

The background of the entire image is a dense, abstract pattern of brushstrokes in various shades of blue, teal, and green. The strokes are of varying lengths and directions, creating a textured, painterly effect. The colors range from dark, almost blackish blues to bright, vibrant greens.

1961

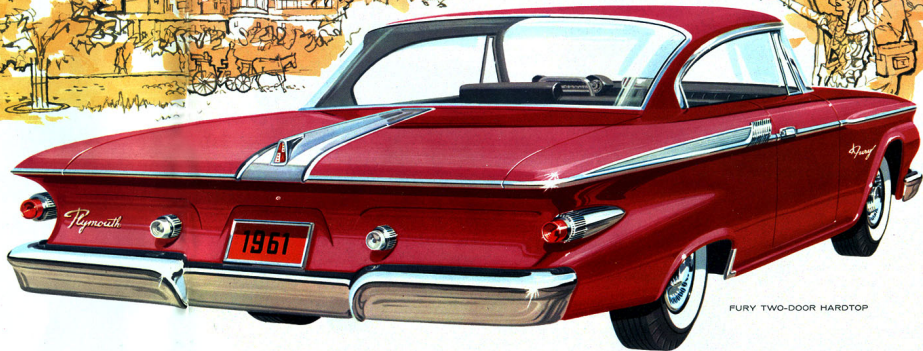
The New Plymouth
.....

THE NEW

Plymouth

LUXURY
STYLING
PERFORMANCE

Here is a *new* kind of solid beauty that can't be matched by any other car. Plymouth engineers rewrote the book to bring you styling excitement such as you've never seen before. This is not simply the '61 Plymouth. It is a new breed of Plymouth . . . fresh as tomorrow, crisply different. On this and the following pages you will see how Plymouth has actually been reborn. Hardly a line, a contour, a moulding remains the same. Yet, with all these changes, *beauty* still remains only half the story. Engineering, the unseen factor, is even greater this year than it has ever been before. The power-packed 30-D Six-Cylinder engine gives you up to fifty extra miles to a tank of gas. Unibody construction and Torsion-AIRE suspension whispers you over the roughest road as though it were a paved highway. The list is virtually unending and yours to enjoy. So . . . if you are buying a new car, *get* a new car! Get the *NEW PLYMOUTH*.



FURY TWO-DOOR HARDTOP

EXCLUSIVELY YOURS...THE LUXURIOUS

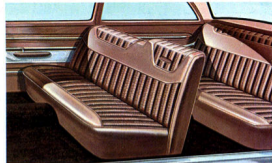
Fury



FURY CONVERTIBLE COUPE



FURY TWO-DOOR HARDTOP



Notice the care and attention lavished on the superb interiors for the new Fury series. You have a great choice of colours. A special feature is the Command Seat with the high back that gives the driver extra shoulder support and helps prevent driver fatigue.

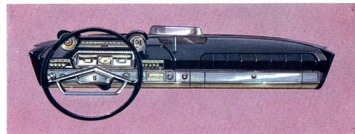
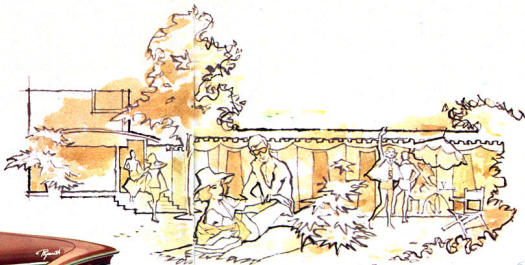
▲ This is THE NEW PLYMOUTH luxury line. The Fury series, available in four dashing models, offers the optimum of driving luxury... yet still remains in the low-priced field. Illustrated on this and the next page is the Convertible Coupe and the sleek two-door Hardtop. If you appreciate the subtle extra touches that make a car stand out, you will love the Fury. So will fun-loving folk of all ages—those who feel that driving can be a lot more than just getting from here to there. For a Fury is a leader for people who want to be leaders. Fury is Plymouth's finest.

ELEGANCE WITHOUT EXTRAVAGANCE... THAT'S

Fury



FURY FOUR-DOOR HARDTOP



Here is the Fury instrument panel with deluxe steering wheel. Every modern advance is conveniently before you to make driving easier and more exciting. Without a doubt it's the most fashionable instrument panel of the year.

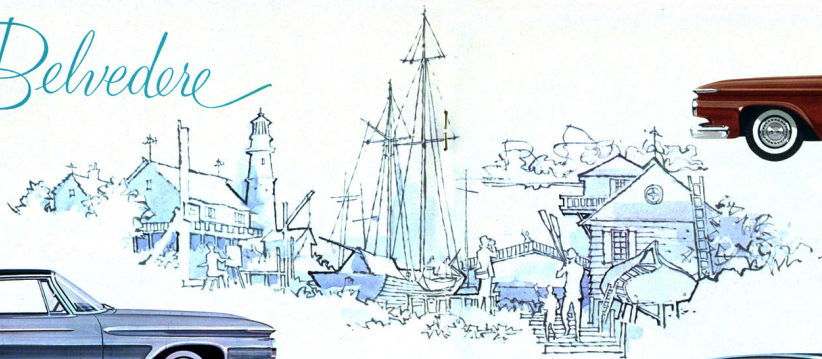
On these two pages, you see the other two models of the Fury series. The low, lovely four-door Hardtop and the big, luxurious four-door Sedan. These are the cars for families and people on the move. Roomy, airy, space to stretch out and enjoy the very best of motoring pleasure. No matter what model you choose from the Fury series—Convertible, Hardtop or Sedan, with either the six- or eight-cylinder engine—you can be sure of the finest possible value for your dollar. No other low-priced car offers quite the dash and vigour... the style and beauty of Fury... Plymouth's luxury line for '61. This you will discover for yourself on your first test drive.



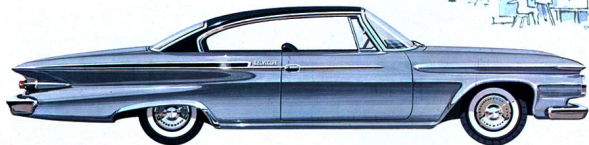
FURY FOUR-DOOR SEDAN

PRICED LOW AND RARIN' TO GO...

Belvedere



BELVEDERE FOUR-DOOR SUBURBAN
(Six or Nine Passengers)



BELVEDERE TWO-DOOR HARDTOP

Here is flair and fashion with a price tag to please every budget. In the Belvedere series there is a two-door Hardtop, a four-door Sedan and a four-door Suburban, all available with economy 6 or V-8 engines. Nothing has been spared in the Belvedere series to make it the year's best buy in beauty, style, economy of operation and performance. Test any Belvedere and you'll agree... *this* is the year for Plymouth.



This pleasing medium red jacquard is but one of the many colour-keyed interiors in the Belvedere series. Fabrics are sturdy nylon-viscose, and are easy to keep clean.



BELVEDERE FOUR-DOOR SEDAN

THE BIGGEST VALUE...THE BEST BUY

Savoy

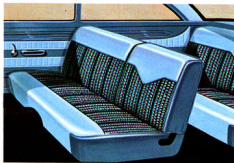


SAVOY FOUR-DOOR SUBURBAN
(Six or Nine Passengers)

▲ Savoy, the lowest priced series in THE NEW PLYMOUTH line, has all the roominess and comfort, beauty and style, same fine engineering and craftsmanship as the Belvedere and Fury series. You have a choice of three body styles: two-door Sedan, four-door Sedan and four-door Suburban. All three models are available with either the 30-D Economy Slant Six, the finest Six available today, or the superb V-8 engine. THE NEW PLYMOUTH Savoy is the economy leader in the "low-price field." Try it and you'll agree.



SAVOY FOUR-DOOR SEDAN



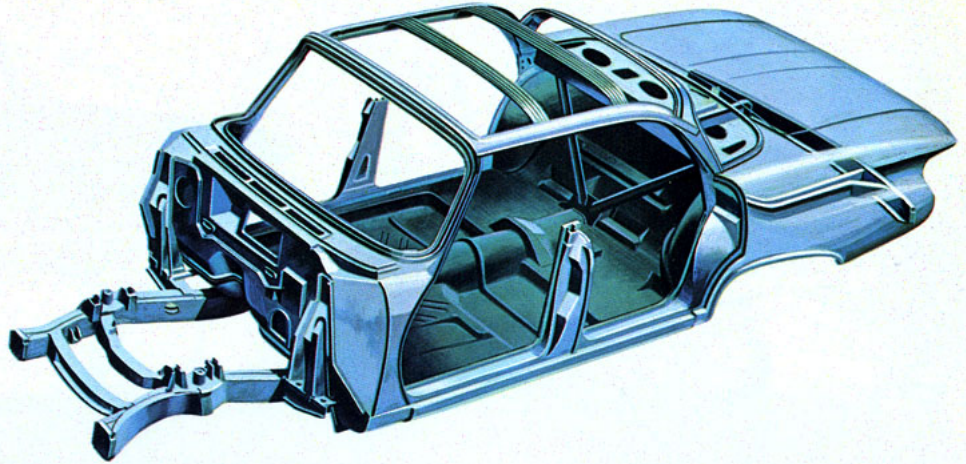
Tasteful colour-keyed interiors of top-quality materials are a feature of the Savoy series.



SAVOY TWO-DOOR SEDAN

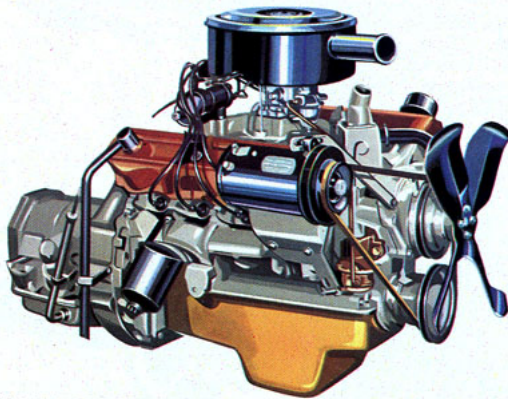
UNIBODY CONSTRUCTION

Unibody construction in THE NEW PLYMOUTH is stronger and safer—unbelievably quiet—no squeaks or rattles. Thoroughly rust-proofed. Provides wider, full-opening doors, greater roominess and comfort, better roadability. Without a doubt, Unibody is the most modern automobile body in the industry.



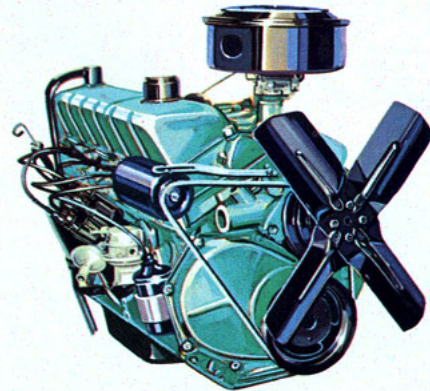
CHRYSLER CORPORATION ENGINEERING

ASSURES YOU THE FINEST PERFORMANCE, ECONOMY AND COMFORT.



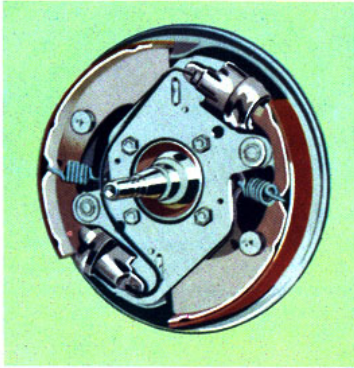
"THREE GREAT EIGHTS"

THE NEW PLYMOUTH offers you a choice of three mighty Eight-Cylinder engines. The 313 cu. in. with 2-barrel carburetor is the standard V-8 on all models. The 4-barrel carburetor version with dual exhausts and a 9.0:1 compression ratio is optional at extra cost with TorqueFlite only. Also available at extra cost on all Plymouth models with automatic transmission is the 361 cu. in. Golden Commando... the engine for those who appreciate the unusual in power and performance.



THE 30-D ECONOMY SIX

Introduced for the first time in 1960, this 225 cu. in. engine has proved to be the finest "Six" on the road today. It is available as standard equipment on all Plymouth models and assures you of optimum economy and performance. This engine actually lies at an angle of 30° to squeeze extra miles out of every gallon of gas. It is best described as the Economy "Six" with V-8 performance.



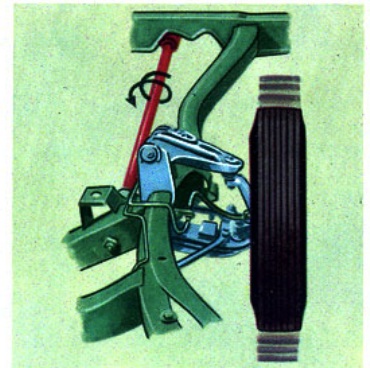
TOTAL-CONTACT BRAKES

Total-Contact Brakes give you bonded linings, 3-platform shoe support, and two brake cylinders in each front wheel. This assures even braking pressure for smooth stops and longer lining life.



INDEPENDENT PARKING BRAKE

Plymouth's foot-operated, dual motion parking brake release cannot be easily operated by young children. The brake drum is on the drive shaft, completely independent of the car's regular braking system.



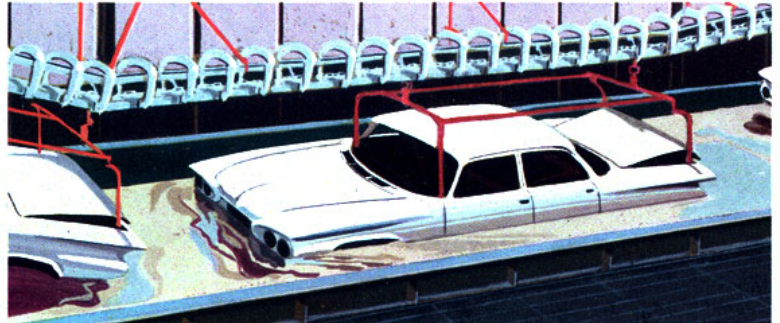
TORSION-AIRE SUSPENSION

Exclusive Torsion-AIRE Suspension is a quality-engineered combination of torsion bars in front, widely spaced leaf springs in the rear and Chrysler Corporation's famous Oriflow shock absorbers all around. Torsion-AIRE smooths out bumps, helps prevent dips and sways, assures greater stability on curves.

THE NEW PLYMOUTH

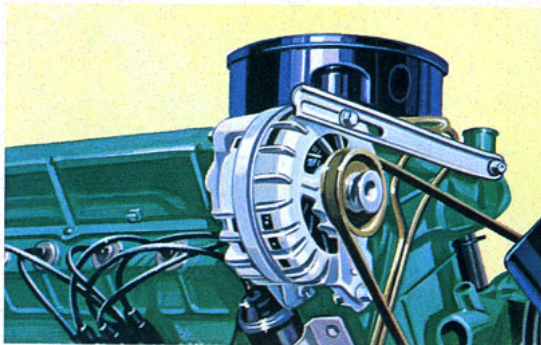
OFFERS YOU SO MANY EXTRAS AS STANDARD EQUIPMENT

- UNIBODY—ONE PIECE BODY FRAME
- 16" ELECTRIC WINDSHIELD WIPERS
- 6-WAY CUSTOM POSITIONED FRONT SEAT
- TORSION-AIRE RIDE
- TOTAL-CONTACT BRAKES—BONDED LININGS
- INDEPENDENT PARKING BRAKE
- SAFETY RIM WHEELS
- SAFETY GUARD DOOR LATCHES
- FOAM PADDED FRONT SEAT
- DUAL HORNS
- OIL FILTER



EXCLUSIVE RUST-PROOFING PROCESS KEEPS YOUR PLYMOUTH SHOWROOM NEW FOR YEARS!

To make sure your Plymouth retains its showroom newness through all kinds of weather, the body is dipped six times in specially developed anti-corrosive treatments. This, together with hard primers and longer-lasting enamel assures long-life rust protection.



NEW CHRYSLER-BUILT 40 AMPERE ALTERNATOR

New for 1961, this great new option feature replaces the conventional generator. It keeps the battery fully charged no matter how slow the traffic or how adverse the driving conditions, thus assuring longer battery life.

OPTIONAL EQUIPMENT

FOR THOSE WHO ENJOY

THE ULTIMATE IN DRIVING PLEASURE

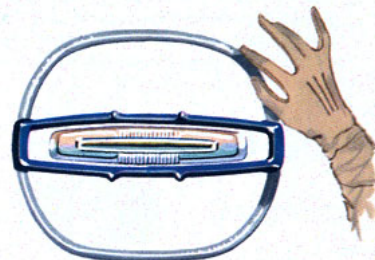


THREE-SEAT SUBURBAN PACKAGE

Six-passenger Plymouth Suburbans can easily be converted to nine-passenger by the addition of an optional third seat. Included in this package are such items as: rear compartment electric window lift, rear dome lamp, rear bumper with rubber step.

POWER STEERING

Full-Time Power Steering makes parking almost effortless; normal driving requires but a fingertouch. It's superior to other types because it is more maneuverable, allows you to respond faster to any sudden situation.



PUSH BUTTON AUTOMATIC TRANSMISSION CONTROLS

Plymouth offers the smoothest automatic transmissions in the industry. You simply push a button to get the power you want . . . when you want it. Beautifully styled as an integral part of the entire dashboard design, they are well illuminated at night.

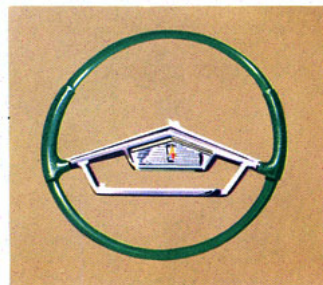


POWER BRAKES

The safest, surest, smoothest stops are yours when you have Plymouth's exclusive Total-Contact Power Brakes.

LUXURIOUS CUSTOM STEERING WHEEL

The deluxe steering wheel with horn bar, illustrated here, is optional equipment on Savoy. Horn ring is standard on Fury and Belvedere.



SPECIFICATIONS

EXTERIOR DIMENSIONS

	Station Wagons	All Others
Wheelbase	122.0 in.	118.0 in.
Tread, Front.	60.9 in.	60.9 in.
Tread, Rear (Sixes)	59.6 in.	59.6 in.
Tread, Rear (V-8s)	59.7 in.	59.7 in.
Length, Overall	215.0 in.	209.5 in.
Width, Overall	80.0 in.	80.0 in.
Height, Overall	55.4 in.	54.6 in.

ENGINES

Plymouth's 30-D Economy Six Engine is available as standard equipment on all models. Inclined at an angle of 30 degrees. Six cylinders in line, overhead valve arrangement. Horsepower is 145 at 4000 RPM. Torque 215 lbs.-ft. at 2800 RPM. Compression ratio of 8.2:1. Bore is 3.40 inches. Stroke 4.125 inches. Piston displacement 225 cubic inches. Single, downdraft carburetor. Full Flow Throwaway oil filter. Air cleaner.

Intake manifold is made of aluminum along with the pistons, water pump housing, water outlet elbow, oil pump housing and oil filter mounting pad, all helping to reduce engine weight. Counter-balanced crankshaft with four main bearings.

Regular V-8 is a 90-degree overhead valve type with single rocker shaft and polyspherical combustion chamber, staggered lateral valve arrangement, three rings per piston, counter-balanced crankshaft with five main bearings. Two-barrel carburetor is standard. Regular fuel is recommended. Automatic choke, shunt type replaceable oil filter element is standard. The bore is 3.88 inches, stroke 3.31 inches, piston displacement 313 cubic inches and compression ratio 9.0:1.

OPTIONAL AT EXTRA COST is the above V-8 with a four-barrel carburetor and dual exhausts. Compression ratio is 9.0:1 (available only with TorqueFlite).

Also available at extra cost is the Golden Commando 361 cubic inch engine with single four-barrel carbu-

retor, dual exhausts, special radiator and heavy-duty battery. TorqueFlite being mandatory with this package is modified for use with this engine by including a high speed governor which raises shift points to higher engine speed. The bore is 4.13 inches, stroke is 3.38 inches, compression ratio is 9.0:1.

ELECTRICAL SYSTEM

A 12-volt, 35-ampere generator and a 50-ampere hour battery is standard on all models. Single-speed electric windshield wipers. Extra cost items include: Fresh air heater. Push-button radio. Windshield washer. Variable speed windshield wipers. Engine block heater. 12-volt, 40-ampere Alternator and 70-ampere hour Battery.

REAR AXLE

Type	Hotchkiss Drive, Hypoid Rear Axle
Ratio with Manual 6-Cylinder	3.54 to 1
Ratio with Manual V-8	3.58 to 1
Ratio with TorqueFlite 6	3.31 to 1
Ratio with TorqueFlite V-8	2.93 to 1

TRANSMISSIONS

The manual transmissions for the "30-D Economy Six" models features an increase in low-gear ratio from 2.50 to 2.70. This provides easier starting on steep grades, more lively, faster breakaway performance and more torque to the wheels during rough going at low speeds.

There is a new, light-weight manual transmission for the 313 cubic inch V-8 engine. Although lighter than its predecessor, this new unit achieves more than adequate torque capacity through the use of shot-peened gears and a ratio selection of 2.12:1 for first, 1.43:1 for second, 1.0:1 for third and 2.73:1 for reverse.

Other design features include short shafts, blocker-ring synchronizers, and a one-piece cast-iron case.

TorqueFlite 3 Speed Automatic Transmission—available as an option on all V-8 models. This TorqueFlite transmission has a new one-piece valve body whose improved quality assures more consistently smooth shifts. Ratios are: low 2.45:1; second 1.45:1; direct 1.0:1; and reverse 2.2:1. Maximum torque converter ratio is 2.2:1.

New 3 Speed TorqueFlite "6"—optional at extra cost on six-cylinder models only. Features a one-piece, die-cast aluminum torque converter and transmission housing. Has the same ratios, same smooth shifts, which provide excellent breakaway performance and outstanding economy, as the V-8 TorqueFlite. Maximum torque converter ratio is 2.2:1.

TIRES AND WHEELS

14" Safety Rim wheels with 4-ply low pressure tubeless tires standard on all models. On all body types, except Suburban, the following is standard: 6-cylinder, 7.50 x 14 x 5.0. 8-cylinder, 7.50 x 14 x 5.0. Optional 8.00 x 14 x 5.5 on all models. Standard Suburban tires are 8.00 x 14 x 5.5.

BRAKES

Hydraulic, 11-inch, Total-Contact Brakes with bonded linings. Lining area is 184 square inches for passenger cars; 207 square inches for station wagons. Internal expanding shoes with 3-platform design for accurate alignment. Two cylinders at each front wheel, one at each rear. Separate, foot-operated parking brake with drive shaft drum.

SUSPENSION

Front	torsion bars and ball joints
Rear	2½ inch outboard mounted asymmetrical leaf springs
Shock absorbers	exclusive Oriflow type

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue, but your local Plymouth dealer will gladly advise you of those items that are standard.

CHRYSLER-PLYMOUTH-FARGO DIVISION
Chrysler Corporation of Canada, Limited, Windsor, Ontario

PRINTED IN CANADA



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Engineering*