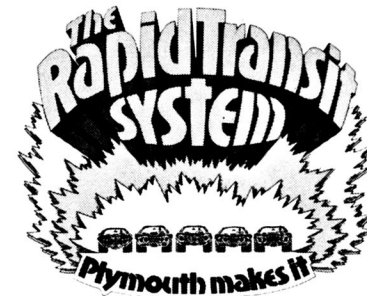


The little car that could.



And so it came to pass, from the System that generated Road Runner, the country's first low-cost Supercar—a new scheme,

another mind-blowing plan.

Plymouth would introduce Duster 340, the industry's first real Super Compact.

As such, it would have to be more than just a package of add-ons. It would have to be a separate model unto itself, with its own distinct identity, name, bag, *schtick*—call it what you like.

And aside from that, it would have to meet a stiff list of prerequisites.

First, it would have to move, really move—cut a 13/14-second quarter, pure-stock. Yet, it would have to be powered by a relatively small displacement engine (compacts aren't supposed to be gas hogs, you know). Our light, high-winding 340 cubic-incher would go in as standard equipment.

Second, it would have to handle. Complete heavy-duty underpinnings would be standard, as would slotted road wheels and fat E70 X 14 fiberglass-belted tires.

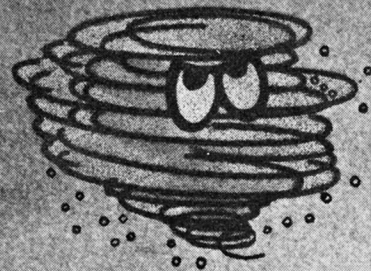
Third, it would have to stop. Disc brakes would be standard in front.

Above all, it would have to be simple in design and very low in price. The body shell of the new Valiant Coupe would serve admirably. And inside, we'd line it with 4-place bench seating, full instrumentation and a floor-mounted shifter.

At that point, all that remained was to put one together and see if it could meet all those prerequisites.

So we did. And you know what?

It could.



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