



# PLYMOUTH'S ON THE MOVE

YOU HAVE TO OWN ONE TO CATCH ONE

We put everything we had into this new Plymouth. Everything. First, it had to be new. We gave it clean, uncomplicated lines. Flat, smooth decks. The result is the best-looking Plymouth that ever bore the name. We made it big, brawny

—made it master of the Plymouth-Ford-Chevrolet league. It now carries America's first 5-year warranty (see opposite page for details). To sum up: you have to own one to catch one. Plymouth 63 —quality-engineered by Chrysler Corporation.

## PLYMOUTH 63





# PLYMOUTH'S ON THE MOVE

BUILT TO RULE THE PLYMOUTH-FORD-CHEVROLET LEAGUE

We gave this new Plymouth good looks. We gave it quality. Most of all, we gave it go. In the Plymouth-Ford-Chevrolet league, the contest is all over when you turn the key.

Plymouth owns the beefiest engines, the best automatic drive (optional). To sum up: you have to own one to catch one. Plymouth 63—quality-engineered by Chrysler Corporation.

**PLYMOUTH 63**





# PLYMOUTH'S ON THE MOVE

CLEAN, TOUGH, TIGHT AND A TIGER ON THE ROAD

We went all the way when we styled this new Plymouth. Clean lines. Flat decks. Uncluttered surfaces. The effect: terrifically good-looking. We built it to run long, run strong. It carries America's first 5-year warranty (details on opposite page).

And we gave it the power to be boss of the tough Plymouth-Ford-Chevrolet league. What happens when you uncage this tiger is sensational. To sum it up: you have to own one to catch one. Plymouth—quality-built by Chrysler Corporation.

## PLYMOUTH 63



\*Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules.



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KNOCKOUT OF THE LOW-PRICE FIELD

Plymouth 63 is meant to thrill you on sight. It's a car that on the street looks clean, strong, swift. It's a car that inside looks far more expensive than it is. It's a car that everywhere tells of the care and quality lavished on it. Engineering was lavished on it too.

It swells us to say, in the tough Plymouth-Ford-Chevrolet league, Plymouth 63 is clearly the performance champ. Plymouth 63 excels at one other thing: reliability. America's first 5-year/50,000-mile warranty\* proves it. From now on, you have to own one to catch one.

PLYMOUTH DIVISION  CHRYSLER  
MOTORS CORPORATION





# PLYMOUTH'S ON THE MOVE

SHARPEST LOOKING PACKAGE ON THE ROAD

Plymouth 63 has clean, strong lines and smooth, even surfaces. Its new interiors are lush and durable. On looks alone, it is a new car for you to think of owning. Beyond that, it's a

sensational performing car. And beyond that, it carries a 5-year/50,000-mile warranty\* that puts quality in writing. Plymouth's on the move. You have to own one to catch one.

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## PLYMOUTH'S ON THE MOVE... AMERICA'S FIRST 5-YEAR WARRANTY

Talking about quality is one thing, backing it up is another. Now, with America's first 5-year or 50,000-mile warranty—on all internal parts of engine, transmission and drive train—Chrysler Corporation expresses the highest confidence ever in product quality.

That's what **Plymouth's on the move** is all about—a new concern for building better Plymouths. Better looking. Better running. Better lasting. The 5-year warranty proves we're serious. Don't buy any car until you see and drive the brand-new 1963 Plymouth.

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### Details of new 5-year warranty

Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust cover), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules. Factory-approved remanufactured parts may be used for replacement.

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