

all-new

KRIEGER MOTORS
1901 Milam
Houston, Texas



EARLE H. WEST, JR.

'55 PLYMOUTH

the biggest car in Plymouth history...longer, lower, wider!

YOUR CHOICE OF TWO GREAT F

*Plymouth's power-packed new **Hy-Fire V-8** is here!*

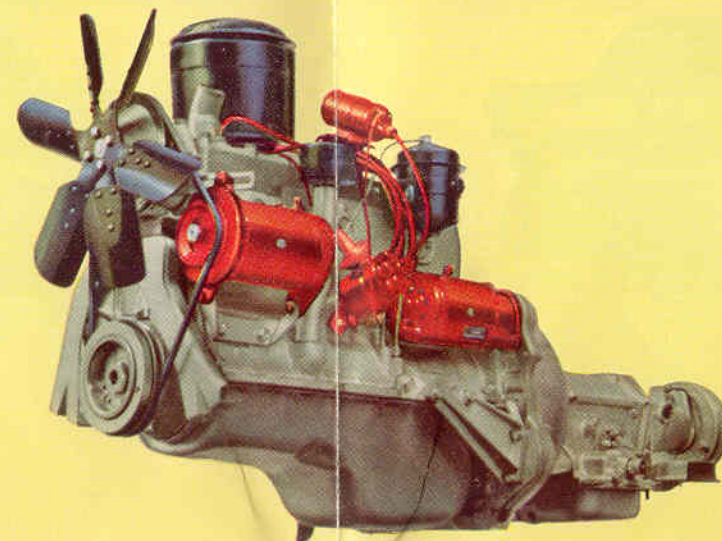
the most efficient engine design of any V-8 in the lowest price field

The answer to the remarkable economy of this great engine is in its efficiency. The radically new Polysphere combustion chamber: (1) conserves heat (energy), converting it into more horsepower; (2) permits bigger valves, better breathing, resulting in still more horsepower. The Hy-Fire's large-bore, short-stroke pistons do not travel as far—thus reducing friction, wear, heat loss . . . resulting in even more usable horsepower for you. The Plymouth Hy-Fire V-8 is an engine of tremendous acceleration, exceptional hill-climbing ability and complete reliability.



*and...new **Plymouth PowerFlow 6!***

The new PowerFlow 6 is one of the world's most economical engines to drive. It is smooth and quiet in operation with flashing breakaway at the traffic light and remarkably easy conquest of the steepest grades. Extreme simplicity in its rugged construction accounts for its unmatched dependability and economical operation mile after mile, year after year. Outstanding features include lightweight aluminum pistons, a 4-in-1 aluminum carburetor, and chrome-plated top piston rings for longer engine life and better oil control.



OF TWO GREAT POWER PLANTS!

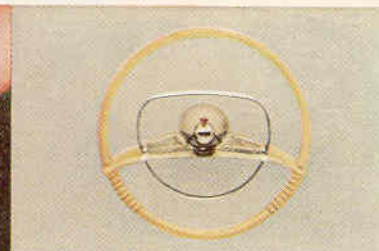


Plymouth "Plus" Power Features



POWER BRAKES

Reduce braking effort 45%. Braking stability provided by "booster" assures more uniform, smoother action. Fewer parts; easier, quicker servicing.



FULL-TIME POWER STEERING

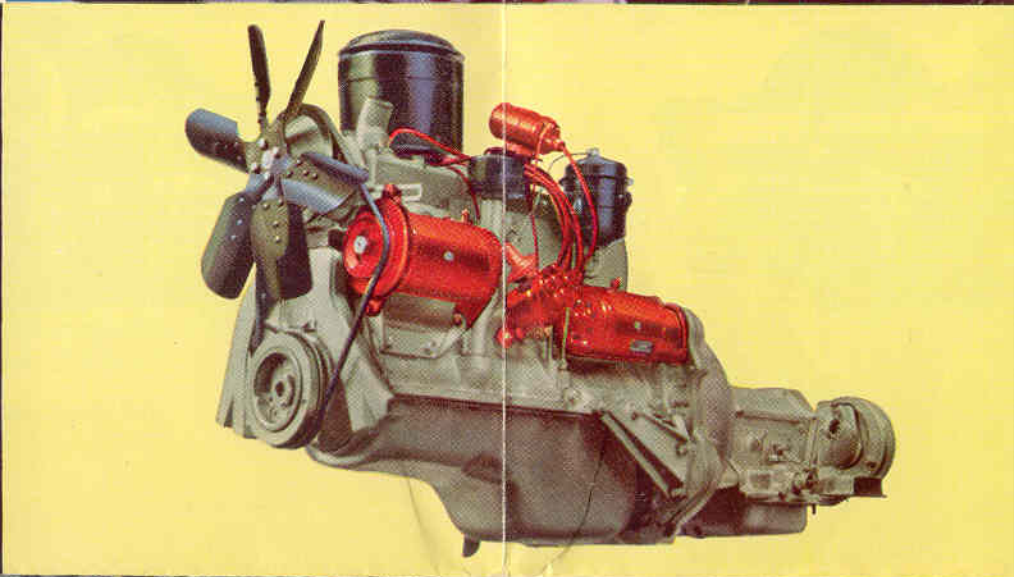
Exclusive coaxial design! Does 80% of the work. Always retains road "feel." Takes all the strain out of parking!

EASY-LIFT POWER WINDOWS

Raise or lower all vertically-operating windows electrically from the master control panel. Each window can also be operated by its individual switch.

EASY-GLIDE POWER SEATS

Simple seat-side finger control slides you back and forth, up and down. Seat travels fore and aft a full 5"—rises 1 1/4" from rear to front position.

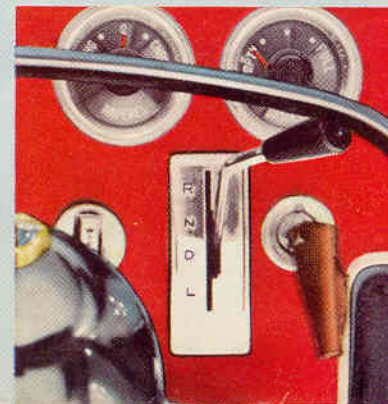


Choice of three great drives!

POWERFLITE

Smoothest, simplest of all automatic transmissions. Unequaled in the way it provides power when you need it—from a standing start or in the all-important midspeed passing range. PowerFlite gives new meaning to fully automatic no-clutch driving.

PowerFlite, Power Brakes, Power Steering, Power Seats, Power Windows, Overdrive each optional at extra cost.



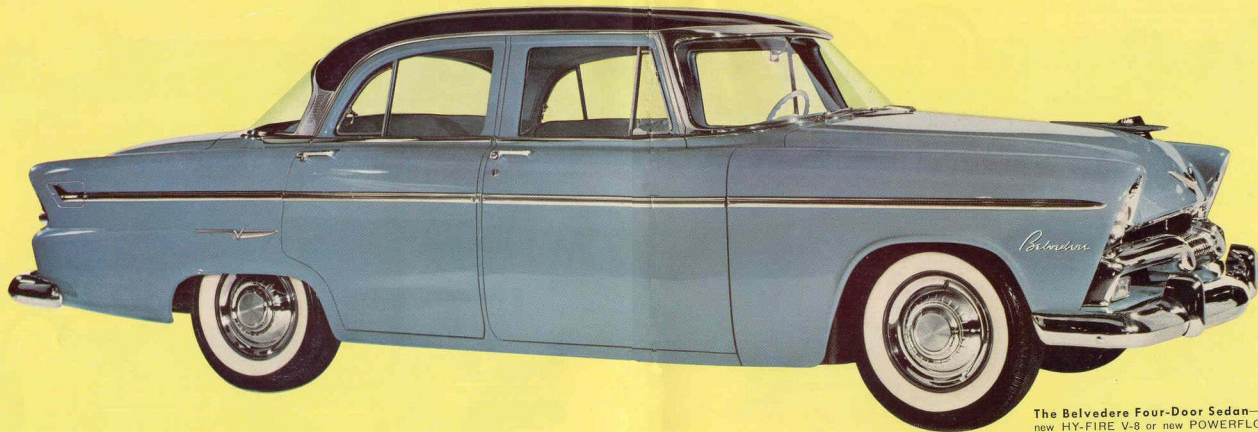
OVERDRIVE

Owners say Plymouth Overdrive pays for itself, by letting cars travel faster at slower engine speeds. That means substantial savings on your gas bill, decreased engine wear as well.

SYNCHRO-SILENT

Plymouth's Synchro-Silent transmission is famous for clash-free "conventional" shifting. Gears are "lapped" in pairs—assuring a fine polish and smooth meshing. Anti-friction bearings keep them shifting smoothly.





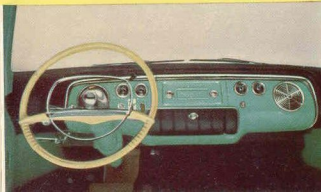
The Belvedere Four-Door Sedan—available with new HY-FIRE V-8 or new POWERFLOW 6 engine.



a completely new car in the lowest-price field!

From the sharply hooded recessed headlights to the distinctive new extended-lens taillights, here is a taut and eager-to-be-off new interpretation of the automobile which tells you at a glance, "nothing here is borrowed from the past!"

Lower, wider, more than 10 inches longer . . . this is a Plymouth such as you have never seen before. There has been no limit set on the time and money needed to bring America this shining new portrait in steel. Once you have seen and driven this greatest of all Plymouths, you will agree the years and dollars and toil were worth it!



Select your drive from the instrument panel! So much handier, the instrument panel drive lever permits selection of automatic drive position by feel alone!

New Full-View Windshield gives true wide-angle vision! Corner posts slant back and out of line of vision. No relocated corner "blind spots."

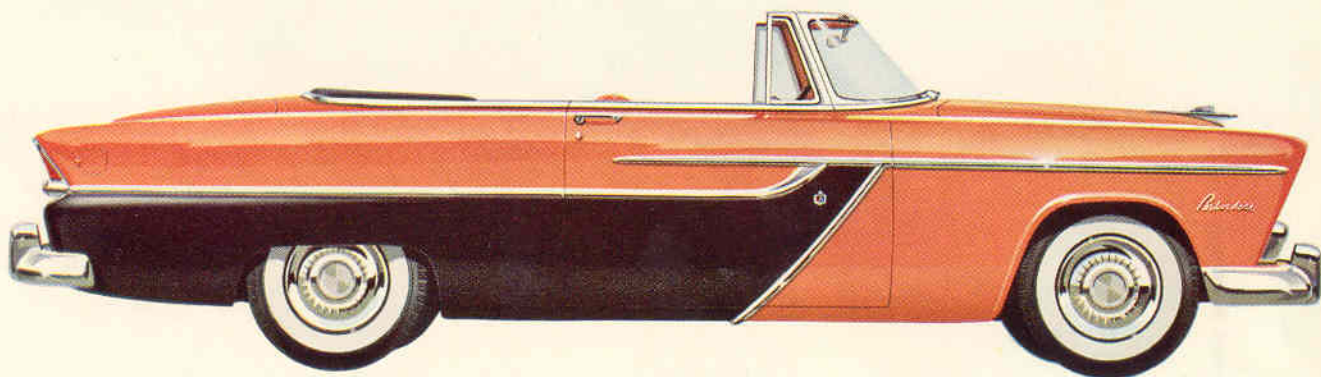


Plymouth—the big new car with

Belvedere



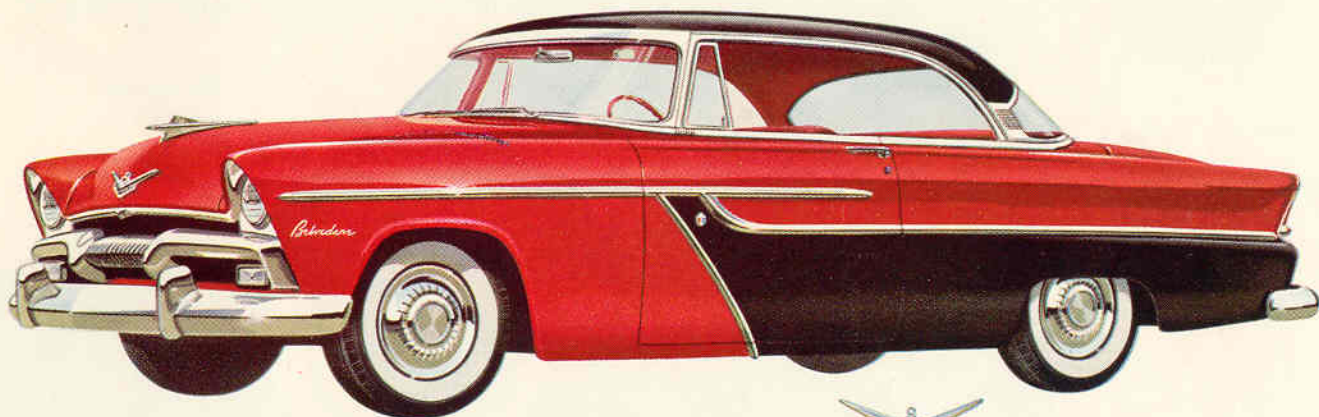
The Belvedere Club Sedan



The Belvedere Convertible Coupe



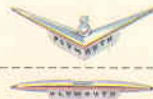
Glamour... Getaway... and Go!



The Belvedere Sport Coupe



The Belvedere Four-Door Suburban





BEAUTY QUEEN OF ITS CLASS!

It will probably never occur to you to think of the new 1955 Plymouth as a "low-price car." Everywhere you look you see fresh notes of luxury, new experiences in color and texture. Color, color everywhere . . . in exciting contrasts and pleasing harmonies. You can choose the colors you prefer—twelve new exterior color combinations, with eight new interior color combinations.

Savoy



The Savoy Four-Door Sedan



SPECIFICATIONS

Belvedere . . . Savoy . . . Plaza

HY-FIRE V-8 MODELS

ENGINE TYPE: 8-cylinder V-8 with overhead valves. Counterbalanced crankshaft with 5 main bearings. Chain-driven camshaft. Lightweight aluminum slipper-skirt pistons. Hydraulic self-adjusting valve tappets. Floating power engine mountings. **LUBRICATION:** Full pressure to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Pressurized mist to cylinder walls and piston pins. Rotor-type oil pump. Shunt-type micronic oil filter (standard on Savoy and Belvedere) with floating oil intake. Oil capacity 5 quarts. **COOLING SYSTEM:** 4-blade fan. Permanent by-pass temperature control. Full-length water jackets. Pressure vent radiator cap. Water pump with Oilite bronze bearings. **STEERING:** Worm and roller type steering gear. Roller mounted on ball bearings. Overall steering ratio 25.7 to 1. Idler arm steering linkage for maximum controllability.

POWERFLOW 6 MODELS

ENGINE TYPE: 6-cylinder L-head valve arrangement. Counterbalanced crankshaft with 4 main bearings. Chain-driven camshaft. Lightweight alloy aluminum pistons. Top compression ring chrome-plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts. **LUBRICATION:** Full pressure to all crankshaft, camshaft and connecting rod bearings; pressurized mist to cylinder walls, piston pins and valve lifters. Rotor-type oil pump. Micronic oil filter (standard on Savoy and Belvedere). Floating oil intake. Oil capacity 5 quarts. **COOLING SYSTEM:** 6-blade fan. Permanent by-pass temperature control. Full-length water jackets. Pressure vent radiator cap. Water pump with Oilite bronze bearings. **STEERING:** Worm and roller type steering gear. Roller mounted on ball bearings. Overall steering ratio 23.3 to 1. Shock proof rubber mountings to frame.

Cars have been illustrated to show some items of special equipment which are optional at extra cost.

V-8 AND 6 MODELS

FUEL SYSTEM: Oilite fuel filter in gas tank. Lightweight aluminum downdraft carburetor. Integral automatic choke. Heavy-duty oil bath air cleaner. Automatic manifold heat control to preheat fuel mixture. **IGNITION:** Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Double-breaker distributor (V-8). Splash-proofed distributor (6). **BODY SPECIFICATIONS:** Wheelbase 115 in. Overall length 203.8 in. Overall width 74.6 in. Tread 58.44 in. front; 58½ in. rear. **CONSTRUCTION:** All-steel, welded, completely rust-proofed and insulated body. Channeled and ribbed floor pan. Box-section reinforcements around window and door openings. Baked enamel finish. Molded rubber body mounts.

VENTILATION: Large screened cowl ventilator. Ventilating wings in each front door (and in rear doors of Belvedere and Savoy 4-door models). Full-width windshield defrosting. **ELECTRICAL:** Heavy-duty, 15 plate battery. High capacity, 45 amp. generator with automatic voltage and current control. Ignition-key starter switch. Sealed beam headlights. Each lighting circuit protected with circuit breakers. **CHASSIS:** Rugged steel frame with double-channel arc-welded box-type side rails. Four sturdy cross members. Convertible has X-type between side rails.

FRONT SUSPENSION: Independent type with coil springs. Non-parallel control arms. Oriflow shock absorbers inside coil springs. Torsion-bar sway eliminator. **REAR SUSPENSION:** 2½ in.-wide rear springs, splay-mounted for stability. Sea-leg mounted Oriflow shock absorbers. **DRIVE:** Hotchkiss drive with hypoid rear axle. **BRAKES:** Safe-Guard hydraulic brakes with individually anchored shoes. Two cylinders and two shoes in each front wheel. Long life Cyclebonded linings. **TIRES AND WHEELS:** Extra low pressure, 6.70 x 15 tubeless tires. Safety-Rim wheels to help hold tire on wheel in event of blowout.

Specifications subject to change without notice.



The Savoy Club Sedan





The Plaza Four-Door Sedan



The Plaza Two-Door Suburban



The '55 Plymouth is 10 inches



The Plaza Club Sedan



The Plaza Business Coupe



longer . . . lower and wider, too!



PA-1622

... a great new car
for the YOUNG IN HEART