EL 6-7770



Compact.preference	Rambler	Valiant	Chevy II	Valiant	Corvair	Valiant	Falcon	Valiant	Average Four	
									compacts	Valiant
Interior styling	25%	75%	30%	70%	27%	73%	44%	56%	33%	67%
Exterior styling	24	76	48	52	39	61	41	59	38	62
Quality of workmanship	38	62	40	60	36	64	44	56	40	60
Acceleration	17	83	48	52	21	79	25	75	28	72
Passing power	17	83	45	55	21	79	24	76	27	73
Roominess	35	65	56	44	30	70	44	56	41	59
Steering	26	74	31	69	37	63	29	71	31	69
Ride	27	73	33	67	29	71	26	74	29	71
BEST ALL-AROUND VALUE	17	83	34	66	24	76	27	73	25.5	74 502

## What no one told them:

# Valiant prices start lower than 9 American compacts!

Had they been told of Valiant's low starting price, perhaps the drivers' preference for Valiant would have been even greater. The fact is, Valiant prices start'lower than 9 American compacts, including 3 of the 4 other compacts tested.\* Nor were they told of Valiant's high resale value or that Valiant carries America's longest and best new-car warranty? –5 years or 50.000 miles. Price and warranty were left for you to evaluate. Compare prices... warrantics. Take your own Valiant evaluation drive. We're confident you'll agree with the 74.5% who voted Valiant the "best all-around value." And don't forget to get a copy of the fact-filled, 12-page booklet of complete information on this comprehensive driver's test at your Plymouth-Valiant Dealer's.

\*Comparison of 9 American compacts based on Manufacturers' Suggested Retail Prices for lowest-priced currently ava sedans. \*\*Manufacturer's Suggested Retail Price for Valiant V-100 2-door sedan. Destination charges, state and local D miles, whichever comes first, on the engine block, head and internal parts: transmission case and internal part Jutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear vided the vehicle has been serviced at reasonable intervals according to the Pymouth-Valiant Certified Car Car

Best all-around compact anybody has come up with yet...VALIANT!



Valiant V-100 2-door sedan ... \$1910\*\* Priced lower than 9 American compacts



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