

1975

CHRYSLER-PLYMOUTH

Voyager

TRAIL DUSTER



New Yorker

Fury Sport

Cordoba



Imperial

Town & Country

DUSTER

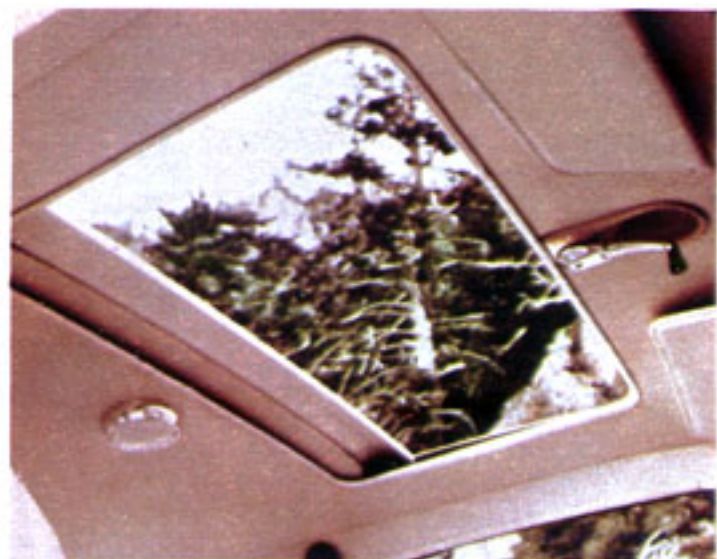
Valiant

Gran Fury

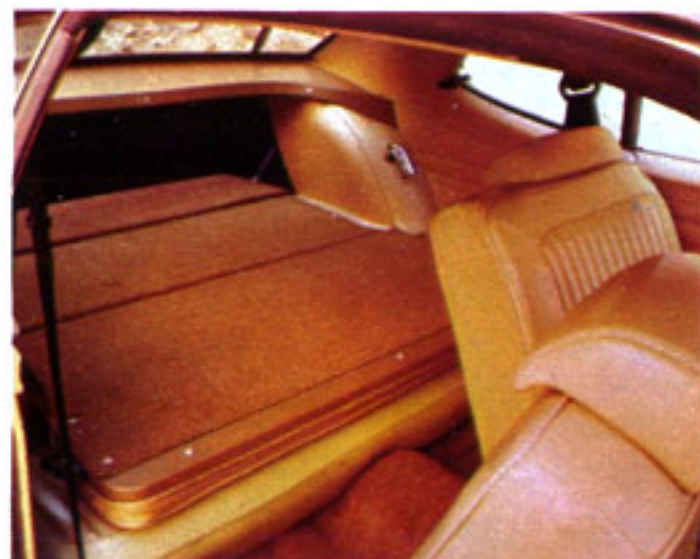
Gold Duster—Proves a compact needn't look like one.



This is the Gold Duster—a lot of car for the money.



Manually-operated sun roof, a sporty option.



Space Duster Pak for extra load capacity.



Space Duster Pak with security panel.

Gold Duster doesn't look like a compact. Even though its 108" wheelbase places it in the "compact" category.

Which leads us to believe its outstanding success is due to people who've learned to like their economy with room to enjoy it.

In fact, when you start to tote up all Gold Duster's standard equipment and features, you'll wonder why so many smaller cars are priced above this lively looking bargain. Here's what's standard—just to prove our point: choice of 225 cubic inch Slant 6 or 318 V-8 engines . . . all synchromesh 3-speed manual shifting . . . torsion-bar front suspension . . . all-welded Unibody . . . Electronic Ignition and voltage regulator (something you'll appreciate on sub-zero mornings). That's just starters. More standard features include: deep-pile nylon carpeting . . . cigarette lighter . . . 7-step dip-and-spray rust prevention . . . 16 beautiful colors (six of them you've never seen before 1975) . . . whitewall tires . . . full chrome wheel covers, front and rear bumper guards, deluxe sound insulation and topping it all off, Gold Duster's distinctive body side moldings or stripe and canopy vinyl roof.

The same kind of attention has been paid to Gold Duster's interiors. The standard seat is a vinyl bench and it comes in gold, green, blue, parchment and black. But you can order cloth-and-vinyl or all-vinyl bucket seats. Gold Duster's instrument panel is easy to look at, easy to use. The three-spoke padded steering wheel is color-keyed to your choice of interior trim.

If you like plenty of extra space

from time to time, be sure to look into our Space Duster Pak. It's an option that converts the Gold Duster (and all other Dusters) into a sort of mini-wagon—with plenty of capacity. Fold the rear seats down and you get a cargo area 6½ feet long. With seats up, of course, you get Duster's normal trunk area in which, unlike hatchback models, your luggage is safely hidden from view.

In view of the American mood for economy, you'll find a number of important features have been made available to help you avoid unwelcome running costs. For example, Gold Duster offers optional Auto-Speed Control, the device that helps to steady your speed—something many drivers find difficult to do. And, generally speaking, the steadier the speed, the better mileage your engine will achieve at highway cruising speed. Gold Duster also offers the Fuel Pacer System. This option "watches" the intake manifold pressure of your engine. When your foot becomes a bit heavy on the pedal, a small amber indicator light flashes to warn you that your fuel mixture is over-rich and less than optimum for economy's sake. The amber light is housed in the left front fender turn signal. You can also consider optional steel-belted radial tires for your Gold Duster as a further aid to long-term savings. These tires will provide a measurable gain in fuel economy and longer tire life.

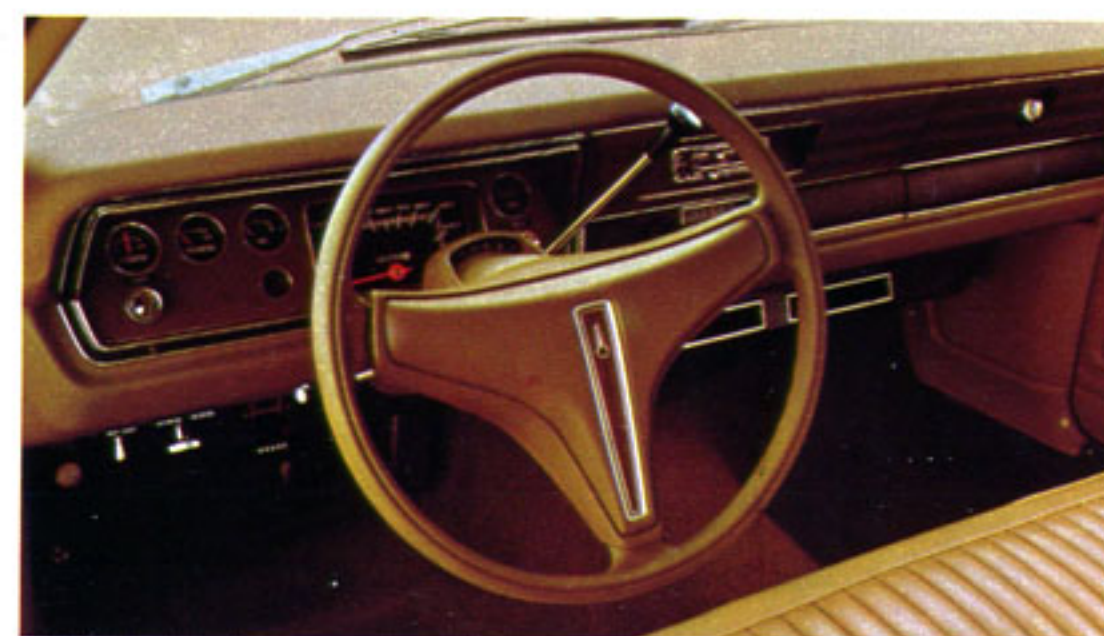
Take a close-up look at Gold Duster. It's a lot of car with a lot of value. And you'll find a lot of people who will agree with that statement.



Rear view of Gold Duster reveals stylish canopy roof.



Gold Duster all-vinyl optional bench seat.



Gold Duster instrument panel is stylishly functional.



Rallye Road Wheel.



Air Conditioning, AM/FM radio.



Fuel Pacer indicator light.

Duster, Duster Custom and Duster 360—What most small cars are trying to be.



Duster Custom with optional canopy roof.

Something all our Dusters have in common—plenty of American-size room. In fact, it's difficult to think of Duster as a small car when you stack it up against many of the mini imports (and some domestic makes, too) that are in its price range.

You and your passengers don't feel penned in. There's almost 20 cubic feet of trunk space. The size and comfort of Duster's seats will come as a pleasant surprise to people who may not be aware of Duster's generous dimensions.

The amount of engineering you find in Duster is just as generous. You get your choice of our standard 225 cubic inch Six or 318 cubic inch V-8. Along with this comes our Electronic Ignition System, all-welded Unibody, torsion-bar suspension . . . each a feature that you'll find adds to your long-term enjoyment of Duster's well-planned design.

Of course, you can build your Duster to suit your personal idea of what makes a car more enjoyable. Duster's quality accessories and optional equipment are many and useful. Features like our TorqueFlite automatic transmission, or a manually-operated sun roof, our special "Tuff" steering wheel, Auto Speed Control, a number of power options, and many more exceptional features described on page 31 are available for your personal selection.

Once you sit behind the wheel, or test the rear seat of one of our Dusters, you detect that some very special thinking has been reserved for you and your passengers. The atmosphere is quite unlike what you expect of a compact: airy, comfortable, color-coordinated. Like a well decorated room.

Once on the road, you understand an even more important asset . . . the quiet of these cars. These are interiors in which you can hold a normal conversation at highway cruising speeds, enjoy your radio or relax with a minimum of outside distraction. For this, you can thank the major sound insulating effort carried out by Chrysler Corporation engineers . . . one that returns a far greater measure of enjoyment than a Duster price would indicate.

Of course, there's no way to photograph the quality of silence. But we think you'll be impressed with the kind of quiet you'll experience during your first test drive.

Like all other Duster components, major or minor, Duster interiors are a superb example of outstanding decor built to standards that encourage long life and satisfying comfort.

The Duster 360. It's a smart-appearing, well-mannered road car for those who still enjoy the open highway. Its 360 cubic inch V-8 engine is sized just right for the enthusiast. You can spot the 360 immediately, thanks to its unique tape striping, E70 x 14" tires and optional sporty road wheels. But along with the faithful 360 V-8 you get dual exhausts, heavy-duty suspension and shocks, front sway bars, and TorqueFlite automatic transmission. Ideal for the driver who'd like something more in the performance department without compromising his budget.



Duster with full vinyl roof.

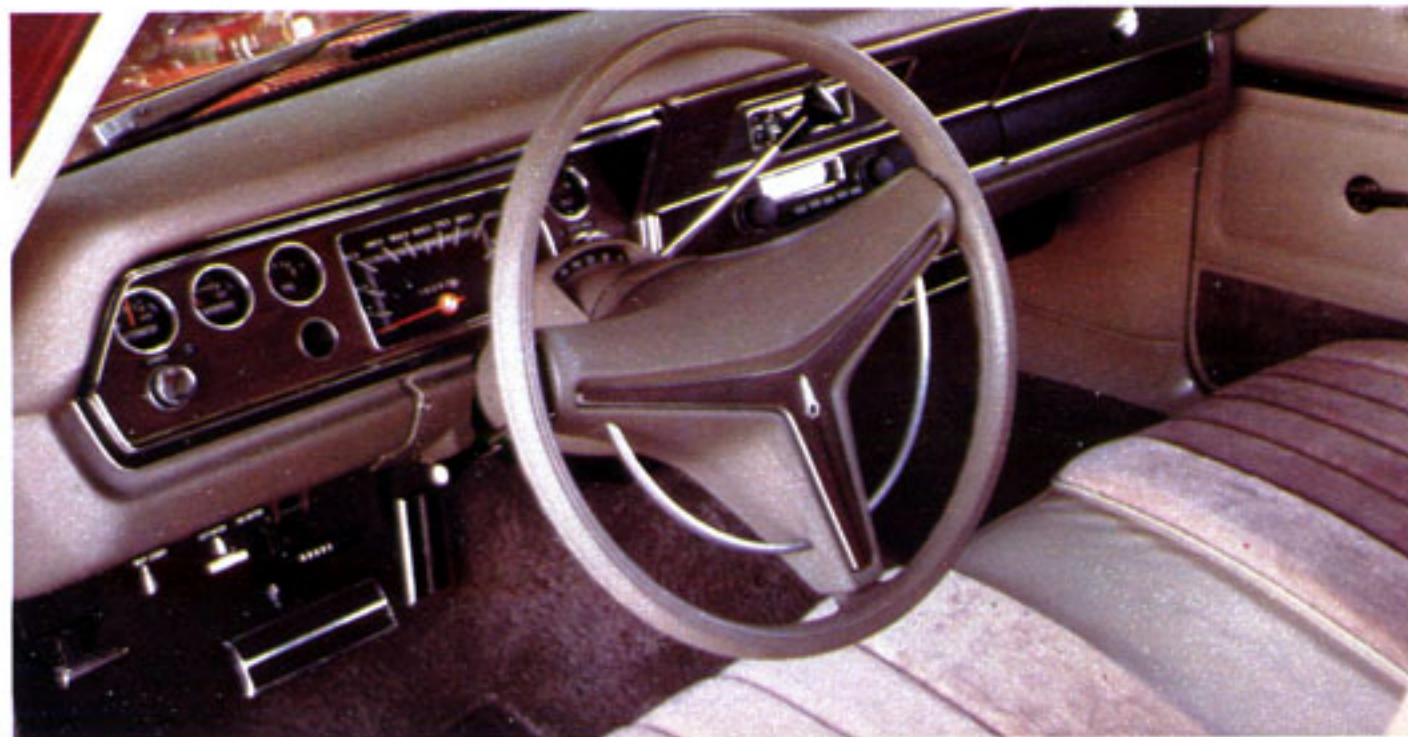


Duster 360 with Rallye Road wheels and unique body side tape.

Valiant Brougham Sedan and Hardtop — Styled like a luxury European.



Valiant Brougham 4-Door Sedan with optional wire wheel covers.



The instrument panel is typical of the Brougham's quality look.



Optional Auto Speed Control.



Optional AM/FM radio.

The Valiant Brougham 4-Door Sedan and its running mate, the Brougham 2-Door Hardtop, are two very superior automobiles. By just about any measurement you'd want to employ. In concept, they remind many of the smaller scale European luxury sedans. Yet both are priced at a level far below that class of car.

You'll appreciate what we mean by taking a close look at the interior of our 1975 Broughams. You'll note rich velour bucket or bench seats, deep-pile nylon carpet, premium trim fittings, storage pockets in the back of the front seats, and a superbly finished instrument panel. Outside, you'll be impressed by the rich colors offered in combination with color-keyed vinyl roofs, color-keyed wheel covers, die-cast standup hood ornament. These are Brougham features that meet the eye. There are dozens of others you'll have to experience.

Power, for example. You get a choice of either 225 cubic inch Six or 318 cubic inch V-8 engines with TorqueFlite automatic transmission and power steering—all yours as standard equipment. Equally important to your driving enjoyment is the Brougham's sound insulation . . . a combination of applied mastics, jute pads and other barriers to noise pollution. The Brougham owner will be the first to admit that the quiet of his car is as comforting as the conveniences placed at his disposal.

We said conveniences. Like a full complement of courtesy lights. An interior hood release. Roomy glove box. Cigarette lighter. Day/night rearview mirror. Carpeted trunk. And one you won't find often

in many cars today . . . a standard AM radio. Thoughtful design. Comfortable performance. Efficient power. All yours in a car people can own and enjoy at reasonable cost.

The Brougham's thoughtfulness doesn't stop there. It also offers the long-term benefits of Chrysler Corporation engineering. For example, an all-welded Unibody in which structural panels and pieces are welded into a long-lasting unit with more than 4000 welds. You'll be sure to like the Brougham's standard Electronic Ignition, too. Both for the starting ability it permits and the fact that you won't have to be fussing with condensers and points. You'll enjoy the balance of torsion-bar suspension. And, because you've chosen the Brougham for its quality look, you'll appreciate its superb 7-step dip-and-spray process that helps maintain its smart, luxury look and its wide choice of exterior colors.

Obviously, there are a number of optional features that can make your Brougham an even more luxurious experience. Air conditioning, for one. And though an AM radio comes as standard equipment, there are others to choose, including our AM/FM model. Considering the well-conceived speaker design of our sets, along with the quiet you can expect of the Brougham interior, reception promises to be a true listening experience. (See page 31 for other available options).

Valiant Brougham—with everything most people expect of a luxury car. With everything most people wouldn't expect of a compact car.



The Brougham's no cost optional bench seat with velour cloth.



Standard velour bucket seats with center armrest.



Brougham 2-Door Hardtop with optional wire wheel covers.

Valiant Custom, Valiant and Scamp—Proof that most people like winners.



Valiant Custom 4-Door Sedan with vinyl roof.



Valiant Custom optional all-vinyl split-bench seat.



Valiant Custom standard cloth-and-vinyl bench seat.

Fifteen years ago the name Valiant appeared on the automotive scene, along with two competitive compact makes. Today, only Valiant survives. We think that's a logical result of Valiant's original design concept: to offer the kind of value most people expect of bigger, more expensive cars at prices most budgets can accept.

Valiant Custom is our first case in point. Its features include durable, all-welded Unibody and torsion-bar suspension that seems ideally mated to the Valiant's 111" wheel-base. Plus our thorough 7-step dip-and-spray process that helps to ward off rust and corrosion.

You get a choice of two engines with the Custom, as well: a strong, smooth 225 cubic inch Six or the increasingly popular 318 V-8. Add to this Valiant's standard Electronic Ignition System which requires no points or condensers; increases voltage up to 35% over conventional designs—something every Valiant owner will appreciate when the weatherman loses control of things.

Of course, comfort has been a prime reason for Valiant's loyal following, too. For '75, the Custom provides a wide range of seats and interior trims from which you may choose. (You'll find a visual sampling on these pages. But we suggest you try them yourself—for size and comfort . . . as well as eye-appeal.) Carpeting, the kind you'd expect of a full-size luxury car, is standard. And many of the optional comfort and convenience features we present on page 31 are available for your consideration.

If you prefer the sportier look and feel of a 2-door hardtop, you ought to consider our Valiant

Scamp—seriously. With a wheel-base of 111", Scamp's smart style includes all the basic engineering worth of the Valiant Custom as well as rich-looking instrument panel, all-vinyl pleated bench seats in blue, green, gold, black or parchment—plus a wide choice of 16 tasty exterior colors purposefully chosen to match its young, lively styling concept.

One important thing you'll want to know about Scamp. You can order a package which includes features most people would want to order anyway . . . things like: vinyl roof, whitewall tires, full wheel covers, power steering, AM radio, remote-control rearview mirror, Fuel Pacer System, special insulation and interior trim, and you get our respected TorqueFlite automatic transmission at no extra cost.

For the most economical of all Valiants, there's the Valiant 4-Door Sedan. If you prefer the convenience of a 4-door sedan, at a price that is surprising as it is reasonable, the Valiant Sedan offers a very logical and roomy answer to family-sized car needs. Something else you'll want to remember. The Valiant 4-Door Sedan, gets the benefit of Chrysler's advanced engineering thought, six new color choices for '75, your choice of 225 Six or 318 V-8 and a level of trim that's as durable as it is pleasing to the eye.

Valiant makes a lot of sense no matter how you look at it. And continues to be the most sought after compact car in America.



The smart-looking Scamp is shown with standard wheel covers.



Here's the budget-minded Valiant 4-Door Sedan.

Fury Sport and Fury Custom—Excitement. Luxury. And a fresh new point of view.



The Fury Sport 2-Door Hardtop with sleek, new looks for '75.

Millions of Americans have been waiting for a new kind of car. One that's not too big . . . or too small. Maybe you're one of them. Which is why the new small Fury for 1975 is your kind of car . . . a car that's scaled down in size, perhaps. But not in comfort, convenience and, most important, value.

Fury's alert, smart new styling is aptly described by the pair of 2-door hardtops you see on these pages: the Fury Sport and Fury Custom.

Both offer the younger, fresher motoring point of view you've been waiting for. And both offer the same basic benefits you'll find in all Chrysler-engineered cars. All welded Unibody. Torsion-bar suspension. 7-step dip-and-spray rust prevention. Electronic Ignition System. New sound barrier applications. A choice of smooth, responsive 225 cubic inch Six or 318 cubic inch V-8 (standard on the Fury Sport), each with enough power to make you feel equally at home in go-to-work traffic or on the open road.

Color choice offers 18 different shades—six of them new for '75. There are new vinyl tops in six colors: white, parchment, black, gold, green, and red . . . each selected to coordinate with the body color you prefer. There's a new chrome grille set into a smoothly integrated fiberglass front body panel . . . typical of the carefully finished look our new Fury offers—outside and inside.

And here's what our Fury's interior decorators offer on these two hardtops. On the Fury Sport, all-vinyl bucket seats with folding center armrest, in five solid colors (or white complemented by color trims) come as standard. Also

standard is the full shag carpeting. You can order an optional Sundance cloth-and-vinyl bucket design in gold/black/white combination, or Boca Raton cloth-and-vinyl split-back bench design with center armrest in six colors: blue, red, green, parchment, black/white and gold. Standard on the Fury Custom is a handsome cloth-and-vinyl bench seat in six color choices for the 2-door hardtop; five colors for the 4-door sedan.

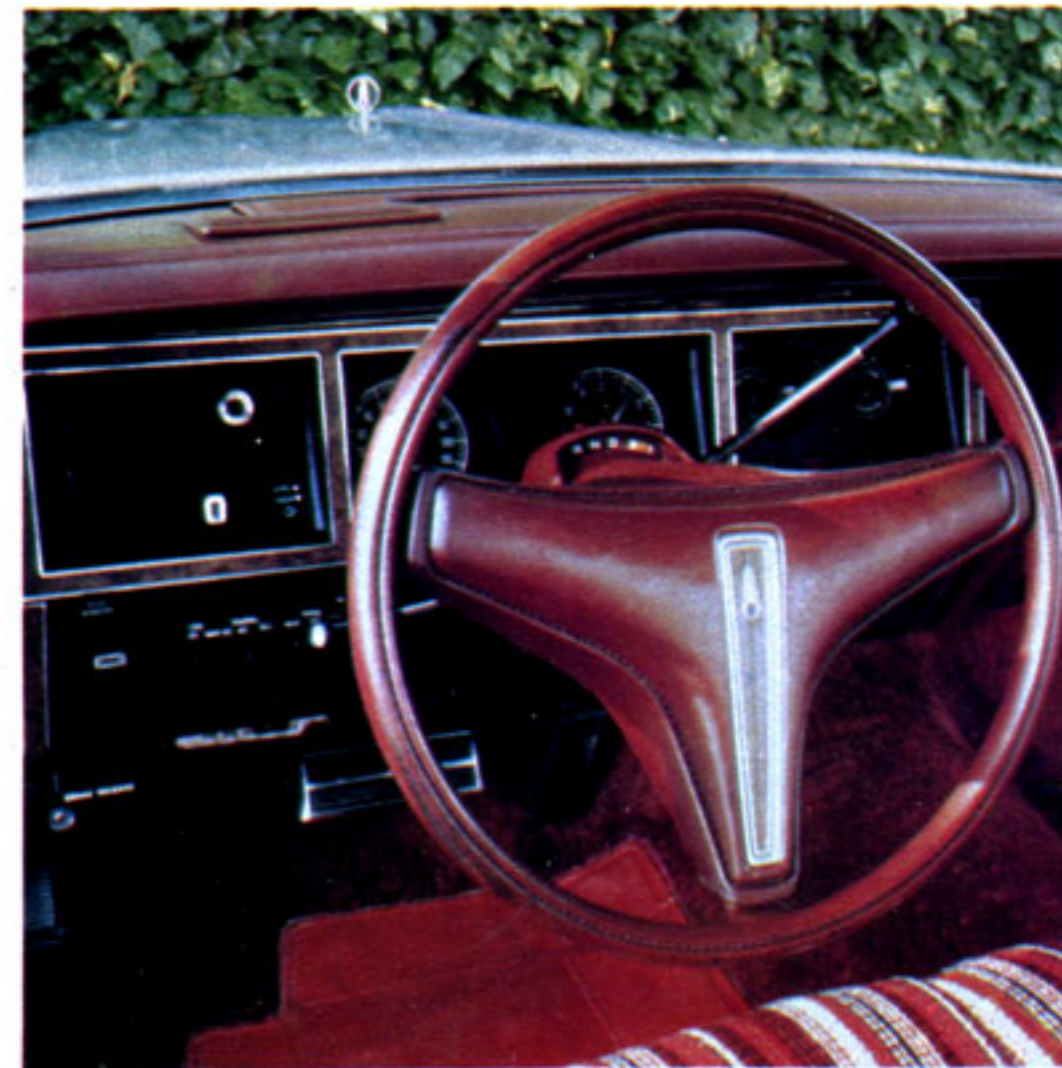
There's a full range of options to make your Fury ownership even more enjoyable. We describe them all in our detailed Fury catalog, and your dealer will be glad to review them with you. But here are some option highlights. In keeping with the new Fury's smaller-but-luxurious theme, you'll be interested in our new manually-operated sun roof that gives you the wide-open feel of a convertible with the security of a hardtop. Or you may want to ask about our stylish new road wheels including the new urethane-covered 15" design or steel-belted radial tires. And, of course, there's Fury's air conditioning system and fine selection of optional AM or AM/FM stereo radios with or without 8-track tape player. New economy-oriented options include Auto Speed Control and Fuel Pacer System both conceived to help you make the most of your fuel budget. Most important, ask your dealer to let you drive a Fury Sport, or its companion Custom 2-Door Hardtop. And notice how every inch of these new small Furys works for your comfort and driving pleasure.



Fury Custom 2-Door Hardtop with neatly integrated rear bumpers.



Optional Boca Raton cloth-and-vinyl bench seat.



Fury Sport instrument panel.

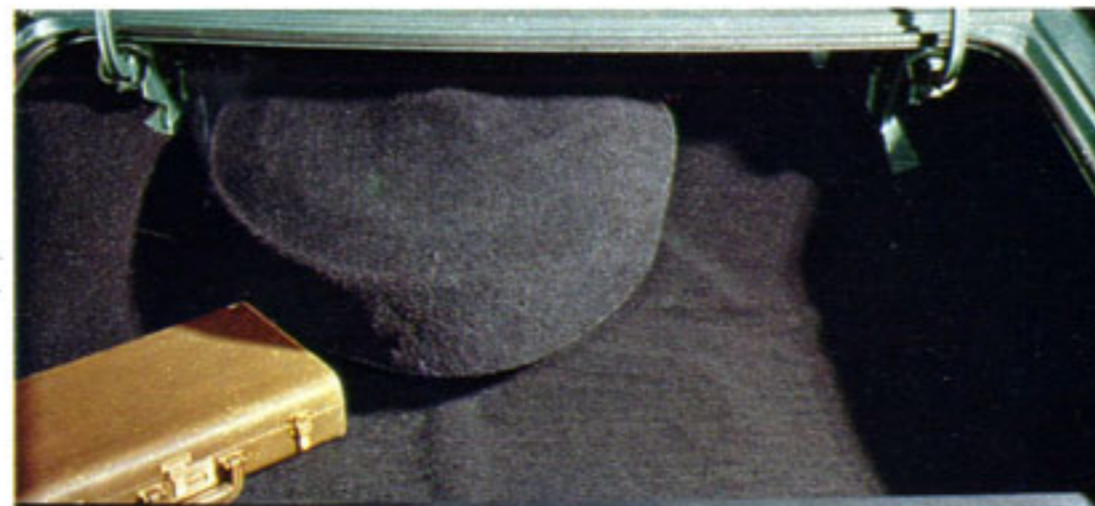
Fury Salon and Fury Custom Sedan—Rewarding value in two contemporary versions



Fury Salon 4-Door Sedan: an elegant new look . . . practical new size.



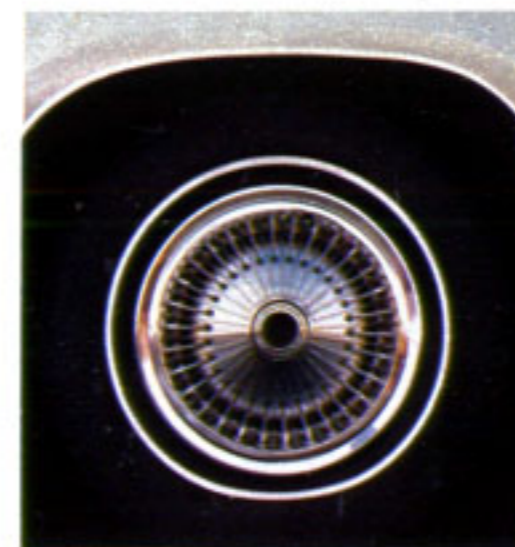
Velour seat with center armrest is standard on Fury Salon.



Carpet for trunk and spare tire is standard on Fury Salon.



Optional Fuel Pacer.



Optional wire wheel cover.

There are two ways to look at our Fury Sedan for 1975. The first is our Fury Salon option, the plushiest of all new Furys. Only a glance reveals its luxury. A closer look reveals its value.

Standard interiors come in two stylish seat cloths, each with folding center armrest. As an option you can select the soft velour material. This luxurious cloth comes in four colors—blue, red, gold, and green, and each is carefully designed to match your favorite body color.

The Salon also is fitted with standard shag deep-pile carpeting, as decorative as it is comforting. The luggage compartment is lined with another specially woven carpet to protect luggage and further shield you from noise.

For power, the Salon's equipment includes our smooth 225 6-cyl. or 318 8-cyl. V-8 engine, Electronic Ignition System which does away with points and condensers, and the need to replace them periodically, and efficient TorqueFlite automatic transmission, as well as the steel-belted radial tires.

A wide variety of other optional powered driving aids are on tap for those who relish automated comfort and convenience. Power steering, power front disc brakes, power windows and door locks are likely choices for the luxury-minded motorist. Auto Speed Control is another optional feature you'll appreciate, particularly on those long stretches of super-highway. To help you get the most you can out of today's more expensive fuel, our new Fuel Pacer System reminds you to take it easy on the gas pedal. Both are intended to help you get the most of your

Fury's standard 25.5 gallon fuel tank.

Before you make any new car-buying decision, we offer a most sensible suggestion: drive this Fury Salon. You'll find the car . . . and the value . . . hard to believe.

Fury Custom Sedan. The second way to look at our family-sized new Fury 4-Door for 1975. It's the one thousands of people with families have been waiting for. It's sizeable and comfortable and considerate of a family budget. So we present the Fury Custom Sedan—the value-minded car that isn't economy-sized.

With the Fury Sedan, you get all the traditional Chrysler Corporation engineering advances—plus a number of new details for '75. All-welded Unibody, for example. Electronic Ignition System. Torsion-bar suspension. And such 1975 benefits as 18-inch wiper blades to promote safer vision, stronger door latches, headliners made out of one-piece molded material for a neat, finished look. For the long term, you also get Plymouth's well-known 7-step dip-and-spray process to help you protect your investment.

There is also a wide array of options—many of particular interest during these days of higher fuel costs. Like our Auto Speed Control or the Fuel Pacer System mentioned before.

For comfort, convenience and ideal size, get to know the new small Fury Sedan better. It's waiting for you now at your Plymouth dealer's.



Fury Custom 4-Door Sedan.



Optional Fury Custom all-vinyl seat with center armrest.



Standard Fury Custom cloth-and-vinyl bench seat.

Road Runner—Just to remind you driving can still be fun.



The new Road Runner—the fun machine . . . and looks it.



Optional Sundance Road Runner bucket seats.



Instrument panel with optional "tach" and "Tuff" steering wheel.

Road Runner. The ideal car for those who like their luxury mixed with a liberal amount of fun. Visually, Road Runner says both. The new body incorporates a new long hood. New black and chrome grille. Up-and-over stripes or hood paint options with the traditional Road Runner decal on the rear deck lid. Hood paint or deck lid tunnel decal are available options. Rallye road wheels with G70 x 14 raised white letter tires. Eighteen color choices. A refined but tough-looking car for those who like their motoring on the youthful side.

This same thinking carries over to the Road Runner's interior. All-vinyl bucket seats are standard and they come in red, blue, green, black, gold (or white with solid color trim). Or you can order our Road Runner's highly original Sundance seat—either bucket or bench design. Carpets are standard. The instrument panel imparts a sporting flavor. Gauges are readable and nicely clustered. Space is reserved for an optional electric clock or a tachometer with "low fuel" warning system and oil pressure gauge option—whichever strikes your fancy. An optional "Tuff" three-spoke steering wheel, as shown in our illustration at left, is in tune with the Road Runner image. But you can order a three-spoke, vinyl wheel if you prefer a touch more luxury.

Standard power? A 318 V-8 with 3-speed manual shift. Front disc brakes, heavy-duty suspension, Electronic Ignition System and all-welded Unibody are standard, too.

But there's much, much more you can add. Your dealer can tell you about Road Runner's wide choice of options.

Fury Suburbans—Made for work. And made beautifully.

You won't find any arguments about our Fury Suburban's ability to get any number of jobs done. And the same applies to the styling changes we've made in these outstanding wagons for '75. Like the new front end treatment featuring a new grille and practical fiberglass reinforced polyester panel surrounding the headlamps and grille . . . new front bumpers . . . new ornamentation. All achieved, we might emphasize, without interfering with the Fury Suburban's practical approach to motoring.

Inside, of course, you'll appreciate the wealth of space in both the 2-seat and 3-seat Suburbans. Space that'll accept a standard 4' x 8' panel, laid flat. You'll like the newly designed modular instrument panel, too. And the all-vinyl interiors that come as standard on the Suburban, the Custom Suburban and the smart-looking Sport Suburban (the one with the rich-looking wood-grain body side applique.)

And for those with a need for getting the job done, Suburbans are engineered to haul either kids or cargo with equal aplomb. A 318 cubic inch V-8 with TorqueFlite, power front disc brakes, three-way tailgate, added storage under the cargo floor, tailgate ajar warning light . . . all are there to help you get the most out of the Fury Suburban you think best meets your needs.

Remember, too, that there are a number of optional features that'll make your Suburban more fun at work . . . or play. Plus—all the basic goodness of Chrysler engineering you find on all our great new models for '75.



Foreground: Fury Sport Suburban. Background: Fury Custom Suburban.



Standard Fury Custom all-vinyl bench seat.



Adjustable luggage rack, optional.



Standard bumper guards.



Fury Suburban's generous space.



Rallye-style wheel.



Urethane road wheel.

Gran Fury Brougham—2-Door and 4-Door Hardtops. They'll satisfy your quest for individuality.



The Gran Fury Brougham Formal 2-Door Hardtop with new front styling.



The Gran Fury Brougham 2-Door Formal Hardtop.

Here are two cars prepared to fulfill just about any motoring need—looks, comfort, convenience, or size.

These are proudly styled automobiles with a number of visual highlights like the expensive die-cast grille, body side ornamentation, dual paint stripes, and a distinctive opera window and model identity script on the Formal 2-Door Hardtop. With the jewel-like hood medallion, all provide special evidence you are in command of the flagship of the 1975 Plymouth fleet.

A total of 19 carefully selected colors are yours to choose . . . and eight of these are vibrantly new for '75. There are also seven vinyl roofs to complement your choice of body color . . . blue, green, gold, parchment, black, white and the sensational new red. New deluxe wheel covers add glamour.

The practical aspects of Gran Fury's beauty offer as much appeal as its styling motif. Its size has a purpose: to accommodate a total of six healthy adults in the kind of comfort they expect in their home . . . without knee-bends or strained necks. The Sedan's 20.4 square feet of trunk space will handle a healthy load of family vacation gear. And increased glass area offers a panorama so large everybody can enjoy the passing scene. Such practical details as 18" wide wiper blades, a 12" wide rearview mirror and new door latches add to your driving enjoyment.

Gran Fury Brougham interiors are particularly sumptuous for '75. All are carefully designed so that each driving or seating convenience does its job with minimum personal effort on your part. You feel "right"

in these most luxurious Plymouths.

Seats, for example, are gently contoured with pull-down center armrests. A splendid cloth-and-vinyl upholstery trim is standard. As an option, there's a cloth-and-vinyl 50/50 seat with a relaxing passenger-reclining feature on 4-door models and individual adjustment for both sides. Steering wheels are tastefully color-keyed. Luxurious carpeting lines the floor, sides of doors, and the backs of the 50/50 seat design. Another welcome design is Gran Fury's upper level ventilation system that keeps the fresh air constantly changed and pleasant for all.

Comfort is additionally served in the Brougham by other important standard features. Power steering, power front disc brakes, steel-belted radial-ply tires, 400 cubic inch V-8 engine and TorqueFlite automatic transmission provide a list that's sure to make you wonder how so much luxury can be priced so reasonably.

Be sure to ask your dealer for the many other details you'll want to know about the Gran Fury Brougham Formal 2-Door Hardtop and 4-Door Hardtop. Space permits only a partial listing of the many comfort and convenience options (like the Fuel Pacer System, Auto Speed Control, Auto Temp and others) you may choose to make this car as individually satisfying as you want it to be.

Then, do yourself another favor. Ask him for a drive in this most comfortable and stylish automobile. It's the most rewarding feature of all.

The total effect, we think you'll agree, is a car that looks and feels and rides like it costs a lot more.



The elegant Gran Fury Brougham 4-Door Hardtop.



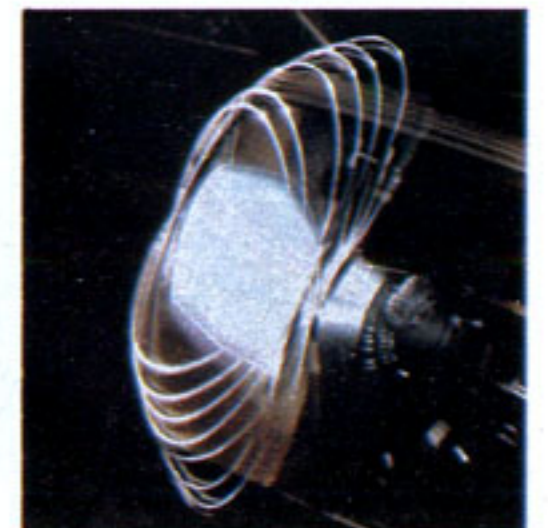
Standard Gran Fury Brougham interior is this cloth-and-vinyl.



The Brougham instrument panel: easy to use, easy to look at.



Optional vent window.



Optional Tilt-and-Tel wheel.

Gran Fury Custom and Gran Fury 4-Door Sedans—Value equals size.



Gran Fury Custom 4-Door Sedan with full vinyl roof.



Gran Fury Custom 4-Door Hardtop with vinyl roof.

You need a full-size car. But your budget says small car. Better consider our Gran Fury or Gran Fury Custom. Because you get so much for your money.

There's dramatic value in Gran Fury's spacious interiors. And we prove it with the Custom's standard cloth-and-vinyl split-back bench seat. There's value in the Gran Fury's instrument panel, too. It's as handsome and as functional as its Brougham cousins. You get full carpeting. And detailed refinements like a lighted bin-type glove compartment with convenient coin holder, inside hood release, driver's outside rearview mirror, three-spoke steering wheel and illuminated instrument panel call-outs, combine to contribute to a value story of major proportions.

Of course, there's all-welded Unibody, torsion-bar suspension, an efficient 360 cubic inch V-8 with Electronic Ignition System, TorqueFlite automatic transmission, power steering and brakes—all providing an even greater measure of the Gran Fury Custom's outstanding worth.

Bear in mind, that our Gran Fury power team is ideally sized for the many tasks most people require of a full-size car . . . and it gets the job done with admirable thrift.

You are also free to choose among the many options that can make Gran Fury or Gran Fury Custom an even more satisfying car to own and drive . . . like air conditioning or a wide range of radio combinations (including 8-track tape players) you'll want to ask your dealer about.

He'll welcome all your questions about this full-size value champion.

Gran Fury Station Wagons —How to put elegance to work.

You can think of our Gran Fury, Gran Fury Custom, or Gran Fury Sport Suburbans as luxury sedans. Or, with the flip of a seat, an elegant workhorse.

These are truly full-size luxury vehicles. Styling is sleek, yet functional. You get rear air deflectors as standard on all three . . . a distinctive yet useful feature that helps keep the back window clean. The Sport Suburban is further distinguished by a new front end design for 1975 and simulated wood-grain body side appliques.

Interiors are unusually practical. A vinyl bench seat design is standard in the Suburban 2-seater; the 2- or 3-seat versions of the Suburban Custom offer a standard bench seat or optional split-back seat with center armrest; the Sport provides the highest level of trim with a vinyl split-back design standard. An optional cloth-and-vinyl split-back with center armrest or a 50/50 vinyl bench design with front seat passenger recliner or the Sport's "Holiday" seat style are yours to choose at extra cost.

We've taken care to make these true performing wagons, too. Standard power is our hefty 400 cubic inch V-8. Along with that, you get TorqueFlite automatic transmission, power steering, power front disc brakes, torsion-bar suspension, and our dependable Electronic Ignition System that does away with points and condensers. And you also get standard steel-belted radial tires.

So, if you enjoy luxury that can put in a day's work, you'll enjoy our Gran Fury Suburbans.



Background: Gran Fury Custom Suburban.

Foreground: Gran Fury Sport Suburban.



All-vinyl center armrest seat is optional on Gran Fury Custom.



Standard Gran Fury Custom seating is a cloth-and-vinyl bench.

Chrysler Cordoba—The new small Chrysler.



Low, clean lines express the spirit of this all-new Chrysler.



Hood medallion.



Standard wheel cover.



Opera window and light.



Simply beautiful. The Cordoba rear styling treatment.

There are three basically important things you should know about our completely new Cordoba: its size, its equipment . . . and its superb new style, inside and out.

You'll find that "small" is a relative term in describing Cordoba's dimensions. Small for a Chrysler it is—with a compact 115" wheelbase and an overall length of 215.3". Yet, its interior space and comfort is the sort you normally associate with traditional luxury models. The total result is a car of pleasing, yet generous, proportions weighing less than the average full-size car.

Just as important (perhaps even more so) is the very impressive list of standard features, equipment and advanced engineering Cordoba owners may expect.

Here's what's standard on the outside. Completely new style, of course, with long classic hood. Plus a solid-looking grille, stand-up hood ornament and identifying script. There are nineteen rich colors to choose from, and the paint decor includes color-keyed tape stripes on the body side and deck lid. Also standard are 15" wheels with GR78 x 15 steel-belted white sidewall radial tires and rich stainless steel wheel covers. Most distinctive is the opera window roof with opera lights.

Inside, here's what to expect. Rich velour or brocade cloth seat materials; deeply contoured seats; deep-pile 24-ounce shag carpeting on floors, door sides and back of seats; lights for the trunk, glove box and ash receiver. The instrument panel is exceptionally well finished and easy to read. In addition to a full panel of gauges (oil, ammeter, fuel, and temperature), a digital

clock is also standard. The steering wheel is tastefully color-keyed, and the horns are dual note.

There's an inside hood release. Pedals are trimmed with stainless steel and a low-fuel warning system is also standard equipment.

Cordoba's underbody provides the heart of its outstanding quality story. The all-welded Unibody is treated with our 7-step dip-and-spray process for long life. Power is a 360 cubic inch V-8, with automatic TorqueFlite transmission geared to a thrifty 2.45 rear axle ratio. Travel range is aided by the new 25.5 gallon fuel tank. Torsion-bar suspension and strategic use of rubber suspension mountings help to isolate noise.

If you prefer to further personalize your new Cordoba, you can start with a choice of two vinyl roofs: the Halo and Landau designs that complement the opera window and light motif. In addition, there are two stylish wheel treatments: an optional wire styled cover or the new urethane-styled road wheel. A wide range of power accessories are also available. Power windows, door locks, power seats are optional. An optional sun roof provides a sporting extra touch. And, of course, Cordoba's quiet interiors are ideal for radio listening . . . and a number of sets, including AM/FM stereo with tape player, are available as options.

There is more. Much more. But Cordoba standard and optional benefits make quite a list.

But then, Cordoba's quite a car.



Cordoba, the new small Chrysler shown with Landau roof.

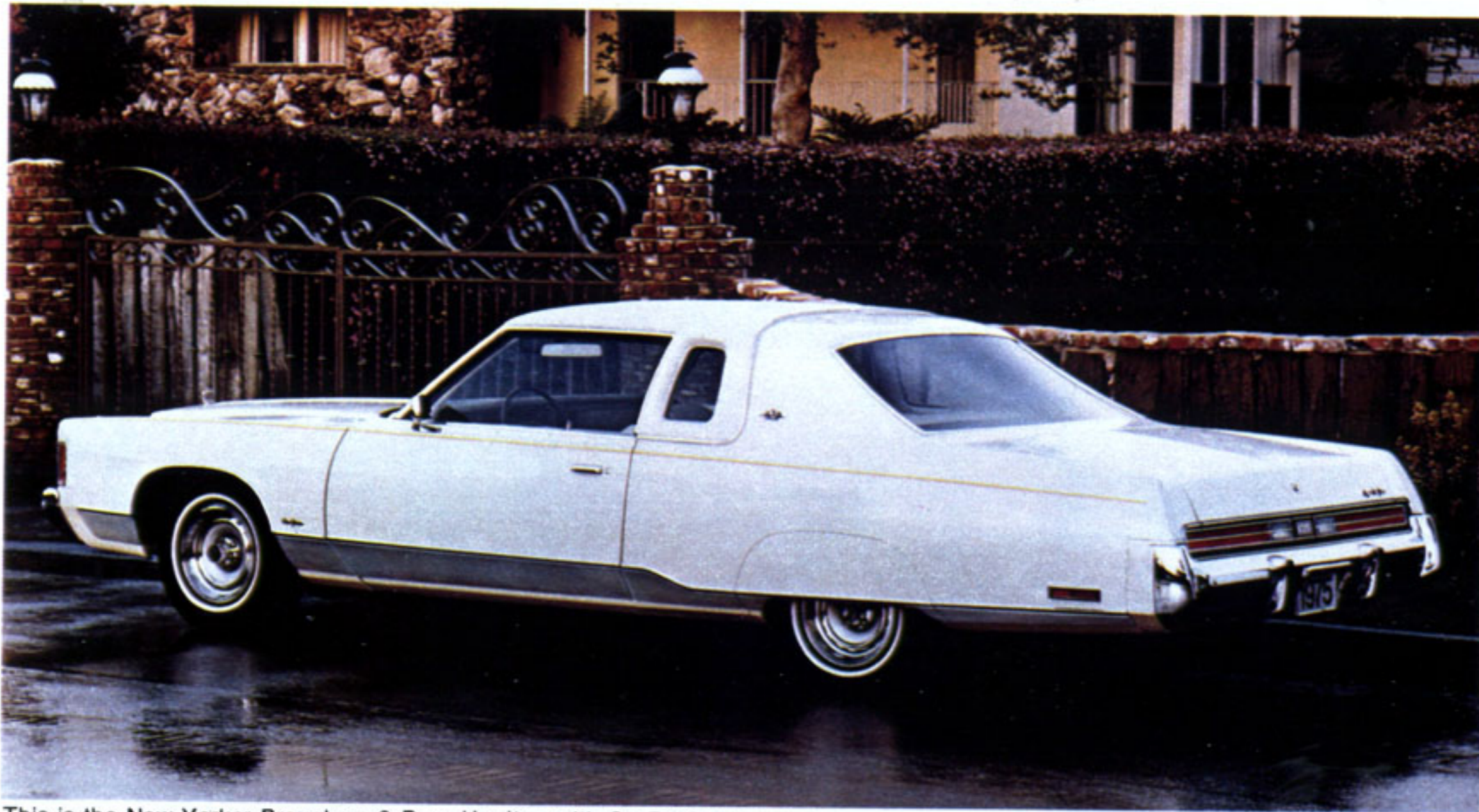


Optional Corinthian leather bucket seats.



Rich velour cloth and vinyl trim is standard on Cordoba.

New Yorker Brougham — 2-Door, 4-Door Hardtops and 4-Door Sedan. Impressively luxurious.



This is the New Yorker Brougham 2-Door Hardtop with St. Regis option.



The standard 50/50 cloth-and-vinyl Brougham interior.



The alternate standard Brougham interior is all-vinyl.

Each of these fine cars are elegant reflections of a living style their owners expect of all the things surrounding them. The fine car owner has every right to expect the many superb benefits our New Yorker Broughams are prepared to offer him . . . colors, fabric selections, power features, comforts and conveniences.

The 2-Door Brougham provides ample evidence of being able to please. There are nineteen distinctive colors to choose from. Each is complemented by a standard interior of finely textured cloth-and-vinyl, covering a 50/50 divided bench seat with folding dual armrests. Plush deep-pile carpeting covers the floor. And color choices include blue, green, parchment, black, gold and a rich red. In addition, there are two all-vinyl interiors available. One, provided in the single colors mentioned above, is yours to choose at no extra charge. The other, combining blue, red, green, black and gold with white vinyl trim, can be ordered at extra cost.

These same beautifully finished interiors are also available on the Brougham 4-Door Hardtop and 4-Door Sedan. On these models, however, a passenger-side reclining seat back feature comes as standard equipment.

The Brougham's beautifully organized driving aids also reflect careful planning, too. The modular instrument panel, for example, with its easily serviced components and logical location of controls: operational controls at left of the steering column, comfort controls at right.

And, then, there is the smooth power train that contributes so

much to the 1975 Brougham's brilliant performance. Our 440 cubic inch V-8 teams with TorqueFlite automatic transmission and our Phase II Electronic Ignition System . . . all standard.

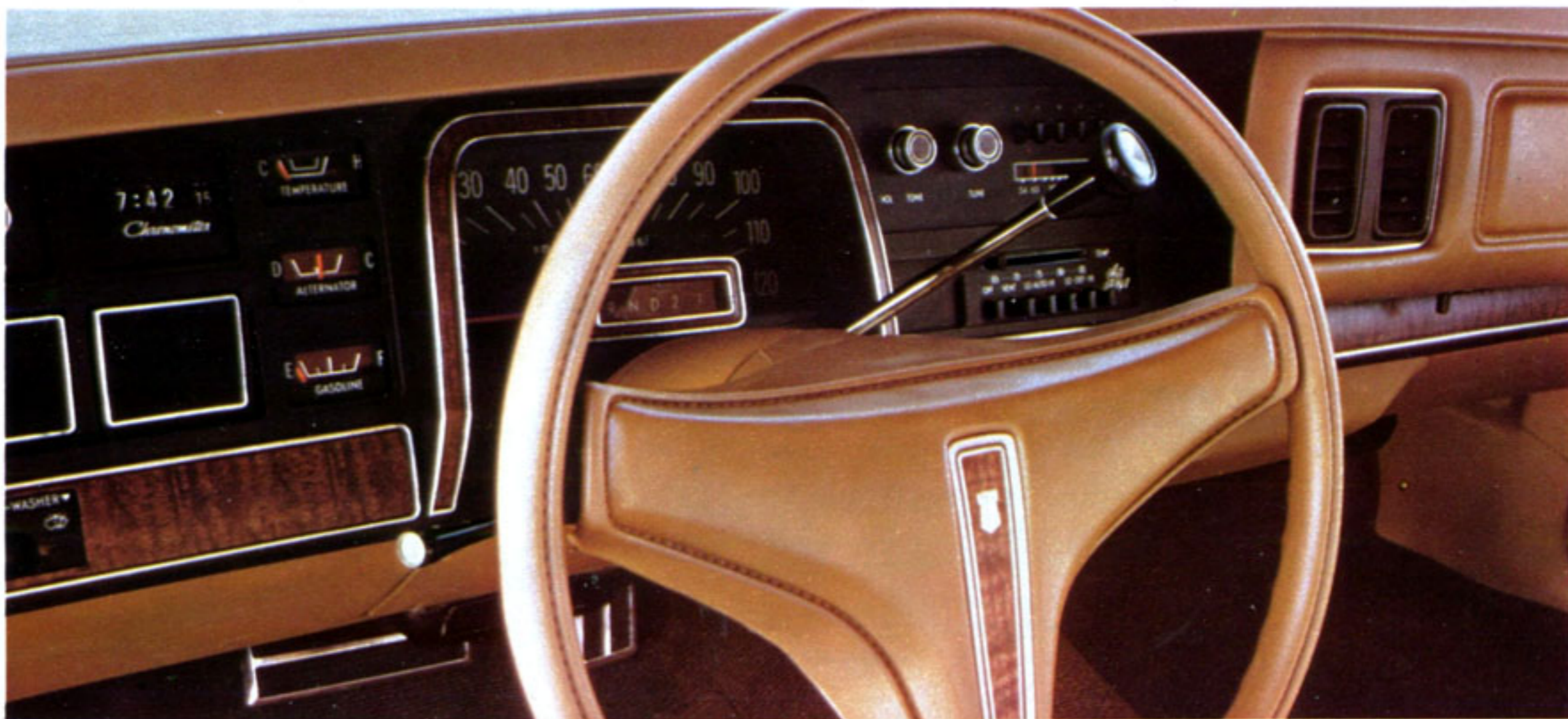
To complete the Brougham experience for 1975, a wide variety of optional features is available to tailor your Brougham to your individual requirements. Many of these are detailed on page 31, and in the separate Chrysler catalog.

In view of the degree of comfort usually preferred by the Brougham owner, we feel that some of these options might be well worth your consideration. For example, Auto Speed Control is most compatible with the needs of the luxury-minded motorist. With the simple touch of a finger you can set and then maintain a pre-determined speed, automatically. And this regardless of terrain. Auto Speed Control therefore steadies your speed without your touching the accelerator. Many owners find it a boon for both gains in economy and for comfort on long stretches of highway. Auto Temp is still another fine option in keeping with the Brougham's luxury atmosphere. Auto Temp holds the temperature level you've preselected in any season until you prefer to change it. Air is filtered and fresh, and ever-changing, to keep the Brougham's interior as pleasant as you want it to be. And for the busy executive, there's our highly accurate electronic digital clock . . . which is accurate to within a minute per month.

For a complete description of more luxury equipment you can choose, be sure to consult with your dealer.



The splendid New Yorker Brougham 4-Door Hardtop with vinyl roof.



The New Yorker Brougham instrument panel.

Newport Custom and Newport—Comfort reigns supreme.



Newport Custom 2-Door Hardtop with vinyl roof.



Newport 4-Door Sedan with vinyl roof.

The atmosphere of comfort, convenience and quality that pervades the Newport Custom or Newport (2-Door Hardtop, 4-Door Hardtop or 4-Door Sedan) is one you can become very much at home with.

These are undeniably full-size, impressively-styled automobiles in the finest Chrysler tradition. Each is endowed with our advanced engineering thinking: Unibody construction, torsion-bar suspension, TorqueFlite automatic transmission, 7-step dip-and-spray process, and standard Electronic Ignition System. And these benefits are augmented by a level of comfort you can compare with any automobile in Newport's price range.

Interiors are particularly elegant and comfortable for '75. The Custom offers a standard cloth-and-vinyl 50/50 divided front seat with individual armrests and passenger recliner feature on the 4-door models. Six colors accent the rich seating materials. At no extra charge, you can get the same seat in all-vinyl. As an option you can choose the same seat in all colors except parchment combined with white vinyl trim.

You'll find richly patterned materials standard in our Newport as well. Both cars come completely carpeted and offer such features as power steering and front disc brakes, steel-belted radial tires, trip odometer and many other thoughtful conveniences and driving aids. You'll find a more detailed list in our Chrysler catalog. Ask for one at your Chrysler dealer's. Learn why our Chrysler Newports are as easy to own as they are easy to look at.

Chrysler Town & Country —The most versatile luxury car of all.

A luxury automobile. Or a highly efficient carryall. This is the Chrysler Town & Country formula.

Because you can ask this unique automobile to do just about anything and expect a ready response. For starters, it looks like a luxury car in the finest sense of the word. And proves it with standard features like a 50/50 all-vinyl front bench seat with individual adjustment and folding dual center armrests . . . in six smart, beautifully coordinated colors. Loop-pile carpeting covers the entire interior on both the standard 2-seat and optional 3-seat models. With rear seats folded, it will handle a 4' x 8' sheet of paneling with tailgate closed. The tailgate can be locked with standard power Auto-Lock to protect your luggage or other valuable cargo.

To measure its performance, try Town & Country's standard 440 cubic inch V-8, TorqueFlite automatic transmission, power steering, power front disc brakes, power tailgate window, new 1.8 hp starting motor, Phase II Electronic Ignition with long-life spark plugs and 500 amp battery, steel-belted radial tires, heavy-duty suspension units, and the many other famous Chrysler engineering benefits described on page 29.

Obviously, a car of this stature should provide a number of highly individual features. Such outstanding options as Auto Speed Control, Auto Temp and a superlative range of radios, including AM/FM stereo with 8-track tape player.

The Chrysler Town & Country Station Wagon. You'll find its capacity to please as large as its capacity for carrying.



The luxurious and functional Town & Country.



Optional cloth-and-vinyl Newport interior.



Town & Country's standard all-vinyl 50/50 seat.

The Imperial

—Committed to every comfort. Confident of every comparison.



The undeniable elegance of the LeBaron 2-Door Hardtop.



Convenience elegantly stated: the Imperial instrument panel.



Crown Coupe option with opera window.



Lighted vanity mirror is standard.

The 1975 Imperial is an automobile of astounding luxury. An automobile that by its luxurious nature invites comparison. Comparisons based on your sense of sight, touch and well-being.

Observe our Imperial for 1975. You will see rich colors. Carefully sculpted lines. Interiors that are as visually comforting as they feel.

Confirm what you see. For Imperial interiors are meant to surround you with extraordinary comfort. Each seat is a deep pillow comprised of even smaller pillows, gathered and sewn with particular care, to achieve luxury of the highest order. Seat cloth is of finely finished velour. As an option, you may select the same seat design in glove-soft Corinthian leather.

Indulge yet another sense: the sense of well-being. Imperial detail is the essence of its fine car stature. The clock is an electronic digital chronometer, for example. It is accurate to within a minute per month. The visor mirror has its own separate lights. The gauges are made even more useful by solid-state warning lights . . . consisting of light-emitting diodes which lack filaments that eventually "burn out". Such is the standard of Imperial's standard equipment.

It is important to those who seek the finest of cars to note the number of comforts and conveniences which are included in its price. These are Imperial's.

Auto-Temp II, for example, is more than mere "air conditioning" — it is a completely integrated unit which allows you to preset any temperature level and be done with it. No re-adjustments are necessary—except to please your

own particular need. Tinted glass comes as a welcome addition to Auto-Temp II. Comforting, too, is the quality of Imperial's deep loop-pile carpeting which is used to line the cavernous trunk, as well. Front seats are individually adjustable. On 4-door models, a recliner allows your front seat passenger to adjust the backrest to a number of desired angles.

Imperial's instrument panel is a carefully executed example of elegance and simplicity. A modular design, which is easily removed in the unlikely event of needed service. The panel layout places all operational controls at the left of the steering wheel—all convenience and comfort controls at the right.

And there is Imperial's remarkable engineering story. One totally worthy of its reputation. A smooth and reliable TorqueFlite automatic transmission combines with Imperial's 440 V-8 and its unique Phase II Electronic Ignition System to produce a comforting degree of performance. Worthy of comparison too, are Imperial's 4-wheel power disc brakes, its white sidewall steel-belted radial tires, marvelous sound insulation and new automatic height control.

What we have talked about on these pages is the standard equipment you find on our 1975 Imperial. Need you wonder why we want you to compare it carefully with others in its class?

You can, you know. As soon as you wish—at your nearest Chrysler dealer. He'll be glad to arrange a test drive—with the confidence that Imperial for 1975 will measure up to any luxury motor car in America.



LeBaron 4-Door Hardtop, distinguished by its luxurious formality.



Rich all-leather interior offers 50/50 seats with reclining feature on passenger side.

Trail Duster and Voyager—Plymouth's two tough travelers.



The Trail Duster is ready to go where you want to go. Shown with all-steel roof.



The Extended Body Voyager is shown here.

Trail Duster: You can bank on it to take you where *you* want to go. To the office. Or up in the Colorado back country where you can run out of road. With the 4-wheel drive Trail Duster, on, or off, the road, you're always in 4-wheel drive. No need to stop and lock or unlock front hubs when you leave, or get back to pavement. (There's also a 2-wheel drive model for 1975).

And you can depend on plenty of room and comfort with standard all-vinyl, full-foam bucket seats, armrests, padded instrument panel . . . and a full-load capacity of over 1800 pounds. Standard power: our 225 cubic inch Six or our 318 cubic inch V-8 and 3-speed manual shift. For more details on colors, seat planning, optional power trains and features, consult our 1975 Trail Duster Catalog.

Voyager: If cargo or seating space can't be satisfied by one of our Chrysler wagons, Voyager can help you out. Three models are available with overall lengths of 176", 194" and the 212" Extended Body design. You'll find a selection of seating capacities, too: from standard 5-seats to optional 8, 12, or 15 passenger. Depend on Voyager to furnish all important Chrysler engineering advantages and a satisfying list of comfort and convenience options. Again, you'll want to consult with your Chrysler-Plymouth dealer if the Voyager's the way for you to go in '75. Ask him for a 1975 Voyager Catalog for more complete details.

There's an important reason why our 1975 Chryslers and Plymouths perform so quietly, efficiently. And why they last so long. It's called Chrysler engineering.

The engineers who work on Chrysler-Plymouth products share the same philosophy which motivates the entire Chrysler Corporation: If a product's basic pieces are sound, carefully engineered and specified, and fully tested . . . then our automotive products are going to show it. In driving pleasure. In comfort and convenience. In lasting satisfaction.

We want you to know about all the useful and pioneering efforts that go into each Chrysler and Plymouth . . . the kind you can't see usually, but the kind you learn to appreciate.

The Quiet.

We want you to realize that layers of mastic sprays, foam seals, jute pads and other noise barriers are built into every Chrysler-Plymouth car. For '75, thick, deep-pile carpeting is added as a standard feature in most models, further shielding you from the noise of the road. You drive in splendid isolation, completely surrounded by Unibody, the single-unit body that's fused together by over 4000 welds. Adding to your relaxed atmosphere is the smooth action of our torsion-bar suspension system.

Yes, we care . . . because we believe your peace of mind makes you a happier, more satisfied *and* safer driver, no matter what Chrysler or Plymouth model pleases your taste or budget.

The Performance.

It used to be the word "performance" equated with how fast you got from 0 to 60. No more. These days performance is measured in efficiency of operation. And once again Chrysler extra care in engineering comes to your aid with a "right-size" selection of smooth, well proved engines. Ranging from a 225 cubic inch Six to a 440 cubic inch V-8. We mate these superb engines to an equally respected 3-speed manual or TorqueFlite automatic transmission to put your Chrysler or Plymouth's smooth power on the road. It all adds up to effortless, efficient performance. Our engineering also provides you with fuel tanks large enough to increase your travel radius on those long weekends and vacation trips.

The Durability.

Much of our engineering thinking is not immediately apparent, involving benefits people might tend to forget. For example, Chrysler-Plymouth's 7-step dip-and-spray rust preventative process. Every Chrysler or Plymouth you see is cleaned, coated, sprayed with two coats of primer, sanded, then painted with two coats of tough acrylic enamel. We think you'll appreciate this kind of careful finishing over the many pleasant miles you can expect to drive the model of your choice.

The Pioneering.

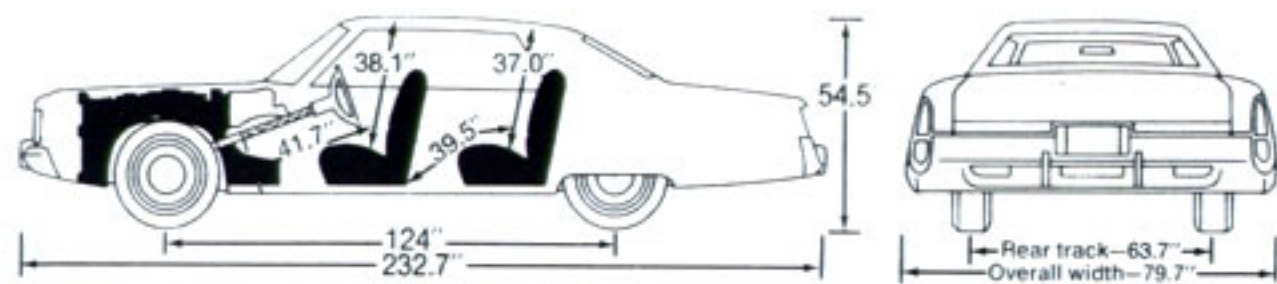
In the world of electronics, the word today is "solid state". And now, while others are slowly recognizing such equipment, Chrysler engineering brings you a solid state Electronic Ignition System that needs no points or condenser, and improves spark plug life almost 100%. Also you get an added bonus with the electronic voltage regulator: as much as 35% more voltage to help you get started in the foulest possible weather. Our Phase II system is standard on our 440 cubic-inch engines. And it includes long-life spark plugs and a 500 amp battery.

The Safety.

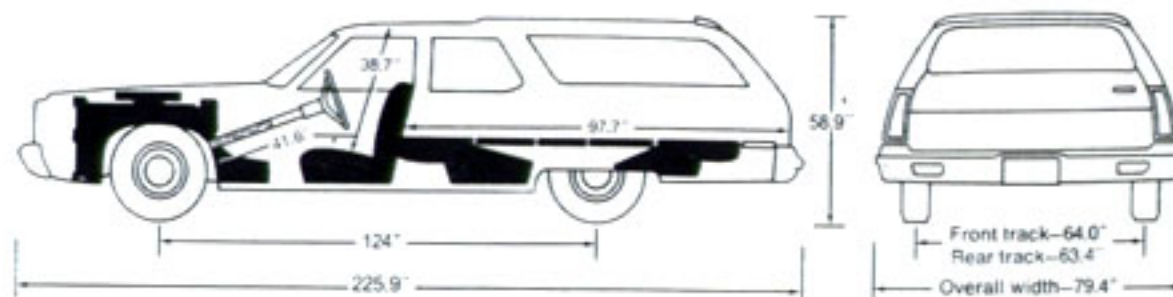
Perhaps the word "packaging" seems out of place in describing our luxurious interiors. Yet we take special pains to do just that. A collapsible steering column, rugged side impact beams and a most practical and effective impact-absorbing bumper system all directly influence your well-being on the highway—even in the supermarket parking lot. Our new driver/passenger restraint system is more convenient and easier to use, and is color-coordinated to interior trim in most models. Proper use of the seat belts will significantly reduce the risk of injury in the event of a collision.

Here's how we look at engineering, in summation: we know you care about how well your Chrysler-Plymouth car is designed and built. We want you to know we care, too.

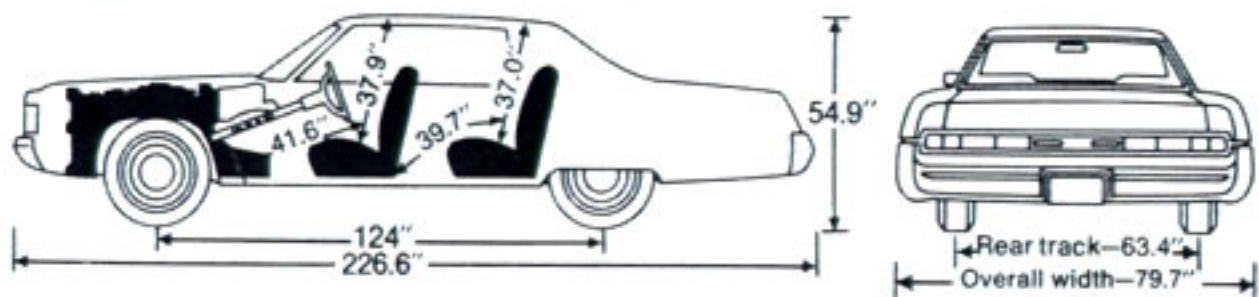
1975 CHRYSLER-PLYMOUTH EXTERIOR & INTERIOR DIMENSIONS



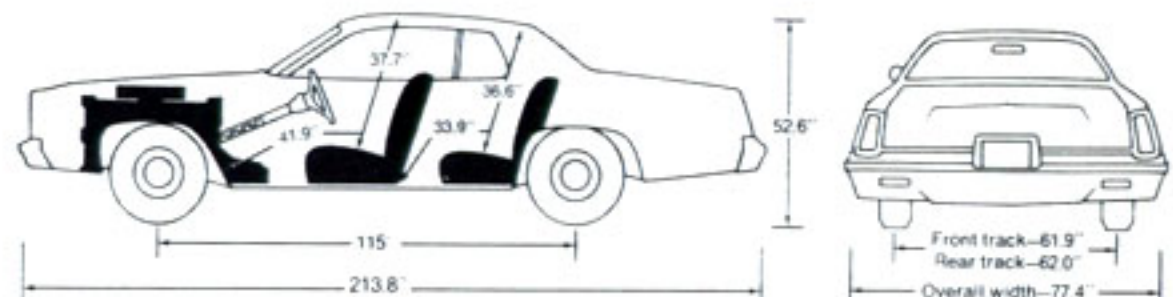
Chrysler Imperial
4-Door Hardtop



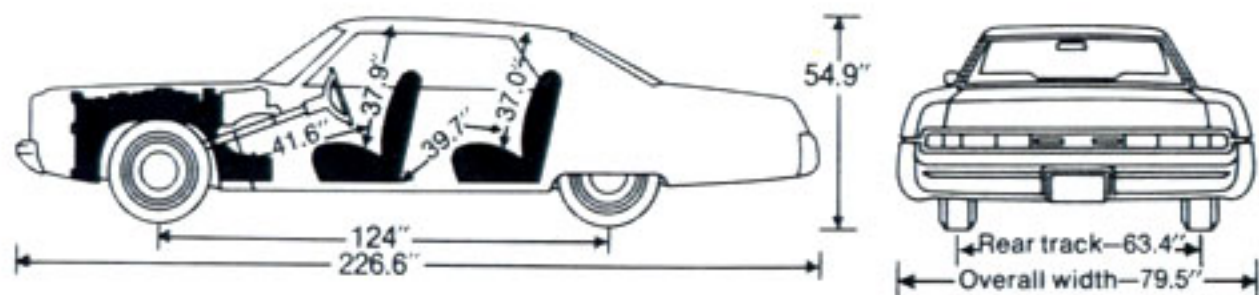
Plymouth Gran
Fury 4-Door
Station Wagon



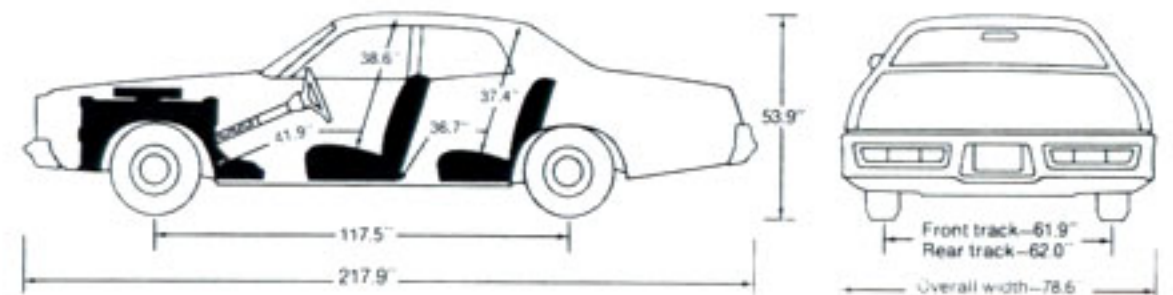
Chrysler New Yorker
Brougham 2-Door
Hardtop



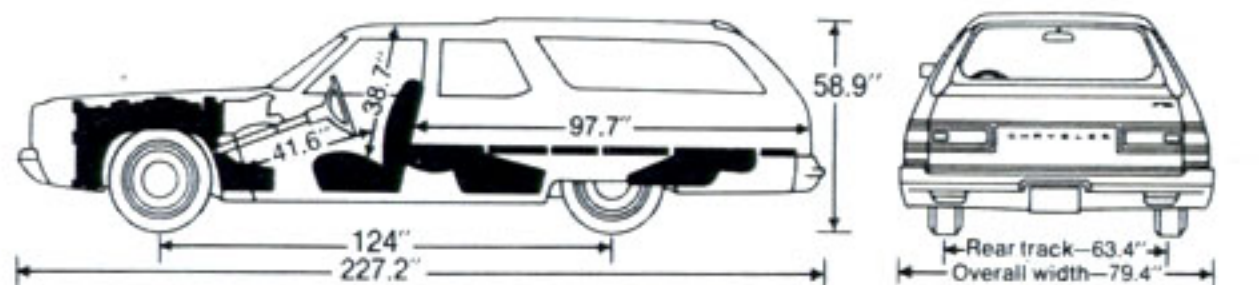
Plymouth Fury
2-Door Hardtop



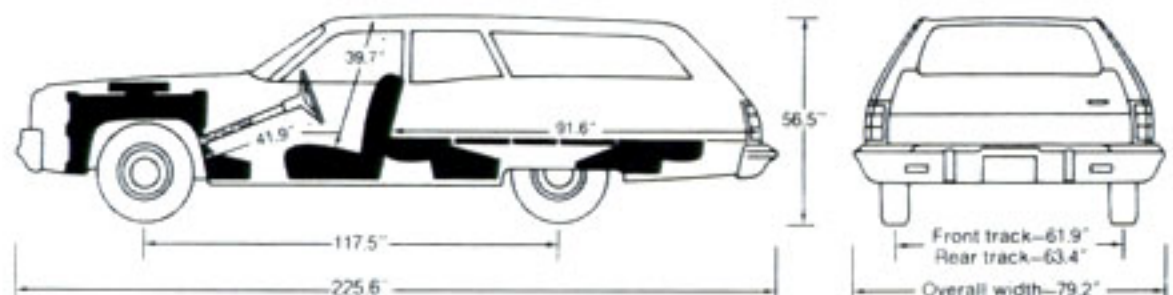
Chrysler New Yorker
Brougham 4-Door
Hardtop



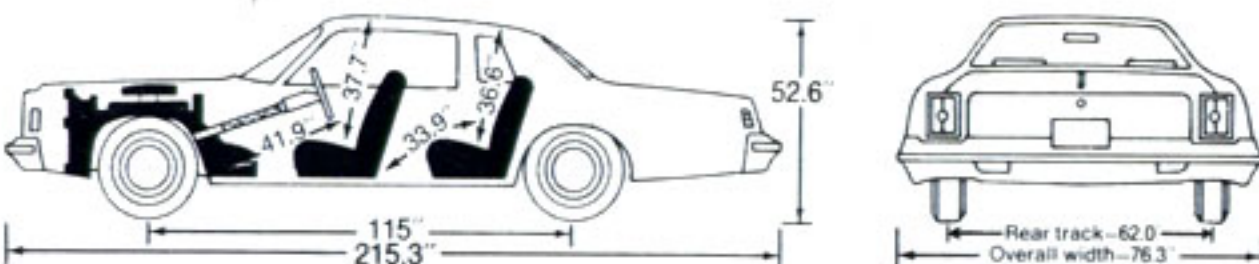
Plymouth Fury
4-Door Sedan



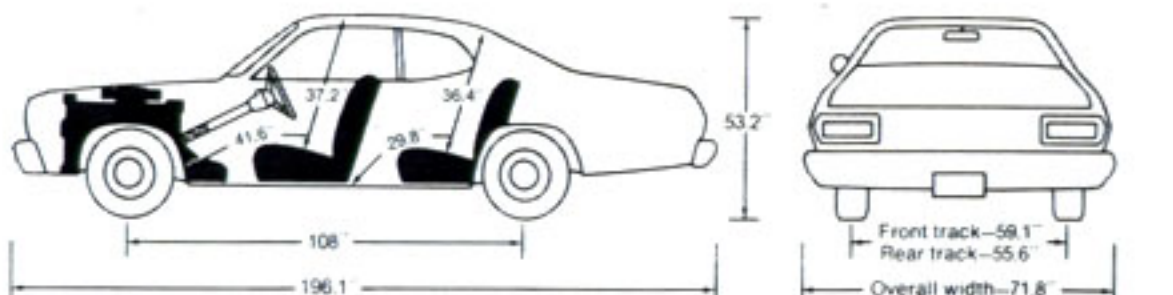
Chrysler Town &
Country 4-Door
Station Wagon



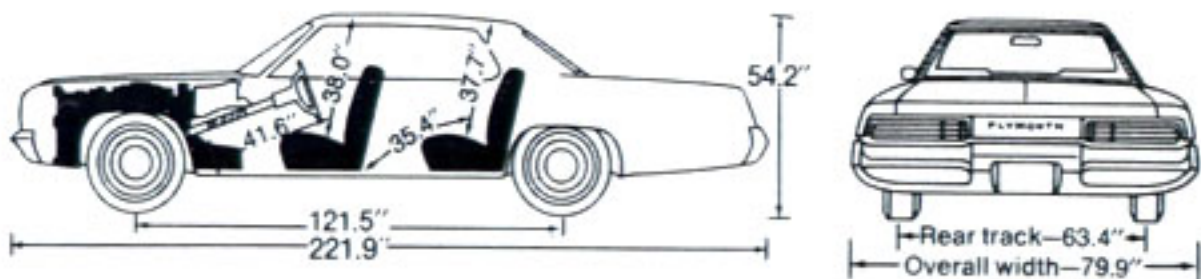
Plymouth Fury
4-Door Station
Wagon



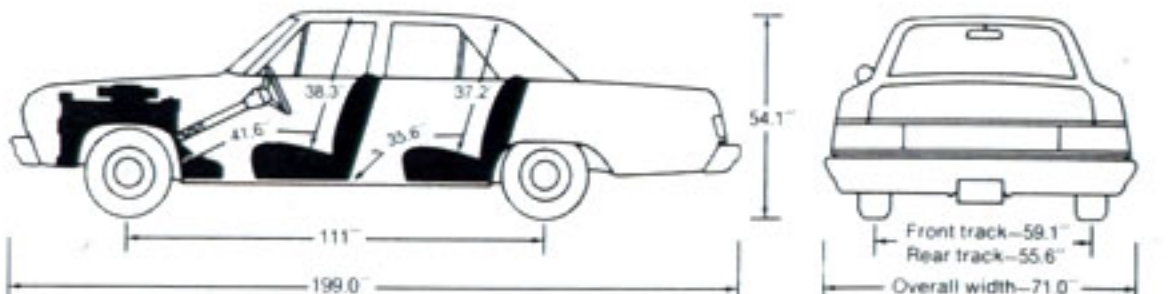
Chrysler Cordoba



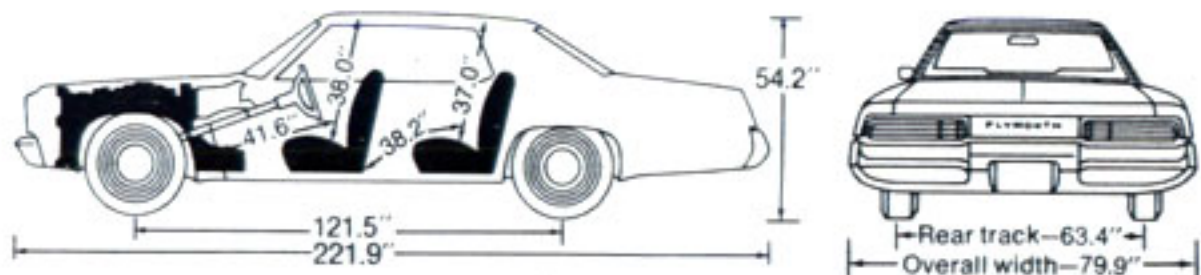
Plymouth Duster
2-Door Coupe



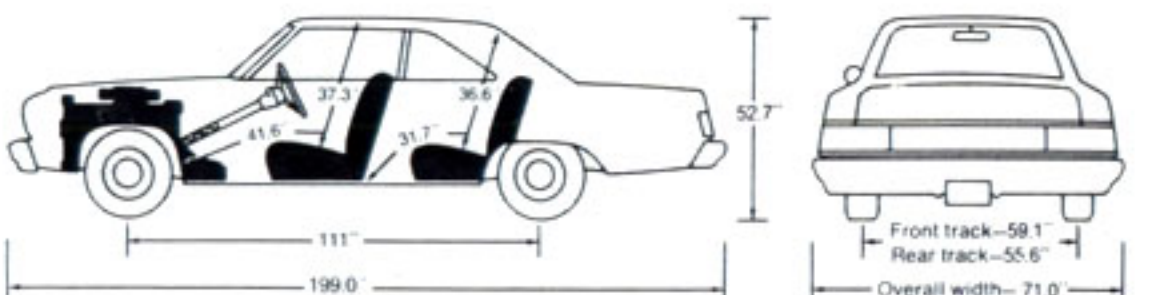
Plymouth Gran
Fury 2-Door
Hardtop



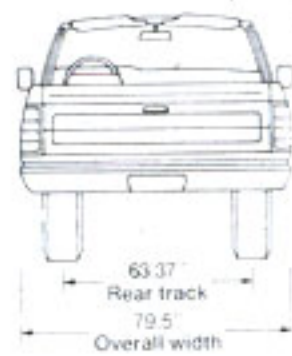
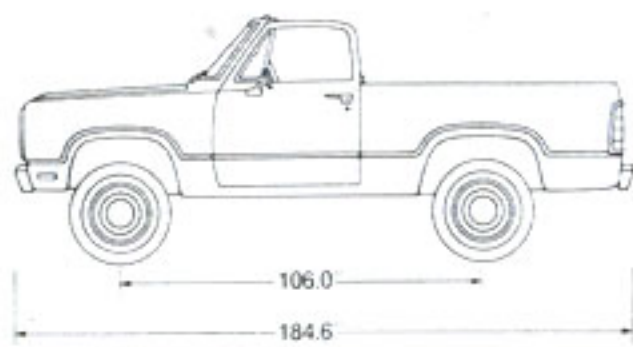
Plymouth Valiant
4-Door Sedan



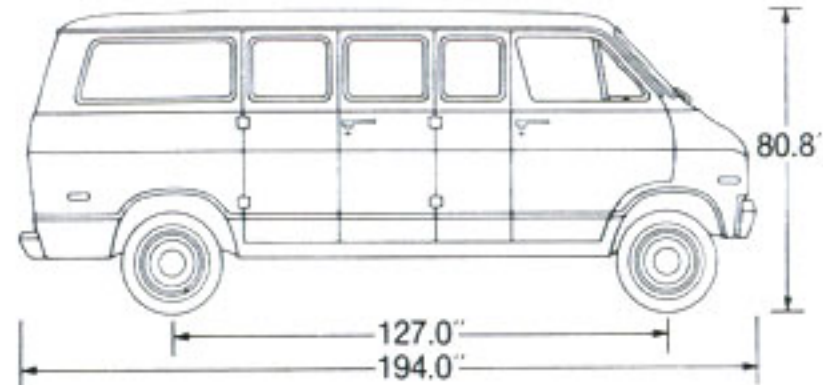
Plymouth Gran Fury
4-Door Hardtop



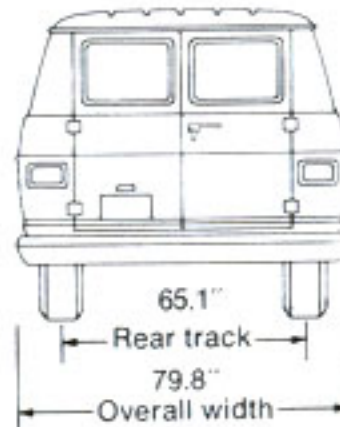
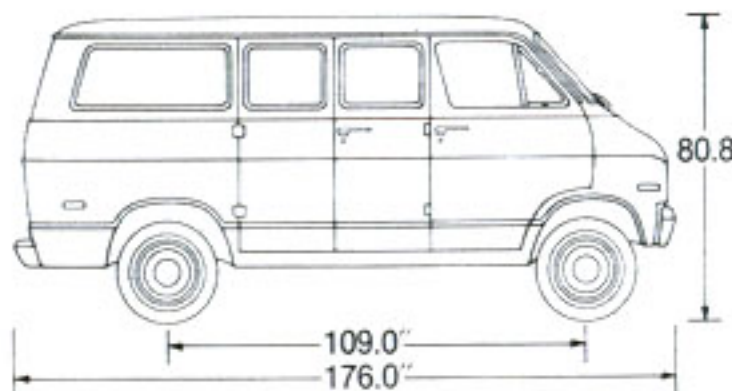
Plymouth Scamp
2-Door Hardtop



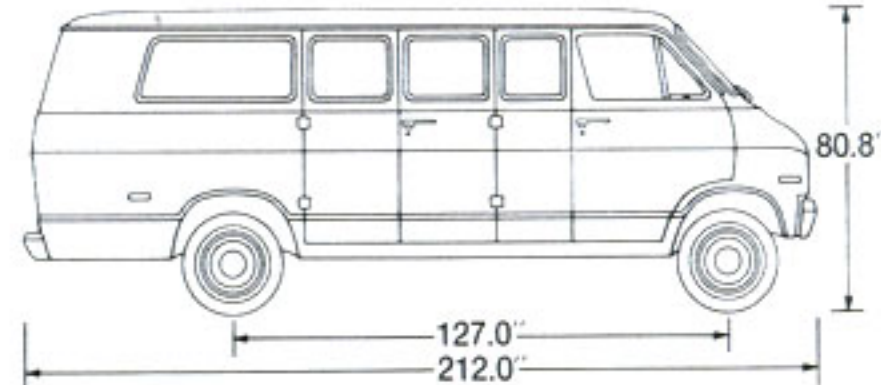
Plymouth Trail Duster



Plymouth Voyager PB200 Model



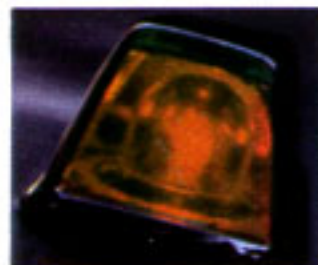
Plymouth Voyager PB100 Model



Plymouth Voyager PB300 Model



A variety of towing packages are available.



Fuel Pacer light.



Inside hood release.



Roof air deflector.



Power console.



AM/FM radio 8-track stereo.



Exterior mirrors.



Auxiliary heater.



Auto-Temp Control panel.

Some popular Chrysler and Plymouth features and options.

FM Multiplex Stereo 8-Track Radio. We think of it as the ultimate set available on our Chryslers and many of our Plymouth models for '75. Tone, fidelity is of the highest quality. And, of course, there is the personal satisfaction of being able to play your favorite music with the tape feature. Other sound systems, with and without tape, are also optional and available. Our fine AM set is standard on some models.

Extra Large Exterior Mirrors. Ideal for the trailer towing devotee. Also available on our Voyager Wagon line. Dealer installed.

Auto-Temp Air Conditioning. Probably one of the finest systems you can order. Permits you to preset the comfort level you prefer with a simple control. Then system adjusts and holds to that level, whether it's a desert sun or a frozen landscape outside. In effect, automatic heat or automatic

cooling. As you require.

Wagon Air Deflectors. Wonderful for the wagon owner. Air deflectors affect air flow, directing air down across wagon's rear window. Helps keep it clear of vision-obstructing road dust, slush or snow. Standard on Chrysler Town & Country and Plymouth Gran Fury Suburban wagons. Optional on Fury Suburbans.

Inside Hood Release. A blessing in case of petty thievery. Release is positioned inside car. Locked door therefore prevents the unauthorized unlatching of hood.

Power Window and Door Lock Console. A most practical luxury. Single panel houses all controls. With finger touch, you can open or close windows against outside weather, to ask directions, buy a paper. Power locks and windows can be a comfort in remote areas, too. Ask your dealer about availability.

1975 CHRYSLER-PLYMOUTH EXTERIOR COLORS



Powder Blue²



Astral Blue Metallic³



Lucerne Blue Metallic⁷



Starlight Blue Metallic¹



Deep Sherwood Metallic



Avocado Gold Metallic⁴



Frosty Green Metallic



Yellow Blaze⁷



Sahara Beige⁵



Golden Fawn



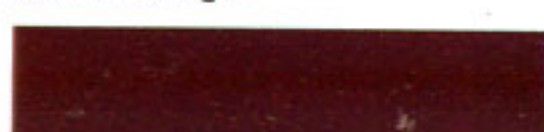
Sienna Metallic



Cinnamon Metallic⁸



Dark Chestnut Metallic³



Bittersweet Metallic⁴



Rallye Red⁷



Vintage Red Metallic



Platinum Metallic¹



Moondust Metallic⁴



Inca Gold Metallic



Spanish Gold Metallic



Aztec Gold Metallic⁶



Spinnaker White



Silver Cloud Metallic



Formal Black

1975 VOYAGER AND TRAIL DUSTER EXTERIOR COLORS



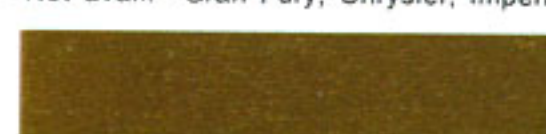
Light Blue



Medium Blue Metallic



Dark Green Metallic



Avocado Metallic



Light Green



Yellow



Sunstone*



Bronze Metallic



Bright Red



Medium Gold Metallic



Medium Gold



Light Gold



White



Silver Cloud Metallic

*Available at extra cost. ¹Not avail.—Duster, Valiant, Fury ²Not avail.—Cordoba ³Not avail.—Duster, Valiant, Fury, Cordoba ⁴Not avail.—Duster, Valiant ⁵Not avail.—Fury ⁶Available—Fury only ⁷Not avail.—Gran Fury, Chrysler, Imperial ⁸Available—Duster, Valiant, Cordoba only

NOTE: Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Chrysler-Plymouth Dealer for accurate color chips.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



Roto in U.S.A. 8-15-74



Form No. 81-005-7080