

alive!

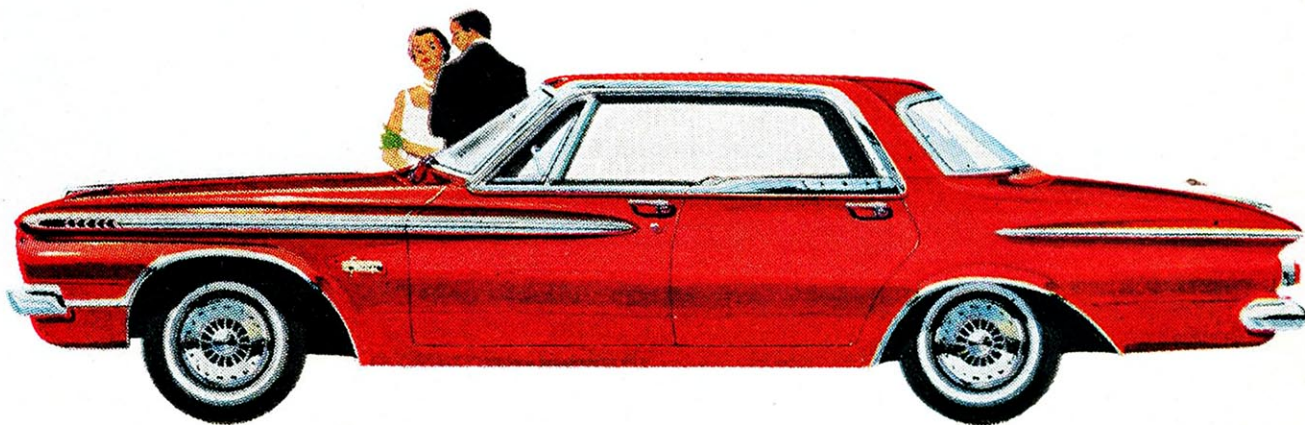


look at Plymouth now...alive with new ideas

Alive! That's Plymouth. Plymouth with the *forward flair design*, the graceful stance, the vibrant line. Wide awake with new ideas. Alert, vivacious. Style-setter for years to come.

Alive! Brimming with dash and vigour, impatient to prove itself against all comers. Designed to set the pace, create the standard, lead the field.

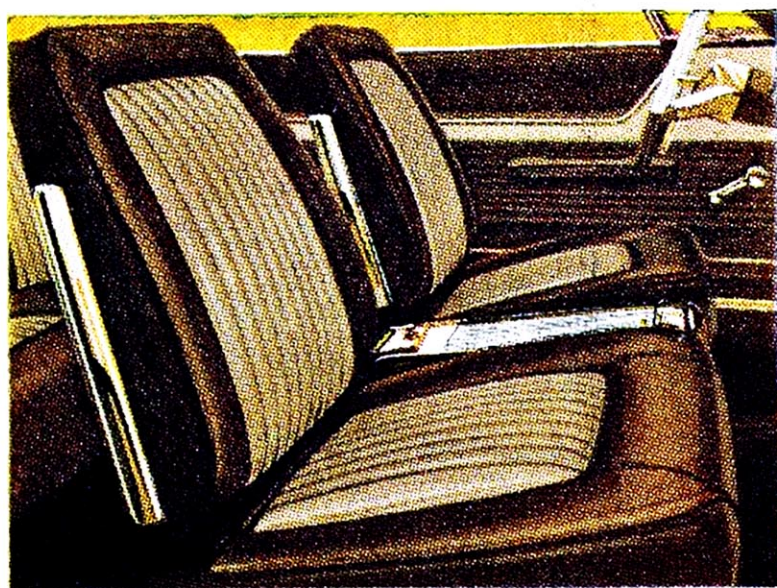
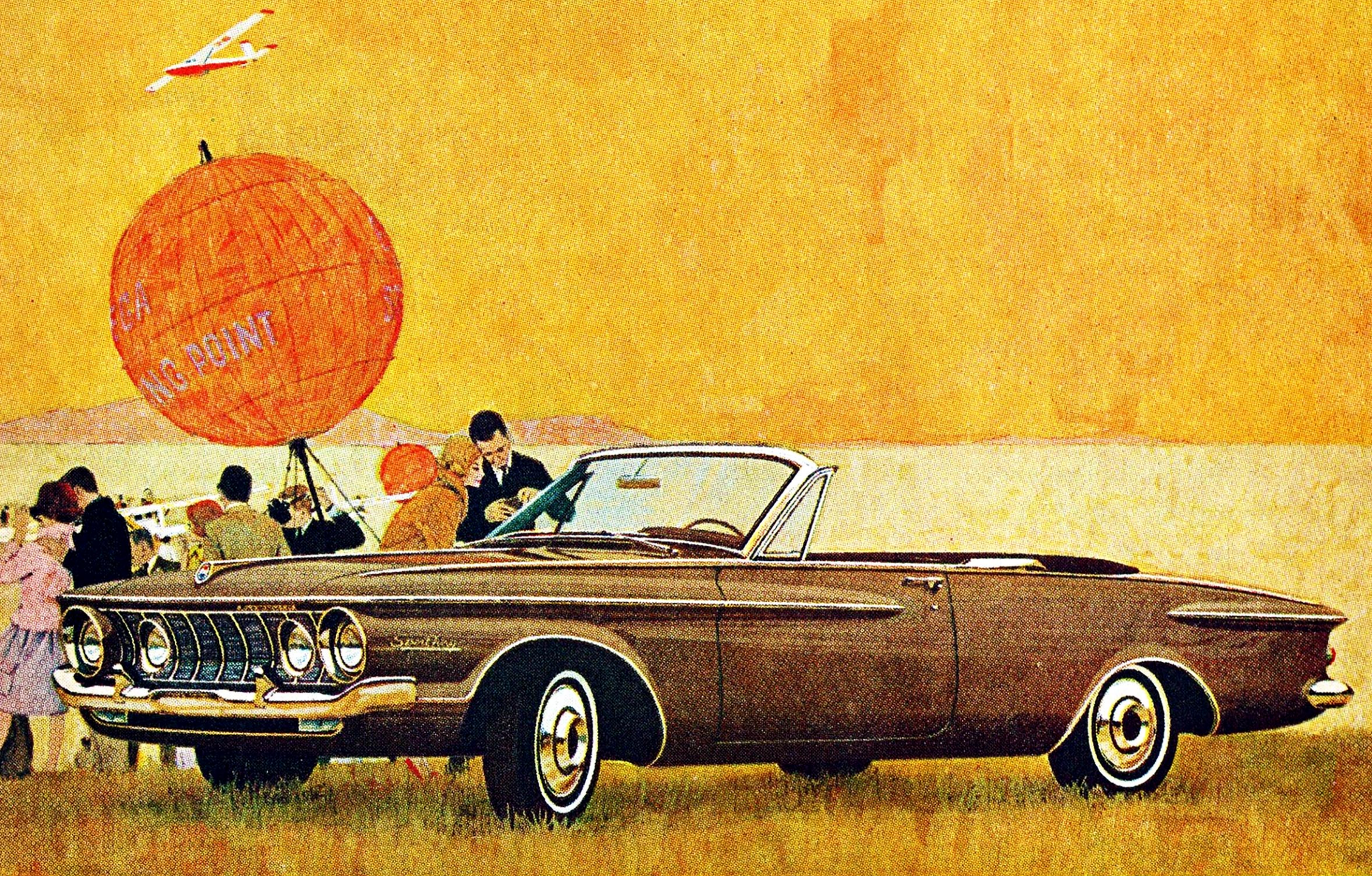
Alive! That's Plymouth. *Your* kind of Plymouth . . . waiting for you now at your nearby Plymouth dealer's.



PLYMOUTH FURY FOUR-DOOR HARDTOP

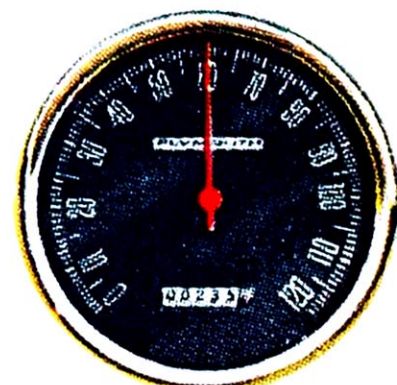
'62 PLYMOUTH

**INTRODUCING PLYMOUTH'S NEW SPORT FURY
FOR THE MAN WHO WANTS TO GO FIRST CLASS... FAST!**



Bucket seats, center console, padded dash, special wheel covers, new rear deck design identify Sport Fury.

Meet a limited-edition prestige car from Plymouth! Unmistakable eagerness in every line, undisguised luxury in every detail. Quality engineering by Chrysler Corporation. Drive Sport Fury!



Here's action! You fly to 60 mph in 8.5 secs. with optional 305-hp Golden Commando V-8. Choose convertible or hardtop model.

Greatest Plymouth ever built!



At the pump or the pedal, Plymouth fleet cars put the emphasis on profits.

Plymouth has what it takes to pay off in profits, put more jingle in your jeans!

You can bet your maintenance money on it! Economy, reliability, engineering excellence—Plymouth for '62 has 'em all. At the pump, Plymouth's standard 145-hp engine stretches gas like a rubber dollar. Up to 7% better mileage than in '61. Also, a new 32,000-mile lube system on major chassis points. Infrequent oil changes. Improved battery-saving alternator. New self-adjusting brakes.

Now consider '62 Plymouth's excellent performance and roadability. There's pep aplenty! Just try the pedal on the full-size Plymouth. Acceleration is up to 10% faster. Improved Torsion-Aire suspension smooths out the washboard roads. New center-of-balance means less swing and sway on corners, less dip and dive on stops.

More? Certainly. Handsome new interior appointments. High-quality, long-lasting fabrics. Comfort-cushioned seats. Plenty of headroom, legroom.

Suggestion: get behind the wheel of a Plymouth sometime soon. Your Plymouth dealer will be happy to demonstrate firsthand the beautiful difference in the low-price field... the big difference between profits at the pump or the pedal!

'62 Plymouth Puts Economy First

Up to 7% better gas mileage than last year • New full-unit construction for long life and low maintenance • New galvanized sills in addition to a 13-step dip-or-spray process for lasting body protection • New 32,000-mile lube cycle on major chassis points • Self-adjusting brakes • New half-as-often oil changes • Battery-saving alternator

THE NEW PLYMOUTH

Quality-engineered by Chrysler Corporation

Greatest Plymouth Ever Built!



Strictly business . . . but who'd believe it?

Your salesmen, that's who . . . whether they happen to be delivering six mannikins to a style show in a full-size Plymouth . . . or calling on business prospects with a carload of merchandise.

Why? Because a Plymouth fleet car has what it takes to get salesmen to prospect appointments in big, roomy luxury . . . yet economize all the way.

How? Hear this! Take Plymouth's economy. With the many new thrift features for 1962 (see right), you'll find Plymouth costs very nearly as little to take out as one of the mannikins pictured above.

And Plymouth's saving ways are every bit as important when you consider your own personal car, too. So if you're looking for a better buy—for business or pleasure—call your Plymouth Dealer this week!

'62 Plymouth Puts Economy First

- Up to 7% better gas mileage than last year
- Full-unit construction for low maintenance
- New galvanized sills in addition to a 13-step dip-spray-bake process for lasting body protection
- New 32,000-mile lubes on major chassis points
- New self-adjusting brakes
- 4000-mile oil changes
- Battery-saving alternator

THE NEW PLYMOUTH
Quality-engineered by Chrysler Corporation

NOBODY PASSES A NEW PLYMOUTH SPORT FURY WITHOUT THE OWNER'S PERMISSION!

Some folks say this car should come equipped with asbestos gloves, when ordered with the optional 305-hp Golden Commando engine*.

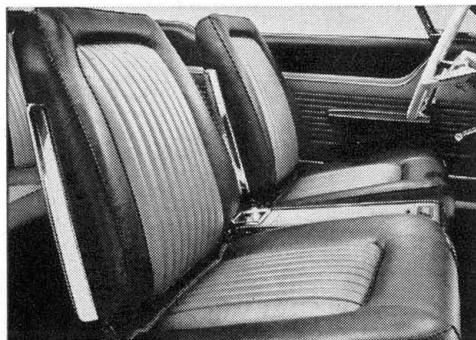
And we'll admit—even with its standard V-8 powerplant—the new Sport Fury is one of the hottest cars on the road.

But premium performance is just one of the outstanding features in this limited-production sports model. There are many others that merit your consideration.

King-size bucket seats. Padded dash panel. Torsion-bar suspension. Fully unitized body. Identifying wheel covers. Distinctive exterior trim. Special grille and rear deck design. All are standard equipment on your choice of either model—hardtop or convertible.

Come, take advantage of this special introductory offer: Test-drive a Plymouth Sport Fury and get—free of charge—the biggest boot out of driving you've ever experienced. Your Plymouth-Valiant Dealer will welcome you. One word of caution, however: handle this car with care... it's hot!

*Includes dual exhaust, four-barrel carburetor, special high-performance camshaft, high-capacity radiator, heavy-duty, six-leaf rear springs, heavy-duty, 59-ampere-hour battery and dual-breaker distributor.



Leather-like, vinyl bucket seats and daring new rear deck design combine to convince you, this is the one for you. There's no mistaking a new Sport Fury! Hardtop or convertible, the choice is yours. Also available, as optional equipment: Plymouth's Golden Commando 305-hp V-8 powerplant!



PLYMOUTH'S NEW SPORT FURY