

'67 Belvedere GTX

A machine of many talents.

Most assuredly it has an engine. A big wedge-head V-8 at that: 440 cubic inches' worth, with 375 hp. and 480 lbs.-ft. of torque as standard equipment.

It also comes with the street Hemi at 426 cubic inches. The Hemi puts out 425 hp. and 490 lbs.-ft. of torque. (And, of course, costs extra.)

But the nicest thing about the GTX is that it isn't *all* engine. Fact is, it's the most well-rounded Supercar to come out of Detroit (or anywhere, for that matter) in a long time.

Heavy-duty suspension is standard and includes stiffer front torsion bars, beefier ball-joints, heavier front stabilizer bar, firmer shocks and rear springs.

Brakes are big 11 in. drum-type units; although front discs are optionally available.

Tires are special Red Streaks, mounted on 5½ in. rims.

Transmission is through a high-upshift TorqueFlite automatic. But a 4-speed is available as an option.

Other standard GTX items include buckets, hood scoops, low-restriction exhaust system and pit-stop gas filler.

The result is a road machine that not only looks and goes, but one that handles. And steers. And stops. And sticks. It'll do everything but bring you your morning coffee. But with a list of eye-openers like this—who needs it? As you may have heard, Plymouth is out to win you over this year.



Cubic inches aren't everything.



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Goldilocks and the two Bears.

The Bear on the right is a stock Belvedere GTX.

That is to say it carries the standard 440 cu. in. V-8, which, aside from being the biggest GT engine in the world, generates 375 hp. and 480 lbs.-ft. of torque through a fast-shifting TorqueFlite automatic and the recommended 3.23-to-1 rear axle.

Said Bear also carries a heavy-duty suspension—including beefed-up torsion bars, ball joints, front stabilizer bar, shocks and rear springs—along with bigger brakes, low-restriction exhausts, a pit-stop gas filler, chromed valve covers, Red Streak tires, wide rims, hood scoops and bucket seats. And this is the *standard* Bear, mind you.

The Bear on the left is also a stock GTX—with a heavy-duty 4-speed gearbox—and a few extra-cost options, including the famed Hemi, with 426 cu. in. and 490 lbs.-ft. of torque. It also has our super-duty Sure-Grip differential; not to mention racing stripes and front disc brakes.

So what's the moral? Simply that GTX is one very tempting bowl of porridge. In one form, even Goldilocks can drive it (although you'll recall Goldilocks was a highly adventuresome kind of female). In another form, it's strictly for the "Move over, honey, and let a man drive" set. You know the story: there's bound to be one that's just right. After all, we're out to win you over. '67 Belvedere GTX. 

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The New Belvedere GTX is out to win you over this year.



Supercar.



Supercar. And how! The standard GTX powerplant just happens to be the biggest GT engine in the world. At 440 cu. in., it pumps out 375 hp. and 480 lbs.-ft. of torque.

What's more, the GTX comes with a raft of equipment to complement its under-the-hood prowess: special suspension, brakes, and exhaust system—even a pit-stop gas filler and hood scoops.

Yes, the awesome Hemi is available. With 426 cubes, 425 horses and 490 lbs.-ft. of torque, no less. Still not won over? Come along quietly; we're going for a ride.

'67 Plymouth

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Caught our Strip Show yet?



It's our *Pop Stock Eliminator* contest, and it's the best thing that's hit the strip since the Clan hit 'Vegas:

In one lane, there's Ronnie Sox and Buddy Martin's race-prepared Boss Hemi-GTX, with 426 cubes, and two 4-barrels. Ronnie Sox is at the stick, and ready to let it happen.

In the other lane, there's a similarly prepared GTX, except that it packs Plymouth's wailing 440 cu. in. Wedge, which pumps out 480 lbs.-ft. of torque on a single 4-barrel. The driver is someone you know—and an amateur's amateur. A disc jockey, perhaps. Maybe a friend.

The Christmas tree blinks yellow . . . yellow . . . yellow . . . Green.

There they go! Ronnie's spotted the other guy a head

start, and it's going to be close. Can an amateur actually beat the Boss? It's happened before, and it can happen again.

And that's just half the show.

The other half we call our *Supercar Clinic*.

Sox & Martin conduct it several nights prior to each contest. Together, Ronnie and Buddy give tips on racing and race-tuning; they show films; they answer questions; they hand out literature; they display the latest in Plymouth speed equipment, and even brew a mean pot of coffee. In short, it's a bull-session. With prizes, no less. And it's free to anyone who likes cars. The roof overhead is supplied by your Plymouth dealers, who happen to like cars, too. It's their way of saying Plymouth is out to win you over. 



They don't call it King Kong for nothing.

Not hardly. A car doesn't get a name like that on looks alone. Not when it walks off with Top Stock Eliminator at the '66 Springnationals, Winternationals, Summernationals and World Championship Finals. Not when it idles like this one does. Not when it turns 11-second ETs and makes the trip sounding like—well—just ask the guy up there holding his ears.

This, you see, is a Hemi-powered Belvedere. More specifically, a Belvedere GTX. The Hemi part costs extra, and the car itself is specially set up for drag racing. But impressive? Man, it's devastating!

Your next question should be: *Do we build a street ver-*

sion of the GTX? With maybe just a little less hair?

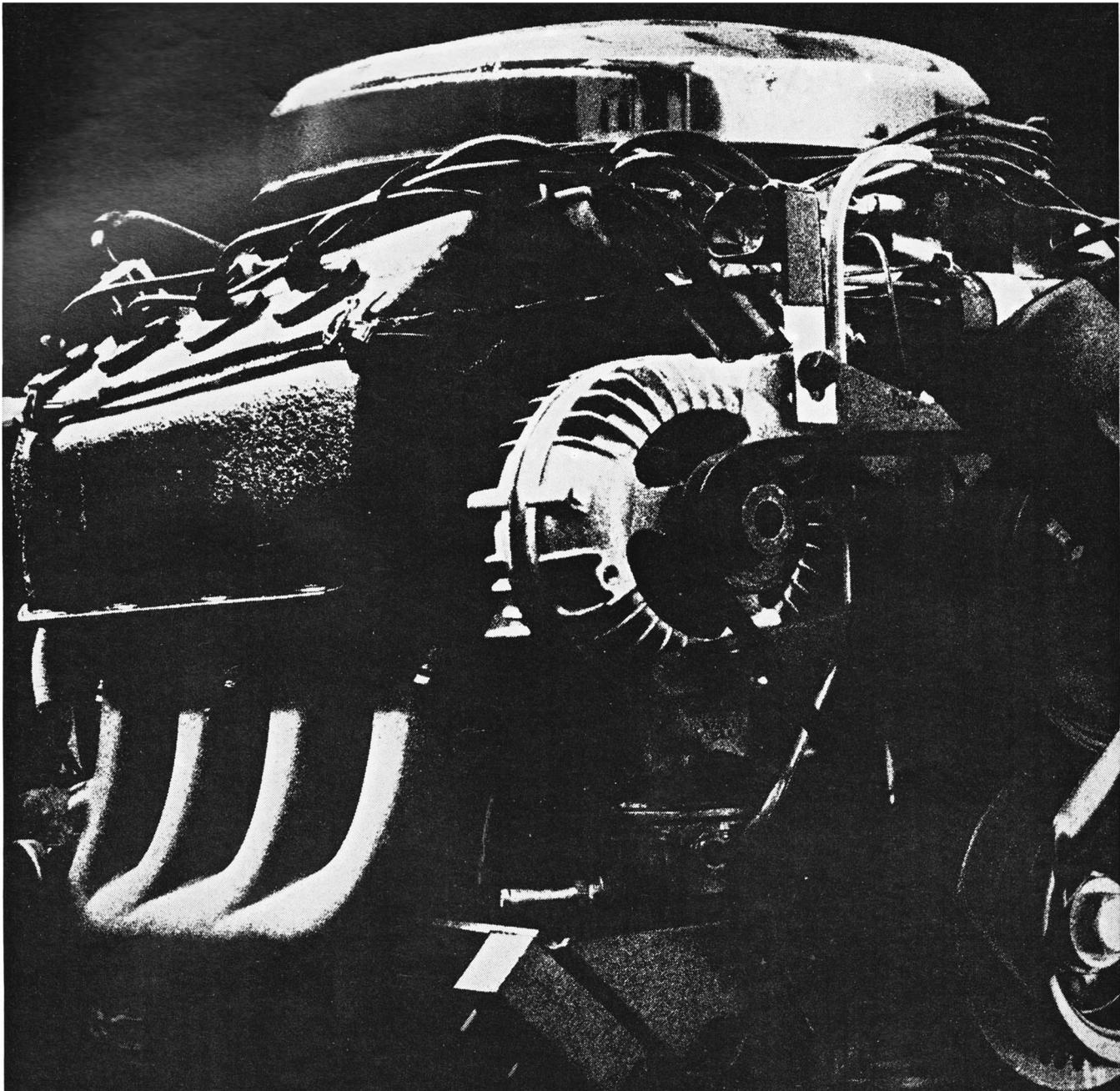
Glad you asked. We do indeed, and it comes with our 440 cu. in. (375 hp.) wedge-head as standard equipment. It also comes with a special heavy-duty suspension, hood scoops, Red Streak tires, wide rims, bigger brakes, low-restriction exhausts and a heavy-duty TorqueFlite automatic—again, it's all standard.

And if you order it with the 4-speed, you get coarse-pitch "Hemi" gears, a heavy-duty rear axle, viscous-drive fan, unsilenced air cleaner and a dual-point distributor as part of the bargain. Sound King-Kongish, too? It is. Because Plymouth is out to win you over. '67 Belvedere GTX



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Beat it.

In the case of Plymouth's Hemi, that's a tall order. Our competitors in organized drag, stock car and unlimited hydroplane racing have been finding out the hard way.

Too bad.

Ask our engineers what makes a hemi-powered anything the one to beat, and they'll probably give you a lot of talk about volumetric efficiency, heat dissipation, flame travel, gas flow and that sort of technical stuff.

Don't believe it.

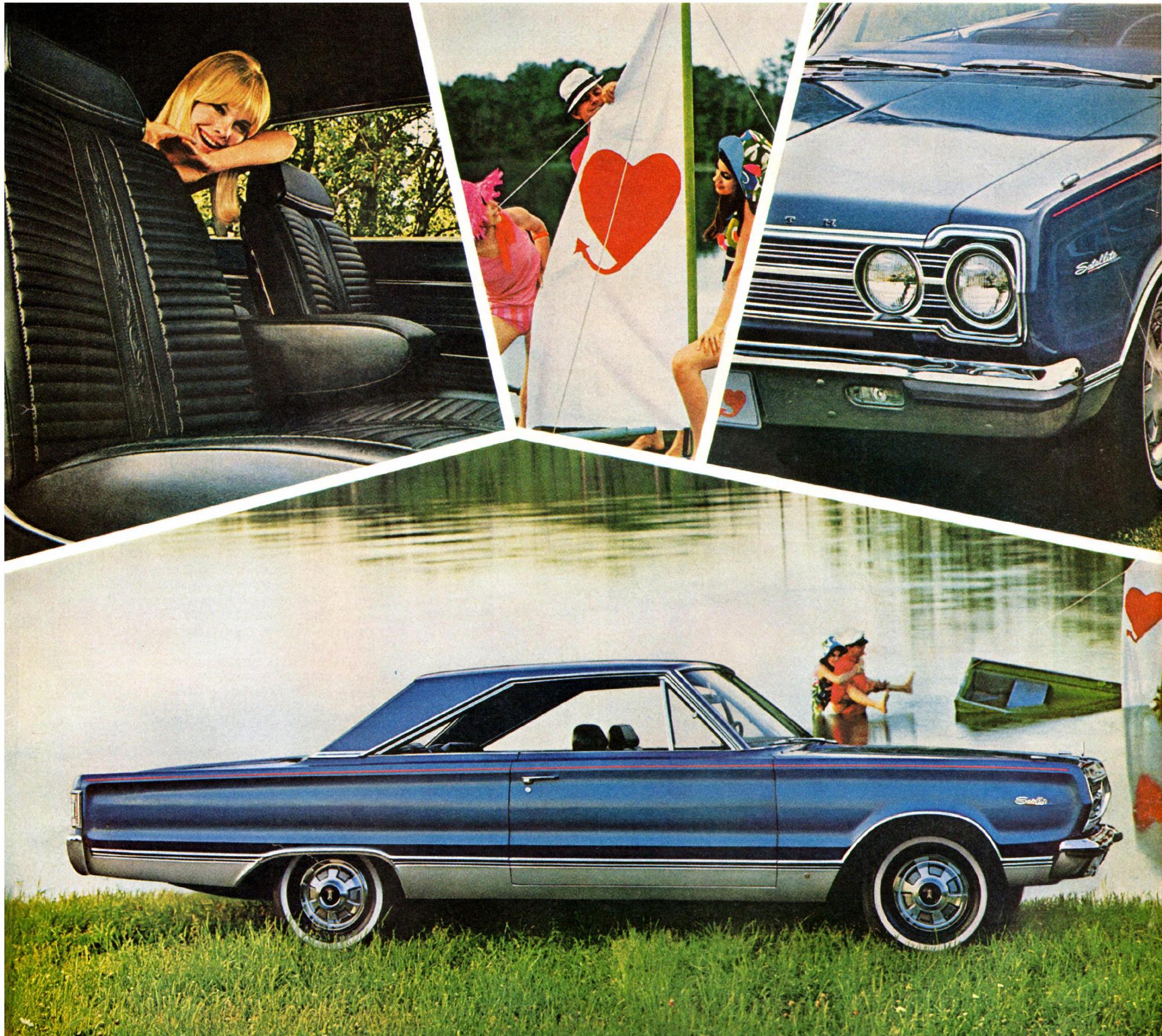
You can't make an engine like the Hemi with figures and formulas alone.

It's gotta be voodoo, baby!

... the Plymouth win-you-over beat goes on 

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Plymouth is out to win you over this year.



**Belvedere Satellite. It's highly contagious.
But very hard to catch.**

Satellite spirit starts with a standard 273 cu. in. V-8 and goes all the way to a burly 383 cu. in. optional job.

But get-up-and-gone is only the half of it. Sport-bred luxury is the rest.

Deep, plush bucket seats with a "tooled-leather" look never before this affordable. Until Satellite '67.

Between the buckets: a lavish sports console or fold-down armrest with center seat. Your choice. No extra cost.

Fender-mounted turn signal indicators, full wheel covers, wrap-around taillights (you can spot 'em from here), custom pinstriping, wide satin-silver swath at the sills. All Satellite exclusives. All standard.

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

'67 Plymouth Belvedere

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