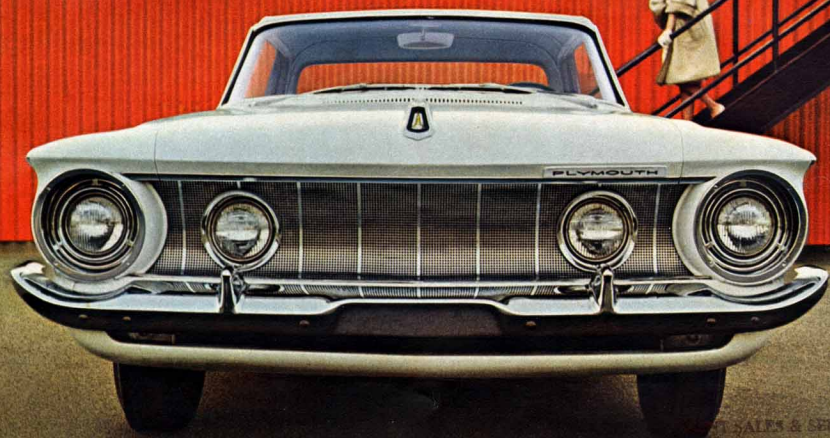
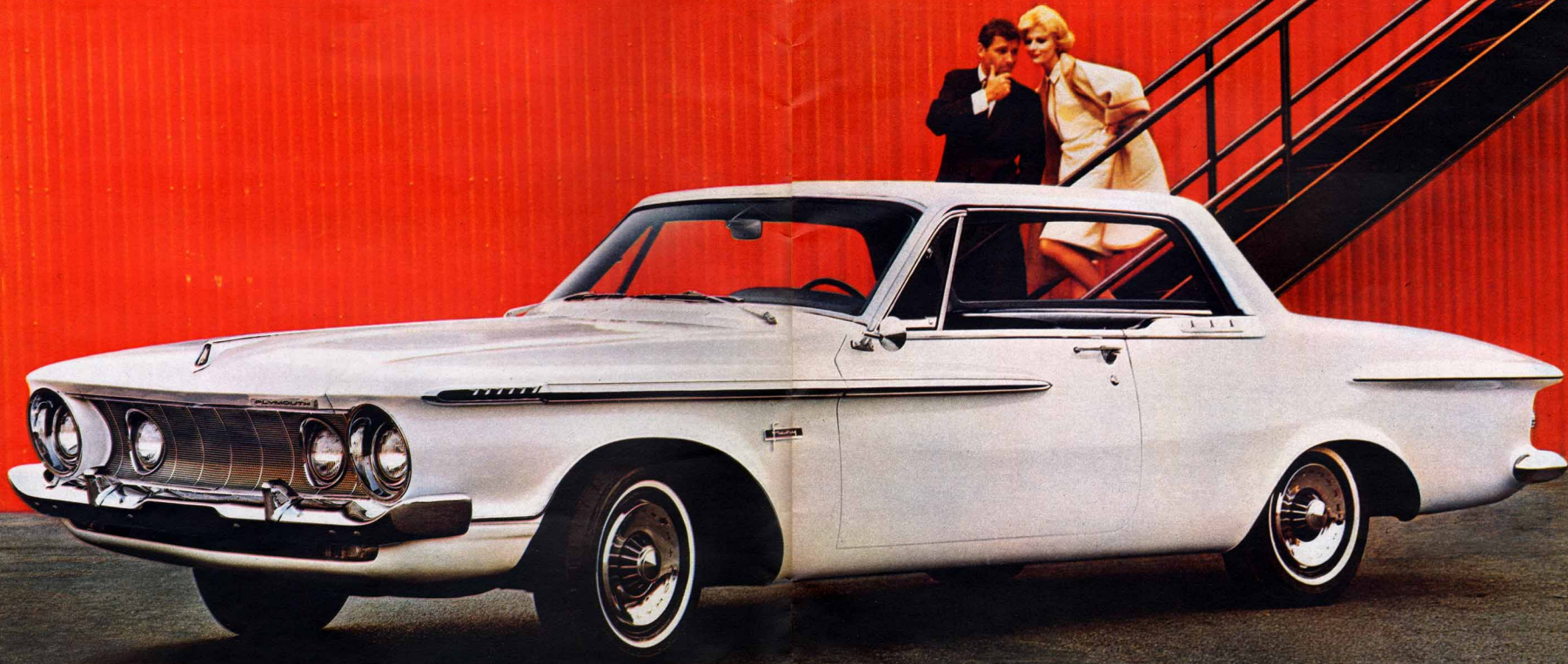


*Look
at Plymouth
now!*



SALES & SERVICE
at all Plymouth
DETOIT, MICHIGAN



***Y**ou've seen the completely new '62 Plymouth on the road . . . in magazines and newspapers . . . on television . . . in the showroom. Now we invite you to look at this magnificent car even more closely . . . and discover the beautiful difference in the low-price field. No matter which make of car you're driving, you owe it to yourself to LOOK AT PLYMOUTH in '62.*

The biggest news about the new '62 Plymouth is Forward Flair Design—a new concept in Plymouth's field.

You see Forward Flair Design in Plymouth's poised look of power and purpose. You see it in the way the accent has been moved toward the front of the car. You see it in the longer, more powerful hood. You see it in every slim line of this completely reportioned, completely new-looking low-price car.

Just look at that gorgeous new Fury 2-door Hardtop above, shown in Ermine White. Slender new dimensions wherever you look. A gleaming new grille. A tailored, tapered hood. A rakish new roof line. A new rear treatment, with less overhang. No low-price car ever looked like this before. No low-price car ever brought you so much beauty and luxury before. No low-price car ever brought you so much excitement before!

Look over Forward Flair Design and draw your *own* conclusions. We're confident you'll conclude Plymouth is the best-looking low-price car you ever saw—and the *right* car for you in '62. (Almost everyone also concludes that a car as beautiful as this one has to be expensive. Not so. Plymouth is still very much a low-price car that won't hurt your budget.) Now read more about the beautiful difference in the low-price field . . .



And the quality-engineered '62 Plymouth is put together to stay together for a long, long time. We have tried to design Plymouth to outlive and outrun every other car in its class. Rugged and durable, it should reward you by returning a high percentage of its original cost when trade-in time comes again. The new 1962 Plymouth is truly an investment which will repay you in enjoyment and satisfaction—and money—over the miles and years.

IMPORTANT NEW ECONOMY

Thanks to a number of improvements, Plymouth now delivers better gas economy. Probably the best mileage you can get in any full-size car, as a matter of fact. Figure on up to 7% better mileage than last year, depending on the engine and model you choose, and how heavy your foot is. That means you get about 25 "free" miles every tank of good old *regular* gas. So don't blame us if gas station owners stop smiling at you.

Remember, incidentally, that a Plymouth "6" scored 23.15 miles per gallon in winning its class in the 1961 Mobilgas Economy Run, beating *every* other full-size car in the process. And this was the fifth year in a row that Plymouth carried off a class championship—an all-time record which we're more than a little proud of. This year, Plymouth will be even harder to beat, we promise you, especially with its lower rear-axle ratios for improved highway economy.

NEW FULL-UNIT CONSTRUCTION

But gas economy is only *one* way you save in the 1962 Plymouth. Beneath all the Forward Flair beauty is new *full-unit* construction, rugged from end to end. No out-dated two-piece body-and-frame for Plymouth, like others we could name. No loud body bolts, either. With this new one-piece Unibody under its belt, Plymouth is tougher, stronger than ever. Quieter, too. And Plymouth's thorough 13-step soak-and-spray process—followed by two baked-on coats of long-lasting Lustre-Bond enamel paint—wards off body rust and corrosion for years. In addition, Plymouth engineers this year have gone to *galvanized* steel for the heavy-gauge rocker panels. This further protects vulnerable underbody areas, and helps keep your Plymouth looking new a long time.

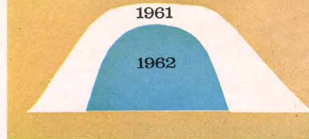
Plymouth also announces a 32,000-mile lube cycle on major chassis points and half-as-often oil changes that can only save you money. No need to take your '62 Plymouth in for a "grease job" and oil change every time you go on a trip. Chassis lubricants are sealed right in at the factory—in a new balloon-type seal that lasts about 32,000 miles of driving, except in the Sahara Desert. And you save about half the cost of changing oil if you're used to draining every 2000 miles. Plus the fact Plymouth V-8 and "6" engines now require only *four* quarts of oil.

NEW SELF-ADJUSTING BRAKES, TOO

Plymouth also gives you new self-adjusting brakes. Periodic brake adjustments aren't necessary anymore. Just back up and step on the brakes—as you do when you back out of your driveway—and a servo-mechanism sees to it that proper shoe-to-drum clearance is maintained. Plymouth brake linings are the better bonded type (which outlasts the ordinary riveted kind by thousands of miles), and now measure a huge 195 square inches of lining area.

Even Plymouth's battery-saving alternator has been improved for you, although it hardly needed it. This replacement for the obsolete generator is exclusive with Chrysler Corporation as standard equipment. It supplies current even at idle, helps keep your battery charged in all normal driving, including snail-paced traffic and zero weather. Chances are, the battery will last about twice as long as your last one. And you may never have another towing charge caused by a dead battery, not to mention the inconvenience when you're all dressed up with everyplace to go.

Plymouth's transmission tunnel hump is as much as nine inches narrower this year. More room for the "middleman."



Say you're stopped at night at a railroad crossing—like this. The battery-saving alternator continues to feed current to the battery even though the lights and radio are in use. A great improvement over the generator.

This is Plymouth's new one-piece Unibody. We put it together to stay together a long, long time. Then we soak and spray it 13 times to ward off rust and corrosion. Another example of Plymouth's quality and durability.



EXCITING NEW BEAUTY INSIDE

Of course, you should look *inside*, too. Note the photographs here, both typical of Plymouth interiors this year. This kind of luxury is mighty rare in a low-price car. Tasteful. Rich-looking. And durable. Plymouth designers worked for years to create these new interiors. You'll appreciate their beauty and practicality for years to come.

If you choose a Fury model (that's our top line), you can order the very elegant all-vinyl interior you see above. This special interior features personalized custom-comfort seats and a center flip-down armrest. You can select blue, cocoa, or red, but the red version is not for maiden aunts. There's more about Fury, Belvedere and Savoy interiors later.

NEW QUALITY AND DURABILITY

When you mention engineering excellence, people automatically think of Chrysler Corporation. And this year, production standards and quality controls are more exacting than ever for Plymouth, Chrysler Corporation's lowest-priced full-size car. Devotion to detail and careful workmanship are apparent in the new interior fabrics, the choice of appointments, the way everything *works* and keeps on working. You find quality in everything you see or touch.





Here is the '62 Plymouth in action. Any Plymouth engine you pick will move you out more quickly than its 1961 counterpart—and do it on less gas in the bargain. Hold onto your hat. Don't worry about your wallet.

SURE NEW DRIVING EASE

Every car has a center of balance, and the location of this point is extremely important, as any engineer will tell you. For 1962, Plymouth's center of balance has been repositioned. This wasn't easy. In fact, it was exceedingly difficult, involving almost total re-design of the automobile. But the hard work paid off. With its newly engineered center of balance, Plymouth now gives you a wonderful new feeling of control and stability. It stays on course. It obeys you. "Directional stability," the engineers call it. You'll call it the easiest handling ever.

That's not all. The new manual steering gear is so efficient that steering effort is now about 20% less. Curb-to-curb turning radius is only 40.3 feet.

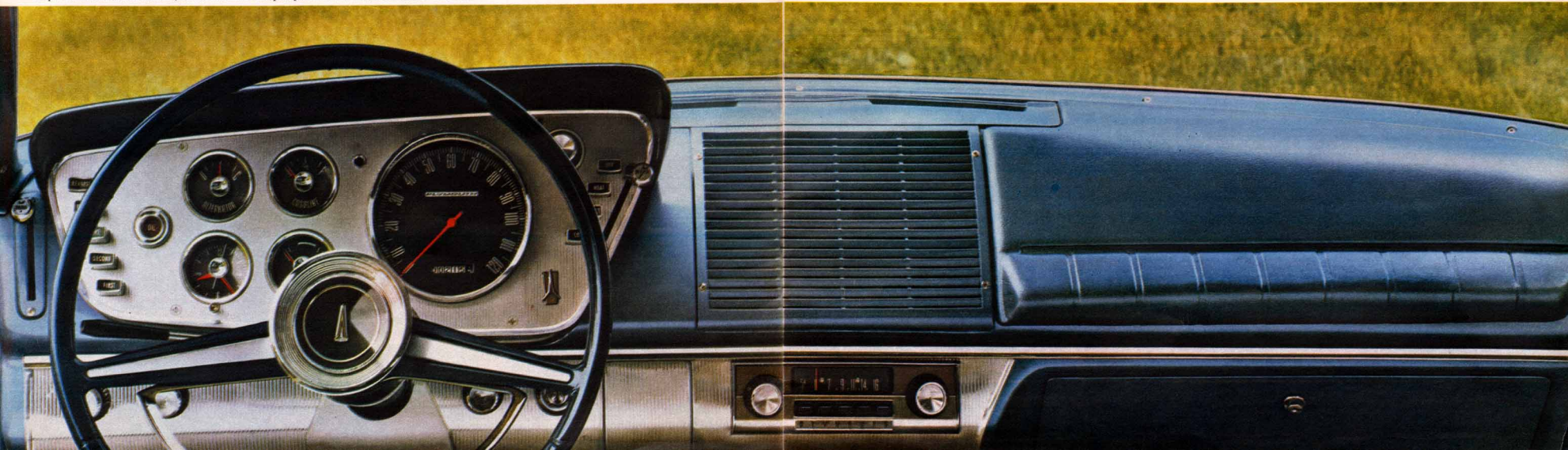
Unless you're a hermit, you've naturally heard of Plymouth's Torsion-Aire suspension. Resilient torsion bars take the murder out of the miles by keeping Plymouth practically level on starts, stops and the bumps in between. But our engineers weren't quite satisfied. Torsion-Aire was terrific over big, bad bumps, but they could still feel *little* bumps from the tar strips, cobblestones, and road cracks. So they took out their slide rules and worked out a refined suspension "geometry." They specified a new wheel-camber change rate in front, more flexible rear leaf-springs, new straddle-type rear shock-absorber mountings. All this may sound a bit technical, but you don't have to be a mathematician to appreciate the result: an even softer, quieter ride, particularly over little bumps.

EAGER NEW PERFORMANCE

And when you step on the gas in the '62 Plymouth, you really move. You get all the "oomph" you want when the light turns green. In fact, you surge to cruising speed about 10% faster than last year's quick Plymouth got you there. And, speaking of performance, there are four eager engines to choose from—30-D Economy "6", Fury V-300, optional Super Fury V-300, and optional Golden Commando. The latter makes your Plymouth a tiger on wheels.

6.

This is Plymouth's redesigned instrument panel. Dials are round, easy to read. Push-buttons summon the optional TorqueFlite automatic transmission (note the convenient new park position lever) and the new Heater-Ventilator.



NEW COMFORT AND ROOMINESS

Now you may think that a heater is a heater. Not any more. The 1962 Plymouth offers you a revolutionary new all-weather Heater-Ventilator that is the next best thing to winter in Palm Beach and summer in San Francisco, and much cheaper.

The big secret behind this new heating-ventilating system is a high-efficiency axial-flow blower (used on jet aircraft, but never before on a car heater). It pumps out up to 225 cubic feet of air per minute even when the car is standing still. In summer, the forced air circulation has a real cooling effect, even if you're logged in traffic. In winter, the powerful output keeps you as warm as you want. On top of all this, this new system costs no more than an ordinary heater. (Chrysler Corporation's Airtemp air conditioning is offered at extra cost for the ultimate in cool comfort.)

You're probably wondering about roominess. We're glad to report there is more room in the new 1962 Plymouth. The extra inches are especially noticeable in 2-door hardtops, where you find four inches more rear legroom. You'll also like the ease of entry and increased headroom. So will your hat.

MANY OTHER IMPROVEMENTS

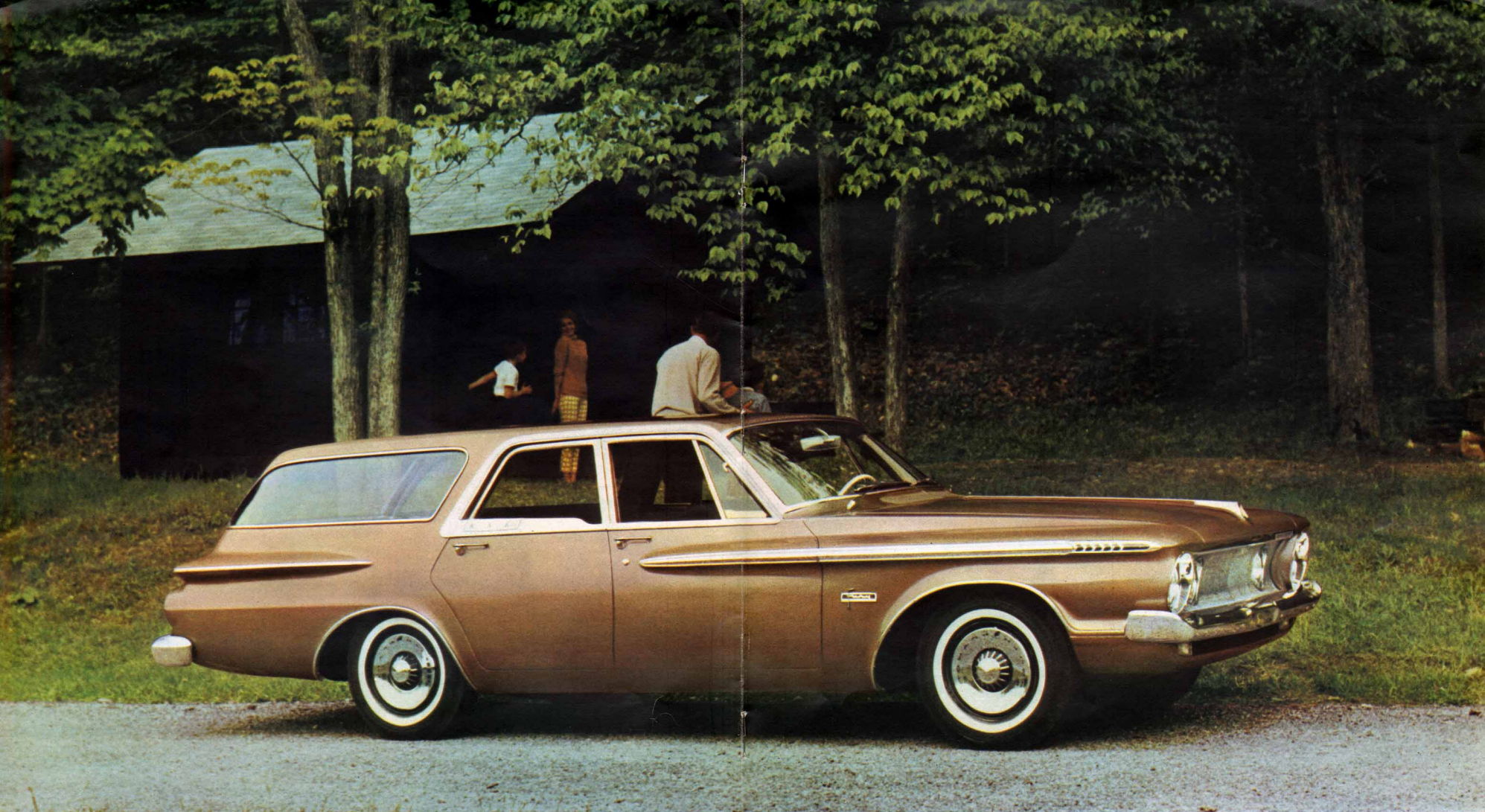
Other advances include a quieter exhaust system; new anti-glare headlights for safer driving; increased soundproofing insulation for a quieter ride; improved weather-sealing to keep water and dust out; more comfortable seats, thanks to deeper springs and generous use of foam rubber; a new door latch-and-lock system for added security; an easier-to-service printed electrical circuit that's less subject to shorting; a quieter new reduction-gear starter motor with more cranking power; a better parking brake.

On the following pages, you will find a description of the three Plymouth lines for 1962. Look them over—then look at Plymouth at your dealer's. Ask about Plymouth's low prices this year. You'll conclude the right car for you is the 1962 Plymouth . . . quality-engineered by Chrysler Corporation.

7.

The route may be rough, but the going is always smooth in a '62 Plymouth. You can thank Plymouth's famous Torsion-Aire suspension. Turns back-roads into boulevards. It's still the envy of the industry after five years.





Plymouth's top line is the Fury model. The Fury grouping for '62 includes the 4-door Station Wagon you're looking at, shown in exciting new Luminous Brown and available in 6- or 9-passenger versions. Plus a 2-door Hardtop (illustrated on pages 2-3), a 4-door Hardtop, a 4-door Sedan, and a Convertible. Furies are the most glamorous of all Plymouths and naturally come with the most luxurious interiors.

schemes harmonize or contrast with 13 new exterior colors and 26 two-tone combinations. If you go for even more luxury, there is that all-vinyl interior shown on page 4. It's standard on the Convertible, slight extra cost on Fury Hardtops and Sedans, and sure to win whistles. Fury Station Wagons also boast beautiful, easy-to-care-for interiors.

Fury models give you an electric clock, backup lights, a

lower-back seat, deep-pile carpeting, many other custom touches you expect to find in a luxury car. This is the choice if you like to go first class. See the complete Fury line-up on page 15.

Plymouth Station Wagons continue to give owners features they appreciate. The roll-down window shown here is a great convenience, for instance. You get more kid-and-cargo room than you'll ever fill up. And rear-facing third seat models are available with a seat that is roomier, more comfortable, easier to flip up and down than ever. Seven models to debate over, each with an interior that's easy to keep clean and built to "take it!"





Plymouth's middle line is the Belvedere model. The Belvedere sparkles in four versions this year—the 2-door Hardtop above (shown in a new Cordovan shade), a 2-door Sedan, a 4-door Sedan, and a 4-door Station Wagon (6- or 9-passenger).

This is the choice for the person who wants luxury combined with an easy-on-the-checkbook price tag. Next to a Fury, here is the most luxury you'll find in the low-price field.

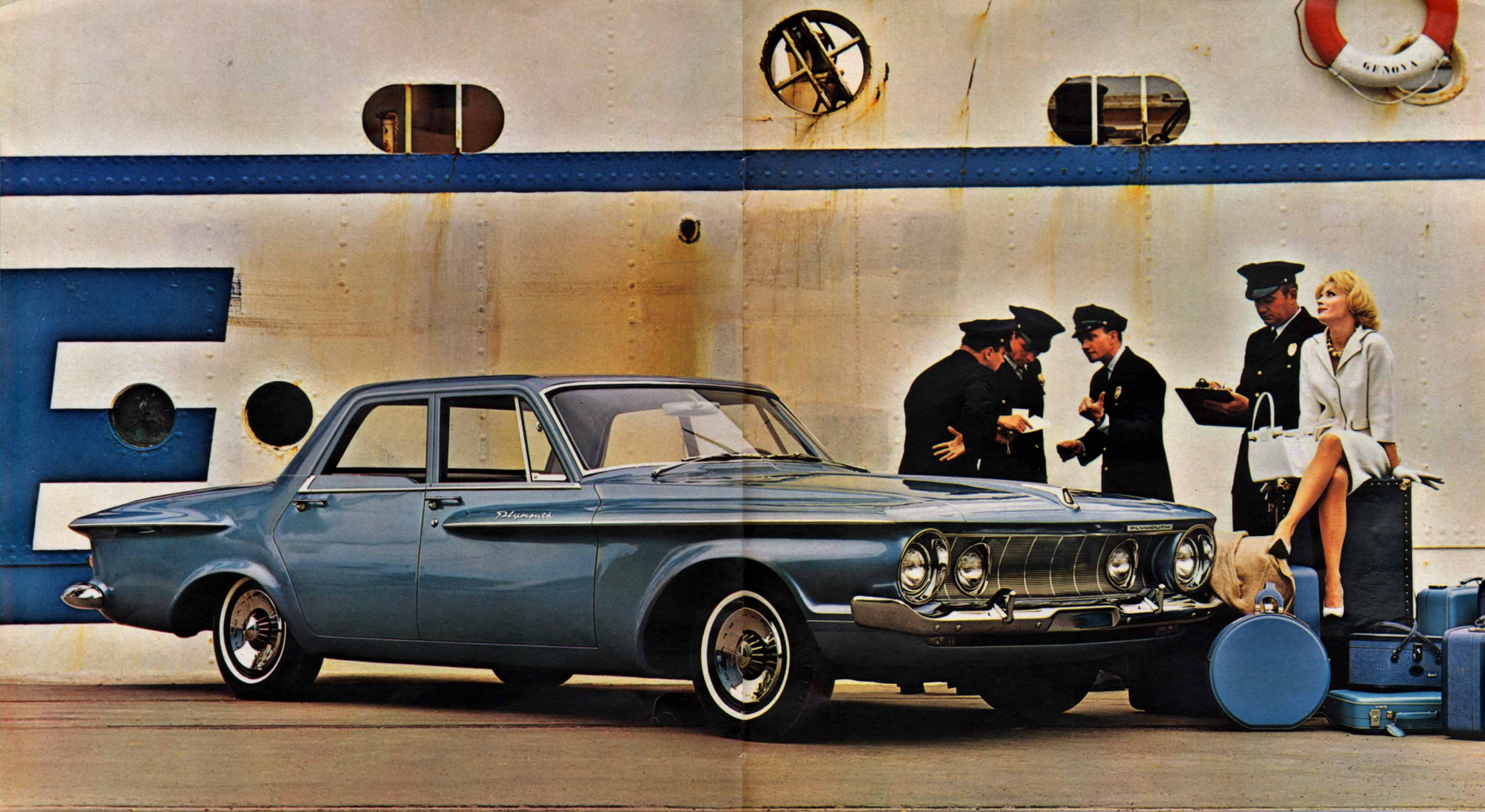
Belvederes come in the same range of colors as Furies. There are four interior choices, carefully color-keyed to the 13 exterior colors. Carpeting is standard equipment. You'll have fun picking the color combination. (Mom will probably win!)

If you're in a hardtop mood—and a money-saving mood—the Belvedere 2-door Hardtop is America's *lowest-priced* full-size hardtop. See the complete Belvedere line-up on page 15.

Most Plymouths, of course, are available in either 6-cylinder or V-8 versions. The standard 6-cylinder power plant is the 145-hp 30-D Economy "6." Mobilgas Economy Run standard-size "6" winner in 1961. The regular V-8 is the powerful, 230-hp Fury V-800. And you can choose Plymouth's 3-speed Push-Button TorqueFlite transmission (a very popular option which this year features a convenient new "park" position), or

the efficient new manual-shift transmission. However you team them up, you get a combination of get-up-and-gallop and mile-stretching economy that won't disappoint you.

You can treat yourself to just the power equipment you want, too. Plymouth's Full-Time Power Steering, for example, gives you almost effortless handling, yet retains a sure road feel. A list of available accessories is shown on page 14.



Plymouth's lowest-priced line is the Savoy model. The Savoy this year comes in the 4-door Sedan above (shown in Luminous Blue), a 2-door Sedan, and a 4-door, 6-passenger Station Wagon. Many buyers will choose Savoy's for their beautiful simplicity, as well as for their popular price. You would never guess this is the lowest-priced line of any car, and neither will your neighbors. The Savoy gives you plenty to boast about.

12.

When you consider the low price of this model—and figure in all the economies you enjoy from Plymouth's improved gas mileage, new chassis lubrication and oil change intervals, new self-adjusting brakes and numerous other economy features—you really have an economical car in the Savoy. If you're budget-minded but still want a car to be proud of, this is the choice for you. See the complete Savoy line-up on page 15.

One thing you want to remember about any '62 Plymouth is all the standard equipment you get—items that often cost extra on other low-price cars. Even the low-priced Savoy gives you front armrests, dual sun visors, color-keyed rubber floor mats, a 6-way custom-positioned front seat, electric windshield wipers, and Safety-Rim Wheels. Not to mention Unibody construction, Torsion-Aire suspension, the battery-saving alternator and all

Plymouth's other extra-value features. And you get exciting new Forward Flair Design in every Plymouth!

There you have it. No matter how little or how much you want to spend—no matter how much luxury you're looking for—Plymouth has just the right car for you in 1962. Now that you've read the Plymouth story, take the next step and talk to a Plymouth salesman. Do it today! Own a Plymouth now!

13.

Important accessories

Different needs and different driving habits require various items of optional equipment. Pick the ones you want here. Every one of these quality accessories will add to your driving pleasure, comfort, safety, or convenience, so go through the list carefully. This is money well invested. And you'll find the investment modest in every case.

POWER STEERING

Once you have tried Plymouth's Full-Time Power Steering, you'll never be without it. Cuts steering effort as much as 80%. Makes parking and garaging a cinch, even for your grandmother. Gives you a sure, confident feel of the road all the time, unlike on-again-off-again systems.

POWER BRAKES

For 1962, Plymouth introduces a new type of power brake — with a vacuum-suspended booster unit. This gives you even greater power assist. You'll soon get used to the easy pedal pressure that brings the car to a straight-line stop.

POWER SEATS

Power seats are perfect for families with different-size drivers. Just a nudge from your finger and the 6-way, power-operated seat finds the exact position that's so most comfortable for you. No maharajah ever had it so good.

NEW HEATER-VENTILATOR

In case you missed the description of Plymouth's great new Heater-Ventilator on page 7, allow us to repeat ourselves: this remarkable new unit circulates the air in summer to help keep you cool, besides keeping you toasty in winter. Four handy push-buttons make you the weather-man. Only thing ordinary about this unit is the low price.

Specifications

EXTERIOR DIMENSIONS

Wagons		Others
Wheelbase.....	116.6 in.	116.6 in.
Tread, front.....	59.4 in.	59.4 in.
Tread, rear.....	57.5 in.	57.5 in.
Length, overall.....	216.0 in.	202.0 in.
Width, overall.....	75.6 in.	75.6 in.
Height, overall *1 V-8's.....	53.8 in.	54.0 in.
Height, overall *6's.....	53.9 in.	53.7 in.

* 5-passenger load

INTERIOR DIMENSIONS

Wagons		Others
Headroom, front.....	38.0 in.	38.0 in.
Headroom, rear.....	38.6 in.	37.8 in.
Legroom, front.....	46.0 in.	46.0 in.
Legroom, rear.....	49.2 in.	49.9 in.
Hiproom, front.....	60.9 in.	60.8 in.
Hiproom, rear.....	61.0 in.	61.0 in.
Seat height, front.....	11.5 in.	11.5 in.
Seat height, rear.....	12.7 in.	12.7 in.
Rear seat knee room.....	28.3 in.	28.1 in.

BRAKES

Hydraulic, 10-inch diameter, 2.5-inch-wide, servo-actuated, self-correcting brakes, with bonded linings. Lining area is 195.2 square inches for both passenger cars and Station Wagons. Brake shoes are internal expanding type. A new self-adjusting feature (activated during reverse stop) is incorporated in the design. Separate, foot-operated parking brake, cable-connected, acts on each rear wheel.

SUSPENSION

Front..... torsion bars and ball joints
 Rear..... 2.5-inch-wide asymmetrical leaf springs*
 Shock absorbers..... Orillon type
 * 5 inches in passenger cars—6 in Station Wagons

6-CYLINDER ENGINE

38-D Economy "47" Engine is standard on all 6-cylinder engine models. Inclined 30 degrees to the right. Six cylinders in-line, overhead-valve arrangement. Horsepower is 145 at 4000 RPM. Torque 215 lbs.-ft. at 2000 RPM. Compression ratio 8.2 to 1. Bore 3.16 inches. Stroke 4.125 inches. Piston displacement 225 cubic inches. Single, downdraft carburetor. Full-flow throwaway oil filter. Air cleaner.

TINTED SAFETY GLASS

Some like it hot. But if you don't, tinted safety glass is for you. It's just like wearing sun glasses. Keeps the interior of the car cooler, too. You can have tinted safety glass for the windshield only—or all the way around. Cost is nominal.

AIR CONDITIONING

More and more cars are being air-conditioned these days. Why not yours? The cost is a lot less than you may think. Plymouth uses the proven Chrysler Corporation Airtemp unit, which can turn Arizona into Alaska in mere minutes. For all 6- or 8-cylinder cars with automatic transmission.

STANDARD OR DELUXE RADIO

Plymouth offers two radios for '62, and the low-cost push-button model is an excellent set. But for those who want the New York Philharmonic on wheels, Plymouth makes a Deluxe radio available. Even the baseball games sound better! This high-fidelity set features a three-transistor audio system for instant warmth, and a 6 x 9 inch speaker the hi-fi fans will like. A great companion over the miles.

SAFETY SEAT BELTS

Plymouth this year is including seat-belt anchors as standard equipment on all models. As you have heard and read many times, seat belts greatly lessen the chance of injury. So we strongly urge you to order them for yourself, your family and other passengers. Plymouth uses only the best quality seat belts, of course. And the cost is low.

SURE-GRIP DIFFERENTIAL

If you've ever been stuck in the mud, sand or snow, you can appreciate the advantages of Plymouth's Sure-Grip differential. If one rear wheel loses traction, power is automatically applied to the wheel with traction—and your car quickly pulls out of difficulty. Also very nice to have if one rear wheel should drop onto a soft shoulder.

Other optional equipment

POWER OPTIONS

Power Package (318-ci.-in. engine, 4-bbl. carb., dual exhaust)
 High Performance Package (361-ci.-in. engine, 4-bbl. carb., dual exhaust, 59-amp.-hr. battery, special radiator)
 Power Windows

COMFORT OPTIONS

Rear foam seats
 Front (21½") foam seats
 Oversize tires

APPEARANCE OPTIONS

Whitewall tires
 All-vinyl seats with center armrest
 Deluxe steering wheel
 Wheel covers

SPECIAL OPTIONS

Transmission—3-speed automatic
 Undercoating with hood insulator
 Variable-speed windshield wipers
 Padded instrument panel
 Backup lights
 Outside mirror—left
 Inside day/night mirror
 Front bumper guards
 Electric clock
 Cigar lighter
 Closed crankcase vent
 Windshield washers—dual jet

SPECIAL STATION WAGON OPTIONS

Rear pillar assist handles
 Power tailgate window
 Lock—spare-tire compartment
 Roof luggage rack

(Some of the above options are standard equipment in certain models. Others are available only in certain models.)



Fury 4-door Sedan in Luminous Turquoise



Fury 4-door Hardtop in Silhouette Black



Bevelvedere 4-door Sedan in Pale Jade Green



Savoy 4-door Sedan in Luminous Blue



Fury 4-door Station Wagon in Luminous Brown, 6- or 9-passenger



Bevelvedere 4-door Station Wagon in Luminous Green, 6- or 9-passenger



Fury 2-door Hardtop in Ermine White



Fury 2-door Convertible in Cherry Red



Bevelvedere 2-door Hardtop in Luminous Cordovan



Bevelvedere 2-door Sedan in Pale Blue



Savoy 2-door Sedan in Pale Gray



Savoy 4-door Station Wagon in Sandstone, 6-passenger only

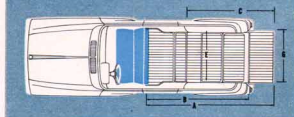
V-8 ENGINES

	Super		
	Fury V-800	Fury V-800	Com- mander V-800
Horsepower.....	230 at 2400 rpm	260 at 4400 rpm	305 at 4500 rpm
Torque, lbs.-ft.....	340 at 2400 rpm	345 at 2800 rpm	395 at 3000 rpm
Compression ratio.....	9.0 to 1	9.0 to 1	9.0 to 1
Bore, inches.....	3.91	3.91	4.12
Stroke, inches.....	3.31	3.31	3.28
Displacement, cubic inches.....	318	318	361
Carburetor type.....	2 barrels	4 barrels	4 barrels
Air cleaner type.....	Dry	Dry	Dry

* Optional at extra cost on all models

ROOMY DIMENSIONS OF PLYMOUTH STATION WAGONS

A—Floor length, tailgate open, 2nd and 3rd seats folded.....	117.9 in.
B—Floor length, tailgate closed, 2nd and 3rd seats folded.....	94.3 in.
C—Floor length, tailgate open, 2nd seat up, 3rd seat folded.....	83.2 in.
D—Floor length, tailgate closed, 2nd seat up, 3rd seat folded.....	56.8 in.
E—Width between the rear wheel housings.....	45.0 in.
F—Height of rear opening.....	27.3 in.
G—Width of rear opening at the floor.....	51.3 in.



ELECTRICAL SYSTEM

Heavy-duty, 12-volt, 54-plate, 48-ampere-hour battery. Chrysler Corporation alternator with high charging rate at low engine speeds.

REAR AXLE

Type..... Hotchkiss drive, hypoid rear axle
 Ratio with TorqueFlite V-8..... 2.76 to 1
 Ratio with TorqueFlite 6..... 2.93 to 1
 Ratio with manual V-8..... 3.55 to 1
 Ratio with manual 6..... 3.31 to 1

TIRES AND WHEELS*

	Wheels	Tires
6-cylinder Sedans and Hardtops.....	14 x 5K	14 x 6.50
6-cylinder Sedans, Hardtops and Convertibles.....	14 x 5K	14 x 7.00
All Station Wagons.....	14 x 5.5K	14 x 7.00
(Optional) Sedans, Hardtops and Convertibles.....	14 x 5K	14 x 7.50
(Optional) Station Wagons.....	14 x 5.5K	14 x 7.50

* Safety-Rim Wheels with 4-ply, low-pressure tubes tires standard on all models

CAPACITIES

Fuel tank..... 20 gallons
 Fuel tank, Station Wagons..... 21.5 gallons
 Cooling system, 6-cylinder engines..... 12 quarts (with heater, 13 quarts)
 Cooling system, 8-cylinder engines..... 20 quarts (with heater, 21 quarts)
 Cooling system, Commando engine..... 16 quarts (with heater, 17 quarts)
 Lubricating oil..... 4 quarts

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.

Cars are illustrated with some items of optional extra-cost equipment. Printed in U.S.A. Code No. AT-305-2015

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MONTAGUE, MICHIGAN

