



## Success Street... Detroit, Michigan

### One way. Up.

That's the way sales of Chrysler Corporation cars have been going. Over 200,000 more cars and trucks sold this year than last. And, on June 21st, the millionth vehicle produced by Chrysler Corporation in North America rolled off the assembly line.

People who live and work in Detroit know that "Success Street" is actually a two-way street. This year, Chrysler Corporation's expenditures in the Detroit area will be close to 900 million dollars in wages, salaries

and purchases. And this year, sales of Chrysler Corporation cars by our Chrysler-Plymouth and Dodge dealers in Detroit are up 75% over last year... Dodge truck sales are up 58%! That's how you've shown you like our styling, performance and quality—backed by our great new 5-year or 50,000-mile warranty\*.

There'll be no stopping the 60,000 of us who work in the 38 Chrysler Corporation plants around Detroit, the automobile capital of the world. And our home town.

\*Four authorized Chrysler Motors Corporation Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Chrysler Motors Corporation Certified Car Care schedule. Trucks are included, but are subject to additional limitations of 1000 hours operation if mileage does not accurately reflect the extent of actual use and operation of parts covered by the warranty. Coverage will not apply to trucks subjected to prolonged power-take-off or off-highway use.

Plymouth • Valiant • Chrysler • Imperial • Dodge • Dodge Dart • Dodge Trucks



**CHRYSLER  
CORPORATION**