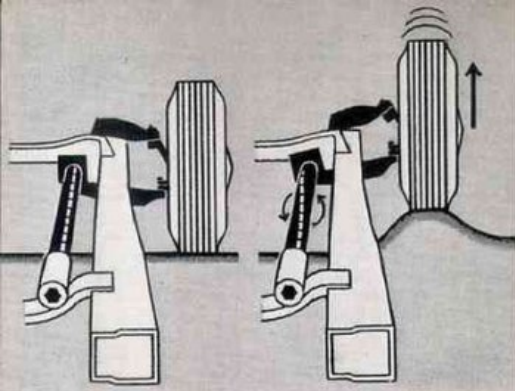
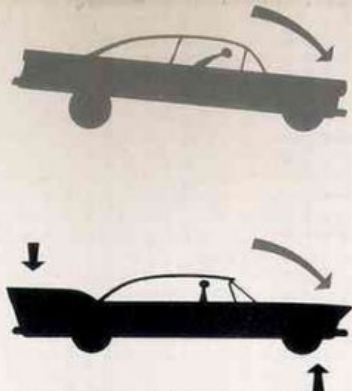




PLYMOUTH!



1960-NEW TORSION-AIRE SUSPENSION! When the new Plymouth goes over rough roads, powerful Torsion Bars twist, and thus absorb bumps before they reach the car's frame. Jolts are then diverted direct to new Oriflow shock absorbers. You get the smoothest ride you've ever known!



1960-NEW STOPPING! Top picture shows how the front of "old" car noses down and the rear rises, for an uneasy, uncomfortable stop. In new Plymouth (bottom) 1960-new Torsion-Aire Suspension keeps car on an even keel. You stop level. No more dip. Here's another great Plymouth automotive advancement.



1960-NEW TOTAL CONTACT BRAKES! Stop you better with one-quarter less pedal pressure. Linings last up to 30% longer. Adjustments are fewer. Old-style brakes (top) grip mainly at ends (shown by arrows). Plymouth's brakes (bottom) take hold over the whole surface area.

Suddenly, it's 1960... revolutionary new Flight-Sweep Styling.

1960-NEW DOUBLE-HEADER LIGHTS! An exciting innovation in headlight styling. Extended beam unit throws light much farther, makes night driving safer. Safety directional signal lights—mounted beside headlight units—now included on all 1960-new Plymouth models at no extra cost.



1960-NEW PUSH-BUTTON DRIVING! Makes all other Transmission controls old-fashioned. No switches or electrical circuits to get out of order. Torque-Flite 3-speed automatic transmission available in V-8 Belvedere models, PowerFlite available in all models... automatically makes driving so easy and enjoyable.

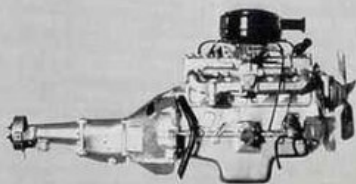


1960-NEW LOUNGE CHAIR SEATS! Comfort you've never known before. Firmly cushioned, for posture ease, Plymouth's seats are at the perfect height for pure riding pleasure. And they are 3 inches wider! Riding in the new Plymouth is luxurious as sitting in an ultra-modern living room.





1960-NEW FABULOUS FURY "381" V-8! Bigger in every way. More power for safe response. Bigger displacement. A new, quieter camshaft. A new jet-flow carburetor. A new replaceable paper element air filter keeps dirt from engine.



1960-NEW POWERFLOW 6! The most dependable "6" on the road today. This year, more powerful than ever before. Easy to maintain... easy on gasoline and oil. This is the engine most taxis choose for durability and performance.



1960-NEW INSTRUMENT PANEL AND ACCESSORIES! Combining utility and striking new beauty, the Plymouth instrument panel groups gauges in an easy-to-see cluster in front of driver. All controls are within easy reach for convenience

and safety while driving. Available power accessories include Full-Time Power Steering... Power Brakes... Power Windows... Power Seats. Also Plymouth All Weather Air Conditioner for perfect comfort all-year-round.

. exhilarating new Torsion-Aire Ride and sports car handling!

1960-NEW SAFETY POWER FRAME! With 3-inches longer wheelbase. And only a long wheelbase can give you such luxury riding. Frame is huskier, stronger, wider, 15 inches longer. Full-length Safety-Y construction for stronger

support of impact-absorbing bumpers. Gives body more rigidity. Extra cross member provides even greater safety. New ball-joints, part of the sensational new suspension system, help keep front wheel action smooth.



1960-NEW CONTROL TOWER VISIBILITY! Riding in the fabulous Plymouth gives you a feeling of vast spaciousness. This 1960-new car provides you with up to 29% more glass area all around. Much wider, higher wrap-around

windshield for best visibility in all directions. Oversize electric windshield wipers clean a 38% wider area. Oversize sun-visors keep you comfortably shaded. Solex tinted glass available on all models at moderate extra cost.



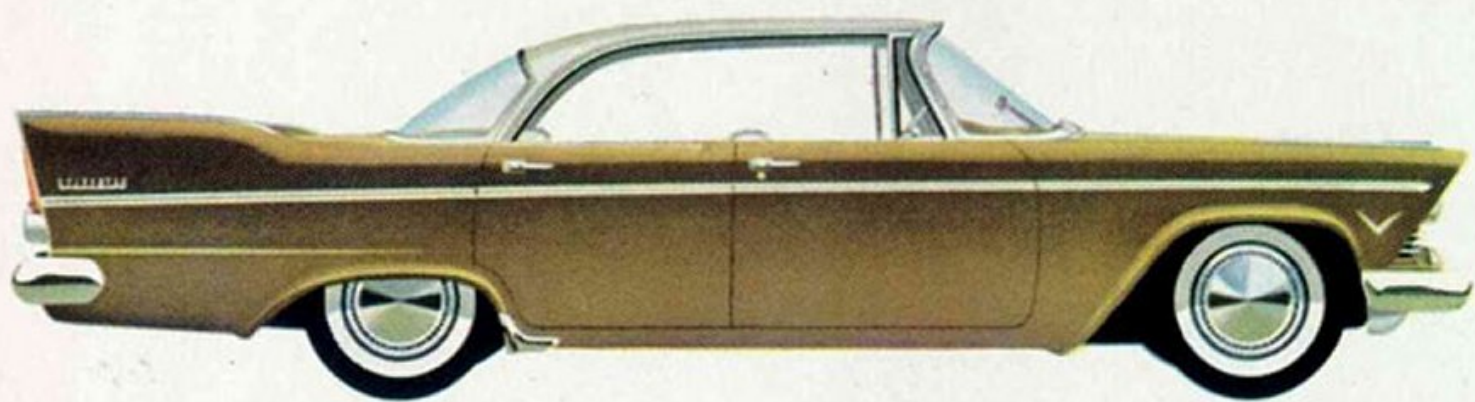


PLYMOUTH BELVEDERE Sport Coupe Hardtop (V-8)



1957 PLYMOUTH

PLYMOUTH BELVEDERE



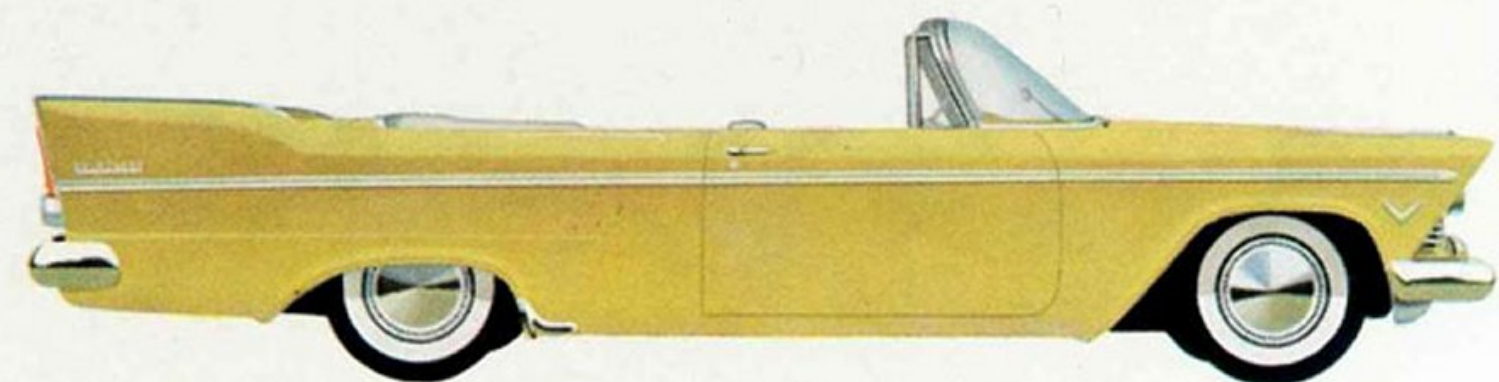
BELVEDERE *Sport Sedan Hardtop (V-8, 6)*



BELVEDERE *Sport Coupe Hardtop (V-8)*



BELVEDERE *4-door Sedan (V-8, 6)*



BELVEDERE *Convertible Coupe (V-8)*

PLYMOUTH PLAZA



PLAZA 4-door Sedan (V-8, 6)

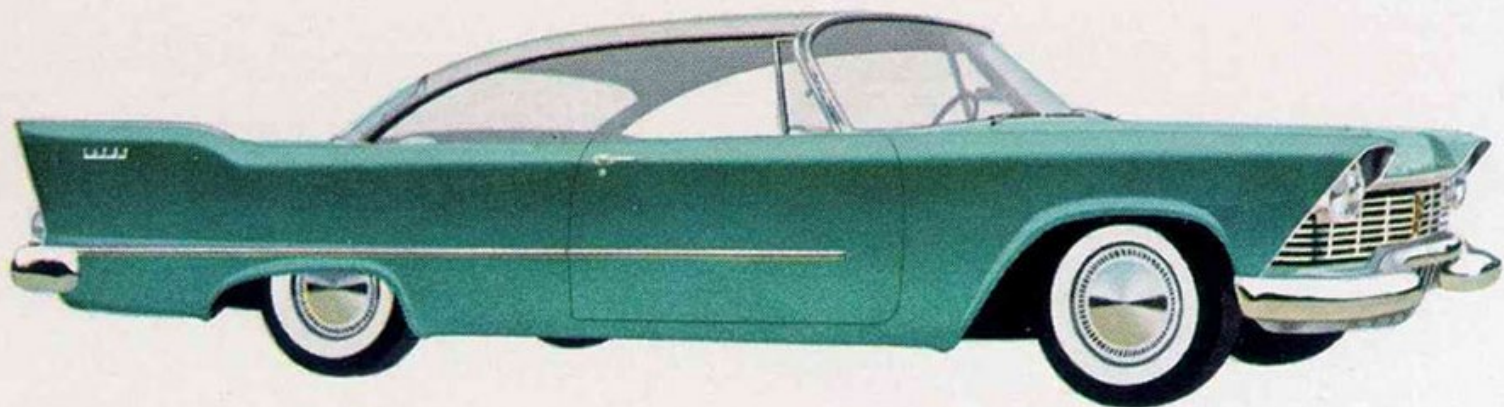


PLAZA Club Sedan (6)

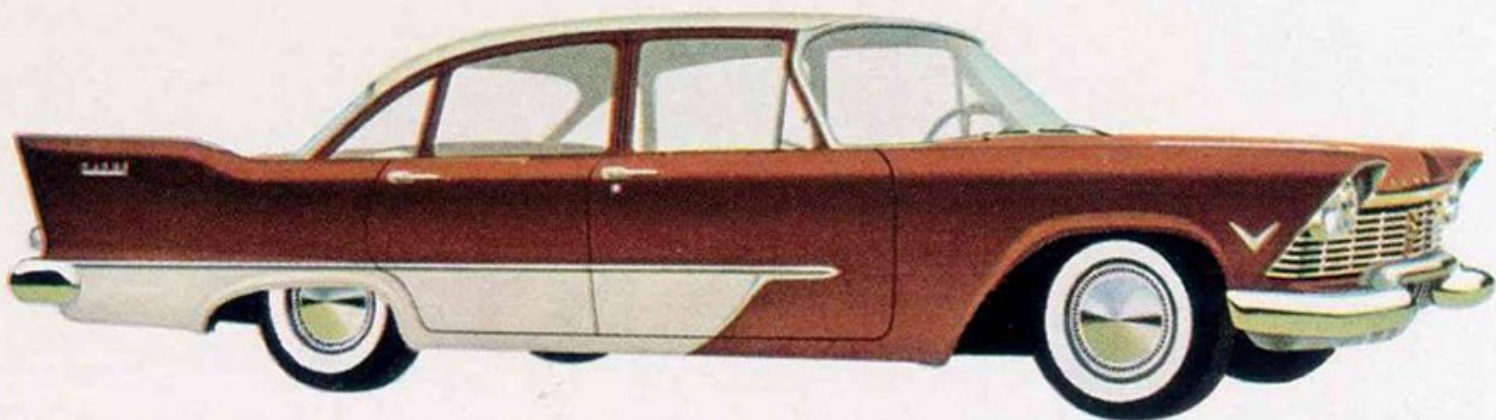


PLAZA Business Coupe (6)

PLYMOUTH SAVOY



SAVOY Sport Coupe Hardtop (6)

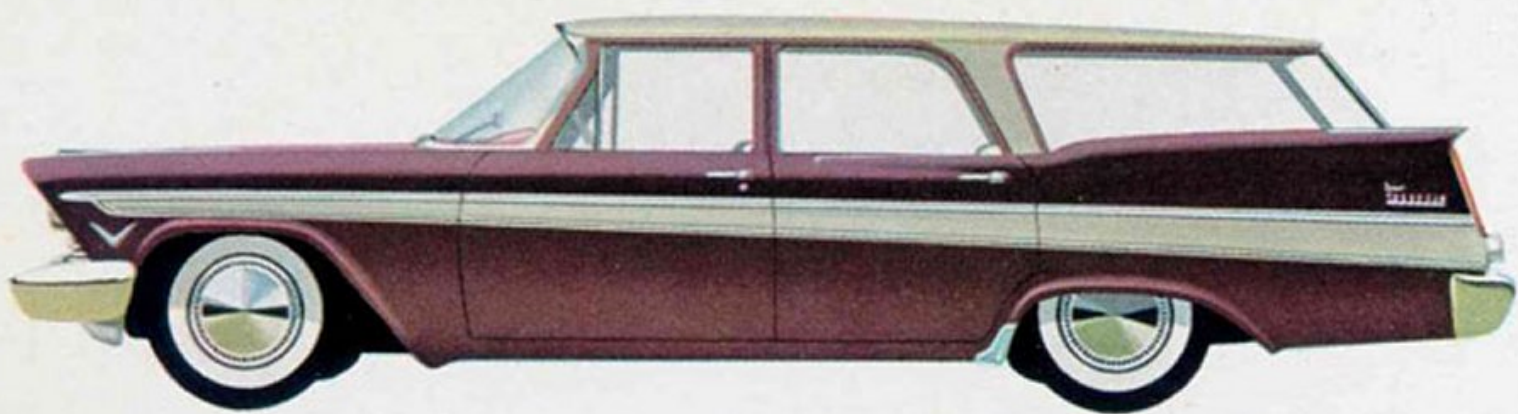


SAVOY 4-door Sedan (V-8, 6)

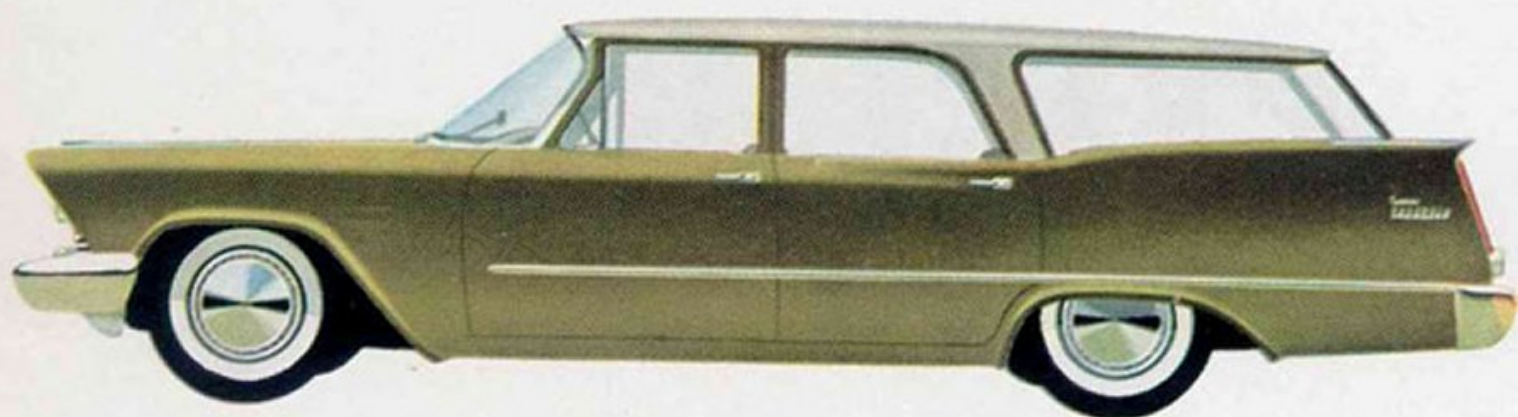


SAVOY Club Sedan (V-8)

PLYMOUTH SUBURBAN & UTILITY



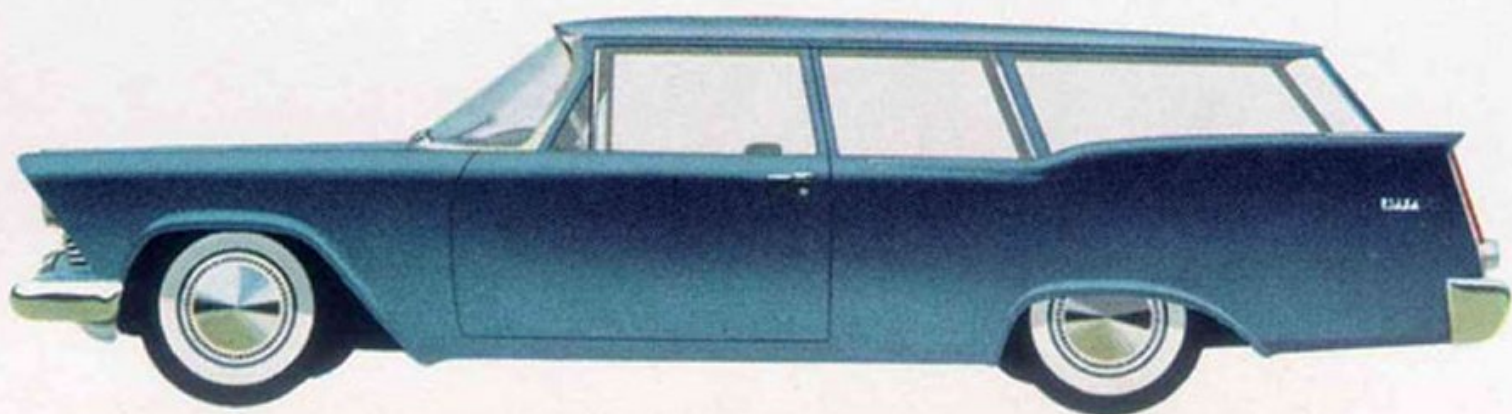
BELVEDERE Sport Suburban 6 and 9 passenger (V-8, 6)



SAVOY Custom Suburban 6 and 9 passenger (6)



SAVOY Commercial Utility (V-8, 6)



PLAZA Commercial Utility (V-8, 6)

SPECIFICATIONS...

ENGINES—HyFire V-8: Overhead valve 90° V. Bore, 3.91-in. Stroke, 3.13-in. 301 cu. in. displacement. Compression Ratio: Standard, 8.5 to 1; Optional: 7.0 to 1. High intensity camshaft. Adjustable valve tappets. New shear-type spool, front engine mountings. New replaceable paper-element air cleaner.

PowerFlow 6: In line. Bore, 3.25-in. Stroke, 4.63-in. 230 cu. in. displacement. Compression Ratio: Standard, 8.0 to 1; Optional, 6.8 to 1. L-head valve arrangement. Counter-balanced crankshaft with 4 main bearings. Adjustable valve tappets with alloy steel exhaust valve seat inserts.

New shear-type front engine mountings. New replaceable paper-element air cleaner.

FUEL SYSTEM—Automatic choke. Fuel filter in gas tank. Extra fine ceramic filter at carburetor on V-8 engines.

ELECTRICAL—12-volt system. High capacity 30 amp. generator. Automatic voltage and current control. Lighting circuits protected with circuit breaker. Resistor-type spark plugs.

COOLING—Permanent by-pass temperature control. Full-length water jackets. Pressure vent radiator cap.

LUBRICATION—Full-pressure system. Rotor-type oil pump. Oil capacity, 5

quarts. Wax interliners in rear springs.

TRANSMISSION—3-Speed Manual Shift, Standard. Overdrive, PowerFlite (2-speed automatic), Torque-Flite (3-speed automatic, Belvedere V-8 only), Special Equipment.

CHASSIS—Double-channel, arc-welded, full-length, box-type, straight side rails, 5 cross-members.

SUSPENSION—Torsion bar front springs with ball-joint suspension. All components rubber isolated. Elliptical 2½-in. wide rear springs mounted outside the frame. Oriflow shock absorbers. Symmetrical idler arm steering.

WHEELS AND TIRES—14-in. Safety-Rim wheels. Tire size, 7.50 x 14. Tire inflation, 22 lbs. on 6-cylinder and 24 lbs. on V-8 models. Tubeless Tires, Standard. White Sidewall Tires, Special Equipment.

BRAKES—Hydraulic 11-in. Center-Plane brakes. Floating, uniform-pressure brake shoes. Cyclebond, rivetless brake linings. Independent hand brake. Power brakes available as Special Equipment.

DIMENSIONS—4-Door Sedan: Wheelbase, 118-in. Overall length, 204.6-in. Overall width, 78.2-in. Front tread, 60.9-in. Rear tread, 59.6-in.

SPECIAL EQUIPMENT AND ACCESSORIES

For added beauty, extra safety, greater comfort and convenience.

Sportone Trim Package
Appearance Accessory Packages
Safety Accessory Package
Convenience Accessory Packages
Wheel Covers
Electric Clock
Dual Exhausts (V-8 only)
Deluxe Steering Wheel

Overdrive Transmission
PowerFlite 2-Speed Automatic Transmission
Torque-Flite 3-Speed Automatic Transmission
Power Brakes
Power Steering
Power Window Lifts
Power Seat, 2-Way
Power-Pak (V-8 only)

Airtemp Air Conditioning (V-8 only)
Heater—with Defroster
Radio—Push-Button, "Search-Tune"
Radio Short Wave Converter
Radio Antenna—90-in.
Highway Hi-Fi Record Player
Solex Glass
Protective Undercoating

All specifications, equipment, models, body types, ornamentation and design are subject to change without notice and without responsibility to the Chrysler Corporation, Export Division and/or Chrysler Western Hemisphere Corporation.

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