

'66 Plymouth VIP



Plymouth presents a new high in luxury



Plymouth's new VIP has a natural appeal for fastidious people, accustomed to the finer things. People who accept the best as a matter of course. And the VIP's single-model exclusiveness should have an even deeper appeal to these discriminating car buyers.

The VIP will have an even broader appeal to those who have felt, in other years, that cars of this distinction were to be found only among the traditional luxury car group — and generally considered beyond the reach of the average car buyer. A new high in luxury . . . but well within your reach . . . Plymouth's VIP. *Let yourself go . . . Plymouth.*



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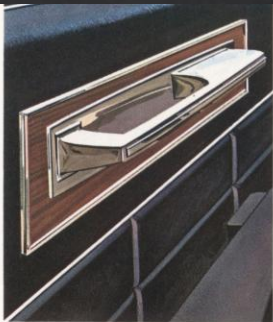
The VIP will have an even broader appeal to those who have felt, in other years, that cars of this distinction were to be found only among the traditional luxury car group — and generally considered beyond the reach of the average car buyer. A new high in luxury . . . but well within your reach . . . Plymouth's VIP. *Let yourself go . . . Plymouth.*



The most striking thing about the luxury of Plymouth's VIP is the fact that almost anyone can afford it. You get *so much more for so little more.*

Like the distinction of owning the only model of its kind in the line. Like the discreetly different treatment of ornamentation.

Or the tasteful richness of the appointments. The deep-pile carpeting. The fine-textured fabrics. The countless little extra — but immeasurably important — convenience touches. All the highly individualized refinements that make for the limousine look — at Plymouth prices. The things that will make you want to *Let yourself go . . . Plymouth.*



Convenient assist handles, mounted on a bright die-cast base, are backed by a vinyl wood-grained insert. Another way the VIP underscores its attention to detail.



The safety-padded instrument panel is unobtrusively ornamental, as well as being remarkable for its convenient instrument grouping and easy readability.



Even the cigar lighter on the back of the front seat, standard on the VIP, helps set this car apart, and stresses the unique quality of its craftsmanship.



The discreet use of chrome in exterior ornamentation, with walnut-grained vinyl insert, accentuates the VIP's distinctive styling approach.



The ultimate in attention to functional detail in interior styling accents is the pair of reading lamps with independent switches, mounted as shown.



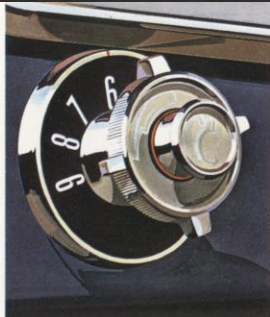
A new trend in door-handle design is shown in this ingenious new safety handle, flush-mounted for convenience, with integral armrest for comfort.



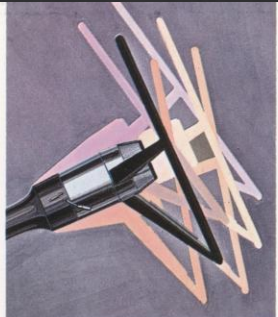
Recessed pull-down center armrests, front and rear, are another comfort touch that confirms the extraordinary character of this unusually fine car.



VIP 4-Door Hardtop in Charcoal Metallic



1



2



3



4



5



6

	318 Standard V-8	383 Optional Commando V-8	383 Optional Commando V-8	440 Optional Commando V-8
Horsepower	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	365 hp at 4600 rpm
Torque, lbs.-ft.	340 at 2400 rpm	390 at 2800 rpm	425 at 2800 rpm	480 at 3200 rpm
Compression ratio	9.0 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Bore, inches	3.91	4.25	4.25	4.32
Stroke, inches	3.31	3.38	3.38	3.75
Displacement, cu. in.	318	383	383	440
Carburetor type	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type	Silenced	Silenced	2-Snokel	2-Snokel
Exhaust	Single	Single	Dual	Dual
Camshaft	Standard	Standard	Standard	Standard
Fuel	Regular	Regular	Premium	Premium

7

Options, Accessories, and Engines

1—Auto Pilot. Set the dash-mounted pointer to your pre-selected speed, and this ingenious control does the rest. Maintains set speed regardless of hills or declines. Even nudges your foot gently when pre-set speed is reached.

2—Tilt-a-Scope Steering Wheel. Added driving comfort for every driving member of the family. This new option telescopes a total of 2.7 inches, and tilts to 2 positions above center, and 3 positions below center.

3—Air Conditioning. Gives you "controlled weather" inside, no matter what's going on outside. Features Chrysler Corporation's own reheat principle. Responds quickly to changes in control settings.

4—Front-Wheel Caliper-Type Disc Brakes. A race-car-spawned innovation that can add to passenger-car brake life. Disc brakes are noted for their predict-

able, stable action, even under repeated hard use, or exposure to water, dust, or temperature extremes.

5—Vinyl Roof Covering. A car with the limousine look needs the landau touch that only this leather-like appearance option can add.

6—Commando 440-cu-in. V-8 Engine. Plymouth's most powerful engine, designed to give the VIP the kind of smooth "out-front" high performance this car deserves.

7—VIP Engine Chart. The VIP gives you a 318-cu-in. standard V-8, and three optional Commando V-8 engines to choose from. They are detailed in chart above for your convenience.

Power Brakes. Improved to increase responsiveness and "pedal feel," and make braking easier, at a touch of the toe.

Power Steering. Full-time power steering, that makes maneuvering your VIP a fingertip matter, driving or parking.

Sure-Grip Differential. This option is designed to give positive power to both rear wheels for improved traction. Especially effective on gravel or other loose surfaces, or on ice or snow.

Radio—AM or AM/FM. You have the added convenience, in the AM/FM model, of instant switching from AM to FM, for greater program selectivity.

Emergency Flasher. When necessary, this device sets all four turn signals flashing, to alert approaching traffic.

Electric Door Locks. With this safety aid, it is a simple operation to lock all car doors simultaneously.

Bumper Guards—Front & Rear. An attractive way to help protect grille and body metal.

Tinted Glass. In the windshield, all around, it performs the dual function of reducing glare, and helping to keep the car interior cool.

Seat Belt Retractors. Front and rear, they keep seat belts out of the way when not in use.

Rear Window Defogger. Quickly and efficiently, rear window visibility is restored for convenience and safety.

Day/Nite Rear-View Mirror. A mere flick of the finger adjusts this unique mirror for day or night driving.

Trailer-Towing Packages. Plymouth has specially designed, factory-installed trailer-towing equipment available for every model. For detailed information, ask your Plymouth Dealer for the highly informative booklet on this subject. *Let yourself go . . . Plymouth.*

VIP—Standard Equipment

Front & rear door/Cigar lighters / Seat & rear / Back-up lights / C-pillar lights / Seat belts—front & rear / Wheel covers / Instrument panel safety cushion / Electric windshield washer / Variable-speed windshield wipers / Outside left rear-view mirror / Hood-mounted turn signal indicators / Steering wheel—with horn ring / Fender skirts / Ash receiver—front & rear / Electric clock / Formed carpet floor covering / Luggage compartment rubber mat / Glove box light / Trunk compartment light / Heater-defroster / 318-cu-in. V-8 engine / 3-speed manual transmission / Torsion-bar front suspension / Leaf-spring rear suspension / Parking brake warning light / Sun visors—right & left / Clear glass rear-view mirror

VIP—Optional Equipment

Air conditioning / Auto-Pilot / Defogger—rear window / Disc brakes—front only / Electric door locks / Emergency flasher / Tinted glass—all windows / Tinted windshield / Day-Nite inside rear-view mirror / Outside left rear-view mirror—remote control / Power brakes / Power steering / Seat belt retractors / Deep-dish wheel covers / Tilt-a-Scope steering wheel / Bumper guards—front & rear / Sure-Grip differ-

ential / 6-way power seat adjuster / Power window lifts / Radio—AM or AM-FM / Trailer-towing package / Vinyl roof covering / Commando 383-cu-in. V-8—2-bbl. carb. / Commando 383-cu-in. V-8—4-bbl. carb. / Commando 440-cu-in. V-8—4-bbl. carb. / 4-speed manual transmission—with Commando "357" 4-bbl. & Commando "440" / 3-speed automatic transmission / Whitewall tires / Undercoating

Transmissions & Gear Ratios

Standard manual 3-speed . . . 3.07 to 1
Manual 4-speed . . . 3.55 to 1
Commando 383-cu-in. V-8 engine—3.55 to 1
Optional manual 4-speed
(Commando 383-cu-in. V-8 & 440-cu-in. V-8) . . . 3.00 to 1
Optional automatic 3-speed . . . 3.07 to 1

Rear Axle Ratios

Manual 4-speed . . . 3.07 to 1
Manual 3-speed . . . 3.25 to 1
Automatic 3-speed . . . 2.94 to 1
Rear axle are hypoid type. Hotchkiss drive.

Capacities

Fuel tank . . . 25 gallons
Engine crankcase . . . 4 quarts
Cooling system (with heater) . . . 31 quarts

Colors and Specifications

Wheels & Tires*

Rim size . . . 5.0K
Tire size . . . 7.75 x 14
*Rim size wheels with low-pressure tubeline tires are standard on all models.

Chassis Specifications

Turning diameter—curb-to-curb. . . 42.7 feet
Front suspension type . . . Torsion bars
Rear . . . Asymmetrical leaf springs
Rear spring length . . . 58.0 inches
Rear spring No. of leaves . . . 5

Shock absorbers . . . Oriflow Type

Manual steering ratio—
steering gear . . . 24.9 to 1
Manual steering ratio—overall . . . 32.9 to 1
Wheel turns—lock-to-lock . . . 5.8
Power steering ratio—
steering gear . . . 15.7 to 1
Power steering ratio—overall . . . 19.4 to 1
Wheel turns—lock-to-lock . . . 3.8

Brakes (Conventional Drum Type)*

Front wheels . . . 11 x 2.75 inches
Rear wheels . . . 11 x 2.0 inches
Total lining area . . . 202.1 square inches
Brakes are self-energizing, servo-contact, with bonded lining. Brake shoes are internal expanding type. A self-adjusting feature is activated during reverse stops. Separate.

foot-operated parking brake, cable-actuated, acts on each rear wheel.
*Optional Front-Wheel Disc Brake, caliper type, also available.

Exterior Dimensions

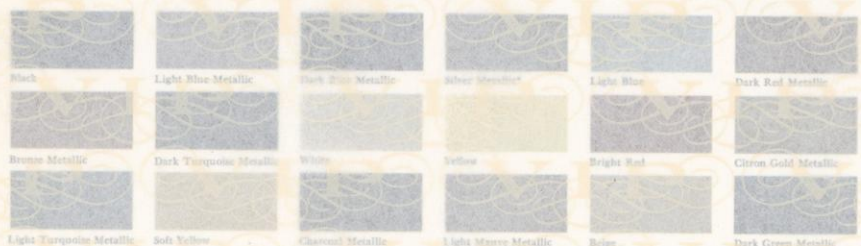
Wheelbase (A) . . . 119.0 inches
Overall length (B) . . . 209.8 inches
Overall width . . . 78.7 inches
Overall height (C) . . . 55.2 inches
Track—front wheels . . . 62.0 inches
Track—rear wheels . . . 60.7 inches

Passenger Space

Headroom—front seat (D) . . . 39.0 inches
Headroom—rear seat . . . 37.9 inches
Legroom—front seat . . . 42.0 inches
Legroom—rear seat . . . 38.7 inches
Shoulder-room—front seat . . . 60.9 inches
Shoulder-room—rear seat . . . 60.4 inches
Knee-room—rear seat . . . 5.6 inches
Seat height—front . . . 18.9 inches
Seat height—rear . . . 11.9 inches



The policy of Chrysler Corporation is one of constant improvement in design and construction wherever possible to assure a still finer car. Horse, specifications, equipment, and price are subject to change without notice. Product information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in your area, show optional equipment, available at extra cost. Colors shown here may differ slightly from color chips available at your Plymouth Dealer.



Plymouth's VIP is available in the 18 solid exterior colors shown. Two-tone paint combinations, and black or white vinyl roof coverings available at extra cost. Interiors are in either of three rich hues—Blue, Red, or Black. Seat cushions and backs are cloth-and-vinyl. Lower portions of front seat backs, rear seat cushions, and door-trim panels are all carpet-covered. The pearl gray vinyl headlining is padded around rear window area, and sun visors are covered in the same fashion. *Extra-cost option.

Customer Care and the Chrysler Corporation's 5-Year/50,000-Mile Engine and Drive Train Warranty* . . . a couple more good reasons for letting yourself go Plymouth '66.

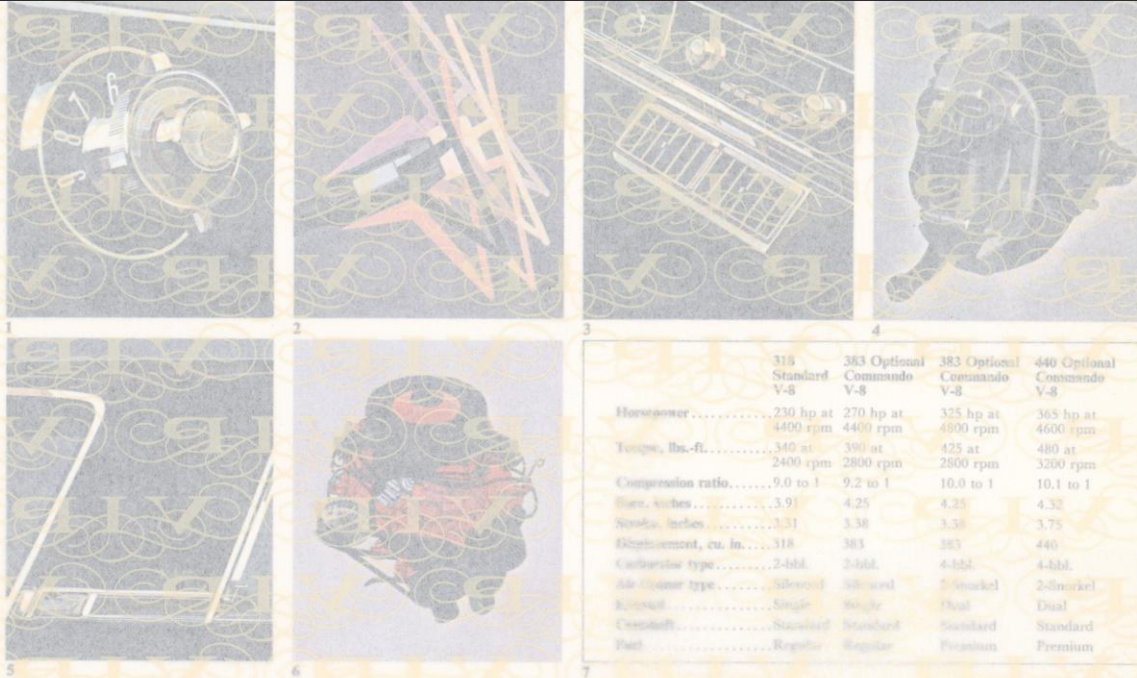
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or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential and rear wheel bearings. Required maintenance: The following maintenance services are required under the warranty—change engine oil every 3 months or 1,000 miles, whichever comes first; replace oil filter every

second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



Colors and Specifications



	318 Standard V-8	383 Optional Commando V-8	383 Optional Commando V-8	440 Optional Commando V-8
Horsepower	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	365 hp at 4600 rpm
Torque, lb.-ft.	340 at 2400 rpm	390 at 2900 rpm	425 at 2800 rpm	480 at 3200 rpm
Compression ratio	9.0 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Stroke, inches	3.91	4.25	4.25	4.32
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Displacement, cu. in.	318	383	383	440
Carburetor type	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type	Filtered	Oil-seal	2-stage	2-stage
Ignition type	Single	Single	Dual	Dual
Exhaust	Standard	Standard	Standard	Standard
Fuel	Regular	Regular	Premium	Premium

Options, Accessories, and Engines

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able, stable action, even under repeated hard use, or exposure to water, dust, or temperature extremes.

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Power Steering. Full-time power steering, that makes maneuvering your VIP a lot easier, either driving or parking.

Sure-Grip Wheelcovers. This option is designed to give positive power to both rear wheels for improved traction. Especially effective on gravel or other loose surfaces, or on ice or snow.

Radio—AM or AM/FM. You have the added convenience, in the AM/FM model, of instant switching from AM to FM, for greater program selectivity.

Emergency Flasher. When necessary, this device sets all four turn signals flashing, to alert approaching traffic.

Electric Door Locks. With this safety aid, it is a simple operation to lock all car doors simultaneously.

Bumper Guards—Front & Rear. An attractive way to help protect grille and body metal.

Tinted Glass. In the windshield, or all around, it performs the dual function of reducing glare, and helping to keep the car interior cool.

Seat Belt Retractors. Front and rear, they keep seat belts out of the way when not in use.

Rear Window Defogger. Quickly and efficiently, rear window visibility is restored for convenience and safety.

Day/Nite Rear-View Mirror. A mere flick of the finger adjusts this unique mirror for day-or-night driving.

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VIP—Standard Equipment

Armrests—front & rear door/Cigar lighters—front & rear / Back-up lights / C-pillar lights / Seat belts—front & rear / Wheel covers / Instrument panel safety cushion / Electric windshield washer / Variable-speed windshield wipers / Outside left rear-view mirror / Steering wheel—with half horn ring / Fender skirts / Ash receivers—front & rear / Electric clock / Formed carpet floor covering / Luggage compartment rubber mat / Glove box light / Trunk compartment light / Heater-defroster / 318-cu.-in. V-8 engine / 3-speed manual transmission / Torsion-bar front suspension / Leaf-spring rear suspension / Parking brake warning light / Sun visors—right & left / Clear glass rear-view mirror

VIP—Optional Equipment

Air conditioning / Auto-Pilot / Defogger—rear window / Disc brakes—front only / Electric door locks / Emergency flasher / Tinted glass—all windows / Tinted windshield / Day-Nite inside rear-view mirror / Outside left rear-view mirror—remote control / Power brakes / Power steering / Seat belt retractors / Deep-dish wheel covers / Tilt-a-Scope steering wheel / Bumper guards—front & rear / Sure-Grip differ-

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Transmissions & Gear Ratios

Standard manual 3-speed 3.02 to 1
Manual 3-speed with
Commando 383-cu.-in. engine . . . 2.55 to 1
Optional manual 4-speed
(Commando 383- [4-bbl.] &
440-cu.-in. engines) 2.66 to 1
Optional automatic 3-speed 2.45 to 1

Rear Axle Ratios

Manual—3-speed 3.23 to 1
Manual—4-speed 3.23 to 1
Automatic—3-speed 2.94 to 1
Rear axles are hypoid type, Hotchkiss drive.

Capacities

Fuel tank25 gallons
Engine crankcase4 quarts
Cooling system (with heater)21 quarts

Wheels & Tires*

Rim size 5.0K
Tire size 7.75 x 14
*Safety-Rim wheels with low-pressure tubeless tires are standard on all models.

Chassis Specifications

Turning diameter—curb-to-curb. 42.7 feet
Front suspension type Torsion bars
Rear Asymmetrical leaf springs
Rear spring length 58.0 inches
Rear spring No. of leaves 5
Shock absorbers Oriflow Type
Manual steering ratio—
steering gear 24.0 to 1
Manual steering ratio—overall 32.0 to 1
Wheel turns—lock-to-lock 5.8
Power steering ratio—
steering gear 15.7 to 1
Power steering ratio—overall 19.4 to 1
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Brakes (Conventional Drum Type)*

Front wheels 11 x 2.75 inches
Rear wheels 11 x 2.0 inches
Total lining area 202.1 square inches
Brakes are self-energizing, servo-contact, with bonded lining. Brake shoes are internal expanding type. A self-adjusting feature is activated during reverse stops. Separate,

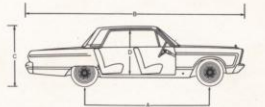
foot-operated parking brake, cable-connected, acts on each rear wheel.
*Optional Front-Wheel Disc Brakes, caliper-type, also available.

Exterior Dimensions

Wheelbase (A) 119.0 inches
Overall length (B) 209.8 inches
Overall width 78.7 inches
Overall height (C) 55.2 inches
Track—front wheels 62.0 inches
Track—rear wheels 60.7 inches

Passenger Space

Headroom—front seat (D) 39.0 inches
Headroom—rear seat 37.9 inches
Legroom—front seat 42.0 inches
Legroom—rear seat 38.7 inches
Shoulder-room—front seat 60.8 inches
Shoulder-room—rear seat 60.0 inches
Kneeroom—rear seat 5.6 inches
Seat height—front 8.9 inches
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PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION

