

# All New Plymouth Makes '62 Debut With High Style

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A whole new look sets the 1962 Plymouth distinctly apart from all its predecessors among low-price, standard-size automobiles.

And Plymouth's crisp new look in design, concept and construction delivers a completely new feel in ride, handling and performance, with valuable new savings in fuel

economy and low-cost operation. "The 1962 Plymouth is so totally new and different in so many ways, and so far ahead of any other car we ever introduced, that it's impossible to compare it with anything we've ever known before," C. E. Briggs, vice-president of Chrysler Corporation and general

manager of the Chrysler-Plymouth Division, declared.

"ENTIRELY different Forward Flair design and proportion of the new Plymouth produces a new center of balance that has opened the way for spectacular built-in advantages that go far deeper than

Plymouth's new beauty," he said.

"We have concentrated more solid values and benefits for the owner into the new-design 1962 Plymouth than in any full-size, low-price car we have ever produced," Briggs pointed out.

"The new center of balance helps contribute to the new Plymouth's smooth, sure riding qualities, here-

tofore out of reach in the low-price field," he said. "And it makes possible a sophisticated classic styling, with long tapering hood, swept-back windshield, slim flat roof and rearward location of the passenger compartment."

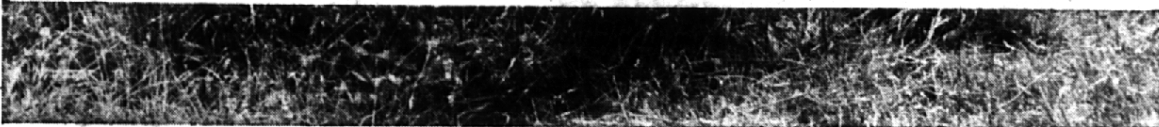
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The 1962 Dodge Dart 440, a low price, full-size Dodge that will outrun, out-economize most any car around. A new lean breed of Dodge that will accelerate seven percent quicker than last year's comparable model, and do it on five percent less fuel. You see, dead weight has been reduced to a minimum. For instance, the automatic transmission housing (for V8s) used

to be made of cast iron, now it's aluminum. The new one is stronger and 60 pounds lighter. Result. You get action and economy in the same automobile. Other things you'll like: Chair-high seats. A fold-down center armrest. Rustproofed body. Self-adjusting brakes. 32,000 miles between grease jobs. Come in and drive **THE NEW LEAN BREED OF DODGE**



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