


the Quick
the Strong
the Quiet

 Pure automobile . . . the all-new ones from Chrysler Corporation for 1960



"... the widest selection ... the best values ever offered by Chrysler Corporation ..."

Our 1960 line of automobiles represents the widest selection, as well as the best values ever offered by Chrysler Corporation. This brochure will acquaint you with some of the nearly 100 different models available ... a selection which ranges from the exciting new economy Valiant to the world's most carefully built car, the 1960 Imperial.

In addition to the all-new 1960 models of our Plymouth, Dodge, De Soto, Chrysler and Imperial, we now offer two entirely new lines—the 6-passenger Valiant and the popular-priced Dodge Dart.

The design of these automobiles is modern and functional, in the true sense that their form beautifully

expresses their function of motion. Each car line has its own styling personality, and we are convinced that the quality level of Chrysler Corporation products is the highest in the industry.

Outstanding among the many new engineering features of the 1960 line is our new Unibody construction which provides more interior room and much greater structural strength than conventional body and frame construction. Combined with our comprehensive anti-corrosion process, Unibody construction appreciably increases the life span and hence the resale value of our products.

The 1960 Dodge truck line has been enlarged to cover a greater segment of the truck market and

includes for the first time a new series of heavy-duty diesel-powered models for the low-priced truck field.

I hope that you will take the time to look through this interesting and informative brochure. Whether or not you are now planning to buy a new car or truck, any one of our dealers will be delighted to give you additional details and that important demonstration drive which so convincingly proves the difference that great engineering makes.

L. L. Calvert

President, Chrysler Corporation



More legroom without stretching the car. Plenty of room to relax in both front and back seat.



Wider doors you can step through rather than squirm through. No windshield post "dogleg" to bang knees.



More headroom, without raising the roof, allows you to keep your hat on.



All doors lock when you start the engine. Driver-controlled door locks are available in most models of our 1960 cars.



Washable upholstery makes cleaning up a cinch.



Maximum ease of entry and exit with our optional swivel seats.



Driver's seat has three-inch higher back rest. Supports you in style, cuts fatigue on long runs.

Pure Automobile . . .



By "Pure Automobile" we mean cars designed from the inside out with the unity of a missile. As the only auto maker with the experience of successfully building complete ballistic missiles, Chrysler Corporation knows that, like our quality built cars, missiles must be engineered as a carefully tuned complete unit, not just an assembly of parts.

"Electronic Engineering," made possible with the use of high-speed electronic computers and the use of $\frac{3}{8}$ scale plastic prototypes like the one pictured, predicts performance before the product is built. Computations are made in a few weeks that would have taken an engineering staff years of full-time work. As a result, in the case of automobiles, we predetermine such vital data as exactly where to locate engine mounts, to position the welds, and what gauge of metals to use.

"Pure Automobile" means cars that are built this new way. Our new Unibody construction is a classic example of design efficiency at work . . . minimum weight with maximum strength, in a modern low silhouette. Body and frame are a single solid unit, instead of separate units connected together by nuts and bolts. The result is cars that are the strongest, quietest, safest things on wheels—with twice the life expectancy of any car built in America in the last decade.





Valiant

America's most talked about automobile . . . the car you'd want at any price. Valiant is nobody's kid brother. It stands on its own four tires and challenges every other car, foreign or domestic, to match it; inch for inch, pound for pound, dollar for dollar. Valiant is 2 feet shorter than most cars have been for 20 years . . . almost 1,000 pounds lighter than conventional cars. Yet, inside there is room for a lively family of six. Valiant is a tough car. Its body and frame are welded together to form a one-piece shell of exceptional strength and rigidity. A special version of Chrysler Corporation's Torsion-Aire suspension, especially designed for Valiant, provides a superbly controlled ride. Outstandingly maneuverable, it is easy and quick to park.



VALIANT V-100

Body Types	Model and Engine Availability	Wheelbase	Over-all Length			Over-all Width
			Standard		With Special Guard Equipment	
			V-100	V-200		
4-Door Sedan	V-100 6, V-200 6	106.5	183.7	184.0	185.3	70.4
Suburban 2-Seat	V-100 6, V-200 6	106.5	183.7	184.0	185.0	70.4
Suburban 3-Seat	V-100 6, V-200 6	106.5	184.8	185.1	185.1	70.4





Valiant



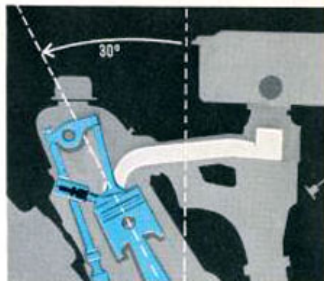
LOTS OF ROOM: Many of Valiant's interior space measurements actually exceed those of standard sized cars. You can get in and out easily. Study this photograph (the doors have been removed to give you a better look; when in place, the front doors open a full 68°). Notice the comfortable height of the seats and the ample headroom. Notice, too, the smart interior décor.



TRUNK SPACE in Valiant is unbelievably large: 24.9 cu. ft. of it! Plenty of room for a family's vacation luggage. The spare tire is stowed completely out of the way in a hidden compartment beneath the floor.



INSTRUMENT PANEL on the Valiant is dramatically simple and sensible. All controls are logically grouped in front of the driver. Pushbutton panel at the left controls the optional new 3-speed automatic transmission especially designed for the inclined engine. Pushbutton panel on the right controls the high output optional heater-defroster.



INCLINED ENGINE is a 6 cylinder power plant of entirely new basic layout for efficient use of space. Mounted up front, it adds to the car's inherent good balance. Gives best combination of performance, economy.



3-SPEED MANUAL TRANSMISSION is light weight and compact. Engineered as an integral unit of the inclined 6 engine, the floor mounted shift lever is close to the transmission housing for fast and clean shifting.



ALTERNATOR replaces the conventional generator and keeps charging the battery even at idling speeds. Included with this standard equipment alternator electrical system is a fully readable instrument panel ammeter.





Plymouth

Solid
For '60. Its new Dura-Quiet Unibody with over 5400 welds is designed according to aerodynamic principles for greater strength, roominess, fuel economy and safety. In styling, too, the 1960 Plymouth is distinctive and functional. Its graceful rear fins act as stabilizers at highway speeds. The solid Plymouth for 1960 is available in 26 different models in 13 fresh new body colors. Your choice of engines to match your driving needs, ranges from the newest 6 in the business, the Standard 30-D Economy 6 inclined engine, to the flashing optional 330 H.P. Sonoramic Commando V-8. And for a few extra dollars, you may enjoy one of the three pushbutton transmissions available.



PLYMOUTH BELVEDERE SEDAN

Body Types	Model and Engine Availability	Wheelbase	Over-all Length		Over-all Width
			Standard	With Special Guard Equipment	
2-Door Sedan	Savoy 6 & V-8, Belvedere 6 & V-8	118	209.4	209.5	78.6
2-Door Hardtop	Belvedere 6 & V-8, Fury 6 & V-8	118	209.4	209.5	78.6
Convertible Coupe	Fury V-8	118	209.4	209.5	78.6
4-Door Sedan	Savoy 6 & V-8; Belvedere 6 & V-8; Fury 6 & V-8	118	209.4	209.5	78.6
4-Door Hardtop	Fury 6 & V-8	118	209.4	209.5	78.6
2-Door Station Wagon	DeLuxe 6 & V-8	122	214.9	215	78.6
4-Door Station Wagon	DeLuxe 6 & V-8, Custom 6 & V-8 (9 pass., V-8 only), Sport 6 and 9 pass. V-8	122	214.9	215	78.6





Dodge Dart

Fun-packed and budget-priced. Dart is a completely new line of expensive-looking economy cars in the low-price field, priced model for model with competition. Heir to the best of Chrysler Corporation's engineering leadership, this line of quality cars premieres with a wide choice of 24 models in three series—the luxurious Phoenix—the distinguished Pioneer—the dashing and economical Seneca. Power as you want it is yours to choose from a selection of engines including the new Economy Slant "6" (with optional TorqueFlite 6 automatic transmission) and the famous Red Ram V-8, with optional Powerflite or TorqueFlite automatic transmission. Unibody construction and Torsion-Aire suspension give never before available in the low-price field.



DART PHOENIX HARDTOP

Body Types	Model and Engine Availability	Wheelbase	Over-all Length		Over-all Width
			Standard	With Special Guard Equipment	
2-Door Sedan	Seneca, Pioneer 6 & V-8	118	208.6	210.5	78.0
2-Door Hardtop	Pioneer, Phoenix 6 & V-8	118	208.6	210.5	78.0
Convertible Coupe	Phoenix 6 & V-8	118	208.6	210.5	78.0
4-Door Sedan	Seneca, Pioneer, Phoenix 6 & V-8	118	208.6	210.5	78.0
4-Door Hardtop	Phoenix 6 & V-8	118	208.6	210.5	78.0
4-Door Station Wagon	Seneca, Pioneer 6 & V-8 (6 passenger)	122	214.8	216.5	78.0
4-Door Station Wagon	Pioneer 6 & V-8 (9 passenger)	122	214.8	216.5	78.0



DODGE POLARA CONVERTIBLE

Dodge

Big, solid, built to command—that's Dodge for 1960. Here is bold, exciting styling so "in tune" with the age of jet aircraft and missiles. Thanks to Chrysler Corporation's new Unibody construction, the interior of these cars is more spacious than ever before. And Dodge is built to last . . . and last. Rust doesn't stand a chance against our new manufacturing process involving seven different preparatory and protective baths and six special chemical sprays. Pick your favorite from a choice of 15 beautiful colors in many striking two-tone color combinations. The 361 cu. in. Super Red Ram V-8 engine is standard in the Matador series. In the Polara series, you get the 383 cu. in. Ram Fire V-8 engine. Either way, the 1960 Dodge is a lot of car for the money.

Body Types	Model and Engine Availability	Wheelbase	Over-all Length		Over-all Width
			Standard	With Special Guard Equipment	
2-Door Hardtop	Matador, Polara V-8	122	212.6	214.5	78.0
Convertible Coupe	Polara V-8	122	212.6	214.5	78.0
4-Door Sedan	Matador, Polara V-8	122	212.6	214.5	78.0
4-Door Hardtop	Matador, Polara V-8	122	212.6	214.5	78.0
4-Door Station Wagon	Matador V-8, 6 and 9 passenger	122	214.8	216.5	78.0
4-Door Hardtop Sta. Wag.	Polara V-8, 6 and 9 passenger	122	214.8	216.5	78.0





DE SOTO ADVENTURER HARDTOP

De Soto

Quality styling, quality engineering, quality construction. The first time you drive a 1960 De Soto, you will discover it gives you these in abundance, assurance of a long and trouble-free life for your car. Its Fleetwing styling is rich with the flair of youth . . . the verve of the sportsman. Every line of its design serves a purpose and does it beautifully! Even at super-highway speeds, you ride in hushed quiet, protected from road shock and noise by the finest combination of body, suspension and insulation ever engineered. There are six new De Soto models for '60 in the three most popular body styles—all in the beautiful Adventurer and Fireflite series. V-8 engines are standard in all. Your choice of a host of comfort and convenience features, optional at low extra cost.

Body Types	Model and Engine Availability	Wheelbase	Over-all Length		Over-all Width
			Standard	With Special Guard Equipment	
2-Door Hardtop	Fireflite, Adventurer V-8	122	215.4 (a)	217	79.4
4-Door Sedan	Fireflite, Adventurer V-8	122	215.4 (a)	217	79.4
4-Door Hardtop	Fireflite, Adventurer V-8	122	215.4 (a)	217	79.4

(a) 217.0 with special equipment guards.



MORIAL SPORTS ARENA





Crysler

The car of your life . . . for the time of your life. Here is styling of classic simplicity and good taste . . . long, lithe and solid. Inside you will find the most dramatic "Control center" ever seen in any automobile, featuring the soft-glow of new Panelescent lighting. Outside you may specify your choice of 19 colors. The lion-hearted Chrysler is again offered in the New Yorker, Windsor and Saratoga series . . . and the exclusive, exciting 300F, a rare kind of car for a rare kind of man. New Yorker models feature their own dramatic inset air scoop grille. The surging Golden Lion 383 V-8 Engine is standard equipment on Windsor and Saratoga models, while the New Yorker is powered by the 413 cu. in. Golden Lion V-8.



CHRYSLER SARATOGA HARDTOP

Body Types	Model and Engine Availability	Wheelbase		Over-all Length				Over-all Width
				Standard		With Special Guard Equipment		
		Wind.	Saratoga 300-F N. Yorker	Windsor	Saratoga	New Yorker	300-F	
2-Door Hardtop	Windsor, Saratoga, New Yorker V-8	122	126	215.4(a)	219.4(b)	219.6	219.6	79.4
Convertible Coupe	Windsor, New Yorker V-8	122	126	215.4(a)	219.4(b)	219.6	219.6	79.4
4-Door Sedan	Windsor, Saratoga, New Yorker V-8	122	126	215.4(a)	219.4(b)	219.6	—	79.4
4-Door Hardtop	Windsor, Saratoga, New Yorker V-8	122	126	215.4(a)	219.4(b)	219.6	—	79.4
4-Door Hardtop Sta Wag.	Windsor, New Yorker V-8	122	126	216.0	220.0	220.0	—	79.7

(a) 215.6 with special equipment rear guards.

(b) 219.6 with special equipment guards.



IMPERIAL CUSTOM SOUTHAMPTON

Imperial

America's most carefully built car. The luxurious Imperial takes longer to build than rival makes. This is true because of the greater amount of individual handcrafting required and the 600 tests and inspections demanded by Imperial's excellence. The mighty Imperial engine has greater effective torque—more wheel turning power—than any other passenger car in the world. And Imperial is the only American-built automobile with curved side window glass. Note, in the LeBaron model pictured at the right, the distinctive tailored rear window design which affords more privacy. Imperial's total excellence is more than you will see in its flawless finish, in the precise fitting of its coachwork. It is an inner excellence reserved for those who drive this immensely satisfying car.

Body Types	Model and Engine Availability	Wheelbase	Over-all Length	Over-all Width
2-Door Hardtop	Custom, Crown V-8	129	226.3	80.5
Convertible Coupe	Crown V-8	129	226.3	80.5
4-Door Sedan	Custom, Crown, LeBaron V-8	129	226.3	80.5
4-Door Hardtop	Custom, Crown, LeBaron V-8	129	226.3	80.5



now...

Choose from the Industry's Largest Family of Station Wagons

VALIANT V-100 SUBURBAN



DODGE MATADOR STATION WAGON

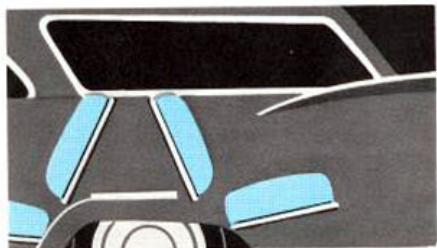
In 1960, with the addition of the entirely new Valiant and Dart station wagons, Chrysler Corporation offers this increasingly popular vehicle in the widest selection ever. Wheelbases range from the Valiant's compact 106.5 inches to the Chrysler's 126 inches. All models reflect a new high in quality manufacturing . . . stronger, quieter, more spacious and longer-lived—thanks to Unibody Construction and our comprehensive rustproofing process. Regardless of terrain, famed Torsion-Aire suspension gives you the poised ride of the finest automobiles. Engines range from the mighty 350 horsepower V-8 to the totally new "inclined 6." Body styles include 2-door and 4-door models. The fleet Chrysler model illustrated features true hardtop styling which is also found on the Dodge Polara wagon.

PLYMOUTH SPORT SUBURBAN

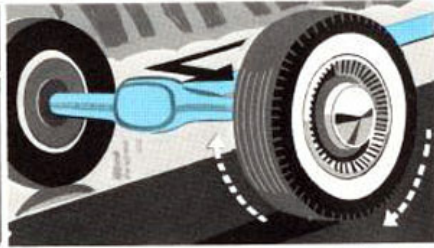




CHRYSLER NEW YORKER TOWN & COUNTRY STATION WAGON

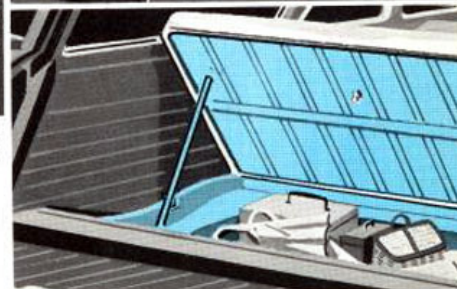
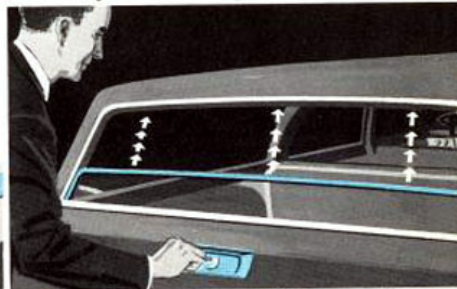


Rear-facing third seat permits generous leg room and hip room for adults—children love it. When not in use it folds into the floor.



The more rugged the terrain, the more you will appreciate our Sure-Grip differential which transfers all of the power to whichever wheel has traction.

Rear window may be raised or lowered by key from outside or by button on dash panel.



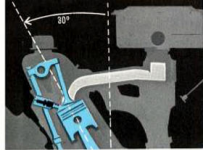
Eight cubic-foot locked luggage compartment (in two-seat models) lets you hide valuables safely out of sight.

DODGE DART PIONEER STATION WAGON



For information on the availability of these and other features in the station wagon of your choice, see the Equipment Chart on the page opposite the inside back cover.

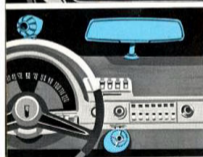
For information on station wagon models, dimensions and available engines, refer to the charts on the preceding Chrysler, Dodge, Dart, Plymouth and Valiant pages.



SLANTED "6" ENGINE: Entirely new and available in many models of the Plymouth and Dodge Dart lines; standard equipment in the Valiant. The engine block is slanted to the right, allowing room for extra large aluminum manifolds which give these cars the liveliness of an "8" with gas economy formerly available only on "practical", but less alert, sixes. Its lower center of gravity also contributes to easier handling and better roadability.



SWIVEL SEATS: The most acclaimed automotive engineering feature of 1959, this Chrysler Corporation "first" is offered as optional equipment in each of our 1960 lines, excepting Valiant. What's more, they operate automatically in the 1960 Chrysler . . . swivel out to meet you when the door is opened—swing back into place when the door is closed.



SAFETY FEATURES: Our improved automatic beam-changer electronically raises or lowers the headlight beam in deference to approaching traffic. The Mirromatic rear-view mirror electronically adjusts its angle to minimize headlight glare from the rear. (Refer to the Equipment Chart [on page opposite inside back cover] for availability of these extra-cost items). Our amazing Auto Pilot allows the driver to pre-set the maximum speed he desires. (Available on Dart, Dodge, De Soto, Chrysler and Imperial).



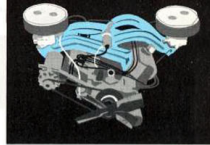
RECORD PLAYER: Now, for the first time, you can enjoy listening to your own choice of music while driving. No more irritating switching from station to station—you keep both hands on the wheel. This RCA Victor record player plays up to 14 of your standard "45" records consecutively—two hours of uninterrupted listening pleasure. Available at extra cost in the 1960 Plymouth and De Soto lines.

*more of the features which
make Chrysler Corporation cars*

**the Quick,
the Strong,
the Quiet**

and the Comfortable

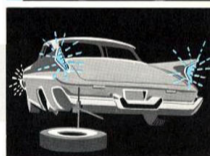
V-8 RAM INDUCTION ENGINE: For brilliant responsiveness in the middle-speed range and safer highway passing, Chrysler Corporation introduced this new engine which literally rams air and fuel into the cylinders when you need maximum performance. Unlike superchargers, there are no complicated moving parts. Two four-barrel carburetors and special "tuned" manifold pipes create a compressor-like effect. Available as an optional V-8 in all lines excepting Valiant and Imperial; standard in the Chrysler 300F.



PUSHBUTTON CONTROLS: This outstanding Chrysler Corporation "first" continues to gain in popularity because of its ease of operation and child-proof location to the left of the steering column. You get pushbutton controls with either our Powerflite or Torqueflite automatic transmissions. To the right of the steering column is a pushbutton console which controls heating, cooling and defrosting.



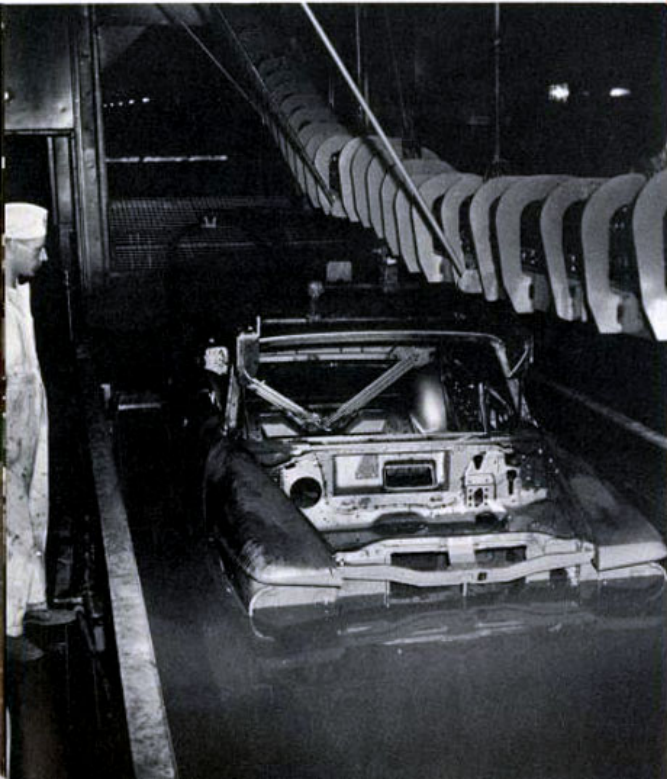
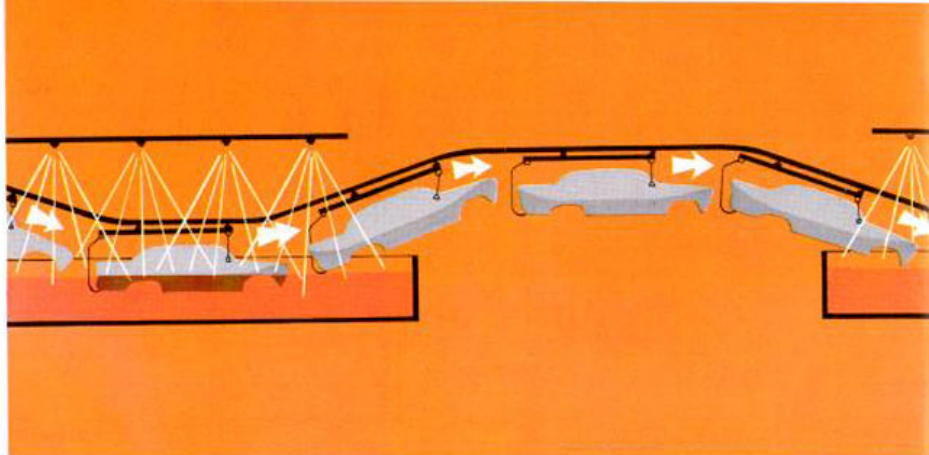
EMERGENCY FLASHER SYSTEM: With this new system, available for all 1960 Chrysler Corporation cars and trucks, front and rear turn signals can be made to flash simultaneously when the driver wishes to warn approaching traffic of an unusual hazard. This could occur, for example, when the driver has had to stop unexpectedly on, or dangerously near, the traveled portion of the highway. If the driver must leave his car, the system can be operated with the ignition key removed.



IMPROVED SUSPENSION: For 1960 a number of refinements have been made in our famous Torsion-Aire Ride which is standard equipment on every Chrysler Corporation car. This is the suspension system recognized by the pros as one of the great achievements in automotive engineering. It takes the dip out of stops, the sway out of turns, the squat out of starts.



Rust *defeated...*
resale value raised



As another key step in its all-out program of quality manufacturing, Chrysler Corporation has dealt a severe blow to that age-old enemy of metal—rust. Our new anti-corrosion process involves seven different preparatory and protective baths and six special chemical sprays.

In the first stage the body is dipped for three full minutes in a tank of alkaline cleaner. The second and third dips are hot, clear rinses. Then the body is lowered for one minute in a special chemical solution that deposits a protective coating of high-purity phosphate. This is followed by two more rinsings. The body is then dried and cooled to room temperature.

After the seventh and final dip, in a newly-developed zinc-rich emulsion primer, the inner surfaces of the sills are coated with a high melting point wax. Then the body is dried again, wet-sanded by hand, primed for the second time, and painted. Each coat of the Lustre-Bond finish enamel is oven-baked and carefully inspected.

Dodge trucks

For 1960, Dodge brings you cargo haulers that set a new standard in handsomeness and money-making utility . . . the most complete line of trucks we have ever offered.

Making their debut this year are nine new Dodge diesel models, the newest heavy haulers on the road. And there's a brand-new Dodge Cab-Forward design in medium- and heavy-duty models, with a shorter wheelbase for extra payload . . . plus fenders that *swing out* for unmatched engine servicing ease.

Maximum Gross Vehicle Weights range from 5,100 to 53,000 lbs. Gross Combination Weights scale all the way up to 76,800 lbs.! Engines are available in both six-cylinder and eight-cylinder gasoline versions, and in mighty six-cylinder diesels. Horsepower ratings spread from 113 to 228.

Whatever the hauling requirement, there's a dependable, good-looking Dodge truck to fit it in 1960.

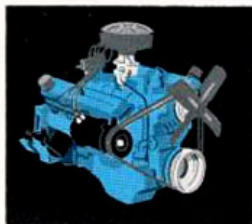
CAB-FORWARD
NCT1000 DIESEL





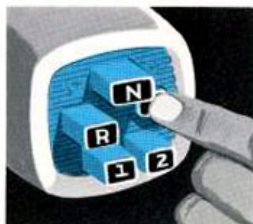
Full-Opening Hood

Hood on your new Dodge truck opens full 90 degrees for easiest maintenance and service.



New V-8's

Great new Dodge V-8's assure longer life with less maintenance. Seven to choose from. Up to 228 hp.



Push-Button Drive

Exclusive Dodge LoadFlite is only fully automatic push-button transmission in any truck. Optional.



Fully Adjustable Seat

Dodge seats 56-inches wide comfortably accommodate driver and two passengers, are fully adjustable.

Dodge Truck Features spell

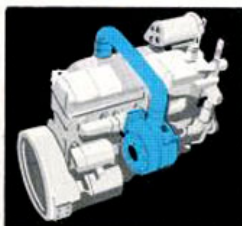
extra value . . .

Constant research and creative engineering increase the comfort and convenience of every Dodge truck. Built-in quality features give longer service life, save time and money, add up to extra value.



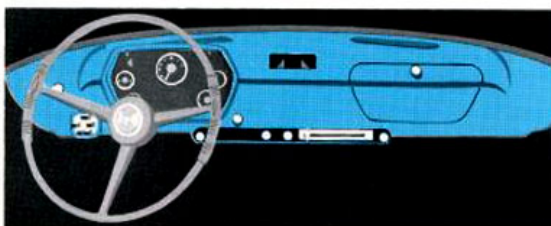
Servi-Swing Front Fenders

Exclusive Servi-Swing fenders open out 110 degrees on new Dodge Cab-Forward models to give unlimited engine accessibility without the troubles of "tilt" type cabs. Single latch opens fender, locks it firmly in place when closed. Super-strong piano-type hinges highlight the rugged construction of this unique feature.



New Dodge Diesel Power

Two types of work-proved Cummins diesel engines are available in Dodge Cab-Forward high-tonnage models—a turbodiesel, and three naturally aspirated versions. They feature displacements up to 743 cu. in., deliver up to 605-lb.-ft. of gross torque. Superior "PT" fuel injection gives top economy and dependability.



Functional Instrument Panel

Simple layout of attractive instrument panels makes gauges easy to read, controls easy to reach. Handy center ash tray, roomy dispatch box, deep center steering wheel help insure convenience and safety in the cab. Suspended brake and clutch pedals eliminate floor-board holes, help keep cab clean, draft-free and exceptionally quiet.

D500 VAN



D100 SWEPTLINE





The beautiful ELYSEE
—the luxury economy import

The GRAND LARGE
—the only authentic two-door hardtop in its class



■ ■ SIMCA



The low-priced ETOILE
—the star of the import field

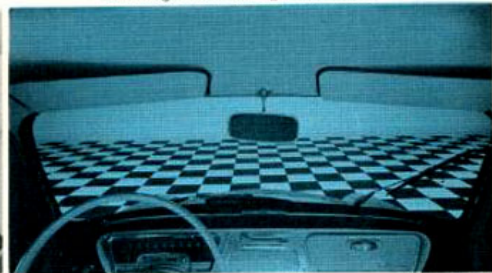
IMPORTED

Among those partisans of imported economy cars, the Paris-born SIMCA is fast becoming the first choice of quality-conscious buyers. Three of the most popular models of this smart import are pictured on the opposite page. The agile SIMCA has a wheelbase of 96.26 inches, and is powered by the sturdy 50 HP Flash Engine. Because its engine is mounted in front where it belongs, SIMCA's driving stability and handling ease are exceptional. Most models include the following as standard equipment: heater-defroster, automatic choke and spark advance, directional signals, electric windshield wipers, windshield washer, airline-type foam rubber reclining seats. Trunk capacity is surprisingly large. 750 Chrysler-appointed dealers in the United States sell the French SIMCA. Parts availability is excellent through MoPar.

Engine in front means lots of trunk room.



Wide-angle view through windshield.



Heater & defroster, gear shift on steering column, turn indicators, dual-tone horns, key-turn power starting.

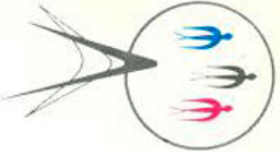


Reclining front seat in many models.

SPECIFICATIONS	Etoile, Elysee & Grand Large	
	DeLuxe	
Body Style	4 Dr. Sedan*	
Wheelbase (in.)	96.26	
Overall Length (in.)	163.7	164.9
Overall Width (in.)	61.7	
Engine Type	4 Cylinder in line, Overhead Valve	
Bore & Stroke (in.)	2.91 x 2.95	
Displacement (Cu. In.)	78.7	
Horsepower	50 at 4800 RPM	
Torque (FL. Lb.)	65.2 at 2800 RPM	
Compression Ratio	6.8:1	
Transmission Type	4 speed Manual 2nd, 3rd, & 4th Synchronized	

*Grand Large is a 2 Dr. Hardtop

FRONTIER IS BY CHRYSLER



EQUIPMENT CHART



	VALIANT		PLYMOUTH			DODGE DART		DODGE			DE SOTO		CHRYSLER				IMPERIAL						
	V-100	V-200	Savoy or Deluxe Suburban	Belvedere or Custom Suburban	Fury or Sport Suburban	Seneca	Pioneer	Phoenix	Matador	Polara	Fireflite	Adventurer	Windsor	Saratoga	New Yorker	300-F	Custom	Crown	Le Baron				
Air Conditioning—Regular	N/A		E (V-8s only)			E (V-8s only) (g)					E (o)	E (N/A sta. wag. or man. steer.)				E							
Air Conditioning—Deluxe Dual	N/A		N/A			E (D.I.) on V-8s only					E (o)	E (N/A conv. or man. steer.)				E (N/A convertible)							
Air Conditioning—Station Wagon Dual	N/A		E (V-8) (o)			E (V-8)					Not applicable		E	—		E	N/A		Not applicable				
Automatic Beam Changer	N/A		E (D.I.)								E (o)		E										
Auto-Pilot			N/A			E(DI) (e) (o)					E (o)		E				N/A						
Backlight, Large—Hardtops only	N/A		E		S	Not applicable		E	S	E	S	S (a)		S (d) (2-door hardtop)				S	N/A				
Back-up Lights	E		S			E					S (a)		S (d) (2-door hardtop)				S	N/A					
Captive-Air Tires	S (k)		E (k)			N/A					S		E (s)				N/A	E (s)					
Child Guard Door Locks						E (D.I.)											S						
Clock, Electric	E (D.I.)		E			S					E						S						
Custom-Positioned Front Seat	N/A					S (m)											N/A						
Deck Lid Spare Tire Cover	S		E			N/A							E				S						
Defogger, Rear Window			E			E (D.I.)					E		E (c)				E						
Differential, Sure-Grip	N/A					E (D.I.)					E		E (c)										
Door Locks—Electric						N/A					E						E (w/power windows only)						
Door Locks—Vacuum	N/A		E			E (4-door models only)					E						N/A						
Dual Exhaust	N/A		E (V-8 only) (t)			std. w/D-500; NA other models					E (Std. w/ram manifold)		N/A		E		S						
Emergency Flasher						E (D.I.)																	
Foam Cushions—Front	N/A		S			E					S												
Foam Cushions—Rear	N/A		E			N/A					S		E				S						
Heater—Water						E					E												
Instrument Panel Pad			E			E (Std. w/air conditioning)					E						S						
Luggage Compartment Locked—2-Seat Station Wagon	E (h)		E			E					Not applicable		S		---		S		N/A		Not applicable		
Mirror-Matic	N/A					E (D.I.)											E (N/A convertible) (DI)						
Mirror—Outside Remote Control	N/A					E											E						
Mirror—Prismatic						E											S						
Padded Sun Visors						E											S						
Power Brakes						E (D.I.)																	
Power Seat—6-way	N/A		E			E					E (e)		E		S				S				
Power Steering			E			E					E (e)		E		S								
Power Windows	N/A		E			N/A					E		E		S				E (b) S (b) S (a)				
Power Window—Tail Gate (Suburban)			E (i)			N/A					E		Not applicable		S		---		S		Not applicable		
Radio—Economy, 2-watt			E			E					E (DI)		N/A										
Radio—Pushbutton, 8-watt	N/A		E			N/A					E						N/A						
Radio—Search Tune			E (D.I.) (c)			N/A											E						
Radio, Speaker Rear Seat	N/A		E			E (c)							E (c)				E (c) (Inc. w/radio)						
Record Player	N/A		E			N/A					E						N/A						
Seat Belts						E (D.I.)																	
Tinted Glass—With Shaded Windshield						E																	
Tinted Glass—With Shaded Backlight	N/A		E			N/A					E (p)		E (2-door hardtops only) (f)				E						
Swivel Seat	N/A		E			N/A					E		E (f)				E (w/power seats only)						
Transmission—Manual			S			N/A					N/A		S		N/A				N/A				
Transmission—PowerFlite	N/A		E (V-8s only)			N/A					E		N/A										
Transmission—TorqueFlite (6)			E										N/A										
Transmission—TorqueFlite (V-8)	N/A		E			E					S		E				S						
Undercoating—Inc. Underhood Pad						E											S						
Wheel Covers	N/A		E			E											S						
Windshield Washer						E											S						
Windshield Wiper—Variable Speed						E											S						

S—Standard

E—Extra Cost

N/A—Not available

D.I.—Dealer Installed

- (a) Includes power vent window
 (b) Power vent window—Extra Cost
 (c) Not available station wagon, convertible, and dual air conditioning
 (d) 4-door hardtop (E) Windsor and Saratoga
 (S) New Yorker
 (e) With automatic transmission only

- (f) Not available station wagons
 (g) Heavy duty transmission
 (h) Including Captive-Air Tires
 (i) Standard 3-passenger models
 (j) Not available station wagon and convertible
 (k) On 3-seat suburban; on 2-seat suburban included with Locked Luggage Compartment. Not available other models

- (m) Not available with power seats
 (n) Standard all Adventurers, including sedan; standard FireFlite 2-door hardtop; not available all other models.
 (o) Not available with ram manifold
 (p) Shaded backlight standard on 4-door models.
 (f) Shaded backlight standard on New Yorker 4-door hardtop.
 (s) Station wagon models only.
 (t) Standard with Power Pak and Commando engines.

Other Chrysler Corporation Products...



Chrysler's new Missile Division is prime contractor for Redstone and Jupiter missiles. (A Jupiter 'C' put the first American satellite, Explorer I, into orbit.)



Chrysler's Airtemp Division makes a full line of automobile, residential, commercial and industrial air-conditioning equipment.



Chrysler's Mopar Division handles 80,000 different replacement parts for Chrysler Corporation products. They have six big parts plants and 124 wholesalers strategically spotted all over America.



Chrysler's Cycleweld Division makes brake linings and the adhesives used to bond them, car-body sealers, industrial cutting oils and the miracle adhesive, liquid iron.



Chrysler's Amplex Division makes the famous Oilite bearings and fabricates powdered metal machine parts in "impossible" shapes. It is the largest producer of powdered metal products in the world.

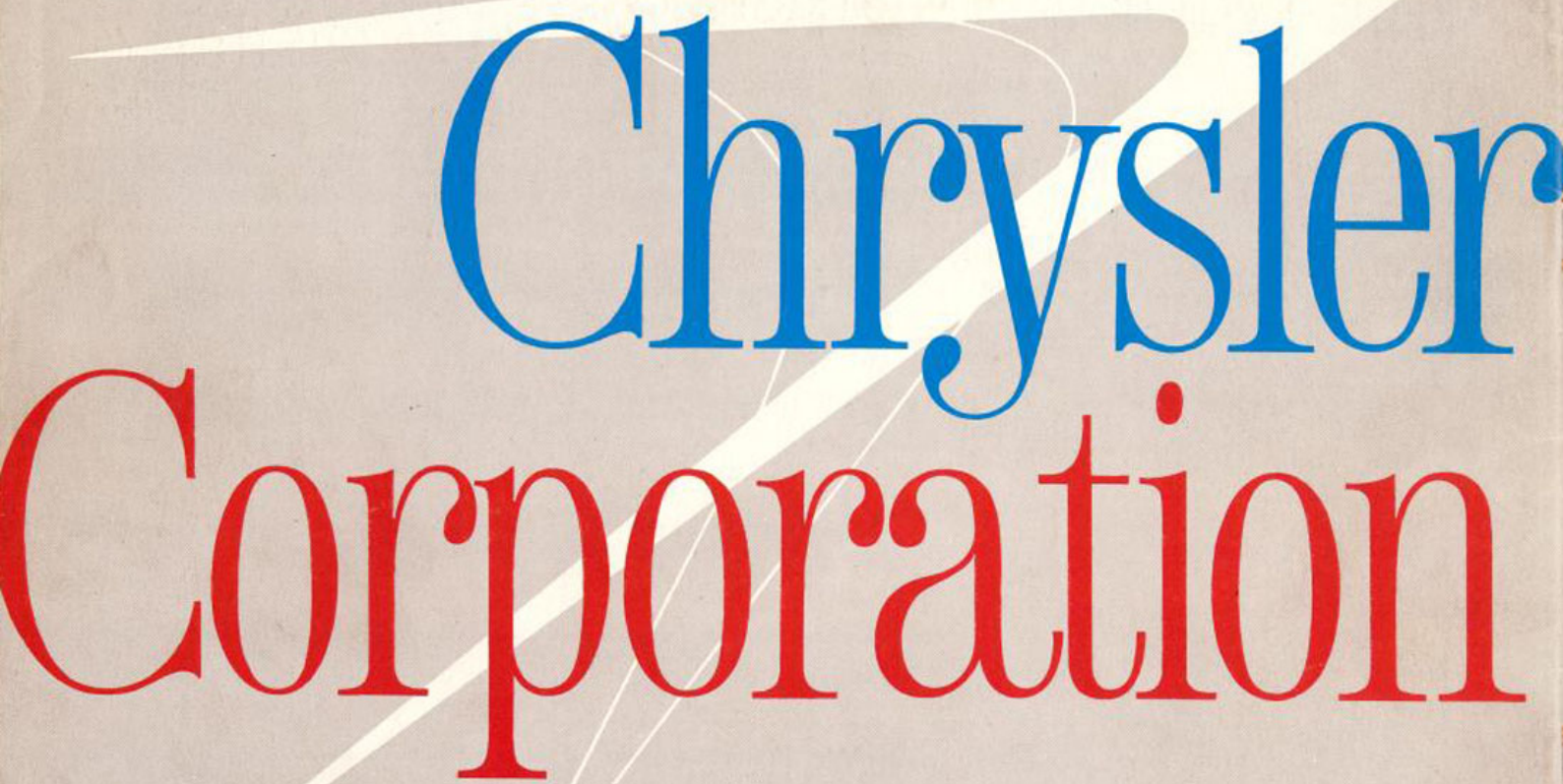


Chrysler's Marine and Industrial Engine Division produces engines suitable for 80% of the country's inboard motor boats. Chrysler industrial engines power everything from concrete mixers to orchard sprayers.



Chrysler's Defense Operations Division manufactures combat tanks and has created many experimental vehicles, including a swimming truck that can be dropped from the sky by parachute.





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