



the all-new **'55 PLYMOUTH**
a completely new car in the lowest-price field

*the biggest car
in Plymouth history —
aglow with beauty
alive with power*

a great new car for the *YOUNG IN HEART!*

a completely new car
in the lowest-price field...
with the first "wrap-around" windshield
to give true wide-angle vision!

It's called the new "Full-View," an extended vision windshield without a blind spot, yet its graceful backward sweep blends naturally into the over-all purity of line which so distinguishes the beautiful 1955 Plymouth! But, show yourself! Hold your hands up to the side and away from your head as illustrated (like the posts of other so-called "extended vision" windshields). You still see them. Move them back to the slant of the posts on Plymouth's new Full-View Windshield, and they disappear from view. The "blindners" are off!



BELVEDERE LINE

20 great cars in 3 great lines!



SAVOY LINE

a big car... better than 10 full inches longer... lower and wider, too!



PLAZA LINE

'55 Belvedere

The Belvedere offers 9 distinctive new models...including a new Four-Door Suburban. All are colorfully and lavishly finished in the most luxurious trim and fabrics in the lowest-price field. Choice of the V-8 or 6 cylinder engines and three great transmissions: Synchro-Silent is standard, PowerFlite and Overdrive are optional.*

'55 Plaza

The Plaza line brings famous Plymouth value and new Plymouth beauty to 7 sparkling models, including the new Business Coupe and the Two-Door Suburban. Choice of 9 exterior colors, each with handsome color-tuned interiors. Synchro-Silent transmission is standard equipment. PowerFlite and Overdrive are optional.*

'55 Savoy

Four brilliant new Savoy models bring new Plymouth luxury within the reach of all. Select from 8 single body colors, each harmonized with beautiful new Texture-Glo interior fabrics. A variety of two-tone combinations are optional. Synchro-Silent transmission is standard equipment—PowerFlite or Overdrive optional.*

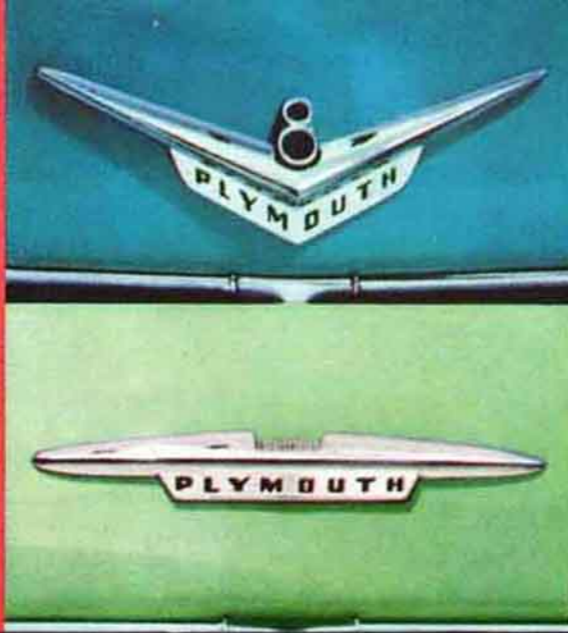
*Optional equipment available at extra cost.

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Cars are illustrated to show some items of special equipment such as Full Dress trim, white wall tires, and wheel covers, all available at extra cost.

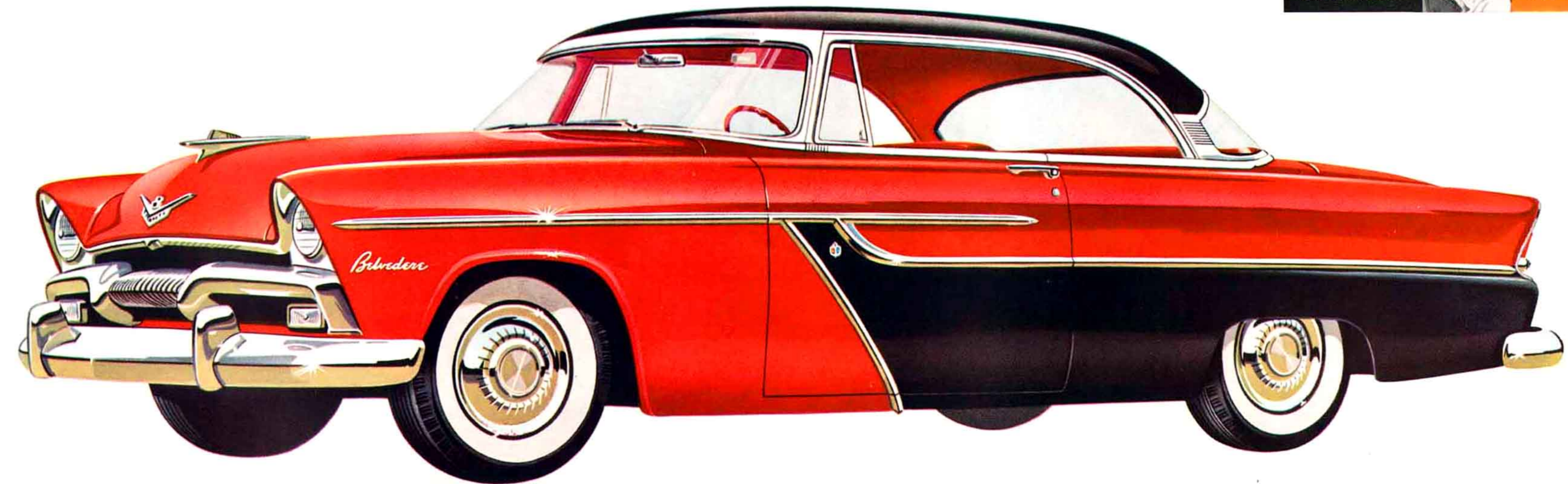
Color, color everywhere . . . in exciting contrasts and pleasing harmonies! Seats may be finished in (1) dramatic new "Black Magic" Boucle glinting with the silver of interwoven Lurex metallic thread, (2) fashionable, practical tapestry-like Jacquard, or (3) the sleek, rich new Plymouth Vinyl. And every bit of color—from the deep-pile Nylon-Rayon carpet on the floor, through the seats, bolsters, door panels and instrument-panel deck may be styled by you.



The Belvedere Sport Coupe is available with either the new Plymouth Hy-Fire V-8 engine or the new PowerFlow 6—as differentiated by these distinctive new ornaments.



the New Belvedere Sport Coupe . . .



Beauty Queen of its class!

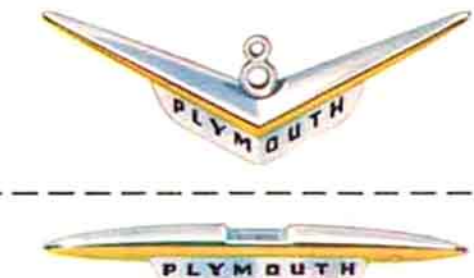
It will probably never occur to you to think of this as a "low-price" car. Everywhere you look are fresh notes of luxury, new experiences in color and texture! Here Plymouth sets a new standard for the lowest-price field in two-tone styling . . . with 12 new exterior color

combinations, 8 different interior combinations—color harmonized throughout with stunning new decorator fabrics. But beauty is only half the thrill! On the road await new experiences, in a car which seems to anticipate your wishes and execute them almost without direction!

a great new car for the **YOUNG** IN HEART!



Belvedere



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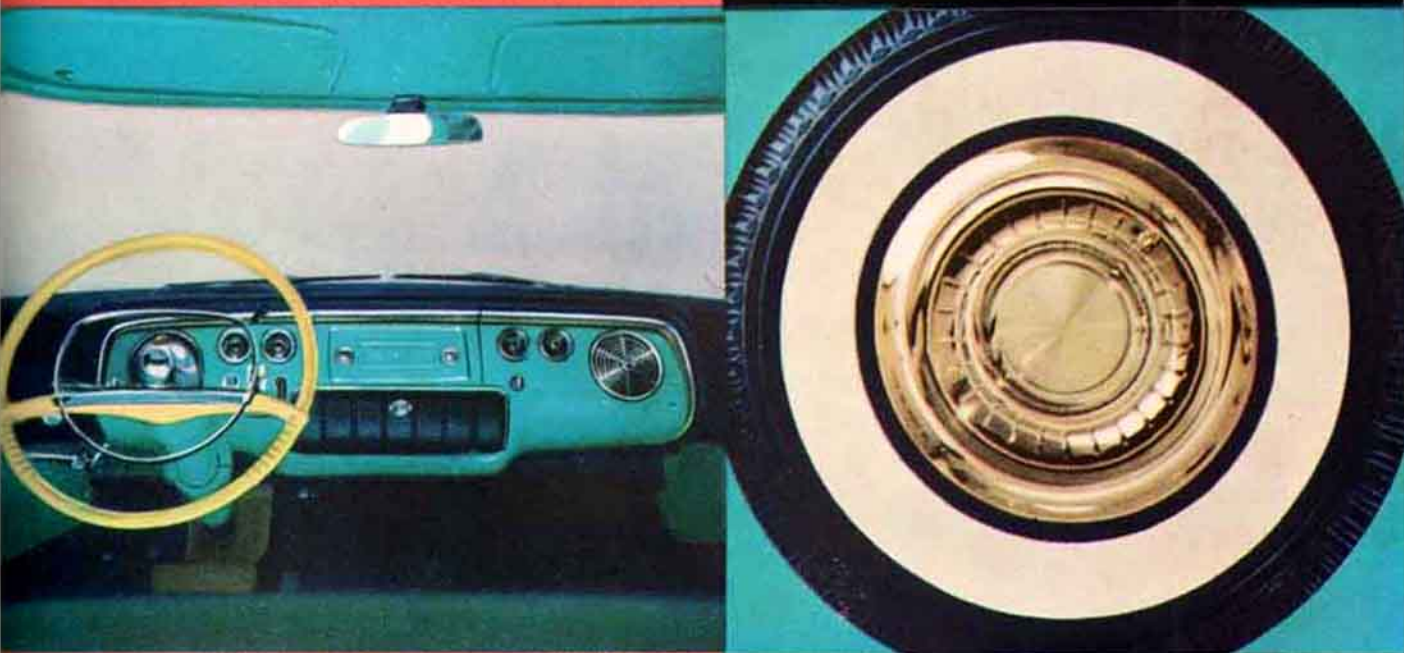


Belvedere



the Belvedere Four-Door Sedan...boldly big and beautiful!

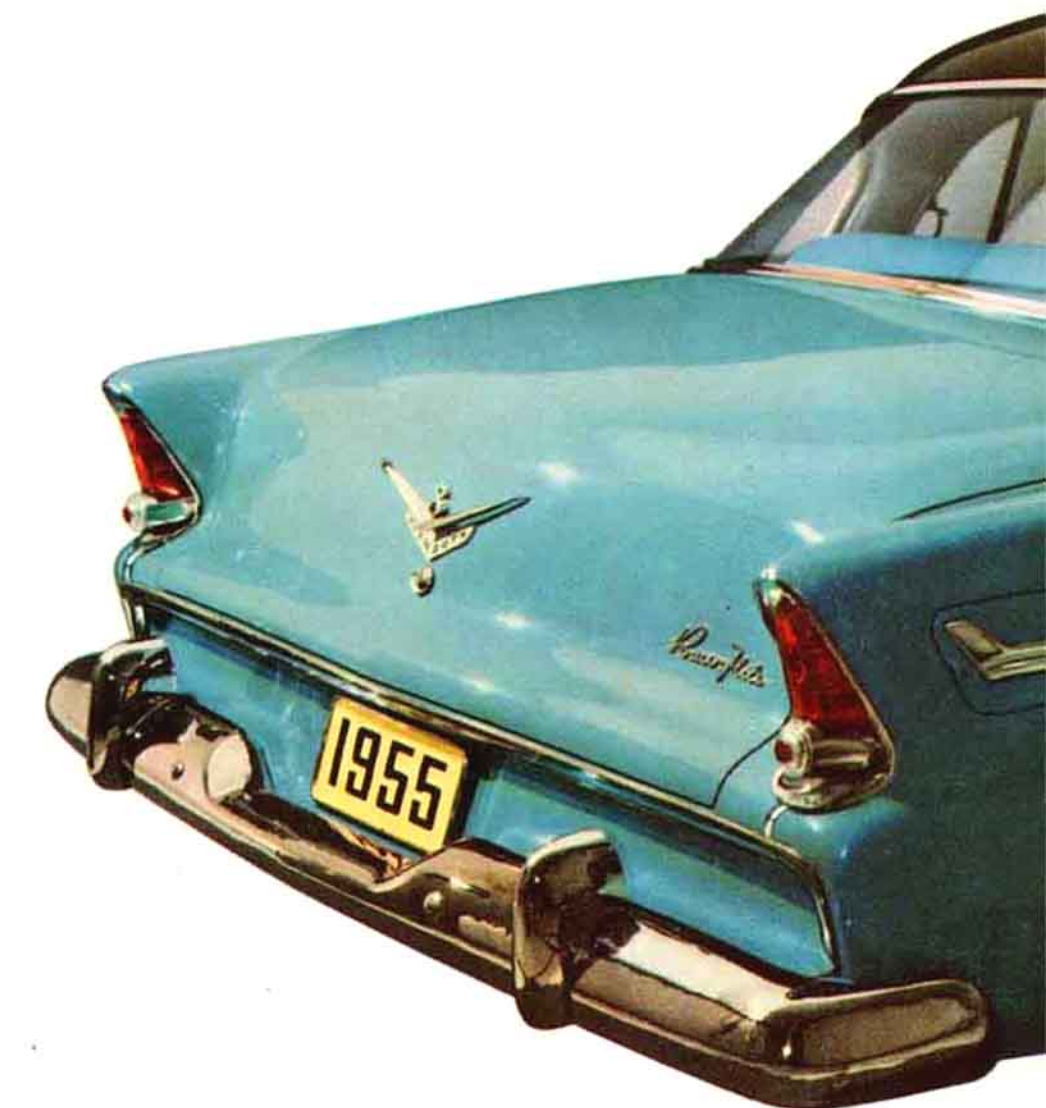
The striking new Plymouth instrument panel spreads its dials across its width for maximum visibility. Ashtray and glove compartment are conveniently centered for the driver. The radio, also, mounts to a center panel easily removable from the front! The luxurious instrument panel crown is



richly textured to eliminate glare—and repeats the color of the seats. And such smartly styled new steering wheels clearly speak for themselves; "beautifully simple, simply beautiful."

New fluted wheel discs twinkle as they turn! The 20 light-flicking stainless steel ribs radiating from the smart, plain, polished hub reflect countless sparkles of sunlight. A new Continental style note, and easy to clean!

Fleet, poised, luxurious in appearance; nimble, economical, safe and surefooted on the road; handsome, comfortable, and r-o-o-m-y inside; that is your ideal car for a growing family and also a perfect description of this biggest six-passenger Plymouth Sedan ever built! There's extra new power that's power for safety; those breathtaking new interiors are as serviceable as they are smart (you can sponge 'em clean!); and all the new exterior beauty is beauty with a purpose, too. Much of the gleaming "bright work" is stainless steel! The new windshield gives the safest driving vision known. The broad, rolling-ridge rear deck houses the greatest Plymouth luggage space ever! The distinctive, extended taillights even identify you "broadside" at night!

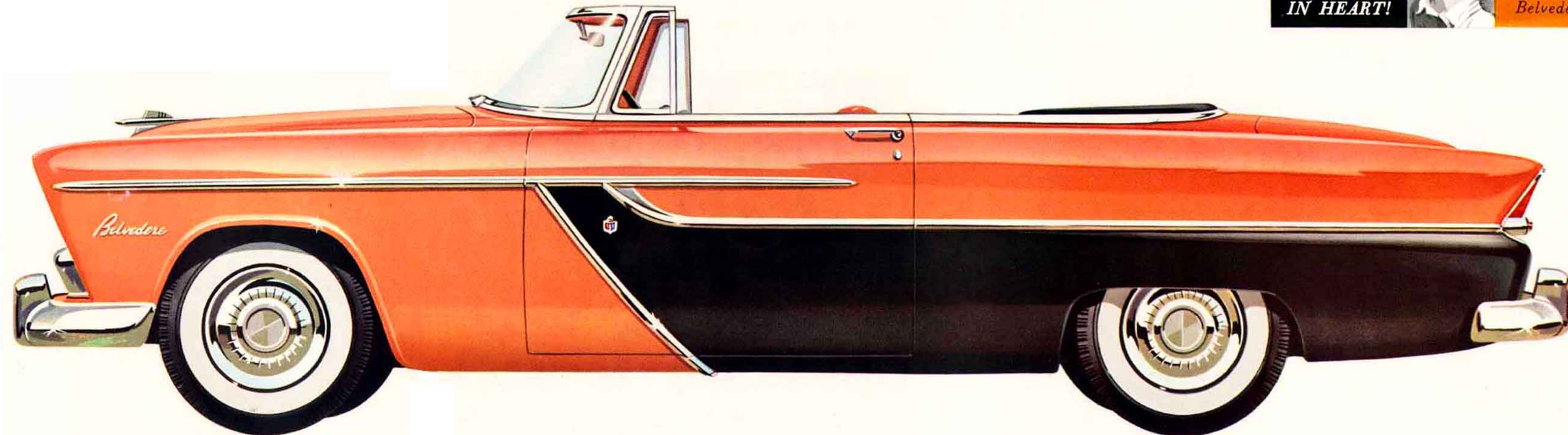
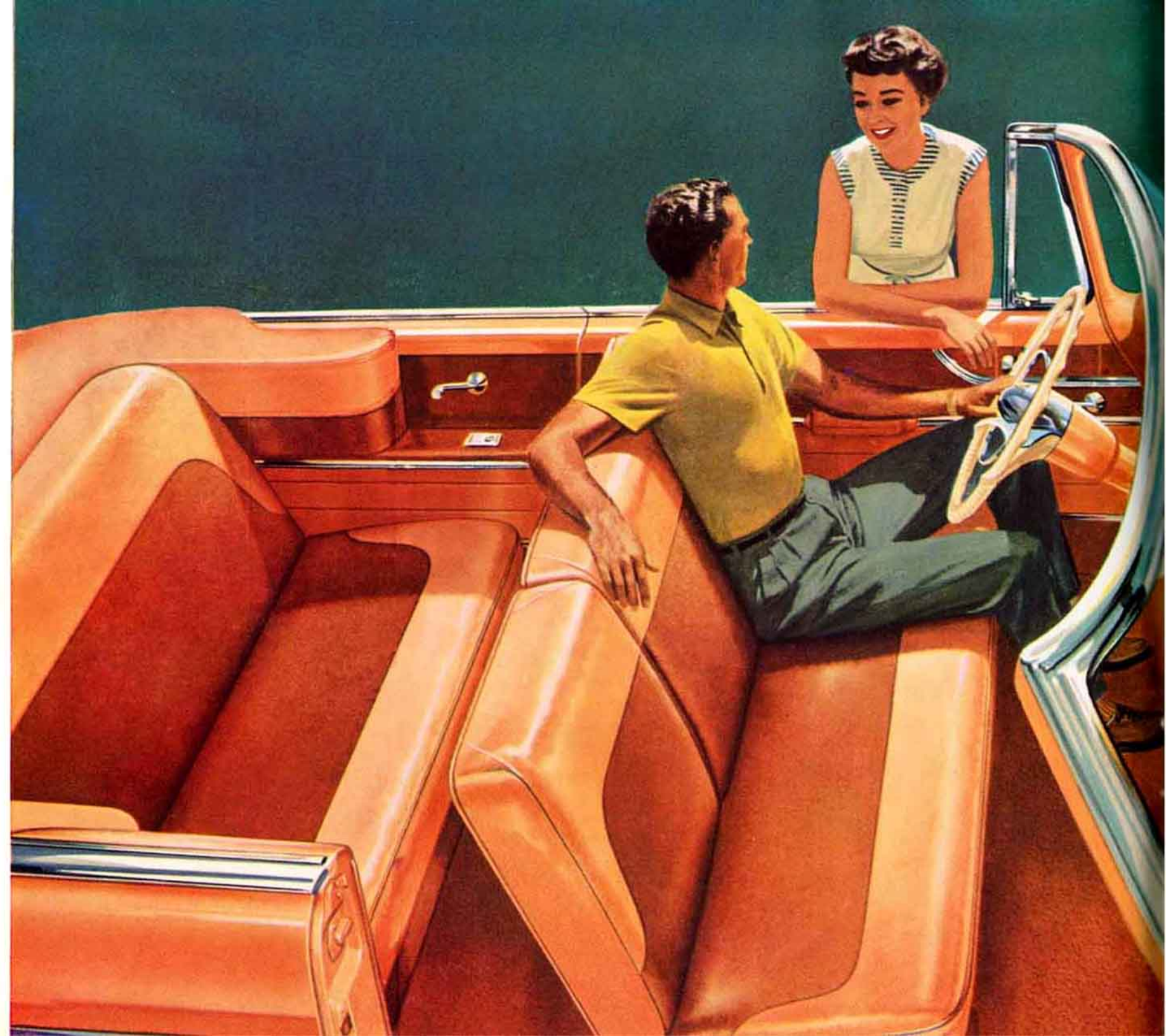




Top up, the smart, new 1955 Belvedere Convertible is cozy, comfortable, and handsome from any angle—wearing its trim, snug-fitting, color-fast top like a true sportsman in all seasons and every climate.

Top down, it welcomes the outdoors in style with smart and sensible color-tuned Jacquard fabric or the equally harmonious sleek new Plymouth Vinyl. Both give you elegance, comfort, "slideability," yet don't hold the sun's heat like some convertible upholstery.

Hallmark of quality is this distinguished medallion, found on the Belvedere Convertible Coupe and the Belvedere Sport Coupe.



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Belvedere

the Belvedere Convertible Coupe—glamour, getaway and go!



This is the one to bring back your wanderlust. Once you handle its effortless wheel, treadle its eager accelerator, you really feel young again! Sleek companion with a flair for fun, the Belvedere Convertible offers the ultimate

in top-down driving pleasure and luxury. In Tampa Turquoise, Pompano Peach, Glades Green or Seminole Scarlet with harmonizing top and rear quarter trim, plus choice of color-tuned, weather-wise interiors.

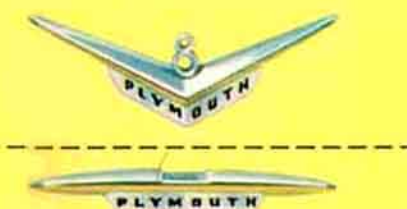
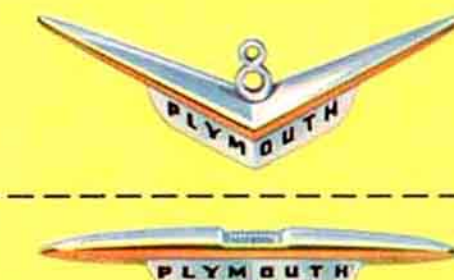
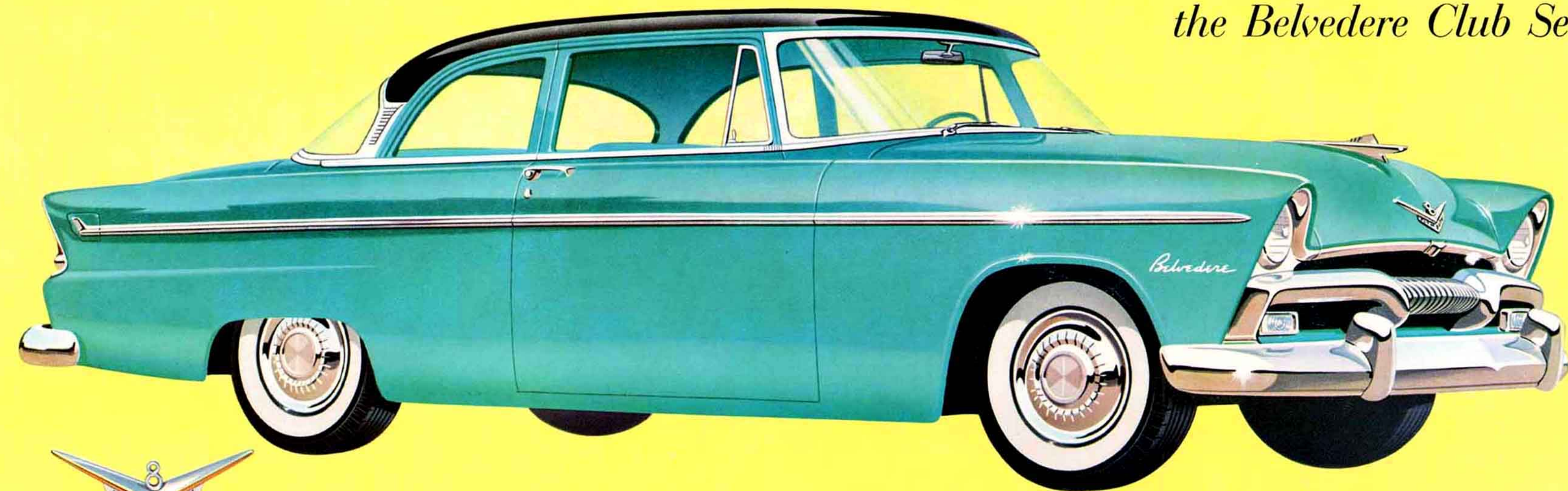
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Belvedere

the Belvedere Club Sedan...

sleek companion—safe for youngsters!



Those with children are bound to hail the Belvedere Club Sedan.

Little hands can't touch these door handles from the back seat; little shoes can't dim the luster of these distinguished but easily cleaned interiors; yet six passengers can be carried in luxury and comfort, enjoying all the advantages passengers enjoy in any true luxury automobile. Plymouth's own 1/3-2/3 fold-down front seat provides easy access to the rear seat without disturbing the second front seat occupant. And there is ample storage space in the trunk for luggage. Wherever your eye lights, there is new evidence that certainly this is the most thoroughly thought-out car ever presented to the American public!

Color goes to work and your Belvedere interior glows with beauty! Here, bright-glinting "Black Magic" Boucle repeats the upper body trim. Steering wheel color "sets off" seat bolsters, door panels, instrument panel crown, deep pile Nylon-Rayon carpeting and the dominant body color. Exciting, yes, but kept in the best of taste by skilled interior stylists.



Push-button door handles, first with automatic "take-up" latches. No need to slam doors to close them securely. Car motion tightens latches for silent, safe driving.



Chrome-recessed headlights . . . sharply hooded, are but one of the style highlights which give this new automobile its style sense of taut, eager thrust. Both headlights and taillights in the Belvedere line are set deep in mirror-like chrome.

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Belvedere

Loaded with luxury! Select tapestry-like elegance in beautiful, durable, washable Jacquard interiors in novel "Ship and Shield" pattern—or sleek practicality in embossed Vinyl. Either can be color-tuned to your two-tone exterior combination.



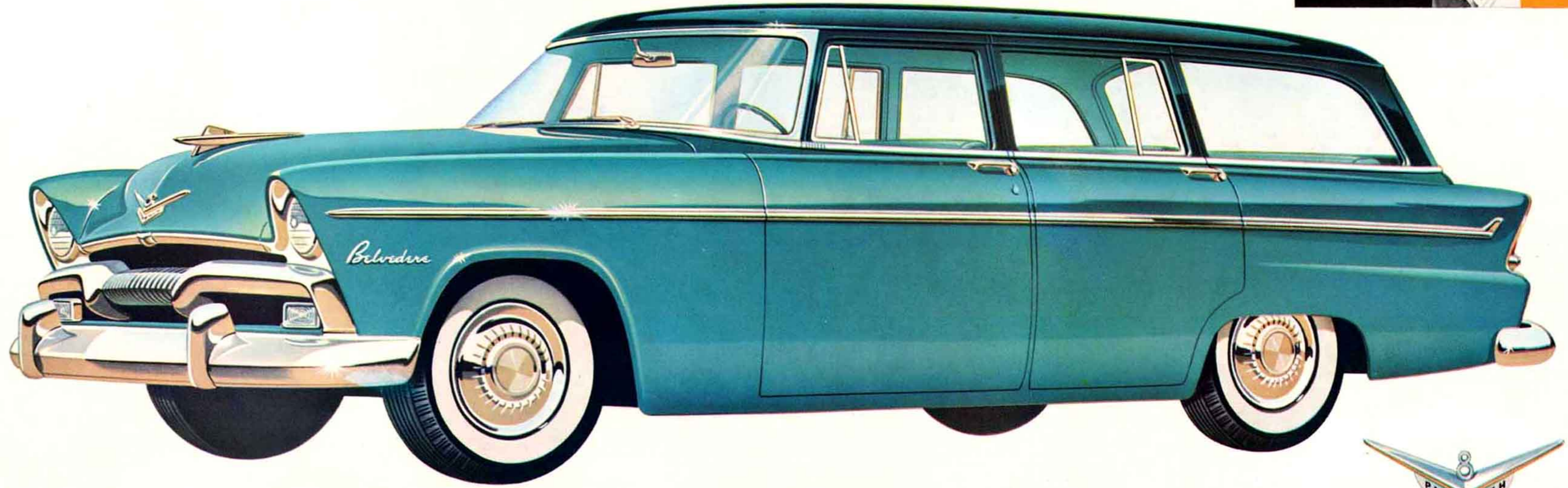
Handy for your hobby! Built for the "man of equipment"—be it boating, skiing, fishing, camping, gardening or carpentry. There's room to carry it and power to spare to pull it, and still stay as stylish as anything on the road! Tailgate folds flat to extend carrying capacity.



Cargo Dimensions of the Four-Door Suburban

- Length loading deck, gate flat, seat folded . . . 80.25 inches
- Length loading deck, gate up, seat up 54.0 inches
- Maximum height loading deck 38.0 inches
- Minimum height loading deck 33.0 inches
- Total available loading space 28.8 square feet

Popular demand created the famous Belvedere Four-Door Suburban—as striking as it is serviceable at country club or country cousin's! What's more, this is the biggest Suburban Plymouth has ever built . . . roomiest where room counts most . . . so beautifully finished inside it rivals the most stunning interiors in the whole Plymouth line. There is a lightweight, removable rear seat as optional equipment for those who wish to seat eight in lounge-like comfort. You can haul six and still carry a big load back of the second seat. And with your second seat folded (it folds behind the front seat compact as a suitcase), your cargo capacity looks as large as a moving van's . . . and almost is!



the Belvedere Four-Door Suburban...big, powerful, beautiful!

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Savoy



Door hinge positioning lets doors lift as they open. Eliminates scraping and "hanging-up" doors. Out-swinging hinges on the front doors provide greatest possible room for easy entrance and exit for front seat passengers.



Taillight that's a stopper! The most modern, most distinctive new taillight on any standard-make American car. Repeats the hooded, recessed treatment of the headlights. Red lens may be seen from side at night.



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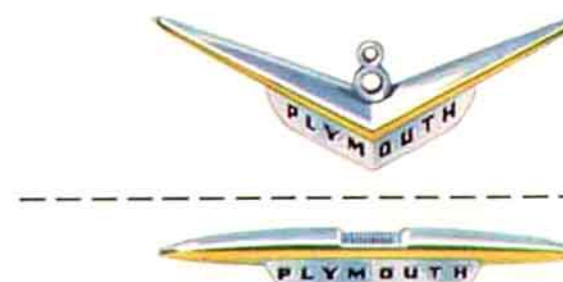
Savoy



the Savoy Club Sedan

With beauty that excites, power that excels, value that endures, the Savoy Club Sedan is a best buy for any luxury-loving family accustomed to getting the most for its money. Almost everything on this model is de luxe except the price. Power window lifts,

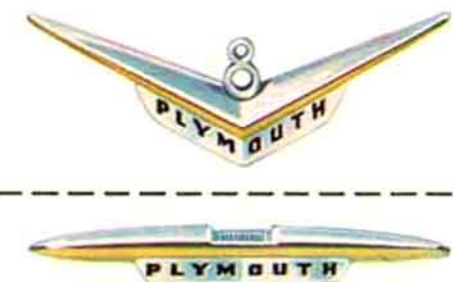
power brakes, full-time power steering . . . all are available, plus your choice of three transmissions. Interiors, color-tuned to the body color, feature the sculptured elegance of Texture-Glo fabrics, rich with woven flecks of metallic thread.



the Savoy Four-Door Sedan

Like all Plymouth four-doors, this one holds a houseful . . . as each seat accommodates three adults, with room to str-e-tch! The big, big doors swing open wide at the push of a button, shut snugly without

slamming and stay shut without rattling on rough roads. And you get the special clean and beautiful exterior trim which distinguishes the Savoy models, as well as smartly fashioned, practical interiors.



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Plaza



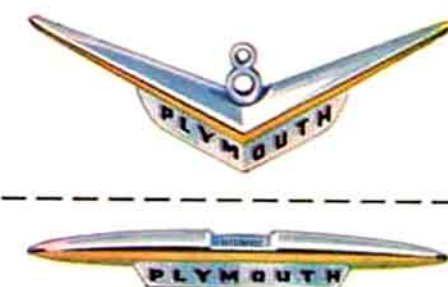
Deeper, wider luggage compartment
... with gas filler pipe behind the spare tire to give a full 33.8 cubic feet of usable space. Lid is counterbalanced by new torsion-bar hinge springs. The lid releases at a touch of the button and can be closed without locking.



the Plaza Four-Door Sedan

In no other car in its price class will you find so much room, so much style inside and out, so much that's really new—as is offered by the Plaza Four-Door Sedan. Here again is a low-price car with the high-

price look! The clean, sleek, rakish lines tell you ... the purity and simplicity of its beauty tell you ... the quality rendering of even the smallest details tells you ... this car was built to value.



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Plaza



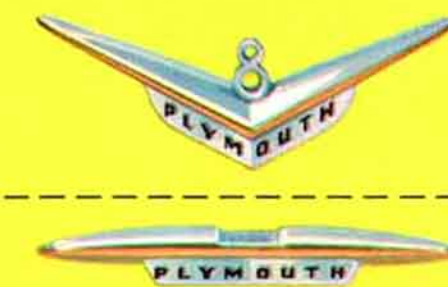
Convenient 1/3-2/3 folding front seat, plus wide, wide windows, windshield and doors make things roomy and relaxed in the Plaza's rich, color-tuned interiors. Choice of three two-tone combinations. Seats in smart new "nubby" weaves contrast with smooth Vinyl seatback bolsters and cushion facings.



the Plaza Club Sedan

You can pay more, but here in the Plaza Club Sedan, you find all the important things needed to make a truly fine automobile. You find true wide-angle vision in its new Full-View Windshield. You find new

decorator-styled interiors to stir your pride. You find new power, new responsiveness and new safety on the road. You will find this car one of the best buys, and best friends, you've ever made!



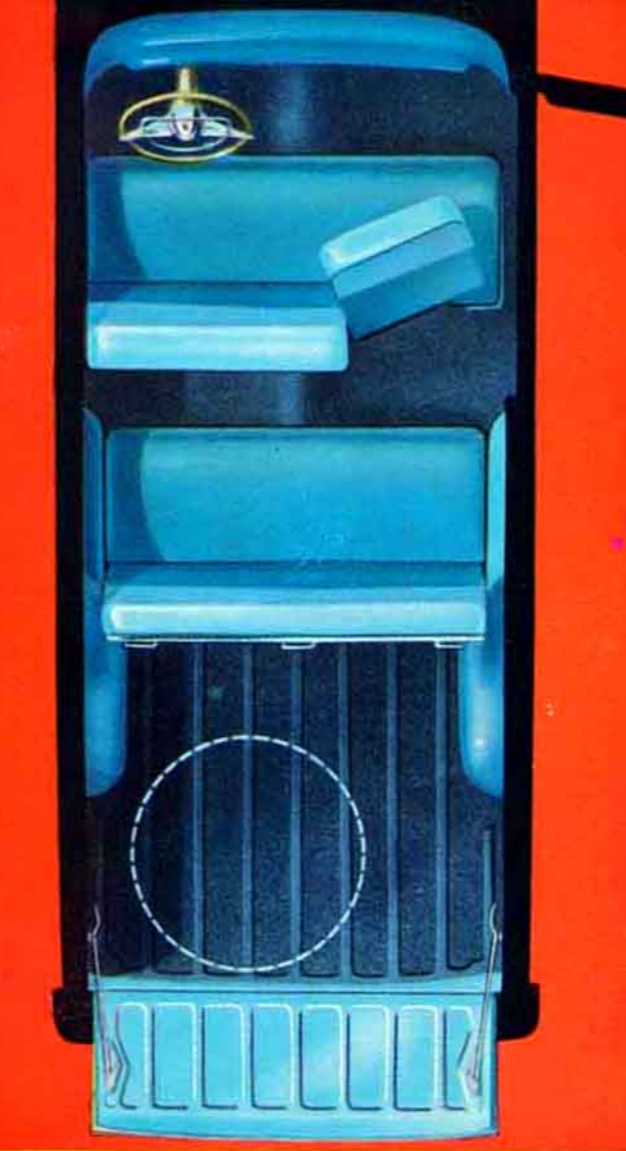
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Plaza



Easy to load! The fold-down back seat gives easy, instant access to the longer, flat deck space. Spare tire is completely out of sight in its sunken "well." Tailgate opens to a level position.



Cargo Dimensions
 Loading deck length (seat down, gate down).....80.25 inches
 Loading deck length (seat up, gate up).....54.0 inches
 Total cargo space...28.8 square feet

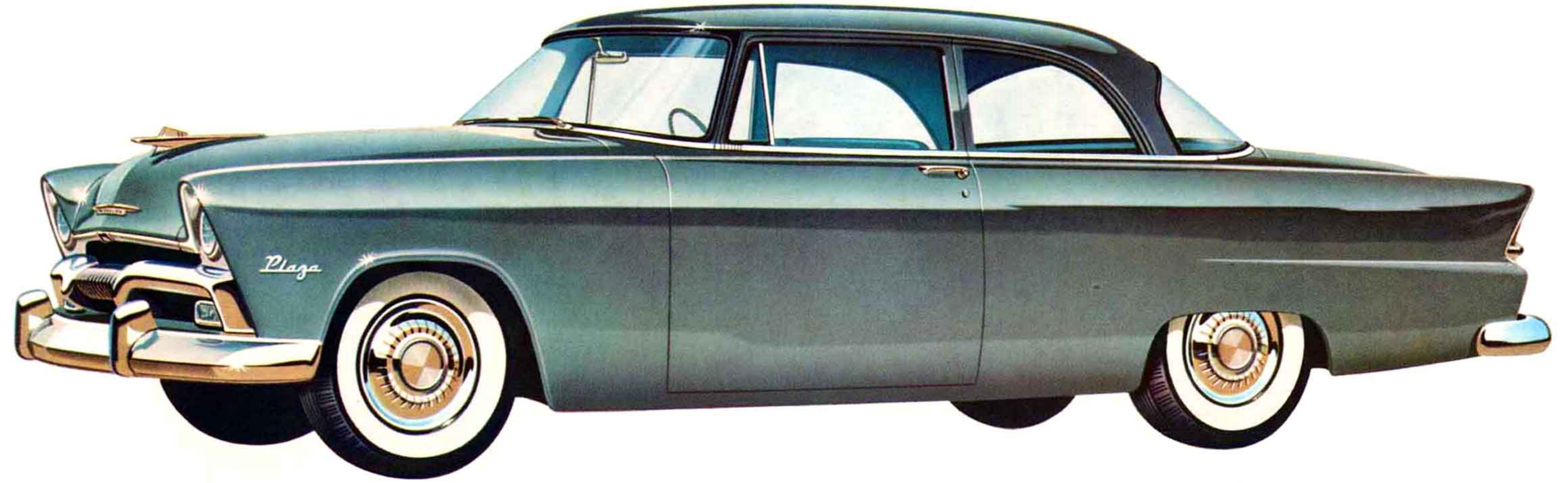


A family car, too! A removable rear seat, in two easy-to-handle sections, is low-cost optional equipment—converting your business coupe in seconds into a practical, comfortable, low-cost family car with room for six passengers.

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Plaza



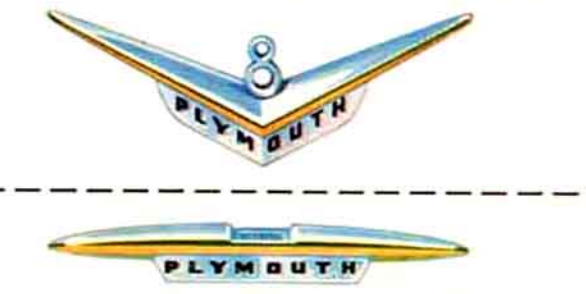
the Plaza Business Coupe

It's a pleasure to do business with this beautiful and practical new coupe. Here's power to trim hills down to size and economy to cut trip costs to a minimum. That super-size trunk, and the spacious cargo area back of the front seat, give you more

space for luggage and merchandise than most high-price cars. Plymouth's "springs-on-springs" seats ensure lasting comfort over the miles. Solex-Tinted glass and power assists are available to make the life of the traveling man truly a life of ease!



the Plaza Two-Door Suburban



Plymouth's proudest achievement in this overwhelmingly popular body style. The roomiest, biggest Two-Door Plymouth Suburban ever . . . with ample space for friends and family, luggage and equipment! Here is stand-out styling inside and out—with smart,

washable interiors color-tuned in rich fabrics to glowing new exterior colors. Here is stand-up construction—with a new stronger chassis and reinforced Double-Channel Box-Section Girder Frame. Built to serve in the country, styled to star in the city!

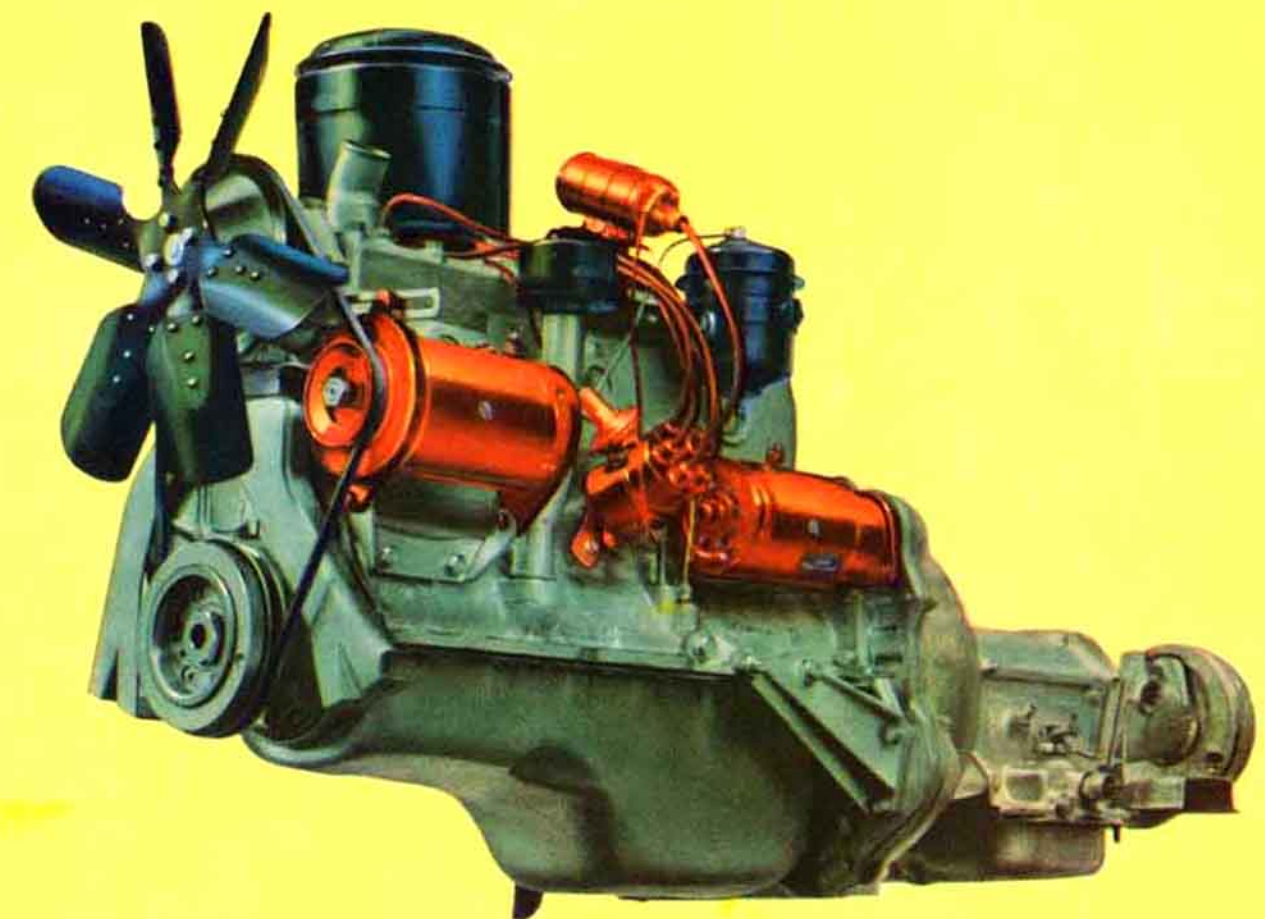
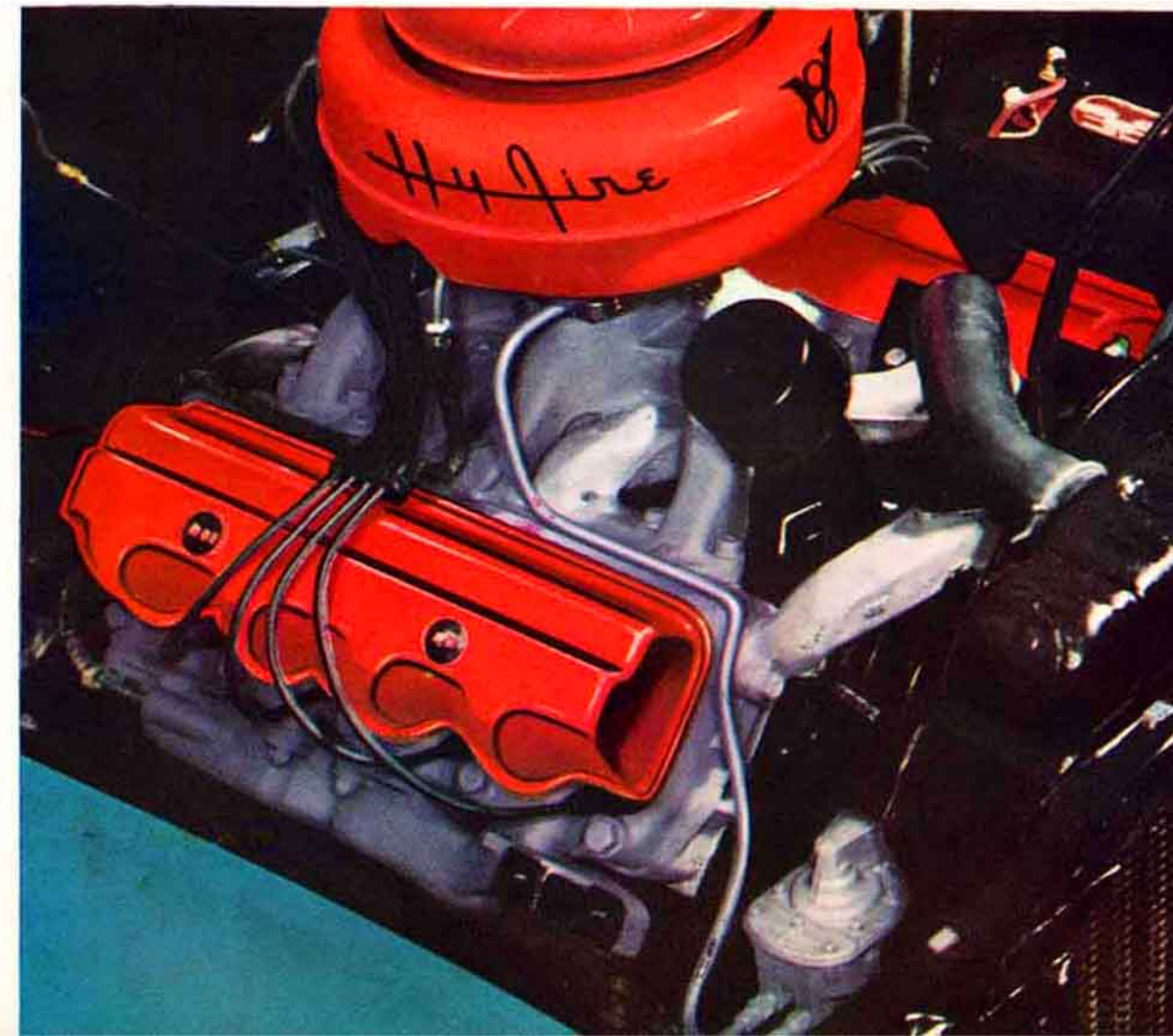
Your choice of two great power plants . . .
the new Plymouth **Hy-Fire V-8**

or the new Plymouth **PowerFlow 6**

Why this remarkable
Plymouth V-8 delivers
more power at less cost!

The radically new Polysphere combustion chamber design (1) conserves heat (energy) and turns it into more horsepower; (2) permits bigger valves, better breathing, resulting in still more power. The large-bore, short-stroke pistons do not travel as far . . . reducing friction, wear, heat loss—resulting in even more usable power for you!

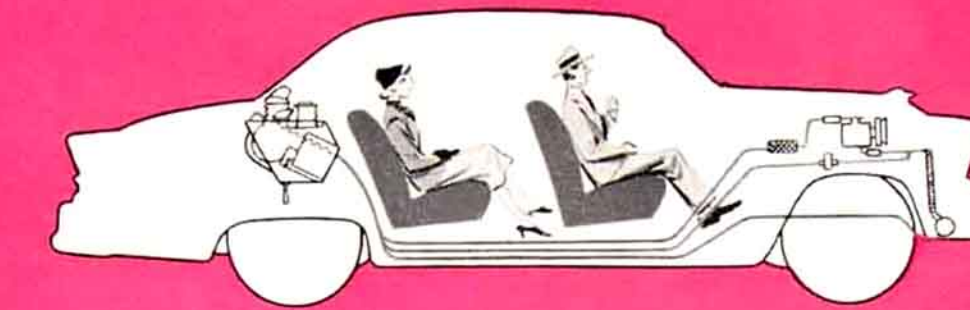
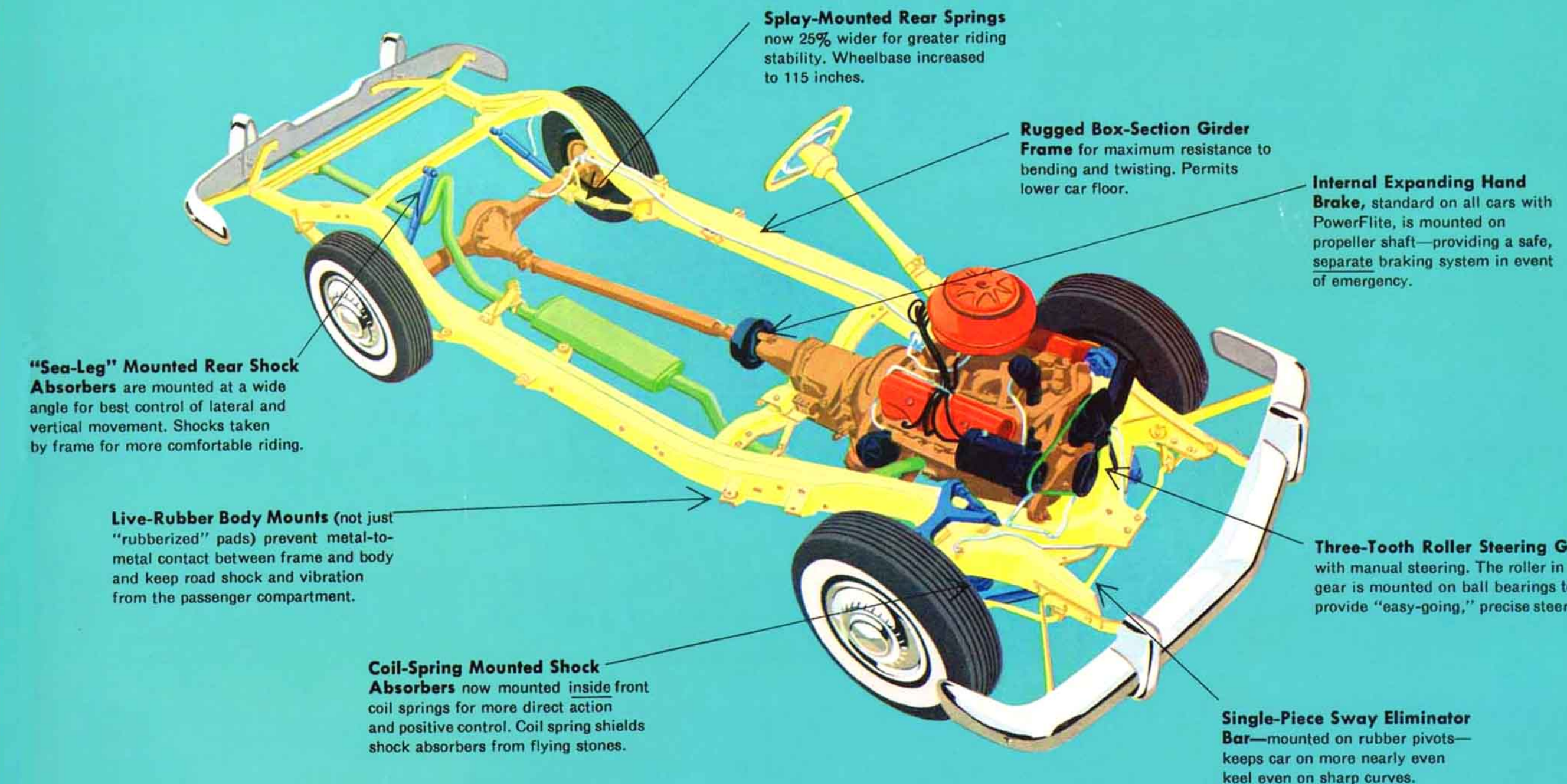
The Hy-Fire is not only the most powerful, compact and economical V-8 design ever developed in the lowest-price field, but it is also one of the safest engines to drive because of its tremendous acceleration, hill-climbing ability and reliability.



Here's new economy of operation in this new engine's smooth quiet application of power. There's flashing acceleration for quick breakaway at the traffic light or easy passing on hills. There's extreme simplicity throughout the PowerFlow's rugged construction which means maxi-

mum dependability and economical operation mile after mile, year after year. Outstanding features include lightweight aluminum pistons, a 4-in-1 aluminum carburetor, and chrome-plated top piston rings for longer engine life and better oil control at all mileages.

New chassis features in the '55 Plymouth



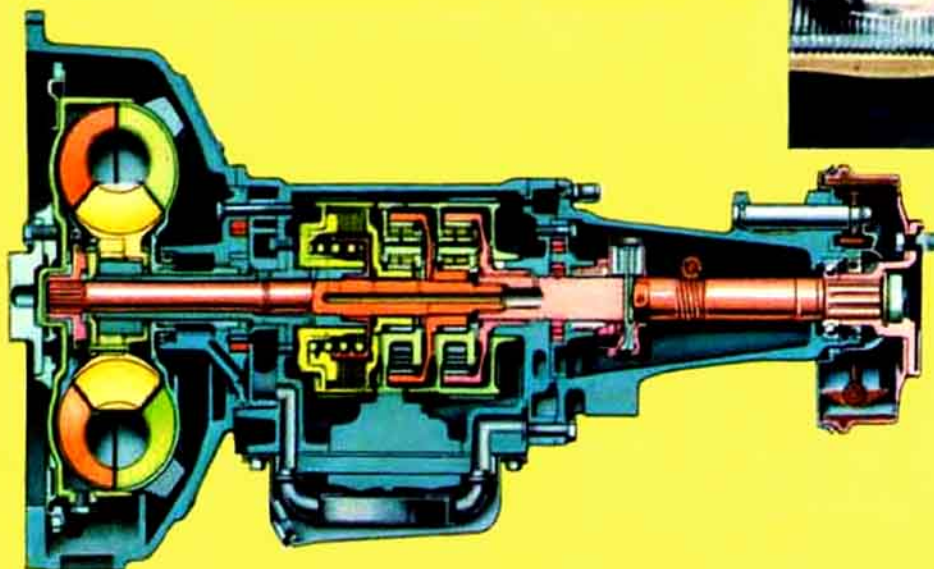
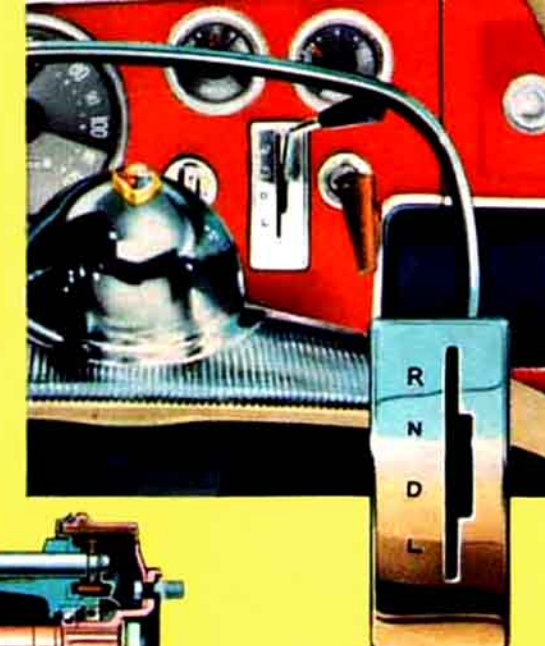
Plymouth **AIRTEMP** air conditioning

Offered at extra cost on V-8's only, Plymouth AIRTEMP air conditioning lets you ride in cool, clean comfort. It delivers fresh, cool, filtered and dehumidified air in moments after the engine is started. It has ample capacity to lower the temperature of your car to the comfort level quickly and keep it there. Automatic controls guard against chilliness. Installation is neat and attractive. A single switch on the instrument panel controls the system. Major components are housed in little-used areas of the car.

Cool-Air Vent. Fresh air is drawn in from the outside, cooled and filtered, then distributed through a central duct for gentle, draft-free cooling for all passengers.



The "Flight-Control" drive selector on the instrument panel is close to your hand as you drive. Its four-position gated shift pattern allows you to shift by "feel" alone—even in rocking the car!



POWERFLITE!

now... even more potent with new Plymouth power

This matchless no-clutch automatic transmission is acknowledged the finest of all fully automatic transmissions regardless of price! It sweeps you ahead swiftly and effortlessly from a standstill. In the passing range, where acceleration is so important from a safety standpoint, PowerFlite is unsurpassed. Yet PowerFlite is the simplest, lightest, clutch-free transmission on the market... with far fewer parts than any other of its type. A miracle of engineering to bring you miraculous no-shift driving ease!

and all these Plymouth "Plus" Power Features

all the power features found in the high-price cars now yours in the '55 Plymouth!



Plymouth Full-Time Power Steering!

Plymouth Full-Time Power Steering is of completely new coaxial design... lightest in weight, and smoothest in operation. It has fewer operating parts than any other integral power steering system... thus much easier to service. No tiring "pull" on the wheel is needed to start the power assistance. Full-Time Power Steering always does 80% of the work... always gives "feel" of the road. No wind sway, road shock, or soft shoulders can affect the straight-away steadiness of your wheel.

Easy-Glide Power Seats!

Because your attention is never diverted from the road, this is a safety as well as comfort and convenience feature! The seat-side finger control slides you up and forward, back and down... silently, effortlessly! Easy-Glide Power Seats travel back and forth a full 5"—rise 1¼" from rear to front position.

Plymouth Power Brakes!

Plymouth Power Brakes reduce braking effort by a full 45%. Actually a toe-touch brings your car to a smooth, sure stop. The "booster" gives reserve braking power in the pedal and a greater margin of safety in resistance to brake fading at all speeds. No "grabbing." You get the same braking action for a given pedal pressure every time. And Plymouth's regular brakes may be applied should the engine stall with car in motion.

Easy-Lift Power Windows!

You can raise or lower any or all vertically-operating windows with a touch of your finger on the master control panel. Also, each window operates independently with its own individual switch. The Plymouth system is the most dependable made—each window is operated by its individual electric motor.

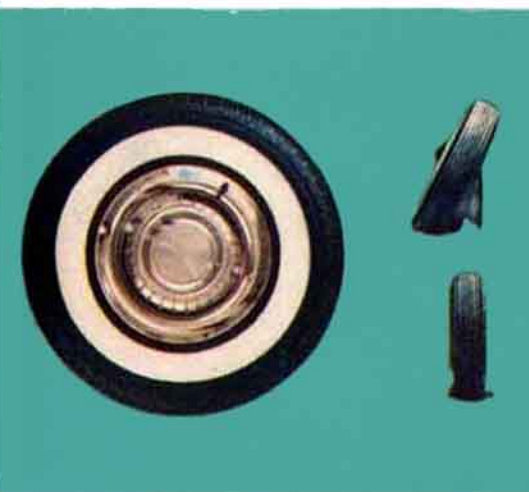
PowerFlite, Overdrive, Power Steering, Power Brakes, Power Seats and Power Windows are optional equipment at extra cost.

Plymouth "Extra Value" Features Standard on Plymouth...



Oriflow Shock Absorbers offer two to three times the control of ordinary shock absorbers... really "float" you over the bumps!

Electric Windshield Wipers that never slack their pace when you accelerate or climb hills. Sweep a full 110° arc for top visibility.



Safety-Rim Wheels with protective humps on the wheel rims help hold tire securely in place in event of a blowout for a safe, controlled stop.



Safe-Guard Hydraulic Brakes feature two hydraulic cylinders in each front wheel brake, plus two anchors... for smoother, safer stops.

SPECIFICATIONS *Belvedere... Savoy... Plaza*

HY-FIRE V-8 MODELS

ENGINE TYPE: 8-cylinder V-8 with overhead valves. Counterbalanced crankshaft with 5 main bearings. Chain-driven camshaft. Lightweight aluminum slipper-skirt pistons. Hydraulic self-adjusting valve tappets. Floating power engine mountings.

LUBRICATION: Full pressure to all crankshaft, camshaft and connecting rod bearings and to valve rocker

arms and tappets. Pressurized mist to cylinder walls and piston pins. Rotor-type oil pump to maintain positive pressure. Shunt-type micronic oil filter (standard on Savoy and Belvedere models) with floating oil intake. Oil capacity 5 quarts.

COOLING SYSTEM: 4-blade fan. Permanent by-pass temperature control. Full-length water jackets. Pressure

vent radiator cap. Water pump with Oilite bronze bearings.

STEERING: Worm and roller type steering gear. Roller mounted on ball bearings to reduce steering effort. Overall steering ratio 25.7 to 1. Idler arm steering linkage for maximum controllability.

POWERFLOW 6 MODELS

ENGINE TYPE: 6-cylinder L-head valve arrangement. Counterbalanced crankshaft with 4 main bearings. Chain-driven camshaft. Lightweight alloy aluminum pistons. Top compression ring chrome-plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts.

LUBRICATION: Full pressure to all crankshaft, camshaft and connecting rod bearings; pressurized mist to cylinder walls, piston pins and valve lifters. Rotor-type oil pump to maintain positive pressure. Micronic oil filter (standard on Savoy and Belvedere models) with floating oil intake. Oil capacity 5 quarts.

COOLING SYSTEM: 6-blade fan. Permanent by-pass

temperature control. Full-length water jackets. Pressure vent radiator cap. Water pump with Oilite bronze bearings.

STEERING: Worm and roller type steering gear. Roller mounted on ball bearings to reduce steering effort. Overall steering ratio 23.3 to 1. Shock-proof rubber mounting of steering gear to frame.

V-8 and 6 MODELS

FUEL SYSTEM: Oilite fuel filter in gas tank. Lightweight aluminum downdraft carburetor. Integral automatic choke. Heavy-duty oil bath air cleaner. Automatic manifold heat control to preheat fuel mixture.

IGNITION: Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Double-breaker distributor (V-8). Splash-proofed distributor (6).

BODY SPECIFICATIONS: Wheelbase 115 in. Overall length 203.8 in. Overall width 74.6 in. Tread 58.44 in. front; 58½ in. rear.

CONSTRUCTION: All-steel, welded, completely rust-proofed and insulated body. Channeled and ribbed floor pan. Box-section reinforcements around window and door openings. Baked enamel finish. Molded rubber body mounts.

VENTILATION: Large screened cowl ventilator. Ventilating wings in each front door (and in rear doors of Belvedere and Savoy 4-door models). Full-width windshield defrosting.

ELECTRICAL: Heavy-duty, 15 plate battery. High capacity, 45 amp. generator with automatic voltage and current control. Ignition-key starter switch. "Follow-Thru" starter operation for sure, positive starts. Sealed beam headlights. Each lighting circuit protected by circuit breakers.

CHASSIS: Rugged steel frame with double-channel arc-welded box-type side rails. Four sturdy cross members. Convertible has X-type between side rails.

FRONT SUSPENSION: Independent type with coil springs. Non-parallel control arms. Oriflow shock

absorbers inside coil springs. Torsion-bar sway eliminator.

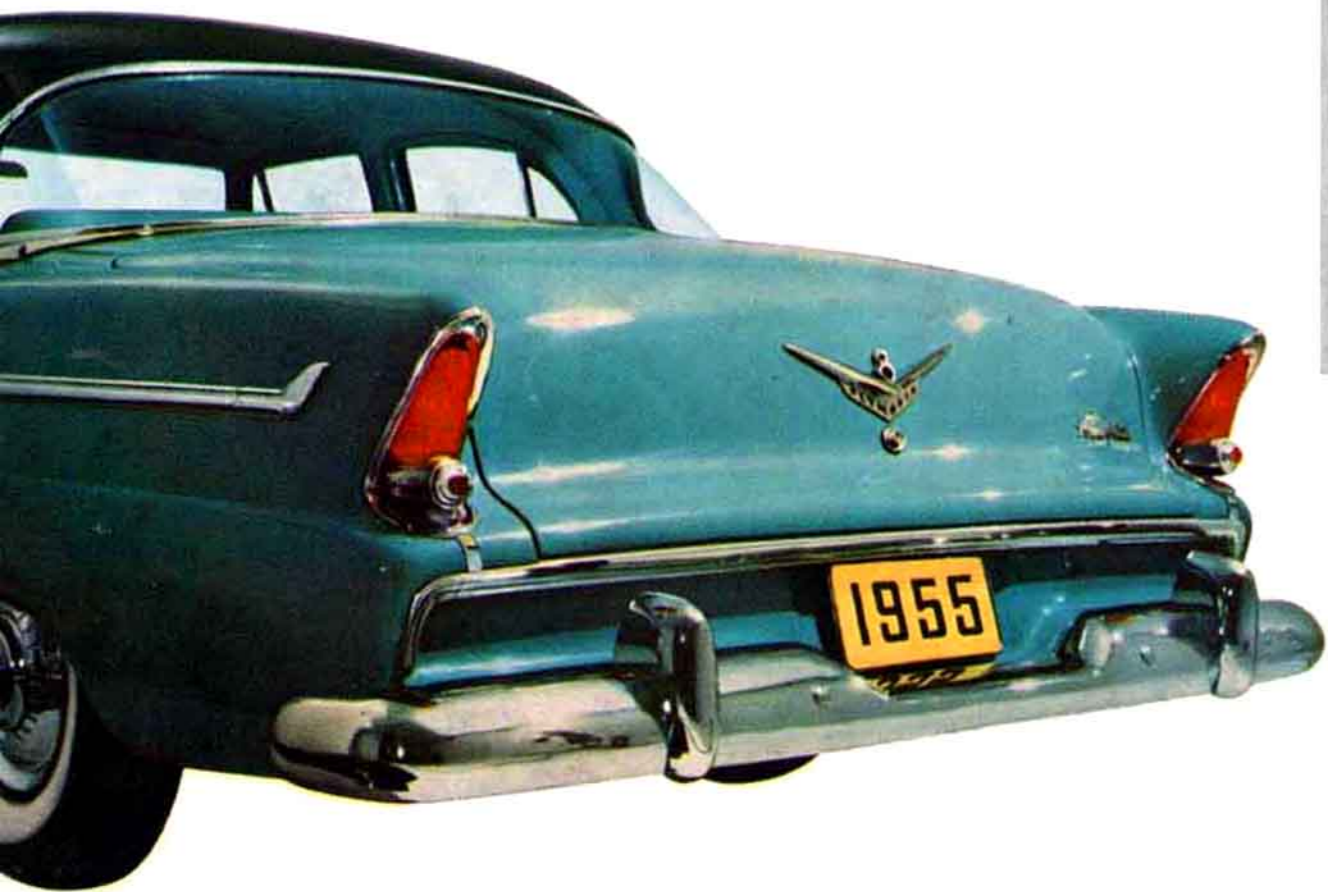
REAR SUSPENSION: 2½ in.-wide rear springs, splay-mounted for stability. Sea-leg mounted Oriflow shock absorbers.

DRIVE: Hotchkiss drive, through rear springs, to absorb thrusts of starting and stopping. Hypoid rear axle.

BRAKES: Safe-Guard hydraulic brakes with individually anchored shoes. Two cylinders and two shoes in each front wheel. Long life Cyclebonded linings.

TIRES AND WHEELS: Extra low pressure 6.70 x 15 tubeless tires. Safety-Rim wheels to help hold tire on wheel in event of blowout.

All specifications subject to change without notice.



a great new car for the YOUNG IN HEART!

