

'67 Plymouth Belvedere



Plymouth is out to win you over.





GTX Convertible in Bright Red

Plymouth Belvedere Series and Models for 1967

Belvedere GTX: V-8 models: 2-door hardtop • convertible.

Belvedere Satellite: V-8 models: 2-door hardtop • convertible.

Belvedere II: V-8 models: 2-door hardtop • convertible • 4-door sedan • 2- and 3-seat wagons. 6-cylinder models: 2-door hardtop • convertible • 4-door sedan • 2- and 3-seat wagons.

Belvedere I: V-8 models: 4-door sedan • 2-door sedan • 2-seat wagon. 6-cylinder models: 4-door sedan • 2-door sedan • 2-seat wagon.

Belvedere: V-8 2-seat wagon • 6-cylinder 2-seat wagon.

GTX: Plymouth's fastest way to win you over.

The most exciting Supercar to come out of Detroit in years. What lights the GTX flame? That deep-throated roar from under the hood gives you an inkling. It's the super-hot, SuperCommando 440 cu. in. V-8. Biggest

GT engine anywhere. It's standard. And formidable: 4-bbl. carb with extra large throttle bores, dual snorkels, hot cam, oversize ports and valves, cast headers, etc., etc.

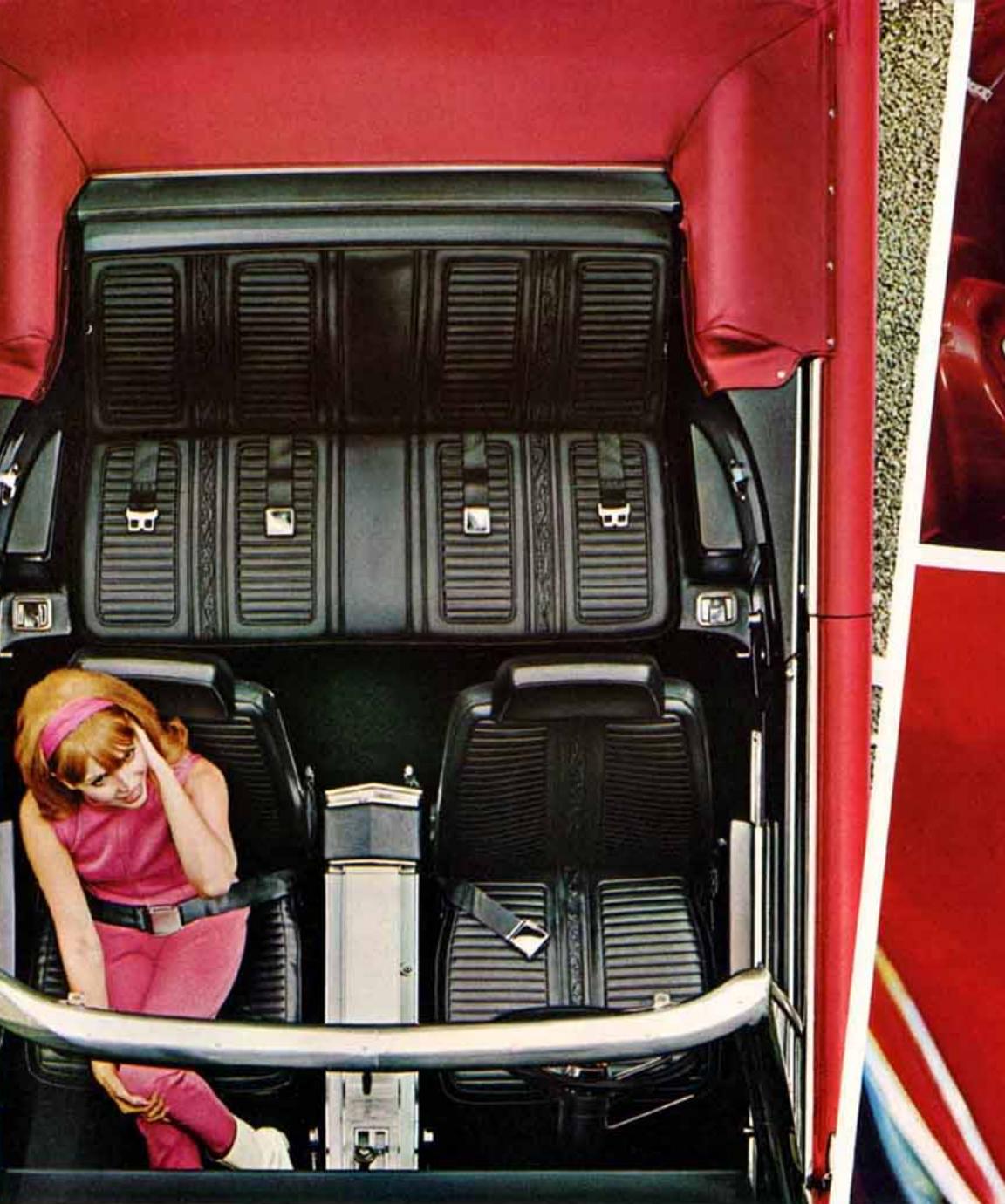
The fantastic Street Hemi is available at extra cost. GTX handling in the

convertible and 2-door hardtop is as you'd suspect. Every curve gets a big, firm bear hug. Lean and sway? Virtually eliminated.

Heavy-duty torsion bars and oversized anti-sway bars provide outstanding control on any surface. We've even muscled-up

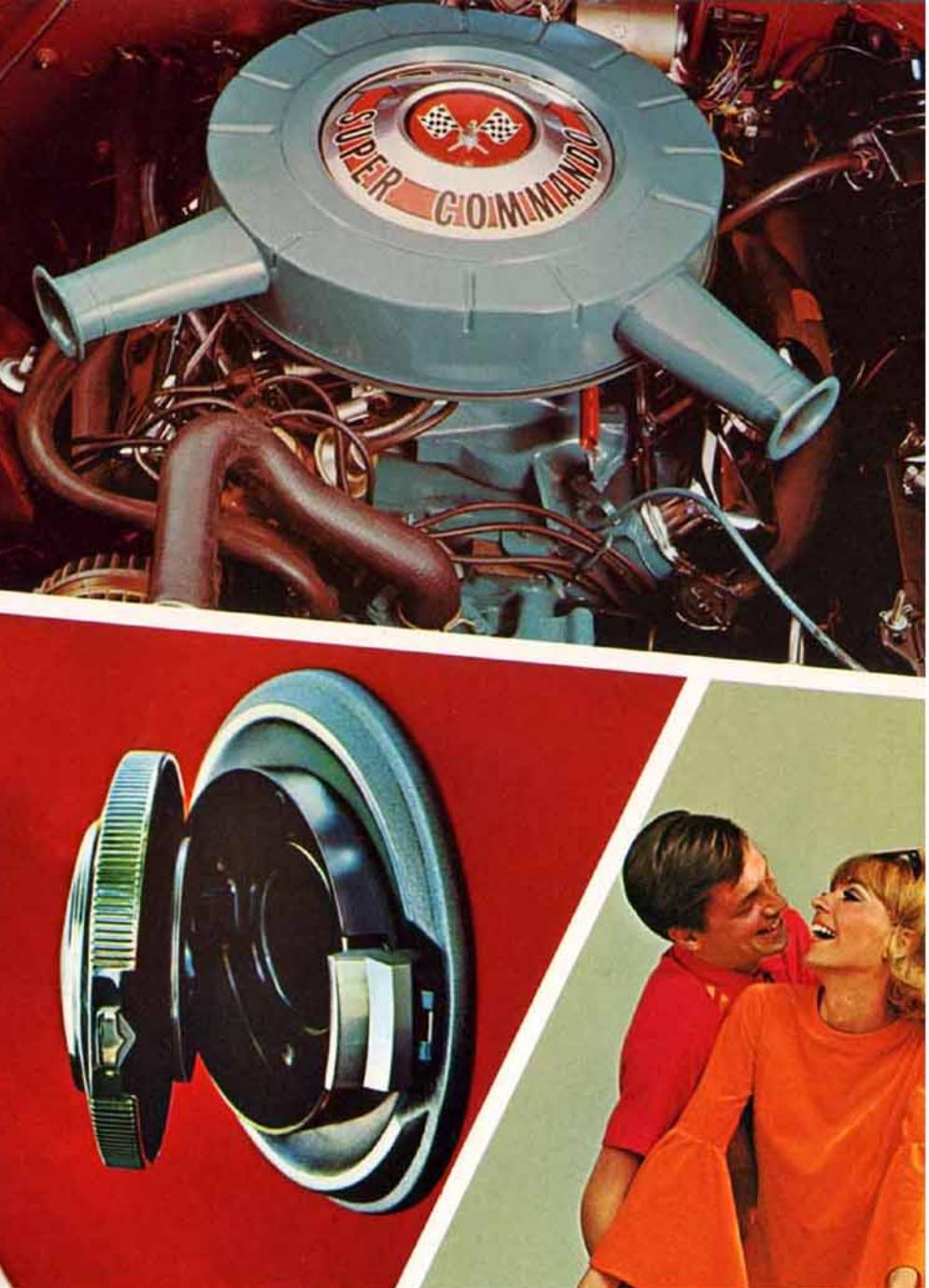
our famous TorqueFlite 3-speed (not just 2) automatic. It's the standard equipment running mate for the Super Commando 440.

If you possess the gift of grab and prefer to shift for yourself, do so. You'll find our 1-2-3-4 manual* punch right up your rally.



If it sounds like we're pulling out all the stops to win you over, you're getting the idea.

The GTX interior in convertible and hardtop oozes luxury. Rich, supple vinyl is everywhere: on door panels, seats front and rear, and on padded dash. Seat belts, front and rear, standard on all models. Center passenger seat belts are optional.



Recognize that pit-stop gas cap up there? It's straight from the super-stocks. Snap it open. Fill.

*With optional special performance package.



Buckets, buckets, who's got the buckets? GTX! Drop in and you're sunk. Deeply. Serenely. Securely.



The lightning—the fantastic Street Hemi with 426 cubes to go. 425 hp. A pair of carbs, each with 4 mammoth throttle bores. Chromed, unsilenced air cleaner. Save the Street Hemi for the day you have everything. Including official sanctioning.

Optional, GTX only. Custom road wheels (shown above) optional on all Belvedere models.



Beauty marks, GTX style, They serve as a handsome reminder to tread lightly on the lightning. The broad dual sport stripes for hood and rear deck are optional.

GTX standard features: 440 cu. in. Super-Commando V-8 • Heavy-duty TorqueFlite 3-speed automatic • Front bucket seats • Pit-stop gas cap • Padded instrument panel • Seabelt, front and rear • Heavy-duty dual braking system • Radio • Head warning flashes • Energy-absorbing steering column • Heavy-duty front torsion bars, springs, shocks and anti-sway bar • Red Streak tires • Safety-Rim wheels • Glass backlight convertible • Selected GTX options: 46 cu. in. Street Hemi V-8 • Sports console or armrest/center seat • Electronic tachometer, console mounted • 4-on-the-floor with special performance package • Sport wood-grain steering wheel • Custom road wheels • Front disc brakes • Other options on pages 20-21.

GTX



Satellite Convertible in Buffed Silver Metallic

SATELLITE: If your present rig has you feeling powerless all of a sudden—surrender. Satellite could happen to anybody, from sports buff to breadwinner.

Either way, Satellite fills the bill. Beautifully. Actively. Front row center you find a lockable

sports console.[†] The chrome trim and courtesy lights make it a beautiful go-between for those cushy up-front bucket seats. So, sports buff, beware.

If you're a gregarious gamester, we'll still sway you. Satellite, like all Belvederes, is longer,

wider, roomier than its chief competition. Great for a party of five. Or six, if you choose the fold-down armrest[‡] with center seat.

Satellite convertible or 2-door hardtop. Whichever one wins you over—you still end up the winner. And that's the best part.

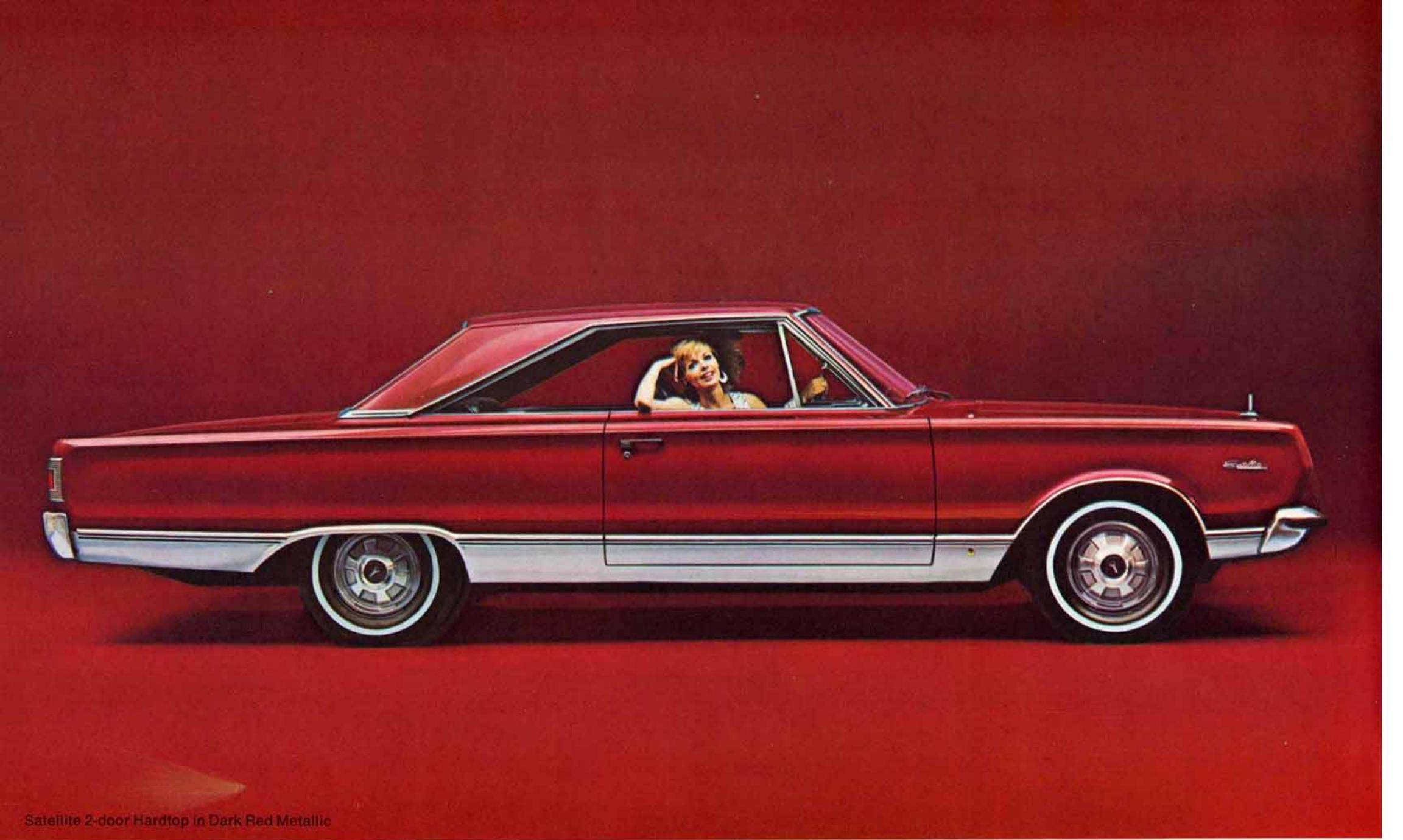


[†]Unheard of! A choice between two lavish features. And you don't shell out one cent extra for that choice. Sporty center console with side-mounted courtesy lamps and lockable storage compartment... or... combination fold-down armrest and center seat.

Up—there's room for three. Down—you've got buckets with an armrest.

Satellite convertible and hardtop interior. The most expensive-looking you've ever been able to easily afford. Saddle-grain vinyl with luxurious "tooled leather" design on seats and door panels. Rear seats are specially padded to simulate buckets.

Standard on each and every new Belvedere soft top, a glass backlight. So here's looking at you—clearly—year after year after year.



Satellite 2-door Hardtop in Dark Red Metallic

Now, snap on your seat belt and sample Satellite spirit. It starts with the 273 cu. in. standard V-8 and booms its way—all the way—to our 383 cu. in. 4-bbl. job* with dual exhausts.

While catching your breath, mull over these

eye-catching Satellite extras: wrap-around tail-lights, fender-mounted turn signal indicators, upper body accent stripe (5 color choices), and special satin-silver Aluma-Plate—the full length of the lower body. All are standard on Satellite.



A lot of dash. Easy-to-read non-glare instrumentation. Radio controls, ashtray, lighter, within easy reach. Sport wood-grain steering wheel* with unique horn bars on each spoke. Lighted glove compartment sized to take on a lot more than gloves.

Everything's padded but the price. Including those sleepy-time headrests.* Available with bucket seats. Fender-mounted turn signal indicators are standard on Satellite, optional on all other models with light package.

Swift. Smooth. Silent. That's the gist of TorqueFlite,* the most copied automatic transmission in the business. 3 speeds, instead of just 2, for outstanding performance and economy. Console-mounted if you wish.

Satellite standard features: 231 cu. in. V-8 engine • 3-speed manual transmission • Front bucket seats • Sports console armrest/center seat • Deluxe wheel covers • Padded instrument panel • Front and rear seat belts • Dual braking system • Outside rearview mirror • Energy-absorbing steering column • Left-hand outside mirror • Back-up lights • Glove box light • Headdefroster • **Selected Satellite options:** 318 cu. in. V-8, 383 cu. in. 2-bbl. V-8, 383 cu. in. 4-bbl. V-8 • TorqueFlite 3-speed automatic • Sport wood-grain steering wheel • Headrests • Power steering, brakes, windows • Tinted glass • Vinyl roof • Electric clock • Just a few of the many options available for your Satellite.

*Optional

SATELLITE 9



Belvedere II 4-door Sedan in Light Tan Metallic

BELVEDERE II: If you're on the lookout for luxury, look out! This one will win you without a tussle. Up to now we've been tantalizing you with the glitter and go of hardtops and convertibles. Well, it could just be that you're a sedan fancier.

Great. We've got a fancy one for you—Belvedere II. With bright moldings around fender wheel openings and full length of body. Wrap-around taillights. All standard.

And the nifty touches continue on the inside. Deep loop carpeting

from here to there. Padded dash and sun visors. Sumptuous nylon-faced body cloth set off with color-keyed vinyl. How can you top that? With an optional vinyl roof in white or black. On a sedan? On a Belvedere II sedan!



Belvedere II Convertible in Dark Copper Metallic

New air-tempered glass backlight for Belvedere convertibles. It's more durable than plastic and will not discolor with age. Resists scratches, even from ice scrapers. So, top up or down, you'll look better than ever in any Belvedere convert.

Belvedere II convertible interior.[†] Supple vinyl that looks and feels like leather. Scrumptious, as you can see. Safety-Action inside door handles (recessed in front of the armrests and operate like seat belt buckles) standard.

[†]Optional on sedan and convertible.



Belvedere II 2-door Hardtop in Light Blue Metallic

Belvedere II continued. And can you think of a more beautiful way to go about it than with this handsome hardtop with rakish, devil-may-care roof line? (Is that your sales resistance we hear melting away?) Belvedere II becomes still more over-

powering with the aid of these ever-popular options: power steering, power brakes, power windows,* or one of our more exuberant V-8s. So why not give in and get in on a beautiful, well-nigh irresistible, Belvedere II for 1967.

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A beautiful way to put something over on yourself—vinyl roof covering in black or white. Available on all Belvedere sedans, as well as hardtops, at extra cost.

Back-up lights. Great for getting in and out of narrow driveways or tight parking spots at night. They automatically light with car in reverse. Standard on all Belvederes. Rubber-faced bumper guards, optional.

The Belvedere II sedan and hardtop interior. Pleated all-vinyl door panels, pleated nylon-faced body cloth and vinyl on seats. Deep, thick, wall-to-wall carpeting throughout. Rather lavish, wouldn't you say?

Belvedere II standard features: 225 cu. in. 6-cyl. or 23 cu. in. V-8 engine • 3-speed manual transmission • Padded instrument panel • Padded sun visors • Front and rear seatbelts • Left-hand outside mirror • Back-up lights • Heater-defroster • Dual braking system • Radsidewarning flashers • Energy-absorbing steering column • Safety-Rim wheels • Selected Belvedere II options: 383 cu. in. V-8, 383 cu. in. 2-bbl. V-8, 383 cu. in. 4-bbl. V-8 • TorqueFlite 3-speed automatic • Sport vinyl/grain steering wheel • Tinted glass • Exterior trim dress-up package • All-vinyl interior, sedan and hardtop • Additional options on pages 20-21.
*Hardtop and convertible.

BELVEDERE II



Belvedere I 4-door Sedan in Dark Green Metallic

BELVEDERE I: Our lowest priced way to win you over. Honest!

OK. We know it looks too good to be true. But that's Belvedere I for you.

One more in a long line of plots to persuade you.

Witness the exceptional exterior lines. Take them

in carefully. The only thing they leave to be desired is Belvedere I, itself.

And the low price is just the beginning of this one's saving ways. Its standard 225 cu. in. 6-cylinder engine has pinned on more economy run blue ribbons than you can

shake an eye-dropper at. (And it's sprightly, to boot!)

What'll we think of next to court and conquer you? Just check out Belvedere I's lengthy standard equipment list.



Belvedere I sedan interior. Cloth-and-vinyl. Tasteful. Beautiful. The fabric is nylon-faced. It looks expensive. It feels expensive. But it's standard. Seat trim, dash, and door panels in scuff-resistant vinyl. It's extra value like this that

makes every Belvedere a real pleasure to drive and more profitable at trade-in time.

Did we forget your spare tire? No. In fact we gave it extra thought so you'd get extra space. It's conveniently located under the trunk mat instead of on it. So Belvedere gives you the largest luggage area by far in its class. Low sill for

easy in-and-outing. Left-hand outside rearview mirror standard on all models.

Belvedere I standard features: 225 cu. in. 6-cyl. or 273 cu. in. 8-engine • 3-speed manual transmission • Padded instrument panel and sun visors • Armrests, front and rear • Seat belts, front and rear • Left-hand outside mirror • Back-up lights • Heater-defroster • Dual braking system • Roadside warning flashers • Energy-absorbing steering column • Safety-Rim wheels • Selected Belvedere I options: 318 cu. in. V-8, 338 cu. in. V-8, 360 cu. in. V-8 • TorqueFlite 3-speed automatic • Bumper guards • Tinted glass • Vinyl roof • Low cost exterior trim dress-up package • Additional options on pages 20-21.

BELVEDERE I



Belvedere II 3-seat Wagon in Light Blue Metallic

BELVEDERE II WAGONS:

You guessed it. We have our winning ways with wagons, too.

Meet the largest, most versatile wagon in its class. Belvedere II. 3-seater. Or 2-seater. 6-cylinder or V-8.

Belvedere II wagons haul like wagons, ride like sedans, look like a million,

and have sporty, easy-care, all-vinyl interiors like convertibles. How versatile can you get? Now you know.

Like your peace and quiet, even while commuting with a carload of kids? We're with you—with yards and yards of sound-absorbing roof liner above,

and deep, thick, wall-to-wall carpeting underfoot. Soaks up noise without dampening the kids' fun.

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Belvedere II 2-seat Wagon in Dark Green Metallic

A 1-seat wagon? Nope. Actually it's our 3-seater, with the second and third seats folded flat into the floor. Gives you more than 10 feet of unobstructed cargo space—from the tip of the tail gate to the back of the front seat.

Ups and downs the easy way with an electrically powered tail gate window. Standard on 3-seat models. Optional on 2-seaters. Actuates from the dash panel or with key in tail gate lock.

Belvedere II wagon standard features: 2.5 cu. in. 6-cyl. or 2.7 cu. in. V-8 engine • 3-speed manual transmission • Front and rear seat belts (including 3rd seat) • Wall-to-wall carpeting • Two dome lights, 3-seat models • Tailgate/fender panel • Left-hand and right-hand outside mirrors • Electric tail gate window, 3-seat wagons • Steel bumper guard/step plate, 3-seat wagons • Dual braking system • Roadside warning flashers • Energy-absorbing steering column • Wide Safety-Rim wheels • Popular Options: 318 cu. in. V-8, 333 cu. in. 2-bbl. V-8, 333 cu. in. 4-bbl. V-8 • Torqueflite 3-speed automatic • Power steering and brakes • Adjustable rear rack • Sure-Grip differential.

BELVEDERE II WAGONS



Belvedere I 2-seat Wagon in White

**BELVEDERE I and
BELVEDERE
WAGONS:**

Two more ways to haul off and win you.

If most of your carrying-on is on the light side, you're probably after a Belvedere I or Belvedere with one of our standard wagon masters—225 cu. in. 6-cylinder engine or 273 cu. in. V-8. Both are

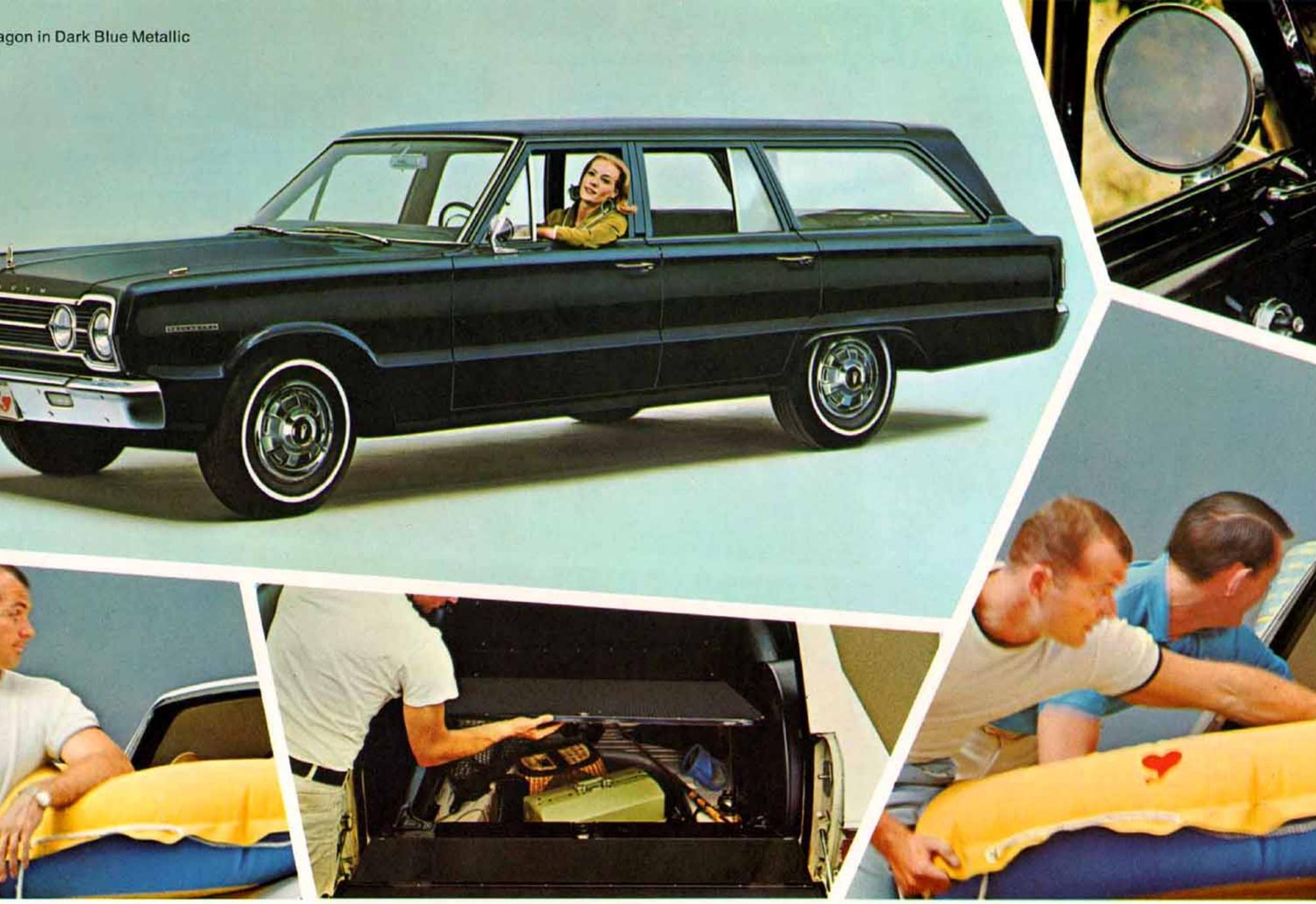
agile and economical.

If your routine is more on the rugged side, you'll want to join forces with one of our bigger optional V-8s. We have three.

Now inside for a chance to try your hand at interior decorating. There's a generous variety of

tasteful trims to choose from. All-vinyl in all cases, but in different colors, patterns, and textures.

So pick your surroundings and name your hauler—Belvedere I or new economy champ Belvedere. Two beautiful ways to get carried away.



Belvedere 2-seat Wagon in Dark Blue Metallic



Psssst. Keep this one under your hat—a hidden lockable storage compartment. On wagons, a right-hand rearview mirror is standard, too. How's that for extra value, for you?

A left-hand outside rearview mirror is standard on all Belvedere models.

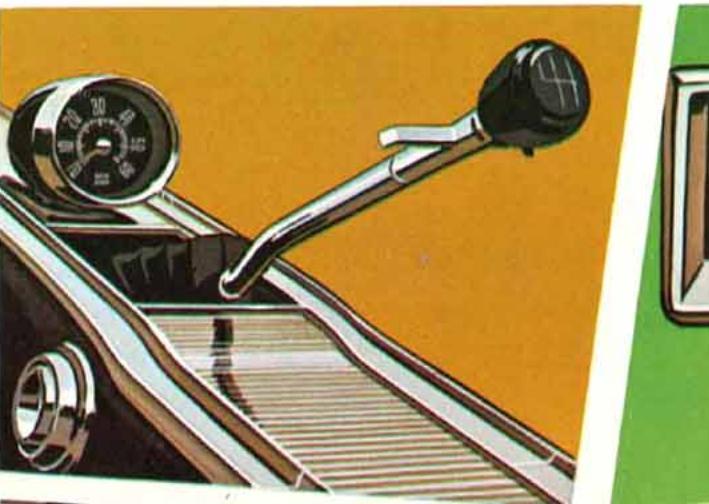
On wagons, a right-hand rearview mirror is standard, too.

Belvedere I and Belvedere wagon standard features: 225 cu. in. 6-cyl. or 273 cu. in. V-8 • 3-speed manual transmission • Tailgate trim panel (Belvedere I) • Front and rear seat belts • Left-hand and right-hand outside mirrors • Dual parking system • Roadside warning flasher • Energy-absorbing steering column • Popular Options: 318 cu. in. V-8, 330 cu. in. 2-bbl. V-8, 330 cu. in. 4-bbl. V-8 • Electric tail gate window • Adjustable roof rack • Rear bumper guard/step plate • Sure-Grip differential • Extended rear trim package. More options? Turn the page.

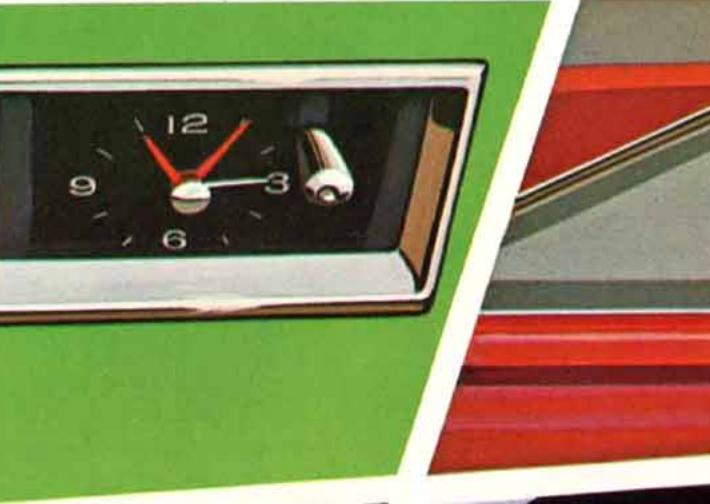
**BELVEDERE I and
BELVEDERE WAGONS**

Add some winning touches of your own: Belvedere options and accessories

When you buy it, you brand it. With your kind of gear. Like performance options for your GTX or Satellite. This electric **tachometer** makes those snap shifts crisp as a fare-thee-well.



Belvedere's custom road wheels. If they hugged corners any harder, you'd call it marriage. **Red Streak** tires with low cord angle for exceptional handling.



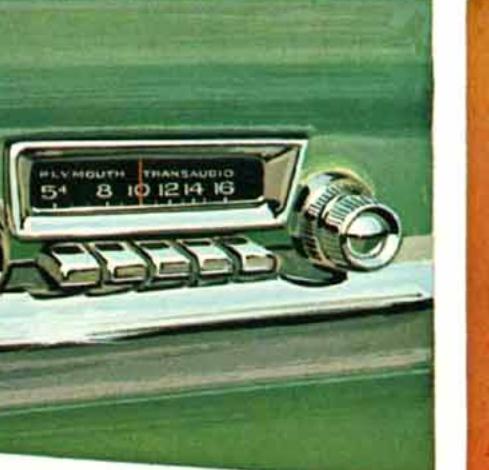
What's so special about Belvedere's **clock**? Not much. It keeps good time. It seems to run forever. And you don't have to wind it. What else is a clock supposed to do?



You think that **power windows** and **tinted glass** are woman stuff? Right. Now . . . what about the women that ride with you?



Seat belts, front and rear, are standard on all models. Additional **seat belts for center passengers**, available at extra cost.



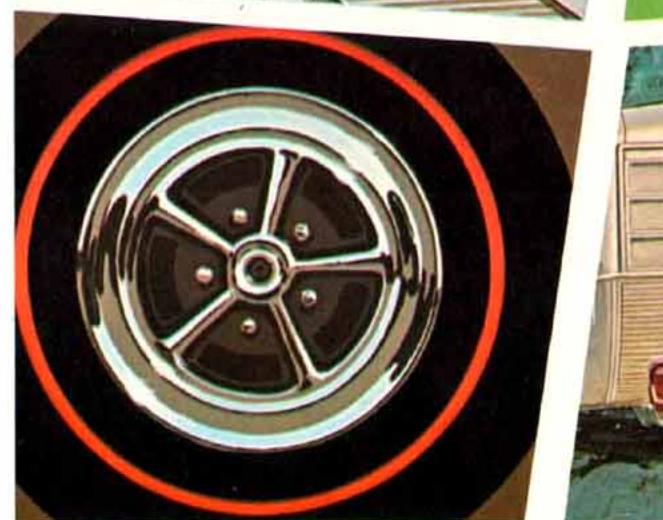
Sure, you spend a lot of time in your car. And the **radio** keeps you company. AM Transaudio, FM/AM*—or a Stereo 8 tape cartridge player.* Great company.



Fully tested **shoulder belts**. As comfortable and as easy to fasten as seat belts. Available on all Belvedere models, front seat only.



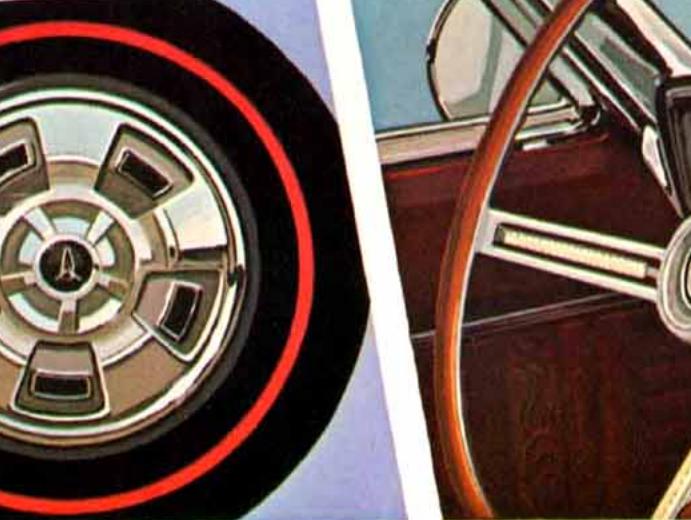
For more details. This handsome, low-cost **deluxe wheel cover** is standard on Satellite. Optional everywhere else.



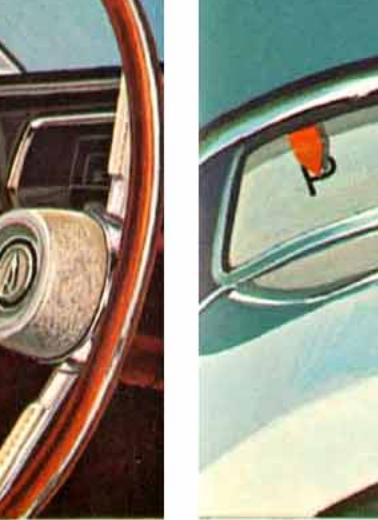
Belvedere's custom road wheels. If they hugged corners any harder, you'd call it marriage. **Red Streak** tires with low cord angle for exceptional handling.



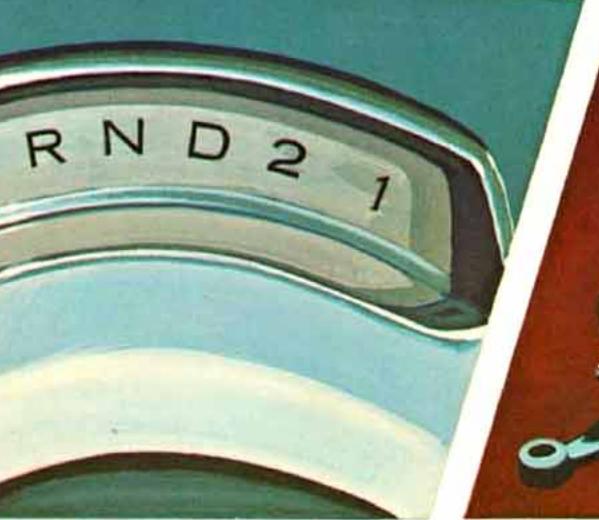
Trailer-towing package. 3.23 heavy-duty axle, high-capacity cooling system, anti-sway bar, Firm-Ride shocks. Just what you need to make your trailer handle like a kiddie car.



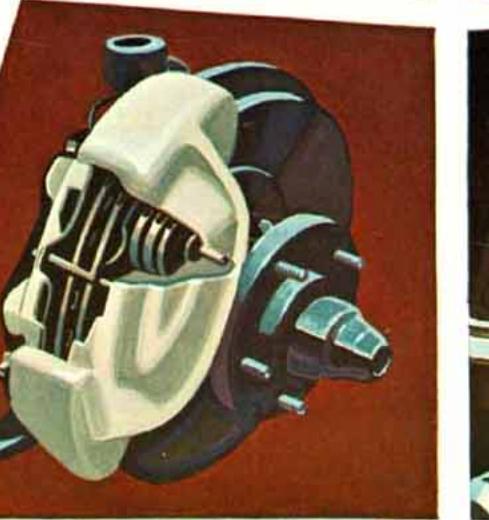
We call it the steel look. Brushed-steel **sport wheel covers**. Optional on every Belvedere.



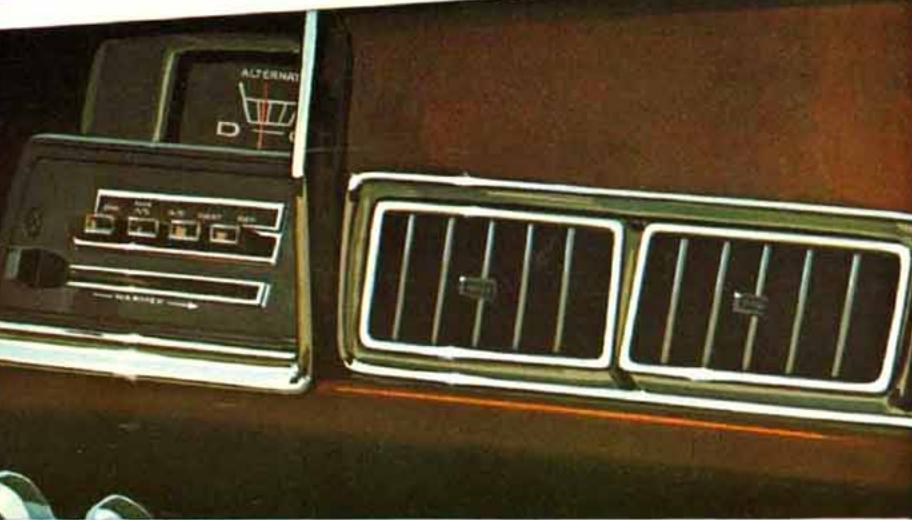
Full time power steering. Your wife can set the biggest Belvedere in the smallest space without ruffling her hair. A generous amount of **power brake** shoe. She stops easily.



TorqueFlite automatic. Its 3-speeds (not just 2) give you more go in low, better gas mileage while you're on the go, and a smoother shift all the way through.



Front disc brakes. Self-adjusting. Ideal for freeway and mountain driving. Also stop-and-go rush hour traffic. Available on all Belvederes.



Remember that hot, muggy day last summer when you swore you'd get **air conditioning** next year? Well . . . ? Available on all models.

... Plymouth Belvedere options. What can we do to win you over? Wait until you hear it's **you** the price.

*Dealer installed.

How far will Plymouth go to win you over? 5 years or 50,000 miles, to be exact.

Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants, for 5 years or 50,000 miles whichever comes first, against defects in materials and workmanship and will replace or repair at an Authorized Plymouth (or Imperial, Chrysler or Dodge) Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1967 automobiles, provided the owner

has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every six months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

Above warranty is for 12 months or 12,000 miles on cars equipped with 426 cu. in. Hemi engine, provided the car is not subjected to any extreme operation, or the engine or drive train components modified in any manner.

We all share in Customer Care



PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION