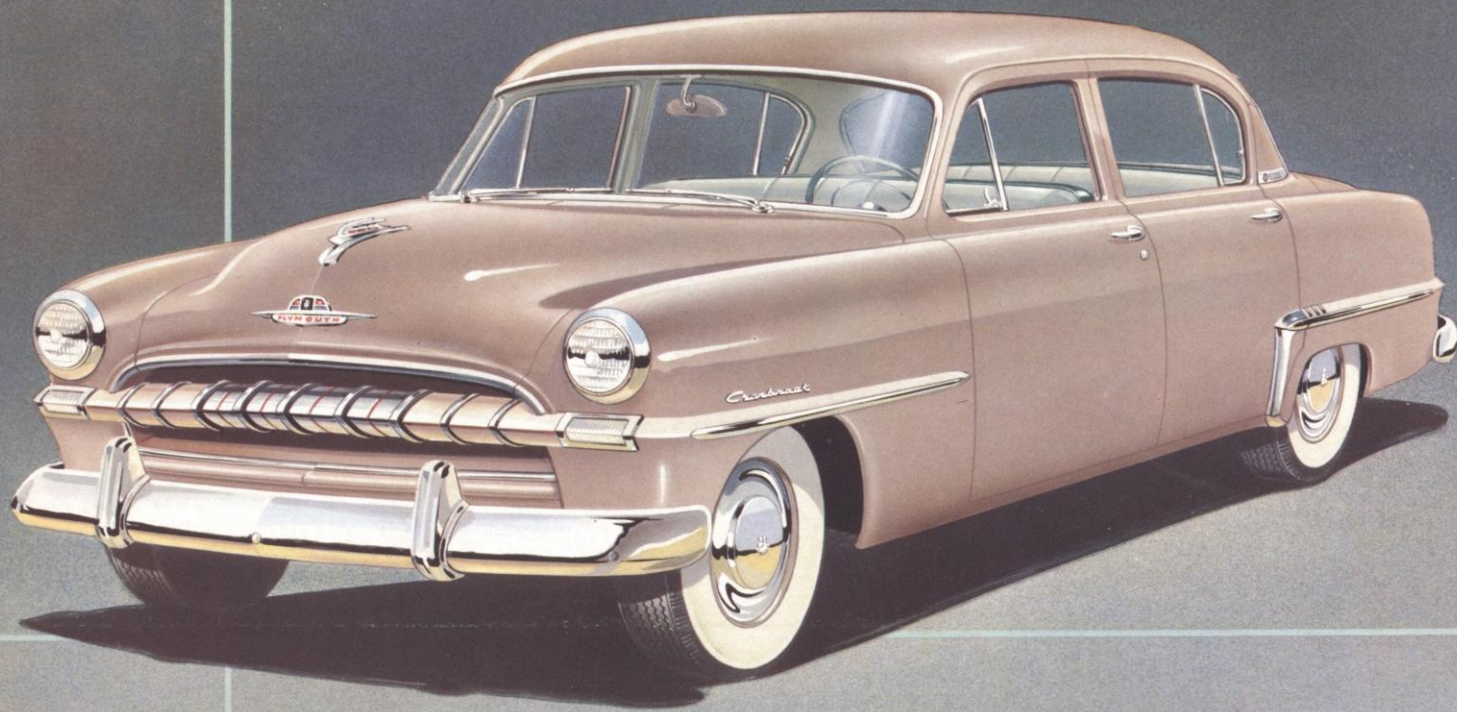


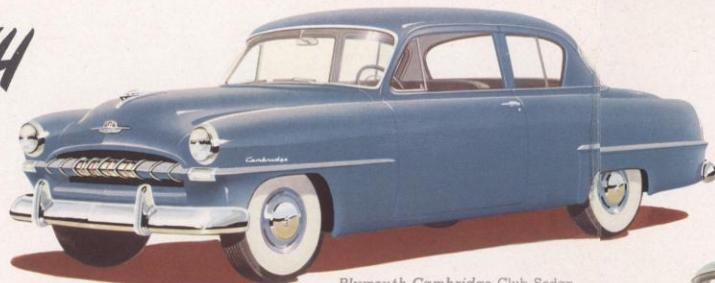
plymouth

1953



1953 PLYMOUTH

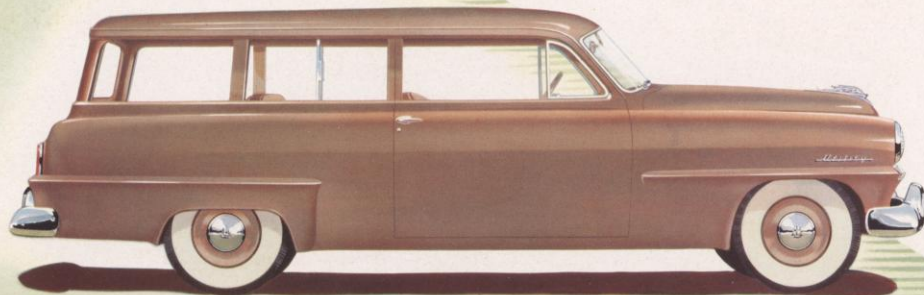
Plymouth for 1953 is brilliantly new. Here are cars designed to offer you the fullest measure of driving enjoyment. And here are cars, too, which *invite* your closest inspection. New, flowing body styling . . . new visibility and spaciousness . . . outstanding new engineering features . . . all these are blended into a harmonious combination of values which you have always wanted in a motor car. Nine beautiful body types, in a variety of sparkling colors, are provided to meet your every motoring need.



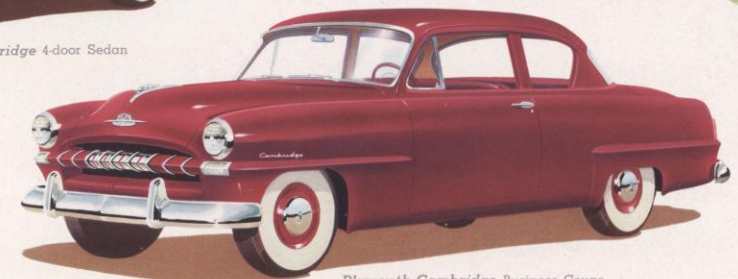
Plymouth Cambridge Club Sedan



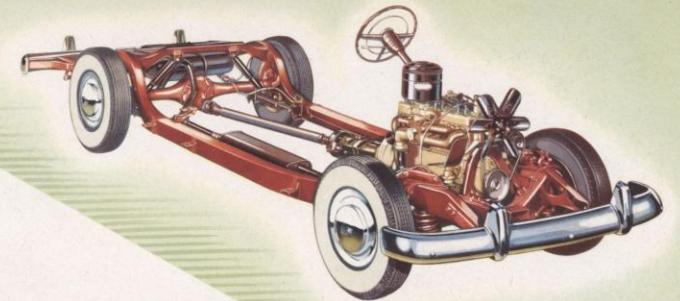
Plymouth Cambridge 4-door Sedan



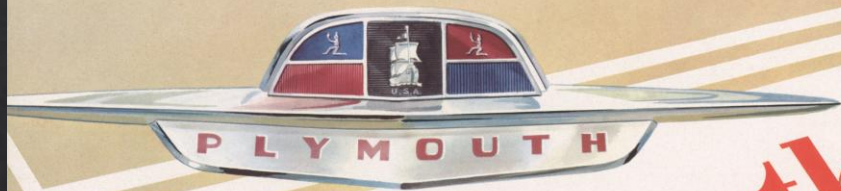
Plymouth Cambridge Commercial Utility



Plymouth Cambridge Business Coupe

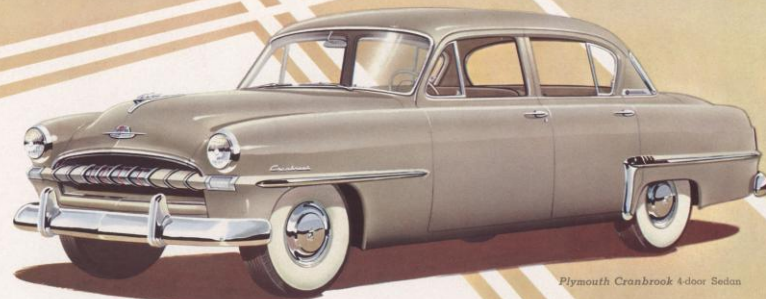


Plymouth for 1953 is easier to handle . . . easier to park! For Plymouth is provided with a completely redesigned and modern chassis as well as a number of new chassis components which offer the driver a mastery of the road never before achieved in the low priced field. The new chassis frame is wider, more rigid. The new suspension system, at front and rear, is engineered to give your newest Plymouth sports car stability on turns . . . improves acceleration and riding qualities on any road surface.



Plymouth

Cranbrook



Plymouth Cranbrook 4-door Sedan



Plymouth Cranbrook Club Coupe



Plymouth Cranbrook BELVEDERE Coupe



Plymouth Cranbrook Special Commercial Utility



Plymouth Cranbrook Convertible Coupe

Value-wise motorists have always recognized Plymouth's big car "look" and big car "feel." Join them in taking a look at these beautiful 1953 Plymouth cars! You will be impressed by Plymouth's completely new beauty, inside and out. The new *soften* lines of the body styling . . . the new *lower* silhouette . . . give these 1953 cars a sleekness of which you will be proud. New, color-matched interiors are notable for their luxurious texture . . . their detailed workmanship. And Plymouth's usual "good sense" design extends throughout these cars. Big, wide doors . . . greater visibility . . . chair-like comfort . . . and now, Plymouth Automatic Overdrive as extra equipment to send your motoring costs diving. See your Plymouth distributor now for a closer inspection of these splendid new cars . . . and ask for a detailed explanation of Plymouth's "hidden" features, too.

PLYMOUTH

Specifications

PLYMOUTH CRANBROOK 114" WHEELBASE;
PLYMOUTH CAMBRIDGE 114" WHEELBASE

● **ENGINE**—Six-cylinder, L-head type, Floating Power mounted. Bore $3\frac{1}{4}$ " (82.55 mm). Stroke $4\frac{1}{2}$ " (111.1 mm). Piston displacement 217.8 cu. in. (3.57 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. horsepower 25.35. Developed brake horsepower 97 at 3600 r.p.m. with 7.0:1 cylinder head. Rib-reinforced, cam-ground, lightweight "U" slot, plated aluminum pistons with 4 piston rings each. Top ring chrome-plated. Four-bearing crankshaft. Precision-type, heavy-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

● **ENGINE LUBRICATION**—Force-feed from high capacity Roto-Pressure oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Floating type oil intake. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilation. "Micronic Filtration" sealed-unit oil filter. Crankcase capacity five quarts (4.75 liters). Oil pressure gauge on instrument panel.

● **FUEL SYSTEM**—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic electric choke control. Oil bath air cleaner. Intake silencer on Diplomat-Custom models. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U. S. gals. (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in tank outlet.

● **COOLING SYSTEM**—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve assemblies. Full length water jackets. Thermostat control. Water capacity $3\frac{1}{4}$ U. S. gallons (12.30 liters). Six-blade 17-inch fan (43 cm).

● **CLUTCH AND TRANSMISSION**—Dry, single-plate with cushion center. $9\frac{1}{2}$ " diameter, molded asbestos facings. Ball-thrust release bearing with lubricant sealed in. Oilite pilot bearing. Trunnion-type shifting mechanism. Forced ventilation. All-Silent Auto-Mesh transmission with helical gears of carburized steel. Blocker-type synchronizer. Seven anti-friction bearings. **OVERDRIVE**—Automatic-shift, 2-speed Overdrive transmission, mounted directly behind standard transmission, available as special equipment.

● **REAR AXLE**—Semi-floating, Hypoid rear axle. Pressed-steel banjo-type housing. Hypoid gears. 16-spline axle shafts. Tapered roller bearings. Standard ratio 3.9:1. Ratio, with Overdrive, 4.3:1. Hotchkiss drive through springs.

● **SUSPENSION**—Independent front wheel springing with coil springs. Grooved, Semi-Elliptic rear springs with wax-impregnated fabric interliners, length $53\frac{3}{4}$ " (1.362 m), width 2" (5.08 cm). Splay mounted on chassis. Tapered-end leaves. Rubber cored bushings at front. Rubber cushioned shackles at rear. Hydraulic, telescopic type shock absorbers front and rear. Rear shock absorbers in "sea leg" position for greater stability. Steering gear ratio 18.2:1. Front end sway eliminator.

● **CHASSIS FRAME**—Improved super-rigid, double channel frame. Box-section steel side rails, $\frac{3}{16}$ " (2.38 mm) thick. Maximum depth, $5\frac{3}{4}$ " (14.60 cm); outside width at maximum depth, $4\frac{1}{2}$ " (11.43 cm).

● **ELECTRICAL SYSTEM**—6-volt ignition. Resistor type spark plugs. Full automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Ignition-key operated positive starter. Special high tension coil. 15-plate battery, capacity 100 ampere hours, at 20 ampere discharge rate, located under hood in left fender shield. Sealed-beam Headlights with foot control. Dual Airtone horns with full-circle horn ring on steering wheel on Cranbrook models. Horn button in center of steering wheel on Cambridge models. Dual taillights, dual stop lights. Rear license plate light. Front parking lights. Directional signals available as special equipment. Electrically-operated windshield wipers.

● **BRAKES**—Improved type hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-equalized and weather-proofed. Steel backed, cast iron brake drums. Drum diameter 10" (25.4 cm). "Cyclebond" molded asbestos brake lining 2" wide (5 cm). Separate, external contracting hand brake for parking, mounted at rear of transmission.

● **WHEELS AND TIRES**—Demountable steel disc wheels with Safety Rims. Goodyear Super-Cushion tires, black, 4-ply, are standard. Size: 15 x 6.70. 4 and 6-ply white sidewall tires and 6-ply black tires are available at extra cost.

All specifications, equipment, models, body types, ornamentation and design subject to change without notice and without responsibility to the Chrysler Corporation, Export Division.

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