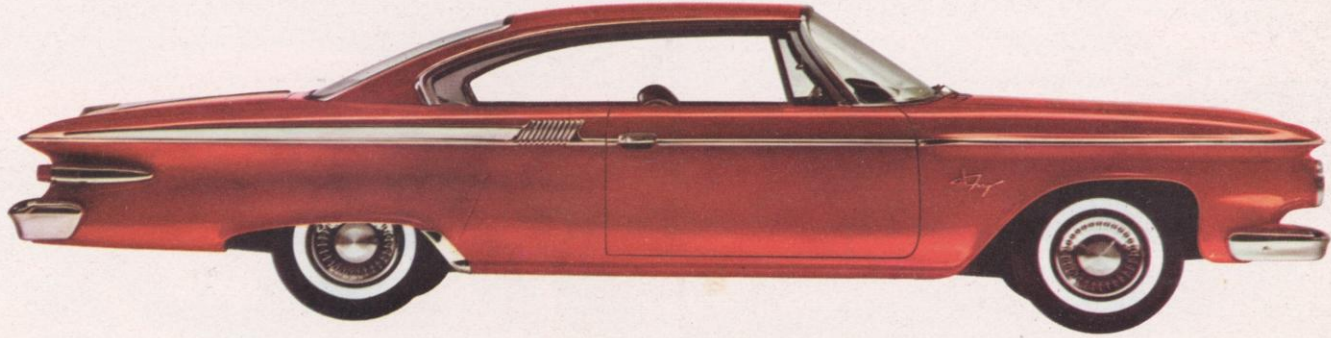


From Chrysler Corporation

PLYMOUTH 1961 VALIANT






The Fury 2-Door Hardtop in Carnival Red

1961 PLYMOUTH

Introducing new Solid Beauty

There is so much to tell you about the 1961 Plymouth—things you may have trouble believing if you have never driven one. Of course, you don't have to drive one to appreciate its solid beauty; a glance at the opposite page tells you instantly that Plymouth's new styling is a harmony of motion, momentarily stilled in sleek steel and bright aluminum. And when you see it on the street—man, oh man—here's a car to make heads turn in any neighborhood. Yes, the solid beauty of Plymouth is, in itself, enough to make you eager to buy it but, when you discover the sound engineering behind that beauty, wild horses won't keep you from your nearest dealer. Chrysler Corporation engineers have created what might seem to be impossible—a car that's small in price and low in gas consumption yet is roomy in size and high in performance. This is not accidental. It took years to develop the rigid Unibody that practically abolishes any hint of twist, bend, groan, or rattle. It took new manufacturing techniques to develop a revolutionary rustproof treatment of Plymouth bodies. It took real engineering leadership to develop far-sighted improvements such as Torsion-Aire Ride, Push-Button Drive and Total-Contact brakes. All these things, and more, are a part of the 1961 Plymouth. When you add it all up, 1961 is the year to buy Plymouth. 

PLYMOUTH FURY


The luxury line for 1961.



The Fury 4-door Sedan in Jet Black.



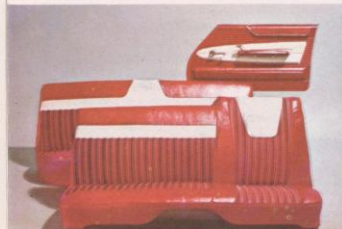
The Fury 2-door Hardtop in Lavender Metallic and Alpine White.

Beauty-minded souls who appreciate the subtle extra touches that make a car stand out will love the Fury. So will fun-loving folk of all ages — those who feel that driving can be a lot more than just getting from here to there. For a Fury is a leader for people who want to be leaders. Fury owners can strut while they're sitting down. Fury is Plymouth's finest. Almost lavish in its superior appointments, the Fury line includes — at no extra cost — features that are not available at any price on some of the more expensive cars. Note the smart aluminum sportone inserts, the aluminum inset on the trunk deck and the gleaming chrome-plated tail light pods. There are 14 beautiful body colors and five color-keyed interior trim shades available. 



The Fury 4-door Hardtop in Twilight Turquoise Metallic and Alpine White.

Stunning Fury interior in red nylon-viscose long-wearing fabric set off by vinyl bolsters with attractive, contrasting white inserts. It features the Command Seat with the high back that gives the driver extra shoulder support and helps prevent driver fatigue.



The Fury Convertible in Alpine White with Red Trim.

PLYMOUTH BELVEDERE


The popular line for 1961.



The Belvedere 4-door Sedan in Silver Gray Metallic.



The Belvedere 2-door Sedan in Bronze Metallic and Alpine White.

Belvedere appeals to families because it gives them what every family wants in a car. First, Belvedere is big and roomy and comfortable. Important? You bet! Then there's the solid beauty—so advanced that any family will be proud to park it on their driveway. Performance? Belvedere's got that, too—its controls and its engines will answer every command with quick and lively response. And last, Belvedere is friendly to a family's budget—with either 6 or 8-cylinder engine—both of which are Mobilgas Economy Run winners. And, when it comes to the added touches such as front and rear arm rests, painted sportone insert, and other convenience features, Belvedere offers far more than you'd ever expect in this price range—at no extra cost. Check the difference in popular price cars. You will find that any family is ahead with a Plymouth Belvedere. 

The Belvedere 2-door Hardtop in Carnival Red and Alpine White.



This pleasing Green is but one of four color-keyed interiors in the Belvedere line. Fabrics are sturdy nylon-viscose, and are easy to clean.

PLYMOUTH SAVOY

The economy line for 1961.




The Savoy 4-door Sedan in Robin's Egg Blue.

The Savoy 2-door sedan in Mint Green.



Handsome Savoy color-keyed interiors have been tested for their resistance to wear, spotting, and fading.


Don't compare the Savoy with other low-priced lines because there's a big difference. Savoy is low-priced, true. But it still gives you Plymouth's solid beauty plus Plymouth's important features like Unibody and Torsion-Aire Ride. Truly, you save without sacrifice when you pick Savoy. In addition to full-size beauty you even get such usually-extra-cost items as dual horns, right and left sun visors, and custom-positioned front seat. And, of course, Savoy gives you all the fine standard mechanical features listed on Page 13 of this book. 

PLYMOUTH SUBURBAN

America's most beautiful station wagons.

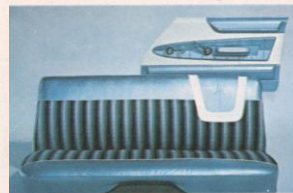


The Sport 4-door Suburban in Fawn Beige.

Whether it's a load of Boy Scouts off for camp, a load of lumber for the den, or a load of stones for the patio, the Plymouth Suburban is not only America's handiest hauler, but America's most beautiful station wagon. Its sleek and graceful lines conceal its great utility, make it at home in the finest surroundings. And whether you haul people or potatoes you ought to find out what Plymouth's Unibody construction does for a station wagon. It makes these wagons unbelievably rigid. The all-welded body-frame creates tremendous space inside. On these two pages you see typical Suburban beauties in three great series: the exciting, luxurious Sport Suburbans, the handsomely-styled, moderately priced Custom Suburbans, and the low-priced Deluxe Suburbans. There are nine choices in the 1961 Suburban line to fit any purse or purpose in a total of 14 eye-catching colors. 



Comfortable Command Seat highlights this Sport Suburban interior; its extra high back gives the driver full body and shoulder support. Color-keyed, easy-to-clean, long-wearing nylon-viscose upholstery with vinyl trim.



Beautiful color-keyed interior trim in tough, long wearing vinyl and nylon-viscose fabrics that are highly fade-resistant and easy to keep clean.



The Deluxe 2-door Suburban in Airforce Metallic Blue.

The Custom 4-door Suburban (6 or 9-passenger) in Coral and Alpine White.



The Deluxe 4-door Suburban in Emerald Green Metallic and Alpine White.

PLYMOUTH SUBURBAN FEATURES

First in their field from Chrysler Corporation.



Rear-facing third seat was a Plymouth first, now imitated by most other wagons. It is easy to enter, gives generous legroom, and children love to ride in it. Easily folds flat into the floor when it is not being used.



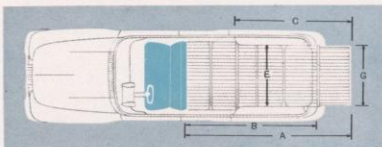
A safe bedroom and playroom for the children is just one of the hundreds of family uses for this roomy rear area of the 1961 Plymouth Suburbans.



One-piece tailgate with roll-down rear window was also pioneered by Plymouth. It's easy to use, eliminates old-fashioned and clumsy 2-piece lift gates. Electrically operated rear window is standard equipment on 9-passenger models, optional at low extra cost on others.

ROOMY DIMENSIONS OF PLYMOUTH SUBURBANS

- A Over-all floor length, tailgate open, 2nd and 3rd seats folded . . . 121.3 in.
- B Over-all floor length, tailgate closed, 2nd and 3rd seats folded . . . 100.7 in.
- C Over-all floor length, tailgate open, 2nd seat up, 3rd seat folded . . . 86.0 in.
- D Over-all floor length, tailgate closed, 2nd seat up, 3rd seat folded . . . 65.1 in.
- E Width between the rear wheel housings . . . 45.8 in.
- F Height of rear opening . . . 27.3 in.
- G Width of rear opening above the tailgate . . . 48.3 in.
- Width of rear opening at the floor to the top of the tailgate . . . 49.3 in.



COMFORT AND CONVENIENCE EXTRAS

Items below can be ordered for most station wagon models. Your dealer will gladly give you details on availability.

Dual unit air conditioner designed by Chrysler Airtemp to give cool comfort on the hottest days.

Electric tailgate window lift—operated from a push button on the dash or by a key from the outside.

Tailgate entry assist handles make it easier for passengers to enter the rear of station wagons.

Locked spare tire compartment guards your spare tire plus any small valuables you wish to store here.

Captive-Air Tires will not go flat when punctured. In white side walls and for station wagons only.

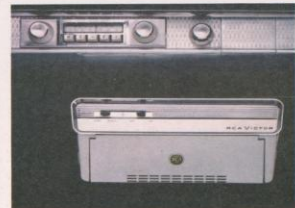
PLYMOUTH ACCESSORIES

For your extra comfort and convenience (Custom Position Seat is standard; all other accessories shown are at extra cost.)



Full-Time Power Steering makes parking almost effortless, normal driving requires but a fingertouch. It's better than other types because it is more maneuverable, allows you to respond faster to any sudden situation.

Plymouth's Hi-Fi Radio has push button tuning, a 3-transistor audio system, and a big 6 x 9-inch speaker. Shown below is the RCA phonograph which plays and stores up to 14 standard 45 rpm records. It uses the sound system of the radio.



Custom-Positioned front seat can be easily adjusted by any dealer to suit the height and build of any driver—an unusual standard feature of every Plymouth. Six adjustments handle seat height and degree of tilt to your liking. Seat can still be moved forward or backward manually. A 6-way power-operated seat is available at slight additional cost.



IN ADDITION, THESE FINE FACTORY-INSTALLED ACCESSORIES ARE AVAILABLE AT BUT SLIGHT EXTRA COST

Items below can be ordered for most models. Your dealer will gladly give you details on availability.

Power Windows are electrically operated. All four windows can be operated from the driver's seat.

Push-Button Heater and Defroster provides easy-to-operate positive heat and ventilation controls.

Air Conditioning for V-8 models by Chrysler Airtemp keeps car cool and clean on hottest days.

Solex Tinted Safety Glass for all windows cuts down on glare and reduces the heat from the sun.

Safety-Padded Instrument Panel is made of shock absorbent foam padding with no-glare surface.

Windshield Washers are foot operated to spray two jets of water to help clear dirty windshields.

Back-up Lights turn on automatically when you shift the transmission into reverse—a safety item.

Remote Control Outside Left Mirror can be easily adjusted by just a fingertouch from inside the car.

Undercoating including underhood pad absorbs sounds, protects metal surfaces from abrasion.

Variable Speed Windshield Wipers let you adjust the wiping speed to match the rain conditions.

Inside Day/Nite Rear View Mirror allows you to dim the glare from the headlights of following cars.

YOUR PLYMOUTH DEALER CAN INSTALL THESE MO-PAR FACTORY-APPROVED ACCESSORIES

Air Conditioning system keeps your Plymouth cool and comfortable. Designed for 6-cylinder models.

Rear Seat Radio Speaker has a volume control on the dash to proportion the sound to suit any taste.

Rear Window Defogger has a two-speed fan motor, assures perfect visibility from rear at all times.

Safety Seat Belts for front or rear seat passengers, hold them firmly and surely but comfortably.



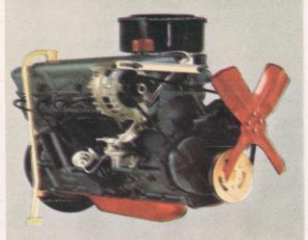
Safe-T-Matic Door locks offer a special switch on the instrument panel that lets you lock all the doors automatically. Children can't open doors accidentally and you are protected at all times from intruders.



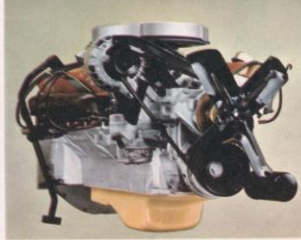
This magnificently designed dashboard is newly styled to incorporate either of two push-button radios and a new powerful push-button heating system. All push buttons are readily accessible to the driver.

PLYMOUTH FINE FEATURES

Engineered by Chrysler Corporation



30-D Economy Six, inclined 30° for greater efficiency.



Four V-8 engines range from 230 to 330 horsepower.

FOR 1961—FIVE CHAMPIONSHIP ENGINES

Plymouth's line-up of power plants for 1961 assures the right engine for every driver. Many new refinements in design and manufacture have added to Plymouth's already fine reputation for gas-saving, low-maintenance economy.

THE 30-D ECONOMY SIX—145 horsepower with a displacement of 225 cu. in. and a compression ratio of 8.2 to 1. Runs on regular gas. Here's the new high-efficiency, 30° inclined, valve-in-head six that walked off with top honors for its class in the 1960 Mobilgas Economy Run. It is available in all models except the Fury convertible and 9-passenger Suburbans.

THE FURY V-800—230 horsepower with a displacement of 318 cu. in. and a compression ratio of 9.0 to 1. It's been called the hottest V-8 in the low price field yet it's been a winner in four straight Mobilgas Economy Runs, from 1957 through 1960. Equipped with a 2-barrel carburetor, it develops amazing performance while using regular gasoline. Available on all Plymouth models.

THE SUPER FURY V-800—260 horsepower with displacement of 318 cu. in. and a compression ratio of 9.0 to 1. The addition of a 4-barrel carburetor, special high output camshaft, dual exhausts, and other refinements to the standard Fury V-800 boosts the performance, get-away, and power reserve—assures less engine strain, more flexible per-

formance at normal speeds. Available at extra cost for all models with TorqueFlite transmission.

THE GOLDEN COMMANDO 395—305 horsepower with a displacement of 361 cu. in. and a compression ratio of 9.0 to 1. So powerful is this engine that it has become one of the favorites for police cars but it is equally attractive to the driver who wants to cruise effortlessly on turnpikes and retain an extra safe power margin for passing. Larger displacement, 4-barrel carburetor, dual exhausts, and special high-output components give it high performance characteristics. Available at extra cost on all models, except with PowerFlite transmission.

THE SONORAMIC COMMANDO WITH RAM INDUCTION—330 horsepower with a displacement of 383 cu. in. and a compression ratio of 10.0 to 1. The addition of something new in engine manifolding called "ram induction" supplies the benefits of supercharging without the cost and complications of a supercharger, boosts the horsepower and—especially in the middle speed range—increases the torque of the Commando engine. For those who demand lightning acceleration and top performance, this is the ultimate. It is the first mass-produced automobile engine to offer ram induction and is rated by many auto experts as the top performer in its field. Available at extra cost on all Plymouth models except those with PowerFlite transmission or air conditioning.

FOR 1961—FIVE SUPERIOR TRANSMISSIONS

Plymouth offers both manual and automatic transmissions matched to the output of each of Plymouth's engines. All automatics offer the time-tested, trouble-free mechanical push buttons that give you positive gear control. An automatic is available at extra cost for all models.

TORQUEFLITE—a 3-speed automatic transmission for all V8's, it gives smooth, quiet power, positive downhill engine braking. It permits rapid starts and effortless passing yet it is easy on gasoline.

TORQUEFLITE-6—identical in performance characteristics to the TorqueFlite above but is tailored especially for maximum efficiency with the 30-D Economy Six engine.

POWERFLITE—a 2-speed automatic transmission for the Fury V-800 engine only. This is an extremely simple, reliable type with few moving parts. Provides automatic driving at moderate cost.

SYNCHRO-SILENT—Plymouth's popular standard 3-speed manual transmission is quiet, economical, efficient and extremely durable.

HEAVY DUTY SYNCHRO-SILENT—a 3-speed manual transmission built especially for Plymouth's high torque engines—the Golden Commando and the SonoRamic Commando.



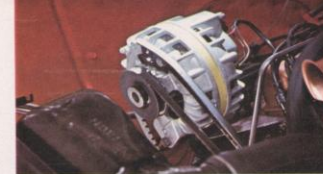
All Plymouth automatic transmissions are controlled by simple, positive, mechanical push buttons like these. Beautifully styled as an integral part of the entire dashboard design, they are well illuminated at night.



Total-Contact Brakes give you bonded linings, 3-platform shoe support, and two brake cylinders in each front wheel. This assures all-over even braking pressure for smooth stops and long lining life.



Plymouth's foot-operated, dual release parking brake cannot be easily operated by children. The brake drum is on the drive shaft, completely independent of the car's regular braking system.



New for 1961 is this Alternator which replaces the generator used in ordinary cars. The big advantage of the Alternator is that it charges the battery at idling speeds.

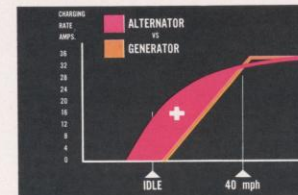


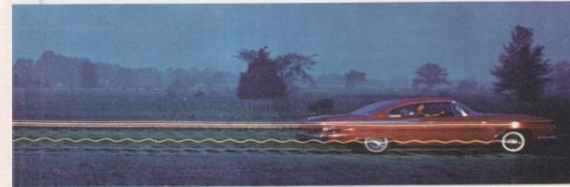
Chart compares charging rate of the Alternator with a conventional generator at all engine speeds. Note its greater capacity in idling range.



When you add the Sure-Grip Differential to any Plymouth it reduces the possibility of getting stuck in snow, ice or mud because this differential automatically shifts the power to the wheel with the most traction. An extra cost feature on all models, it reduces wheel spin to a minimum, and also provides positive traction under nearly all road surface conditions.

IN ADDITION TO SOLID BEAUTY THESE POINTS OF MECHANICAL SUPERIORITY ARE FOUND IN EVERY 1961 PLYMOUTH AT NO EXTRA COST*

- Unibody—one-piece body-frame
- Flush-type, easy-opening door handles
- 16-inch electric windshield wipers
- 6-way Custom-Positioned front seat
- Torsion-Aire Ride
- Total-Contact Brakes, bonded linings
- Independent parking brake
- Safety-Rim Wheels
- Aluminized muffler and heavy gauge tailpipe
- Alternator electrical generating system
- Sun visors, right and left—full width
- Self-locking trunk lid
- Safety-Guard door latches
- Foam padded front seat cushions
- Directional signals front and rear
- Dual horns
- Oil filter
- Front arm rests
- Glove box lock



Exclusive Torsion-Aire Suspension is a carefully engineered combination of torsion bars in front, widely spaced leaf springs in the rear and Chrysler Corporation's famous Oriflow shock absorbers all around. Torsion-Aire smooths out bumps, helps prevent dips and sways, assures greater stability on curves. In the photo above, right, the position of the little dots shows how the flexible spring steel torsion bar twists to soak up bumps. In the actual photo above at left, a light was attached to the hub cap and the body of a 1961 Plymouth. See how the body maintains an even line as Torsion-Aire absorbs shocks while wheels move up and down over rough road.





The new Valiant V-200 Hardtop in Silver Metallic

1961 VALIANT

Looks and drives like twice the price.

CHRYSLER CORPORATION'S LOW-PRICED COMPACT CAR FOR 1961

Just about a year ago people discovered how to make instant fun. All you do is to take one new Valiant, add small amounts of regular gasoline, and presto, you're set for a bundle of enjoyment! Valiant is a remarkable compact car. It was less than one year old when it bit off more than any other compact car could chew. First, it won a national styling award as the best looking automobile on four wheels. Then it dashed down to Daytona Beach to take the first seven places in a compact race—without even breathing hard. Now, that kind of muscle showing does not usually add up to economy...in most cars. You'd think that Valiant would quit while it was ahead. Oh, no! Undaunted, Valiant entered the 1960 Mobilgas Economy Run and—you guessed it—out-misered both of the other new compact cars. Here's a car to reckon with. And to love. Who can hope to compete with a triple threat like this—beauty, performance and economy? That's Valiant. And now it's better than ever for 1961, with two great series—the thrifty V-100's and the beautifully-appointed V-200's. (V)

VALIANT HARDTOPS & SEDANS

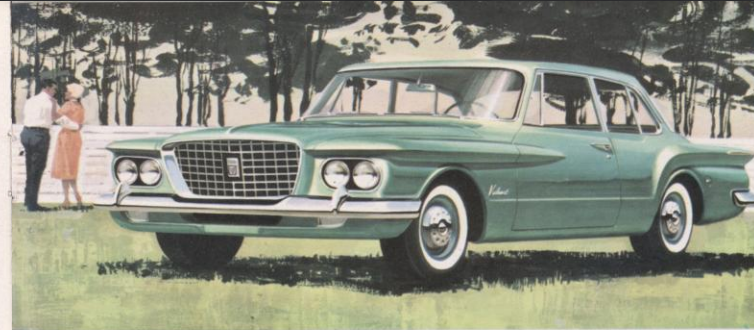
Chrysler Corporation's Low-Priced Compact Car for 1961



The V-200 4-door Sedan in Valiant White.



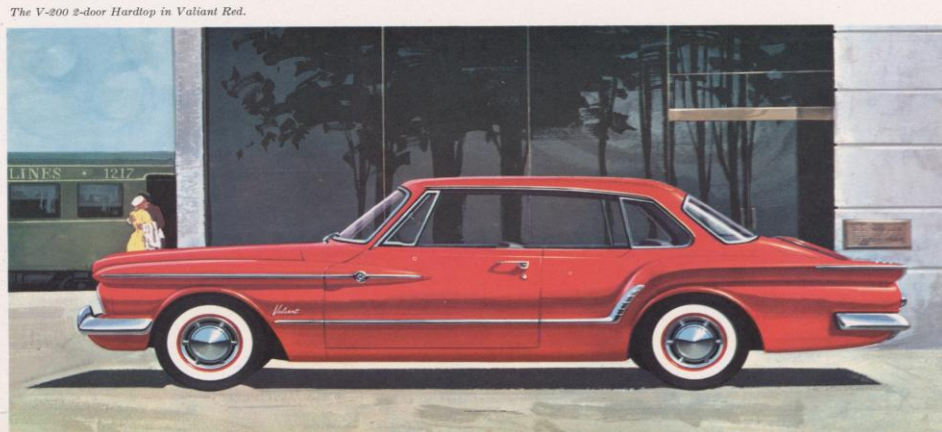
Interior upholstery and trim on the V-200 models is color-keyed to 8 striking body colors. The seat material is nylon faced for long life—cleans easily.



The V-100 2-door Sedan in Valiant Green Metallic.



This handsome multi-color and silver interior for V-100 Sedans harmonizes beautifully with any color Valiant you should choose, wears well, cleans easily.



The V-200 2-door Hardtop in Valiant Red.

Last year everybody and his brother said that there wasn't a smarter looking 4-door sedan in town than Valiant. Now, for 1961, there's a sporty 2-door Hardtop in the V-200 line plus a new, purse-saving model V-100 2-door sedan. It's hard to improve on success but you'll find more than a dozen mechanical improvements that will add to your driving pleasure in 1961. Thousands of people have discovered that a Valiant is a not-so-compact compact. You sit erect, you wear your hat, and you take a full-size family of six—not just around the block but for miles in relaxed, roomy comfort. That's not all, every sedan has an extra large trunk with nearly 25 cubic feet of luggage space. No wonder Valiant is King of the Compacts!



The V-100 4-door Sedan in Valiant Light Blue.

Chrysler Corporation's Low-Priced Compact Car for 1961

VALIANT STATION WAGONS

VALIANT STATION WAGONS

Store 72 cubic feet of cargo.

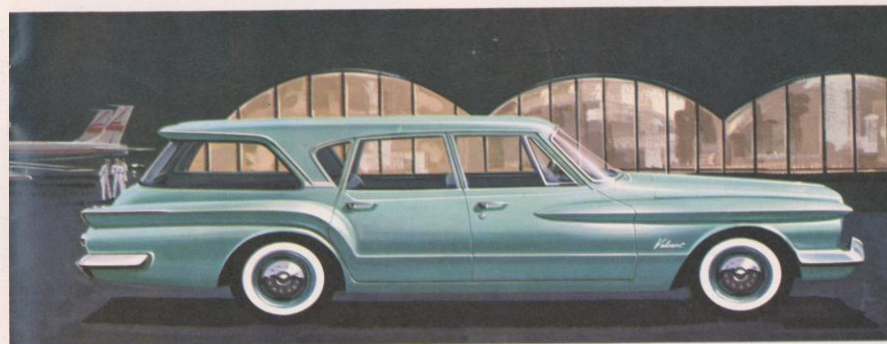


The V-200 4-door Station Wagon in Valiant Blue Metallic.

It's hard to believe that you could find all this room inside a compact car! On the outside Valiant has two feet less car to park and handle than full-size station wagons. Yet you can quickly and easily fold down the second seat to provide 72 cubic feet of hauling space. It's not done with mirrors — Unibody construction and ingenious design are the answers. Look closely and you'll find most of the fine features you'd expect only on big, expensive wagons. Yes, Valiant's a perky, pretty paradox — compact on the outside, cavernous on the inside.



This rear-facing third seat is available at extra cost. It folds flat when not being used.



The V-100 4-door Station Wagon in Valiant Light Green.

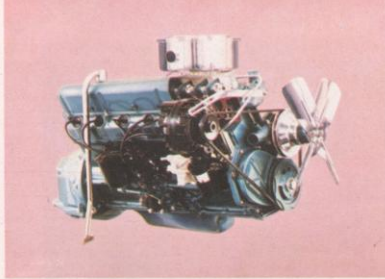
This is the practical and attractive interior for all V-200 Station Wagons. Trimmed in wearable and washable vinyl.



This roll-down tailgate window is standard on all Valiant station wagons. It eliminates the old-fashioned, clumsy 2-piece lift gate. Easy to operate with one hand, it is safe and secure. Electric operation is available at slight extra cost.

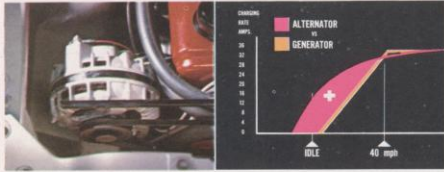
VALIANT FEATURES

You'd expect them only in big cars



One of the biggest points of difference between other compact cars and the Valiant is this agile, 6-cylinder engine—101 horsepower with a displacement of 170 cubic inches and a compression ratio of 8.2 to 1. It's different, too, because it's slanted 30 degrees to reduce the engine height, to eliminate waste space under the hood, and to permit a highly-efficient manifold system. How efficient? In 1960 this engine beat the other two new compacts in the Mobilgas Economy Run.

These positive-action push buttons control operation of the 3-speed TorqueFlite-6 transmission which is optional on all Valiants. Specially tailored for maximum performance with Valiant's inclined 6-cylinder engine. More flexible and more economical than 2-speed transmissions, it will automatically down-shift as road conditions require. A special "park" lever, when engaged, automatically puts transmission in neutral and locks the rear wheels for safe parking.



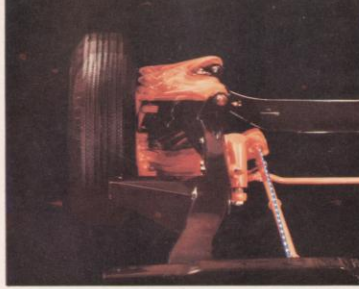
Valiant was first to introduce this Alternator in place of a generator. It gives extra charging power and prolongs battery life because it charges when the engine is idling.

This chart compares the charging rate of the Valiant Alternator with that of an ordinary generator at all engine speeds. Notice how it develops much greater charging capacity in the idling range.



The standard, floor-mounted gear shift lever for the 3-speed manual transmission is so perfectly positioned that it seems an extension of your hand. The design includes short, positive linkage to the transmission, permitting quick shifting of gears with a minimum of effort. The entire transmission installation has been engineered to reduce the size of the "hump" on the floor of the Valiant.

This beautiful and well-planned panel puts every instrument in direct view of the driver, every control within easy reach. The push buttons on either side of the instruments are for the optional automatic transmission and heater.



Chrysler Corporation's exclusive Torsion-Aire Ride is in Valiant, too. It's a combination of torsion bars, Oriflow shock absorbers, and rear leaf springs that not only smoothes bumps but holds the car almost perfectly level on curves and during starts and stops. An automotive editor wrote of Torsion-Aire, "On a rough, rugged country road the Valiant performed for me beautifully, soaking up the ruts, ridges and gravel sway as well as a large car."



Steering and parking are nearly effortless because all moving parts in Valiant's steering gear turn on ball or needle bearings. For those who want the added convenience of Power Steering it is available with automatic transmission at extra cost.



A handsome addition to Valiant's beauty, these gleaming chrome wheel covers make a smart accessory. White wall tires are also available for an even richer appearance. Both of these extras can be added to all models of Valiants at but slight additional cost.



The extra large lining area of 1961 Valiant's hydraulic brakes assures easy, smooth stops, long brake life. Power Brakes for those who desire this modern feature, are also available on all models with automatic transmission at but a slight additional cost.

CUSTOMIZE YOUR VALIANT WITH THESE FACTORY-INSTALLED ACCESSORIES AT SLIGHT EXTRA COST.

Push-Button Heater—Defroster has positive easy-to-operate heat and ventilation controls.

Push-Button Automatic Transmission provides 3-speed smooth, effortless, clutch-free driving.

Push-Button Transistorized Radio has plenty of power and tunes stations at a fingertouch.

Safety-Padded Instrument Panel of special, shock-absorbent foam pad has no-glare surface.

Complete Undercoating including an underhood pad helps greatly to quiet any noises.

Windshield Washer is foot operated, sprays two streams of water to clear a dirty windshield.

Variable Speed Windshield Wipers let you adjust the wiping speed to match rain conditions.

Electrically-Operated Tailgate Window is controlled from the dash or by key from tailgate.

Outside Left Mirror is an attractive addition and provides added safety and convenience.

Back-Up Lights turn on automatically when you shift the transmission into "Reverse".

Solex Tinted Safety Glass for all windows cuts down on glare and reduces heat from the sun.

Front and Rear Bumper Guards add greatly to both appearance and protection of your car.

Color-Matched Carpeting for the Sedans and Hardtops greatly enhances the interior trim.

YOUR VALIANT DEALER CAN SUPPLY AND INSTALL THESE GENUINE FACTORY-ENGINEERED MOPAR ACCESSORIES AT LITTLE EXTRA COST.

Efficient Air Conditioning System keeps your Valiant cool and clean on the very hottest days.

Child-Guard Safety Locks are designed to prevent both rear doors from being opened accidentally.

Inside Day/Nite Rear View Mirror allows you to dim glare from following headlights at night.

Rear Seat Radio Speaker has 3-way volume control on the dash to proportion sound ideally.

Safety-Padded Sun Visors of thick foam padding give added safety to the front seat passengers.

Parking Brake Warning Light burns red when you start the engine, tells you the brake is on.

Glove Compartment Light turns on automatically the instant the compartment door is opened.

Emergency Warning Light lets you flash all turn indicators in case you are stalled at night.

Safety Seat Belts for the front or rear seats hold the passengers firmly, safely yet comfortably.

Rear Window Defogger has a 2-speed fan motor, assures perfect visibility from rear at all times.

THESE IMPORTANT FEATURES ARE FOUND ON EVERY VALIANT AT NO EXTRA COST.

- Alternator electrical system
- Electric windshield wipers
- Foot-operated parking brake
- Unibody—one-piece body-frame
- Torsion-Aire suspension
- Inclined 6-cylinder engine
- Directional signals
- Oil filter
- Aluminized muffler and heavy-gauge tailpipe
- Dual headlights
- One-piece tailgate (station wagons only)
- Roll-over rear window (station wagons only)



Careful welding of bodies is inspected at many points.



Bodies are actually immersed seven times for special cleaning, rinsing, and rustproofing treatments after welding.




This is the one-piece solid body-frame from Chrysler Corporation, welded into an integral, girder-like, fortress that practically eliminates every kind of squeak, rattle or groan.

PLYMOUTH & VALIANT QUALITY

Why these cars perform and last so faithfully

Throughout this book you've seen and read about the thrilling new beauty of these two cars. For outward styling they know no peer. But Plymouth and Valiant beauty is more than skin deep. There's a deeper kind of beauty in the careful craftsmanship with which they are constructed . . . a hidden element that will result in preserving those gleaming lines year after year.

All automobiles are built on assembly lines in modern factories. But no cars are built the way Chrysler Corporation goes about it. A trip through a Plymouth or Valiant plant, for example, would be a revelation to you. Can you imagine watching expert workmen putting more than 5000 precision welds in every single body-frame to make sure they become one solid shell? Can you visualize this rugged unit traveling through six chemical sprays, seven anti-corrosion dips, four paintings, a wet sanding, and two oven bakings? It's this kind of extra care and attention that makes Plymouth and Valiant cars resist rust and keep their brilliant gleam for years. All through the building process, at step after step, inspectors check for quality—singling out any car that fails to measure up to their high standards. If you live near a Chrysler Corporation factory, we invite you to take a guided trip through it and see for yourself. If not, merely drive one of these fine cars, and you'll know instantly that every word you have read here is true. Careful construction like this pays off—in performance, in long life, in happy owners. 

PLYMOUTH VALIANT

INTERIOR DIMENSIONS

Sedans		Station wagons	
Headroom, Front*	37.8 in.	38.4 in.	38.4 in.
Headroom, Rear*	38.0 in.	37.6 in.	37.6 in.
Legroom, Front	54.3 in.	54.3 in.	54.3 in.
Legroom, Rear	42.1 in.	42.5 in.	42.5 in.
Hiproom, Front	63.8 in.	63.8 in.	63.8 in.
Hiproom, Rear	62.9 in.	62.2 in.	62.2 in.
Seat Height, Front	11.9 in.	11.9 in.	11.9 in.
Seat Height, Rear	13.3 in.	13.3 in.	13.3 in.

All Others		Station wagons	
Wheelbase	118.0 in.	122.0 in.	122.0 in.
Tread, Front	60.9 in.	60.9 in.	60.9 in.
Tread, Rear (Sixes)	59.6 in.	59.6 in.	59.6 in.
Tread, Rear (V-8s)	59.7 in.	59.7 in.	59.7 in.
Length, Overall	209.5 in.	215.0 in.	215.0 in.
Width, Overall	80.0 in.	80.0 in.	80.0 in.
Height, Overall	54.6 in.	55.4 in.	55.4 in.

BRAKES

Hydraulic, 11-inch, Total-Contact Brakes with bonded linings. Lining area is 184 square inches for passenger cars; 207 square inches for station wagons. Internal expanding shoes with 3-platform design for accurate alignment. Two cylinders at each front wheel, one at each rear. Separate, foot-operated parking brake with drive shaft drum.

SUSPENSION

Front: torsion bars and ball joints
Rear: 2½-inch outboard mounted asymmetrical leaf springs
Shock absorbers: exclusive Oriflow type

INTERIOR DIMENSIONS

Sedans		Station wagons	
Headroom, Front*	37.9 in.	37.9 in.	37.9 in.
Headroom, Rear*	37.4 in.	37.4 in.	37.4 in.
Legroom, Front	43.0 in.	43.0 in.	43.0 in.
Legroom, Rear	39.7 in.	38.1 in.	38.1 in.
Hiproom, Front	56.8 in.	56.8 in.	56.8 in.
Hiproom, Rear	56.3 in.	57.0 in.	57.0 in.
Seat Height, Front	11.2 in.	11.2 in.	11.2 in.
Seat Height, Rear	13.8 in.	13.2 in.	13.2 in.
Kneeroom, Rear	27.9 in.	26.9 in.	26.9 in.
Trunk Volume—Sedans	24.9 cu. ft.	24.9 cu. ft.	24.9 cu. ft.

*Includes cushion deflection due to passenger weight according to A.M.A. standards of measurement.

EXTERIOR DIMENSIONS

Sedans		Station wagons	
Wheelbase	106.5 in.	106.5 in.	106.5 in.
Tread, Front	56.0 in.	56.0 in.	56.0 in.
Tread, Rear	55.0 in.	55.0 in.	55.0 in.
Length, Overall	183.7 in.	183.7 in.	183.7 in.
Width, Overall	70.4 in.	70.4 in.	70.4 in.
Height, Overall	53.3 in.	53.5 in.	53.5 in.

L/86 in U.S.A.
Code No. 91-305-1009

The policy of Chrysler Corporation is one of continual improvement in design and manufacturing wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.

6-CYLINDER ENGINE

30-D Economy Six Engine is standard on all 6-cylinder models. Inclined 90 degrees to the right. Six cylinders in line, overhead valve arrangement. Horsepower is 145 at 4000 RPM. Torque 215 lbs.-ft. at 2800 RPM. Compression ratio 8.2 to 1. Bore 3.40 inches. Stroke 4.125 inches. Piston displacement 223 cubic inches. Single, downdraft carburetor. Replaceable cartridge oil filter. Air cleaner.

V-8 ENGINES

	Super Fury V-800	Super Fury V-800*	Golden Command*	SonoRama Command*
Horsepower	230 at 260 at 4400 rpm	260 at 305 at 4800 rpm	330 at 330 at 4800 rpm	330 at 460 at 2800 rpm
Torque, lbs.-ft.	340 at 2400 rpm	345 at 2500 rpm	395 at 3000 rpm	460 at 2800 rpm

Compression Ratio	9.0 to 1	9.0 to 1	9.0 to 1	10.0 to 1
Bore, Inches	3.91	3.91	4.12	4.25
Stroke, Inches	3.31	3.31	3.38	3.38
Displacement, Cubic Inches	318	318	361	383
Carburetor Type	2-Barrels	4-Barrels	4-Barrels	2-4-Barrels
Air Cleaner Type	Dry	Dry	Dry	Dry

*Optional at extra cost on all models.

ELECTRICAL SYSTEM

Heavy-duty, 12-volt, 50-ampere-hour battery. Chrysler Corporation Alternator with high charging rate at low engine speeds.

REAR AXLE

Type	Hotchkiss drive, hypoid rear axle
Ratio with TorqueFlite V-8	2.93 to 1
Ratio with TorqueFlite-6	3.31 to 1
Ratio with PowerFlite V-8	3.31 to 1
Ratio with Manual V-8	3.54 to 1
Ratio with Manual 6-cyl.	3.54 to 1

TIRES AND WHEELS

Safety-Rim safety wheels with 4-ply, low pressure tubeless tires standard on all models; 14 x 5 inch wheel with 7.90 x 14 tires standard on all 6-cylinder passenger cars; 7.50 x 14 standard on all V-8 passenger cars; 14 x 5½ inch wheels and 8.00 x 14 tires optional at extra cost on all models except 9-passenger station wagons; 14 x 6 inch wheels with 8.50 x 14 tires standard on 9-passenger station wagons; 14 x 6 inch wheels with 8.90 x 14 Captive-Air tires optional at extra cost on all station wagons.

CAPACITIES

Fuel tank	20 gallons
Fuel tank, station wagons	22 gallons
Cooling system, Fury engines	29 quarts
Cooling system, Command engines	16 quarts
Lubricating oil	5 quarts

REAR AXLE

Type	Hotchkiss drive, hypoid rear axle
Ratio with manual transmission	3.55 to 1
Ratio with automatic transmission	3.23 to 1

TIRES AND WHEELS

Safety-Rim wheels with 4-ply, low pressure tubeless tires. Wheels are 13 x 4½ inches with 6.50 x 13 tires standard on all models.

CAPACITIES

Fuel Tank	13 gallons
Cooling System	13 quarts
Engine Crankcase	4 quarts

STATION WAGON CARGO COMPARTMENT DIMENSIONS

Length—rear seat up, tailgate up	51.0 in.
Width max.	52.6 in.
Between wheel housings	42.6 in.
Height max.—floor to ceiling	31.3 in.
Rear opening width—maximum	41.0 in.
Rear opening height	27.4 in.
Cubic ft. load space, all seats flat	72.3 ft.

