

# Plymouth Pledges 'Quality, Reliability'

Plymouth offers an exciting line of cars for 1964, including 26 different models, a choice of six engines and product improvement which assure reliability, long-lasting quality and brisk performance.

All models are covered by Chrysler Corp.'s five-year or 50,000-mile warranty on engine and drive train components.

Sedans hardtops and convertibles are 1 1/2 inches longer and all sedans and hardtops have increased head room and improved driver vision. They have many new optional features including a four-speed, floor-mounted manual transmission.

**THE 1964 Plymouth line consists of seven different body styles in four series—the Sport Fury, Fury, Belvedere and Savoy. All models are available with V-8 engines. Nine are available with a lively, thrifty six with higher compression for improved efficiency.**

Here are some of the highlights of each series:

**Sport Fury**—This is Plymouth's premium series, consisting of a two-door hardtop and a convertible. The two-door hardtop has a distinctively new styling appeal for 1964, with a new room line which gives it a convertible motif. Both models have distinctive exterior trim and exceptional interiors, including front bucket seats, deep pile carpeting and many extras as standard equipment. A new feature in the Sport Fury is a center console with a gear selector for Plymouth's TorqueFlite transmission.

**Fury**—This is Plymouth's top full-line series and includes 2 and 4-door hardtops, 4-door sedans, a convertible and 6 and 9-passenger wagons, with deluxe equipment and distinctive exterior trim. Fury cars have stainless steel dual side moldings with contrasting paint inserts, special triple-divided taillight lenses and other identifying trim features.

**BELVEDERE**—This is a big selling series of well-equipped and tastefully trimmed cars, available with a wide variety of optional features in five body styles—2 and 4-door hardtops, 2-door sedan and 6 and 9-passenger wagons. Belvedere models have full-length body side moldings and chrome framed medallions on rear roof pillars.

**Savoy**—This also is a big selling series of family cars, with a special appeal to the economy minded, available as a 4-door or 2-door sedan, 6-passenger or 9-passenger wagon. Many Savoy cars are equipped with Plymouth's economy slant six engine, but they also are available with the standard or optional V-8 engines, and with manual or automatic transmissions.

All 1964 Plymouth cars have a

new two-inch wider rear axle shaft. The wider track, 59.6 inches, enhances the appearance of the car as seen from the rear. It also contributes to exceptional steering responsiveness and good handling characteristics, according to Plymouth engineers who have road-tested 1964 models over many thousands of miles at the Chrysler Proving Grounds.

**PLYMOUTH RETAINS** its fully unitized body construction. There is a modification in the silhouette because of structural changes to accommodate a new, more vertical windshield. The roof is higher, providing an inch more head room in front and rear in all sedan and hardtop models and in the rear of station wagons.

Other new features are:

- An improved three-speed manual shift.
- An electric push button windshield washer which operates independently of engine vacuum and gives the driver full control of washing action.
- A remote control outside rear view mirror with the control mounted on the door.
- New crash-tested door latches, which provide exceptional resistance to door openings in a collision.

**PLYMOUTH CONTINUES** to provide a 5-year or 50,000-mile warranty of the engine and drive train components for its 1964 cars, with refinements in the transmissions and engines to simplify and minimize service requirements.

The TorqueFlite transmission, fully covered by the warranty, has a new full-flow oil filter, enclosed within the transmission. It replaces an externally mounted unit. The new unit provides 100 per cent filtration of all circulation oil. There are other design improvements in the automatic transmission to reduce the possibility of transmission failure during the life of the vehicle.

The new Plymouth automatic choke design is a starting reliability feature and, like other engine refinements, it reduces maintenance requirements. In the new design, the opening and closing of the choke blade is controlled by a vacuum-operated diaphragm which is enclosed in a self-contained unit and mounted on the carburetor. It eliminates the need for periodic cleaning of the choke mechanism to prevent the choke blade from sticking.

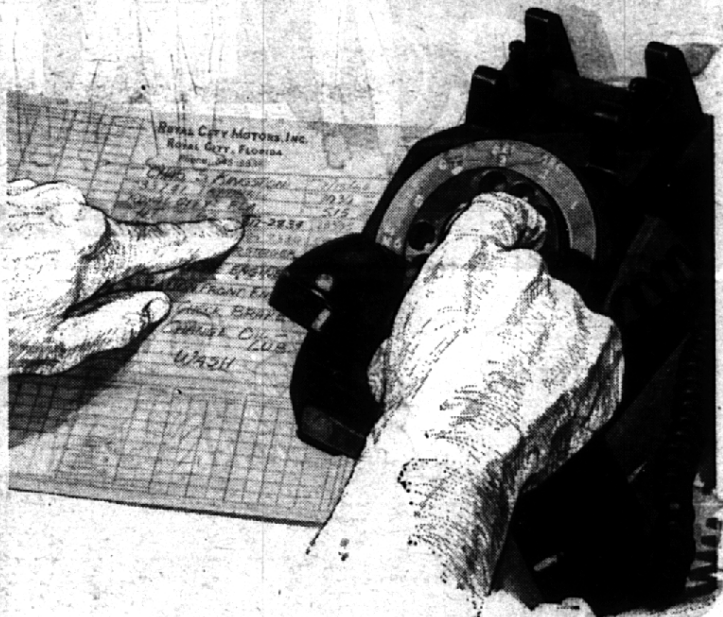
All 1964 Pontiac Catalina models and the Grand Prix sports coupe have a 120-inch wheelbase while the Star Chief and Bonneville models have a wheelbase of 123 inches.



## They Call It Starfire

For 1964, Oldsmobile's Starfire has been dramatically changed to accentuate its performance image. A new and distinctive grille and rear end design sets this Starfire coupe apart from all other '64 models. The inboard-driving lamps are sports car styled.

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