

The 1968 Valiants

Compact cars sure were a good idea.
Valiant still is.
The Plymouth win-you-over beat
goes on 





Valiant 100 4-door Sedan
Valiant 100 2-door Sedan

Valiant 100

Valiant sticks to the original compact car idea, skip the doodads and concentrate on more car for less money.

A true compact is like an astronaut's capsule. Every bit of space is put to good use. It's a car big enough for six, yet compact enough not to eat up the whole garage. Heavy enough for stability at expressway speeds, but light enough for scooting around town.

A compact is thrifty enough to save you gas money... tough enough to take wear and tear... and, maybe most important, priced for the buyer who still believes in living within a budget.

How does Valiant live up to these standards? Very well, thank you. Read on, and we'll prove it.

Last year, a 1967 Valiant had the best mileage of any car in the Mobil Economy Run (24.57 mpg as certified by the USAC). Now, while this performance feat was established by expert drivers and is not a guarantee of the mileage you might expect in your day to day driving, it does represent the kind of dollars-and-cents economy that Valiant has always stressed.

Both of Valiant's six-cylinder engines—the standard 170 cu. in. Slant Six and the optional 225 cubic incher—have been modified to be even more miserly with your gas money this year.

And despite the fact that this year more leg room has been added up front, Valiant's overall length remains the same. You can still shoe-horn into parking places others have to pass up.

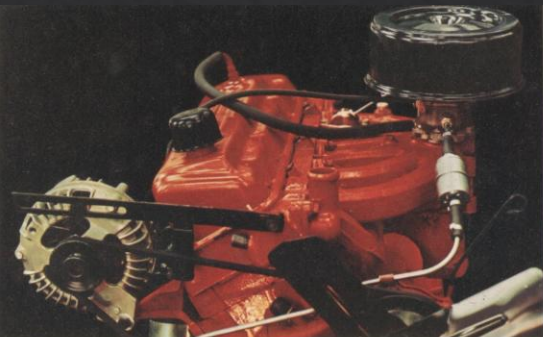
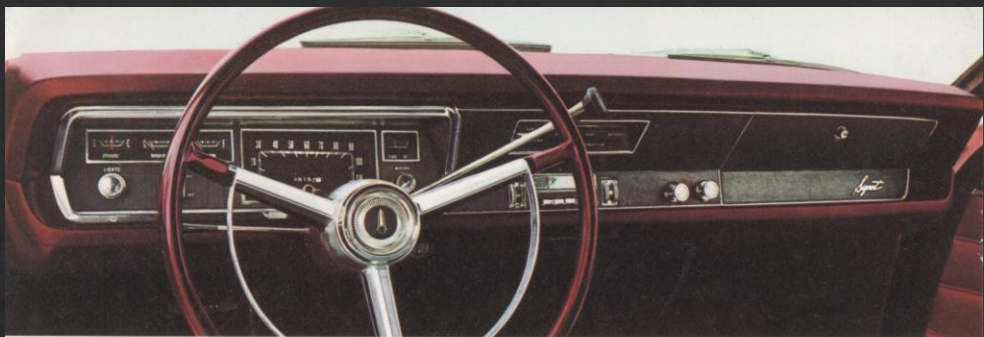
Valiant takes normal-size people, six at a time. Features a rugged all-vinyl interior. And carries a load of luggage like you might expect from a traveling band. We call it being practical.

And what could be more practical than safety? Standard features include a padded instrument panel (upper and lower areas). Side marker lights. Front and rear seat belts. Four-way emergency flasher. Energy-absorbing steering column. Plus many more safety and convenience features that leave no doubt: Valiant is a compact built to win you over for good.

Valiant also boasts the highest percentage of repeat owners of any American compact. Think they might know something?

The Plymouth win-you-over beat goes on. 





Valiant Signet

Even in our high line, Valiant keeps its self-respect.

Valiant Signet—America's honest compact plus. Plus body and wheel lip moldings for one. And a cushier cloth-and-vinyl interior for another. Nice little touches that aren't essential, but they're . . . well, "nice." Basically, though, Signet sticks to the compact idea. Easy to maneuver. Easy on your budget.

If you want to go with a V-8 under the hood, try the standard 273 cu. in. engine equipped with hydraulic tappets this year for quieter, less-maintenance performance. For even more power, there's the 318 V-8—a new option for '68. But don't think that your gas bills will sky-rocket with an Eight. We wouldn't even offer these engines with Valiant if they were gas guzzlers.

You can even go sport with Signet. Add options like wire wheel covers, all-vinyl bucket seats, or a 1-2-3-4 floor-mounted stick shift. Plenty of fun to operate, and plenty quick.

Another feature, optional on all Valiants, is the special light package which includes trunk and glove box lights, a map-courtesy light, an ashtray light, fender-mounted turn signal indicators and the new ignition switch light with a time delay. Open the door and it comes on. Now close the door.

Surprise. It stays on to prevent nighttime key fumbling. Then it shuts itself off. If you'd like to add some other options, turn the page and take your pick.

The Plymouth win-you-over beat goes on. 



Valiant Signet 4-door Sedan
Valiant Signet 2-door Sedan

Valiant Options

"200" Decor Group

This dress-up option is available on the Valiant 100. It includes deluxe cloth-and-vinyl or all-vinyl seats. A three-spoke steering wheel with a partial horn ring. Color-keyed floor mats. A cigar lighter. Dual horns. Body side moldings. And a "Valiant Two Hundred" nameplate for the front fender.

The Plymouth win-you-over beat goes on. 



Valiant 100 with 200 Decor Group



200 Decor with cloth-and-vinyl interior

A few more extras to win you over.

(1a) "Mag" wheel covers*

(1b) Wire wheel covers

(1c) Deluxe wheel covers

(2) Exposed lug-nut sport covers

(3) Simulated wood-grain steering wheel that's sport all the way.

(4) AM radio. Chrysler Corporation alternator, 30 amp/hr. on 6's, 37 amp/hr. on V-8, with high charging rate at low engine speeds.

(5) Head restraints: available with all seats.

(6) FM/AM radio.*

Stereo 8 tape cartridge player.*

(7) Bumper guards, front and rear: protect your investment with these sturdy guards, complete with rubber inserts.

Airtemp air conditioning: nobody needs to tell you its advantages. This is an option more and more Valiant owners are choosing every year.

Vinyl roof (black, antiqued white or antiqued green).

Bucket seats (Signet only).

Power steering.

Rear window defogger.

Heavy-duty suspension.

Firm-Ride shocks.

Disc brakes.

Body side accent stripe.

Tires:

D70 x 14 in. Wide Ovals (white streak or black streak)

E70 x 14 in. Wide Ovals (red streak or white streak)

4-speed manual transmission with floor-mounted shift lever (V-8 only).

TorqueFlite automatic transmission.

Sure-Grip differential.

Optional engines:

225 cu. in. Slant Six

318 cu. in. V-8

Trailer towing package.

Light package which includes: trunk and glove box lights, ashtray light, ignition switch with a time delay light, map-courtesy light and fender-mounted turn signal indicators.

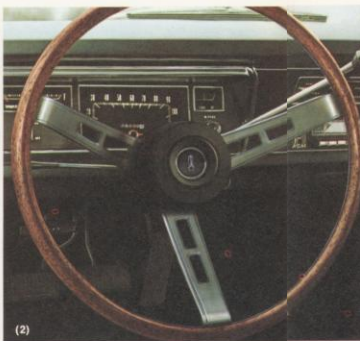
*Dealer installed option.



(1a)



(1b)



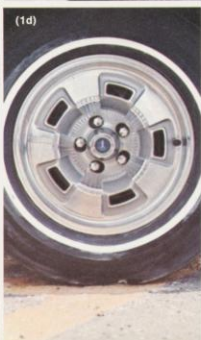
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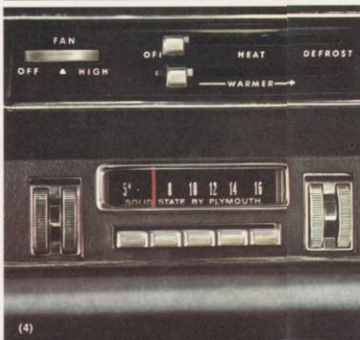
(3)



(1c)



(1d)



(4)



(5)

Specifications:

Valiant engineers have their winning ways, too.

Engine	170 cu. in.	225 cu. in.	273 cu. in. 2-bbl.	318 cu. in. 2-bbl.
Transmission	3-speed manual (S) Automatic (O)	3-speed manual (S) Automatic (O)	3-speed manual (S) 4-speed manual (O) Automatic (O)	4-speed manual (O) Automatic (O)
Horsepower	115 @ 4400 rpm	145 @ 4000 rpm	190 @ 4400 rpm	230 @ 4400 rpm
Torque, lbs.-ft.	155 @ 2400 rpm	215 @ 2400 rpm	260 @ 2000 rpm	340 @ 2400 rpm
Bore	3.40 in.	3.40 in.	3.63 in.	3.91 in.
Stroke	3.125 in.	4.125 in.	3.31 in.	3.31 in.
Comp. Ratio	8.5 to 1	8.4 to 1	9.0 to 1	9.2 to 1

(S) Indicates standard with engine choice

(O) Indicates optional with engine choice

Dimensions—Signet and Valiant 100

Wheelbase	108.0 in.
Overall length	188.4 in.
Overall width	71.0 in.
Overall height*	
6-cylinder	53.7 in.
V-8	54.0 in.
Track, front wheels	57.4 in.
Track, rear wheels	55.6 in.

Passenger Space

Effective head room, front seat	38.4 in.
Effective head room, rear seat	37.3 in.
Effective leg room, front seat	41.7 in.
Effective leg room, rear seat	34.5 in.
Shoulder room, front seat	55.4 in.
Shoulder room, rear seat	55.4 in.
Seat height, front seat	8.9 in.
Seat height, rear seat	11.1 in.
Knee room, rear seat	2.1 in.

Tires and Wheels

6.50 x 13 (wheel 4 1/2)	Standard	Standard
7.00 x 13 (wheel 4 1/2)	Optional	Standard
6.95 x 14 (wheel 4 1/2)	Optional	Optional
D70 x 14 (wheel 5 1/2)	Optional	Optional

Suspension

Front	Torsion bars
Rear	2 1/2 in. outboard-mounted asymmetrical leaf springs
Shock absorbers	Oriflow type

Rear Axle

Type	Hotchkiss drive, hypoid rear axle
Ratios available	2.76, 2.93, 3.23, 3.55 and 3.97

Capacities

Fuel tank	18 gals.
Engine crankcase capacity	4 qts.

*Height dimensions are based on an established five passenger load.

Electrical System

12-volt, 38 amp/hr. battery with 170 cu. in. 6-cylinder engine, 225 cu. in. and all V-8s have 12-volt, 48 amp/hr. battery. Chrysler Corporation alternator, 30 amp/hr. on 6's, 37 amp/hr. on V-8, with high charging rate at low engine speeds.

Brakes

Drum type 6-cylinder engine models have 9 in. diameter brakes with total lining area of 153.3 sq. in. V-8 engine models have 10 in. diameter brakes with total lining area of 156.2 sq. in. Disc brakes (front) 6-cylinder and V-8 both have 102.3 sq. in. total lining area; rear brake is 10 in. diameter drum type.

With Valiant, safety is built in, not added on. • Standard safety features • Improved fuel tank retention • Vehicle side marker lights • Folding seat back-latches • Instrument panel padding (full upper and lower) • Recessed instrument panel knobs and switches • Breakaway instrument panel airbags • Energy-absorbing front seat back tops • Safety armrests • Heavy laminate windshield glass • Non-override inside door locks • Soft window crank knobs • Painted windshield garnish moldings (anti-glare) • Left outside rearview mirror • Energy-absorbing steering column • Dual brake system and warning light • Emergency flashers • Swing-away inside prismatic day/night mirror • Seat belts, 2 front, 2 rear • Padded sun visors • 2-speed windshield wipers with washers • Dual-finish windshield wiper arms and blades, horn ring, steering wheel hub, inside rearview mirror frame and bracket, turn signal and gear shift levers • Safety-Airline inside door handles • Safety-Trim wheels • And the Plymouth win-you-over beat goes on.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer and safer car. Hence, specifications, equipment, and prices are subject to change without notice. Automobiles pictured, in some cases, show optional equipment, available at extra cost. Product information published in this catalog is subject to change.



Here's How Chrysler's Customer Care Warranty Protects You.

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. 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 6 months; replace oil 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 Imperial Chrysler Plymouth or Dodge 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 2nd registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge 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.

The Plymouth win-you-over beat goes on . . .
27 models of the big-size Fury



Fury III 2-Dr. Fast Top V-8 & 6



VIP 4-Dr. Hardtop V-8



Sport Fury 2-Dr. Fast Top V-8



Sport Fury 2-Dr. Hardtop V-8



Sport Fury Convertible V-8



Fury III 2-Dr. Fast Top V-8 & 6



Fury III 2-Dr. Hardtop V-8 & 6



Fury III 4-Dr. Hardtop V-8



Fury III Convertible V-8



Fury III 4-Dr. Sedan V-8 & 6



Fury III 2-Dr. Sedan V-8 & 6



Fury II 4-Dr. Sedan V-8 & 6



Fury I 2-Dr. Sedan V-8 & 6



Fury I 4-Dr. Sedan V-8 & 6



Sport Suburban Wagon V-8, 2- or 3-seat



Custom Suburban Wagon V-8, 2- or 3-seat



Suburban Wagon V-8 & 6, 2-seat

. . . and on 23 models of the mid-size five



GTX 2-Dr. Hardtop V-8



GTX Convertible V-8



Sport Satellite 2-Dr. Hardtop V-8



Sport Satellite Convertible V-8



Satellite 2-Dr. Hardtop V-8 & 6



Satellite Convertible V-8 & 6



Satellite 4-Dr. Sedan V-8 & 6



Road Runner 2-Dr. Coupe V-8



Belvedere 2-Dr. Coupe V-8 & 6



Belvedere 4-Dr. Sedan V-8 & 6



Satellite Sport Wagon V-8, 2- or 3-seat



Satellite Wagon V-8 & 6, 2- or 3-seat



Belvedere Wagon V-8 & 6, 2-seat

. . . and on Compact Valiants



Signet 2-Dr. Sedan V-8 & 6



Signet 4-Dr. Sedan V-8 & 6



Valiant 100 2-Dr. Sedan V-8 & 6



Valiant 100 4-Dr. Sedan V-8 & 6

. . . and on Sports-car Barracudas



Barracuda Fastback V-8 & 6



Barracuda Hardtop V-8 & 6



Barracuda Convertible V-8 & 6

Plymouth  **CHRYSLER**
MOTORS CORPORATION