



1960

SPORT FURY
FURY
BELVEDERE
SAVOY
UTILITY SAVOY

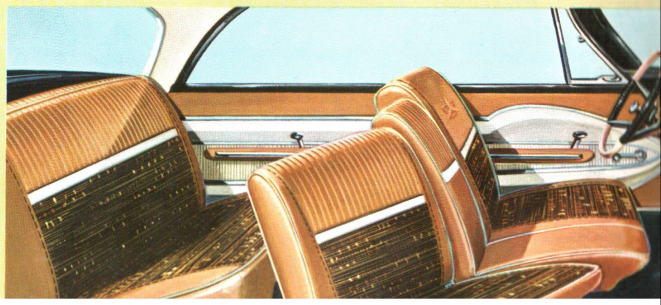
P L Y M O U T H



FURY 4 DOOR HARDTOP

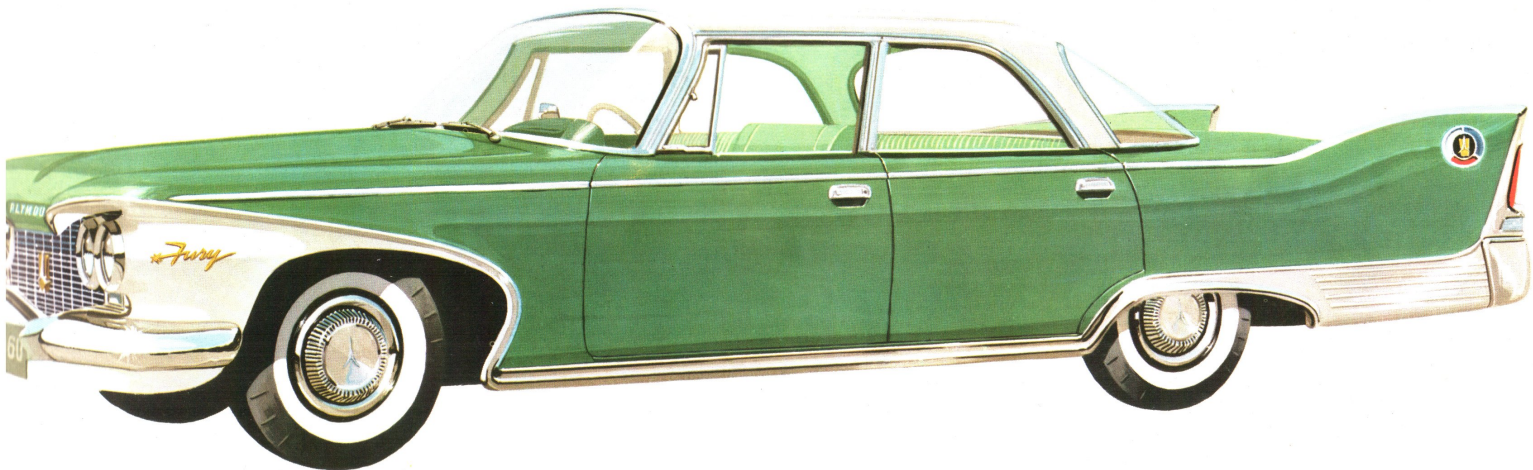
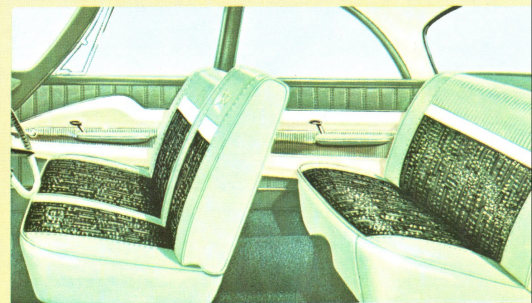


Illustrated in the handsome new Fury interior, the exclusive SWIVEL SEAT which swings doorward to help you slip in and out easily - the perfect accessory for modern long, low silhouettes. It's completely automatic when door is opened from the outside.



Fury

The Plymouth 1960... a completely new creation from bumper to wing-tip... more sleek and dramatic than any of its predecessors. It displays beautiful proportions from any angle... front, back, profile... the lines are as rich and balanced as a symphony. The accent is on the long, low sweep and the new Plymouth appears even longer than it actually is. The front approach is flawless with one continuous flow of elegant lines... the profile, exactly what it should be. The 1960 Plymouth is available in three series, each with its own distinct decoration. Highest honors go to the FURY, illustrated here in sweeping lines with an uninterrupted streak of chrome that glistens from front fender onward to blend with the rear bumper. A second strip darts across the entire profile... then continues on the crest of the wing.



FURY 4 DOOR SEDAN

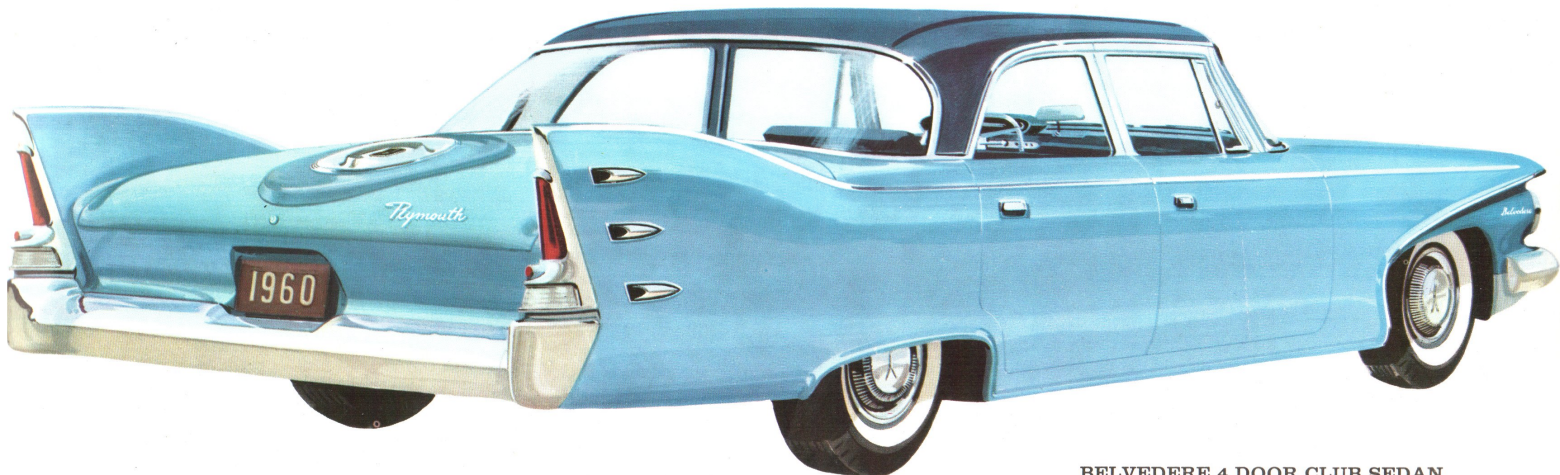


The BELVEDERE... always synonymous with smart sophistication and discreet styling... glides into 1960 with a fresh Flight-Sweep approach to these traditional characteristics. Following the glistening example of the Fury, the Belvedere retains the same sharp, flowing chrome mouldings... and is available with a completely new and revolutionary 6-cylinder engine or one of the powerful Plymouth V-8's : the Fury V-800, 318 cu. in. and the Golden Commando, 361 cu. in.

INSTINCT BEAUTY AND UTILITY

The striking new design of the instrument panel is the perfect combination of beauty and utility - with all the instruments in plain view and all controls within easy reach. Original, new styling mounts the speedometer, oil and temperature gauges, warning lights, and turn indicator signals in a special housing above the dash panel. The transmission and starter push-buttons are set into the edge of the panel, with other controls located on the recessed lower section. The new deluxe steering wheel is "flattened" at top and bottom for greater visibility and driving ease.

BELVEDERE



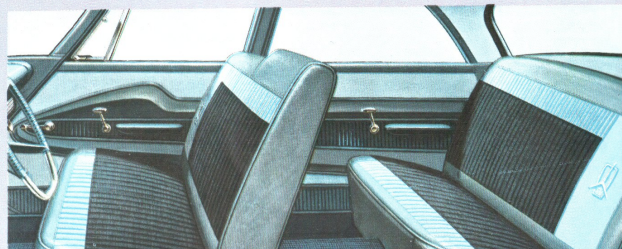
BELVEDERE 4 DOOR CLUB SEDAN

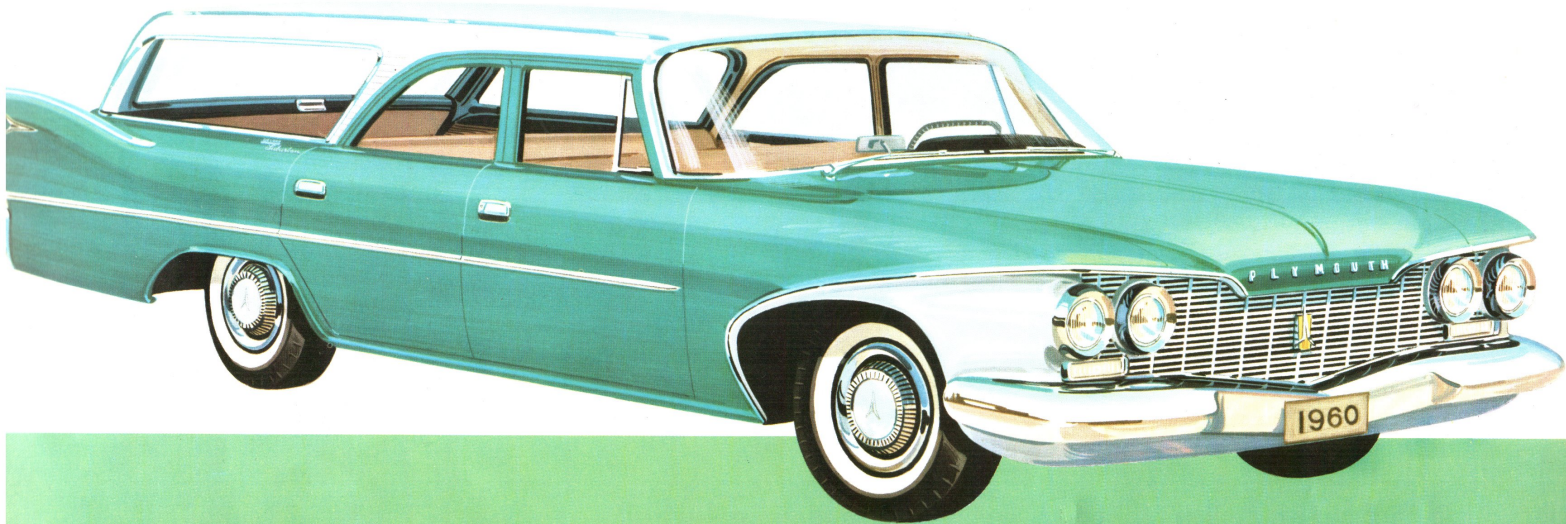


BELVEDERE 2 DOOR HARDTOP



New door panels designed with taste and imagination... hand-crafted interiors wrought in rich fabrics and magnificent color combinations... new "High Tower" seat back for the driver, offering unmatched comfort and wide-awake support - these are the features that give a custom look to the 1960 Belvedere.





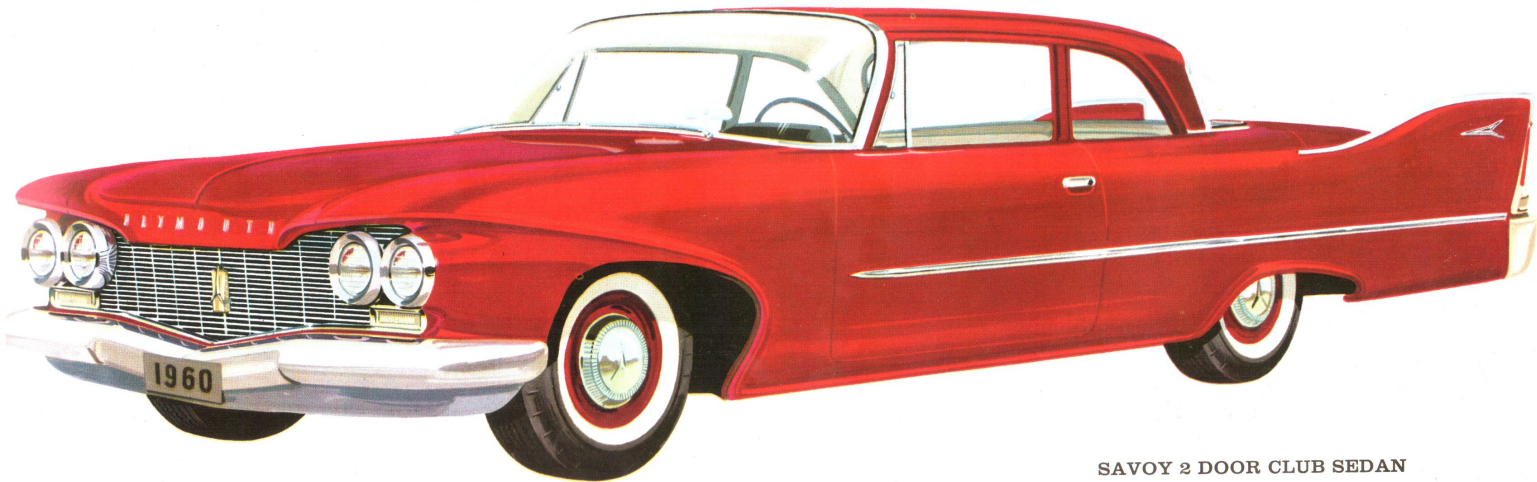
SAVOY

The classic SAVOY... a fabulous achievement in the direction of economy... still incorporating all the luxury features that make Plymouth one of the most admired cars of the day. Its traditional poise is reflected in the splendor of its newly sculptured form... bred for the thoroughbred qualities of perfect comfort, outstanding road performance, and unlimited versatility. The Savoy, too, opens its doors on a distinctive interior with greater roominess and comfort - both front and rear compartments.

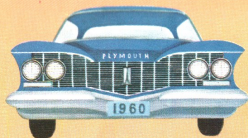




In the Savoy series, you'll find a complete range of contemporary models: 4-door Sedan, 2-door Club Sedan, Deluxe Suburban Station Wagon and the all-purpose Utility model. Another special model is available for taxi use. The popular Utility model is appropriately interior-decorated in sturdiest Vinyl ...and shows at a glance the characteristic smartness of all the other 1960 Plymouth cars.

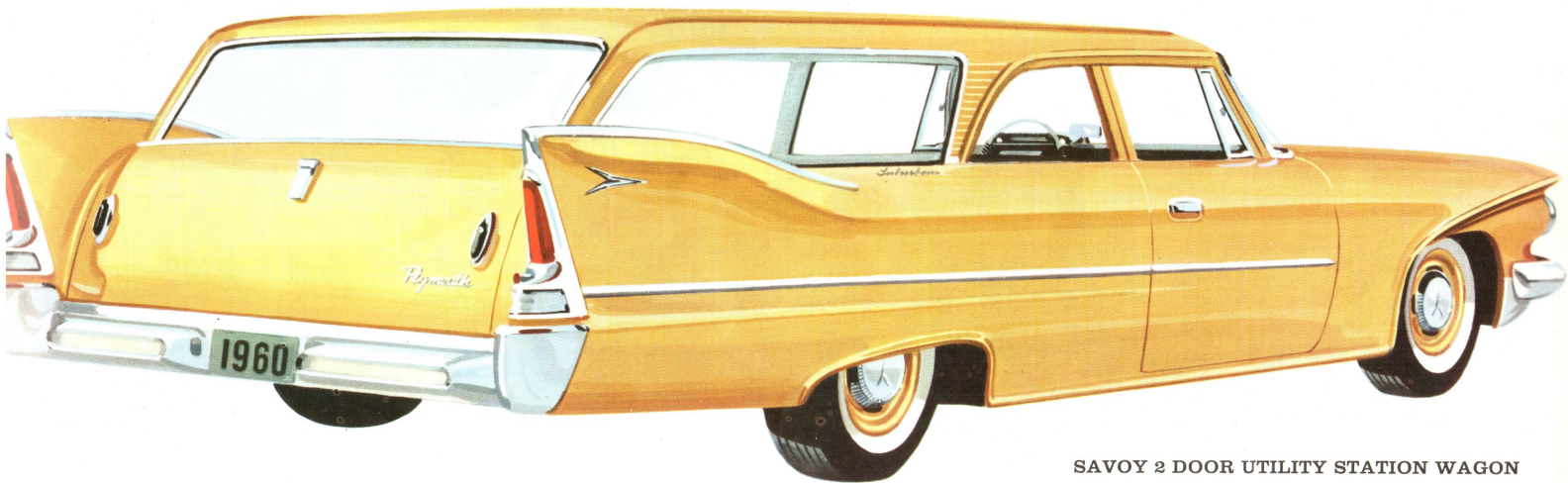


SAVOY 2 DOOR CLUB SEDAN



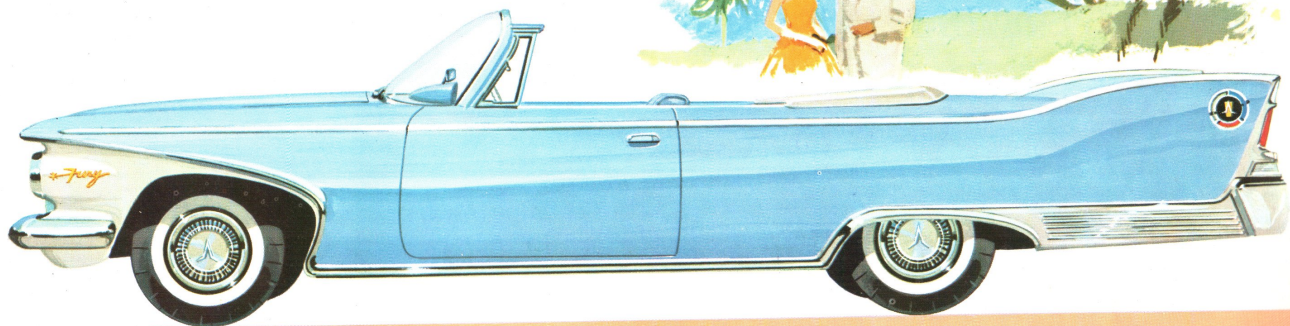
PLYMOUTH

The 1960 Plymouth is the most remarkable car ever to be engineered. Accelerations are "lightning speed"... engines are powerful, flexible, rugged... brakes are precision-made for instant response... driving is "feather touch"... solidness on the road is unprecedented... and fuel consumption is down to rock bottom. You enjoy the safety and comfort of : lounge-type Torsion-Aire Ride, sturdy Integrated Body Construction, sure Total-Contact Brakes, effortless Constant-Control Power Steering, and modern Push-Button Transmission. PLYMOUTH ...the dream car of yesterday, now ready for you to drive.



SAVOY 2 DOOR UTILITY STATION WAGON

1960



2 DOOR CONVERTIBLE

No other make car pays more attention to the small details... the sum of which add up to the truly outstanding product. That's why Plymouth works constantly towards new ideas and forward improvements... so that you, the customer, can select from an even wider range of quality products.

THE 1960 PLYMOUTH LINE-UP

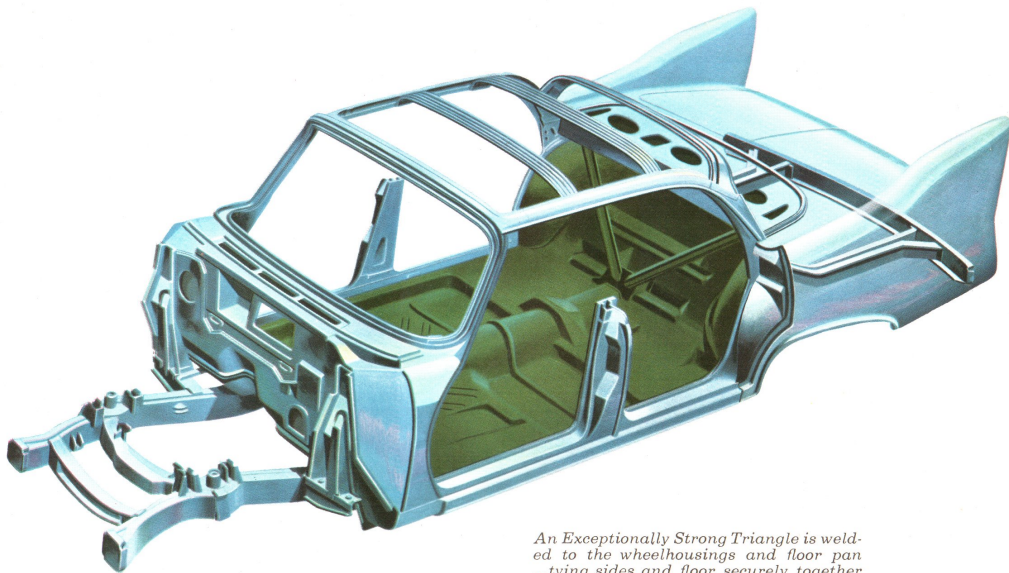
FURY SERIES : 4-door Sedan - 2- and 4-door Hardtops - Convertible - 4-door Sport Suburban Station Wagon with 2 or 3 seats.

BELVEDERE SERIES : 2-door Club Sedan - 2-door Hardtop - 4-door Sedan - 4-door Custom Suburban Station Wagon with 2 or 3 seats.

SAVOY SERIES : 2-door Club Sedan - 4-door Sedan - 2-door Utility Station Wagon - 4-door Deluxe Suburban Station Wagon with 2 seats - 4-door Taxi.

INTEGRATED BODY

The most sensational stride forward of the 1960 Plymouth belongs to its special **INTEGRATED BODY CONSTRUCTION** - a long-awaited innovation that will set new standards of performance, durability and safety in the field of automotive design, and is in itself sufficient reason for choosing Plymouth. A years-ahead development, it eliminates the need for frame side rails... and insures enduring ruggedness, built-in solidness, superior control on the road, and greater spaciousness inside. A series of exhaustive tests have proven conclusively that the 1960 Plymouth shows a 100% improvement in car twist rigidity, and a 40% increase in beam strength. And it is unbelievably quiet, with practically a complete absence of any road, engine or power train noises. It literally tunes the car to the road to create unsurpassed roadability. There has never been anything to compare with it. Just five minutes behind the wheel will convince you!



TORSION-AIRE RIDE

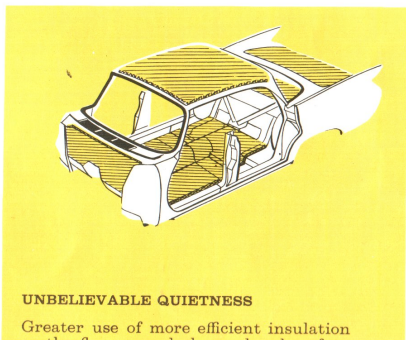
Incomparable Torsion-Aire suspension another reason why your choice should be a Plymouth - offers you unmatched road, handling and driving ease of a type and quality that are exclusively Plymouth. Try it for yourself!

An Exceptionally Strong Triangle is welded to the wheelhouings and floor pan ...tying sides and floor securely together and eliminating body shake.



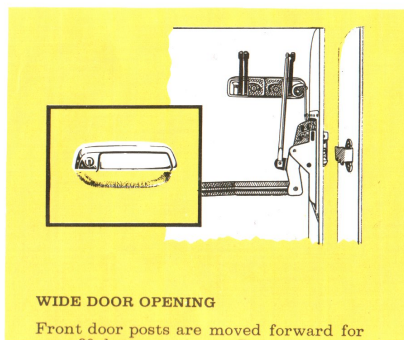
NEW PARKING BRAKE FOOT PEDAL

Push the foot pedal to securely set parking brake. Release lever is located



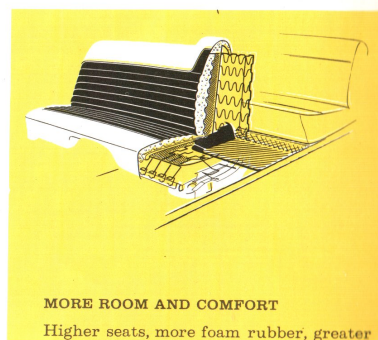
UNBELIEVABLE QUIETNESS

Greater use of more efficient insulation



WIDE DOOR OPENING

Front door posts are moved forward for



MORE ROOM AND COMFORT

Higher seats, more foam rubber, greater

FOUR GREAT ENGINES

For your 1960 Plymouth you have your choice of four great engines - three V-8's, and the sensational PLYMOUTH SIX, which demonstrates new performance and economy standards never before obtained with a six-cylinder engine of comparable size. The new engine is mounted under the hood at a 30-degree angle, with the six cylinders in line. It has a deep-skirted cylinder block for great rigidity; new manifold system; and many other new design features that give it such remarkable performance and economy characteristics. Bore is 3.40 in. - Stroke 4.125 in. - Compression Ratio 8.5 to 1 (7.4 to 1 optional) - Displacement 225 cu. in.

The new PLYMOUTH SIX is standard on any model where your preference is a six-cylinder engine. If you prefer a V-8 engine, the Fury V-800 is standard, with the "High Performance" options listed below.

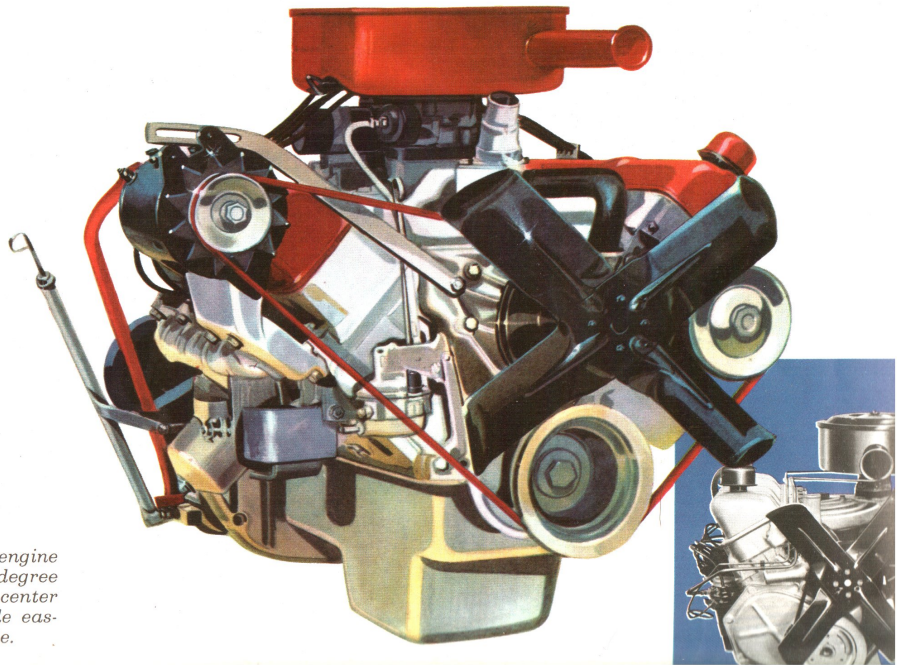
The FURY V-800 - 318 cu. in. engine - 9.0 to 1, and 2-barrel carburetor is standard on all Plymouth V-8 models.

The FURY V-800 - with Super-Pak, consisting of 4-barrel carburetor; special high-output camshaft; and dual exhausts, optional on all V-8 models.

The GOLDEN COMMANDO V-8 - 361 cu. in. engine - with two High Performance versions, optional on all models. Option No. 1 has single 4-barrel carburetor and manual transmission, with Torque-Flite optional. Option No. 2 has dual 4-barrel carburetors and the sensational new Ram Induction Manifold.

(Torque-Flite is mandatory). Both options have dual exhausts, special radiator, starter, clutch and heavy-duty battery.

Precision-quality engines - offered to you this year and every year by Plymouth, and backed up by the sound engineering and research of the Chrysler Corporation. Each model brings you exciting new features and modern improvements, in the best of this established tradition. If it's Plymouth, it has to be good. Our reputation depends on it!



New Economy Six inclined engine is cleverly installed at a 30-degree angle in order to lower the center of gravity... and thus, provide easier handling and a better ride.

S P E C I F I C A T I O N S

ENGINES - "Golden Commando" V-8: 90° V. Valves inclined in-line overhead. Bore, 4.12-in. Stroke, 3.38-in. Piston Displacement, 361 cu. in. Compression Ratio 10.1 to 1. Single 4-barrel Carburetor. Special high performance camshaft. "Golden Commando" V-8 also available with special intake and ram manifolds, dual 4-barrel carburetors, air cleaners and exhausts. "Fury V-800" Series V-8: Overhead 90° V. Bore, 3.91-in. Stroke, 3.31-in. Displacement, 318 cu. in. Compression Ratio: Standard, 9.0 to 1; Optional: 7.5 to 1. High intensity camshaft. Adjustable valve tappets. New vertical shear-type double sandwich front engine mounting. Replaceable paper-element air cleaner. 2-barrel carburetor, Fury V-800 with "Super-Pak" - 4-barrel carburetor. Dual exhausts. All new inclined 30° to vertical Plymouth "6": In-line overhead valves. Bore, 3.40-in. Stroke, 4.125-in. Displacement, 225 cu. in. Compression Ratio: Standard, 8.5 to 1;

Optional, 7.4 to 1. Deep skirt cylinder block. Single rocker shaft. Counter balanced drop forged crankshaft with vibration dampener. Adjustable valve tappets. Chain driven camshaft. 6-long branch intake manifold. Single-throat down-draft carburetor with automatic choke. Many component parts of new light weight alloy construction. New vertical shear-type double sandwich front engine mounting. 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. 35 amp. generator. Automatic voltage and current control. Lighting circuits protected with circuit breaker. Resistor-type spark plugs. Dual head-lamps standard. Ignition key starter switch.

COOLING - Permanent by-pass temperature

control. Full-length water jackets except on "Golden Commando." Pressure vent radiator cap. Radiator capacity: "V-8" 20 quarts. "6" - 14 quarts. "Golden Commando" - 16 quarts.

LUBRICATION - Full-pressure system. Rotor-type oil pump. Wax interliners in rear springs.

TRANSMISSION - 3-Speed Manual Shift, Standard. PowerFlite (2-speed automatic) available on all V-8's as Special Equipment except with 361 cu. in. engine. TorqueFlite available all V-'s, 3-Speed automatic available all 6's, special equipment. Sure-Grip Differential, Special Equipment.

CHASSIS - Double-channel, arc-welded, box-type, with unitized body construction. Stub frame in front.

SUSPENSION - Torsion bar front springs with ball-joint suspension. All components

rubber isolated. Semi-elliptical 2 1/2-in. wide rear springs. Oriflow shock absorbers. Symmetrical idler arm steerings. Constant-Control Full-Time Power Steering available as Special Equipment.

WHEELS AND TIRES - 14-in. Safety-Rim wheels. Tire size, 7.50 x 14. 9-passenger Suburban, 8.00 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. Total-Contact brakes. Floating, uniform-pressure brake shoes. Cyclebond, rivetless brake linings. Independent foot operated parking brake. Power brakes available as Special Equipment.

DIMENSIONS - 4-Door Sedan: Wheelbase, 118-in. Overall length, 209.8-in. Overall width, 78.8-in. Front tread, 61.8-in. Rear tread, 59.8-in. Suburban and Utility: Wheelbase, 122-in. Overall length, 214.42-in. Overall width 78.7-in.

All specifications, Equipment, Models, Body Types, Ornamentation and Designs are subject to change without notice and without responsibility to Chrysler International, S. A.

P L Y M O U T H

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