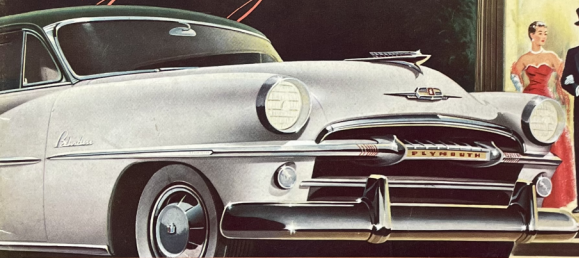


Hi-Style



PLYMOUTH FOR 1954



HY-STYLE

P L Y M O U T H

As you step into a new 1961 Plymouth you feel that you are entering a gracious, luxurious home. Everywhere, harmony of color and richness of fabric meet and delight your eye. You sense the quiet dignity that stems from exacting taste and enduring quality. Then, at the touch of your hand, exciting new achievements of performance and roadability leap to life in this truly fine automobile. And when it is your Plymouth you enter, you'll experience a singular pride of ownership. For you'll know that from all low-price cars, you have chosen the one that gives you by far the greatest measure of value—the 1961 Plymouth.



THE RICHNESS OF NEW "COLOR-TUNED" STYLING

The illustrations on these pages can only suggest the thrill in store for you when you first glimpse the beautiful Belvedere Four-Door Sedan. Longer, lower-sweeping lines, a new range of glowing, gem-like colors, the gleam of sculptured chrome will catch your eye and warm your heart. And in the interior, as you see below, Plymouth's new "Color-Tuned" Styling completes a perfect harmony of color. Here, in rich new fabrics, in glowing color and sparkling chrome, in the superlative comfort of every detail, you will find luxury new to the low-price field.



BEAUTY BLENDED WITH DRIVER CONVENIENCE

This strikingly handsome new instrument panel gives you what you take the wheel of a new Plymouth Belvedere model. All controls are within fingertip range. All instruments are conveniently grouped, to be identified and read at a glance. The swiveling of the panel's upper surface lets a soft, leather-like, replaceable back-to-constant run glass.



THREE DOORS OPEN ARE W-L-D-R

Here is a car you can enter and leave gracefully, without awkward twisting or reaching. Plymouth has the widest and highest doors in the low-price field, and they open to a straight-out position. For the ladies this means ample room for substantially wide-brimmed hats. Also, Plymouth doors swing up as they open out, so that they won't "hang up" on a curb.



the

Belvedere **FOUR DOOR SEDAN**





DOWN OR UP AT THE TOUCH OF A SWITCH

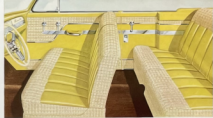
This convertible top operates electrically, with smooth, silent hydraulic power. At the touch of a switch on the instrument panel the top is reared in glass rearback, or set at angle behind you . . . in mere seconds.



YOUR CONTINENTAL CONVERSION

To the sports car feel of your new Plymouth you may wish to add the sports car look. The Continental Conversion unit shown here can be added to your Plymouth at any time by your dealer at moderate extra cost. This sleekly smart unit blends perfectly with the low-slung lines of your Plymouth. And, with the spare tire mounted outside, you'll enjoy even greater luggage storage space.

the *Belvedere* CONVERTIBLE COUPE



DECORATIVE STYLING WITH UNEQUALLED COMFORT

Here in the interior of the dashing Belvedere Convertible is Plymouth's Hi-Styling at its very best. These wide seat bolsters, both front and rear, are of rich duckskin vinyl that has the feel of leather and even greater pliability. These door panels are finished in a smart new basket-weave pattern. As you can see, Belvedere interiors are "Color-Tuned" and two-toned in every detail, even to the fine, all-wood carpeting. This year Plymouth's famous Comfort level seats give you still more comfort, thanks to their Dual-Flex springs, an exclusive Plymouth luxury feature.



the

Belvedere

SPORT COUPE

SMART STYLING FOR LASTING CHARM

Typical of Plymouth's attention to styling detail is the handsome new steering wheel, highlighted with massive chrome. Wheel shown is standard equipment on all Belvedere models; available in slight variations on other lines.



DRAMATIC SMARTNESS... FOR SMART CAR OWNERS

Superb styling is the keynote of the new Belvedere Sport Coupe. Its fresh, eager lines have all the dash of a convertible. There's styling in comfort, too, for the Sport Coupe combines the breezy flair of a convertible with the snugness and all-weather comfort of a sedan. And, in the illustration below, you can sense the thoughtful styling that puts your comfort and satisfaction foremost. Just see how Plymouth styling experts have blended beauty of color and line with gleaming chrome accents to give you dramatic smartness, new luxury.



FUNCTIONAL FRONT SEAT

In a Plymouth you don't have to struggle with a big, heavy seat section to enter or leave the rear compartment. The front seat passenger does not have to get out. Not in a Plymouth! The front seat is divided 60-40, not in the center, allowing a person to enter or leave the rear without disturbing those up front. An exclusive Plymouth value feature on all two-door models.





LUXURIOUS YET PRACTICAL, TOO!

Stylishly beautiful, yet strictly practical—that's the keynote of the spacious Suburban interior. Door panels clad with a damp cloth. Seat bolsters and trim resist wrinkling and soiling. Upholstery and seat material in a stylish, yet extremely rugged fabric. In less than a minute, the rear seat may be folded down into the floor to form a flat, unobstructed cargo deck almost six feet long! The tail-gate opens out flat for easy loading or unloading.

the *Belvedere* SUBURBAN

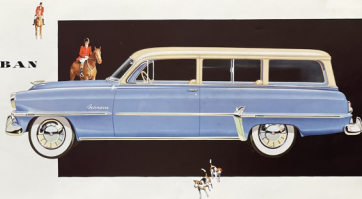


CONVENIENT PACKAGE COMPARTMENT

At each end of the rear seat you'll find a covered compartment for packages or personal articles. Handy for mailbags and dog-leashes! Just one of the many conveniences you'll find in Plymouth's Suburban model.

VERSATILE HEAD OF THE HIGHWAY

From a leisure jaunt to a family picnic, the glass-enclosed Belvedere Suburban will add to the pleasure of any outdoor activity. It seats six in unrivaled comfort, or, with the rear seat folded away, the Suburban provides tremendous carrying capacity for luggage, sports equipment, any type of family cargo.



the *Savoy* CLUB COUPE



HUNTER KEY STARTING

It takes both hands to start some cars, but not Plymouth's. A single, natural "twist of the wrist" with the ignition key and (1) the ignition is on, (2) the engine is running, and (3) an automatic choke is properly starting the fuel mixture.



SOLEX GLASS DEFLECTOR HEAT

The real glass heat of Solec Glass in your windshield will protect you from the eye-blinging glare of the sun, and much of the heat. It's effective also against the harsh rays of morning headlights at night. Once you're driven with Solec Glass you won't want to be without it. Available at low extra cost.



LEADERSHIP STYLING IN A BRAND-NEW LINE OF CARS

Pioneering in Plymouth's brilliant new Savoy line is the handsome Savoy Club Coupe. Here is the same free-flowing length of the Belvedere models . . . the same spaciousness of interior dimensions . . . all of the value features that Plymouth alone offers in the low price field. The luxurious Savoy interior combines lasting comfort with up-to-the-minute styling perfection.

A POPULAR NEW BODY STYLE...

...combining the roominess of a four-door sedan with the compact lines of a club coupe—you're in the Savoy Club Sedan. Here too, are tastefully finished and appointed interiors, designed to harmonize with a wide selection of exterior finishes, either two-toned or solid. There's ample room for three passengers in both the front and rear seats, with the added comfort and posture protection of Plymouth's famous Comfort Level seating. As in all two-door Plymouth models the front seat is divided so that only one-third of the seat back folds forward, thus allowing rear seat passengers to enter and leave without disturbing those up front.



CONTROL. IMPROVED VISIBILITY

Plymouth's wide, one-piece windshield has an almost uniform curvature that eliminates visual distortions at the sides. Center posts are narrow, and set well back to allow ample vision to either side for the driver. Plymouth's bullet-nose has broad side-curtain bars that give you more of the road directly ahead of the car, an added margin of safety you'll appreciate.

the Savoy CLUB SEDAN



SAFETY BY DESIGN

Styled to please the most fastidious, Plymouth's wide line bars protect the pleasing rear window. Now how the narrow, curved rear bumper protects the fenders as well as the rear deck. And notice the direct illumination of the license plate afforded by lamps recessed in each sturdy bumper guard.



FULL-TYPE DOOR HANDLES

The graceful curve of this handsome door handle is designed to prevent the accidental catching or tearing of your sleeve as you swing the door open. Doors lock by ignition key from the outside—you'll never lock yourself out.



A Masterpiece of Engineering ... for *SAFETY* ... *COMFORT* ... *VALUE*



HY-DRIVE

... for no-shift driving at its best!

Imagine yourself at the wheel of a new Plymouth equipped with Hy-Drive—you're about to enjoy the smoothest, smoothest no-shift driving yet developed for a low-price car! Hy-Drive gives you a fast, eager response to the touch of your toe on the accelerator; there's no lag, no waiting, no rumbling whine or gear noise. You're off and away, with flushing acceleration under all driving and traffic conditions. Hy-Drive lets you hold your car on an upgrade without using your brakes—Hy-Drive gives

you engine braking to slow hill driving—Hy-Drive gives you better, and therefore safer, traction on icy or slippery road surfaces—and remember, Hy-Drive lets you drive all day without shifting! Hy-Drive is a simple,

compact torque converter unit, with fewer moving parts than intricate automatic transmissions. It will easily stand service or repair. Hy-Drive is available as optional equipment—at the lowest cost of any no-shift driving unit in the low-price field!

AUTOMATIC OVERDRIVE



Driving is less tiring and the more economical with Overdrive. Available at moderate extra cost, its operation is simple, but its benefits are great. At speeds over 35 miles you engage Overdrive by lifting your foot from the gas pedal. Your speed stays the same but your engine slows down 30%, saving fuel and reducing engine wear.

SYNCHRO-SILENT TRANSMISSION



Plymouth's Synchro-Silent transmission is famous for its ease of shifting and long-lived reliability. Walls at you more easily and slowly than are used to smooth. Each gear is helically cut from hardened steel for extra long life. Every set of mating gears is carefully matched for perfect operation, with effortless gear changing.

PLYMOUTH

engineered for the years to come

Floating Power • Rackless Drive • Coilover Shock Absorbers • Safety-Rim Wheels • Self-adjusting Hydraulic Brakes • Control Blade Brakes • Cyclotone Brake Linings • 100 hp.—2.3 to 1 Compression Ratio • Positive Pressure Lubrication • Oil Bath Air Cleaner • Continuous Alloy Pistons • 4 Piston Rings • Valve Seat Inserts • Economy Oil Filter • Bypass Water Circulation • Pressure Radiator Cap • "Valve Train" Saver • Extra Capacity Governor • Glass Fuel Filter • Floating Oil Strainer • Automatic Choke • Ignition Key Steering • Close Camshaft Drive • Automatic Spark Control • Shock Mounted Rear Shock Absorbers • Snap On Valve • Rubber Body Mountings • Wide Double-adjustable Side Rails • Spring-mounted Rear Springs, with side-mounted ahead of spring cross • Independent hand brake.



POWER STEERING



... for safe, effortless steering and parking!

You can turn your front wheels with one finger when your car is standing still! You can park with no more effort than a look behind and a spin of the wheel! You can cross bumpy railroad tracks, or travel the roughest road you know, without once tightening the wheel! You can do all that, and more, with Plymouth's new Power Steering! Unlike some competitive units, Plymouth's Power Steering is full-time—"on duty" every mile you drive! It constantly absorbs road shocks with powerful hydraulic "muscles"; does as much as 80% of your re-handling "work." You keep the "feel" of the road; you have the reassuring knowledge that you are in safe, complete control at all times.

Plymouth's Power Steering, a strong, compact unit, requiring only minimum attention and service is available at moderate extra cost.

What would be MANUAL STEERING	What would be POWER STEERING
28 lbs. 14,000	45 lbs. 14,000
19 lbs. 15,000	36 lbs. 15,000
14 lbs. 16,000	27 lbs. 16,000



STYLING FOR BEAUTY... AND SAFETY

In this typical design detail, notice that the headlights and parking lights are set close to the grille to indicate clearly the width of the car. An important safety factor in night-time driving! Note, too, that the center grille bar becomes a rub rail to protect the fender.



AMPLE LUGGAGE SPACE

In one of the most convenient luggage compartments ever designed you'll find plenty of space for the entire family's luggage. The lid is counter-balanced, it lifts on a track and stays up by itself. Hinges are set far to the sides where they will not interfere with luggage.

the

Savoy FOUR DOOR SEDAN



PLYMOUTH'S BONUS OF EXTRA ROOMINESS

The interior of this Savoy Four-Door Sedan looks comfortable, doesn't it? There's a reason why a Plymouth interior appears so spacious and inviting, and it is simply this: there is more usable room for passengers and luggage in a Plymouth than in any other car in the low-price field! In this sedan there's generous space for six adult passengers, without the slightest hint of crowding. There's plenty of head room; but more, too, there's ample leg room to stretch out and relax. What's more, you can get in and out easily and gracefully, because Plymouth doors are higher and wider than those of any other low-price car. Unlike some cars, a Plymouth is built to fit its passengers. That means no matter which Plymouth model you select, you'll get more usable interior space—a bonus of extra roominess!



CARGO CARRIER OR 4 PASSENGER SEDAN

As a modestly-priced utility car, the Plaza Suburban is without equal. Use it to escort your guests to the Country Club dates, or to pack the family off on a fishing trip; the Suburban is acceptable anywhere. Let the children and pets pile right in—the Suburban's seat and upholstery materials are specially selected for long, hard wear. These floor panels are washable; a switch of a cloth erases sticky fingerprints and smudges. And when it comes to cargo, you've got a wide, ridged cargo deck behind you that's just under six feet long! The diagrams at left show how the rear seat disappears into the floor to make room (and lots of it!) for trunks, or camping equipment, or what-have-you.



CONVENIENT WHEEL WELL

A special steel well beneath the floor houses your spare tire and wheels—they're easy to get at, yet out of the way. The cover is ridged just like the floor, and it's dust tight.



EVEN THE TAIL-GATE WORKS FOR YOU

Extended, the tailgate is perfectly horizontal. Since it's quite strong and rigid in this position, it can serve as an extension of the floor for certain types of cargo. The lift up from the ground to the tailgate is very short, it can even serve for a picnic table!



THE *Plaza* SUBURBAN



THE *Plaza* CLUB SEDAN

"ENGINEERED" COMFORT

You must actually ride in the Plaza Club Sedan to discover how much comfort there is in its beautiful interior; or in any other Plymouth model, for that matter. First, there's the restfulness of Plymouth's Comfort Level seats. They're designed to give you correct posture support, and they make sure you get it with full-depth coil springs and Plymouth's new Dead-Flex springs that give even greater cushioned comfort. There's comfort in the *smart* styling of the interior itself that harmonizes so well with the overall look. There's comfort in the quietness of this fine car, stemming from fine rubber body mountings and Plymouth's special new body insulation.



COOL VENTILATION

A small but important feature of the 1954 Plymouth is this wide cool ventilation. Fully opened from the driver's seat, it is a new source of fresh, cooling air. In the low-price field only Plymouth provides this extra measure of insuring comfort.

CENTER-POSITIONED GLOVE COMPARTMENT

In a Plymouth, the driver can reach the glove compartment as easily as his front seat passenger. And, with the glove compartment within arm's reach, he can at once and keep his eyes on the road. Plymouth is the only low-price car to offer you this feature—a convenience you'll appreciate every day you drive.





DISTINCTIVE STYLING IN AN IDEAL FAMILY CAR

Exceptional roominess, and interiors designed for durability as well as beauty, make the Plaza Four-Door Sedan an ideal family car. Here are all of Plymouth's many comfort features, to keep older folks and "youngsters" alike feeling fresh and relaxed on long motor trips. Mother will love this Plaza for shopping and her many errands, because Plymouth's true balance designing gives it amazing ease of handling and parking. And of course the whole family will enjoy the smoothness and softness of Plymouth's truly balanced ride. Here's economy, too—economy that begins with the purchase price and lasts for years of dependable service.

THE

Plaza FOUR DOOR SEDAN



COMFORT LEVEL SEATING

Another benefit that in its field only Plymouth offers you is the greatest protection of Comfort Level seats. Because you sit at the height of a full-size chair, you sit erect, with correct support for your back and legs. A new Dual-Flex springs and construction now give you even more cushioned comfort. (For still greater comfort, four rubber seat cushions are available at slight extra cost.)



ELECTRIC WINDSHIELD WIPERS

Here's another Plymouth "exclusive" in the low price field—electric windshield wipers that operate at a constant speed. They never slow down when you accelerate, or climb a hill, or go other times when your engine is under a load. An extra margin of safety you'll be glad to have!





THE *Plaza* BUSINESS COUPE



NEW, FULL DEPTH COIL SPRINGS

Plymouth gives you real comfort in seats and seat backs that are equipped with full-width and full-depth coil springs. These individual coils flex to conform to your body, providing correct support. And, for your extra comfort, Plymouth provides new Dual Flex springs—seven rows of coil springs mounted underneath the coil springs—to give Plymouth even a super-cushioning system when seat loads are heavy or roads rough.

FOR BUSINESS MAN OR FAMILY MAN

The Plaza Business Coupe features an exceptionally large storage area behind the front seat. For fishermen, and other businessmen who travel extensively, this space is ideal for tackle boxes and other equipment. There's almost twelve square feet of floor area, covered with a neat and practical rubber mat. Wall linings are pleasingly finished, and sealed to shut out dust and dirt. A rear seat, in two easy-to-handle sections, is available as optional equipment at low extra cost. With it the Business Coupe may be quickly converted into a practical family car. The front seat of this model is also divided 45-45 instead of 60-40 in the center. This makes the rear seat storage space easily accessible from the back side; and when the rear seat is installed, rear seat passengers may enter and leave without disturbing those in the front seat.



STORAGE SPACE, OR PASSENGER SPACE

You'll be amazed at the quantity of coats, hats and luggage the rear compartment will hold. You'll be amazed, too, at how quickly and easily the rear seat sections can be put into place to provide comfortable accommodations for three rear seat passengers.





In weather of a clear windshield and safe vision with a Mopar Mylar Windshield Weatherstripping. Twin jets of air spray your windshield at the touch of your toe on the floor control.

MOPAR Accessories

for the new fly-Style PLYMOUTH

Accessories such as those shown on these pages can add much to your motoring pleasure. With them you can "personalize" your Plymouth to meet your exact tastes and personal driving requirements. We recommend that you choose Mopar accessories, available from your Plymouth dealer, because Mopar accessories have been carefully designed to fit the new Plymouth's styling. There are but a few of the many fine Mopar accessories available—if you do not see the ones you want illustrated here, your Plymouth dealer will be glad to show them to you.

Give your car that European flair with these headlamps, sturdy wire wheels, available in sparkling chrome, or in black enamel, to harmonize with your car.



For extra convenience, this Mopar Continental Converter can now be added to your car at moderate cost, and fitted to harmonize with its color styling. Inside mounting of spare tire increases storage space of luggage compartments.



There's a brilliant ray of light when you want it with this new Mopar Spotlight. Powerdamped beam lamp, remote directional control and switch. With or without rear view mirror.



Mopar Radio will give you the very best reception. Why? Because they are engineered to work with your Plymouth's electrical system, and designed to harmonize with the acoustics of your Plymouth.



The Mopar Fuel Tank Cap has a spring-loaded key, not only to open, it locks automatically when closed by hand. Tight fitting keyhole cover. Complete with two keys.



An extra Mopar Bumper Guard will protect the rear of your car from the collisions of other drivers and add to the luxury and wide appearance of your Plymouth.



Mopar Directional Signal operates with a flashing beam placed on the steering column. Light in instrument cluster flashes when operating. Signal cancel automatically when turn is completed.

Wider view than vision means maximum driving safety. Mopar New View Mirrors are available in various models to blend perfectly with your car style. Bright finishes. Right location.



This large, clear glass Mopar New Mirror slips on either rear view. Locked space or sides the mirror this can easily be moved or wiped clear with a finger cloth.

In back, behind right wheel, with a wide variety of seat are patterns to select from. Mopar New Seats can give you luxury and protection in your car.



This massive chrome exhaust deflector will add to the appearance of any car. Angle of deflector permits completely clean air flow from exhaust tubes.



S P E C I F I C A T I O N S



FOUR DOOR SEDAN

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 55 1/2"
 Width of Trunk.....Max. 50 1/2".....Min. 37 1/2"



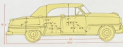
SPORT COUPE

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 55"
 Width of Trunk.....Max. 50 1/2".....Min. 37 1/2"



CLUB SEDAN

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 55 1/2"
 Width of Trunk.....Max. 50 1/2".....Min. 37 1/2"



CONVERTIBLE

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 47 1/2"
 Width of Trunk.....Max. 54 1/2".....Min. 37 1/2"

ENGINE SPECIFICATIONS

TYPE: The 1934 Plymouth power plant is an "L" head, four-cylinder engine, developing 100 horsepower at 3400 RPM. Bore, 3 1/2". Stroke, 4 1/2". Total displacement, 174.4 cubic inches. Compression ratio, 7.1 to 1. Floating Power type engine mountings absorb engine vibrations. Cast-iron-aluminum crankshaft with four main bearings. Wilson chain-drive camshaft. Light-weight alloy pistons with ring compressors and two-ribs. Top compression ring chrome-plated. Adjust side valve tappets with float retainers alloy steel exhaust valve seat inserts.

LUBRICATION: Full pressure lubrication to all main shafts, connecting and crankshaft bearings guaranteed rate by cylinder walls, piston pins and valves. Alloy. Rotary type oil pump to maintain positive oil pressure. Mainline oil filter (mounted on Belvedere and Savoy) and Floating oil intake to assure clean oil supply for all vital engine parts and capacity, five quarts.

COOLING SYSTEM: Water-cooled fan. Permeated by pure compressed coolant. Full length water jacket. Pressure-water-pump type. Water pump with alloy bronze bearings.

FUEL SYSTEM: Alloy fuel lines to gas tank to protect entire fuel system against water or dirt. Removable carburetor. Automatic choke. Throttle cable, alloy type air cleaner. Automatic controlled float control valve to protect fuel mixture during warm-ups.

IGNITION: Rotary type spark plug for smooth rapid start and economy. Automatic mechanical and vacuum spark control. Hydraulic distributor to protect against wet weather factors.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 101 in. Overall length, 161 1/2 in. (Belvedere 164 1/2 in.) Overall width, 74 1/2". Front, 70 1/2 in., Rear, 55 1/2 in., Trunk.

CONSTRUCTION: Alloyed, welded, completely rust-proof body. Characterized and ribbed floor pan. Box section reinforcements around window and door openings. Box lined against heat, cold, noise, water and dirt. Raked corner back for resistance to fading. Molded rubber body reinforcements to maintain road shock and vibration.

VENTILATION: Large, rounded roof ventilator. Ventilated wings to maintain front door closure and Belvedere and Savoy door close models. Full width windshield defroster.

ELECTRICAL: Battery-charging, 15 plate, 100 amp. 6 volt. Heavy-duty magnets. 11 amp generator with automatic voltage and current control. Ignition-coil master switch. "Follow-Flow" starter operation for easy positive starts. Head-lamp flashlights with half-lamp lens. The lighting system is protected by a stream breaker. Constant-speed, non-rattling chrome windshield wipers.

CHASSIS SPECIFICATIONS

FRAME: Rugged, steel frame with double-chamber air-ventilated, box-type side rails. Four sturdy cross-members. Belvedere Convertible has A-type cross member between side rails.

FRONT SUSPENSION: Independent front wheel suspension with coil springs. Two parallel control arms for improved stability and increased wheel movement on curves. Coil-over shock absorbers for effective ride control. Torsion bar rear absorbers.

REAR SUSPENSION: Wilson, advancing rear springs for better cushioning, replacement for stability. Two integrated shock absorbers to maintain freedom. Shock absorbers double shock absorbers to maintain stability side-to-side shifting as well as spread shock motion.

STEERING: Rack and roller type steering gear. One-tilt steering ratio, 15.1 to 1. Shock proof rubber mounting to prevent vibration from reaching steering wheel.

SHOCKS: Shock absorbers, through rear springs, to absorb shocks of starting and stopping. Shock rear axle, full-bearing mounted forward post motor of springs for better ride to wheel top.

BRAKES: Side-mount hydraulic brakes with individually actuated shoes for smooth, positive braking. Thermostats and two working shoes in each front wheel for maximum braking with minimum pedal pressure. Hydraulic master cylinder-chamber - have longer lasting life.

TIRES AND WHEELS: Extra low pressure, 4.75 x 16 tires for smooth, cushioned ride. Safety-line wheels with retaining straps hold tire in place on wheel the entire safety in event of a blowout.



SEDAN

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 55 1/2"
 Cargo Compartment
 Width.....Max. 40 1/2".....Min. 40 1/2"



CLUB COUPE and BUSINESS COUPE

Overall Width.....74 1/2"
 Height.....Front 55 1/2".....Rear 55 1/2"
 Width of Trunk.....Max. 44 1/2".....Min. 37 1/2"

BUSINESS COUPE REAR COMPARTMENT

Maximum Floor-to-Floor at Front Rear Seat.....40"
 Rear Partition Width at Belt Line Level.....40 1/2"
 Floor from Floor to Rear Partition (Maximum).....32 1/2"
 Top of Front Seat Back to Rear Partition (Min.).....20 1/2"
 Floor to Lower Edge of Side Window Opening.....20 1/2"
 Floor to Top of Side Window Mounting (Rear Seat to Front Rear Seat)

DISCLAIMERS SUBJECT TO CHANGE WITHOUT NOTICE.
 Cars have been illustrated to show some items of special equipment
 that are optional at extra cost.





OVER 10,500 PLYMOUTH DEALERS *...across the Nation to Serve You!*

Wherever you drive you'll always be near the sign of Plymouth Service. There are more than 10,500 Plymouth dealers—far more than for any other make of car—each anxious to help you get all the motoring pleasure and performance that's built into your Plymouth.

More than 67,000 expert Plymouth servicemen are ready to help you with friendly service and factory-engineered replacement parts. These servicemen participate in the Master Technician's Service Conference, the largest training program of its kind in the world. Always drive in at the sign of Plymouth Service. You'll save time, trouble and money when you let a Plymouth Dealer keep your Plymouth in the peak of condition.

PA 1148

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YOUR PLYMOUTH DEALER

