Plymouth Pledges
‘Quality, Reliability’

Plymouth offers an exciting line of cars for 1964, including 24 different models, a choice of six engines and four transmission types, plus an extensive selection of options. All models are covered by Chrysler Corp.’s five-year or 50,000-mile engine and drive train warranty which assures reliability, long-lasting quality and high performance. Sedans, hardtops and convertibles are all available with either four-speed or three-speed manual transmissions.

The Plymouth line includes seven different body styles in four series: Sport Fury, Fury, Savoy and Savoy. All are available with V-8 engines. Now available with a two-speed, three-speed or four-speed manual transmission.

PILOT LIGHTING is fully utilized through the use of three separate units, one for each area of the vehicle. New for 1964 are the three-speed selector and the four-speed manual transmission.

PLYMOUTH CONTINUES to provide a 5-year or 50,000-mile new car warranty on the engine and drive train components of its 1964 cars, with enhancements in the transmissions and engines to simplify and reduce maintenance requirements. The TorqueFlite transmission, fully covered by the warranty, has a new filter and oil level sensor, both of which are located in the transmission case. The transmission filter is replaced every 100,000 miles, or every 10,000 miles if the vehicle is used in a severe service area.

The new Plymouth automatic choke design is a starting reliability feature and, like other engine components, it reduces maintenance requirements. In the new design, the opening and closing of the choke blades is controlled by a vacuum-operated diaphragm which is in turn controlled by a solenoid in the electrical system.

SPECIAL TOOL FOR THOUGHTFULNESS AT YOUR GM DEALER'S

Your GM Dealer servicemen may have to call you sometime while working on your car or truck. If he does, it is for your benefit. He may have spotted a problem which could inconvenience you later. Or a road test may have indicated extra time is needed for additional adjustments. Your thoughtful Guardian Maintenance serviceman knows you want to be informed on occasions like these. That's why he asks for your phone number. General Motors dealer service keeps you in mind. Genuine GM parts and GM Training Center know how important your GM car or truck running right.

They Call It Starfire

For 1964, Oldsmobile’s Starfire has been grilles and rear end design set this Starfire dramatically changed to accentuate its performance image. A new and distinctive "inboard" driving lamps are sports car styled.

WHY GM DEALER SERVICEMEN KEEP YOUR PHONE NUMBER HANDY...

LEASING A CAR?

Now is the time to discuss term leasing on '64 automobiles. Our program is tailor made to your requirements, fleet or individual. For information, stop in soon.

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GUARDIAN MAINTENANCE