



TAXI

1964 DODGE TAXIS • THE DEPENDABLES



THE '64 DODGE DEPENDABLES GIVE YOU WHAT YOU GO FOR—LOW-COST DEPENDABLE DAY-TO-DAY SERVICE

Over the years, we have found that taxi purchasers (fleet buyers and individuals alike) look for four primary characteristics in a taxi: dependable performance, low upkeep, driver comfort, and low price. Every taxi we build is measured against these standards. How well do we stack up? Let's take a look. **DODGE PERFORMANCE.** Not the drag strip variety, but spunky, highly economical taxi performance. Dodge standard taxi engines are generally larger and more powerful than competition. Good for quick take-offs and smooth cruising. Yet, they are top performers year after year in the Mobil Economy Run. But the performance we're talking about is more than power. It's service with **LOW UPKEEP.** It's money saved from big brakes that never need manual adjustment. It's service from an alternator that keeps your battery more fully charged, makes the battery last far longer. It means money- and time-saving service from a taxi that goes 32,000 miles between major grease jobs, 4,000 miles between oil changes. It's trouble-free service from a proven torsion bar suspension system, and from a low-friction steering gear that all but eliminates the need for a costly power assist. This is the kind of depend-

ability that made Dodge famous. It's the kind that protects your profits! **DODGE COMFORT.** The fully unitized Dodge body means more than extra dollars at trade-in time. It means extra room and comfort right from the start. In fact, it's this abundance of room that allows Dodge to offer the luxury of chair-high seats (just like in the old days). This seat height means increased comfort, less fatigue, and as a bonus, allows the driver a view of all four fenders to make an easy task of parking and maneuvering. The front seat is specially padded with nearly two inches of thick air foam. After all, it's the driver, not the passenger, who spends hours on end. Comfort? A 119-inch wheelbase taxi, and its driver, never had it so easygoing. **DODGE PRICES.** Don't let the nameplate fool you. The standard-size Dodge is in the low-price field . . . priced bumper to bumper with such traditional low-price cars as Ford and Chevrolet. We enthusiastically invite you to compare, drive, and price the new Dependables from Dodge. You will find that few taxis cost less than Dodge . . . and that not one gives you so much for your money. You can depend on it!





BRING ON THE TRAFFIC. THIS INTERIOR CAN TAKE IT.

If there's a tougher, better looking material than vinyl, we haven't heard of it. Vinyl resists scrapes, tearing, peeling, or just plain hard usage without working up a wrinkle. That's why we use it wherever possible. Seat upholstery and door panels are all-vinyl. Even the headlining is vinyl. Here's a rugged roomy taxi interior that can take on heavy traffic day-in and day-out—without giving out! Heavy-duty

cushions and springs are used in front and back seats. Floors are covered with tough, heavy-duty rubber mats. Other standard equipment includes 1¾ inches of thick air foam in front seats; armrests front and back; ash receivers front and back; left sun visor; heavy-duty kickboard back of front seat; and convenient "pull-to" right-rear door handle—the thoughtful items you don't want to be without.



LOOK WHAT WE'VE DONE TO KEEP YOU ROLLING!

STANDARD EQUIPMENT—Models: The basic Dodge Taxi is a 1964 Dodge 4-door sedan. Wheelbase, 119 inches; Overall length, 209.8 inches. The body is fully unitized, and thoroughly rust-protected. Single color exterior, painted to owner's specifications, is standard, too.

Engines: Two are offered, a six and a V8. The standard Dodge Slant-Six has the muscle of an "8", giving you quick pick-up. Yet, the Slant-Six is a consistent front runner in major economy placement: 225 cubic inches. 215 ft.-lbs. torque at 2400 rpm. Special economy carburetor. Special Special anti-stick, oil pressure relief valve. Replaceable element oil filter. Capacities: oil, 4 quarts (5 qts. when changing filter element); coolant, 12 quarts (without heater); fuel, 19 gallons.



up. Yet, the Slant-Six is a consistent front runner in major economy placement: 225 cubic inches. 215 ft.-lbs. torque at 2400 rpm; Special lean mixture single downdraft chrome plated upper piston rings.

The Dodge standard V8 engine is a strong, smooth, quiet performer; with more power per pound than most any standard engine around. Yet, this big V8 won its class (Class F) in the 1963 Mobil Economy Run. It uses regular gasoline. Displacement: 318 cubic inches. Power: 230 horsepower at 4400 rpm; 340 ft.-lbs. torque at 2400 rpm. Capacities: oil, 4 quarts (5 qts. when changing filter); coolant 20 quarts (without heater); fuel, 19 gallons.

Transmission: Heavy-duty 3-speed, manual shift. Shift lever is steering-column mounted. 6-cylinder has special interlock to insure full first gear engagement. Gear ratios: 3.02:1; 1.49:1 and 1.00:1. Reverse, 3.34:1. Special heavy-duty 11-inch diameter clutch is standard on all manual shift 6-cylinder Dodge taxis; heavy-duty 10½ inch diameter clutch on all manual-shift V8 Dodge taxis. Note: rear axle ratio information is shown under "Chassis Components" (below).

Electrical: Interior dome light operated by opening any of the 4 doors. Red warning light on instrument panel lights when any door opens. Roof light wiring (5 wires with hole in roof, does not include light).—Heater-Defroster-Ventilator is standard on all Dodge taxis. It provides full-flow ventilation of heated or cool outside air (equivalent of

traveling at 30 mph, even while waiting at a light).—Electric windshield wipers give constant wiping action, even when accelerating.—Dual horns—40 amp. heavy-duty Dodge alternator delivers high output even at idle—70 amp.-hr. heavy-duty rubber separator battery, battery heat shield.—Turn signals, Special light switch. heavy-duty stop

Chassis Components: Low-Friction Steering: takes out of parking and maneuvering, yet gives you a road. Special heavy-duty shock resistant coupling Special Teflon lined speedometer cable housing for longer life. Axle ratios with Dodge Slant-Six engine: 3.55 (3.91, optional) with manual-shift; 2.93 (3.55 optional) with automatic transmission. Axle ratios with Dodge V8 engine: 3.55 (2.93, optional) with manual-shift; 2.93 with automatic transmission.—Suspension: road-leveling torsion bars and ball-joints in front are of special heavy-duty design. Torsion bars are chrome-steel. Asymmetrical heavy-duty leaf springs in rear with special zinc interleafs to increase life by reducing corrosion. Heavy-duty Oriflow shock absorbers at each wheel.—Brakes: Hydraulic, self-adjusting. Bonded linings, 11" x 3" in front; 11" x 2½" in rear. — made to hold the tire on the driver to come to wall. 4-ply rayon. 7.00 x at extra cost.



much of the work sure feel of the in steering shaft.



Wheels: 14" diameter x 5½"K Safety-Rims the wheel in case of sudden blowout, allowing a safer, controlled stop.—Tires: Black side-14. Oversize (7.50 x 14) tires are optional,

Interior Components: Special heavy-duty interior trim features 37 oz. vinyl coated nylon-cotton duck backed material on wearing surfaces of seats, and all-vinyl door panels and headliner. 1¼" air foam front seat pad, standard. Heavy-duty cushions and seat springs, front and back seat. Left-side sun visor. Arm-rests, front and back. Inside rear-view mirror, header-mounted. Bar-Type. "Pull-To" handle for right-rear door. Special heavy-duty kickboard for back of front seat. Heavy-duty rubber floor mats, front and back.



SPECIAL NEEDS? HERE'S HOW WE MEET THEM!

OPTIONAL EQUIPMENT

Automatic Transmission. Dodge Torqueflite automatic. A special heavy-duty version for taxi applications. 3-forward speeds, instead of shifts, maximum pickup and auto experts consider the automatic in the business. cylinder Dodge taxis.



Convenient push-button selection of the usual two for smoother economy. Many independent Dodge Torqueflite the best Available on both 6- and 8-

Custom Air Conditioning. Hot in your part of the country? Consider Dodge air conditioning. The Dodge unit is built to cool a lot of air quickly. It will also filter the air free of dust and pollen—and dehumidify well! Temperature and direction of air are fully adjustable. For year-round comfort, this Dodge unit also provides heating and defrosting. Dodge air conditioning is available on manual-shift 6-cylinder vehicles and on manual- or shift V8-powered vehicles.



the air, as adjustable. Available on all automatic-

Electrical: Alternators. 40-amp. heavy-duty Dodge alternator with single belt drive, standard. Leece-Neville alternators in 60-amp. heavy-duty, 60-amp. extra heavy-duty, and 100-amp capacities. All have dual belt drive. (Note: 6-cylinder vehicles equipped with power steering as well as 6- or 8-cylinder models with air conditioning cannot be fitted with Leece-Neville alternators.)

Variable Speed Windshield Wipers, electrically-powered; with push-button windshield washers.

Emergency Flasher: a real safety feature. Flashes all four turn signal lights simultaneously. Controlled by instrument panel knob.

Spotlights: Choice of three types. (1) Spotlight with recessed mirror. (2) 5-inch diameter spotlight. (3) 6-inch diameter spotlight. All three are mounted through the left windshield pillar.



Other Electrical Options: 2-way radio interference—Convenience lights in compartment. Radio suppression package, to reduce from ignition system—Back-up lights glovebox, trunk, and engine compartment.

Interior Components: Air foam rear seat pad (foam in front, standard).—Passenger assist straps on center pillars.—Deluxe steering wheel with full horn ring.—Dual padded sun visors.

Exterior Optional Features: Outside rear-view mirror (plain or non-glare), mounted on door.—Trunk release knob (no key needed).

Universal Key Package. Two keys fit every taxi in the fleet! One key fits all door locks and ignition switches, the other key fits all trunks and glove boxes.

Other Optional Items: Oil bath air cleaners.—Velocity Type governor. (6-cylinder engine only)—Seven-blade fan (V8 engines only).—Fast-idle manual throttle control.—High-capacity radiator.—Sway-eliminator shaft.



EVERY 1964 DODGE
COMPACT DODGE DART • STANDARD SIZE DODGE • BIG DODGE 880
IS BACKED BY A
5-YEAR/50,000-MILE
WARRANTY

THE DEPENDABLES' 5-YEAR/50,000-MILE WARRANTY—Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque convertor, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

