

CHRYSLER-PLYMOUTH FOR 1983



Quality engineered to be the best

ENGINEERING EXCELLENCE

AT CHRYSLER, VALUE AND QUALITY ARE ENGINEERED IN.

Design has a lot to do with the sophisticated formula that adds up to quality and value in every 1983 Chrysler and Plymouth. Styling for proud good looks... aerodynamic styling that uses the flow of air to improve handling while maximizing engine power and fuel efficiency.

However, the appeal of this series of fine automobiles goes much deeper. Advanced front-wheel drive technology is featured on most 1983 Chrysler-Plymouth car lines.

Unitized car bodies are constructed scientifically with the use of highly advanced, computer-controlled automated welders for

consistent and precise welds that are uniformly made to quality standards.

To help ensure lasting quality and corrosion protection, galvanized sheet metal or zincmetal panels are used in critical areas. A seven-step dip and spray process is used on every body assembly. And cars are checked constantly during assembly to make sure parts fit and systems work.

For 1983, brakes have been improved on all domestic front-wheel drive models for safe, sure stops. The front disc brakes have larger rotor and caliper assemblies. Rear drum brakes are now self-adjusting on all models.

A new transaxle is available on front-wheel drive models. It has five speeds for better fuel economy and a more precise application of engine power to driving conditions. A fifth overdrive gear helps save fuel on long trips.

Overall quality is the key ingredient in the Chrysler-Plymouth formula for success. In fact, we feel so confident about the quality of Chrysler-Plymouth products that upon expiration of the normal 12-month/12,000-mile new vehicle limited warranty, limited warranty coverage is extended on power train components and axle-plus, outer panel rust-through protection—to five years/

50,000 miles, whichever comes first. A deductible applies. See your dealer for details.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Chrysler 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. See your dealer for the latest information.

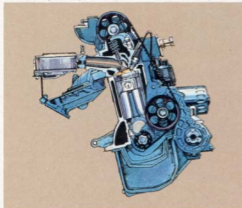
Some of the equipment shown or described throughout this publication is available at extra cost.



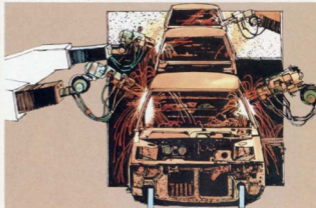
Finite element computer design technology.



Aerodynamic styling results from extensive wind tunnel testing.



2.2-liter engine is improved in 1983.



Robot welders provide precise welds.

CHRYSLER E CLASS

We've re-engineered the American Luxury Car.

The 1983 Chrysler E Class. Chrysler's newest front-wheel drive midsize luxury car offers the desirable combination of six-passenger riding comfort, superb styling and outstanding efficiency.

It's a new sedan that is as sensible as it is distinctively styled.

Its strikingly handsome body rests on a 103-inch wheelbase to provide excellent overall interior roominess; a spacious rear seat; and a deep, 17-cubic foot trunk capacity.

Take the wheel of a new Chrysler E Class and you'll remember what the pure pleasure of driving is all about. Turn the key in the Chrysler E Class

and the standard Electronic Voice Alert System will politely tell you that all monitored systems are functioning. Or it will alert you to any ten different conditions that need attention.

But the real surprise of the Chrysler E Class is its fuel economy. With standard 2.2-liter Trans-4 engine and three-speed automatic transmission, Chrysler E Class is rated at **27** EPA EST

MPG,* 32 estimated highway.

Isn't it time to come back again to style and comfort with the efficiency you desire? The place to start is at your Chrysler dealer. The car to drive is the brand-new Chrysler E Class.

*Use EPA EST MPG numbers for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.

1983 Chrysler E Class sedan shown in foreground in Crimson Red. New 1983 Chrysler New Yorker front-wheel drive sedan shown in background at left in Black. New Chrysler Executive sedan shown in background at right in Nightmatch Blue. (Available in spring of 1983, in six and seven-passenger versions.)



Chrysler E Class four door sedan shown in Nightmatch Blue/Glacier Blue Crystal coat two-tone

LeBARON

It starts with great looks and it goes on to make great sense.

The 1983 LeBaron is the definitive midsize, built to restore your feeling of pride in owning an American car. We've focused our engineering expertise on making the Chrysler LeBarons handsome, efficient front-wheel drive cars that are technologically sound and luxurious.

LeBaron's sleek aerodynamic design reduces wind resistance, contributing to better engine power, fuel efficiency and improved road handling. In fact, handling is one of LeBaron's strengths with its superb coordination of suspension components to give a smooth, stable ride. Easy-riding steel-belted radial white wall tires and power-assisted rack-and-pinion steering combine to help provide precision control.

But it's what you'll find inside LeBaron that will let you really

appreciate its proud sophistication. LeBaron's spacious interior boasts carpeted passenger area, power steering with a luxury steering wheel, and an electric digital clock, AM radio and an inside hood release—all standard. Plus, special body-sound insulation and sealing materials to help keep outside noise...outside.

For 1983, LeBaron two-door coupe with the responsive yet frugal 2.2-liter four-cylinder overhead cam engine and new standard five-speed manual transaxle

is now rated at [28] EPA EST MPG,* 44 estimated highway.

The proud LeBaron lineup includes a two-door, four-door, Chrysler Town & Country wagon and convertible. Test-drive the LeBaron of your choice and get acquainted with pride first hand.

*EPA estimates for LeBaron two-door models. Use EPA EST MPG numbers for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. In California [28] EPA EST MPG. 44 estimated highway. Ask your dealer for EPA EST MPG ratings of other LeBaron models.



LeBaron two-door shown in Sable Brown/Beige Crystal Coat with Brown vinyl roof



LeBaron four-door shown in Sable Brown with Brown vinyl roof



LeBaron convertible with Mark Cross Package shown in Sable Brown



Chrysler Town & Country wagon shown in Sable Brown

TURISMO AND TURISMO 2.2

Leaves more expensive sport cars in its dust.

1983 Turismo offers up-front value for the driver who appreciates impressive mileage with driving excitement.

Turismo steps out front with front-wheel drive efficiency that's packed in sleek, distinctive sporty styling. The smart, spacious interior has room for five and

standard cloth-and-vinyl sport-type high-back bucket seats with dual recliners for comfort and support. Plus, there's 34.3 cubic feet of luggage space with the rear seat folded down.

Turismo's roadability and agility come from its standard transverse-mounted 1.7-liter four-cylinder engine,* precise rack-and-pinion steering and improved power-assisted brakes. With 1.7-liter engine and four-speed manual transaxle Turismo is rated at $\frac{52}{53}$ EPA EST MPG,† 50 estimated highway. Add to all this, standards like

halogen headlamps, maintenance-free battery, trip odometer and tachometer and you have one very special subcompact car.

The 1983 Turismo 2.2 packs even more punch than the regular Turismo with exciting standard features that emphasize its performance potential. Items like simulated hood scoop, a performance exhaust system, unique tape graphics, rear liftgate spoiler, front storage and shift lever console, a sport suspension system,

and low-profile steel-belted radial black sidewall tires. Add to that Turismo 2.2's new standard five-speed manual transaxle with performance gear ratios and performance-oriented 2.2-liter four-cylinder engine.

*1.7-liter engine will be standard at introduction. A new 1.6-liter four-cylinder engine will be introduced at midyear.

†Use EPA EST MPG numbers for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage probably will be lower than highway estimate. In California: $\frac{52}{53}$ EPA EST MPG; 53 estimated highway.



Plymouth Turismo shown in two-tone Beige Crystal Coat and Sable Brown.



Turismo 2.2 shown in Crimson Red with Red cloth-and-vinyl bucket seat interior.



Turismo 2.2's instrument panel underscores its performance capabilities with a complete array of gauges and controls.



Turismo 2.2 standard interior with optional freestanding armrest shown in Red.

RELIANT

The highest mileage, six-passenger front-wheel drive car in America.

Plymouth Reliant. The car that has proven itself to be an outstanding value among family-size front-wheel drive cars. With its contemporary styling, superior fuel efficiency, and six-passenger room and comfort,

Reliant is the American way to get your money's worth. And now, the car that proved itself has been improved.

The 1983 Reliant offers improved performance from its standard 2.2-liter overhead cam engine; a new maintenance-free battery; and power brakes so that you can be sure of smooth, solid stops.

Reliant is designed to be trim, light-weight and aerodynamically sleek for maximum fuel efficiency; as well as, good looks. Underneath, its well-conceived

suspension system, precision rack-and-pinion steering, and glass-belted radial tires contribute to responsive traction.

Reliant offers improved fuel efficiency in 1983, even while meeting increased emission requirements. Reliant two-door and four-door models with the improved standard 2.2-liter engine boast **29** EPA EST MPG,* 41 estimated highway. Yet, at the same time, this 2.2-liter engine offers increased horsepower and torque for better acceleration.

For 1983, Reliant is available in base and Special Edition on two- and four-door models, and in Custom or Special Edition on wagon models. Test-drive the 1983 Reliant of your choice and discover the real meaning of value.

*EPA estimates for Reliant two-door and four-door models. Use EPA EST MPG numbers for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. In California, 28 EPA EST MPG, 40 estimated highway. Ask your dealer for EPA EST MPG ratings of wagon models.



Reliant Special Edition four-door shown in Beige Crystal Coat.



Reliant Special Edition interior shown in Brown and Beige cloth.



Reliant Special Edition two-door shown in Crimson Red.



Reliant Special Edition station wagon shown in Sable Brown with woodgrain body side and moldings.

HORIZON

Road ready and value packed.

When we first introduced Plymouth Horizon, it was touted as an American original. Now in 1983, we've refined that concept to offer you what just might be the best compact buy in America.

Horizon still features front-wheel drive efficiency, room for five and economical performance. Rack-and-pinion steering

still provides excellent handling and maneuverability. Power brakes come standard, too. Rear brakes are self-adjusting. Inside, you'll find standard low-back dual reclining padded bucket seats and a redesigned instrument panel with quartz clock, trip odometer and woodtone finish. There's more, of course, all carefully crafted to give you quality with your value.

Horizon also means outstanding mileage. With four-speed manual transmission and

1.7-liter four-cylinder engine,* it's rated at 32 EPA EST MPG, † and 50 estimated highway.

For 1983, there are two Horizon models for you to choose from. The basic Horizon boasts a visible European flavor that sets it apart from other domestic subcompacts. Yet, it's packed with traditional American value. There's also Horizon Custom: proof positive a subcompact can combine sense with style. How? Check out its forty-nine standard features that

add more value to an already remarkable car.

Test-drive Plymouth Horizon. For dependability, performance, durability, and quality, it's the American way to get your money's worth in a subcompact car.

*1.7 liter engine will be standard at introduction. A new 1.6-liter four-cylinder engine will be introduced at midyear. See your dealer for details.

†Use EPA EST MPG numbers for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage probably will be lower than highway estimate. In California: 32 EPA EST MPG, 53 estimated highway



Horizon Custom shown in Glacier Blue Crystal Coat.



Plymouth Horizon shown in Silver Crystal Coat.



Plymouth Horizon standard interior with low-back cloth seats with dual recliners shown in Red.



Horizon Custom instrument panel in Blue with woodtone trim.

CORDOBA

Uncompromising!

Compromise will never be a part of the lifestyle of people who are going places. They know that when they step out of a Chrysler Cordoba, they step out in style.

The 1983 Chrysler Cordoba is an experience that defies competition. This is readily apparent in its classic yet aerodynamic styling and luxurious profile. It's

exemplified in Cordoba's standard dual remote chrome mirrors, decorative bright moldings, halogen headlamps and distinctive sport wheel covers. Its elegance is tastefully stated in such striking standard touches as a padded landau roof set in a brush-finished molding. Here is pure styling in Chrysler's classical personal car lineage.

The 1983 Chrysler Cordoba will more than meet your finest personal expectations. Consider that power steering, power front

disc and rear drum brakes, maintenance-free battery, electronic ignition and special deluxe insulation are all standard. Inside, you find color-keyed carpeting and deluxe seat belts, luxury steering wheel, tinted glass and full instrumentation. They're all part of Cordoba's standard value. Of course, you can add to the pleasure and luxury of your very own Cordoba with a variety of personal options.

Your expectations are met,

too, with Cordoba's refined standard 3.7-liter Slant Six engine and wide-ratio TorqueFlite automatic transmission. Also, Chrysler-engineered suspension provides you with a smooth, even ride that transfers everyday driving into a soft, pleasurable experience.

Cordoba is a car designed to be driven, and engineered to be enjoyed. Now is the time to make your move. Test-drive Chrysler Cordoba... and watch your personality come alive.



Chrysler Cordoba shown in Silver Crystal Coat with a Silver landau roof and optional wire wheel covers.



Cordoba shown in Nightwatch Blue with optional simulated convertible Cabriolet Roof Package.



Cordoba's standard Monterey cloth-and-vinyl 60-40 seat shown in Silver.



The luxury touch of Cordoba's optional leather-wrapped steering wheel.

NEW YORKER FIFTH AVENUE

Best luxury car value in America.

Just when you thought true luxury had disappeared, along comes a car that causes bystanders to stop and take pause. A car whose very presence you and others can feel. It's the

1983 Chrysler New Yorker Fifth Avenue Edition.

A big car, yes, in ride, comfort and luxury. Yet, Chrysler engineers have given you the advantages of traditional New Yorker value and interior roominess with a more stylish exterior size. And with this re-sizing comes a more balanced weight-to-power ratio that contributes to New Yorker's overall performance.

The essence of its luxury is in carpeting plush enough for your living room... a reclining passenger seat that engulfs you in comfort... and interior appointments that constantly remind you of its elegance.

The Chrysler New Yorker Fifth Avenue Edition possesses all the standard appointments you'd expect: luxury two-spoke steering wheel, premium wheel covers, new Pentastar hood ornament,

special sound insulation and distinctive accent stripes.

It also possesses some standards that you might not expect: air conditioning, power windows, power steering and brakes, automatic transmission, electronic digital clock, dual remote mirrors and tinted glass.

Luxury disappeared? Test-drive the Chrysler New Yorker Fifth Avenue Edition and find out what the talking is all about.



The Chrysler New Yorker Fifth Avenue Edition shown in Nighthatch Blue with Dark Blue landau roof.



Another View. The Chrysler New Yorker Fifth Avenue Edition in Nighthatch Blue with Dark Blue landau roof.



Optional leather interior shown in Dark Blue with 60/40 seating.



New Yorker Fifth Avenue Edition in Pearl White with landau roof.

IMPERIAL

A singular statement of car and driver.

For the individual with an appreciation of life's finer things, Imperial makes a memorable statement about itself and you.

From its crisply sculpted lines to its remarkable driving comfort, Imperial measures up with quiet assurance. The look inward reveals sumptuous 60/40 Corinthian leather seating by Mark Cross ... or, if

you prefer, rich Kimberley velvet.

Yet, such luxury comes with the most advanced state of automobile engineering. Chrysler's Electronic Fuel Injection System (EFI) helps provide maximum performance from Imperial's time-tested 5.2-liter 318 CID V-8 engine. The Electronic Information Center with digital display is one more marvel of Imperial's space-age technology. Test-drive Imperial and find where style meets science... in full luxury!

GRAN FURY

Time-tested for engineering and value.

When a car has proven itself by offering the right combination of engineering, styling and value; we make changes with care. Such is the case with Plymouth Gran Fury.

Gran Fury continues to offer interior room and comfort for six adults, impeccable ride and handling, and a dedication to

automotive craftsmanship. Above all, Gran Fury offers value that a driver can depend on.

Gran Fury's standard features include tinted glass, halogen headlamps, power steering, power brakes, cloth-and-vinyl bench seats with folding-center armrest, and deluxe color-keyed seat belts...all at an affordable price.

If you're looking for a car that has proven itself to be the American way to get your money's worth, test-drive Gran Fury.



Imperial 1983 in Beige Crystal Coat



The Gran Fury shown in Crimson Red with Red cloth-and-vinyl interior.

COLT
IMPORTED FOR
PLYMOUTH.

Fun and Fancy Free.

This is the car with fun-to-drive value, efficiency and a lot of spirit to spare. This is the front-wheel drive Plymouth Colt from the Master Car Builders of Japan—Mitsubishi Motors Corporation.

For 1983, select from Colt three- and five-door models offered with several trim levels and specialty packages.

Anyway you choose to go, you'll go with flair and excitement.

Colt three-door hatchback with standard 1.4-liter engine and four-speed manual transaxle is rated at **39 EPA EST MPG,*** 55 estimated highway.

*Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length.

Actual highway mileage probably will be lower than highway estimate. California mileage: 39 EPA EST MPG, 51 estimated highway.



SAPORO
IMPORTED FOR
PLYMOUTH.

An experience that is second to none.

The very nature of the luxurious 1983 Sapporo tells you that this specialty car was meant to be indulged rather than merely driven. Imported for Plymouth from Mitsubishi Motors Corporation, the Master Car Builders of Japan, Sapporo is a High-Tech Marvel that

astounds the senses with features most other cars do not have.

Sapporo's interior will impress you with the futuristic design of its overhead light console, new optional "Technica" Package, five-speed overdrive manual transmission, power remote control mirrors, AM/FM stereo radio, and a high-performance 2.6-liter four-cylinder Silent Shaft MCAJET Engine.

Test-drive 1983 Sapporo. Then try to tear yourself away.



Colt Custom RS three-door shown in Black with Red trim.



Sapporo's "Technica" instrument panel shown in Black.



Black and Silver Sapporo "Technica."



Colt Custom LS five-door shown in Dark Red.

Colt Custom five-door shown in Charcoal Metallic with Silver Stripes.

VOYAGER

The sporty way to beat the high cost of hauling.

1983 Voyager is available in three models from the PB150 109.6-inch wheelbase version up to the PB350 127.6-inch Voyager Maxiwagon.

Voyager's standard seating arrangement is for five, but you can select 8-, 12- or 15-passenger seating, depending on model

and wheelbase you choose.

Sit behind the wheel and the first thing you'll notice is the smart instrument panel. Voyager driver/passenger comfort comes in standard deep foam all-vinyl high-back Command bucket seats up front, followed by a foam-padded three-passenger rear bench seat in matching trim.

Built with quality construction and engineering, the 1983 Voyager is the American way to get your money's worth in wagon value.

SCAMP

Let the good times roll.

Bold and sleek, and as peppy as it looks, front-wheel drive Scamp GT with the standard 2.2-liter engine and five-speed manual overdrive transaxle is rated at \square EPA EST MPG,* 47 estimated highway.

Whether you choose the Plymouth Scamp or sporty Scamp GT, you'll be able to take

a lot of fun with you in its spacious cargo area. Some other pluses are standard power brakes, rack-and-pinion steering, steel-belted radial tires mounted on Rallye wheels, tinted glass on all windows, adjustable seatbacks, and behind-the-seat storage.

*Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. California mileage: \square EPA EST MPG, 45 estimated highway.



Voyager in Crimson Red and Pearl White



Voyager sport instrument panel shown in Silver.



Scamp GT's standard cloth-and-vinyl high-back bucket seats in Black and Red.

