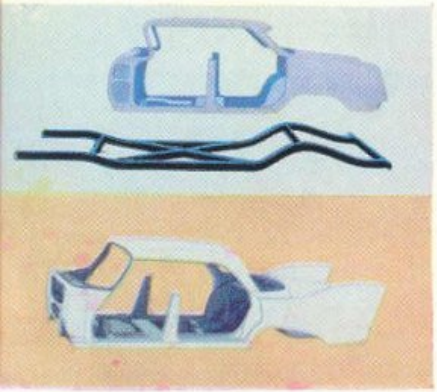
THE STORY OF THE SOLID PLYMOUTH FOR 1960



(Top) The way ordinary automobiles are made. A body unit is bolted to a frame unit. It is now going out of date.

(Bottom) The way the solid Plymouth is built. A single welded unit is both body and frame in one. For 1960, only Plymouth in its class has this unique, new Dura-Quiet Unibody construction.

NO OTHER CAR IN ITS CLASS IS BUILT LIKE THE SOLID PLYMOUTH 1960.

Deep down, all cars used to be the same. They began with a body and a frame bolted together. The rest of the machine was added onto the outside and into the inside.

Engineers always knew that inherent in this type of construction were more weight, less room and less comfort than some other more simplified type of construction would afford.

This other type of assembly is called "unit construction." It starts with body and frame *welded into one single unit.*

Chrysler Corporation engineers built the first U.S. passenger car with unit construction. They have now developed the first *perfected* version of this technique, "Dura-Quiet Unibody." Unibody is the core of the *best built body in the U.S.A.*

Roomy, solid, strong, tight, smooth, stable, silent.

From the outside, the new Plymouth is virtually the same height and the same width as before. But Unibody construction makes it possible to lower the floor and to widen the interior. Result: much easier sitting all around.

Body and frame form a single unit. About 5400 precise welds bind it tight. This is the car's solid shell from windshield to tail-lights.

The engine and front wheels form a secondary unit. This auxiliary section is bolted into the main unit the same way an airplane wing is bolted into the fuselage. No competitive car, even those which use a form of unit construction, has this feature. It permits a degree of precise alignment on the assembly line out of the question in automobile factories before.

No two or three main and auxiliary units in a row may require exactly the same number of shims—little fitting devices to join the parts perfectly. So a trained expert using a specially

developed machine measures each unit's dimensions and finishes it *individually*.

This custom aligning is one reason the doors, hood and fenders fit so snugly. It's a big reason for Plymouth's solid feel of quality.

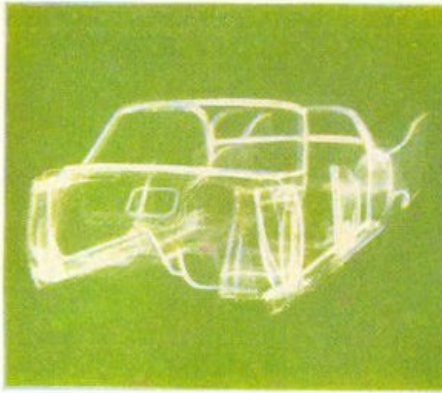
Plymouth's new Dura-Quiet Unibody has proved out more than twice as strong as other kinds of bodies in twist tests, almost half again as strong in bend tests. The gauge of steel used in the unit "girders" of the '60 Plymouth is as much as 75% heavier than that used before in ordinary body construction—yet total car weight is not increased.

The 1960 Plymouth is a tight car. The way the door chunks shut tells you that right away. Tightness is *sealed* into this car. Even inaccessible seams and joints are completely sealed. This is done by "shooting" a special welding sealer into joints of panels before the body unit is welded. When it is welded the unit is painted and put into drying ovens. Here the new sealer expands. It becomes twice its original bulk and thoroughly closes off all the seams and joints into which it was shot.

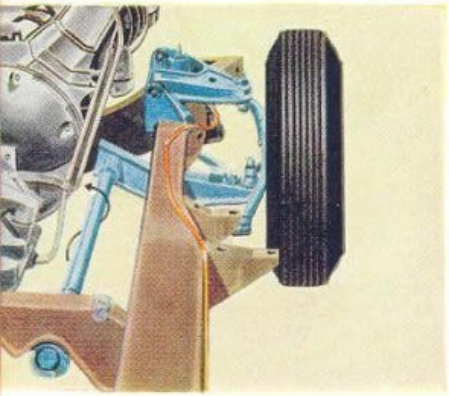
For years Plymouth's Torsion-Aire suspension (standard equipment) has been called the best engineered suspension system on passenger cars. For 1960, this proved suspension functions together with Plymouth's Dura-Quiet Unibody. The result cannot be described. It must be felt, out along a country mile.

Actually there are *two* suspensions in the '60 Plymouth. The engine now has a suspension system of its own. The front of the Plymouth engine rests on two large mounts made of rubber. The rear is mounted on a special coil spring device topped by a rubber shock absorber. It floats on a separate suspension, producing the smoothest kind of power.

Stability is designed into the solid Plymouth for 1960 in many ways. Torsion-Aire contributes. So does Plymouth's aerodynamic design, particularly the distinctive rear stabilizer fins. Wind tunnel tests have proved that when you're going 20 miles an hour or more in a cross wind, Plymouth's stabilizers eliminate



This is a miniature replica of a 1960 Plymouth. It was fashioned of plastic on a special hand-carved wooden frame and it cost $100,000 to build. It is three-eighths actual size. Plymouth engineers learned more from plastic replicas like this than would ever have been possible from actual full-size cars.



Torsion bars are one of the secrets of Plymouth's Torsion-Aire Ride. This famed suspension is standard equipment on every Plymouth built. You feel virtually no roll or sway on curves, even at speeds higher than you're likely to use in turns. You stay level taking corners, stop without dipping.

one-fifth of the steering corrections, and 25% of the steering effort you'd normally have to make in any ordinary car.

The new Plymouth is a quiet car because its builders made up their minds to get every grunt, squeak, howl, squeal, groan, whine, buzz, rap, rattle, beat, twang, clink, hiss, howl, rumble, shudder, whistle, growl out of it.

Each of these words defines for an engineer a different kind of car noise. Each of these noises was systematically hunted down. Sensitive 12-channel tape recorders eavesdropped all over this new car. Exciters activated parts of the car and microphones recorded reactions. One by one, the noises were stilled.

When you test this car, notice that you can talk at a normal pitch even at highway speeds. You hear better, too, in the '60 Plymouth.

Economical.

Plymouth goes easy on gas. For the three years before 1960, Plymouth V-8s topped their class for gas mileage in America's recognized economy competition, the Mobilgas Economy Run. Plymouth has a fuel-saving choke, and its 3-stage carburetor metering puts every drop of gas to work for you. And, in Plymouth, that gas can be inexpensive non-premium fuel for either standard V-8 or 6.

The 1960 model will deliver even better gas mileage than before. It has been redesigned all along its exterior lines—even underneath—to cut down on wind resistance.

1960 prototype Plymouths have been test-driven the equivalent of 20 years' use. You wouldn't want to hang onto any car that long—but that's not the point.

The point is, a car that is built to last a lot longer than you want to keep it is an *economical* car. It will cost you less to keep up, will give you better satisfaction while you own it, will return better resale value when you trade it.

Durable.

Chrysler Corporation is the only car manufacturer which starts protecting its steel against

corrosion before any parts are made from it. Raw steel just in from the mill is scrubbed at 180°F. before fabrication begins. When this steel is made into Plymouth's unit body, a series of seven different protective baths (plus six chemical sprays) is given it.

The entire 1960 Plymouth is prime painted twice with epoxy primers, virtually a liquid armor. A red undercoat goes on first. Then a gray one. Next, the whole body is baked and sanded. Then a coat of new Lustre-Bond enamel is applied. Then another coat of this super enamel is applied. A final baking. Result: a brilliant, tough, lovely finish you will not have to wax for years and years.

The Plymouth 1960 is a whirlwind of new ideas. Some are truly important advances. Others are "little things" that make a car special. All contribute to your comfort, convenience, safety, all-around satisfaction.

Open the door of the 1960 Plymouth and already you have handled a great many years of engineering research and design. The handle is flush in the door with an easy pull-out action. It has been designed with plenty of finger room: no danger to the lady's dress-up nails.

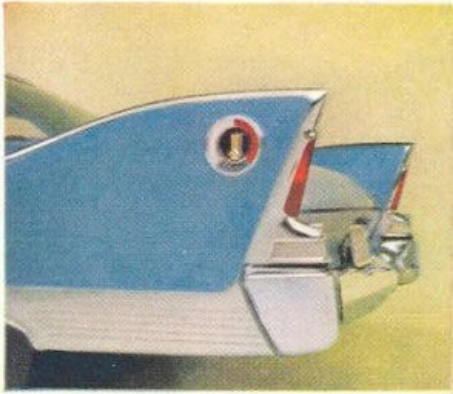
Comfortable.

Slip into the '60 Plymouth—through its much larger door opening—and settle behind the wheel. Notice the relaxed position your body automatically assumes in the higher seat with the carefully-angled crown and back.

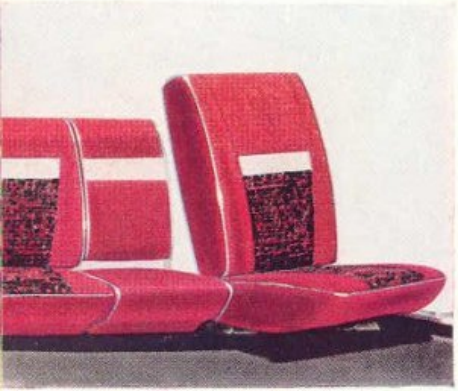
This front seat can be custom-fitted by the dealer to your build. It will adjust front and back, up or down, and its slant fixed as you like. You can change the positioning any time by a simple adjustment with a wrench. This new seat is standard on every new 1960 Plymouth (and on no other car in its class).

For a little extra, you can have six-way power seats that adjust easily with a switch.

The driver's seat is a *driver's* seat this year,



There is more to these Plymouth stabilizers than meets the eye. Their looks are smart, but their real beauty is in the engineering behind them. Wind tunnel tests at the University of Detroit show that these stabilizers reduce by 20% the steering corrections that you would normally make in a cross wind.



Fury interiors for 1960 feature a deeply-contoured effect on the doors, embossing on the upholstery and new molded carpeting. A bright metal Plymouth crest is depressed into the front door panel. The crest is repeated on the Command Seat. Seat colors include blue, green, red, caramel and turquoise.

particularly in the Fury and Sport Suburban models where a Command Seat with a special high-rest back helps make hours at the wheel slip by so comfortably. In Fury and Sport Suburban models, optional new automatic Swivel Seats can be had up front.

(*Continued beyond model illustrations*)

THE FURY LINE

This is Plymouth's luxury line for 1960. We think you will be pleased by the elegance and good taste of *Fury* interiors, the many unusual standard equipment features. The *Fury* looks like a *fun* car and it is a fun car. It has dash, spirit and *go*. Yet the new Fury is a *sensible* car because of its relatively modest price.

THE BELVEDERE LINE

We like to think of our '60 *Belvedere* models —Plymouth's middle line—as family cars. They are big and roomy inside, supremely comfortable, very easy to handle and most economical to run. *Belvederes* are designed to start fast, travel speedily, stop quickly and surely. You will be proud of your *Belvedere*.

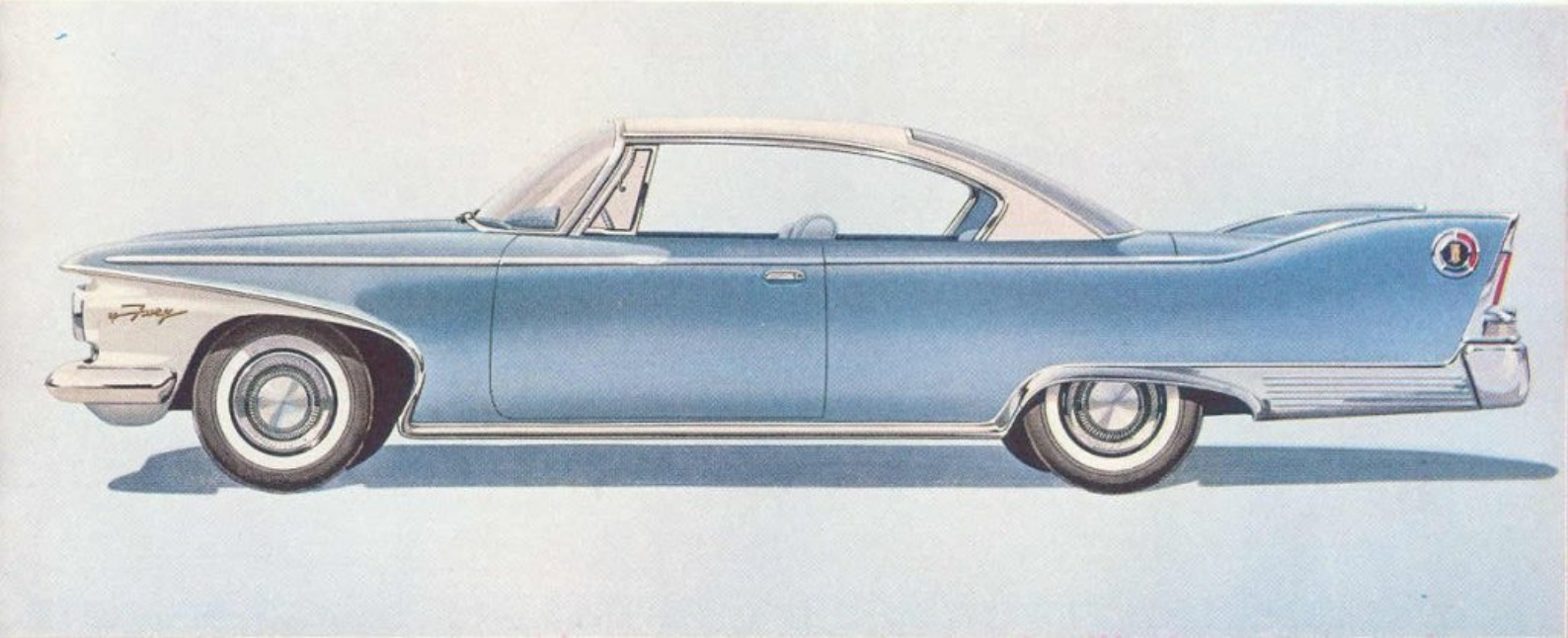
THE SAVOY LINE

A low-price car's lowest-priced line once was expected to be stripped-down, just barely adequate. But the '60 *Savoys* have changed all that. They are traditionally Plymouth in roominess, easy riding, handling, responsiveness, rugged Unibody construction. No other full-size car costs less to operate than the *Savoy*.

THE SUBURBAN LINE

All over the country, Plymouth wagons have paced the popular swing to wagons. Plymouth pioneered and perfected many innovations including the rear-facing third seat, one-piece tailgate with disappearing rear window, back-step entrance. The 1960 Plymouth Suburbans with new Unibody are greater values than ever.

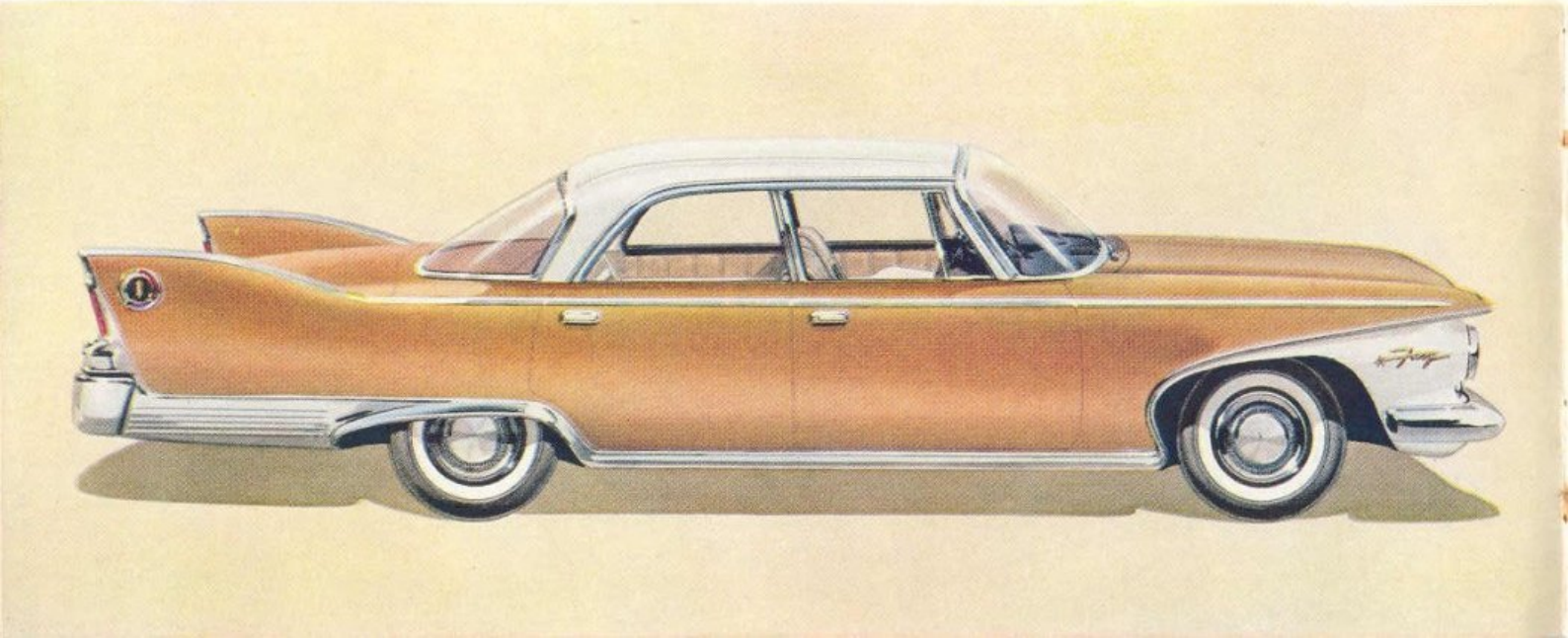
This is the Fury 2-door Hardtop V8 in Twilight Blue and Oyster White.



This is the Fury Convertible V8 in Plum Red.

This is the Fury 4-door Hardtop V8 in Chrome Green and Oyster White.

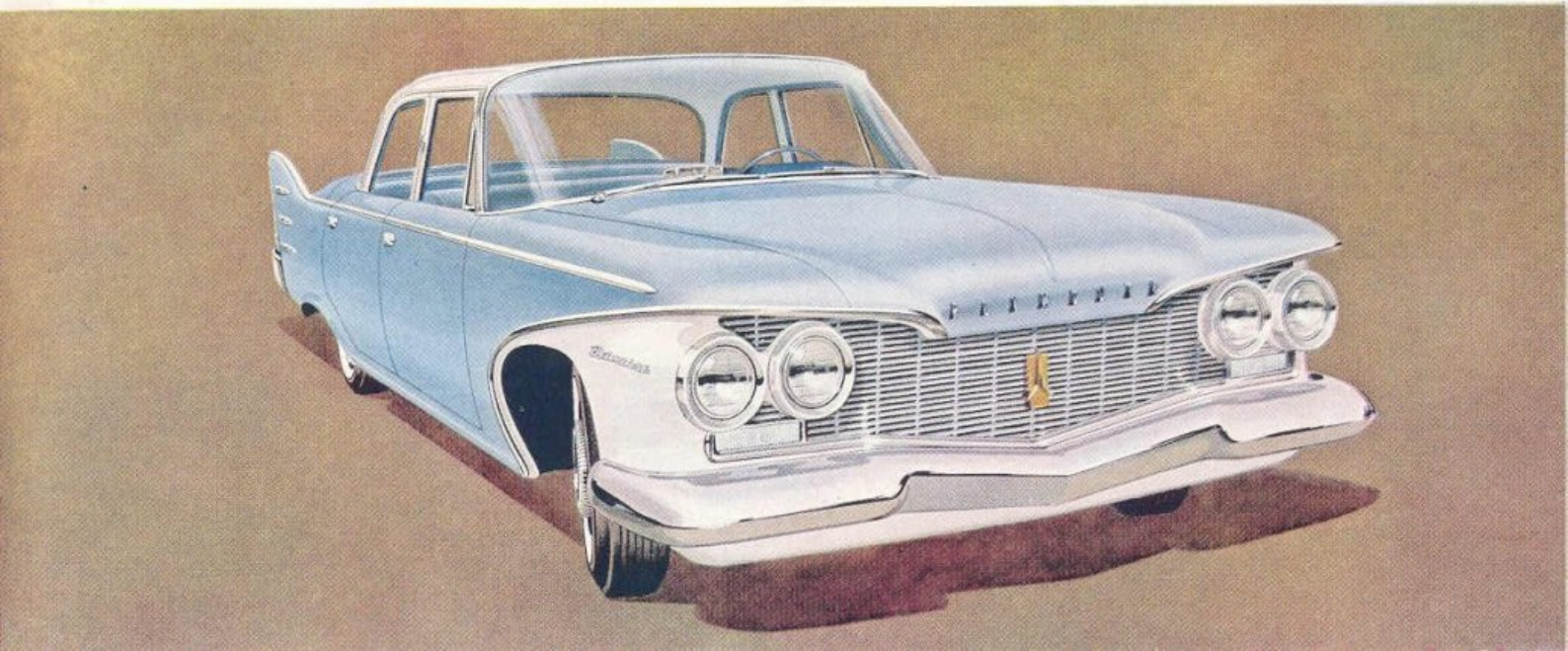
This is the Fury 4-door Sedan (V8 or 6) in Caramel and Oyster White.



This is the Belvedere 2-door Hardtop (V-8 or 6) in Jet Black.

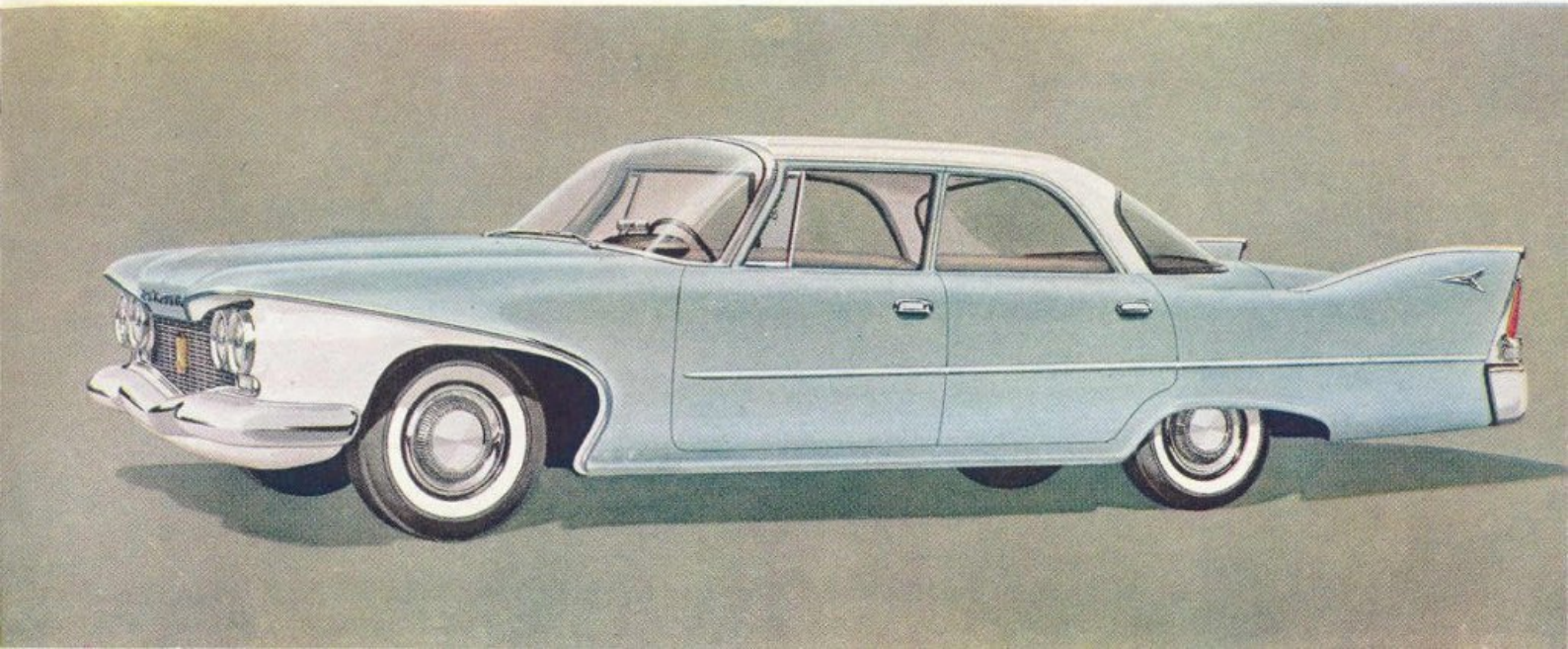
This is the Belvedere 2-door Sedan (V8 or 6) in Platinum.

This is the Belvedere 4-door Sedan (V8 or 6) in Sky Blue and Oyster White.



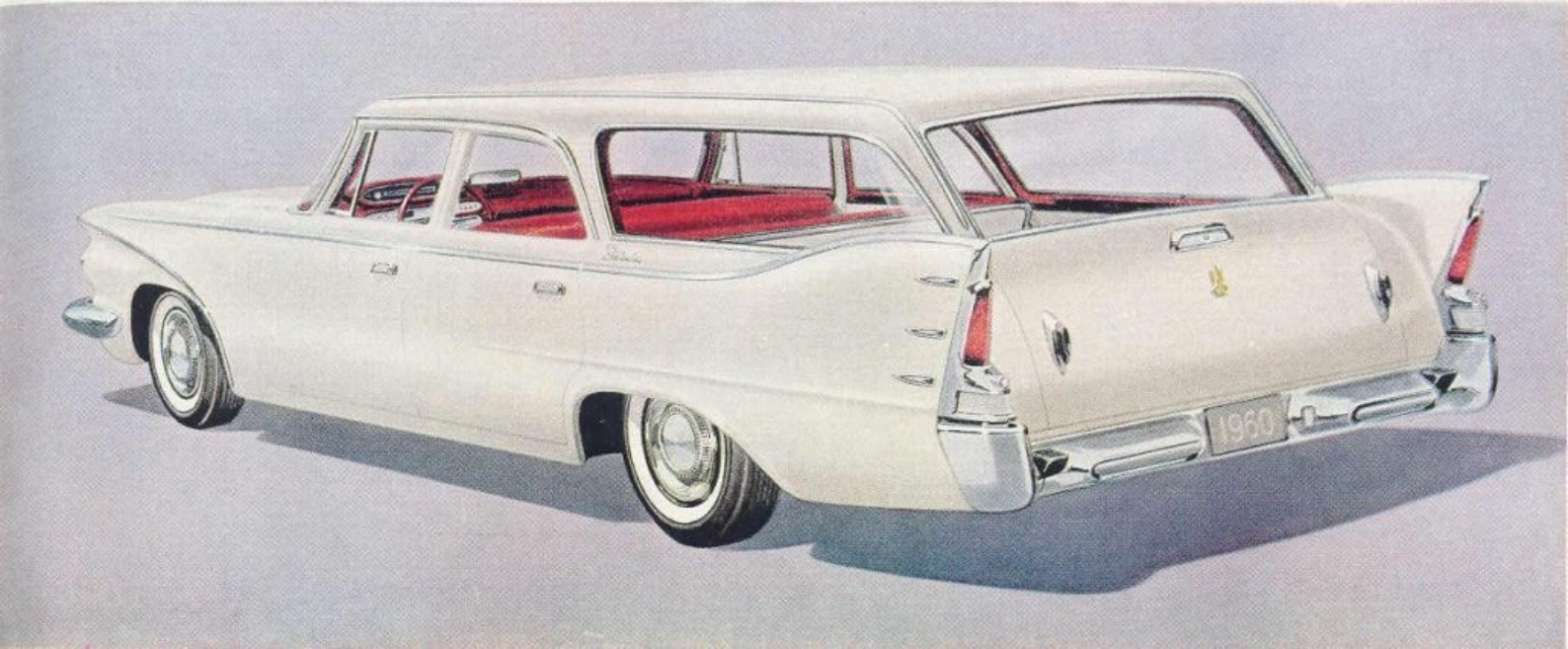
This is the Savoy 2-door Sedan (V8 or 6) in Turquoise.

This is the Savoy 4-door Sedan (V8 or 6) in Aqua Mist and Oyster White.

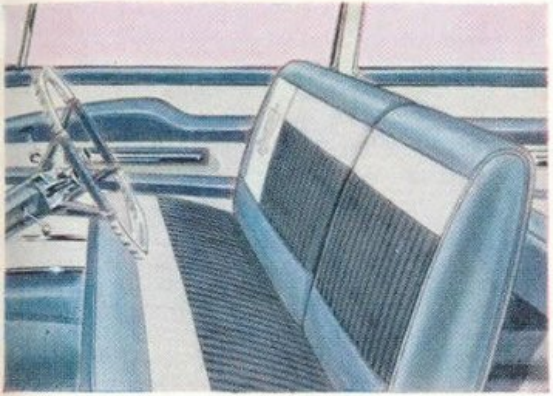


This is the Sport 4-door Suburban V8 (9- or 6-passenger) in Chrome Green and Oyster White.

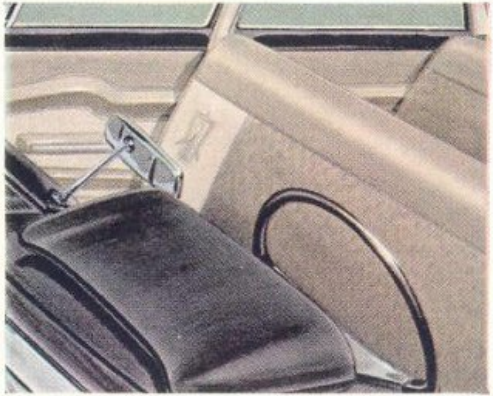
This is the Custom 4-door 6-passenger Suburban (V8 or 6) in Oyster White. (4-door 9-passenger V8 also available.)



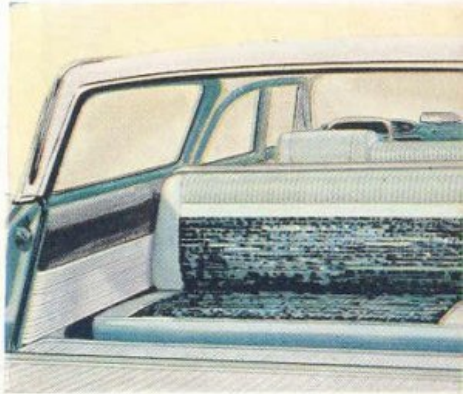
This is the Deluxe 2-door Suburban (V8 or 6) in Jet Black. (4-door also available.)



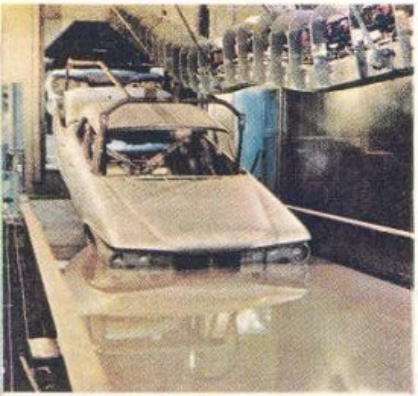
Belvedere interiors offer a seat color choice of blue, green, red, turquoise and beige. Distinctive touches of design on door and upholstery lend a lavish note. Overhead styling is quite handsome.



Savoy interiors are new from overhead to the *molded* floor mats. Seat colors for 1960 include blue, green and beige. The Savoy seats are wide and handsome with a distinctive trim design.



Suburban interiors feature a new range of colors for 1960. Rear-facing third seat in the 9-passenger models continues to be one of the most popular wagon features ever.



Raw steel just in from the mill is thoroughly scrubbed at 180° F. and protected before fabrication begins. Then, early in their manufacture, all new Plymouths are given seven different preparatory and protective baths and six chemical sprays which add extra years of wear to Plymouth's solid unit.

Handy.

Take the wheel. With optional power steering, this could be an optional new Aero Wheel: almost rectangular, like a pilot's wheel, with thumb-points for the horn and a newer, better-handling "feel" all around. It sits low, under your line of vision, and comfortably high, away from the waistline.

The DeLuxe wheel for manual steering is much like the Aero Wheel, but round. And, of course, there is the regular manual steering wheel. Manual steering effort in the '60 Plymouth has been reduced 20% under '59.

Remember the struggle it was to open the front vent windows, even in fancy cars? Not in Plymouth for '60. The latch is on the front edge of the vent. Just pull it in.

Look outside now. There's a lot more glass in this Plymouth. On Fury 2- and 4-door hardtop models (standard; optional on Belvedere 2-door hardtop) a spectacular Sky-Hi Rear Window looms up overhead like no window on any car before. Its tinted glass shades you from the glare and heat of the sun.

The glass around you is Herculite safety glass. It is heat-treated sheet glass. Plymouth is the only car in its class with heat-treated safety glass in all side windows. It has eight times the impact strength of the laminated glass used in many other cars.

Now turn the key and press the accelerator.

Safe.

Plymouth's new Safe-T-Matic vacuum doorlock system is an optional feature for 1960 at slight additional cost.

The instant you start Plymouth's engine, all the doors in the car lock automatically. They lock but cannot unlock automatically. A control on the car's instrument panel lets the driver or front passenger unlock the doors at any time. This control will lock the doors again. For your convenience, too, the front doors can be unlocked from the inside simply

by lifting the door handle (as with ordinary systems). And the front doors *only* can be unlocked from the outside with a key, as usual. But the back doors cannot easily be opened manually once locked by the automatic system: an invaluable safety feature especially when the kids ride in back.

Fun.

Music to while away the miles? You can choose between Plymouth's Push-Button DeLuxe radio at a truly low price, or a new Hi-Fi push-button set that compares well with a livingroom console.

And you can enjoy your favorite phonograph records. Here's another feature only Plymouth in the low-price class offers, an RCA "45" automatic player that fits under the instrument panel. It plays up to 14 standard 45 rpm records consecutively—about two hours of uninterrupted play. The automatic changer stacks and stores the records for you.

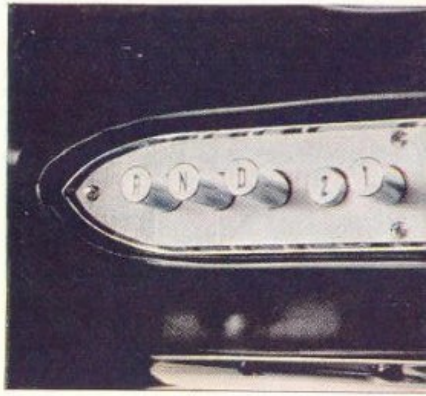
When you pull to the curb another 1960 Plymouth improvement goes to work. Inside the big Total-Contact Brakes, newly-developed "platforms", three of them, carefully guide the brake shoe against the drum in a way that is new in cars. This precisely aligns the shoe against the drum. It makes Plymouth's brakes measurably more efficient than ordinary kinds.

In the 1960 Plymouth you can choose among three different push-button transmissions and two newly re-engineered manual stick shifts.

TorqueFlite is the optional pushbutton drive that uses torque action for shifting. It is an extremely smooth 3-speed transmission, fast on starts and sure on hills. It is sparing of gas, too, especially in middle-speed ranges.

New TorqueFlite-6 is an optional 3-speed automatic transmission available only with the 30-D Economy Six. It combines with this new overhead-valve six to bring you jack-rabbit acceleration with unusual economy.

PowerFlite is the clean and simple push-button drive that has fewer moving parts than



A special 3-speed automatic push-button transmission has been engineered expressly for use with the new Plymouth 30-D Economy Six engine. Just push a button and go, as easy as that. And this New TorqueFlite-6 transmission is smooth and quiet. It gives jack-rabbit acceleration with unusual fuel economy.

Manifold pipes 30 inches long act as sonic chargers. Some race track test cars, some hydroplanes use something like them. In Plymouth's importantly new SonoRamic Commando V-8 engine they ram far more torque into action for you than a conventional V-8. This engine is not for everyone. It costs extra.

any comparable transmission. It is a 2-speed mechanism, optional at extra cost.

Synchro-Silent, Plymouth's popular standard manual transmission, has been re-engineered in two versions for 1960: a new improved model for ordinary use and a new heavy-duty model for the Golden Commando and SonoRamic Commando. Drivers who go for the stick shift will find these new 3-speed transmissions smoother than before, with clutch re-engineered for better performance.

ONLY IN PLYMOUTH IN THE LOW-PRICE FIELD: THE NEW SONORAMIC COMMANDO V-8.

What really powers an engine is air.

The trick is to take more air and fuel into the engine, and ram it in faster.

In 1952, Chrysler Corporation engineers came upon a simple but spectacular way to take air into engines. They fixed lengths of pipe between the carburetors and intake valves of a special engine they were readying for Indianapolis tests. They learned how to utilize compression waves in these pipes. They figured out how to *ram* this pulsating sonic pressured air-and-fuel mixture into the intake valves.

It took a long time to perfect this "atmospheric supercharging". It is perfected now in a Plymouth engine called the SonoRamic Commando V-8.

In middle ranges, from 20 to 80 miles an hour, the SonoRamic Commando will turn up far *more torque* than a conventional V-8.

The SonoRamic Commando delivers 330 hp at 4800 rpm. Its top speed is about the same as the Golden Commando. The point is: the SonoRamic Commando V-8 will *get you to any desired cruising speed a lot faster.*

Its displacement is 383 cubic inches but its output equals an engine with a displacement of well over 400 cubic inches. This is for someone who appreciates unusual power in a motor car and can handle it. It costs extra.

PLYMOUTH'S NEW INCLINED 30-D ECONOMY SIX ENGINE.

This new overhead-valve engine is built to an entirely new principle. It's called the Plymouth 30-D Economy Six, and it's a marvel of efficiency and economy.

Chrysler engineers lowered its center of gravity by inclining the engine at a 30° angle. This contributes to a better ride and easier handling. And by thus putting the engine parts that most often require servicing within easier reach, another benefit is yours: maintenance and service are easier.

The 30-D Economy Six is extremely rugged, although very light. Aluminum has been freely used in its construction, and new casting techniques add to its strength. It will last *longer* than any "6" at anywhere near its price.

225 cu. in displacement. 145 hp at 4000 RPM. Compression ratio: 8.5-to-1. For *economy*, Plymouth's 30-D Economy Six rivals even those "6s" with 30 to 70 less horsepower. It is the best performing 6 in its class.

There are three other '60 Plymouth engines.

The Fury V-800 is Plymouth's standard V-8. This is the amazing power plant that topped its class for gas economy three years in a row in the Mobilgas Economy Run. 318-cubic-inch displacement. 230 horsepower.

The Fury V-800 with Super-Pak is a low-extra-cost V-8. Special 4-barrel carburetor. Dual exhaust system. 260 horsepower at 4400 RPM, with a torque rating of 345 lbs.-ft. at 2800 RPM.

The Golden Commando 395 (an extra-cost optional V-8) has a displacement of 361 cubic inches and a horsepower rating of 305. It delivers exceptional performance. Its torque rating is 395 lbs.-ft. at 3000 RPM and it has a 10-to-1 compression ratio.

Plymouth's standard V-8 and 6-cylinder engines both perform at their best with non-premium fuel. In Plymouth for 1960, you get performance *and* economy.

Plymouth's exclusive new 30-D Economy Six engine is inclined at a 30° angle. This saves space under the hood, and puts the carburetor, oil filter and other engine parts within easy reach for servicing. It also lowers the center of gravity and thus makes handling easier while also providing a much better ride.

16 FINE CAR FEATURES AT NO EXTRA COST.

CUSTOM-FITTED SIX-WAY SEAT is standard equipment on Plymouth. So is renowned TORSION-AIRE SUSPENSION that is not available on any other low-price car. SAFETY-RIM WHEELS don't cost you extra on Plymouth. ORIFLOW SHOCK ABSORBERS are standard on Plymouth. TOTAL-CONTACT BRAKES are also standard. You cannot get a PARKING BRAKE THAT IS INDEPENDENT of the regular brake system on any low-price car but Plymouth, where it is standard. Also: ELECTRIC WINDSHIELD WIPERS; DIRECTIONAL SIGNALS; DUAL HEADLIGHTS; TWO FULL-WIDTH SUN VISORS that meet and fasten in the center; FOAM FRONT SEAT CUSHIONS; ARM RESTS for the front doors; DUAL HORNS; a TRUNK LID THAT LOCKS ITSELF; OIL FILTER and SAFETY-GUARD DOOR LATCHES.

SOME 1960 PLYMOUTH EXTRA-COST FEATURES.

SAFE-T-MATIC DOORLOCK SYSTEM locks all doors in your car when you start the engine. 6-WAY POWER SEATS adjust front-back, up-down, and tilt. SWIVEL SEATS swing in and out when you open the door. Now fully automatic. POWER STEERING is full-time on Plymouth. Handles with *only* two to five pounds of effort. AERO WHEEL is almost rectangular. PUSH-BUTTON RADIOS—choice of two. 45 RPM RECORD PLAYER automatically plays 14 standard records in a row, then stores them along with many more. Designed by RCA Victor. POWER BRAKES. POWER WINDOWS. PUSH-BUTTONS regulate heating, ventilating, defrosting, and optional AIRTEMP AIR CONDITIONING. SURE-GRIP DIFFERENTIAL transfers driving power to the wheel with traction when you're in slippery mud, snow or ice, eliminates useless wheel-spin.

SOLID PLYMOUTH 1960

A Chrysler-engineered product

Printed in U.S.A.

Code 81-505-0002