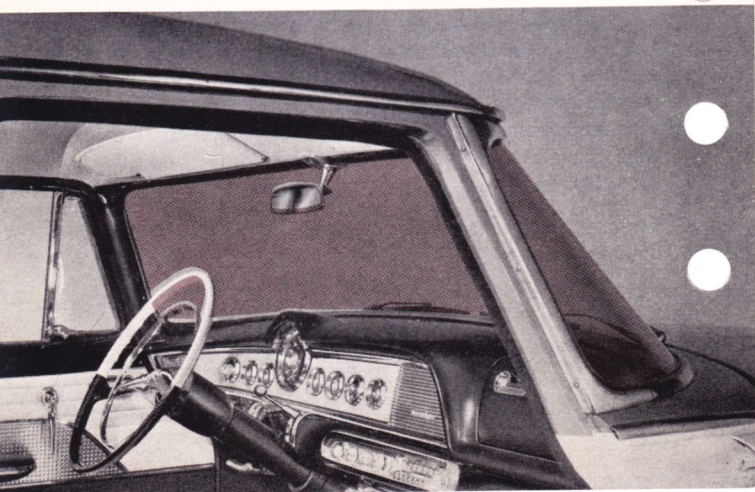


New Dodge  
**NEW HORIZON WINDSHIELD**  
is a true, full wrap-around,  
**STYLED INTO THE CAR**

Here is the first true wrap-around windshield to appear on the American road. Dodge stylists take up where others leave off—to bring you a windshield that wraps around *at the top* as well as the bottom. Styled as an integral part of the car, it looks as though it *belongs*.

Other so-called wrap-arounds are merely “bay window” effects that actually add little extra visibility and seem like afterthoughts of the designer. In some competitive windshields, the bottom of the “A” post is moved back, but the top is moved ahead—to add a brand-new blind spot at and above eye level.

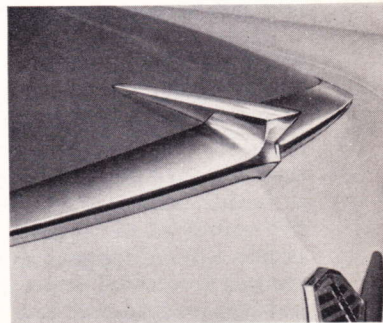
Dodge moves the entire “A” post back, retaining a graceful swept-back design. Glass is smoothly curved to give you distortion-free vision in every direction, not abruptly cornered at the sides as in competitive windshields. You will find additional details on the new Dodge windshield on pages B-7 to 9. A slim chrome Sun Cap is standard equipment on the Custom Royal 4-door sedan and Lancer hard-top.



**Distinctively, attractively different**

There'll be no mistaking a 1955 Dodge when it approaches, for here is beautifully distinctive styling. One eye-capturing feature is the unique two-toning of the new Dodge hood. The hood slopes downward, sports-car fashion, all the way from the cowl, and atop it is a distinctive, tapered “plateau.” This is pleasingly edged with chrome. on Custom Royal models and finished in upper body color. Forward of this plateau the hood slopes more steeply downward. Here and now is “idea car” styling so advanced that it would be completely at home in a display of “designs for tomorrow.”

**A sleek new chrome hood ornament** crowns the hood plateau, flanked by bands of chrome that sweep back to meet the belt molding. Below the hood ornament is the colorful Dodge shield, placed in the center of a three-dimensional “V” of gleaming chrome.



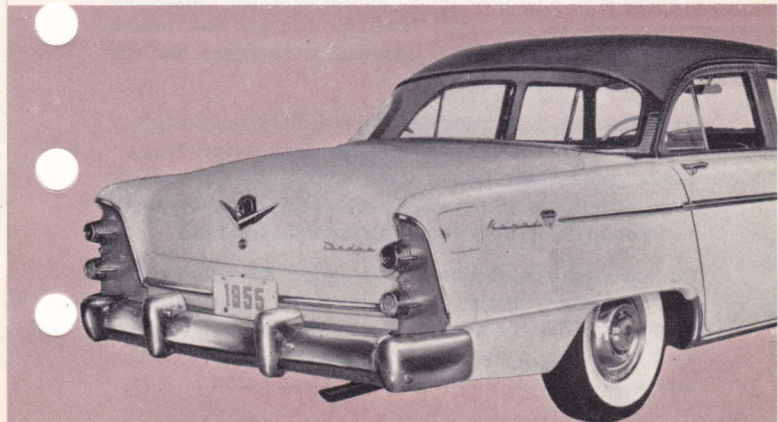
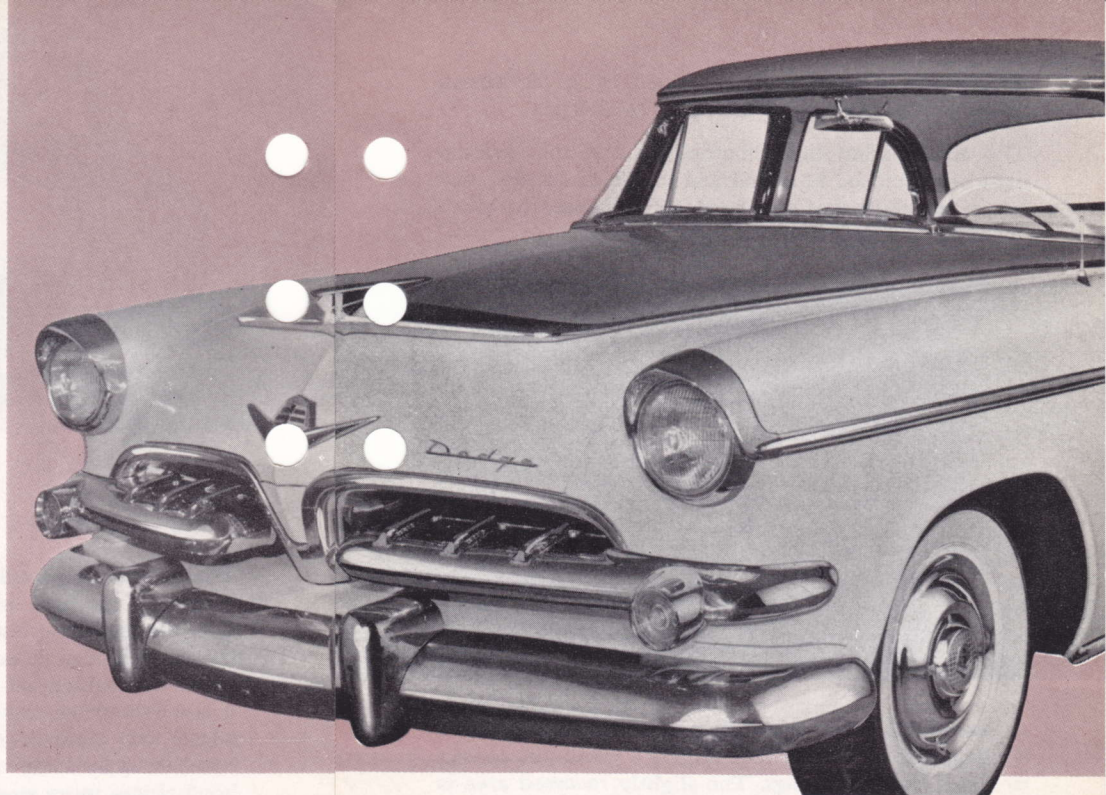


**The new, divided Dodge grille** with its twin arches of glistening chrome is especially distinctive. Inside each arch, a massive horizontal chrome grille bar sweeps outward and wraps around the fender, repeating the horizontal line of the rugged front bumper and further dramatizing the car's road-hugging lowness. Integrated in the grille bar are smart new circular parking lights. Body metal appearing between the twin arches merges grille and hood in a pleasing unity.

**Headlamps are framed in wide chrome bezels** that taper gracefully forward at the top to form attractive visors. The bezels merge with the chrome fender molding, neatly uniting the front and profile styling.

The massive bumper wraps around the fenders and blends gracefully with the grille bars just above. Bumper guards afford sensible protection for the front end and have a contour that is pleasing to the eye.

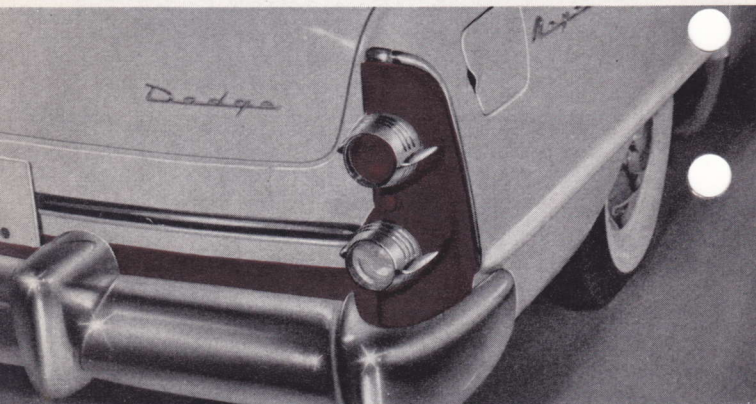
**Sleek simplicity highlights the "going away" view.** The first thing you'll notice in a rear view of the new Dodge is the pleasing simplicity of its lines. The long, gracefully sloping rear deck is in perfect balance with the hood, and allows the fenders to project like fins to further emphasize the feeling of motion. A stylized "V" serves as the luggage compartment handle and frames a newly designed Dodge shield. Ample vision to the rear is afforded driver and passengers by the wide and high wrap-around rear window.





**Refreshing eye interest** is added by a distinctive "Twin-Jet" treatment of the rear signal lights.

The combination taillight-stoplight and the back-up light are enclosed in cylindrical bezels of chrome, and set in housings that are partially cut away to allow visibility of lights from the side.



**A panel of body-top color** sets off the recessed trailing edge of rear fenders to give a jewel-like setting to signal light groupings. The slightly recessed area is framed with a chrome molding that extends completely across the car to unite both groupings. The entire effect emphasizes width and seems to bring the car closer to the ground.

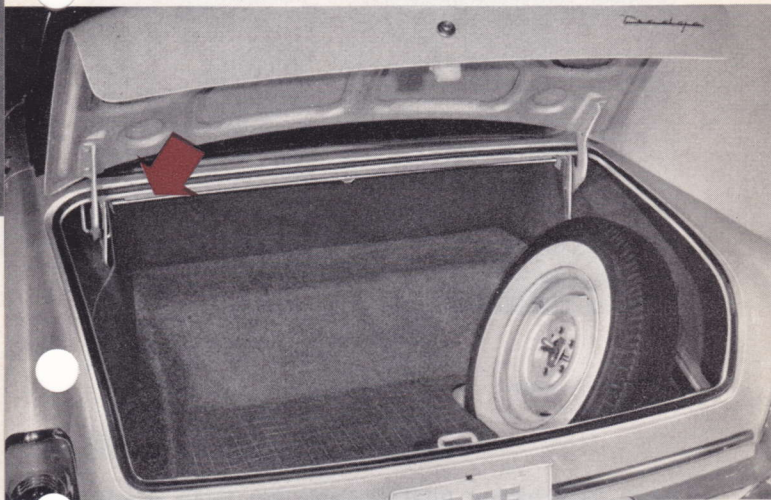
The massive rear bumper projects backward slightly at each end, then wraps neatly around the fender. These projections extend well beyond the signal light groupings to give them good protection, and they blend harmoniously with the contour of rear fenders.

**An extra touch of interest** is added by carrying the top body color across the rear gravel shield and the panel immediately above the gravel shield. Combined with the color in the fender recesses, the new effect is that of a U-shaped area of contrasting color.

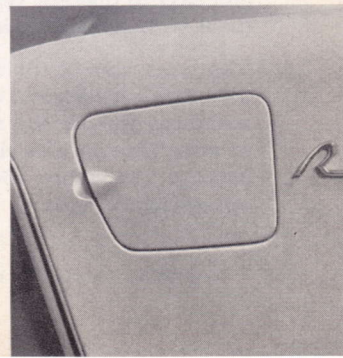
## Spacious luggage compartment

You'll find even more usable space in the huge luggage compartment of the 1955 Dodge. It's wider, deeper, and more symmetrically contoured. Spare tire is off to the side, well out of the way. Sturdy fiber panels cover the back and sides of the compartment; a sturdy, embossed rubber mat covers the floor.

With the new gas filler pipe entering through the *right* rear fender, and passing behind the spare tire, additional clear space is made available in the luggage compartment. The gas filler cap is accessible through a door hinged vertically on the fender.



**New torsion-bar hinges** on the deck lid eliminate all hinge projections, and hold the lid stationary in any position desired. A self-latching catch holds the Dodge deck lid securely closed, whether locked or unlocked.

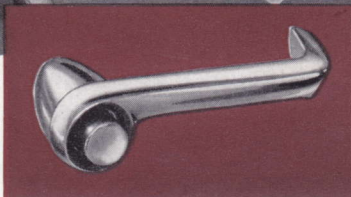




**Dodge doors are generously sized** to give you plenty of room for easy entry and exit. Sedan rear doors have an attractive and highly practical new contour. The opening edge of the door angles forward above the belt line in harmony with the sloping roof, and also angles forward below the belt line, repeating the pleasing line of the rear signal-light housing.



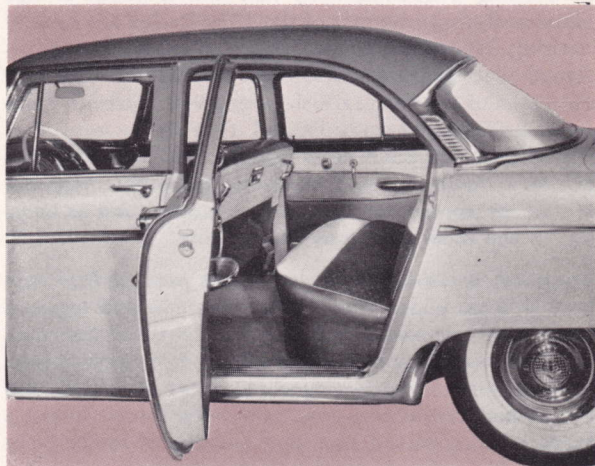
*New push-button door handle.*



**New, push-button door handles** are smart-looking and easy to operate. Only Dodge, in its field, combines them with *self-tightening*, rotary door latches.

The inner side of the doors is beautifully trimmed in contrasting colors, and tastefully accented with chrome moldings. Behind the streamlined armrest is a panel of sheet Dacron with chrome-like facing and embossed surface. The entire effect of the door trim is one of appealing elegance.

## SMART, MODERN LINES HIGHLIGHT EXCLUSIVE STYLING OF DODGE REAR DOOR



Here's a big step forward in design. The new lines of the Dodge rear door blend harmoniously with the feeling of racy smartness that sets Dodge apart from other cars. Note how the gracefully curving door top follows the roof line. And how the slant of the door below the belt line parallels and accents the new and different treatment of the rear fenders.

When you open the door, you'll notice right away that the rear compartment is easier to enter or leave. There's no ugly wheelhousing that sticks out over the end of the rear seat—a common flaw in competitive cars. And the extra width of the Dodge rear door—wider than any competitor's—is just where you need it most, especially when you're carrying an armful of parcels.

Inside the door, trim matches the beauty and eye appeal of the front door. Hardware on the door and the vent wing is slim and modern looking, as well as easy to operate. Door sills are of polished aluminum.



## Inside the new Dodge . . . practical luxury, brilliant styling

In keeping with completely new and dramatic Dodge exterior styling, interiors of the 1955 Dodge are equally exciting. New fabrics, new floor coverings, newly designed seats and seat backs, lush new colors—these are only part of the story. It's the way these elements have been unified and co-ordinated that takes your eye. Exterior colors have been carried into trim and upholstery materials, and balanced perfectly. Appointments and accessories are modern looking and as inviting as the most luxurious living room.

**Roomier, Knee-Level Dodge Seats** provide firm support well up under your knees. Hiproom and legroom have been increased, and there's plenty of hatroom, too. Seat backs are as straight across, from side to side, as a custom-made davenport. Contrast this with the way some competitive cars have been forced to put a bulge at each end of rear seat because of faulty body design. Note the conveniently located assist handles on the back of the front seat, and the recessed footrest under the front seat. The chrome-like Dacron piping adds a touch of glamour to seats and seat backs.



## Convenience and good looks highlight the "FLIGHT-STYLED" front compartment

You'll see dozens of new features in the styling of the front compartment in the 1955 Dodge. There's an air of trim neatness—of everything in the most convenient place. And there's plenty of room to stretch out.



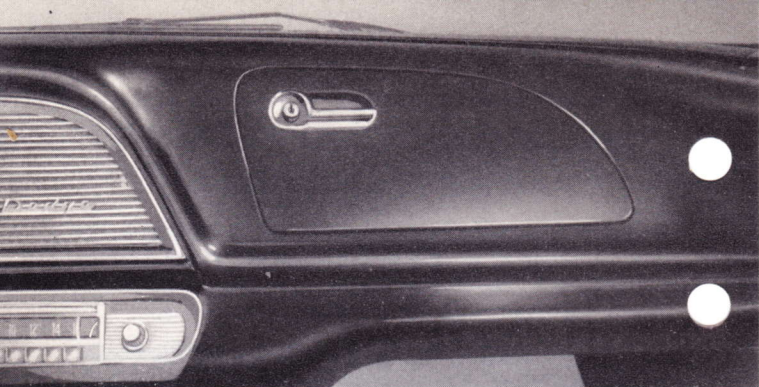
Notice the rich new styling of the front seat—in particular, the base of the seat, with its smart contouring, sparkling accent of chrome trim, and grained plastic-coated covering.

**There's a youthful, sports-car flavor** to the steering wheel and Control Panel of the new Dodge. Instruments are sized and grouped for easy visibility. Controls are within easy reach, clearly identified.

**PowerFlite Flite Control lever** has been located on the Control Panel, along with the rest of the controls and instruments, where it rightfully belongs. Its pencil-slim shaft extends back where you can flick it into position easily. Since it's used so rarely, you'll appreciate the logic of placing it on the Control Panel.

**New steering wheel**, with its forward-thrust cross-piece and finger-contoured grip in contrasting color, is placed to give you ample laproom. You slide in and out from behind the Dodge wheel without the contortions needed in some other cars.





**Contour-styled glove compartment** is gracefully outlined to match the curve of the instrument panel as it flows upward to the base of the windshield. A recessed handle and lock are designed to harmonize with outside door handles. Opening the glove compartment is far more convenient with this dainty handle. No more broken fingernails caused by sticking latches. A radio speaker grille is tastefully blended into the face of the sculptured instrument panel. A slender chrome bar gives a sparkle of eye interest.



**New pedal suspension mates function with style.**

You'll like the look, as well as the convenience, of the new, wide, suspended brake pedal (see Page E-9 for complete details). And pivoting from accelerator to brake pedal takes just a turn of your ankle — an important

safety feature as well as a convenience.

**Matching sun visors** blend with luxurious-looking headlining, and can be adjusted three ways. They slide out horizontally along the shafts, swing to the side, and tilt up or down. A handsome dome light turns on automatically when any door is opened. A map light in the instrument panel provides extra illumination for the front compartment.