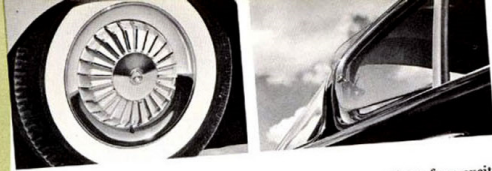
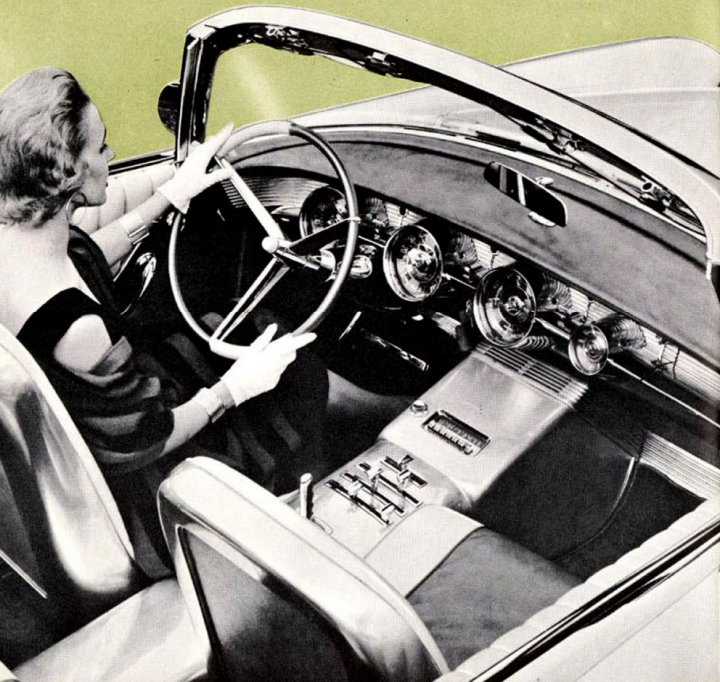


EXCITING IDEA CARS



from the Advanced Styling Studios of
Chrysler Corporation, Engineering Division



► Chrysler Corporation is proud to present these four exciting Idea Cars for the inspection of the car-loving American people. Each of them was designed in the Advanced Styling Studios of the Engineering Division, Chrysler Corporation.

In these idea cars the spirit of progress — **THE FORWARD LOOK** — finds three-dimensional expression in metal by Chrysler Corporation. They reflect the finest in contemporary trends in American automotive design. From their creation and testing come valuable ideas for future cars of **THE FORWARD LOOK**.

Some or many of the innovations found in these cars may appear on future production models of the cars of **THE FORWARD LOOK** — Plymouth, Dodge, De Soto, Chrysler and Imperial. But that decision is largely yours — for it is the American people who will decide the kind of cars they want and, as in the past, Chrysler Corporation will build its cars to reflect their preferences.

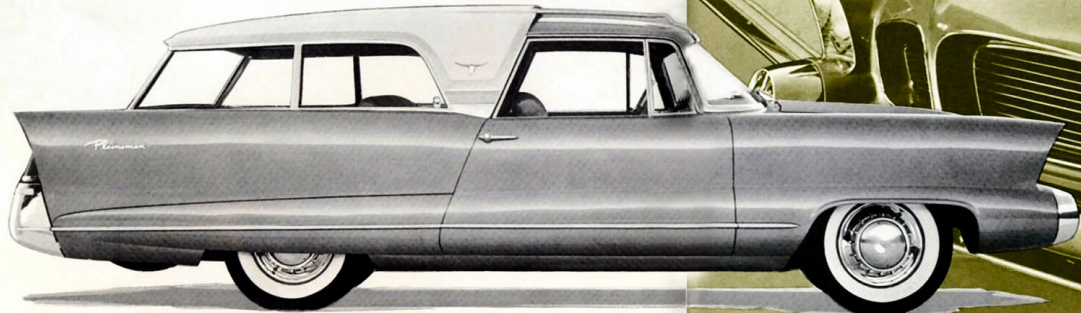
Sorry, but these Idea Cars are not for sale. However, we are sure that you will find all that your heart desires in automotive beauty and performance in one of the current cars of **THE FORWARD LOOK** % featuring **FLIGHT-SWEEP** styling and the revolutionary pushbutton driving. Your Plymouth, Dodge, De Soto, Chrysler or Imperial dealer is the man to see.



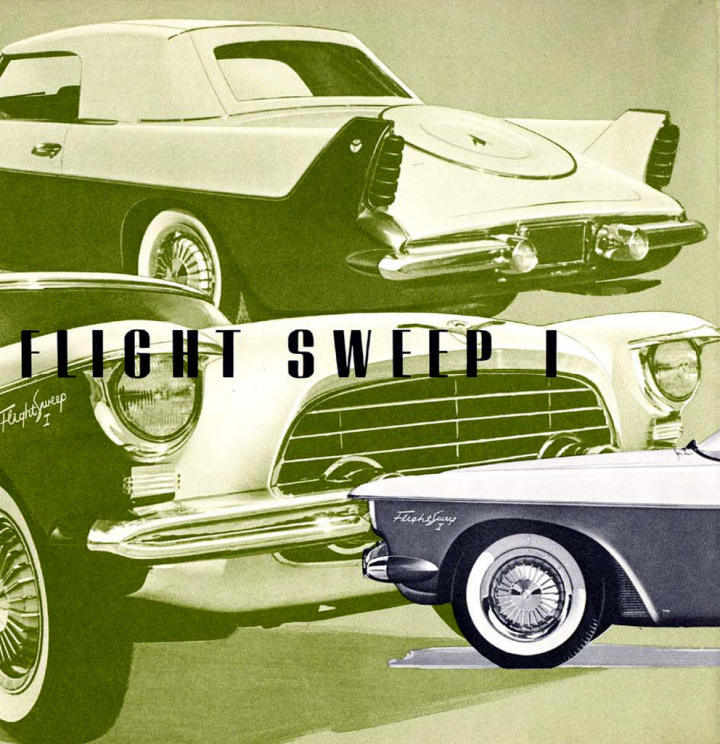
A BOLD NEW CONCEPT IN STATION WAGON DESIGN, the Plainsman "Idea Station Wagon" reflects the colorful and casual way of life that typifies the nation's westward movement. It seats eight passengers in "sedan comfort" and features such striking innovations as an "observation car" rearward-facing third seat and a spare tire concealed in the right rear fender. Third seat and

tailgate operate electrically. Safety access steps, used to enter the rear seat, disappear into the end of the bumper when the tailgate is closed. Interior trim is natural calf hide with leather bolsters and the all-steel cantilever top is two-thirds covered by padded white fabric. The Plainsman's exterior finish of Palamino beige metallic fully complements its western flavor.

Over-all length	208 inches
Over-all width	79.4 inches
Over-all height	60.2 inches
Wheelbase	115 inches
Engine	Special Chrysler Corporation V-8
Transmission	PowerFlite
Maximum cargo deck length (Tailgate open)	106.5 inches
Cargo deck length with tailgate closed	86.7 inches
Maximum cargo deck width	63.5 inches
Steering	Coaxial Power
Brakes	Safety Pedal Power



THE PLAINSMAN



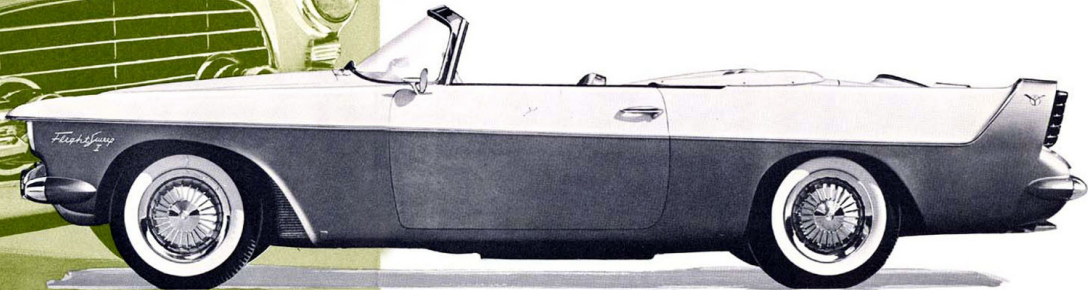
FLIGHT SWEEP I

FLIGHT-SWEEP I AND FLIGHT-SWEEP II

Both the Flight Sweep I and Flight Sweep II are built on a modified production chassis, incorporating many unique details of construction. For example, in order to allow smooth clean body lines unbroken by seams or joints, the front fenders, cowl, and body are welded integrally to the frame. Furthermore, the sheet metal, both front and rear, is made to sweep under the bumpers. This new design concept gives a finished, closed-in effect.

These rakish, highly maneuverable cars are 207 inches long and a mere 53½ inches high. They seat four passengers in spacious comfort. Their sharply sloped windshields, with a slant angle of 56°, allow greatly increased visibility for both driver and passengers.

The Flight Sweep I and Flight Sweep II are equipped with Chrysler Corporation's PowerFlite fully-automatic transmission, Full-Time Coaxial Power Steering, Safety Power Brakes, and electric window lifts.



FLIGHT-SWEEP I—FOUR PASSENGER SPORTS CONVERTIBLE

FLIGHT-SWEEP I AND FLIGHT-SWEEP II

STYLING HIGHLIGHTS

- Forward Look styling, emphasized by:
 - Clam-shell type front fender extensions.
 - Sharply sloping, wide-horizon windshield.
 - Sweeping side character line.
 - Upswept rear fenders and taillights formed into a trailing fin motif.
 - Fully flared wheel openings.
 - Forward sloping, door-type hood.
- Functionally integrated bumpers punctuated by massive parking lights.
- Flight Sweep I Colors—Vapor White—Solar Bronze.
- Flight Sweep II Colors—Airfoil Green—Jet Black.
- Unique two-piece counter-balanced deck lid, with spare tire externally mounted in lower lid, and tire cover mounted in upper lid.
- Curved side window glass.
- Dramatic wheel cover treatment simulating exposed brake drum and cooling fin design.
- Flush-mounted, locking gasoline filler door with combined filler cap.
- Custom quality leather upholstery covering seats, door panels, instrument panel. In Flight Sweep I—bronze and white, in Flight Sweep II—green and black patent leather.

- Separately adjustable air-foam cushioned bucket front seats and bench rear seat with rear seat center armrest.
- Large circular instruments, including engine tachometer and speedometer, combined with toggle switch headlight, parking light, and windshield wiper controls.
- Unique electrical console between seats for heater controls, turn signal controls, PowerFlite selector, and radio.
- Spring-balanced convertible top mechanism on Flight Sweep I, hand-operated, very easy to raise or lower.

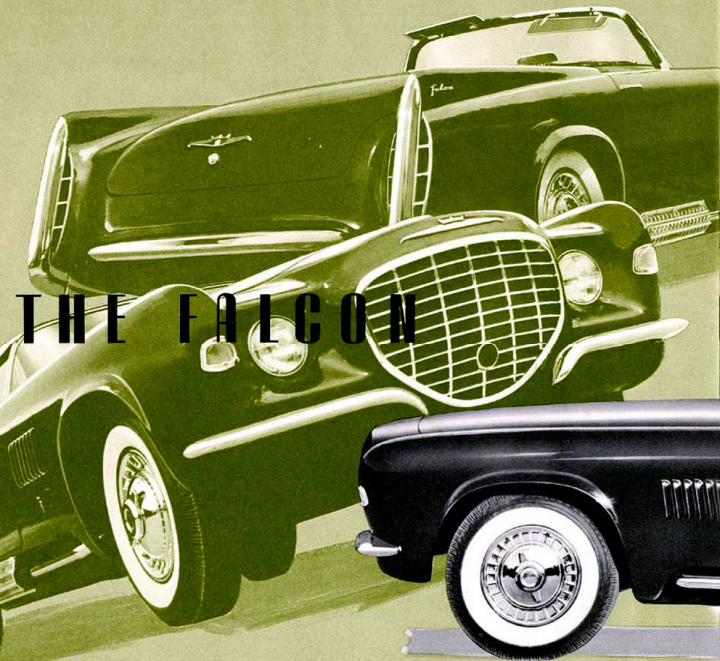
SPECIFICATIONS

Overall length	207 inches
Overall width	70¾ inches
Overall height	53½ inches
Wheelbase	120 inches
Tread, front	56 5/16 inches
Tread rear	59½ inches
Engine	Special Chrysler Corporation V-6, hemispherical combustion chamber.
Tires	7:10 x 15
Steering	Chrysler Corporation full-time power
Rear axle ratio	3.54:1



FLIGHT-SWEEP II—FOUR PASSENGER HARDTOP

THE FALCON



THE FALCON—A SPORTS ROADSTER—Built on a 105 inch wheelbase modified production chassis, the Falcon breathes power and performance in its every line. It is a low-slung two-passenger roadster whose mechanical capabilities are suggested by its sports car appearance. The car is only 51½

inches high, yet has adequate road clearance. The Falcon is equipped with Chrysler Corporation's PowerFlite fully-automatic transmission (with centrally mounted floor selector lever), Full-Time Coaxial Power Steering, Safety Power Brakes, and electric window lifts.

STYLING HIGHLIGHTS

- Forward Look styling, emphasized by:
 - Rearward sloping Wide Horizon windshield.
 - Sharply defined forward sloping front fenders.
 - Upswept rear fenders. • Full wheel openings.
 - Forward thrusting, grid-type grille.
 - Recessed headlights and taillights.
 - Forward sloping, door-type hood.
 - Sharply-angled rear fender back guards.
 - Fender louvers.
- Folding lid which completely covers top well. Control button in cockpit.
- Wire wheels with simulated knock-off hubs.
- Spring-balanced, manually-operated, folding top.
- Externally mounted dual exhaust system for powerful mechanical look and improved performance.

- Soft custom quality red and ivory leather upholstery.
- Individual, adjusting bucket seats.
- Concave inner door panels emphasizing cockpit feeling.
- Exterior color—Gauntlet Black.

SPECIFICATIONS

Overall length	182 inches
Overall width	68¼ inches
Overall height	51½ inches
Wheelbase	105 inches
Tires	7-60 x 15
Engine	Special Chrysler Corporation V-8, hemispherical combustion chamber.