

1960-New
PLYMOUTH

is 3 full years ahead



with advances that make
driving easier...safer...
more luxurious

PLYMOUTH'S

Flite Sweep

STYLING... the New Shape of Motion



New Larger Windshield

New Flush Cool Ventilator

Impressive New Double Header Lights

New Low Flat Hood

New Chrome Visor

New Graceful Thin-line Roof

Sleek New Lower Silhouette on All Models

New Sweeping Tail Fin

New Anodized Aluminum Grille

Distinctive "Sportone" Color Treatments

Beautiful New Bumper with Raised Grille-Guard Section

*with advances that make
driving easier... safer...
more luxurious*

1960-NEW FOR GREATER BEAUTY NOW

Yes, you'll be thrilled today and every day by the outstanding beauty of your 1960-New Plymouth. Never before has a car made such an advance in styling. In its sweeping shape of motion it has captured the look of beauty on-the-wing. Think of the pride of owning a car that is really new, 1960-new. So, why be satisfied with any other car, especially a warmed-over version of last year's model, when with Plymouth you know you are getting real newness, lasting newness.

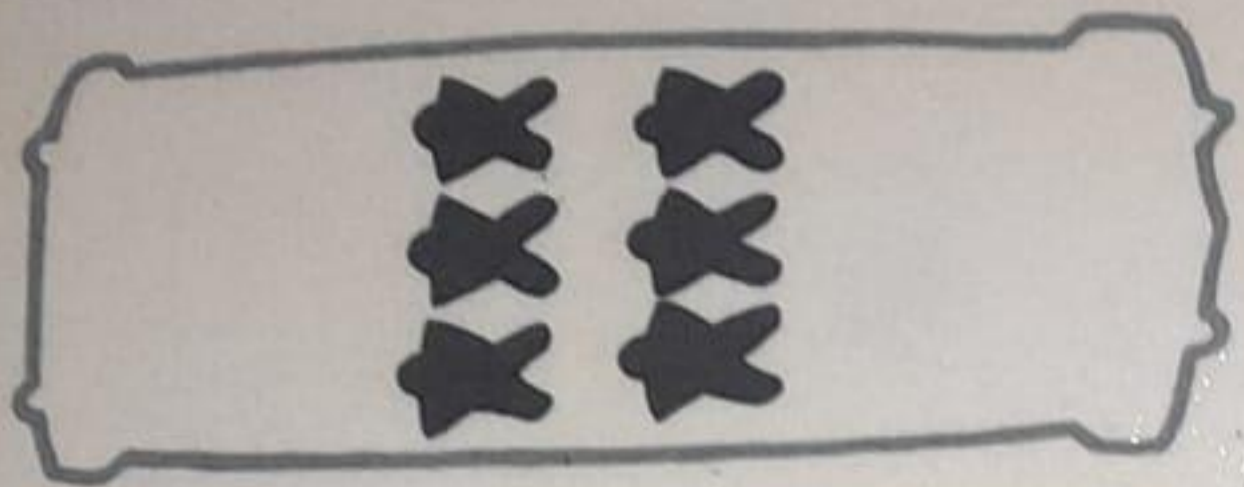
1960-NEW FOR GREATER VALUE LATER

2

You'll be thrilled, too, in a way you might not have expected. You'll be many dollars ahead when you trade your Plymouth in because Plymouth is years ahead now. It has styling that is sure to be copied, sure to be the modern standard of motoring beauty. You can have it first in Plymouth and it will last in Plymouth.

Dream Car

INTERIORS GIVE YOU



NOTE. Available at moderate extra cost is a new padded top for the instrument panel and padded sun visors. Padding is high-energy-absorbing material, to protect front seat passengers in case of accident.

NOW, MORE GLASS AREA FOR CONTROL-TOWER VISIBILITY

Now every window is a picture window. As much as 53% more glass area in the windshield and up to 29% more all around. Lets you see more and better, gives Plymouth an airier, lighter, more spacious look. And new oversize electric windshield wipers clean a 38% wider area.

NEW PLYMOUTH FULL-VIEW WINDSHIELD



Luxury NEVER BEFORE KNOWN IN PLYMOUTH'S FIELD

Side View: shows
"stretch-out" leg room
and "hats-on" head room



Top View: shows
comfortable hip
and shoulder room



You who own and ride in a Plymouth see its interiors more than you do its exterior. Every minute you spend in your Plymouth these breathtakingly beautiful interiors will be a joy for your eyes.

See the loveliness of the long-wearing upholstery in a wide selection of color-keyed fabrics, many with sparkling Gold or Silver metallic threads interwoven. Notice the harmonizing Vinyl bolsters with a look and feel so rich yet so able to take the roughest wear, so cleanable with a damp cloth. The harmonizing door panels add further brilliance with a forward pointing metallic insert. You'll like Plymouth's efficient interior lighting too. Yes, enjoy the luxury that is only Plymouth's, from the color-keyed carpeting to the cloud-soft comfort of the seats.

ORDINARY SMALLER WINDSHIELD



And another thing, even with the sleek new low silhouette, Plymouth's traditional great roominess and comfort have been retained... there is even more hip and shoulder room. See the small views above.

at
on
us
of
of
ull



The BELVEDERE 4-door hardtop (sport sedan) V-8 or 6



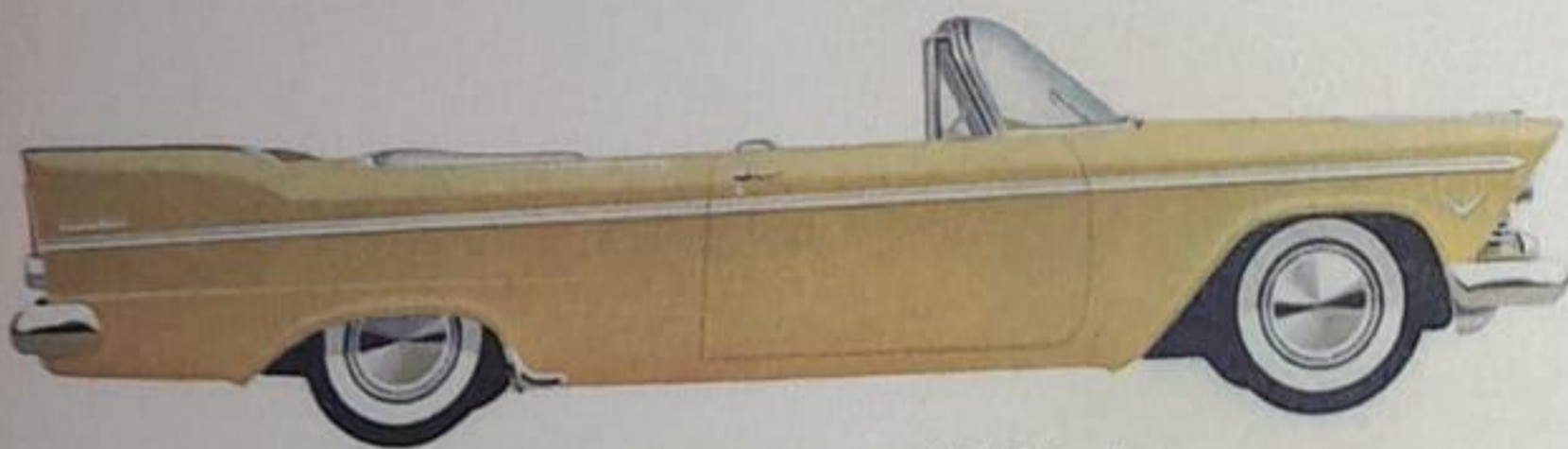
The BELVEDERE 2-door hardtop (sport coupe) V-8 or 6



The BELVEDERE 4-door sedan V-8 or 6



The BELVEDERE 2-door club sedan V-8 or 6



The BELVEDERE convertible V-8 only

By far the most luxurious of the new Plymouths. Lavishly trimmed and finished to cater to your desire for richness and elegance in the best of taste. 9 models to choose from.

belvedere *line*

Presenting
**FOUR NEW
PLYMOUTH**
Lines



plaza *line*

6 fine new models including the business coupe. It puts Plymouth's beauty of style and dash of performance in an almost unbelievably low price range.



The PLAZA 4-door sedan V-8 or 6



The PLAZA 2-door (club sedan) V-8 or 6



The PLAZA 2-door (business coupe) V-8 or 6



The SAVOY 2-door hardtop (sports coupe) V-8 or 6



The SAVOY 4-door sedan V-8 or 6



The SAVOY 2-door (club sedan) V-8 or 6

savoy *line*

6 beautiful new models bring Plymouth luxury within everyone's reach.



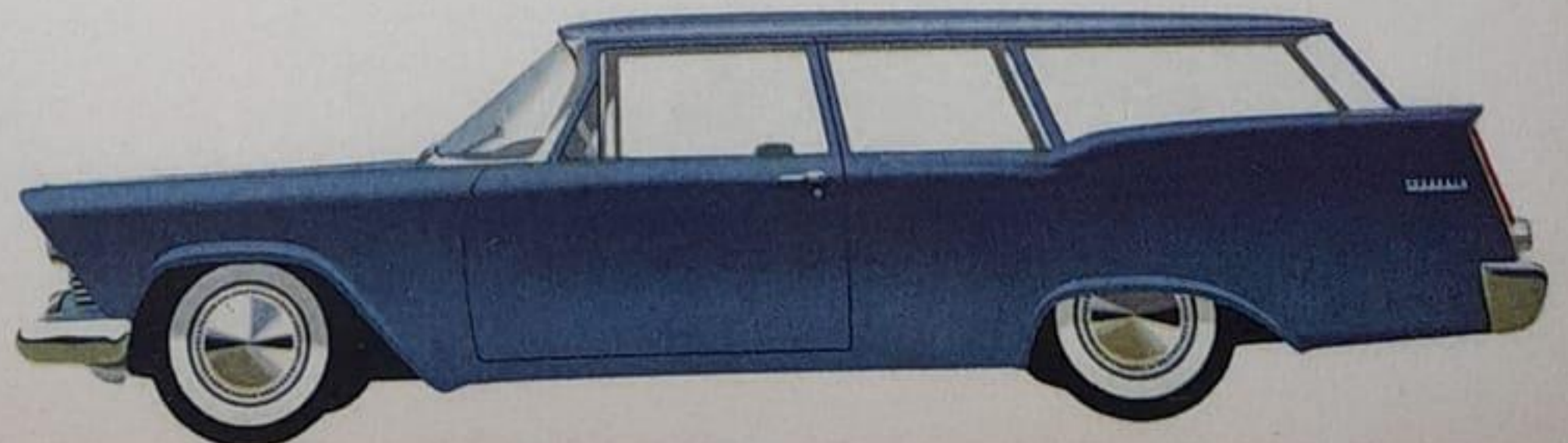
The SPORT SUBURBAN 6 passenger or 9 passenger 4-door V-8 or 6



The CUSTOM SUBURBAN 6 passenger or 9 passenger 4-door V-8 or 6



The CUSTOM SUBURBAN 2-door V-8 or 6



The DE LUXE SUBURBAN 2-door V-8 or 6

...WITH YEARS-AHEAD
and Beauty

Styling

All have the New Look of Motion and the Dream Car Interiors calculated to please your most discriminating taste. Choose your favorite solid color, two-tone or sport-tone combination from a range of colors with unequalled beauty.

Cars are illustrated to show some items of special equipment such as trim, two-tone paint, white wall tires, glamour bumper guards and wheel covers—all available at moderate extra cost.

suburban *line*

12 new models to choose from in this line of the most gorgeously styled suburbans of all time.

THE *Torsion-Aire Ride* THE GREATEST ADVANCE

THIS EXCLUSIVE ENGINEERING TRIUMPH IS A COMBINATION OF

1. New Front Suspension with rubber-isolated Torsion Bars, Anti-Brake Dip and Ball joints.
2. New Rear Suspension with longer, off-center outboard mounted springs.
3. Extra-Air Cushioning Tires. Wider, softer and with 10% more air.



HERE IS WHAT THE NEW TORSION-AIRE SUSPENSION GIVES YOU:



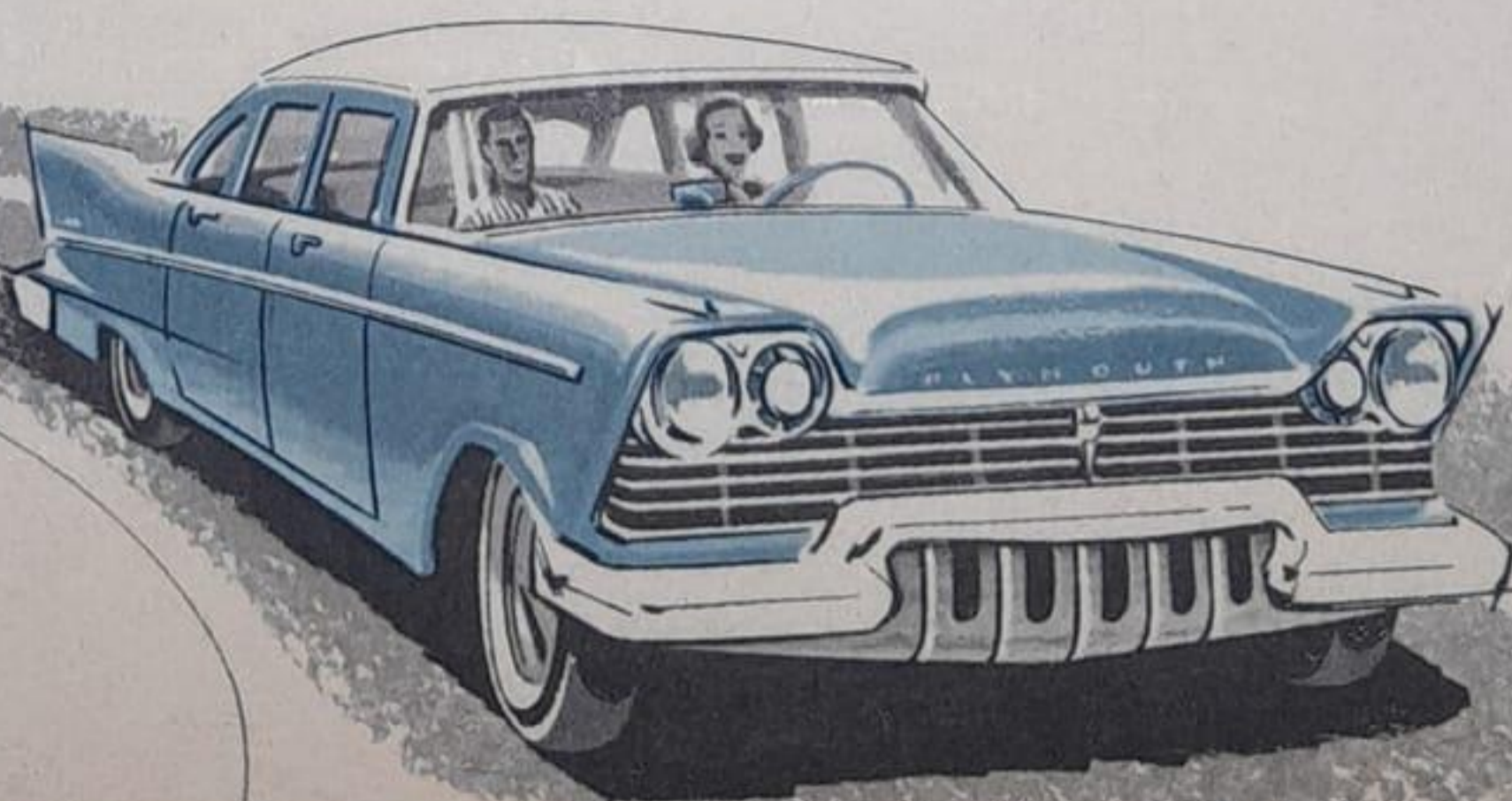
NEW FLAT STARTING AND BRAKING. Plymouth stays level even in quick starts and sudden stops. No "rear end squat" or "nose-dive" as found in cars with ordinary suspension.

THE SMOOTHEST, QUIETEST RIDE OF ALL TIME. Amazing new, wider, softer tires soak up so much more of the bumps. In front, new Torsion Bar Springs twist with the shocks and smother them along their length. New super soft rear springs absorb more of the bumps.

NO METAL-TO-METAL CONTACT. Suspension system rubber-mounted on the frame to absorb vibration and noise.

AMAZING SPORTS CAR HANDLING with "flat cornering" and level riding never thought possible in a car with Plymouth's comfort. Torsion-Aire lowers the center of gravity for a road-hugging performance you just can't imagine till you've tried it!

NEW "FRICTION-FREE" STEERING. New Plymouth ball joint control makes steering easier, steadier, safer.



IN CAR SUSPENSION IN

23

YEARS



COMPARE ORDINARY SUSPENSION WITH THE HISTORY-

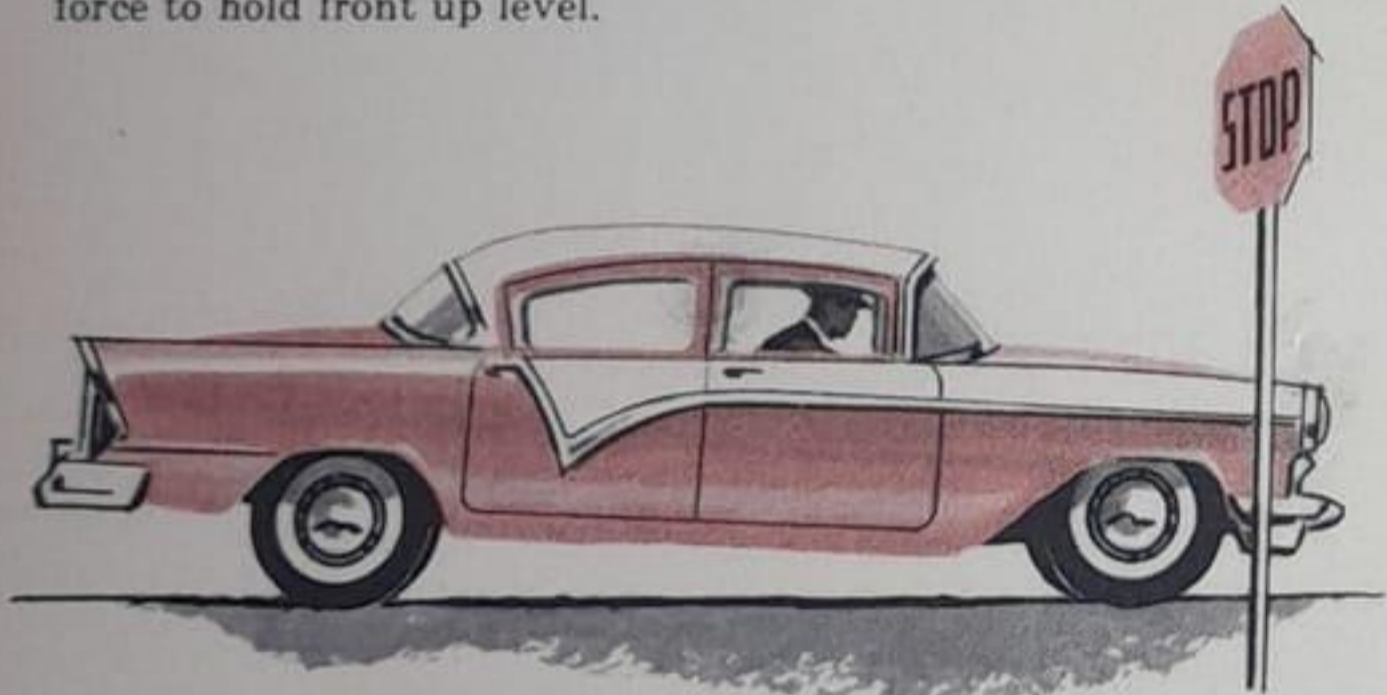
NO MORE OF THESE WITH

Torsion-Aire

"BUMP ROLL"—Bumps throw ordinary car off level because coil springs and ordinary shock absorbers allow shock to move upward into the frame. Torsion-Aire carries the shock away from the frame into the torsion bar spring.



"NOSE-DIVE"—Ordinary Car "Nose-Dives" when making a sudden stop... uncomfortable and often dangerous. Torsion-Aire's new anti brake-dip development uses car's own braking force to hold front up level.



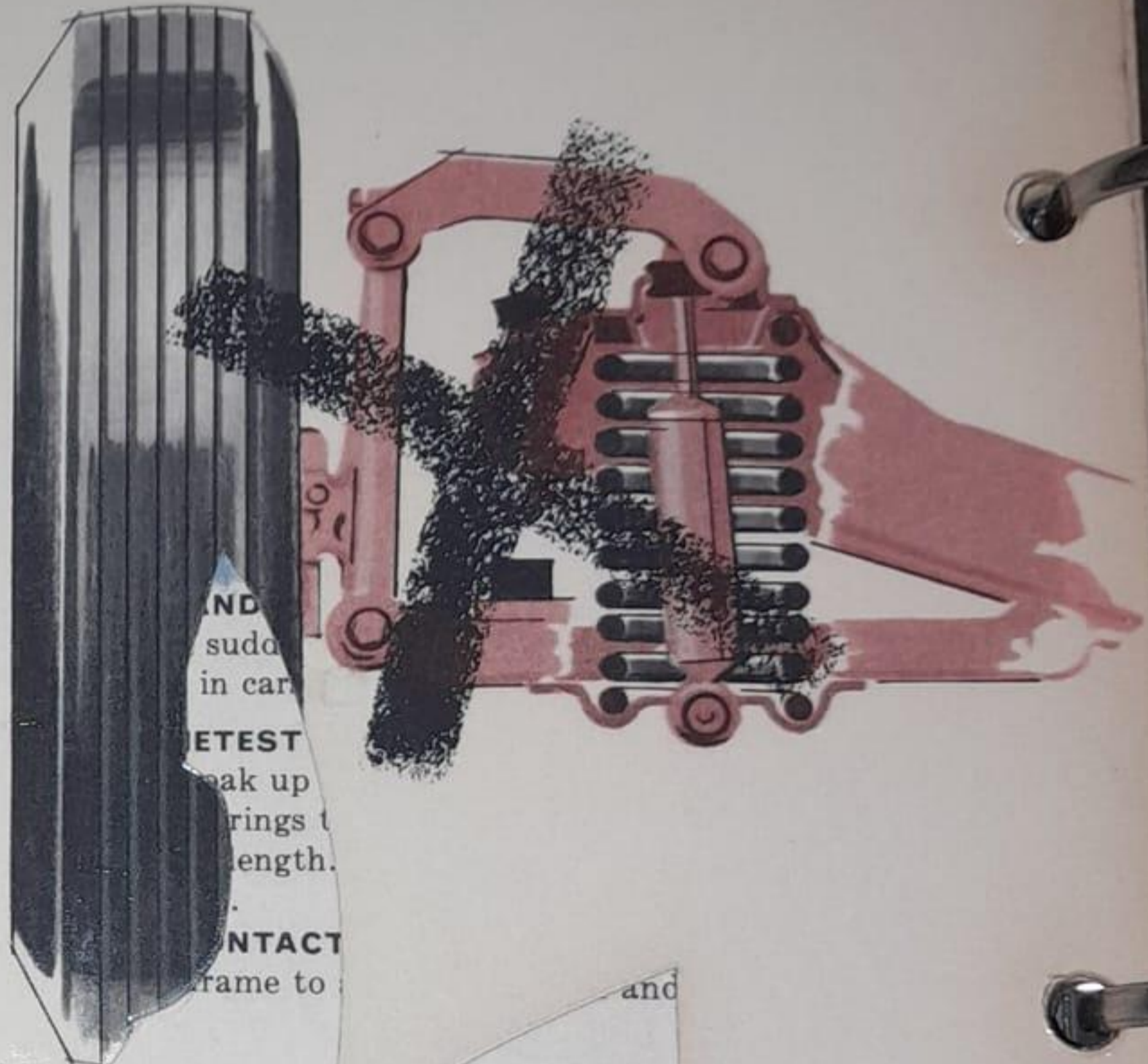
Why Ordinary Car Suspension Can't Compare With Torsion-Aire:

1. SEPARATE PIVOT POINTS both for up-and-down and turning movements mean greater friction, harder steering and MANY more lubrication points.

2. COIL SPRINGS allow shocks to move directly upward to frame to disturb your ride.

3. ORDINARY SHOCK ABSORBERS allow more of the shock to reach passengers.

4. METAL-TO-METAL mounting of ordinary suspension on frame without rubber cushioning allows vibration and noise to come through.

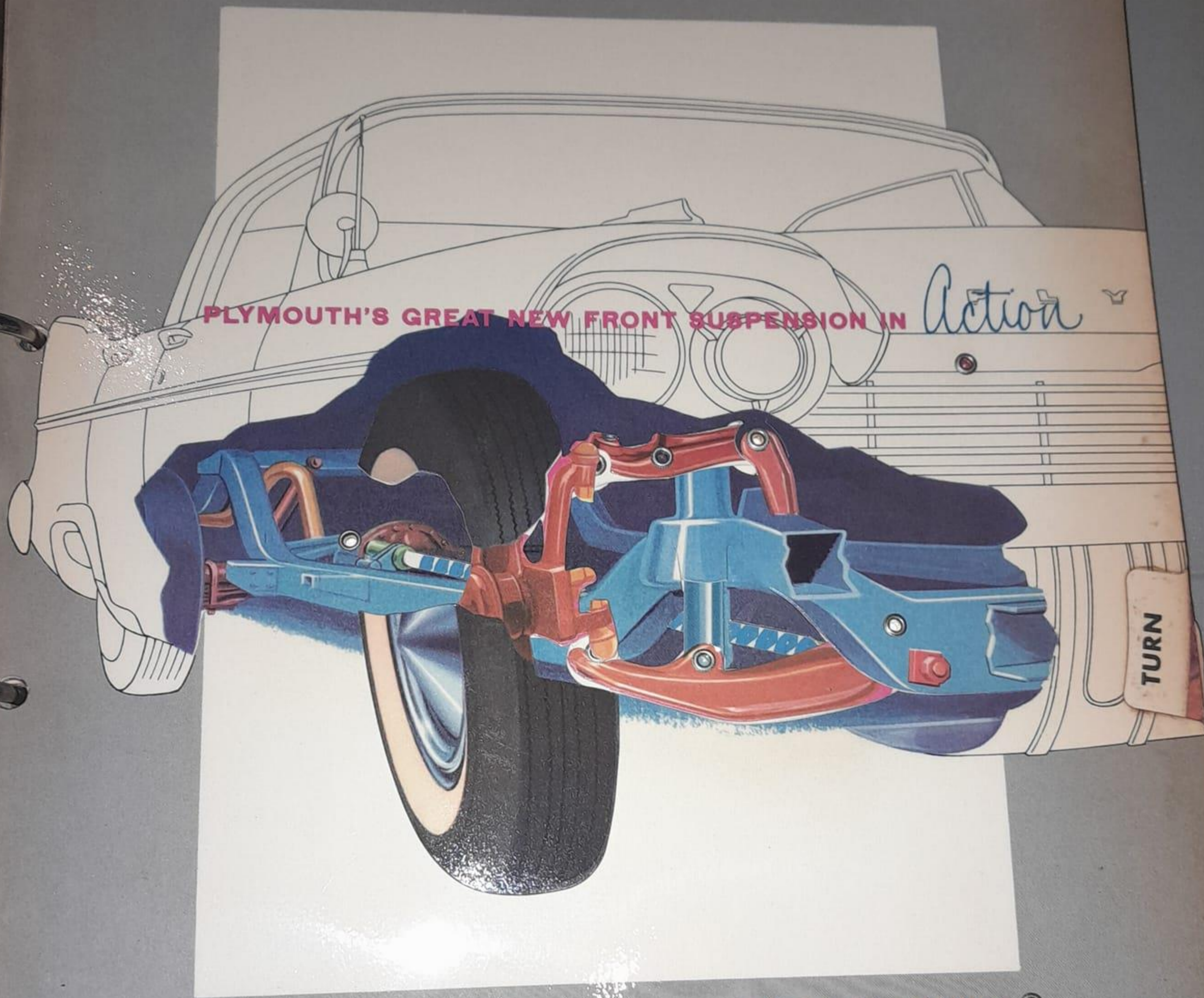


AND
sudd
in car
ETEST
ak up
rings t
length.
CONTACT
frame to
and

"WHEEL FIGHT"—In cars with ordinary suspension you get shaking and pulling of the wheel and hard steering on rough roads. Torsion-Aire's greatly improved steering leverage and friction-free ball joint action absorbs road shock and makes turning easier and steadier.



MAKING *Comfort and Handling* OF TORSION-AIRE



EVERY PART, EVERY MOTION IS ENGINEERED TO GIVE YOU A SMOOTHER, SOFTER RIDE WITH STEADIER, EASIER HANDLING

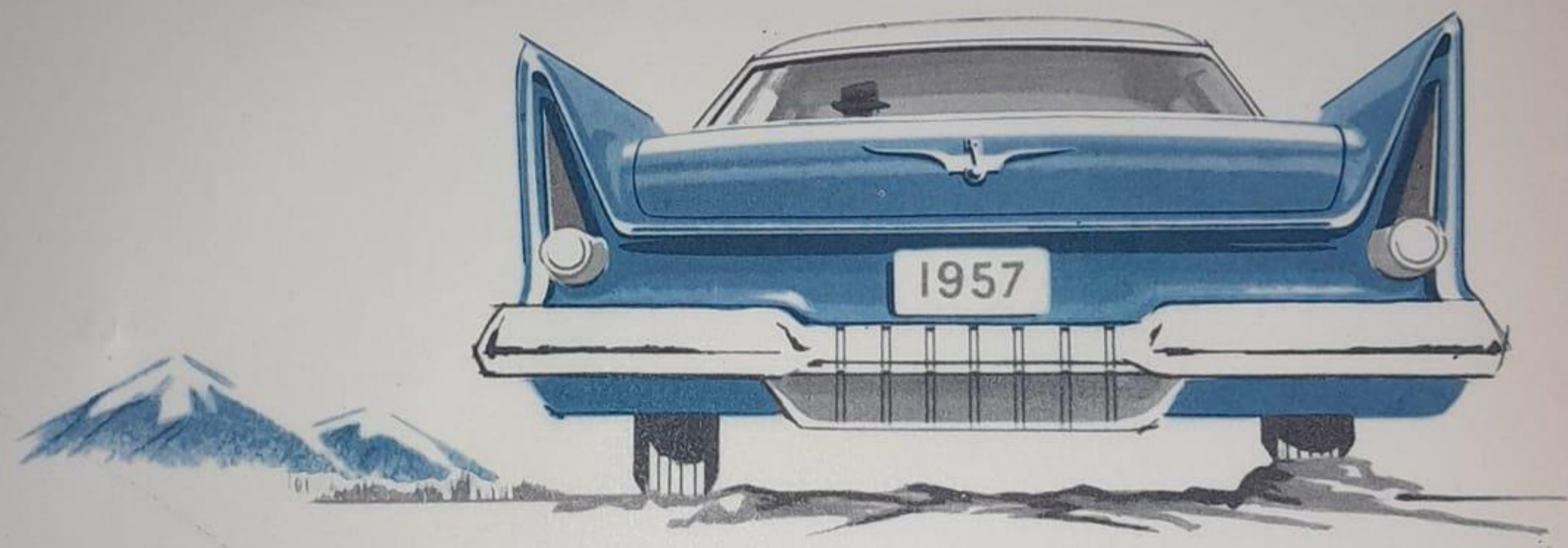
1. **NEW EXTRA-AIR CUSHIONING TIRES** with 10% more air soak up more of the shock.
2. **NEW BALL JOINT CONTROL** gives friction-free wheel movement both up and down and back and forth in turning. Reduces upward jolts and "wheel fight" of ordinary system, makes steering easier.
3. **NEW TORSION BAR SPRINGS** absorb shock by twisting along their entire length until the shock is completely smothered.

4. **NEW IMPROVED ORIFLOW SHOCK ABSORBERS** work hand-in-glove with the torsion bar springs to smother the shock before it reaches the frame.
5. **NEW RUBBER MOUNTINGS** at all points of contact with the frame absorb any remaining harshness or noise.
6. **NEW ANTI BRAKE-DIP.** This new triumph of engineering design uses braking force to keep car level.

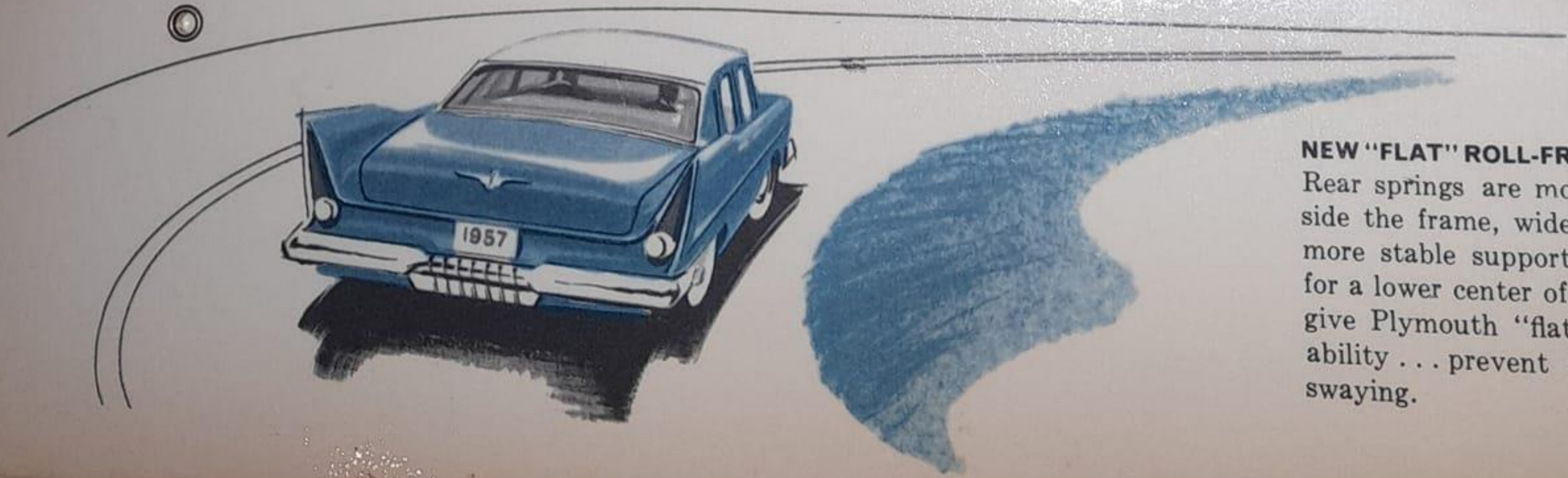
REVOLUTIONARY NEW *Rear Springing* HELPS GIVE



NEW "SQUAT-FREE" STARTS!
Radically new super-stiff front section of the rear spring does not bend under acceleration, keeps car level.



A LOUNGE CHAIR RIDE ON THE ROUGHEST ROAD comes from the wonderfully-soft, twice-as-long "ride"-section of the rear spring plus the Oriflow shock absorbers. Driving is believing!



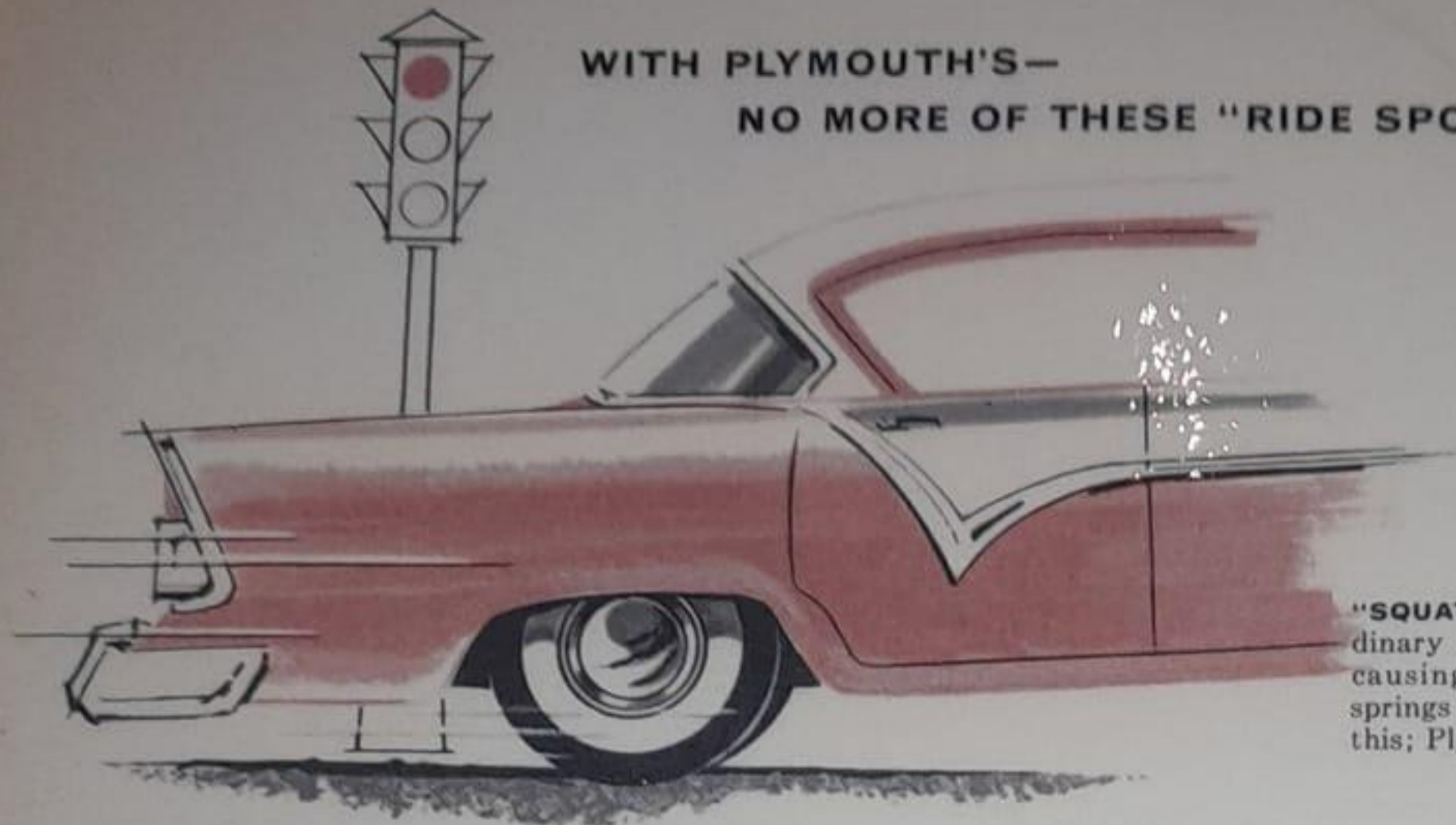
NEW "FLAT" ROLL-FREE TURNS.
Rear springs are mounted outside the frame, wider apart for more stable support, depressed for a lower center of gravity... give Plymouth "flat" cornering ability... prevent rolling and swaying.

PLYMOUTH THE *Softest Ride* AND BEST ROADABILITY



COMPARE ORDINARY REAR SPRINGING WITH

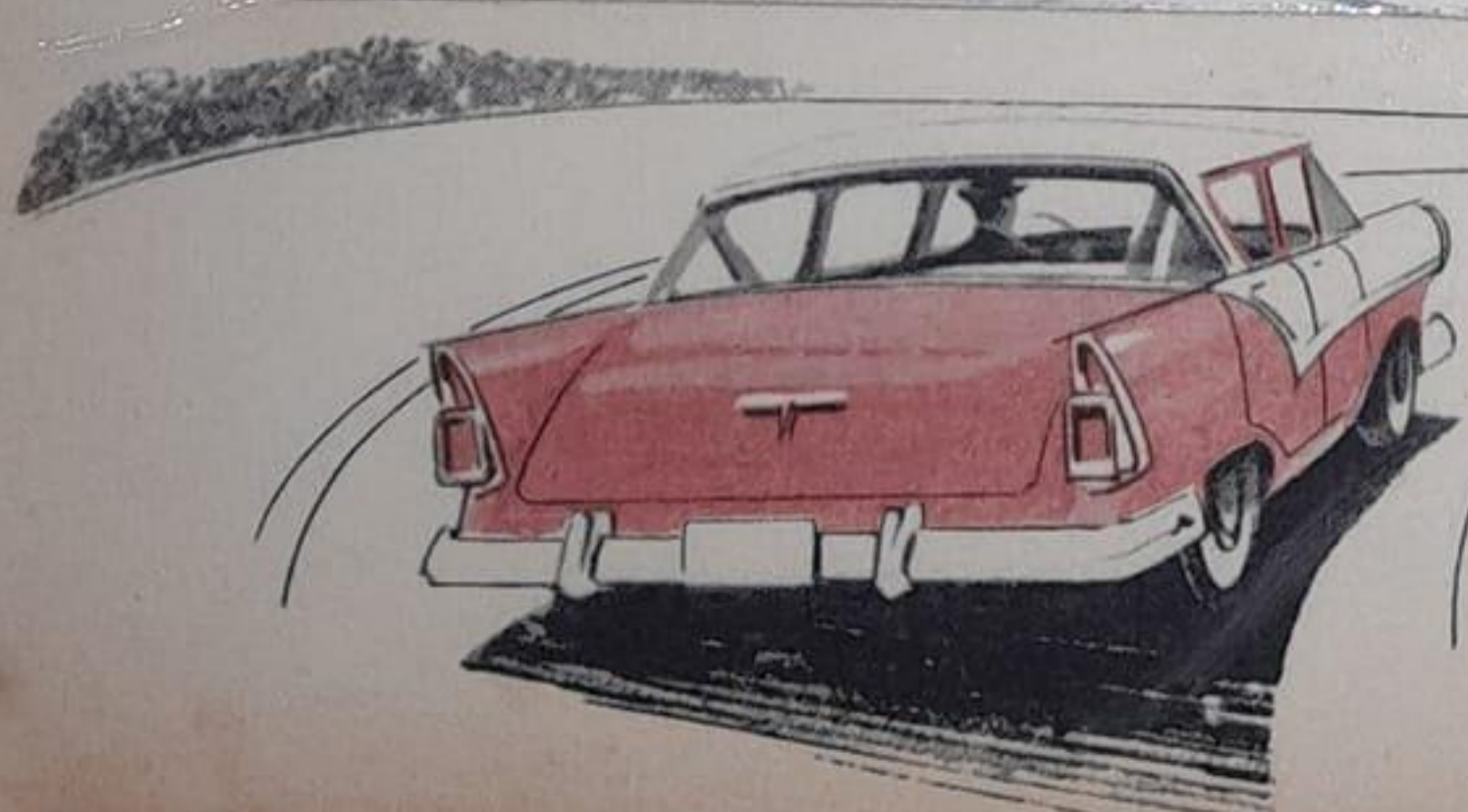
WITH PLYMOUTH'S—
NO MORE OF THESE "RIDE SPOILERS":



"SQUATTING"—Increased power makes ordinary cars "squat" down when starting, causing passenger discomfort. Ordinary springs were never engineered to prevent this; Plymouth's are.

WHY ORDINARY SUSPENSION CAN'T COMPARE WITH PLYMOUTH'S

1. **EQUAL-LENGTH SPRING SECTIONS** do not give a "soft" ride or prevent "squatting"; do not prevent roll or sway.
2. **SPRINGS MOUNTED UNDER FRAME**—give less stable support for car . . . rolls and sways.
3. **ORDINARY SHOCK ABSORBERS**—give less cushioning, poor "bounce" control, less comfort.



"ROLLING AND SWAYING"—Ordinary rear springs mounted under the frame give much less stability than Plymouth's outboard mounted springs. They roll and sway on turns and cause poor control.



"ROUGH RIDING"—Ordinary equal-length-leaf rear springs and shock absorbers are not designed to smooth out rough roads as do Plymouth's super-soft, twice-as-long rear spring sections and Oriflow shock absorbers.

PLYMOUTH'S *Versatile* NEW REAR SUSPENSION



PLYMOUTH'S NEW REAR SUSPENSION IN ACTION

See what makes it so radically different, so amazingly better:

1. NEW TWICE-AS-LONG, SUPER FLEXIBLE REAR SECTION—wonderfully soft and resilient, this "ride" section smooths out bumps and softens jars.

2. NEW SHORT 8-TIMES-AS-STIFF FRONT SECTION does not bend under the powerful Plymouth acceleration, keeps car level and prevents "squatting". Helps prevent roll and sway on turns, too. Helps give soft, comfortable ride.

3. SUPERIOR ORIFLOW SHOCK ABSORBERS work with the springs to take all the sting out of bumps, put a cushion in the ride. Fastest, most exact-adjusting shock absorbers made.

4. NEW LARGER TIRES—extra soft, extra wide—you ride on 10% more air for greater cushioning.

TOUCH...

FOR SIMPLEST, MOST AUTOMATIC CONTROL. Just push a button to select, that's all. Makes your Plymouth the most automatic car yet, makes cumbersome shift levers in other cars really old fashioned. Buttons are softly lighted at night for convenience.



FOR SAFEST, MOST RELIABLE CONTROL. Automatically prevents shifting into wrong gear and there is no dangerous shifting through forward gears to reach reverse. Buttons located away from children's reach. Simple, mechanical operation, no electrical circuits.

and TOE



WITH PLYMOUTH'S TREMENDOUS TORQUE TEAM

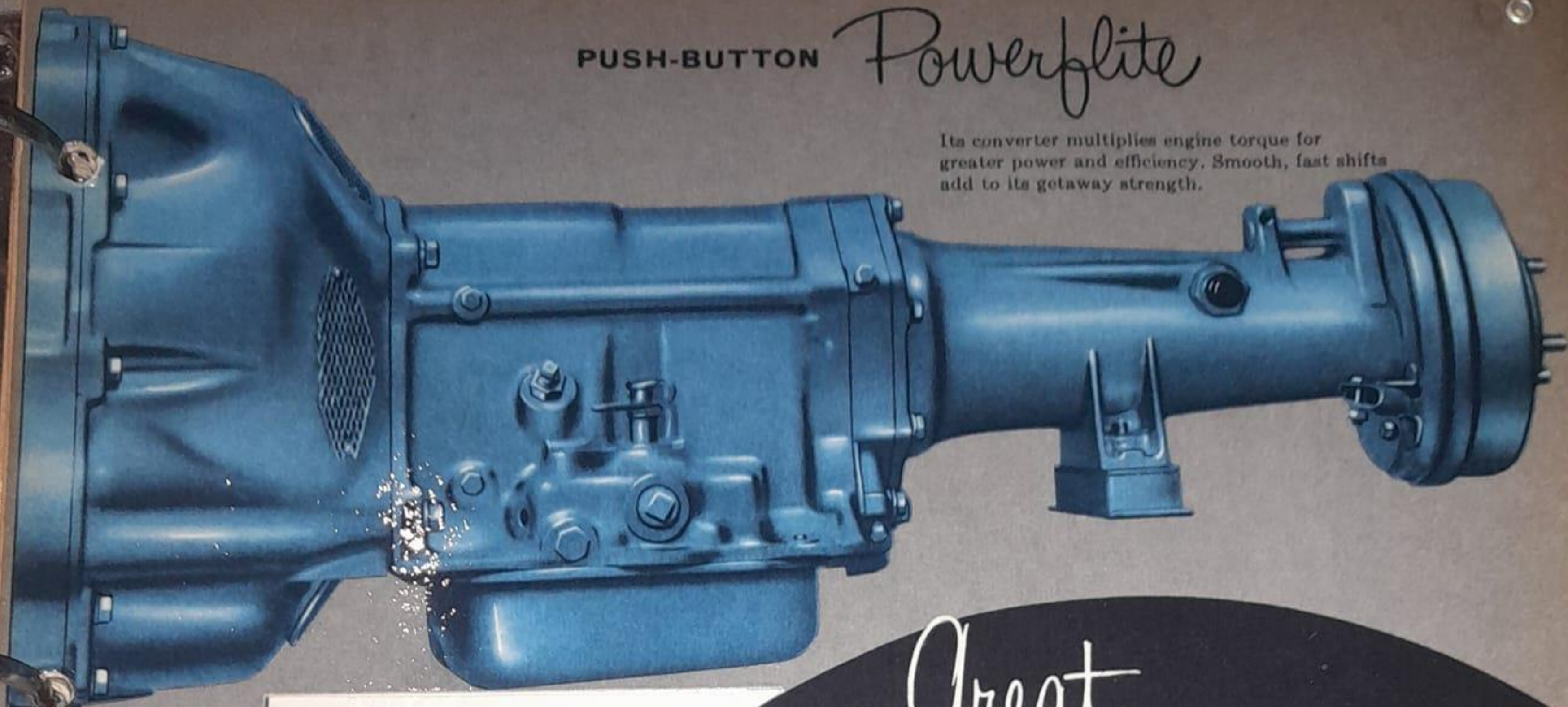
GREAT NEW POWER IN CHOICE OF THREE ENGINES. Yes, the unbeatable power and torque of the New Fabulous Fury "301" V8, the improved power of the great 277 cubic inch V8, or the increased power of the dependable time-tested Powerflow 6.

GREAT NEW ACCELERATION WITH TWO AUTOMATIC TRANSMISSIONS. Choose the smooth, flashing acceleration of Powerflite or the great new ultra-smooth, ultra-performing Torque-Flite 3-speed transmission, available on the Belvedere and Sport Suburban V8s.



PUSH-BUTTON *Powerflite*

Its converter multiplies engine torque for greater power and efficiency. Smooth, fast shifts add to its getaway strength.



THE *Great* 277 CU. IN. V8

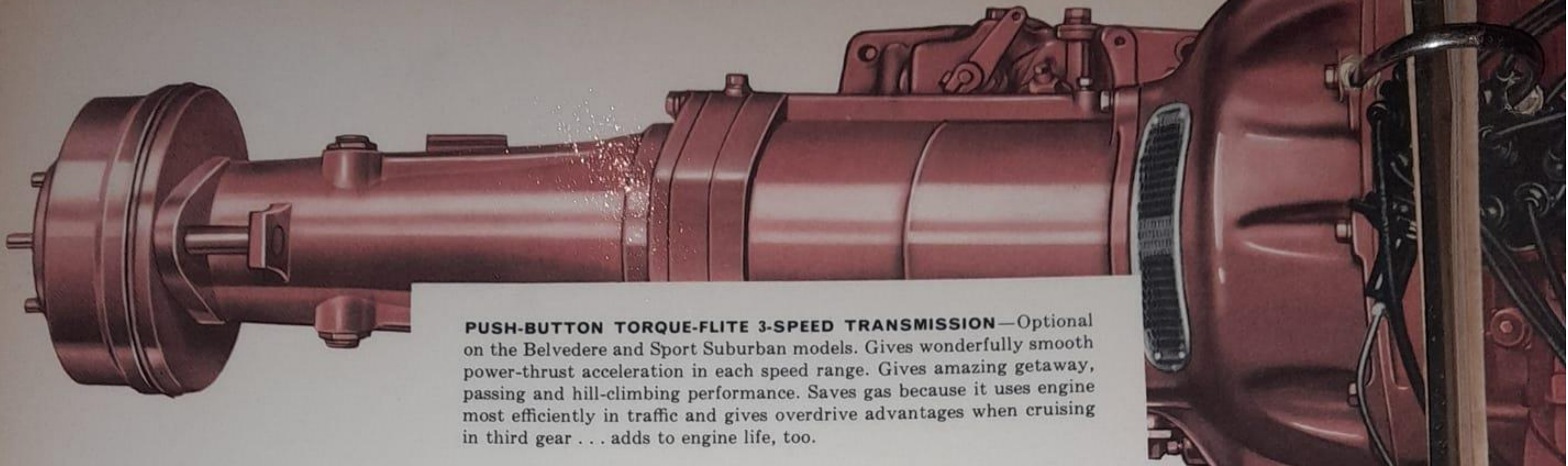
Now with improved power and performance that makes it an even more outstanding engine. Standard in Plaza V8s.



THE POWERFLOW *Six*

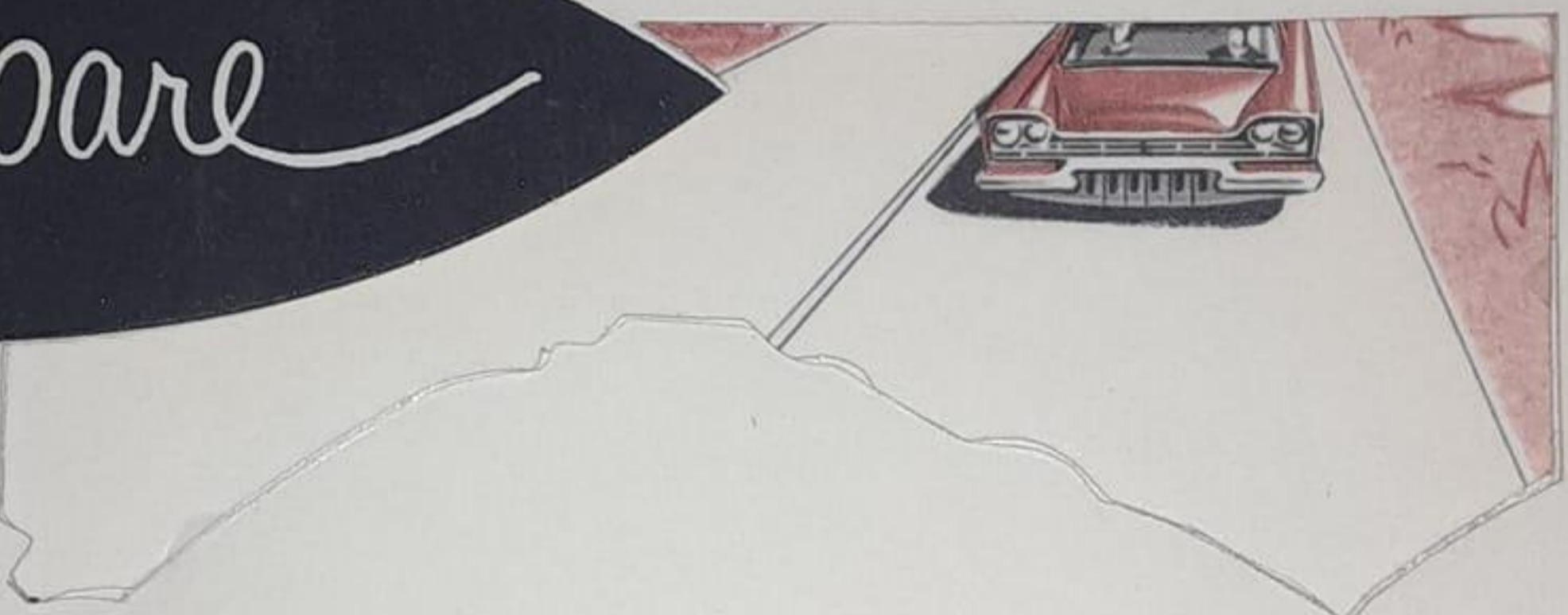
... Now with greater power. Its great performance, durability and outstanding economy are some of the reasons why more Plymouths are used as taxis than all other makes of cars combined.

THE GREATEST *Power Team* IN PLYMOUTH'S HISTORY



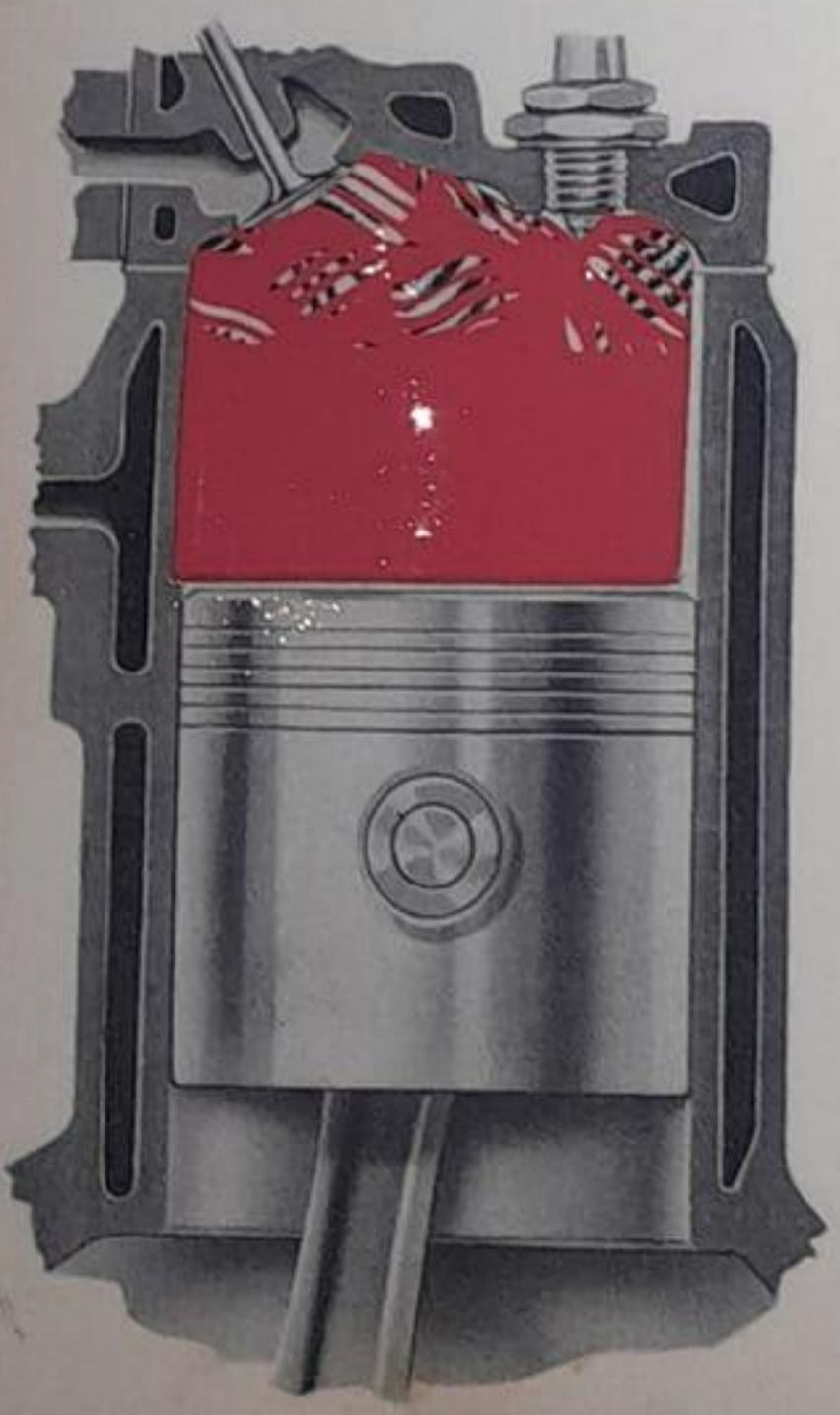
PUSH-BUTTON TORQUE-FLITE 3-SPEED TRANSMISSION—Optional on the Belvedere and Sport Suburban models. Gives wonderfully smooth power-thrust acceleration in each speed range. Gives amazing getaway, passing and hill-climbing performance. Saves gas because it uses engine most efficiently in traffic and gives overdrive advantages when cruising in third gear . . . adds to engine life, too.

Compare



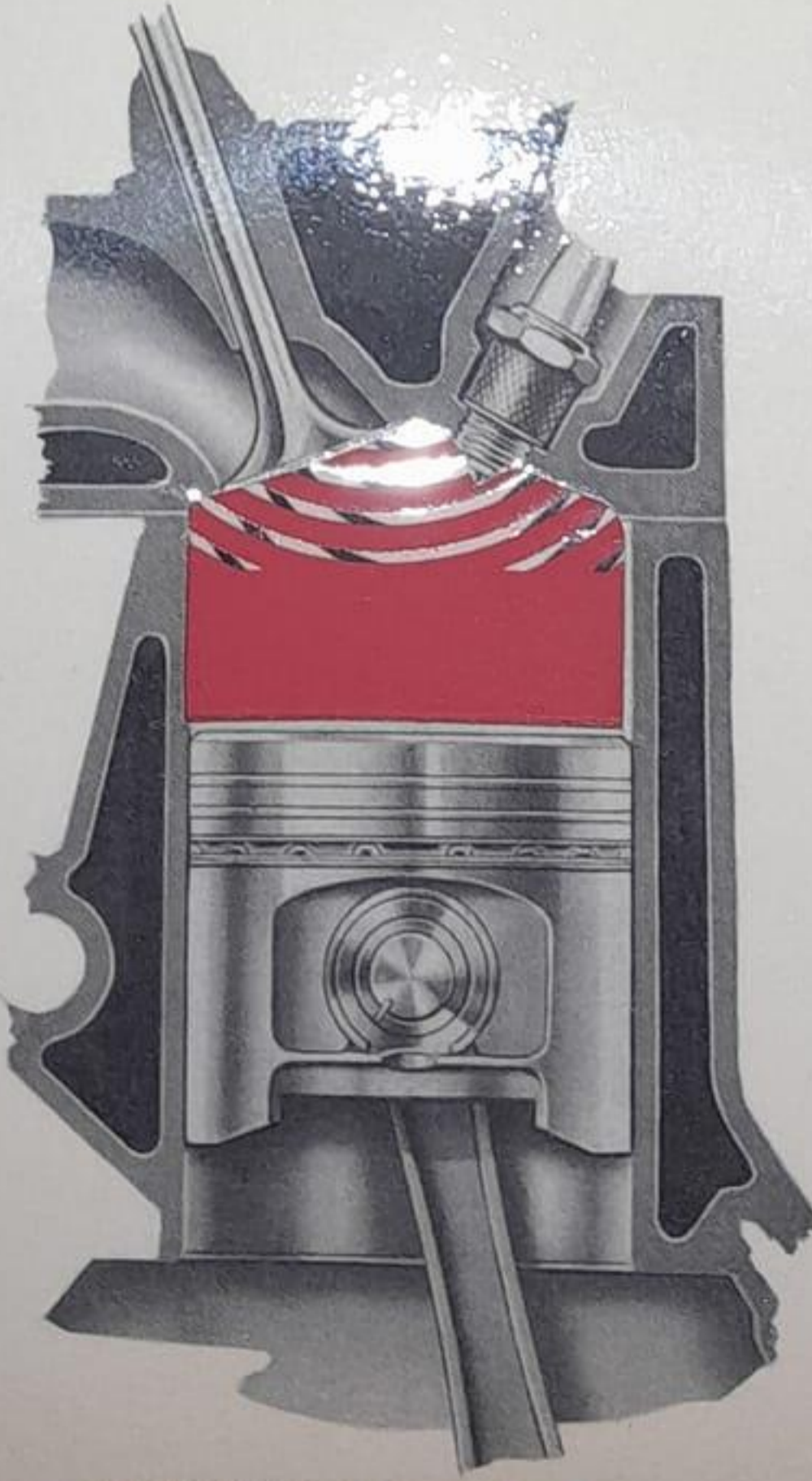
In the ordinary wedge-shaped chamber larger metal surfaces waste power-producing heat. The off-center spark burns the fuel unevenly and slowly . . . does not give maximum efficiency. Carbon build-up in corners of the chamber can cut power 10% in only 5000 miles. Valves crowded on one side restrict passage of fuel and exhaust.

TURN



ORDINARY WEDGE-SHAPED CHAMBER

smooth, speed, ved e



PLYMOUTH DOME CHAMBER

Plymouth's combustion chamber has a smooth rounded dome that exposes a small metal area to heat. Less heat is absorbed and more becomes power. The centered spark plug gives a smooth even explosion for greater power and fuel economy. There are no corners where power-robbing carbon can build up . . . keeps new car power much longer. Valves are placed to allow straighter flow of fuel into engine and exhaust out of engine. Plymouth's dome chamber gives the most power, most economically, longest.

Torque Flite
 AND THE
FABULOUS FURY

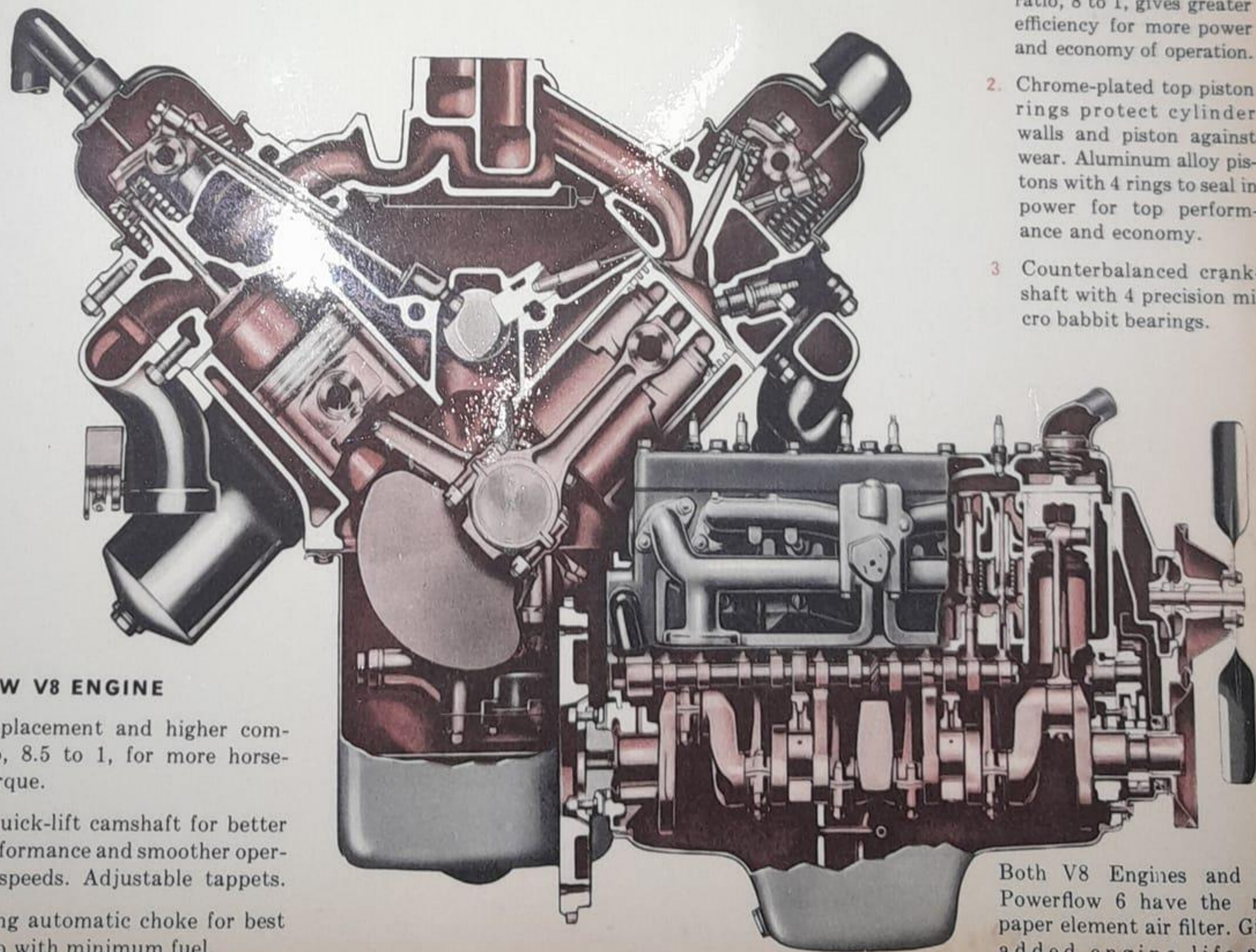
"301" V8

THE FABULOUS FURY "301" V8

America's choice for thrilling power and torque. Gives quick acceleration up to traffic speed and safe passing. Standard in Belvedere, Savoy, Custom, Sport and DeLuxe Suburban V8s, optional in Plaza V8.

POWERFLOW 6

1. Increased Compression ratio, 8 to 1, gives greater efficiency for more power and economy of operation.
2. Chrome-plated top piston rings protect cylinder walls and piston against wear. Aluminum alloy pistons with 4 rings to seal in power for top performance and economy.
3. Counterbalanced crankshaft with 4 precision micro babbit bearings.



NEW V8 ENGINE

1. Increased displacement and higher compression ratio, 8.5 to 1, for more horsepower and torque.
2. New, quiet, quick-lift camshaft for better high speed performance and smoother operation at low speeds. Adjustable tappets.
3. New fuel-saving automatic choke for best engine warmup with minimum fuel.

Both V8 Engines and the Powerflow 6 have the new paper element air filter. Gives added engine life and performance.

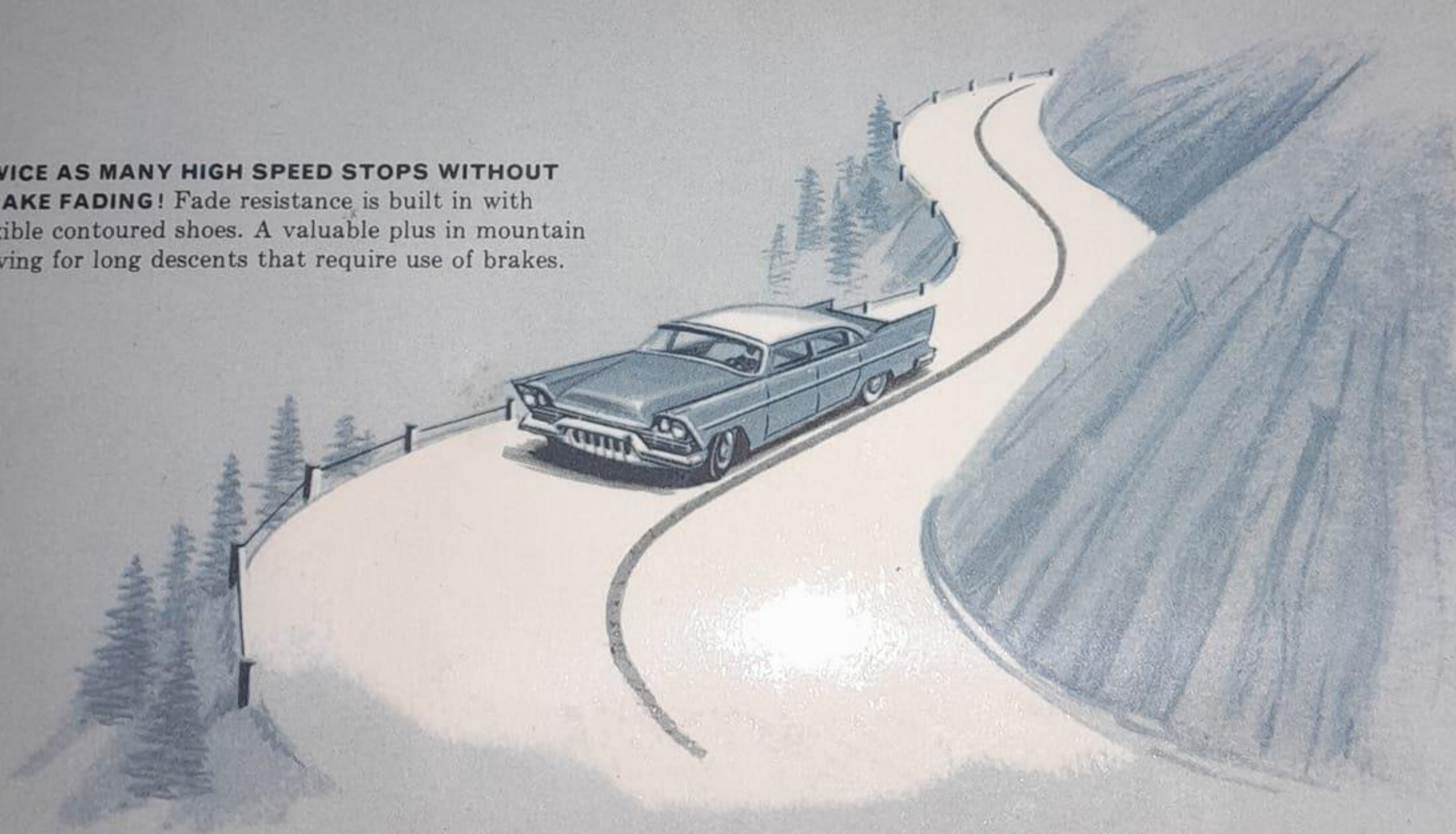
OUTSTANDING NEW Total Contact Brakes GIVE GREATER

and only Plymouth has them in its field

YES—THE GREATEST STOPPING POWER IN PLYMOUTH'S FIELD—for your greatest safety assurance! More brake lining area than any other passenger car in the field and, unlike others, the total lining area *stays* in contact with the drum. Best by tests of automotive magazine editors—found to be far superior to all other brakes.

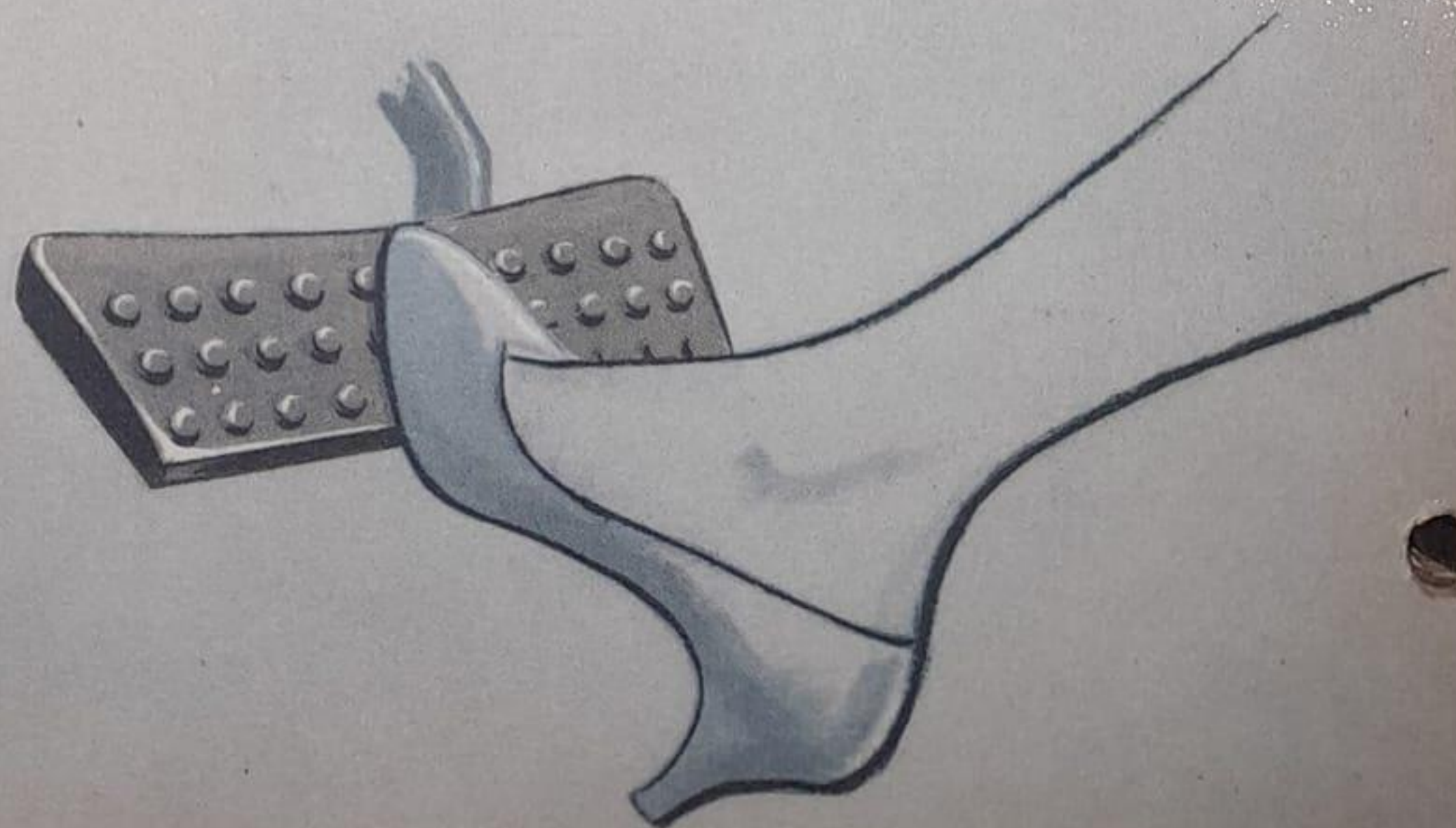


TWICE AS MANY HIGH SPEED STOPS WITHOUT BRAKE FADING! Fade resistance is built in with flexible contoured shoes. A valuable plus in mountain driving for long descents that require use of brakes.



SMOOTH, SURE STOPS FROM EVERY SPEED! Center plane design insures *total* contact between lining and drum all the time to give you uniform "grab-free" stops with 25% less pedal effort. "Self-actuated" so that car's forward motion actually helps press shoes against drums.

UP TO 20,000 MORE MILES OF BRAKE LINING WEAR! You save because: 1. Total contact keeps lining wear slow and even. 2. Cycle-bonded linings get wear out of lining thickness wasted by rivets in ordinary linings. 3. Major adjustments are a thing of the past—now only a simple once-a-year adjustment. You can see demonstration proof of why Plymouth brakes are so superior. Check these points:



STOPPING POWER FOR THE *Safety* OF YOU AND YOUR FAMILY

FULL FLOATING SHOE

1 b. CENTER PLANE SUPPORT

See how the full floating shoe contacts the drum along its length and width for greatest braking power. The shoe moves between two rigid steel center plane support plates to guide it evenly to the drum and to prevent twisting as found in ordinary brakes.

3

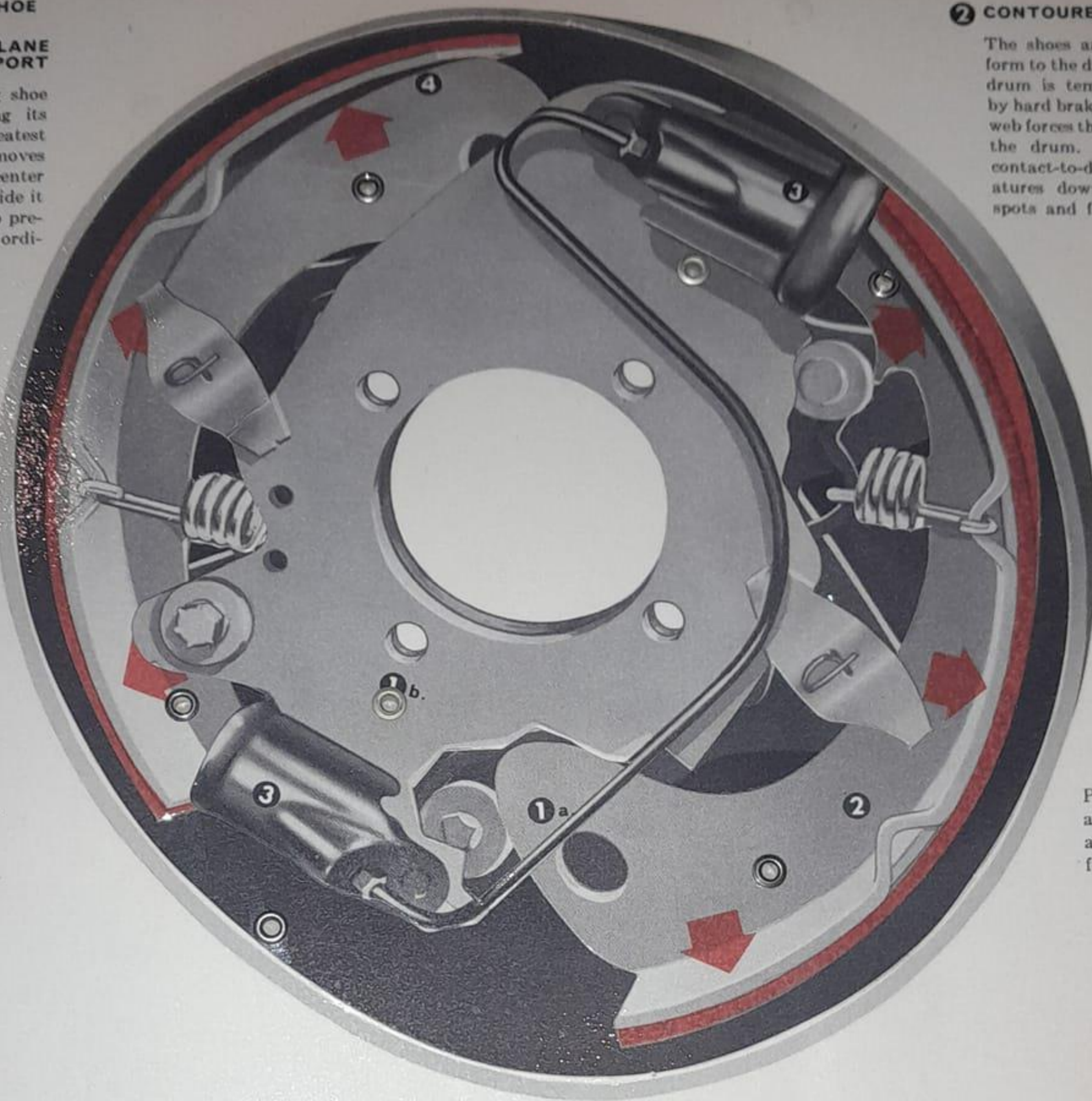
Only Plymouth in its field has two cylinders in the front brakes for more powerful and evenly applied braking force.



End view of Plymouth's brake shoe guided by center plane contacting the drum evenly with no twisting.



End view of ordinary off-center shoe twisting under braking pressure.

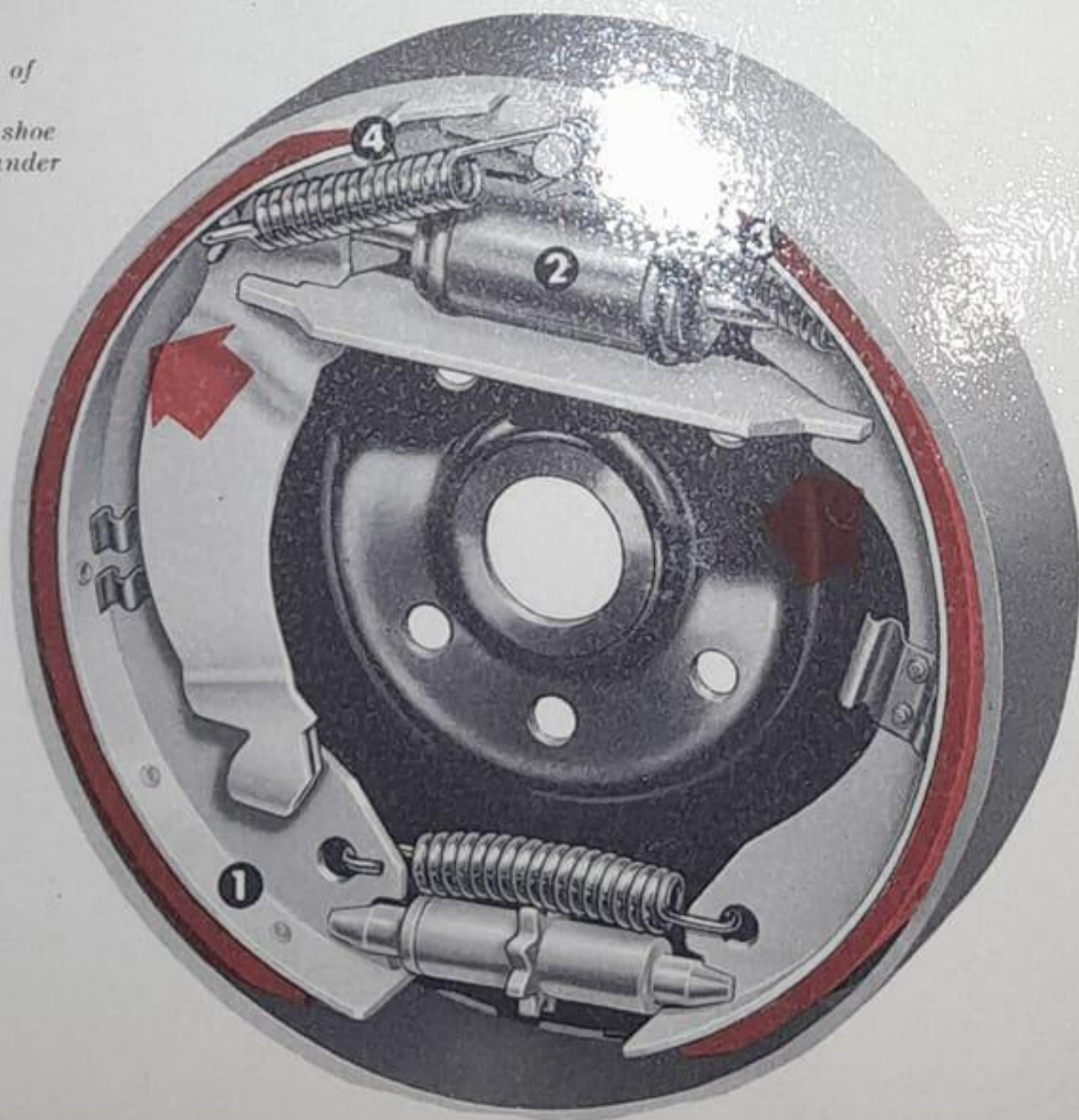


2 CONTOURED SHOE WEB

The shoes are flexible to conform to the drum even when the drum is temporarily distorted by hard braking. The contoured web forces the shoe tight against the drum. This total lining-contact-to-drum keeps temperatures down... prevents hot spots and fading.

4

Plymouth's brake linings are wider and drums have a larger 11-inch diameter for greater braking area.

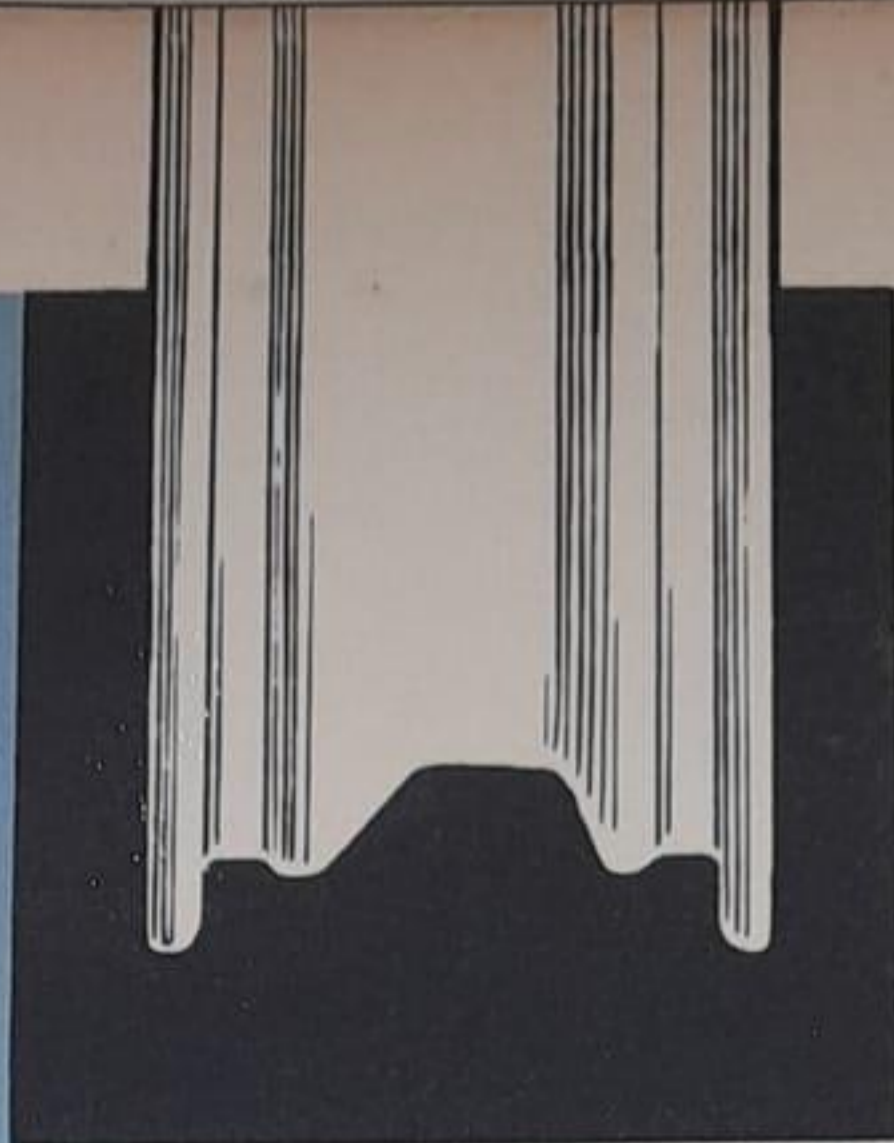
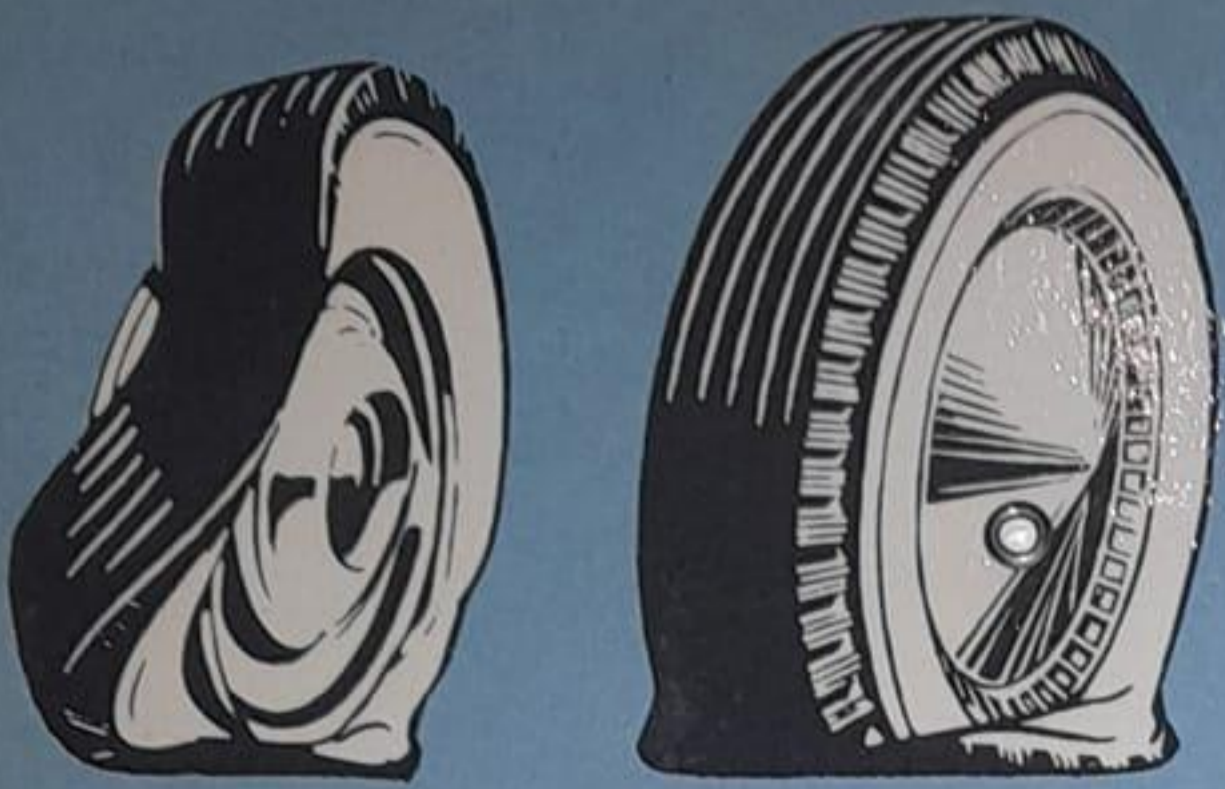


COMPARE the great Plymouth brakes with those on ordinary cars. Check these points and see why ordinary brakes give less braking power, greater lining wear and require more adjustments.

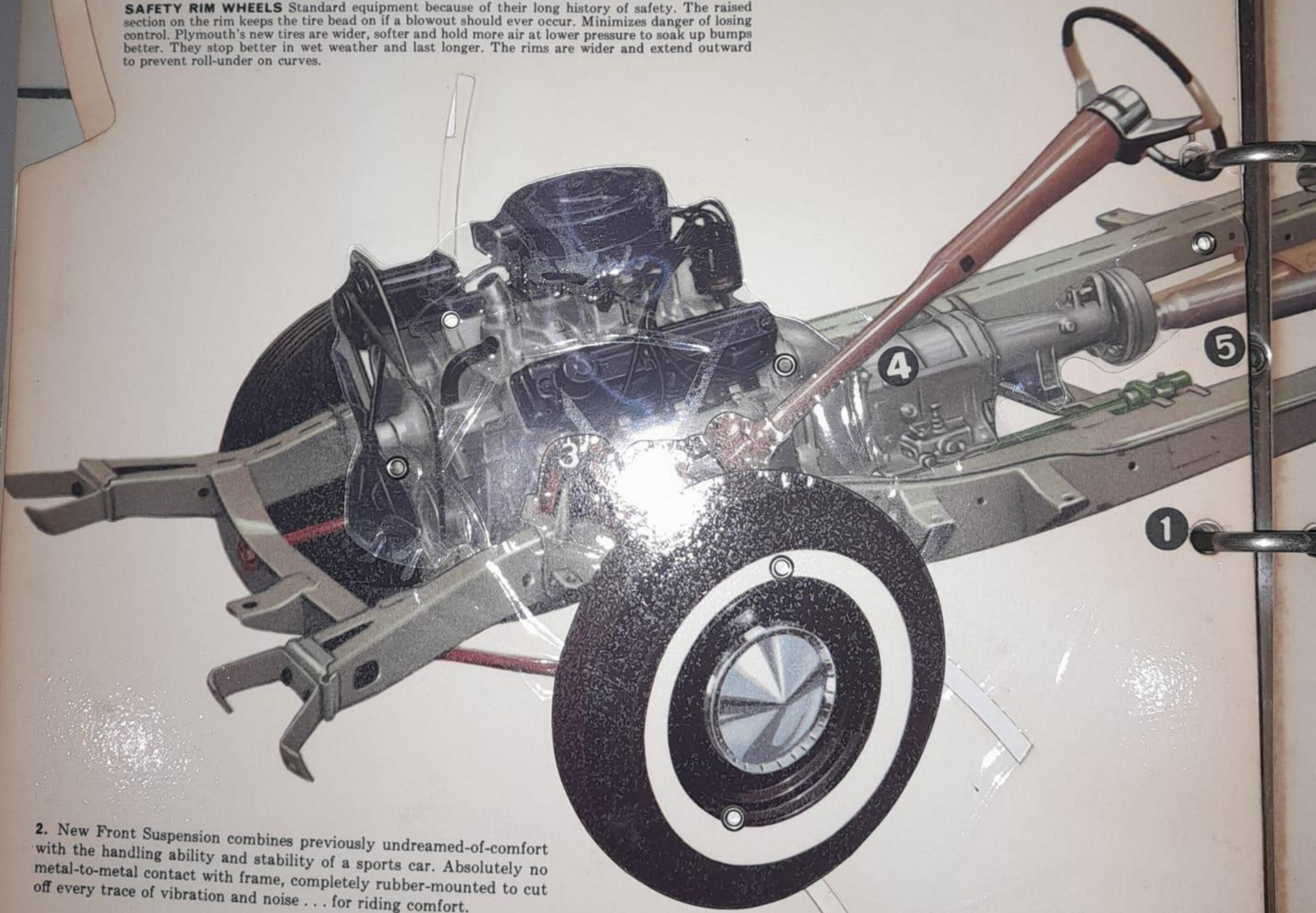
- 1 With no center plane support, the shoes twist and lose lining contact. Since the shoes are not full floating, the ends do not contact the drum.
- 2 Only one cylinder in front brake makes it less effective, causes uneven stops.
- 3 When hard braking temporarily distorts the drum, the non-flexible shoes do not conform to the drum, hot spots develop at points of partial contact and brakes fade; lining wears fast and adjustments are needed.
- 4 Narrower lining width means less braking area.

PULL

Why



SAFETY RIM WHEELS Standard equipment because of their long history of safety. The raised section on the rim keeps the tire bead on if a blowout should ever occur. Minimizes danger of losing control. Plymouth's new tires are wider, softer and hold more air at lower pressure to soak up bumps better. They stop better in wet weather and last longer. The rims are wider and extend outward to prevent roll-under on curves.



2. New Front Suspension combines previously undreamed-of comfort with the handling ability and stability of a sports car. Absolutely no metal-to-metal contact with frame, completely rubber-mounted to cut off every trace of vibration and noise . . . for riding comfort.

3. New shear-type rubber spool front engine mountings cushion and remove shake, vibration and noise.

PULL

PLYMOUTH GIVES YOU THE

Smoothest Ride

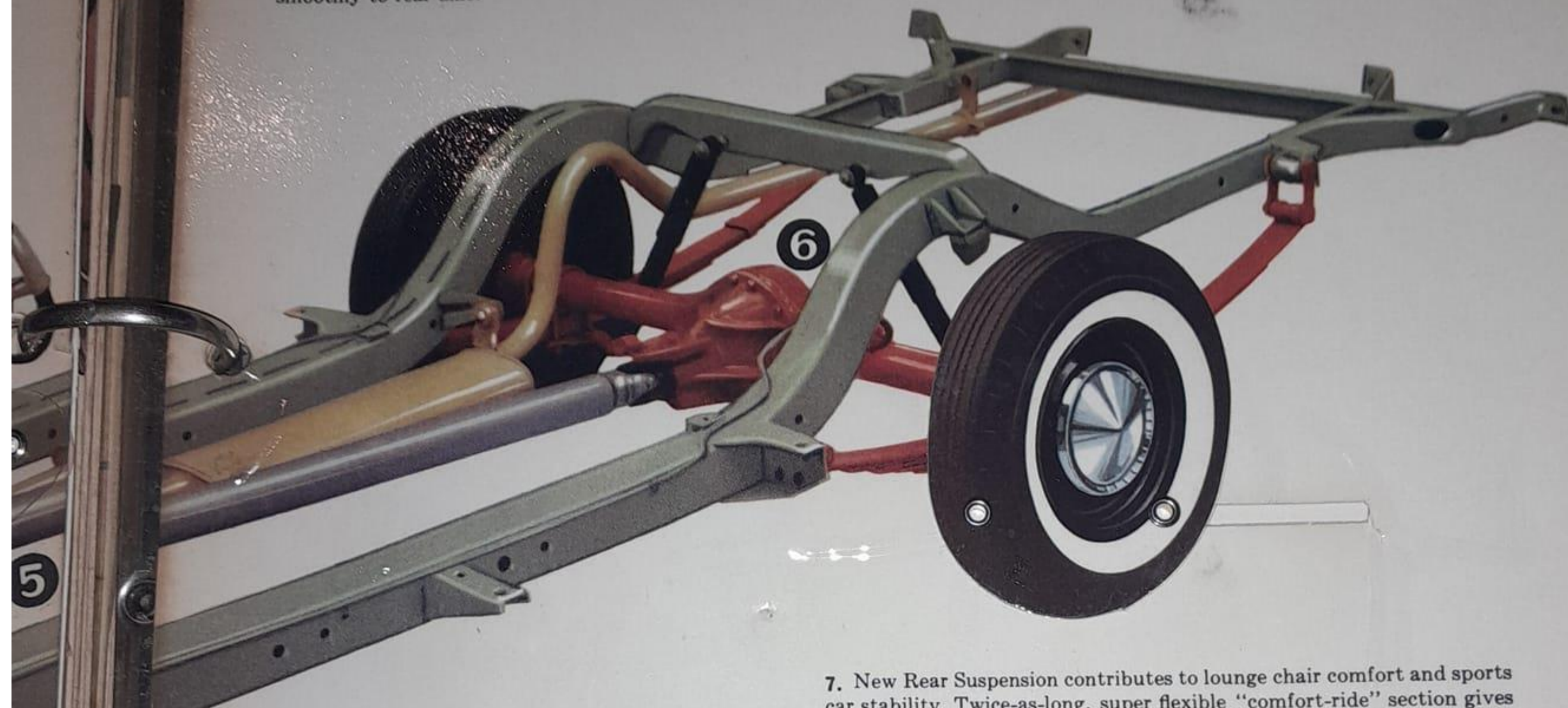
AND

Greatest Stability

IN ITS FIELD

5. Ball and Trunion joints at the front and cross-type Universal joints at the rear provide the necessary flexibility to carry Plymouth's power smoothly to rear axle.

6. Hypoid Rear Axle and Hotchkiss Drive operate quietly and smoothly to change engine power and torque into "go power."



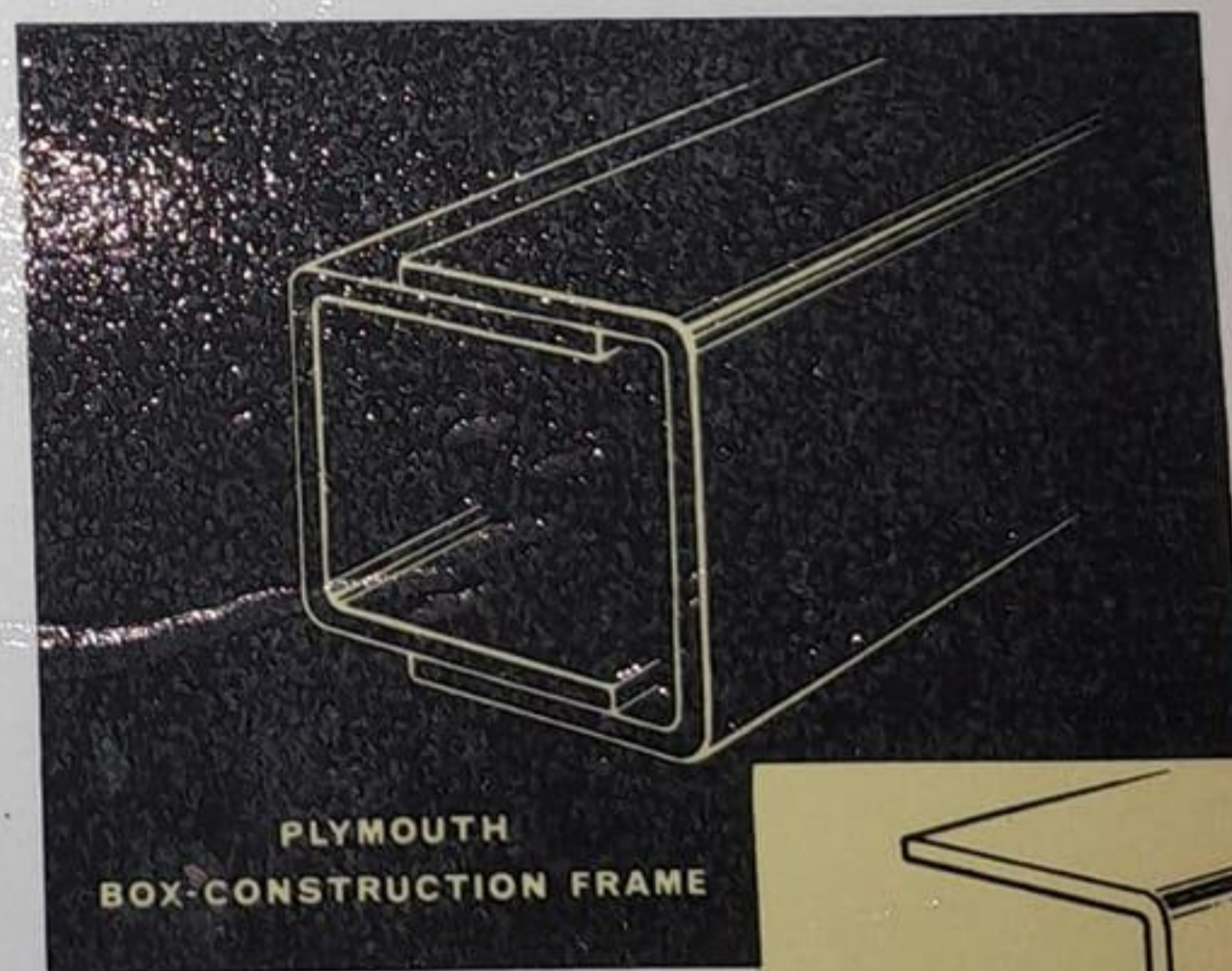
7. New Rear Suspension contributes to lounge chair comfort and sports car stability. Twice-as-long, super flexible "comfort-ride" section gives the softest ride. Outboard mounting on frame and stiff stub front section prevent rear end roll and sway, help keep Plymouth level. No metal-to-metal contact; rubber mountings absorb vibration and noise to keep ride smooth.

New

SAFETY-POWER CHASSIS IS THE "BACKBONE" FOR SMOOTHNESS AND STABILITY

1. Completely new, designed to make such performance and comfort developments as Torque Flite's great new engine power. The frame is wider and 15 inches longer, giving the 3-inch longer wheelbase that makes such luxury driving, such stability, possible. Huskier and stronger, it has safety-Y ends for stronger bumper support. An extra cross-member plus the box construction of the side rails give maximum rigidity and resistance to shake. You can see from the cross-section of the complete box construction that it is much stronger than ordinary frame construction.

4. Push-Button Powerflite Transmission and Push-Button Torque Flite 3-speed Transmission give strong acceleration with shifts engineered to be smooth.



PLYMOUTH
BOX-CONSTRUCTION FRAME

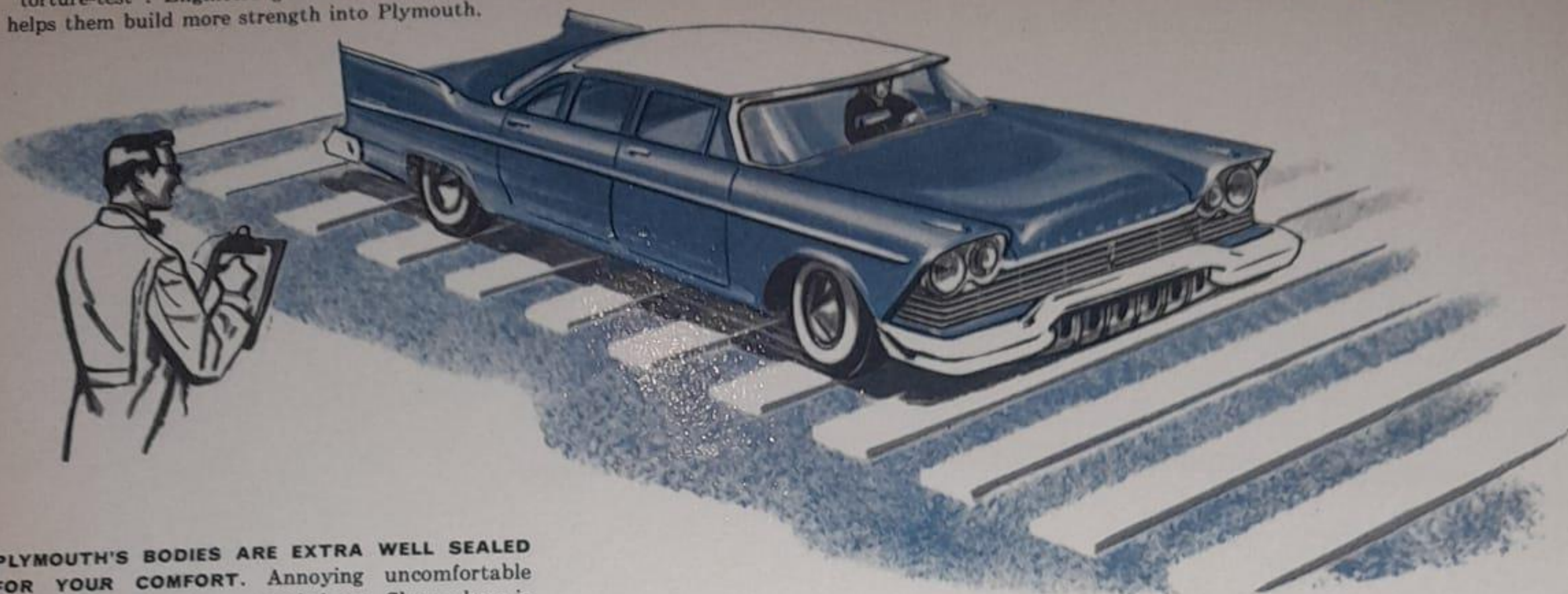


ORDINARY
FRAME CONSTRUCTION

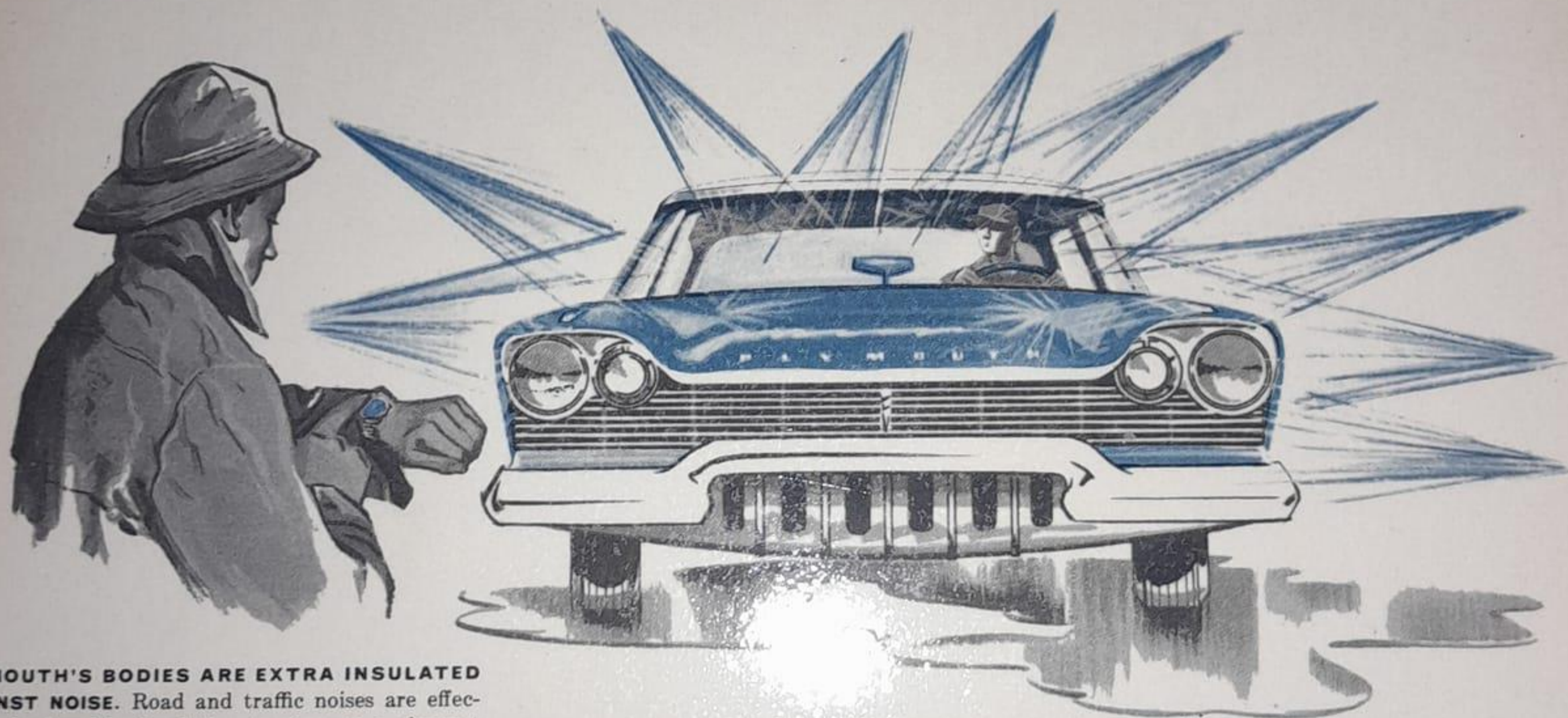
PULL

PLYMOUTH *High Quality*

PLYMOUTH BODIES ARE EXTRA STRONG FOR YOUR SAFETY. In addition to giving you extra protection, strength means rattle and vibration-free driving with a "big-car" feel. Shown here is the corrugated road "torture-test". Engineers get information here that helps them build more strength into Plymouth.



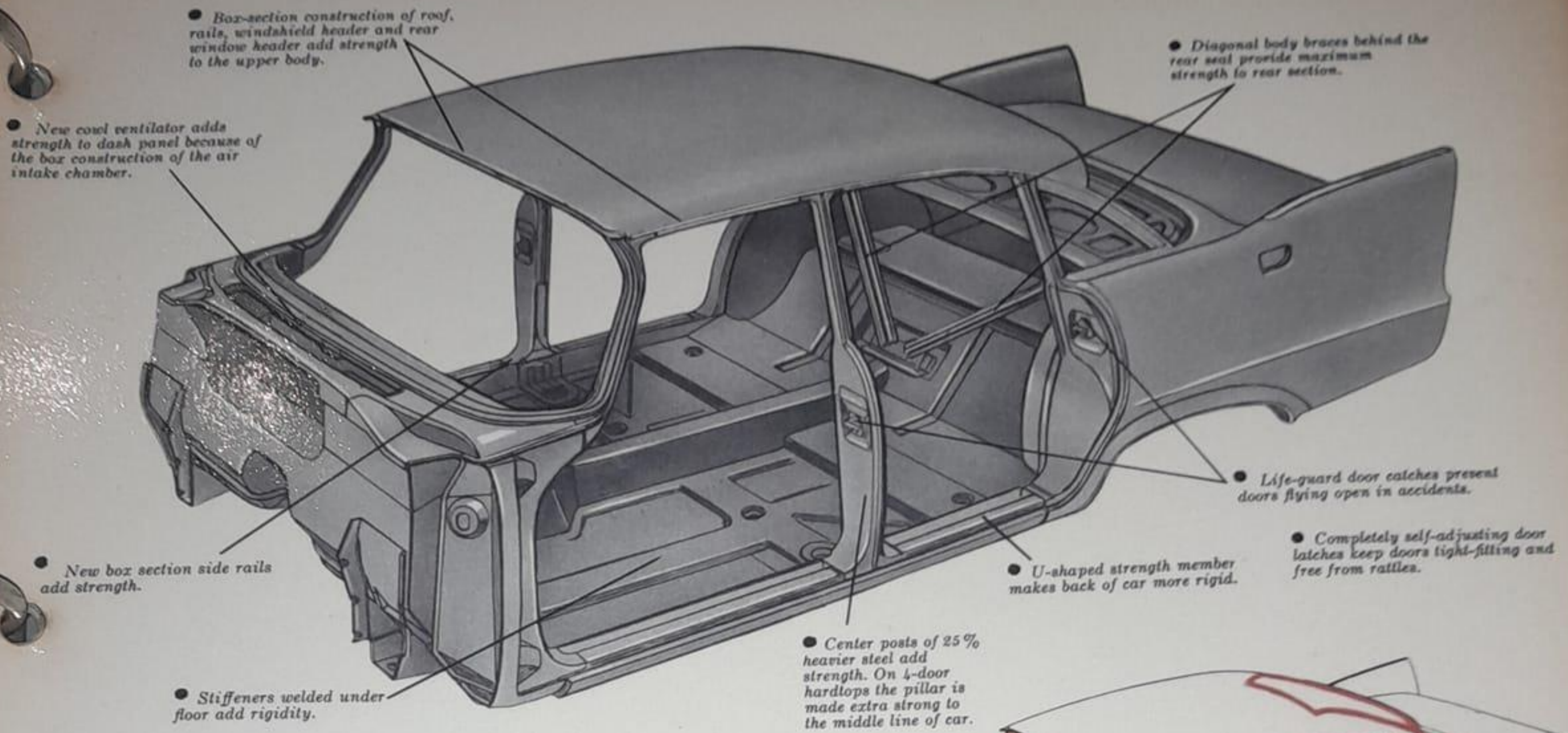
PLYMOUTH'S BODIES ARE EXTRA WELL SEALED FOR YOUR COMFORT. Annoying uncomfortable drafts, dust and water are sealed out. Shown here is the pressure spray test to check the tightness of Plymouth's body seals.



PLYMOUTH'S BODIES ARE EXTRA INSULATED AGAINST NOISE. Road and traffic noises are effectively deadened by insulation to give you a pleasant ride.

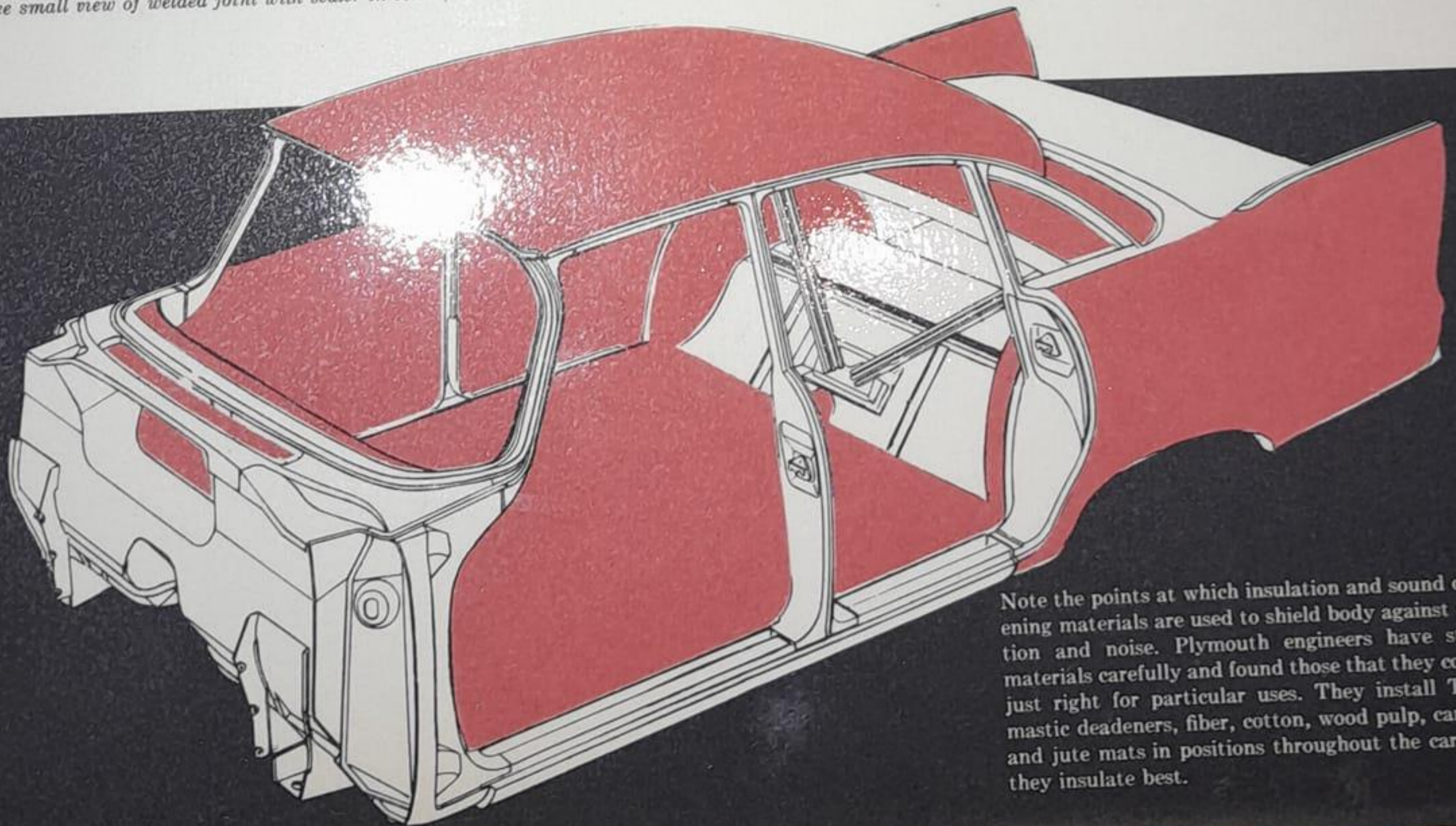
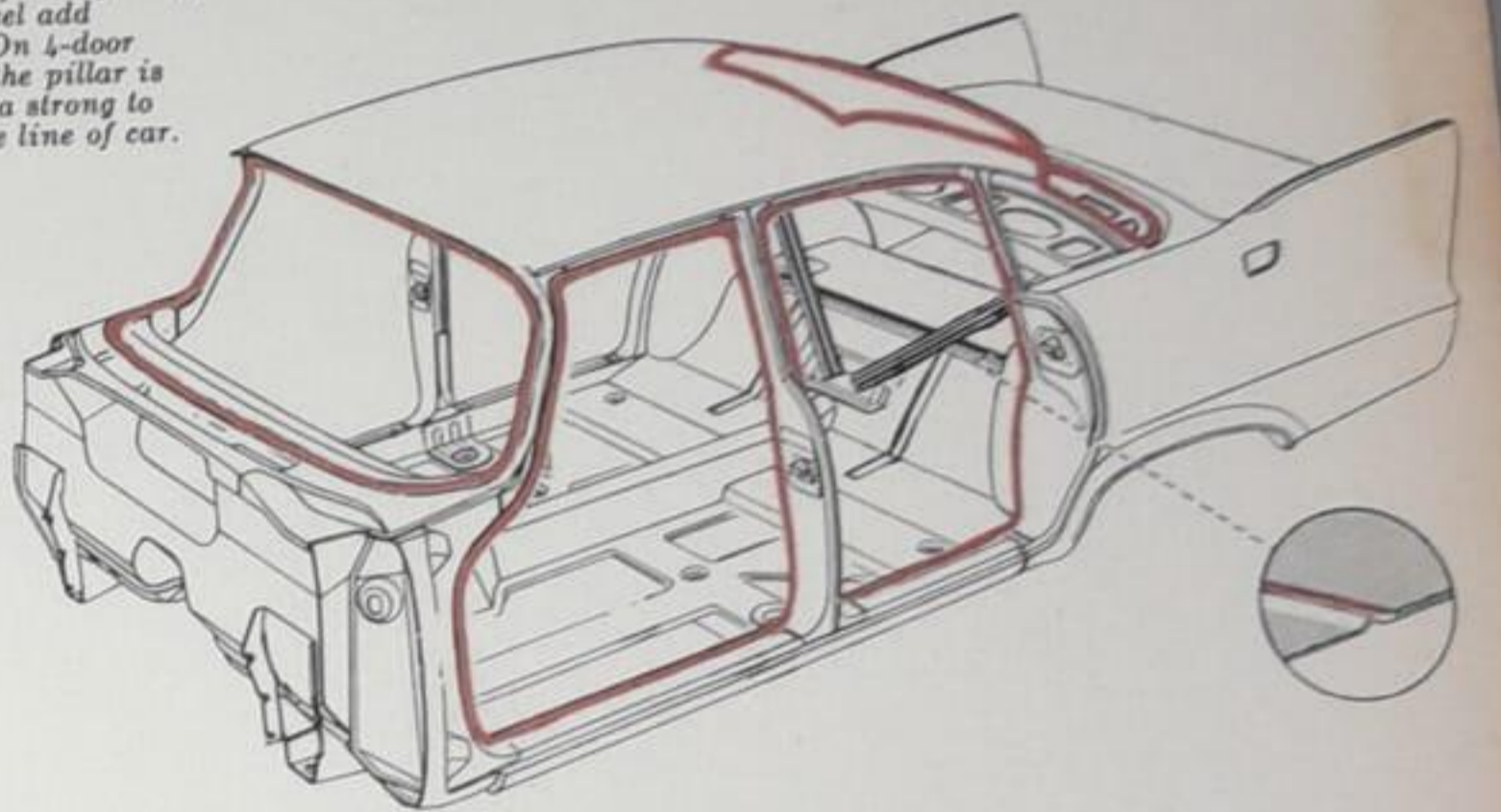


BODY CONSTRUCTION MEANS COMFORT AND SAFETY TO YOU

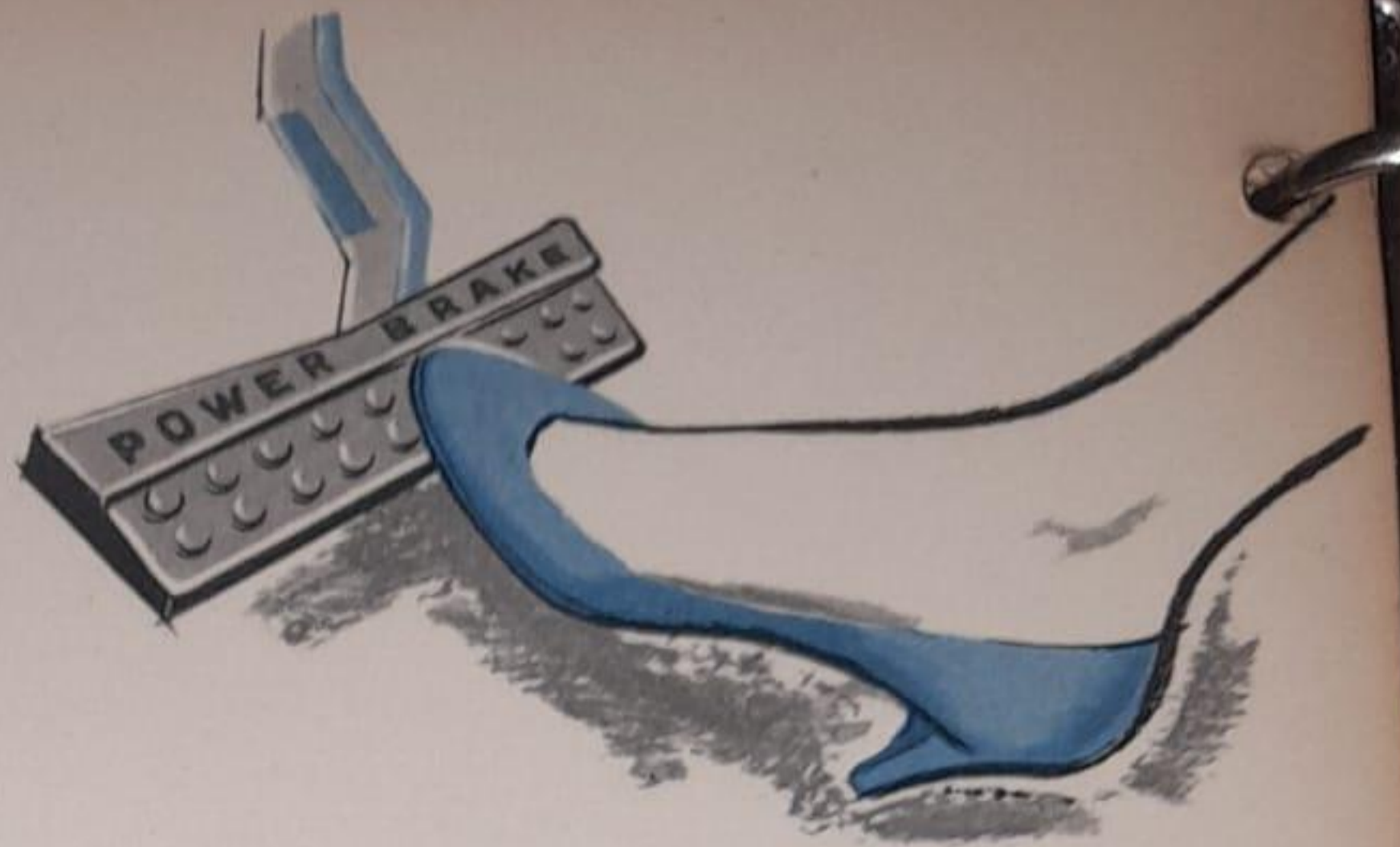


**Built to be the strongest
and safest body in the industry**

Windshield and rear window have self-locking weather stripping. Doors and luggage compartment door have compression seals. Windows seal against efficient weather stripping when closed. All welded joints in the body are filled with a sealer for a water and dust tight joint.
(See small view of welded joint with sealer in color.)



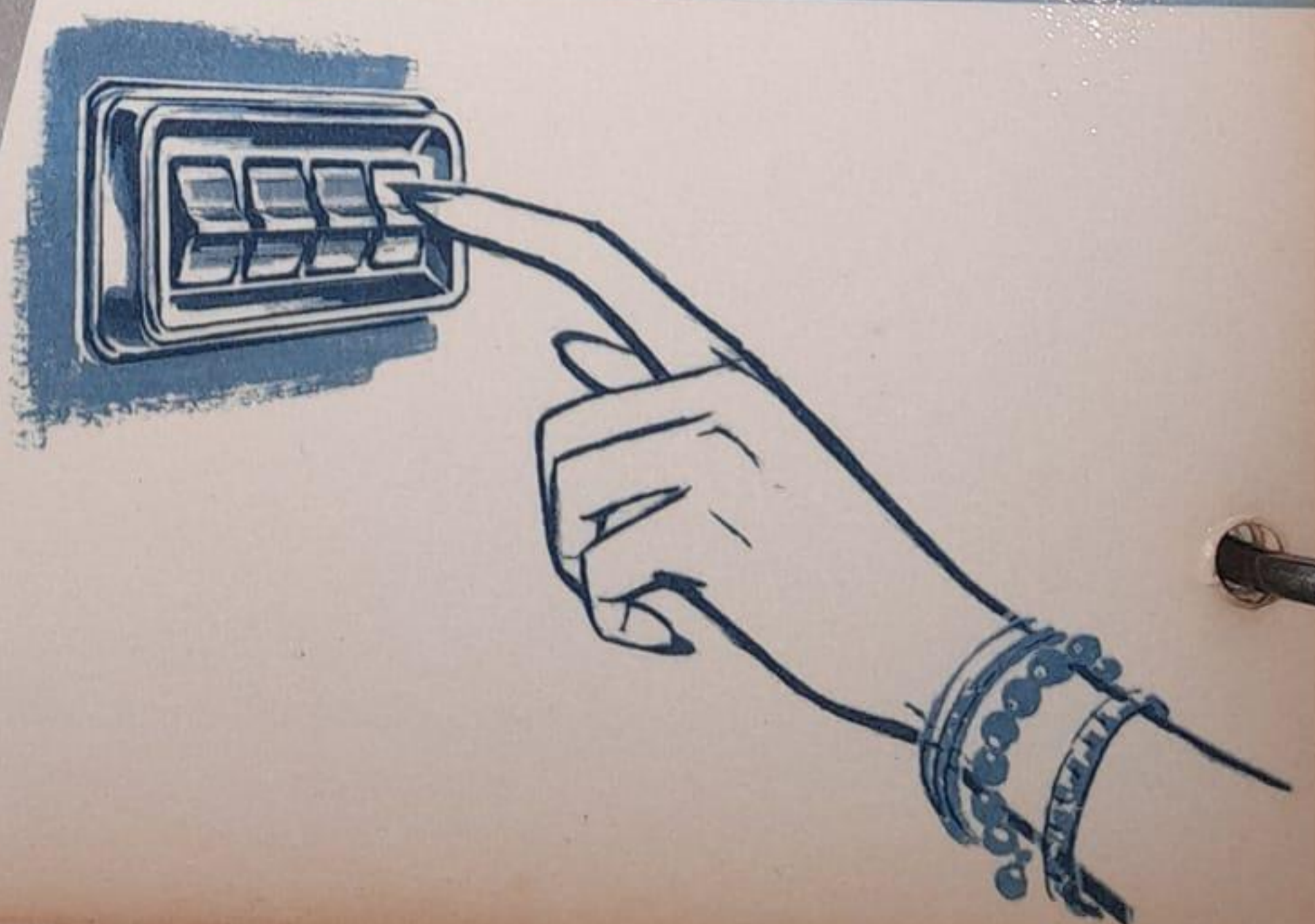
Note the points at which insulation and sound deadening materials are used to shield body against vibration and noise. Plymouth engineers have studied materials carefully and found those that they consider just right for particular uses. They install Tuflex, mastic deadeners, fiber, cotton, wood pulp, carpeting and jute mats in positions throughout the car where they insulate best.



Aids TO YOUR COMFORT, SAFETY AND CONVENIENCE

- 1 **PUSH-BUTTON AUTOMATIC TRANSMISSIONS.*** New easy fingertip controls make your Plymouth the most automatic car yet. Push-buttons have simple mechanical operation and cable control . . . no electrical circuits to short out. Located at left for driver convenience, away from children's reach. Complete built-in safety measures make it really easy to use.
- 2 **SAFETY-SURE POWER BRAKES*** give smooth, faster response and easier action for more safety and less driving fatigue . . . real power advantages.
- 3 **PUSH-BUTTON POWER SEAT.*** Effortless adjustment at the touch of your fingertip. Moves up as it moves forward to adjust for comfort and visibility.
- 4 **POWER STEERING.*** Gives you *full time* power help, not "off and on" help. It does not "underhelp" then suddenly "overhelp" as others do. You always know how much help you get. Particularly valuable in steering against cross winds, in passing, in emergencies such as blowouts and in
- 5 **PUSH-BUTTON POWER WINDOWS.*** A true convenience feature. It's a grand feeling to be able to roll up 4 windows quickly and easily right from push-buttons on the driver's door. Individual control at each window for passenger convenience, too.

**Optional at moderate extra cost.*



AMAZING NEW TRANSISTORIZED

"Search Tune"

RADIO

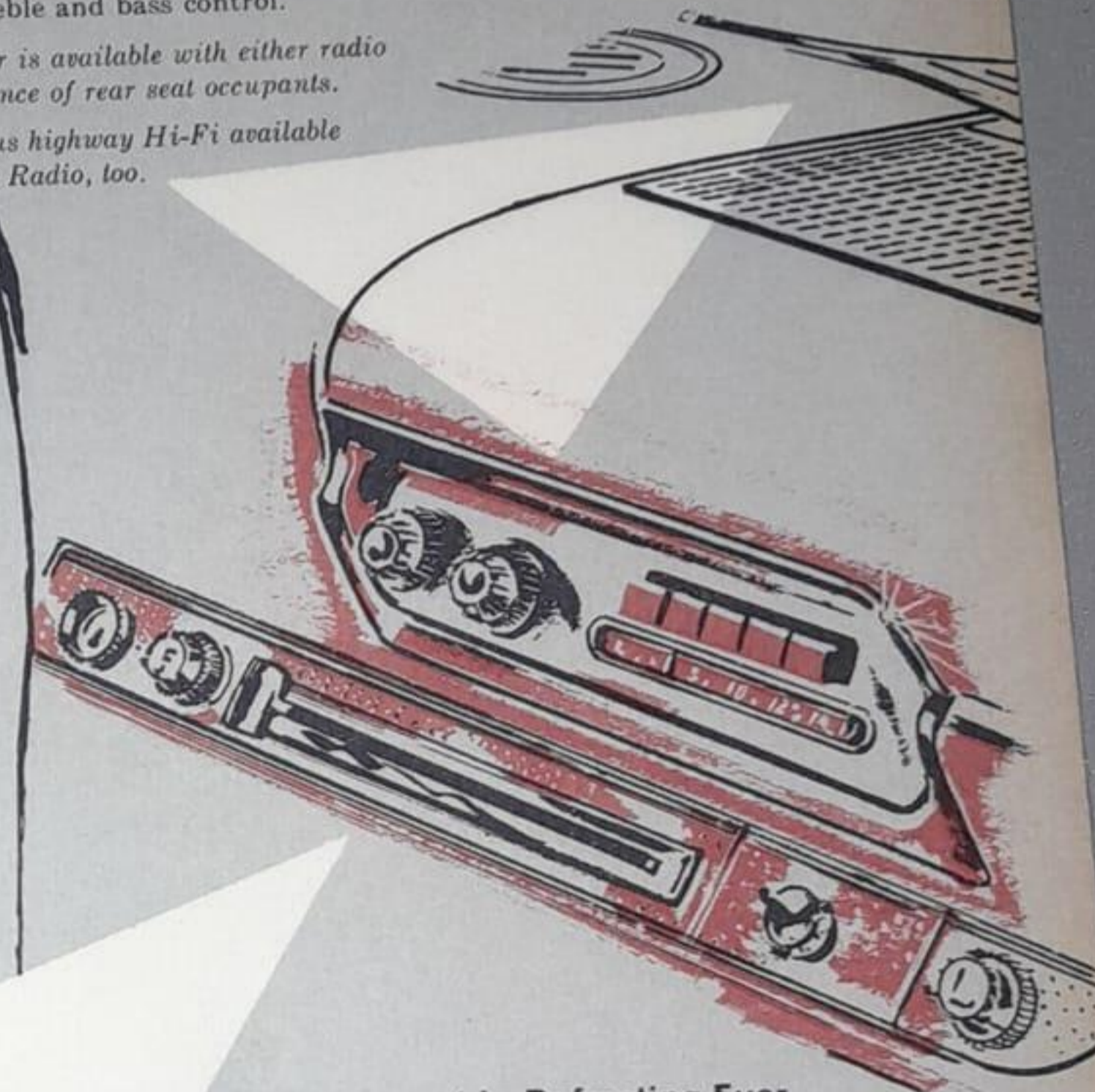
Saves Battery, Uses 50% Less Power . . . Gives Improved Reception

New Transistor used in the output stage eliminates 80% of the source of radio troubles. Radio should last the life of the car without servicing. Less static and hum, too. The "Search-Tuner" gives you the best reception wherever you drive. You just press the "Distant" button to select from all stations or the "Local" button for only the strongest local stations. Pressing either button causes radio to tune automatically to the next station. Or, you may tune with the regular push-buttons. Powerful, clear tones. Tone Control adjusts for bass or treble.

CUSTOM PUSH-BUTTON RADIO. Just push any of the five selector buttons to turn radio on and at the same time select the station you want. Excellent volume and tone. Has treble and bass control.

Rear Seat Speaker is available with either radio for convenience of rear seat occupants.

Plymouth's famous highway Hi-Fi available with Search Tune Radio, too.



PLYMOUTH'S ALL NEW
ALL-WEATHER

Comfort System

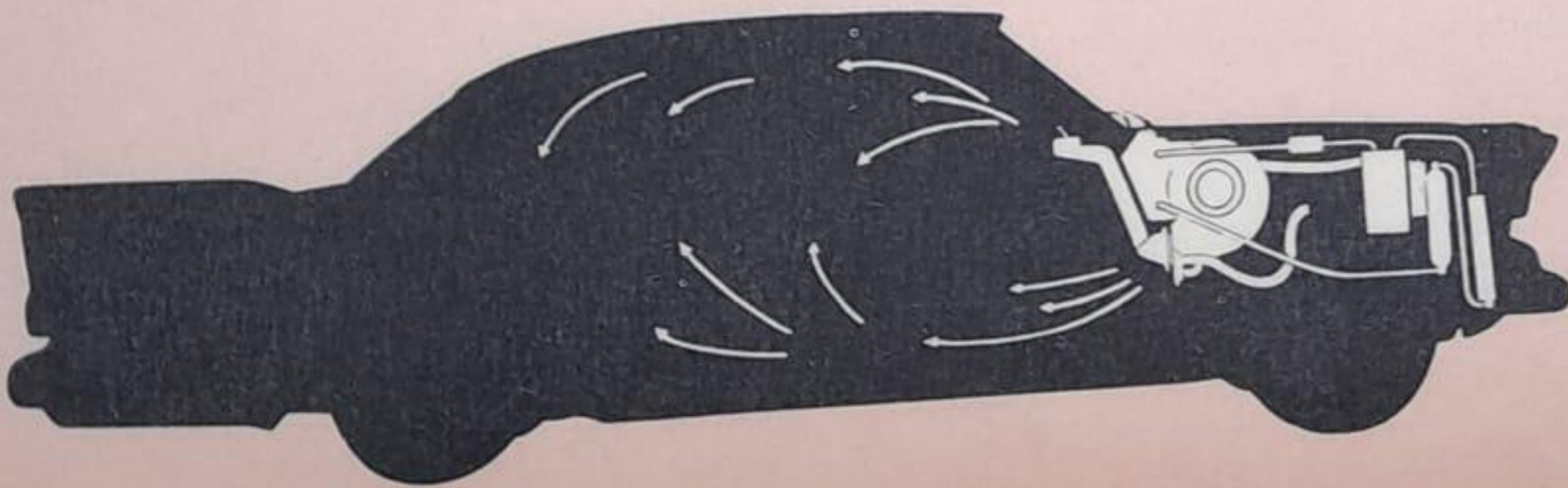
With The Greatest Improvement In Defrosting Ever

Now you can have more heat and the best defrosting action there is. Or, use it to bring in unheated fresh air. Heater brings in outside air, heats it toasty warm and spreads it throughout the car, fresh and comfortable. The great defrosting system has swivel-mounted louvered outlets on the dash that you can rotate freely to direct heated or unheated air against any area of the windshield. High velocity twin jet streams of air do the fastest windshield clearing job ever. Simple, easy to operate controls are centered in the instrument panel handy to driver or passenger.

NEW PLYMOUTH

Air Temp

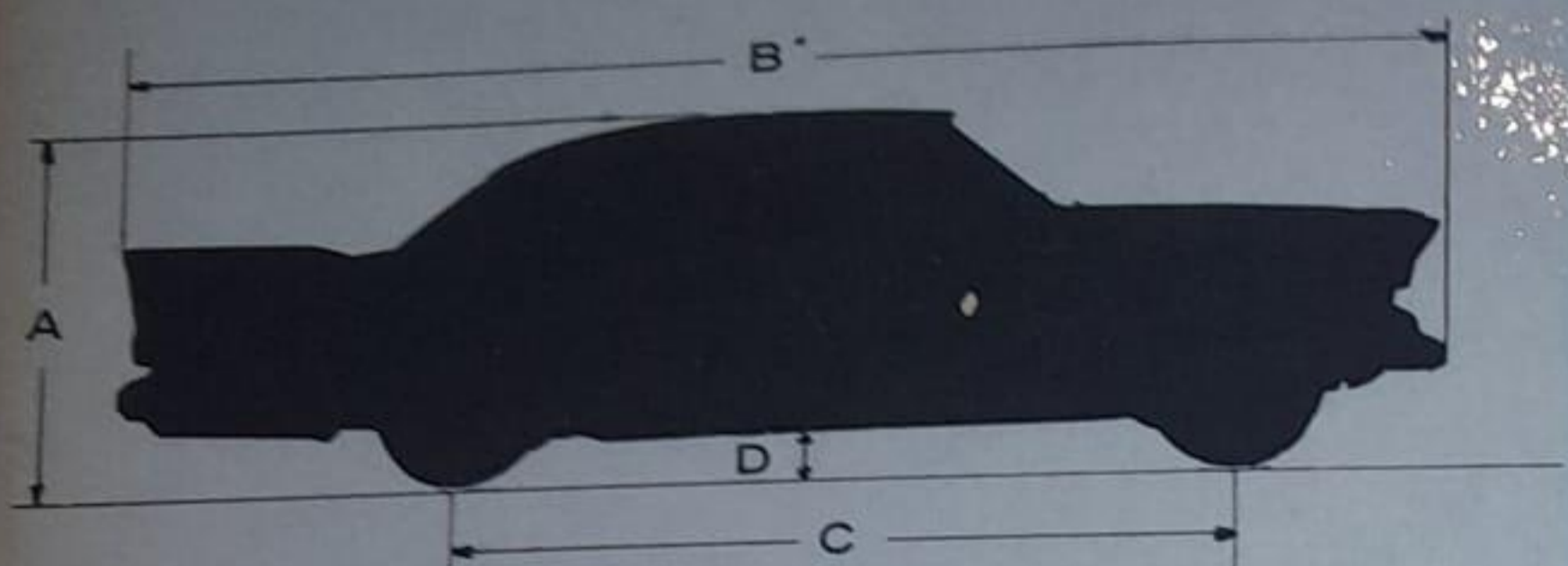
AIR CONDITIONER



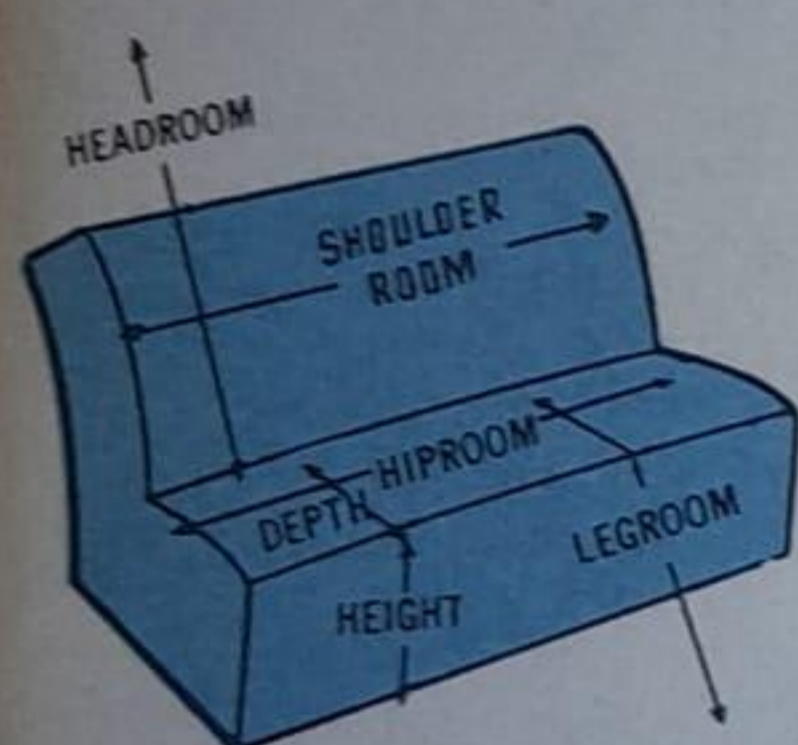
Makes your Plymouth one of the most comfortable places imaginable to be in. Combines cooling, dehumidifying and heating all in one unit with one simple, easy-to-use set of controls—just slide selector for any degree of cooling or heating. You get the comfort possible only with true air conditioning—where moisture is removed from the cooled air. At the turn of a knob you can direct conditioned air from the lower ducts in front, from the defroster vents or from both. Unit is dash mounted—does not take up valuable luggage space.

PLYMOUTH SPECIFICATIONS

EXTERIOR DIMENSIONS

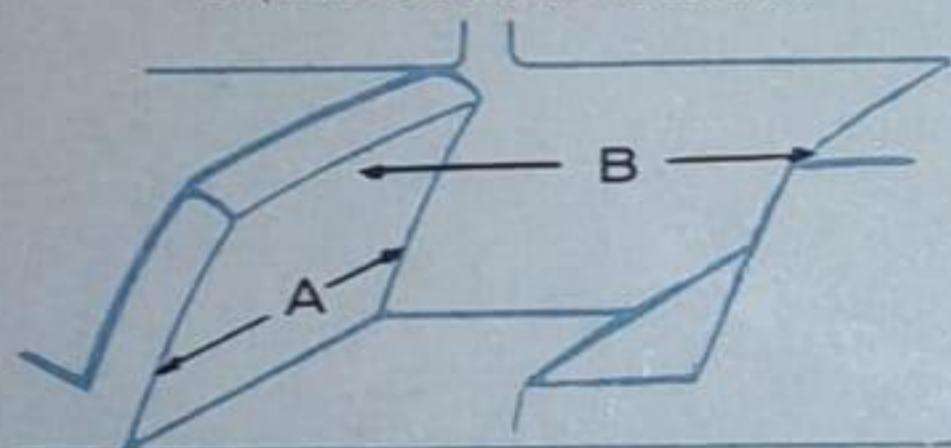


Exterior Dimensions	4 Door Sedan	Club Sedan	Sport Sedan	Sport Coupe	Convertible Coupe	4 Door Suburban	2 Door Suburban	Business Coupe
A—Overall Height 8 cyl. 6 cyl.	56.6" 56.5"	56.6" 56.5"	55.5" 55.5"	54.0" 54.0"	54.8" —	56.9" 57.0"	56.9" 57.0"	56.6" 56.5"
B—Overall Length	204.6"	204.6"	204.6"	204.6"	204.6"	213.1"	213.1"	204.6"
C—Wheelbase	118"	118"	118"	118"	118"	122"	122"	118"
D—Road Clearance 6 cyl. 5 Pass. Load 8 cyl.	5.2" 5.3"	5.2" 5.3"	5.2" 5.2"	5.2" 5.2"	— 4.9"	5.6" 5.5"	5.6" 5.5"	5.2" 5.3"
Overall width	78.2"	78.2"	78.2"	78.2"	78.2"	78.2"	78.2"	78.2"



BUSINESS COUPE REAR COMPARTMENT

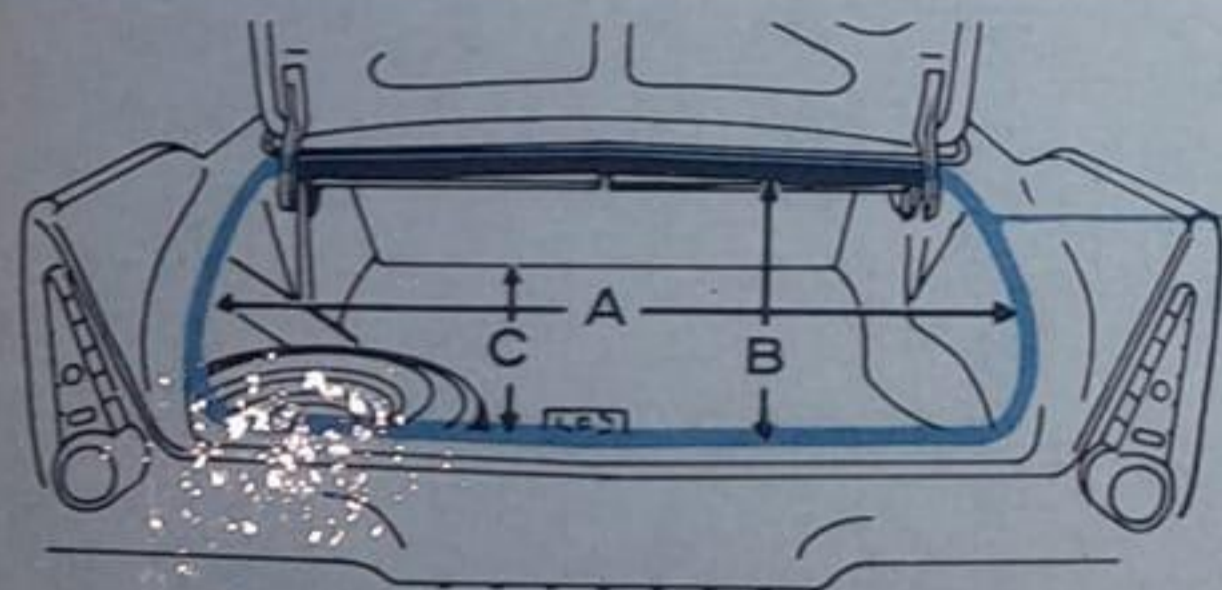
A	62.0"
B (with seat moved forward)	41.0"
B (with seat moved back)	36.0"



PASSENGER COMPARTMENT

BUSINESS COUPE

Interior Dimensions	Belvedere Models					Savoy Models			Plaza Models		
	4 Door Sedan	Club Sedan	Sport Sedan	Sport Coupe	Conv. Coupe	4 Door Sedan	Sport Coupe	Club Sedan	4 Door Sedan	Club Sedan	Bus. Coupe
Seat (Front)	11.0"	11.0"	10.5"	10.5"	10.5"	11.0"	10.5"	11.0"	11.0"	11.0"	11.0"
Height (Rear)	12.0"	12.0"	10.4"	9.7"	9.7"	12.0"	9.7"	12.0"	12.0"	12.0"	—
Seat (Front)	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"	18.1"
Depth (Rear)	17.5"	17.5"	17.6"	17.6"	17.6"	17.5"	17.6"	17.5"	17.5"	17.5"	—
Head (Front)	35.3"	35.3"	34.6"	34.1"	35.1"	35.3"	34.1"	35.3"	35.3"	35.3"	35.3"
room (Rear)	34.2"	34.2"	34.2"	34.0"	35.2"	34.2"	34.0"	34.2"	34.2"	34.2"	—
Leg (Front)	45.9"	45.9"	45.7"	45.7"	45.7"	45.9"	45.7"	45.9"	45.9"	45.9"	45.9"
room (Rear)	41.5"	41.5"	39.0"	36.5"	36.5"	41.5"	36.5"	41.5"	41.5"	41.5"	—
Hip (Front)	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"	63.0"
room	62.7"	62.7"	62.7"	56.0"	56.0"	62.7"	56.0"	62.7"	62.7"	62.7"	—
Shoulder (Front)	60.5"	61.0"	60.5"	61.0"	61.0"	60.5"	61.0"	61.0"	60.5"	61.0"	61.0"
room (Rear)	60.4"	60.4"	60.4"	60.5"	55.0"	60.4"	60.5"	60.4"	60.4"	60.4"	—



Luggage Compartment Dimensions

Luggage Compartment Dimensions	4-Door Sedan	Club Sedan	Sport Sedan	Sport Coupe	Conv. Coupe	Bus. Coupe
A—Width of opening	50.6"	50.6"	50.6"	50.6"	50.6"	50.6"
B—Height of opening	21.1"	21.1"	21.1"	21.1"	21.1"	21.1"
C—Floor depth	60.8"	60.8"	61.0"	63.7"	63.7"	60.8"
Interior width, maximum	74.0"	74.0"	74.0"	74.0"	74.0"	74.0"
Capacity, (cu. ft.)	35.6	35.6	36.0"	37.7	37.7	35.6

V-8 MODELS

ENGINE TYPE: Fury "301" V-8 with overhead valves. Hy-Fire "277" V-8 on Plaza. New automatic choke. Quick-lift, quiet camshaft. Adjustable tappets. "301" V-8 on all V-8 models except Plaza. **FUEL SYSTEM:** Dual filtration with new woven plastic filter in gas tank and new extra-fine ceramic filter at carburetor. **LUBRICATION:** Full pressure to all crankshaft, camshaft and connecting rod bearings and to valve rocker arms and tappets. Rotor-type oil pump. Shunt-type oil filter (standard on most models). **COOLING SYSTEM:** Higher capacity, high pressure (14 psi) system. Full-length water jackets. Water pump with ball bearings.

POWERFLOW 6 MODELS

ENGINE TYPE: 6-cylinder L-head valve arrangement. Automatic choke. Counter-balanced crankshaft with 4 main bearings. Chain-driven camshaft. Aluminum alloy 4 ring pistons. Top compression ring chrome-plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts. **FUEL SYSTEM:** New, woven plastic fuel filter in gas tank. **LUBRICATION:** Full pressure to all crankshaft, camshaft and connecting rod bearings. Rotor-type oil pump. By-pass type oil filter (standard on most models). **COOLING SYSTEM:** Higher capacity, high pressure (14 psi) system. Water pump with ball bearings.

SUBURBAN SPECIFICATIONS

For specifications of Plymouth Suburbans, ask your dealer for a copy of the Special Plymouth Suburban Brochure. It contains complete information on all the exciting new Suburban features.

STANDARD AND OPTIONAL EQUIPMENT

	Belvedere 668	Savoy 668	Plaza 668	Sport 668 (669 pass.)	Suburban Custom 668 (669 pass.)	Deluxe 668
Air cleaner, replaceable element	S	S	S	S	S	S
Air conditioner and heater unit (V-8 models only)	E	E	E	E	E	E
Armrests, front**	S	S	E	S	S	E
Armrests, rear (N.A. business coupe)	S	S	E	S	S	S
Ash recess, front	S	S	S	S	S	S
Automatic wipers	S	S	S	S	S	S
Bumper guards, outer wings, front	E	E	E	E	E	E
Bumper guards, outer wings, rear	E	E	E	E	E	E
Cigar lighter**	S	E	E	S	E	E
Clock (see watch, sweep-second)						
Coat hooks, rear (N.A. convertible or business coupes)	S	S	S	S	S	S
Directional signals	S	S	S	S	S	S
Door switches for interior light (s), both front doors	S	S	N A	S	S	N A
Dual exhausts (V-8's only)	E	E	E	E	E	E
Dual outside door locks	S	S	S	S	S	S
Floor coverings— cargo compartment, black rubber	—	—	—	N A	N A	S
cargo compartment, teakwood- grained molded vinyl	—	—	—	S	S	N A
front and rear compartments, carpet	S	N A	N A	N A	N A	N A
front and rear compartments, colored vinyl-coated rubber	N A	S	N A	S	S	N A
front and rear compartments, black rubber	N A	N A	S	N A	N A	S
Foam rubber seat cushion, front	S	E	E	S	E	E
Foam rubber seat cushion, rear (second)	E	N A	N A	E	N A	N A
Fuel filter in gas tank	S	S	S	S	S	S
Glass, tinted solex safety	E	E	E	E	E	E
Glove-box lock**	S	E	E	S	E	E
Heater and defroster	E	E	E	E	E	E
Highway Hi-Fi (with search-tune radio only)	E	E	E	E	E	E
Horns, dual (accessory group only)	S	S	E	S	S	E
Horn bar on steering wheel	N A	N A	S	N A	N A	S
Horn Ring on steering wheel	S	E	N A	S	S	N A
Lights, back-up	E	E	E	E	E	E
Mirror, prism type, inside rear view**	S	E	E	S	E	E
Molding, exterior side trim	S	E	E	S	S	E
Molding, stainless steel rear window reveal	S	E	E	S	S	—
Molding, stainless steel windshield reveal	S	S	S	S	S	S

'S' means standard equipment at no extra cost.
'E' means extra-cost factory-installed option.
'N A' means not available as factory-installed option.
* Includes 301 cu. in. engine.
** (accessory group only)

	Belvedere 668	Savoy 668	Plaza 668	Sport 668 (669 pass.)	Suburban Custom 668 (669 pass.)	Deluxe 668
Oil Filter, replaceable element (V-8 models)	S	S	E	S	S	E
Oil filter, replaceable element (6-cyl. models)	E	E	E	E	E	E
Oil filter, unit type (6-cyl. models only)	S	S	N A	S	S	N A
Overdrive	E	E	E	E	E	E
Paint, regular two-tone	E	E	E	E	E	E
Paint, sportone	E	E	E	E	E	E
Power brakes	E	E	E	E	E	E
PowerFlite transmission	E	E	E*	E	E	E*
Power pak, engine (V-8 only)	E	E	E	E	E	E
Power seat adjuster, 2-way	E	E	E	E	E	E
Power steering (includes custom steering wheel)	E	E	E	E	E	E
Power window lifts, 4-windows (N A bus. cpe. & 2-door Sub.)	E	E	E	E	E	E
Radio, push-button, with antenna	E	E	E	E	E	E
Radio, search-tuner-transistorized, with antenna	E	E	E	E	E	E
Radio speaker, rear seat (N A conv. coupe or suburbans)	E	E	E	—	—	—
Safety-padded instrument panel (in safety package only)	E	E	E	E	E	E
Safety-padded sun visors (in safety package only)	E	E	E	—	—	—
Seat, aux. rear (bus. cpe.)	—	—	—	—	—	—
Steering wheel, plastic two-tone (std. with power steering)	E	E	E	E	E	E
Stone shield, rear quarter panel**	S	S	S	S	S	S
Sun visor, left side	S	S	E	S	S	E
Sun visor, right side**	S	S	S	S	S	S
Tires, 7.50 X 14" 4-ply tubeless blackwall (5)	S	S	S	S	S	S
Tires, 7.50 X 14" 4-ply tubeless whitewall (5)	E	E	E	E	E	E
Tires, 8.00 X 14" 4-ply tubeless blackwall (5)	E	E	E	E	E	E
Tires, 8.00 X 14" 4-ply tubeless whitewall (5)	E	E	E	E	E	E
Torque-Flite transmission (V-8 models only)	E	N A	N A	E	N A	N A
Trunk compartment side trim panels	S	N A	N A	—	—	—
Undercoating	E	E	E	E	E	E
Watch, sweep-second	E	E	E	E	E	E
Wheel covers, disc type (set of 4)	E	E	E	E	E	E
Windshield washer	E	E	E	E	E	E
Windshield wipers, single-speed electric	S	S	S	S	S	S
Windshield wipers, variable-speed electric	E	E	E	E	E	E

'S' Standard equipment at no extra cost.
'E' Extra-cost factory-installed option.
'N A' not available as factory-installed option.
* Includes 301 cu. in. engine.
** Accessory group only.

V-8 AND 6 MODELS

FUEL SYSTEM: Aluminum downdraft carburetor. New, replaceable paper element air cleaner. 20-gal. tank (23 on Suburbans.) **ELECTRICAL:** 12-Volt-electrical system. Heavy-duty battery. High capacity 30 amp. generator with automatic voltage and current control. Ignition key start switch. Circuit-breaker protects lighting circuit. Trouble-free, plastic-coated wiring throughout. Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Splash-proof distributor. **BODY:** Dimensions given on opposite page. **CONSTRUCTION:** All-steel welded, completely rust-proof; baked enamel finish (construction details on Page 25). **STEERING:** Worm and roller-type steering gear. Idler arm steering linkage. Ball-joint steering knuckles.

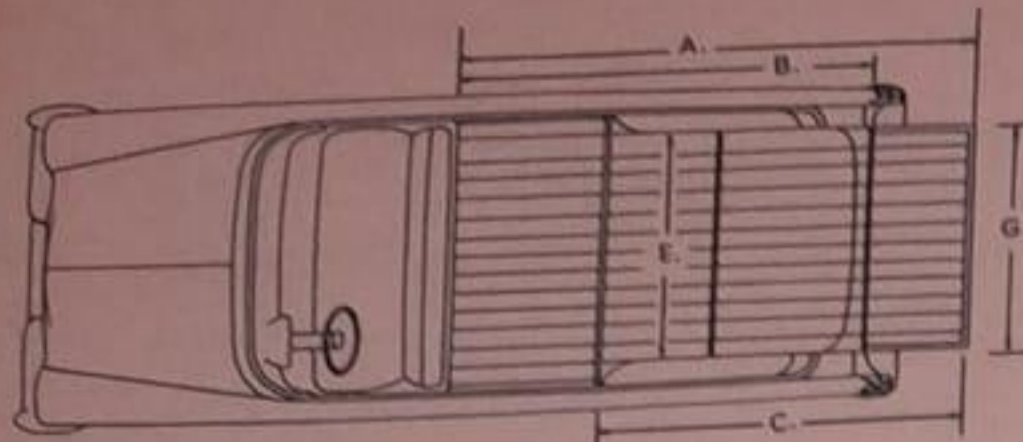
VENTILATION: Permanent cowl air intake. Ventilating wings in each front door. New swivel-mounted defrosters (standard with heater). **CHASSIS:** Rugged new full-length boxed steel frame with wider frame rails. Five sturdy cross-members. **FRONT SUSPENSION:** Combined torsion bar springs and ball joints. Wide angle lower control struts. Rubber-isolated pivot mountings. Redesigned Oriflow shock absorbers. **REAR SUSPENSION:** Asymmetric stub spring design. Larger soft jounce cushions. Oriflow shock absorbers. **DRIVE:** Hotchkiss drive with hypoid rear axle. **BRAKES:** New 11" Total-Contact brakes. **TIRES AND WHEELS:** New, large 10% greater air volume tires. **SIZE:** 7.50 x 14 Safety-Rim wheels.

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

SUBURBAN

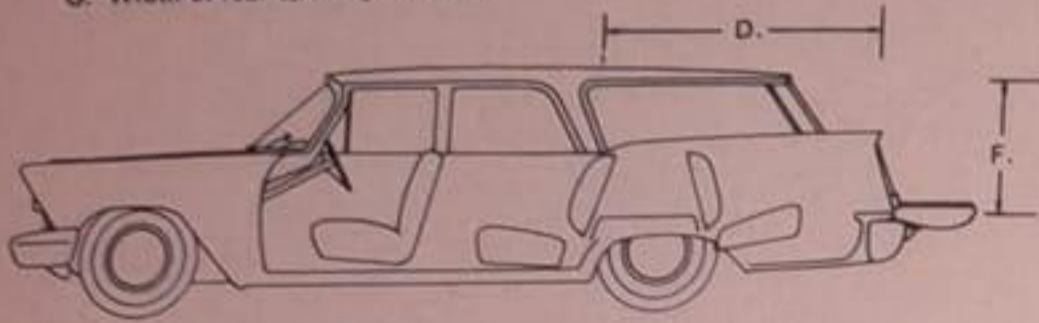
Six

NEW DOUBLE-DUTY BEAUTIES

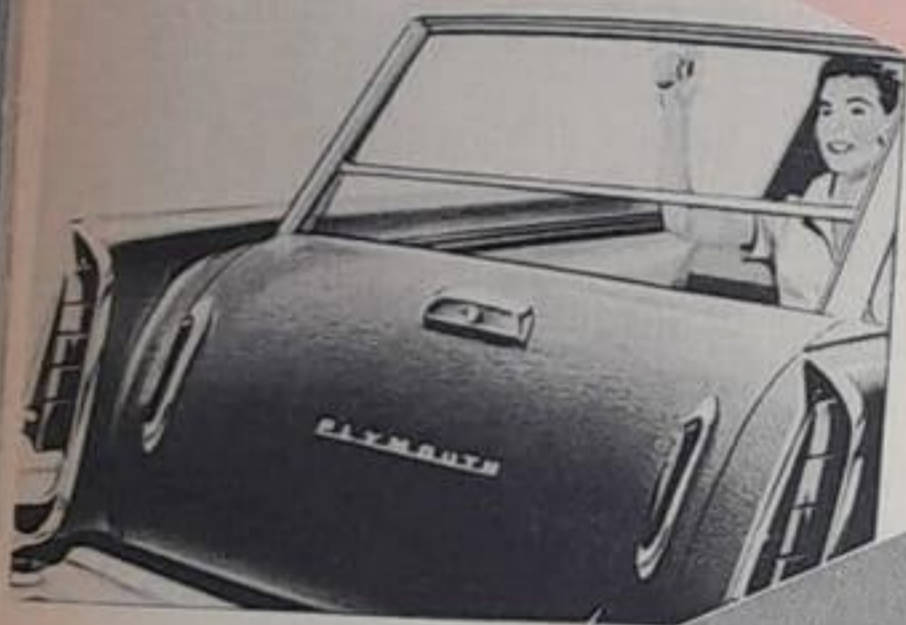


4-Door Suburbans

- A. Over-all floor length with tailgate open... 2nd seat and 3rd seat folded into floor... 120.9"—over 10 feet!
- B. Over-all floor length with tailgate closed... 2nd and 3rd seats folded flush into floor... 97.1".
- C. Over-all floor length with tailgate open... 2nd seat up and 3rd seat folded flush into floor... 83.2".
- D. Over-all floor length with tailgate closed... 2nd seat up and 3rd seat folded... 64.1".
- E. Over-all width between rear wheel housings... 45.7".
- F. Height of rear opening... 28.7".
- G. Width of rear opening... 50.0".



NEW ROLL-DOWN TAILGATE WINDOW!
No more cumbersome hanging rear window. Rolls down easily from outside. Electrically controlled on 9-passenger models.



1. SPORT SUBURBAN (4-door) 6 and 9 passenger

The most luxurious suburban yet! Versatile too—just fold the 2nd and 3rd seats into the floor for over 10 feet of cargo floor length. Haul lumber, lawnmower, any bulky freight. Later, raise the seats and transport 9 passengers in luxurious comfort to a party. Easy entrance to the rear observation-car seat from the back. 6-passenger model has the same cargo area plus the optional locked-storage compartment.

Eye-catching vinyl-coated rubber mats in color adorn the passenger compartment floor. Cargo floor areas have new tough molded vinyl coverings in distinctive teakwood grain. Durable, easily cleaned side panels in harmonizing colors add further to the "interior decorating" look. Long-wearing, luxury upholstery fabrics with vinyl trim give the final touch of richness.

2. CUSTOM SUBURBAN (4-door) 6 and 9 passenger

The rear-facing observation car seat, 4 doors and the 10-foot long "trucking" space make the Custom a real favorite with the suburbanites (and town dwellers, too). Gives truck utility for big hauling jobs and the beauty of a passenger car for your pleasure driving. 10 feet of cargo length in the 6-passenger model also, with the locked storage compartment available at extra cost.

Attractive vinyl-coated colored rubber floor mats in the passenger compartment and teakwood-grained molded vinyl coverings in the cargo floor area. Vinyl upholstery that combines appearance, comfort and durability and door panels of harmonizing design add more beauty.

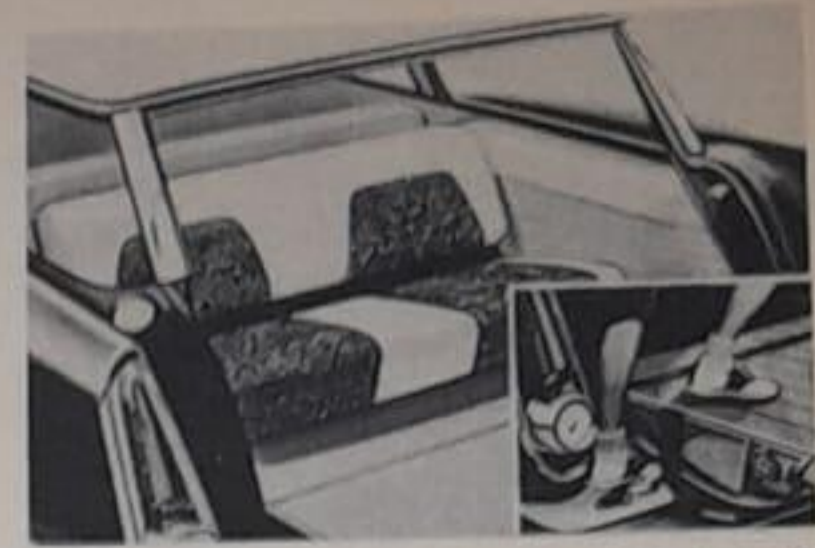
3. CUSTOM SUBURBAN (2-door) 6 passenger

Combines the big 10-foot long cargo area with custom beauty inside and out. Answer to your need for a 2-door suburban with great capacity for work-a-day use and great eye-appeal for pleasure driving. Passenger compartment floor is covered in flatter vinyl-coated colored rubber mats. Teakwood-grained molded vinyl coverings on the cargo floor area take abuse with a smile. Door panels and vinyl upholstery make the interior more attractive than ever. May be ordered with the exclusive locked rear compartment for safer, more spacious storage below the floor.

4. DELUXE SUBURBAN (2-door) 6 passenger

Has the advanced Flight Sweep styling of the Suburban line and all the great new 10-foot long cargo space. New roll-down tailgate window, lounge chair comfort for 6 passengers and Plymouth's amazing array of new mechanical features make it a wonderful buy. Perfect for sports, family and business use. Available with the locked compartment for safe storage of valuables... A SUBURBAN FIRST.

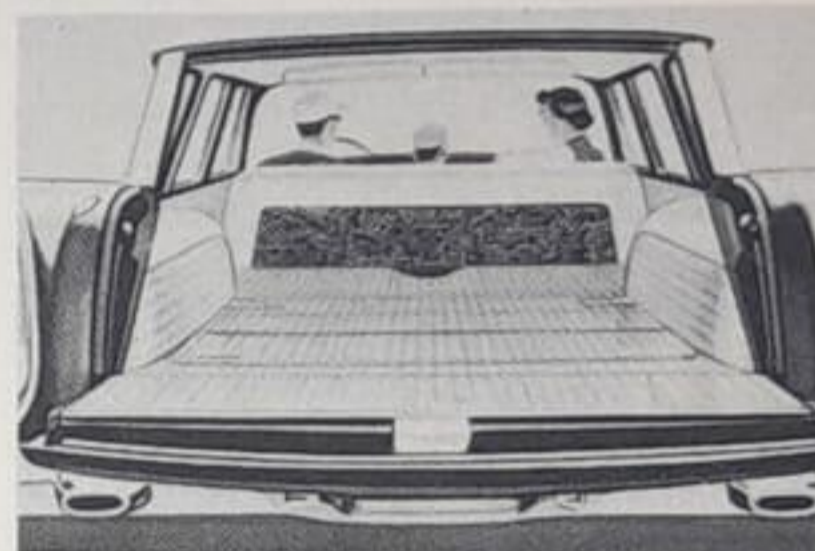
Heavy duty, easily-cleaned black rubber mats cover the floor of the passenger and cargo area. Trimmed in attractive textured vinyl with harmonizing vinyl bolsters.



NEW OBSERVATION-CAR 3RD SEAT!
More visibility, more riding fun. Easier entrance from back... new rubber step-ups on both sides of bumper.



THE 1ST SELF-STORING 3RD SEAT!
Folds right into the floor. Carry 9 passengers—or 6 plus big cargoes. A real convenience.



OVER 10 FEET OF CARGO FLOOR LENGTH! Just fold the 2nd and 3rd seats into floor. You can pay more but you can't buy a station wagon with more space.



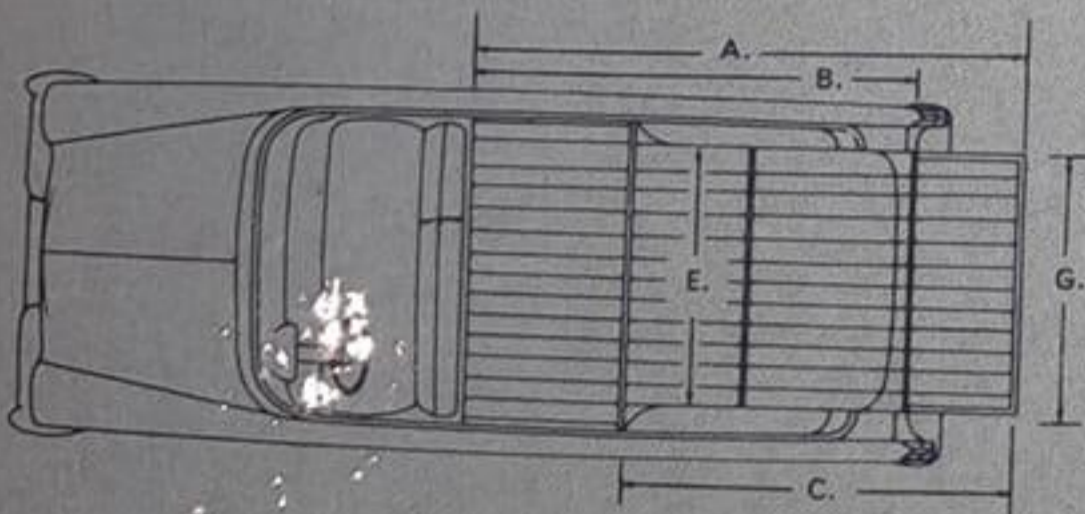
NEW SECRET LOCKED STORAGE COMPARTMENT. Now you can lock your valuable packages out of sight. Safer, more spacious. Optional on all 2-seat suburbans.



6 PASSENGERS PLUS BIG CARGO SPACE. Haul garden equipment, do-it-yourself materials, business needs and still carry 6 passengers in comfort.

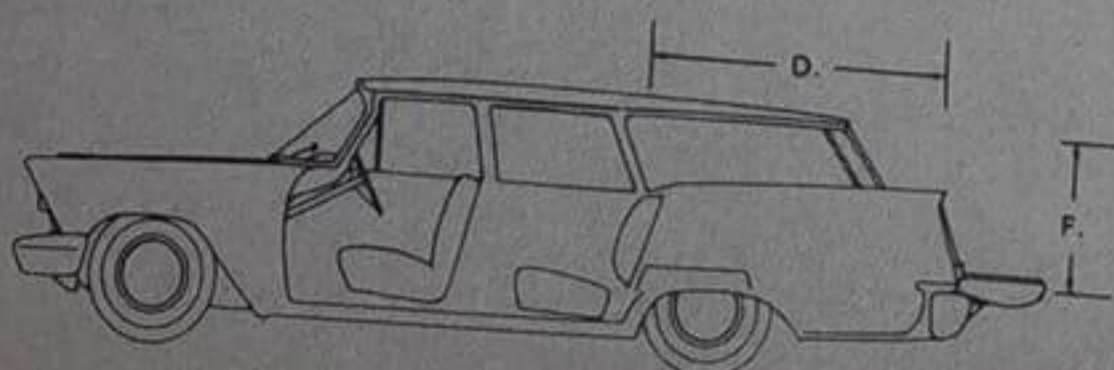


OVER 10 FEET OF STORAGE FLOOR LENGTH! Just fold 2nd seat into floor. Unsurpassed cargo carrying capacity is yours.



2-Door Suburbans

- A. Over-all floor length with tailgate open... 2nd seat folded flush into floor... 120.9"—over 10 feet!
- B. Over-all floor length with tailgate closed... 2nd seat folded flush into floor... 97.1".
- C. Over-all floor length with tailgate open... 2nd seat up... 83.2".
- D. Over-all floor length with tailgate closed... 2nd seat up... 64.1".
- E. Over-all width between rear wheel housings... 45.7".
- F. Height of rear opening... 28.7".
- G. Width of rear opening... 50.0".





PLYMOUTH

*Feature
Album*