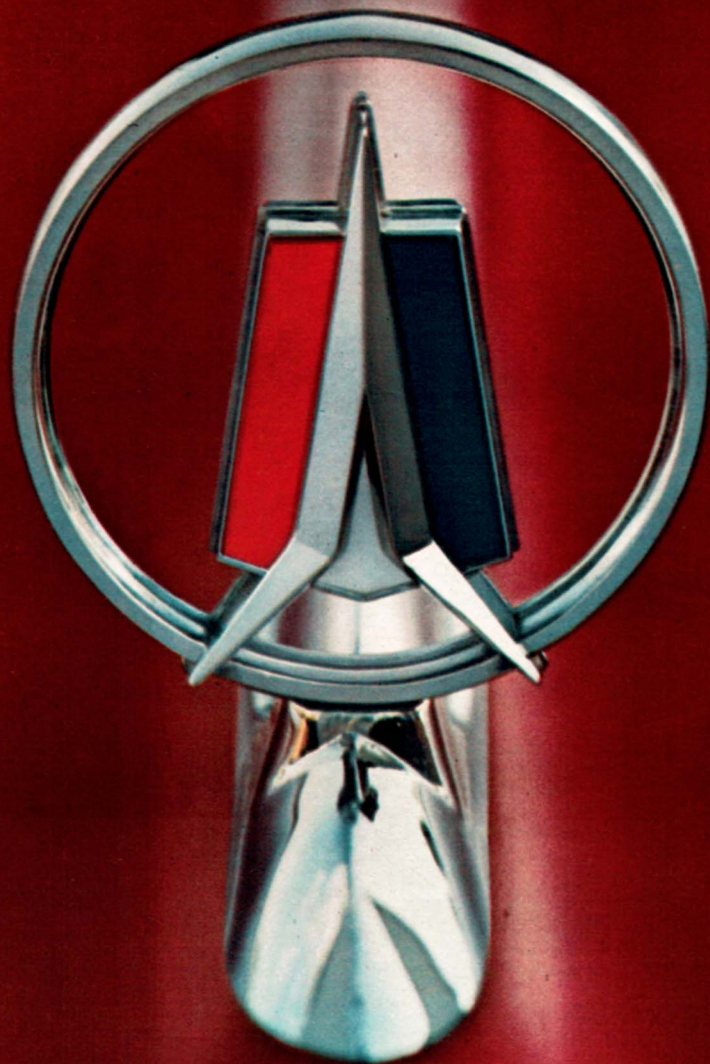


PLYMOUTH 63

Plymouth 63 is a new car from Chrysler Corporation. It's a new car for you to think of owning. In looks, performance, and quality it verifies the new concern for building better Plymouths. Plymouth 63 is Plymouth on the move. It carries America's first five-year or 50,000-mile automobile warranty.





PLYMOUTH'S ON THE MOVE



A Shape for Road or Wind or Eye. Moving or still, Plymouth 63 is meant to thrill you on sight. According to our head stylist, the sculptured character line running the entire length of the car marks its new looks. From that starting point flow the clean, uncomplicated lines, the flat, even surfaces. A crisp new roofline carries the mood upwards. While the wide, extended rear and probing hood provide generous boundaries.

Plymouth 63 is a mix of function and beauty, of looks that make sense. The bold, new tail lights framing the rear deck, for example, are designed large for added visibility. The new vertical parking lamps which form the forward edges of the front fenders do a safe, authoritative job as turn signals. Even the circular Plymouth crest distinguishing the hood is well placed for driver reference. For the total picture, a casual

walk around the car reveals a simple, clean, strong shape. A shape neither the road nor the wind nor the eye will fight with. Looks alone say Plymouth's on the move.

A Good Car Skilled In Performance. Performance is what happens when you turn the motor on. Turning on Plymouth 63 is like flipping on a light switch: what's supposed to

happen happens immediately. For beneath the paint lies a lust for ignition that reveals itself in a minute.

Plymouth 63 has inherited its alertness. It moves by the same engine-transmission package that walloped competition in a publicized performance "showdown" a year ago. The same that has changed Plymouth's image overnight—from a sound performer to a sensational one. Top to bottom,



Plymouth V-8 engines are the toughest in their price range. From manual to 3-speed automatic TorqueFlite, Plymouth transmissions are acknowledged most efficient. Together, they give Plymouth 63 its enthusiasm for running. It swells us to say: in the tough Plymouth-Ford-Chevrolet league, Plymouth 63 is the master with the motor running.

Performance language raises the question of fuel econ-

omy. (Not to answer it would be risky with you and unfair to this car.) Except for the mighty Golden Commando "383" V-8, every Plymouth 63 engine—from the 30-D Economy Six to the new Commando 361-cubic-inch V-8—delivers surprising mileage on regular gasoline. Now, "surprising" isn't specific, but six consecutive Mobil Economy Run class championships are. So is last year's Pure Oil Economy Trials

victory. And so is this year's Proving Grounds Report which predicts "a continued fuel economy advantage" for Plymouth 63 over competitive makes.

We call it a good car skilled in performance. We mean economical performance. It's the very best kind.

Put Together with Exacting Care. No one (we hope) expects

a car to go thousands upon thousands of miles without requiring some sort of maintenance and repairs. What you do expect, or should, is a car that does the job without an unusual amount of trouble or expense, that serves you faithfully for a generous length of time, that provides reasonable resale value at the end of that time.

Plymouth 63 was put together with exacting care. It's a

fort underneath. Its body and frame are welded into one strong unit. It's called a Unitized Body, and it gives Plymouth 63 a stronger, safer, more efficient superstructure than most other cars in its class. It means greater strength per pound, which means less weight for the gasoline to move around (which means less gasoline to buy). The Unitized Body also means a quiet ride, a sure feel of the road, a car that will hold up.

We investigated and used new processes, techniques, and parts assembly innovations wherever they predicted a better product. For example: door and window regulator handles are attached with screws this year, rather than with snap-on spring clips. This will keep the handles on, where they belong. Throttle control of all Plymouth 63 engines is improved by the introduction of a stronger return spring. On cars with automatic transmission, splash shields help prevent snow and slush from collecting on the transmission throttle linkage. And the use of 45-degree, shear-type engine mounts isolate engine sounds and vibration from the body structure. It's peaceful where the people sit.

The above are indications of the care and quality lavished on Plymouth 63. They're in keeping with the mission of the car: to put more Plymouths on the road.

A Gold Mine of Standard Equipment. It didn't make much sense to us to discover basic product improvements, then keep them optional. So we didn't. Here are some of the added values that are standard equipment on Plymouth 63.

The Alternator is vastly better at providing current than a generator is. It has fewer working parts. It delivers current to the battery even at idle, thus your battery lasts longer. The Alternator is many ways an added value.

Chrysler Corporation designed and pioneered Torsion-Bar Suspension. It's the same suspension system that gives the luxurious Imperial its luxurious ride. Every Plymouth 63 built has torsion bars for your comfort.

If you've ever had trouble locating a short in the wiring system, you'll applaud the Printed Instrument Panel Circuit. With printed circuitry, all wires leading from the engine compartment into the body are joined at a single multicircuit connector which snaps into a hole in the fire-wall. Not only are the wires easier to get at, but they're less likely to get fouled up in the first place.

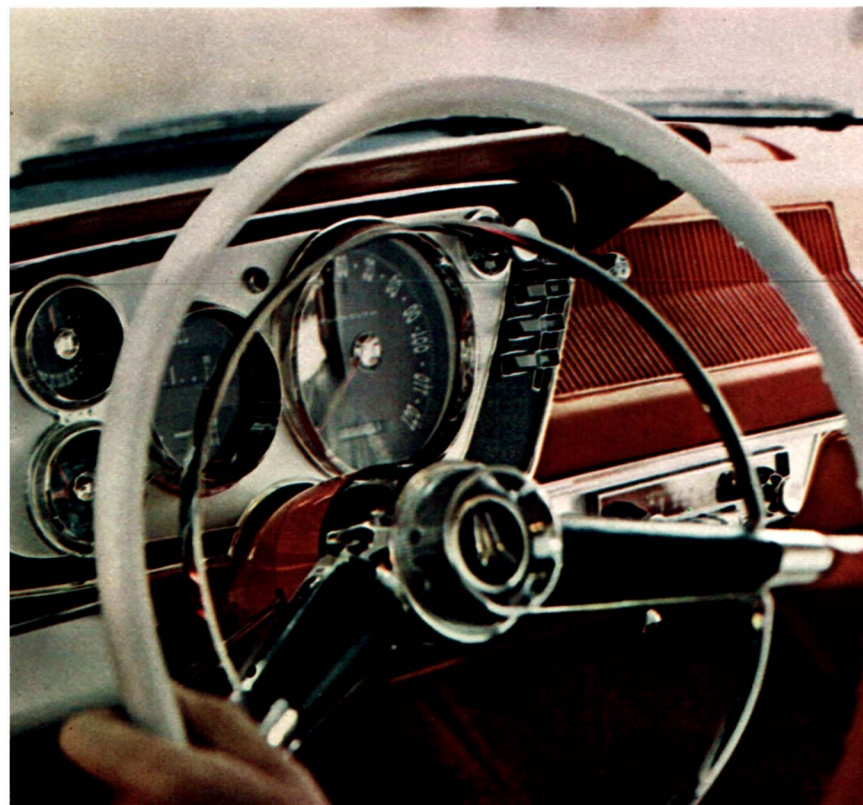
The rain on pages 2 and 3 reminds us that Plymouth 63 has a new Airfoil Windshield Wiper. An airfoil bridge on the wiper blade acts as an inverted airplane wing. Air flowing over its curved surface produces a force which increases the pressure of the blade on the windshield. The advantage is particularly noticeable at higher car speeds where the tendency for the conventional blade to lift off the glass is pronounced. And unnerving.

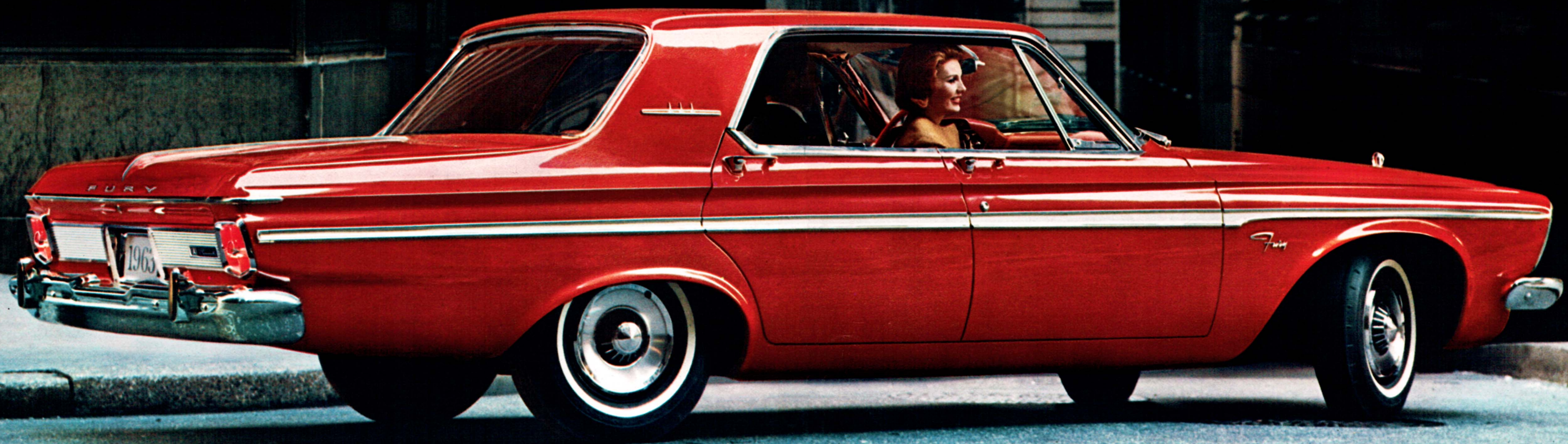
Exhaust systems corrode from the inside out, their metal surfaces exposed to the effects of chemicals in the engine exhaust. Plymouth 63 has gone to extended use of Aluminized Steel in critical parts of the exhaust system. The result is a life expectancy of the system about double that of a few years ago.

Brakes. The braking system, perhaps more than any other functional component group on a car, must be reliable. Plymouth 63 offers Self-Adjusting Brakes. By maintaining proper adjustment of the brake shoes, automatic adjusters allow for maximum pedal reserve and consistent stopping ability.

Automatic transmissions are not standard equipment, they're optional at extra cost. But with Plymouth 63, the only automatic is 3-Speed TorqueFlite. The advantage of 3-Speed over 2-Speed is that it's smoother and more efficient. It doesn't waste gasoline by skipping a speed. Nor does it sound out of breath changing gears.

This list goes on and on and led one of our engineers to refer to Plymouth 63 as "a gold mine of standard equipment." It's an interesting thought.







Even an Anti-High Heels Floor Mat. The first thing you notice inside Plymouth 63 is that you're able to move around. It's large in there. There is room for heads, shoulders, and shenanigans. There is a strictly-business instrument cluster with just the facts. There is room for the feet to work. There is important visibility through the large windshield. And your dealer can adjust the driver's seat "six ways" for maximum comfort and safety. Plymouth 63 is well laid out inside.

That gorgeous-looking seat fabric is standard dress for the Fury. It's made of 100% nylon warp, which our interiors man will tell you is tough as a trampoline and practically stainproof. There are new vinyls that look and feel like leather. Improved carpets with loop pile construction, polyethylene backings (they're moisture-resistant for longer carpet life), and tones that camouflage dirt. New, perforated headlinings are durable, easy to clean, and soak up sound. And, here's one, a new heavy-duty floor mat to fight off the jabs from spiked high heels.

The Plymouth 63 Coloring Book is new this year. There are 29 different interior trim codes, each creating a linear styling theme. Basic colors are subdued for romance and quality.

The interiors' story goes deeper than colors and fabric. Plymouth 63 has gone to heavier gauge spring wire for seat cushions. Coil springs are provided at the outer ends of the cushions for added support and to minimize seat "roll-off." Thickly padded seat bolsters and stitched pleats will help seats retain their original contours. So will the wire-reinforced foam padding which is now standard for all front seats.

Plymouth 63 is nice looking and will take a jumping on. Two reasons the car is on the move.



Works and parties with equal skill. There are 26 models of Plymouth 63 from 2-door thrift sedans to airy convertibles to mammoth 9-passenger station wagons that work and party with equal skill.

Imagine the wagon above at work around your house. It's a gardener, handyman, showboat, and part supermarket. It swallows kids like a Saturday matinee and entertains them

almost as well. With tailgate open and 2nd and 3rd seats folded flush to the floor, load area measures a generous 45 by 117.9 inches. (That means you could probably move a friend out of an apartment in two or three trips, carrying some helpers to boot.)

Plymouth 63 wagons do the other job, too: they take you out. The long, clean lines and color-keyed interiors could

shake up your whole street. The big one carries nine adults with room to twist around and talk. Even the 6-passenger model is large enough for your closest friends and plenty of picnic gear. Like grilles and coolers and chaises and things.

Back again are wagon features that Plymouth invented. The rear-facing 3rd seat that folds right into the floor. The locked storage compartment in the floor of the 6-passenger

model. The convenient foot "steps" for easy rear entry. And the roll-down rear window with folding exterior crank. This year, rear-entry assist handles and wind deflectors are available. All are optional at extra cost for better wagoning.

As with every Plymouth 63 to come off the line, the wagon is good-looking, well-built, and quick. It's heaven for the one-car family that's on the move.



Bucket seats and spurs. It is a thing today for cars to have a specialty model. It's usually more powerful, more elegant, and more expensive than the rest of the line. For instance, Ford has the Galaxie 500 XL. Chevrolet has the Impala Super Sport. Plymouth 63 has the Sport Fury.

It's impossible to drive a Sport Fury anywhere and not get seen. Or asked about it. The special tricolor insignia shown on the opposite page is one eye-catcher. The distinctive wheel cover with the Sport Fury name in the central hub is another. Then on the rear deck, the tricolor theme is repeated in place of the standard block lettering. Inside, there's a thick rug on the floor and a back seat like a sofa.

Bucket seats as snug as armchairs are set on either side of a table-like console with storage compartment, front and rear ash trays, and a courtesy lamp. Even the inside door panels, repeating the two-tone theme of the seats, look comfortable enough to sit on.

To protect the Sport Fury's reputation, the six-cylinder engine is not available. But a Golden Commando 383-cubic-inch V-8 with 4-barrel carburetor is. It's got dual exhausts, high-performance camshaft, and other spurs. It's optional. It will cover you against anything on the ground.

The Sport Fury model is the most expensive Plymouth 63 you can buy. You get your money's worth.

A new car for you to think of owning. Plymouth 63 is not a Cadillac, not a Lincoln, not an Imperial. It's priced along with Chevrolet and Ford. And it's very well off there. It will convincingly outperform them. It will whip them on fuel consumption. It is extremely well-built with the emphasis on long-range value. It is well-appointed inside. From any view, Plymouth 63 is a good-looking automobile.

But like the others it's a machine. Mechanical. Most of what you pay for you never see work. So it ought to be turned on, listened to, driven, felt on the road. You can do this with Plymouth 63 at your neighborhood Plymouth Dealer's. We're hoping that you will. One, because it's a

sensible first step in any \$2000-plus investment. And two, because we've got an outstanding product.

That's the job of this book, incidentally. Not to sell you Plymouth 63 outright, but to get you behind the wheel where the car can sell you. Where its beauty, quality, and response are immediate. Where you can see first-hand why it carries America's first five-year or 50,000-mile automobile warranty (see back cover).

This is what Plymouth's on the move is all about. It's summing up the new concern at Plymouth for building better Plymouths. Better looking. Better running. Better lasting. From now on, you have to own one to catch one.

Icing on the cake. The lowest-priced Plymouth 63 you can buy is equipped with everything it takes to do a first-rate car job for years. As it rolls off the assembly line, it's ready for the road. Yet, many people have become used to, and others are anxious to try for the first time, certain optional accessories which make driving a car more convenient, more comfortable, and more fun. (People who specify extra equipment discover that it pays for itself in the long run, and especially at resale time.) Here is the list of optional equipment available with Plymouth 63 at reasonable extra cost: **Power Steering.** Takes about an hour to get used to, then you'll never be without it. **Automatic Transmission.** You just push the button and 3-Speed TorqueFlite takes over the shifting. **Power Brakes.** Easy pedal pressure brings the car to a straight-line

stop. **Power Seats.** Adjusts from long legs to short with just the press of a finger. **Safety Seat Belts and Padded Instrument Panel.** Your local Safety Council can put it better than we can. **Standard or Deluxe Radio.** There's more truth than corn in the idea that a car radio keeps you company over the miles. (The Deluxe is for the fidelity hound.) **Tinted Safety Glass.** Some people don't know that, besides reducing the glare of the sun, tinted glass keeps the inside of the car cooler. **Air Conditioning.** This really keeps the inside of the car cooler. And the people in it. **Heater-Ventilator.** We have made this unit as easy to reach and operate as we can. You just push buttons to circulate fresh air in the summer, and warm air in the winter. **Power Options.** There are two standard engines. One is the 30-D Economy Six. The other is a 318-cubic-inch

V-8 that you wouldn't exactly call a poke. Beyond that, there's a 361-cubic-inch V-8. Beyond that (and this is way out) is a 383-cubic-inch V-8 with 4-barrel carburetor, dual exhausts, high-performance camshaft, dual breaker distributor, and other special touches. Warm.

The following equipment is also available: Power windows ■ Whitewall tires ■ All-vinyl seats with center armrest ■ Deluxe steering wheel ■ Wheel covers ■ Undercoating with hood insulator ■ Backup lights ■ Outside left mirror ■ Inside day-night mirror ■ Rubber cushioned front and rear bumper guards ■ Electric clock ■ Cigar lighter ■ Dual jet windshield washers.

And for **Station Wagons:** Rear pillar assist handles and wind deflectors ■ Power tailgate window ■ Spare-tire compartment that locks ■ Roof luggage rack.

Some of the listed options are standard equipment on certain Plymouth 63 models, and others are available only in certain models.

	EXTERIOR DIMENSIONS	
	Wagons	Others
Wheelbase.....	116.0 in.	116.0 in.
Tread, front.....	59.4 in.	59.4 in.
Tread, rear.....	57.5 in.	57.5 in.
Length, overall.....	210.1 in.	205.0 in.
Width, overall.....	75.1 in.	75.6 in.
Height, overall *(V-8's).....	54.0 in.	53.9 in.
Height, overall *(6's).....	53.9 in.	54.1 in.

	INTERIOR DIMENSIONS*	
	Wagons	Others
Headroom, front.....	38.4 in.	38.1 in.
Headroom, rear.....	38.5 in.	37.5 in.
Legroom, front.....	41.9 in.	41.9 in.
Legroom, rear.....	36.4 in.	36.4 in.
Hiproom, front.....	60.8 in.	60.8 in.
Hiproom, rear.....	61.0 in.	61.0 in.
Seat height, front.....	8.1 in.	8.1 in.
Seat height, rear.....	11.0 in.	11.0 in.
Rear seat knee room.....	4.4 in.	4.4 in.

BRAKES
Hydraulic, 10-inch diameter, 2.5-inch-wide, servo-contact, self-energizing 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 stops) 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..... Oriflow type
*5 leaves in passenger cars—6 in Station Wagons

6-CYLINDER ENGINE
30-D Economy "6" Engine is standard on all 6-cylinder 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 2800 RPM. Compression ratio 8.2 to 1. Bore 3.40 inches. Stroke 4.125 inches. Piston displacement 225 cubic inches. Single, downdraft carburetor. Full-flow throwaway oil filter. Air cleaner.

	V-8 ENGINES		
	Fury V-800	Commando 361	Golden Commando 383
Horsepower.....	230 at 4400 rpm	265 at 4400rpm	330 at 4600 rpm
Torque, lbs.-ft.....	340 at 2400 rpm	380 at 2400 rpm	425 at 2400 rpm
Compression ratio.....	9.0 to 1	9.0 to 1	10.0 to 1
Bore, inches.....	3.91	4.12	4.25
Stroke, inches.....	3.31	3.38	3.38
Displacement, cubic inches.....	318	361	383
Carburetor type.....	2 barrels	2 barrels	4 barrels
Air cleaner type.....	Dry	Dry	Dry

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..... 3.23 to 1
Ratio with manual "6"..... 3.31 to 1

TIRES AND WHEELS*
6-cylinder Sedans and Hardtops..... 14 x 5K 14 x 7.00
8-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 low-pressure tubeless 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

ROOMY DIMENSIONS OF PLYMOUTH STATION WAGONS
Floor length, tailgate open, 2nd and 3rd seats folded..... 117.9 in.
Floor length, tailgate closed, 2nd and 3rd seats folded..... 94.3 in.
Floor length, tailgate open, 2nd seat up, 3rd seat folded..... 83.2 in.
Floor length, tailgate closed, 2nd seat up, 3rd seat folded..... 56.6 in.
Width between the rear wheel housings..... 45.0 in.
Heights of rear opening..... 27.3 in.
Width of rear opening at the floor..... 49.0 in.

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. Product and competitive car information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment items as listed above.
1963—Litho in U.S.A. Code No. 81-805-3016



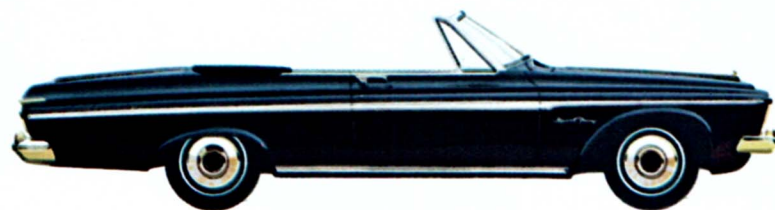
Fury Convertible—Dark Metallic Blue



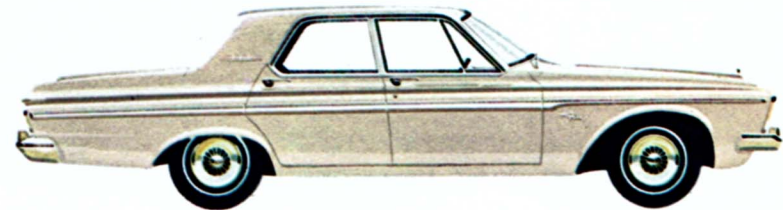
Fury 2-Door Hardtop—Ruby



Fury 4-Door Hardtop—Metallic Green



Sport Fury Convertible—Ebony



Fury 4-Door Sedan—Light Beige



Sport Fury 2-Door Hardtop—Coppertone



Fury 4-Door Station Wagon—Light Blue



Belvedere 2-Door Hardtop—Medium Beige



Belvedere 4-Door Sedan—Medium Metallic Blue



Savoy 4-Door Sedan—Light Green



Belvedere 2-Door Sedan—Metallic Brown



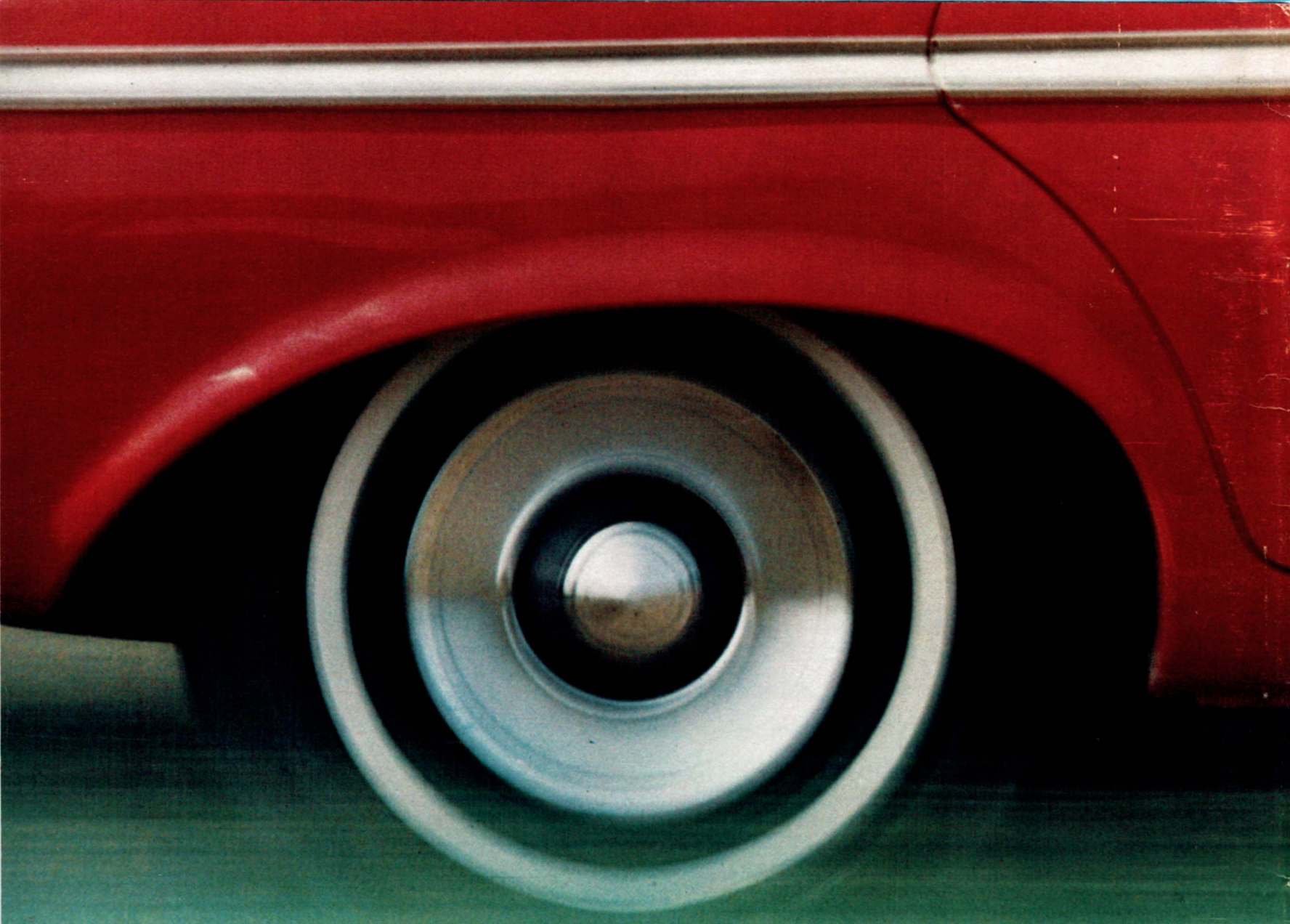
Savoy 2-Door Sedan—Ruby



Belvedere 4-Door Station Wagon—Ebony



Savoy 4-Door Station Wagon—Metallic Brown



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*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 car 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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