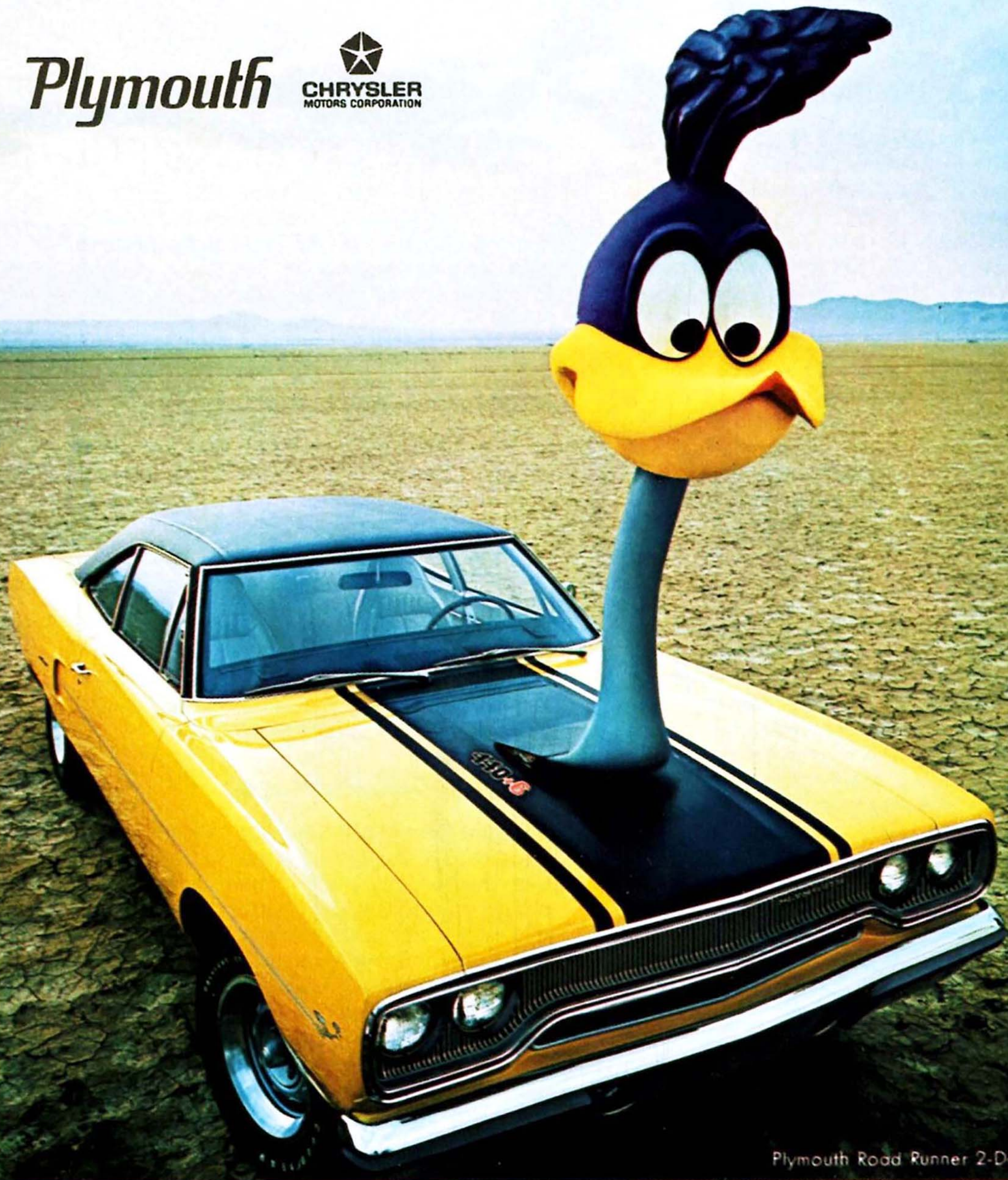


**Plymouth**



Plymouth Road Runner 2-Door Hardtop

We first introduced Road Runner in '68. It was love at first sight.

A performance car for people who want a car to perform.

A car with a low price for people who haven't stashed away their first million yet.

A car with a personality for people

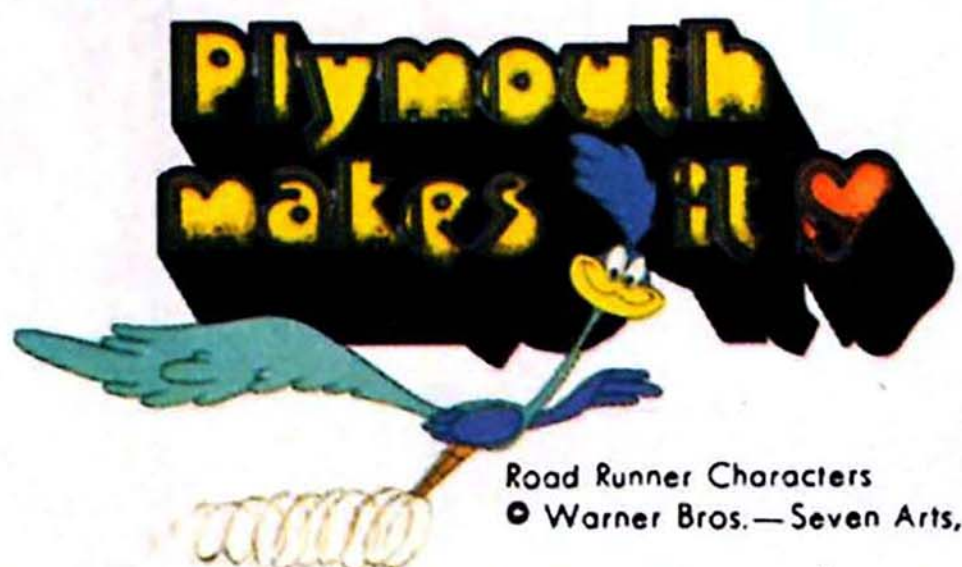
who don't just think of a car as a hunk of iron that moves.

It all clicked. In 1969 *Motor Trend* named Road Runner, "Car of the Year."

For 1970, we present a new Road Runner. We changed it very carefully. In the right places, for the right reasons.

You'll love it. Again.

## The loved bird.



Road Runner Characters  
© Warner Bros.—Seven Arts, Inc.

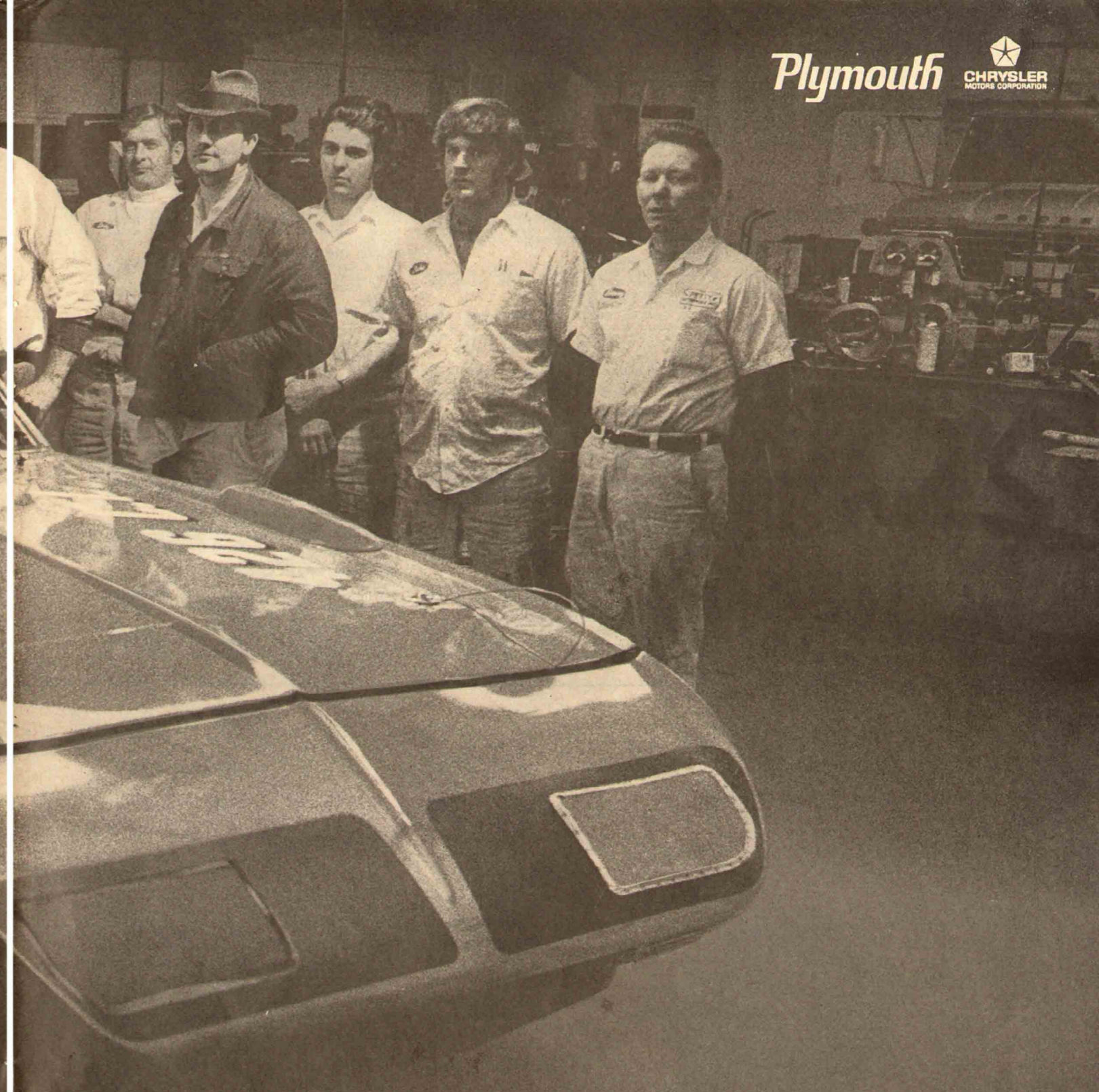


## The obvious reason Richard Petty came back.

SuperBird, the ultimate Road Runner.

It's not the only reason Richard returned to Plymouth, but you can put it at the top of the list. (We're building a limited number of completely streetable SuperBirds. Check your Plymouth Dealer.)

Another reason came from Richard himself: "The Pettys and Plymouth are like, well, like family." During an 11-year association with Plymouth, Richard won (among other things) two national championships, most total money and a legion



Plymouth  
CHRYSLER  
MOTORS CORPORATION

of loyal fans. Richard's also won a record 101 victories, 92 of them in Plymouths.

Now the family's back together again. And we're glad.

The Pettys will prepare a couple of SuperBirds for the superspeedways and run the smaller Road Runners on the short tracks.

So we're officially back in NASCAR Grand National racing. With the most successful stock car driver in history.

Which is the sort of thing you could

expect from Plymouth.

Because we have the most comprehensive high-performance program in the industry.

It's called the Rapid Transit System. And it offers everything from the cars themselves (Road Runner, GTX, 'Cuda, Duster 340 and Sport Fury GT), to factory tuning manuals and high-performance parts, all the way to TransAm racers, Super Stockers and AA/Fuel dragsters.

If you're a car enthusiast of one kind or another, you'll feel at home in the

System. Because there's something for every kind of enthusiast.

It's sort of a family affair. In more ways than one.



Road Runner Character © Warner Bros.—Seven Arts, Inc.

# Everybody offers a car. Only Plymouth offers a system.



Heck, anybody can build cars with big engines. Plymouth's Rapid Transit System is a lot more than that.

As the name implies, it's a system, a total concept in transportation that goes far beyond eight pistons and a steering wheel.

The Rapid Transit System is racing—at Daytona, Riverside, Cecil County—and the race cars themselves—Dragsters, Super Stocks, Oval Stockers—the essence of high-performance machinery.

The Rapid Transit System is information—the straight scoop from Plymouth to you—tips on how to tune your car, modify it, which equipment to use, and how to set the whole thing up for racing. For a free brochure on all that's available, just write Rapid Transit System—Dept. A, P.O. Box 7749, Detroit, Mich. 48231.

The System is person-to-person contact—us and you—at Supercar Clinics conducted throughout the country by our own racers.

The System is high-performance parts—now conveniently packaged and available through your Plymouth dealer.

Above all, the R.T.S. is the product—everything from a Valiant Duster 340, all the way to a Hemi-'Cuda with a quivering Air Grabber. Each car in the System is a complete high-performance car, with suspension, brakes, driveline and tires to match.

Compare Plymouth's Rapid Transit System with mere cars.

And if you can't beat it—join it.



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