

'Personalized' Styling Distinguishes 4 Lines

A further move to personalize automobiles is seen in the 1964 Valiant, Plymouth, Chrysler and Imperial passenger cars. Each of the four lines introduced this fall by Chrysler-Plymouth Division of Chrysler Corp. is highlighted by a "personalized" top-of-the-line model that will be distinctive in its own styling characteristics.

In its offering from the compact Valiant to the highly stylized Imperial, the Chrysler-Plymouth Division has added a flair of individuality within each of its four lines.

• In the new 1964 Valiant, which has been increased two inches in over-all length, a Signet two-door hardtop has been added which offers a vinyl fabric roof in either white or black.

• The new 1964 Plymouths, accenting performance and styling, feature a two-door hardtop, whose thin silhouette roof line gives it a convertible appearance. For the enthusiasts, Plymouth is introducing a new 425-cubic inch V-8 engine suitable for street driving.

It is a modified version of the Super Stock 425 engine that has established a multitude of records in supervised acceleration trials this year. The engine is complemented by a new four-speed manual transmission for sports-minded stick-shift fans.

• The Chrysler line for 1964 introduces two new personalized entries: last year's limited edition New Yorker Salon in which all equipment and accessories, including a reclining seat and head rest, were standard will now be in full production.

The motorist will only have to make a selection of color, interior upholstery, limited slip differential or whether he wants Chrysler's new seven-position adjustable steering wheel.

The second new model is a convertible in the 300-K series, the 1964 version of Chrysler's high performance cars which has been added to the two-door hardtop "alphabet" sports car series.

• The 1964 Imperial makes its bid in the luxury car market with an entirely new appearance and added emphasis on smoothness and quietness of operation. Four models are offered: a two-door hardtop, a convertible and a four-door hardtop in the Imperial Crown series, and a highly individualized top-of-the-line Imperial Le Baron four-door hardtop which features a distinctive back window, extra deluxe trim and equipment.

A TOTAL OF 55 different models—representing seven different body styles and four different wheelbase lengths—will be offered by the Chrysler-Plymouth Division this fall.

Valiant, Plymouth and Chrysler were introduced to the public Sept. 29, and Imperial Oct. 4 in dealer showrooms.

"Our 1964 cars will cover the complete market range," C. E. Briggs, Chrysler Corp. vice president and general manager of the Chrysler-Plymouth Division, said.

"In addition, we are aiming our personalized models in each of our four lines for that consumer who has developed an increasing appetite 'for that something extra' or exclusiveness that sets his automobile clearly apart. At the top of each line in the Chrysler-Plymouth 1964 models we are bringing to market this sort of personalized or individualized model.

"THESE AUTOMOBILES are better designed, better engineered and better built than ever before in our history," Briggs added, "and I am confident they will help Chrysler-Plymouth dealers get a bigger share of the U. S. car market."

Engineering features include improved driver visibility, a new automatic choke design, spark plug cable assembly and other under-the-hood improvements to provide added assurance of trouble-free operation. Performance has been stepped up in engines, and Valiant, Plymouth and Chrysler introduce a new four-speed manual transmission.

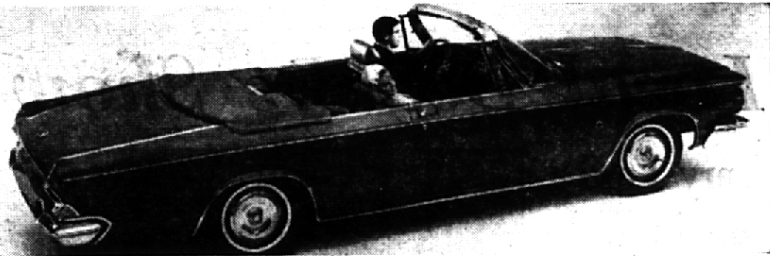
Extensive design changes accentuate the width of the 1964 models and exterior appearances have been enhanced by new ornamentation and taillights.

Highlighting the interiors are functional instrument panels with glare-proof finishes, convenient grouping of instrument panel dials, and new fabrics, designs and colors for upholstery and trim.

THE 1964 PLYMOUTH is offered in 28 different models, with seven body styles in four series: Savoy, Belvedere, Fury and Sport Fury. Increased headroom and driver vision, wider rear tread and a dramatic roof line for two-door hardtop models are among the major changes.

Five different engine options, a wider range than ever before offered by Plymouth, are available this year.

"We have had a very successful Plymouth in 1963," Briggs said. "We know that much of its success



A RECLINING FRONT SEAT, adjustable front seat head rests and an adjustable steering wheel are among the new features to be found in many of the 1964 Chrysler

cars. Shown here is the Chrysler 300K convertible, a sports series car with a center console-mounted automatic transmission gear selector.

resulted from its reputation for quality and performance, and that's what we have emphasized in the development of the 1964 models."

The Valiant retains its 105-inch wheelbase. New and safer door locks are featured, and the Sure-Grip differential, previously reserved for the company's larger cars, will be available for all 1964 Valiant models. The Valiant for 1964 will be produced in three lines: V-100, V-200 and Signet 200.

"WE HAVE IMPROVED upon the qualities that have made Valiant an outstanding success in every country in the world where it has been offered," Briggs said.

Chrysler's new entering its 40th year of production, features a new, seven-position adjustable steering wheel. The Chrysler New Yorker

Newport, the 300 and the deluxe New Yorker all have new grille designs, new rear metal sculpturing and bold, new tail lamps with a strong hexagonal shape.

The expanded Chrysler sports car series—with its impressive rally records—is designated as the 300-K for 1964.

"People are making greater use of our growing system of interstate highways and taking longer trips," Briggs said. "We have therefore given increased emphasis to roadability and comfort in all our Chrysler cars."

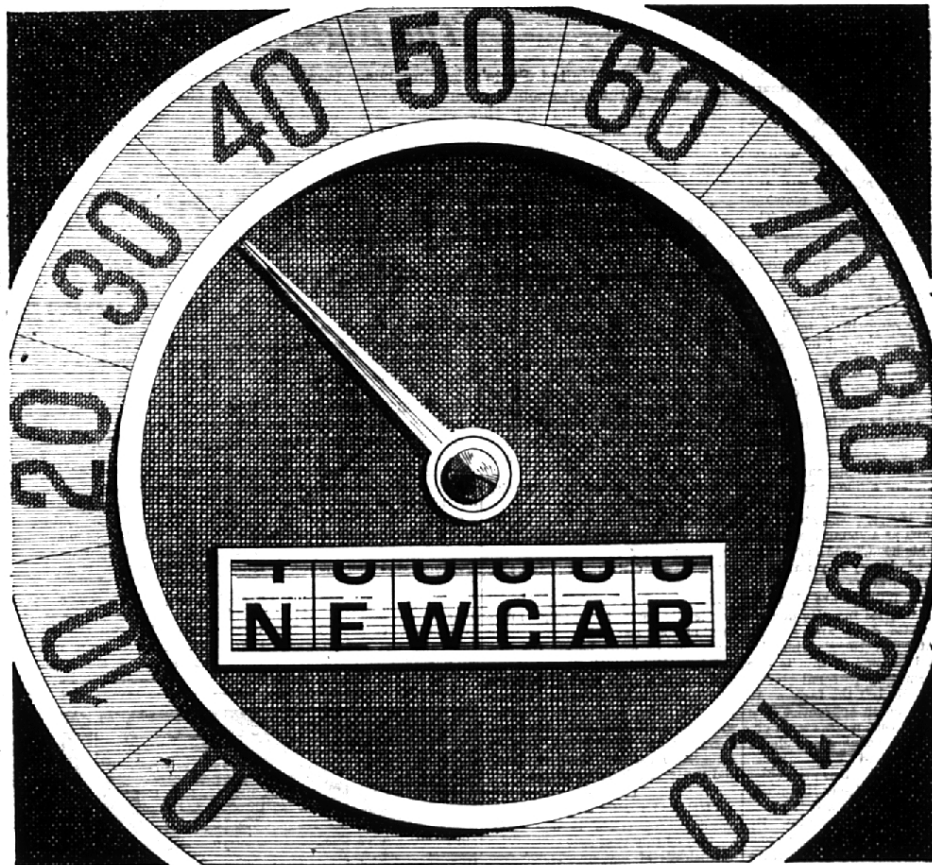
CHIEF OPTIONS in the new Chrysler models are reclining seats with headrests, a console-mounted transmission gear selector and a seven-position adjustable steering wheel. The Chrysler New Yorker

Salon features more than 40 extra accessory items as standard equipment.

The 1964 Imperial is completely new from bumper to bumper and from tires to roof. Complementing its elegant new styling are engineering advances concentrating on operating smoothness and quietness.

"To reach this new degree of luxury of silence, engineers have made 154 significant engineering improvements to eliminate, isolate or insulate car noise and refine smoothness of operation," Briggs said.

THE IMPERIAL has its own exclusive body construction, and its designers have achieved even greater reliability, durability, comfort and driving ease in the 1964 models.



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