

THE SOLID PLYMOUTH 1960



NO OTHER CAR IN ITS CLASS IS BUILT EVEN REMOTELY LIKE THE SOLID PLYMOUTH FOR 1960.

OTHER CARS BEGIN WITH A BODY AND A FRAME, BOLTED TOGETHER. PLYMOUTH USED TO, BUT NOT ANY MORE. WHEN YOU DRIVE THE 1960 PLYMOUTH, YOU WILL KNOW WHY CHRYSLER CORPORATION ENGINEERS WORKED SO MANY YEARS TO PERFECT A NEW KIND OF BODY-FRAME UNIT.

Deep down, all cars used to be the same. That is, they all began with a body and a frame. These were bolted together. The rest of the machine was added onto the outside and into the inside.

Engineers always knew that inherent in this type of construction was more weight, less room and less comfort than some other more simplified type of construction would afford.

This other type of assembly is called "unit construction" and you have probably heard of it. It starts

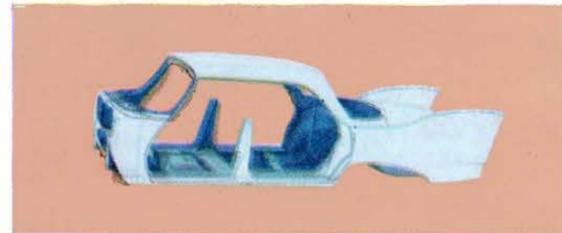
with a "unit body": a body structure *welded into one single unit*.

Airplane bodies are built this way. It gives more pure strength per pound of structural material. More room *inside* the unit, where room's needed. Ideal for car building.

Chrysler Corporation pioneered this principle in American car building back in 1934 and built the first



This is the way ordinary automobiles are made. A body unit is bolted to a frame unit. This kind of construction was good in its day but it was less than solid and it squeezed the passengers inside. It is going out of date.



This is the way the solid Plymouth is built. A single welded unit is both body and frame in one. It gives more interior room for people and is firm as a fortress of steel. Only Plymouth in its class has this Unibody construction.

American passenger cars with it. Other manufacturers since then have brought out unit bodies, but the trouble was, unit construction brought problems along with its advantages in those days. More inside room with less weight (or greater strength for the same weight)—yes. But vibration, noise, destructive corrosion—these you got, too.

So Chrysler Corporation halted its unit construction assembly lines, but kept the idea under study.

By 1954—five years ago—solutions to the problems were in sight.

Why did it take so long? Well, the solutions included such things as introducing an entirely new *branch of mathematics* called "Analog Computation" to automotive engineering. Not only that; Chrysler engineers started the biggest digital electronic computer program in the automobile business. They perfected a "replica technique" for measuring loads and stresses that had never been attempted before on cars by anyone. They designed and built a line-up of equipment called an "electronic highway" which simulates any kind of ride.

Chrysler Corporation engineers built the first U.S. passenger car with unit construction. They have now developed the first *perfected* version of this technique. It is called "Dura-Quiet Unibody" and it took some doing. Unibody is the core of the *best built body in the U.S.A.*—tight, roomy, quiet and durable.



This is a miniature replica of a 1960 Plymouth. It was fashioned of plastic on a special hand-carved wooden frame and it cost \$100,000 to build. It is three-eighths actual size. Every tiny detail is precisely the same as a real 1960 Plymouth. The plastic it is made of has the same test characteristics as car steel. By building and testing this unique plastic replica, Plymouth engineers learned more at this stage of development about the characteristics of this new kind of Plymouth than would have been possible by going directly into full-size "prototype" cars.

FIRST TIME YOU RIDE IN THE NEW SOLID PLYMOUTH FOR 1960, BUILT WITH UNIBODY CONSTRUCTION, YOU WILL FIND THAT YOU HAVE MORE ROOM TO YOURSELF INSIDE THE CAR AND THAT YOU SIT BETTER. YOU WILL FEEL A NEW SOLIDITY AND A GLIDER-LIKE KIND OF SMOOTHNESS. YOU WILL HARDLY HEAR THE RIDE AT ALL. AND WHEN YOU OWN A PLYMOUTH, YOU WILL LEARN THAT IT WAS BUILT TO LAST, AND THEN SOME.

You notice the roominess before you get seated. Plymouth's doors are bigger than last year's. The rear one, for instance, is two inches wider. There is more space for your feet to pass through when you get in and out. The doors open wider, too, eight degrees wider—a simple enough thing to say but very difficult to engineer. What's more, these Plymouth doors will *stay* open for you while you're getting in or out. They've got double checks and stops built in and they *hold* open, even on a hill.

Those feet, legs, knees, hips and head of yours.

From the outside, the new Plymouth is virtually the same height and the same width as before. But Unibody construction makes it possible to lower the

floor and to widen the interior. Both have been done.

Lowering the floor actually means the seats can be higher, which makes them more comfortable to sit on. With no skimping on head room. The "ceiling" stays high on the inside, the way it should. The front seat in the '60 Plymouth is two inches higher than in the '59. Also, the slope of the seat contour, and the seat-and-back angle have both been ingeniously altered. There is a new angular sloping surface for rear-seat passengers to put their feet against. There is an inch and a half additional space between front and rear seats. For the driver's comfort, the accelerator has been moved forward an extra inch. All of this means better sitting and more interior room all around.

Perhaps the best test is this: ride in the *middle of the back seat* of any low-price car you've known till now. Then ride in the middle of the back seat of the 1960 Plymouth. You'll feel the difference.

Other things ride in cars besides drivers, passengers and pets. Suitcases, scooters, golf bags, lawn mowers—these in the 1960 Plymouth will go easily into a trunk that is cavernous. Its trunk is more than five feet wide, across the bottom, with a capacity of 29.43 cu. ft. Those extra items you used to have to tuck under someone's feet up front will now fit quite easily back in the trunk where all the luggage should be.

On the assembly line, every single 1960 Plymouth has its body unit aligned individually and precisely. This kind of solid car cannot be built automatically.

Plymouth's body and frame form a single welded unit. Roughly 5,400 precise welds bind it tight. This is the solid shell of the car from its windshield to its tail-lights.

The engine and the front wheels form a secondary

New manufacturing techniques and new production facilities were developed to turn out Plymouth's 1960 Dura-Quiet Unibody. Unusually rigid quality control measures have been set up at every step along the production line.



unit. This auxiliary section is bolted into the main unit the same way an airplane wing is bolted into the fuselage. No other car, even those which use a form of unit construction, has this construction feature. It permits a degree of precise alignment on the assembly line that was out of the question in automobile factories before.

Here's how Plymouth's "custom assembly" works.

Each main unit and each auxiliary section are put together *individually*. A specially developed machine measures *each* unit's dimensions, and an expert on the assembly line checks *each* car as it comes up.

No two or three units in a row may require exactly the same number of shims—little fitting devices needed to join parts together perfectly. So the special machine, and the trained hands of the expert, finish each unit individually.

One result is an absolutely precise alignment of the engine and the "drive train"—the transmission and its companion parts. This is one big reason for the new feel of solidity and quality you will experience in this car.

Solid means strong.

The strength of Plymouth's new Dura-Quiet Unibody is remarkable. It has proved out more than twice as strong as other kinds of bodies in twist tests, almost half again as strong in bend tests. A car body that's not quick to "twist" or "bend" is a car body that is steadier on the rougher roads at 35 to 55 miles an hour, and when you take off at higher speeds on superhighways. The gauge of steel, incidentally, used in the unit "girders" of the '60 Plymouth is as much as 75% heavier than that used before in ordinary body construction—yet total car weight is not increased.

Solid means tight.

The 1960 Plymouth is a tight car. The way the door *chunks* shut behind you tells you that right away. A new handle and locking mechanism went into this door and it took many years to develop it properly and completely. It has been out on road test cars for

four years. Special machines have been brutally slamming it in our laboratories, day in and out, for the last two years. The first time you slam it you will feel the solidity that's built into the '60 Plymouth.

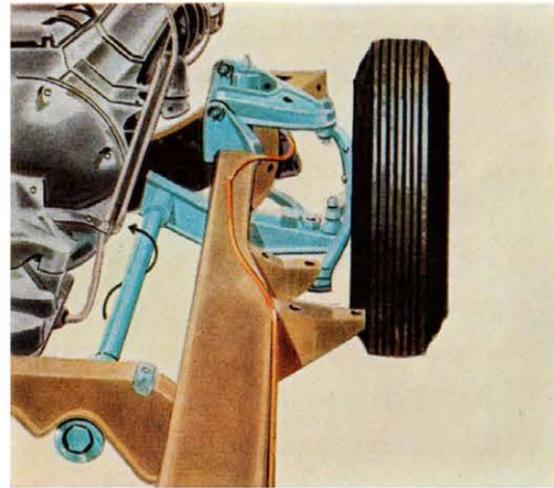
Tightness is *sealed* into this car. Even inaccessible seams and joints are completely sealed. This is done by "shooting" a special welding sealer into joints of panels before the body unit is welded. When it is welded (and the panel joints are no longer reachable), the unit is painted and put into drying ovens. Here the new sealer expands. It becomes twice its original bulk and thoroughly closes off all the seams and joints into which it was shot.

Another special sealer, this one a liquid, is put between the seams of the floor pan before the unit is painted and baked. This sealer has a plasticizer in it. Once in the baking oven it changes from a liquid to a solid: hard but flexible—and tight.

You know that fuzzy black material in ordinary car doors where the window glass goes up and down? It is metal-based and that makes it a bad water seal. Plymouth solved this problem with a new material for its window channels which is made of an extruded *rubber* section covered by a felt flocking. No metal in it. Our engineers call it Monkey Fuzz. Hoses with 30 pounds of pressure cannot drive water through it. Rain won't seep through it, either. In fact, *every* Plymouth coming off the production line gets a two-minute high-pressure water test that is like a tropical typhoon. Your 1960 Plymouth will be really tight.

Solid means smooth.

Any car's suspension system goes a long way toward determining how solid a feel it has. For years Plymouth's Torsion-Aire suspension (standard equipment) has been singled out by car buyers and by car experts as the best engineered suspension system available on passenger cars. Torsion bars in front (where other cars still use conventional coil springs) and wide-leaf springs in back (with a big "silent eye" bushing that isolates rear wheel noise) combine with



Torsion bars are one of the secrets of Plymouth's Torsion-Aire Ride. This famed suspension is standard equipment on every Plymouth built. It uses torsion bars with the front wheels. These damp front-wheel shocks in a way that is surer than old-fashioned coil springs. In the back, special wide-leaf springs are mounted in a carefully engineered way to give a solid, stable "feel." Orifice-type shock absorbers—called Oriflow—are an important part of Torsion-Aire, too. They help soak up road bumps. The results of this combination of devices are a smoothness and a steadiness unique in passenger cars. You feel virtually no roll or sway on curves, even at speeds higher than you're likely to use in turns. You stay level taking corners. And Plymouth stops without the usual dipping.

exclusive Oriflow shock absorbers to cushion 1960 Plymouth in a "ride" that is noticeably smoother and surer and steadier than many other cars costing several hundreds of dollars more than Plymouth.

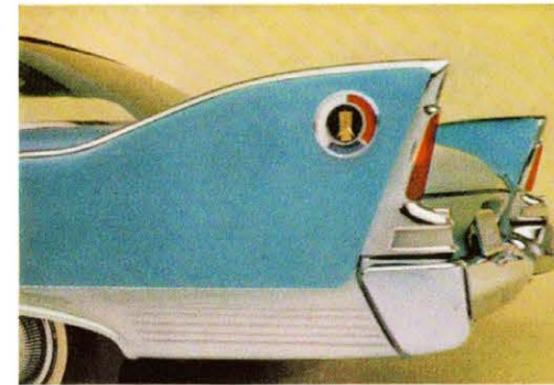
For 1960, this proved suspension functions together with Plymouth's unique Dura-Quiet Unibody. The result cannot be described. It must be felt, out along a country mile.

Actually there are *two* suspensions in the '60 Plymouth. The engine now has a suspension system of its own. The front of the Plymouth engine rests on

two large mounts made of rubber. The rear is mounted on a special coil spring device which is topped by a rubber shock absorber. Thus the engine is literally isolated. It floats on a separate suspension, producing the smoothest, quietest kind of power.

Solid means stable.

Stability is designed into the '60 Plymouth in many ways. Torsion-Aire contributes. So does an ingenious camber of the left front wheel, which counteracts the pulling action that the crown in the road itself usually causes, even with expensive cars. And very important for stability is Plymouth's aerodynamic design, particularly the distinctive rear stabilizer fins.



There is more to these Plymouth stabilizers than meets the eye. Their looks are smart, but their real beauty is in the engineering behind them. A car has two "centers": a center of gravity and a center of pressure. To keep the car easy to handle (stable), its center of gravity should be low and forward, and its center of pressure should be as far to the rear of the car as possible. This doesn't just happen. If you've ever tried to drive certain smaller imported cars in a tough wind, you've had a rough demonstration of a center of pressure that is too far forward for comfort. One way Plymouth engineers managed to bring the center of pressure back toward the rear was by designing stabilizers, which is a name we prefer to "fins". Wind tunnel tests at the University of Detroit show that these stabilizers reduce by 20% the need for steering corrections in a cross wind. We try not to overlook *anything* that will make Plymouth easy to handle.

You rarely drive on a day when there's no wind. And you hardly ever face head-on into the wind; normally you're caught in a cross current. Wind tunnel tests have proved that when you're going 20 miles an hour or more in a cross wind, Plymouth's Stabilizer Design eliminates one-fifth of the steering corrections and 25% of the steering effort normally required to overcome cross winds in any ordinary car. This is part of Plymouth's new solid feel.

Solid means silent.

The new Plymouth is a quiet car because its builders made up their minds to get every grunt, squeak, squeal, groan, whine, buzz, rap, rattle, beat, twang, clink, hiss, howl, rumble, roar, ruff, shudder, whistle and growl out of it.

Each of these words defines for an engineer a different kind of car noise. Each of these noises was systematically hunted down. Sensitive 12-channel tape recorders eavesdropped all over this new car, in laboratories and out on the road. Exciters activated troublesome parts of the car and microphones recorded the reactions. Then, one by one, the noises were stilled.

The diameter of the drive-shaft was slightly altered. This did away with a hum at high speeds.

The thickness of the glass fiber barrier between the engine and the passengers' compartment, and in the cowl side panels, was substantially increased.

Special sound-proofing coatings were applied to other parts of the car. A thick matted fiber insulating pad was installed to blanket an even greater area of the roof panel than before (while two new roof cross-members eliminate any possibility of vibration). The floor was covered with a thicker layer of fluid deadener and new high-quality felt-and-mastic pads, over 14 sq. ft. in area.

The engine was mounted on its own private suspension system, as we have noted.

A tiny plastic bead, no bigger than one-sixteenth of an inch, was added to the weather stripping on the

vent windows; this did away with a little swirling noise made by the wind when the vent was open.

A new kind of brake, more efficient than earlier models, was developed—with the squeals designed right out of it.

An extra large bushing was designed into the rear springs in the suspension system to help soak up rear wheel noise.

The ash-tray was hinged instead of being mounted with the ordinary drawer-type device, which sometimes squeaks. (By the way, Plymouth's new ash-tray is deeper, wider and has a bigger rest than ever. Welcome news for those gentlemen who are following this year's fashionable trend to cigars and cigarillos.)

The radio grille was made of plastic rather than metal—again, to avoid a possible squeak source.

A lot of time went into eliminating a particularly elusive gear rattle still common in other manual transmissions at speeds of 20 to 25 and 50 to 60 miles an hour.

There is much less air noise in this new Plymouth when you're traveling at highway speeds with the windows down. Specially slanted window posts account for this phenomenon.

The exhaust system has been suspended from a specially designed rubber hanger to reduce noise.

At the dashboard, all wires and cables now enter through a single slot instead of the usual group of holes. They are wrapped with a rubber material and fitted through an ingenious "keyhole" device that closes off engine noise which normally seeps through holes in the dash.

When you test this car, notice that you can talk at a normal pitch even at highway speeds. You hear better, too. Here is a simple comparison you can make. Tune the radio in an ordinary car to low volume and listen to it from the rear seat at, say, 55 miles an hour. Then do the same thing in the 1960 Plymouth.

As you can see, we have tried very hard to do everything practical to design the 1960 Plymouth as a thoroughly comfortable and quiet car for you to ride in.

PLYMOUTH WON ITS CLASS IN
THE MOBILGAS ECONOMY
RUN IN 1957, 1958 AND IN 1959.
THE SOLID PLYMOUTH 1960
CAN EARN EVEN MORE MONEY
FOR YOU ON GAS.

Plymouth does go easy on gas. For the three years before 1960, Plymouth V8s topped their class for gas mileage in America's recognized economy competition, the Mobilgas Economy Run. Plymouth has a fuel-saving automatic choke, and its 3-stage carburetor metering rod sees to it that the fuel mixture is just right for every speed range—with no gas wasted at speeds that don't really need the richer mixtures. And, in the 1960 Plymouth, that gas can be inexpensive non-premium fuel for either standard V8 or 6. The 1960 model will deliver even better gas mileage than before, because it has been redesigned all along its exterior lines—even *underneath* the car—to cut down still more on wind resistance.

Why pay to push air around?

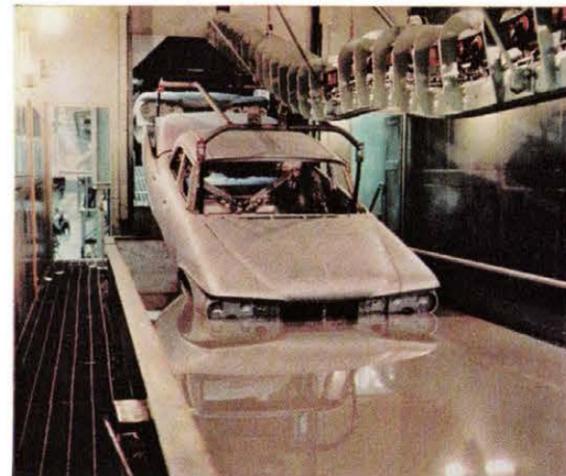
Going just 40 miles an hour in an ordinary car, half your fuel is being wasted to buck the wind. *Half*. Go faster than 40 and *more than half* your fuel is needed to overcome wind resistance. So the trick is to design a car according to aerodynamic principles and reduce wind resistance.

All new cars are not truly aerodynamic, although you'd expect them to be. In a recent wind-drag test against one of its most popular competitors, a 1960 Plymouth and the other car were driven along the same roadway at the same speed and both engines were cut at the same time. The Plymouth coasted a block and a half farther. Proof of lower wind resistance and chassis drag. Better gas mileage for you.

1960 PROTOTYPE PLYMOUTHS
HAVE BEEN TEST-DRIVEN THE
EQUIVALENT OF 20 YEARS' USE.
YOU WOULDN'T WANT TO HANG
ONTO ANY CAR THAT LONG
—BUT THAT'S NOT THE POINT.

The point is, a car that is built to last a lot longer than you want to keep it is a car that will cost you less to keep up, that will give you better satisfaction while you own it, and will return better resale value when you trade it.

All new car models are given endurance runs to measure durability before they are put on the market. Most manufacturers will test new models for the equivalent of about 50,000 miles. Plymouth ran its 1960 model through "torture trail" tests the equivalent of *four times* that much driving.



Anti-corrosion steps include 6 chemical sprays, 7 immersions, 4 paintings, a wet sanding, 2 oven bakings.

We begin with the cleanest steel in the business.

All car manufacturers take steps to prevent corrosion. Chrysler Corporation is the only one which starts protecting its steel before any parts are made from it. Raw steel just in from the mill is thoroughly scrubbed at 180°F. and protected before fabrication of any kind begins. After this steel is made into the 1960 Plymouth's fortress-like unit body, a series of seven different preparatory and protective baths (together with six chemical sprays) is given it.

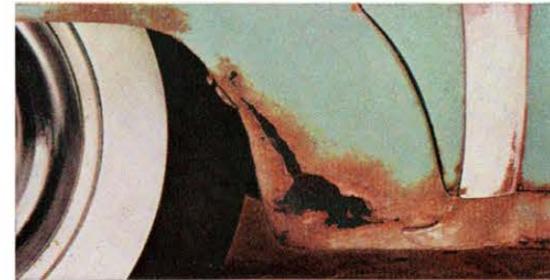
One result: rust prevention in one particular section of Plymouth's Dura-Quiet Unibody is expected to be *five times as effective* as it has been in that of another make. This is an astonishing figure. It suggests how very real are many of the differences between the 1960 Plymouth and ordinary automobiles.

For example, Plymouth's aluminum will take a much deeper scratch without penetration than its competitors' will. This is because the coating on Plymouth's aluminum is thicker—as much as twice as thick. Who cares about this when the car is new? But when it grows a little older . . .

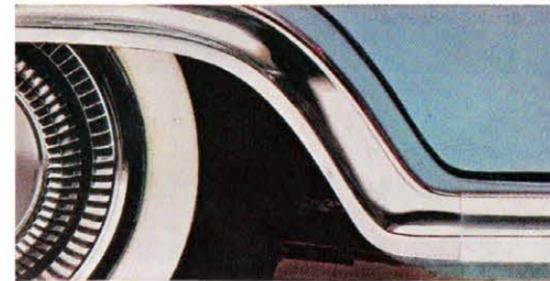
Four metals, layer upon layer, are used to fashion Plymouth's new tail-light assembly. The layer of nickel that is used is thicker than ever. You will notice, one day, that your tail-light trim just is not pitting or rusting the way others are. This is the most exposed, the hardest to clean and the most often overlooked surface on any car.

Butyl and zinc. Vinyl and nylon.

Ozone—a form of oxygen—is the natural enemy of rubber. The ozone content in the air of many cities is going higher each year. It is understandable that the rubber weather stripping around windshields and rear windows on ordinary cars shows damage so readily. The weather stripping around the rear window and windshield of the solid '60 Plymouth is made of butyl. Butyl is a material which resists weather. It is practically impervious to ozone.



The normal pitting and wear of most ordinary cars . . .



... won't happen on the '60 Plymouth because of extra care.

Another nasty city problem is salted streets. Salt gets rid of ice and snow nicely. It gets rid of the under-surfaces of fenders and body floors, too. Not on Plymouth for 1960. The special dips and sprays given the Unibody prepare the 1960 Plymouth to resist destructive corrosion. Also, vulnerable areas have been specially treated with a paint that is rich in zinc. Zinc will not cotton to rust or corrosion.

The entire 1960 Plymouth is prime painted *twice* with epoxy primers, virtually a liquid armor. A red undercoat goes on first. Then a gray one. Next, the body is baked and sanded. Then a coat of new Lustre-Bond enamel is applied. Then another coat. A final baking. Result: a brilliant, tough, lovely finish you will not have to wax for years and years.

A special aluminum coating protects Plymouth mufflers and tail-pipes from corrosion, inside and out.

Inside the car, there is extra durability even under the carpeting. People can bring corrosion into their cars on their feet, you know, in the form of water and salt. This could seep through the carpet and do damage where no one would suspect. Not in the 1960 Plymouth—thanks again to the seven special preparatory and protective baths given each Unibody.

For 1960, too, the carpeting in the new Plymouth is heavier and thicker than ever, and will wear much longer. In Plymouth models using matting rather than carpeting, vinyl has been added to the matting. This will increase its wearing qualities *four times*.

The warp thread on Plymouth's upholstery is *nylon* this year. This makes it last longer and keeps it easier to clean. The thread in all exposed seams is nylon as well, which should last as long as the rest of the car lasts. All interior materials have been subjected to severe tests for wear, water spotting and sun fading.

Extra cautions like these produce a car that will last. A car worth more to you the minute you buy it, all the while you drive it, and when you go to trade it.

WOULDN'T YOU LIKE A CAR
THAT AUTOMATICALLY LOCKS
ALL ITS DOORS THE INSTANT
YOU START THE MOTOR?

HOW ABOUT A SEAT YOU CAN
HAVE YOUR DEALER CUSTOM-FIT
TO YOUR BUILD, FOR NOT
ONE RED CENT EXTRA COST?

SOME OF THE 1960 PLYMOUTH'S
NEW IDEAS ARE TRULY IMPOR-
TANT ADVANCES. OTHERS ARE JUST
THE "LITTLE THINGS" THAT
MAKE A CAR SPECIAL. ALL
OF THEM CONTRIBUTE TO
YOUR COMFORT, YOUR CONVEN-
IENCE, YOUR SAFETY. TO YOUR
ALL-AROUND SATISFACTION.

Open the door of the 1960 Plymouth and already you have handled a great many years of engineering research and design.

It took a lot of toil to perfect the new door latch and lock on this new car. The handle is flush in the door with an easy pull-out action. It has been designed with plenty of finger room: no danger to the lady's dress-up nails. There are some 70 parts in this door handle and a special synthetic lubricant keeps them moving easily in temperatures from 120° all the way down to 60 below. You should not be driving around when it is colder than that.

And how do you like the slant of your seat?

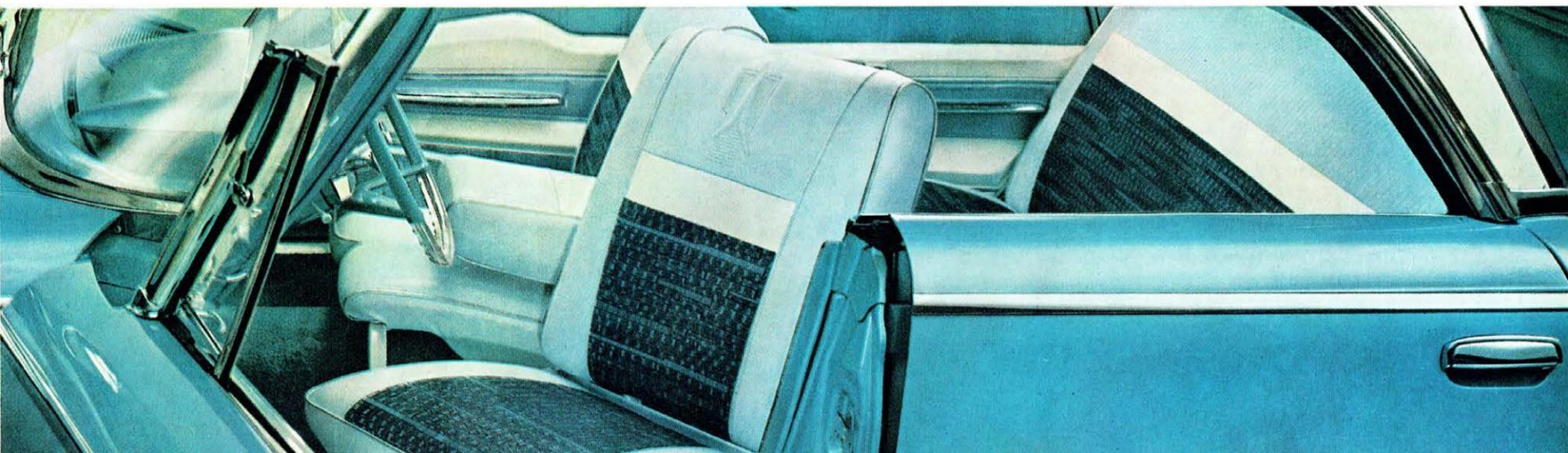
Slip into the '60 Plymouth—through that much larger door opening—and settle behind the wheel. Notice the relaxed position your body automatically assumes in the higher seat with the carefully-angled cushion and back.

This front seat can easily be *custom-fitted* by the dealer just the way you like it. It will adjust front and back, as usual. In addition, it can be adjusted up or down, and its slant fixed to suit your individual taste.

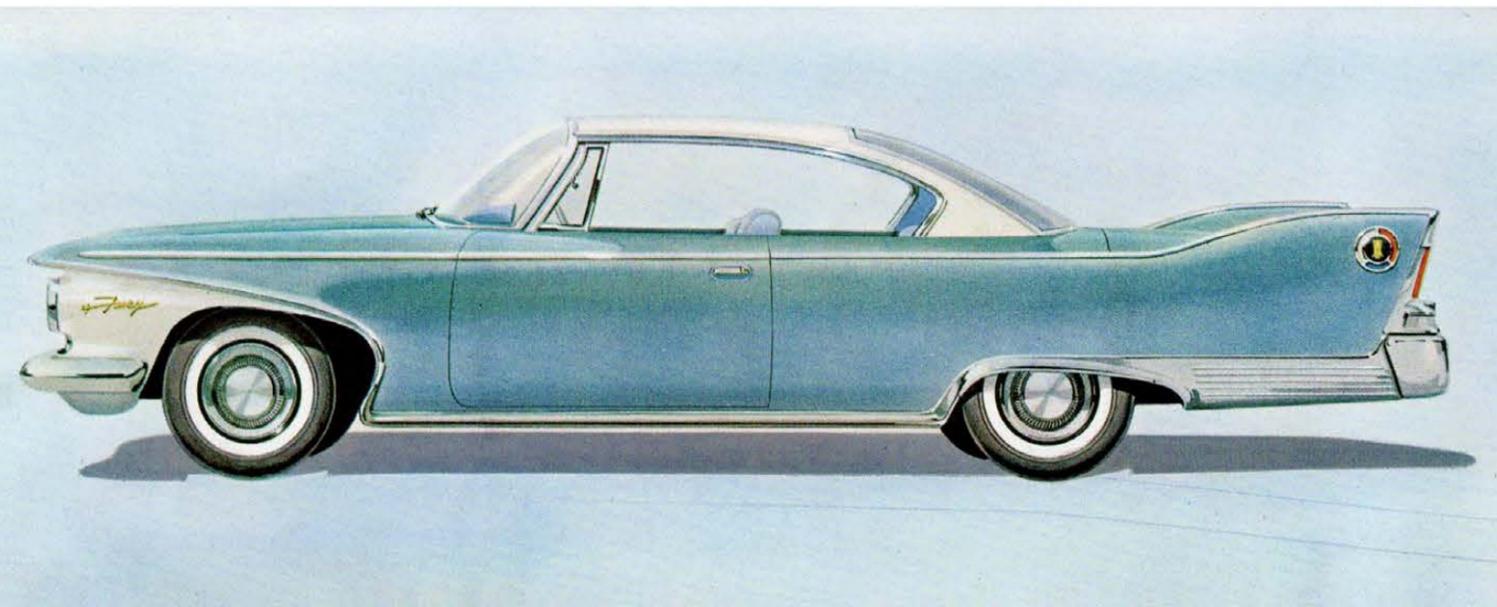
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HERE IS A PORTFOLIO OF THE COMPLETE PLYMOUTH LINE FOR 1960. THERE ARE 24 DIFFERENT NEW PLYMOUTH MODELS, V8s AND 6s IN 13 FRESH NEW BODY COLORS, FOR YOU TO SELECT FROM. NINE ARE BRAND NEW STATION WAGONS. EACH 1960 PLYMOUTH COMBINES SOLID UNIBODY CONSTRUCTION WITH FUNCTIONAL STABILIZER DESIGN IN A MANNER WE BELIEVE YOU WILL FIND EXCEPTIONALLY PLEASING—TO LOOK AT, AND TO USE.



This is the Fury 2-door Hardtop V8 in Twilight Blue and Oyster White.



THE FURY LINE

This is Plymouth's luxury line for 1960. We think you will be pleased by the elegance and good taste of *Fury* interiors, and the many unusual features that are standard equipment on these cars. The *Fury* will appeal strongly to youthful persons of all ages because it looks like a *fun* car and it is a fun car. It has dash, it has spirit, it has timeless good looks. It has go. Yet the *Fury* is a very *sensible* car to own because it is worth every penny of its relatively modest price, as you will discover when you examine it.



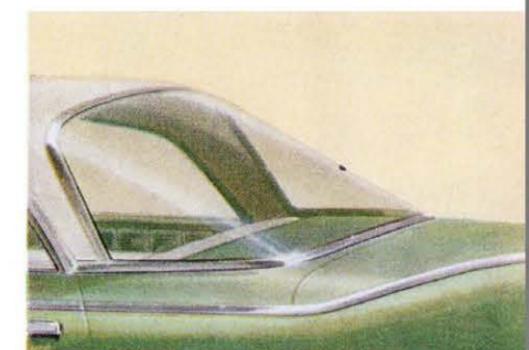
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This is the Fury Convertible V8 in Plum Red.

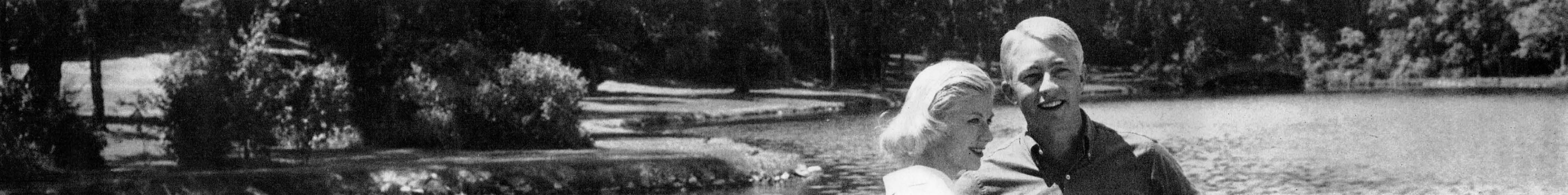


This is probably the most thoroughly "customized" car seat in history. It swivels in and out automatically. It has an extra high Comfort Back for the driver. It adjusts six ways at the push of a control. It costs just a little extra.

This is the Fury 4-door Hardtop V8 in Chrome Green and Oyster White.



This spectacular Sky-Hi Rear Window is the big hardtop style news for '60. Distinctive from the outside, gives a feeling of spaciousness inside. Tinted glass is specified with it. There has never been a car window quite like it.



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Fury interiors for 1960 feature a deeply-contoured effect on the doors, embossing on the upholstery and new molded carpeting on the floor. The choice of seat colors includes blue, green, red, caramel and a turquoise.

This is the Fury 4-door Sedan (V8 or 6) in Caramel and Oyster White.

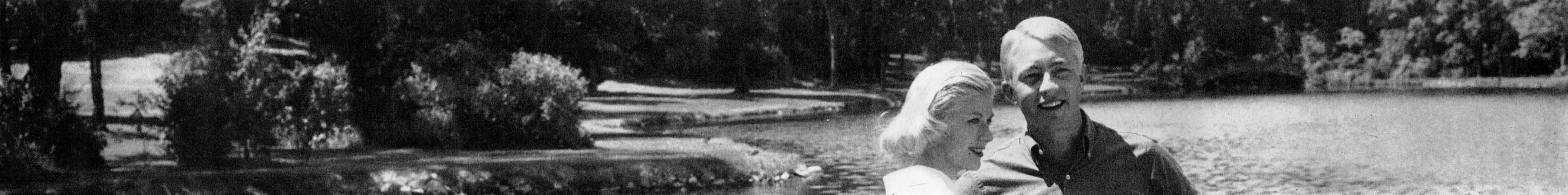


This is the Belvedere 2-door Hardtop (V8 or 6) in Jet Black.



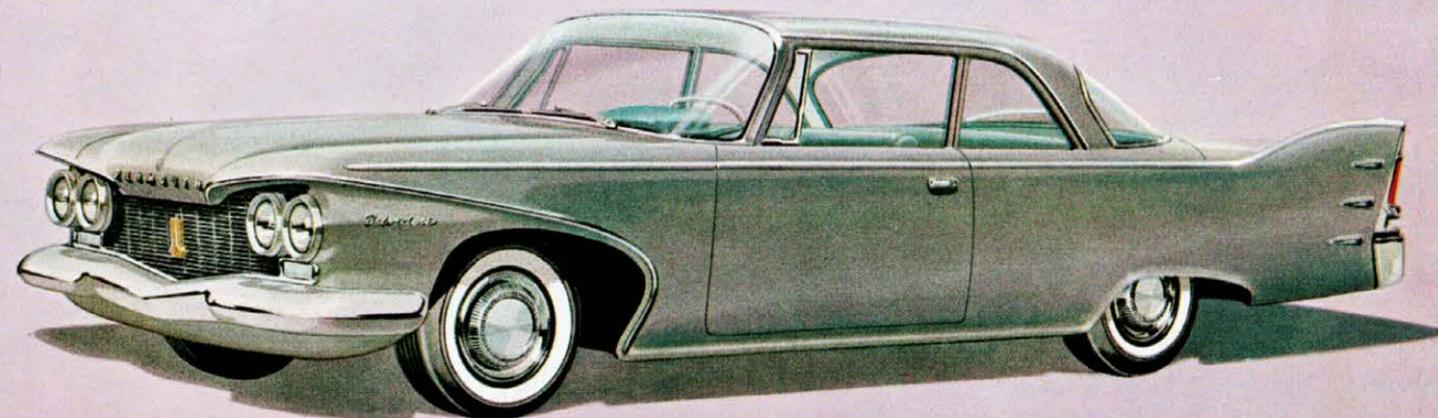
THE BELVEDERE LINE

We like to think of our '60 *Belvedere* models—Plymouth's middle line—in family situations. Mother behind the wheel taking the kids to school. The family, in Sunday finery, enroute to Church. Father seeing daughter off to her first formal. These splendid cars are big and roomy inside, supremely comfortable, very easy to handle and most economical to run. *Belvederes* are designed to start fast, travel as speedily as you wish and stop quickly and surely. A family can be justifiably proud of its *Belvedere* for a long time.

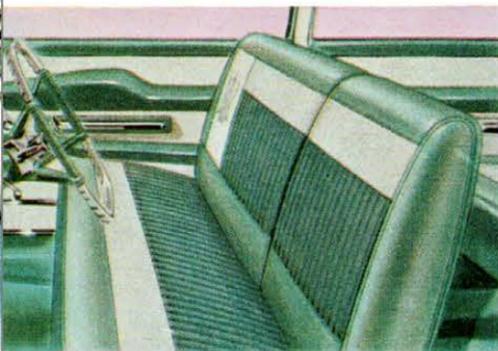


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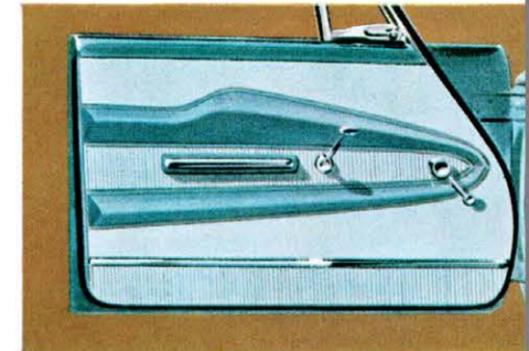
This is the Belvedere 2-door Sedan (V8 or 6) in Platinum.



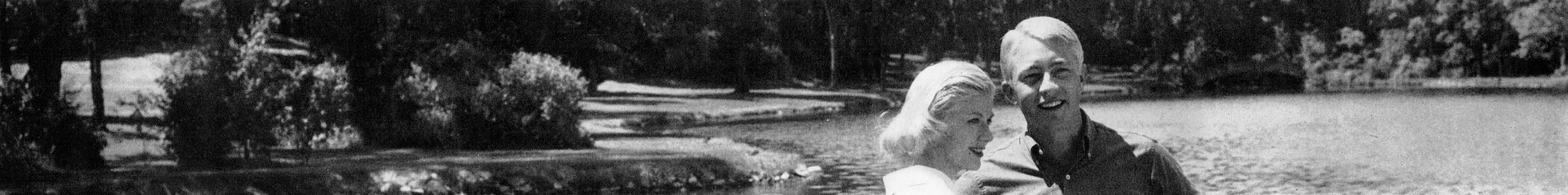
This is the Belvedere 4-door Sedan (V8 or 6) in Sky Blue and Oyster White.



Belvedere interiors offer a seat color choice for 1960 of blue, green, beige, red and turquoise. Distinctive touches of design on the door and upholstery lend a lavish note. Overhead styling is also quite handsomely new for 1960.



Notice the care and attention given the design of door interiors for 1960. The sculptured three-dimensional effect is new and handsome, and the fittings match it in good taste. New door handles are longer and easier to grip.



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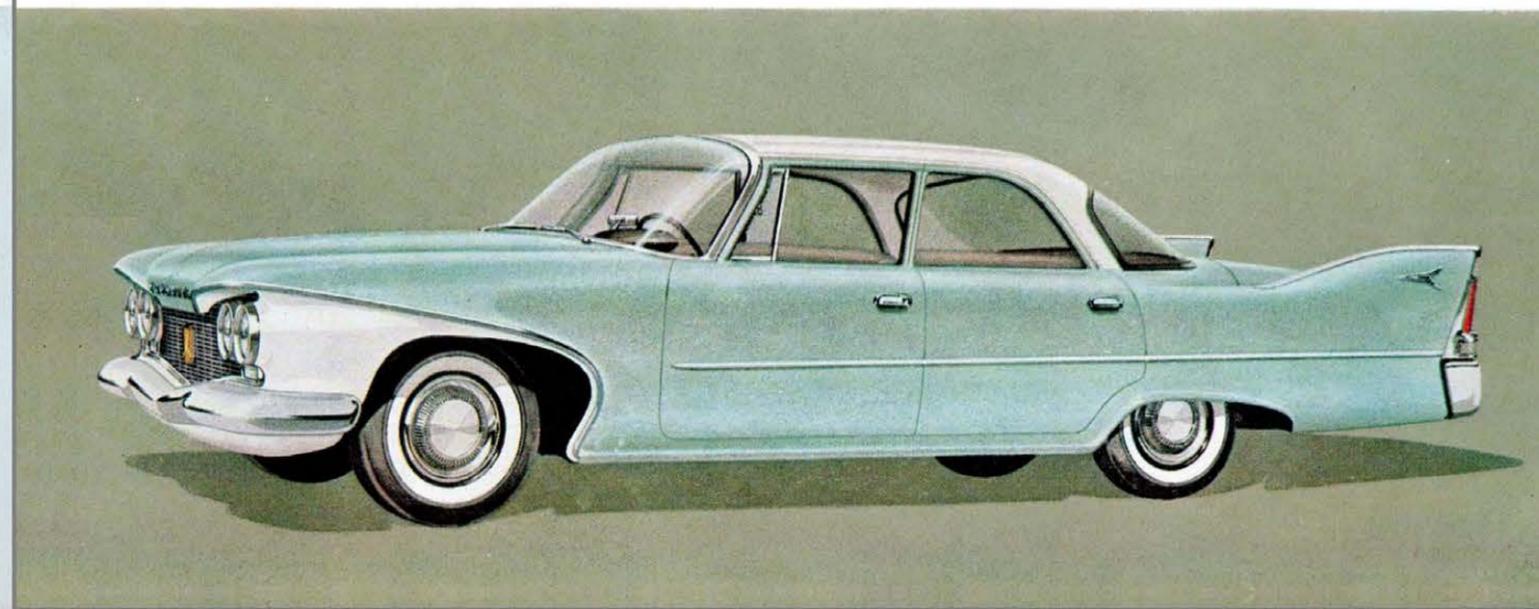
THE SAVOY LINE

There was a time when a low-price car's lowest-priced line was expected to be stripped-down and just barely adequate. But we have changed all that with our 1960 Savoy. These models are traditionally Plymouth in roominess, easy riding and handling, responsiveness and rugged construction. No other full-size cars cost less to operate. But in imaginative interior design and quality materials, Plymouth Savoy set a new pace for bottom-liners. With '60 Unibody construction, they deliver truly exceptional value.

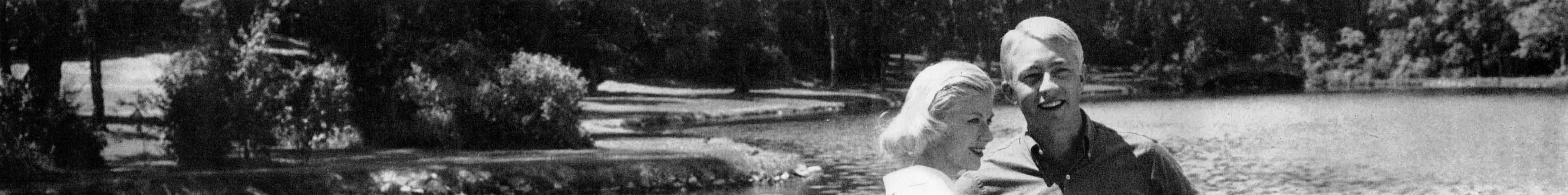
This is the Savoy 2-door Sedan (V8 or 6) in Turquoise.



This is the Savoy 4-door Sedan (V8 or 6) in Aqua Mist and Oyster White.

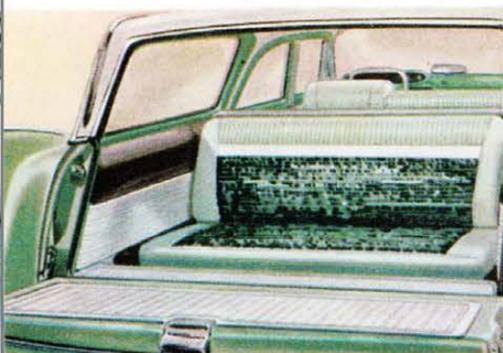


Savoy interiors are new from overhead to the *molded* floor mats. Seat color choices for 1960 include blue, green and beige. The seats are wide and handsome with a distinctive trim for 1960 that accents their roomy design.

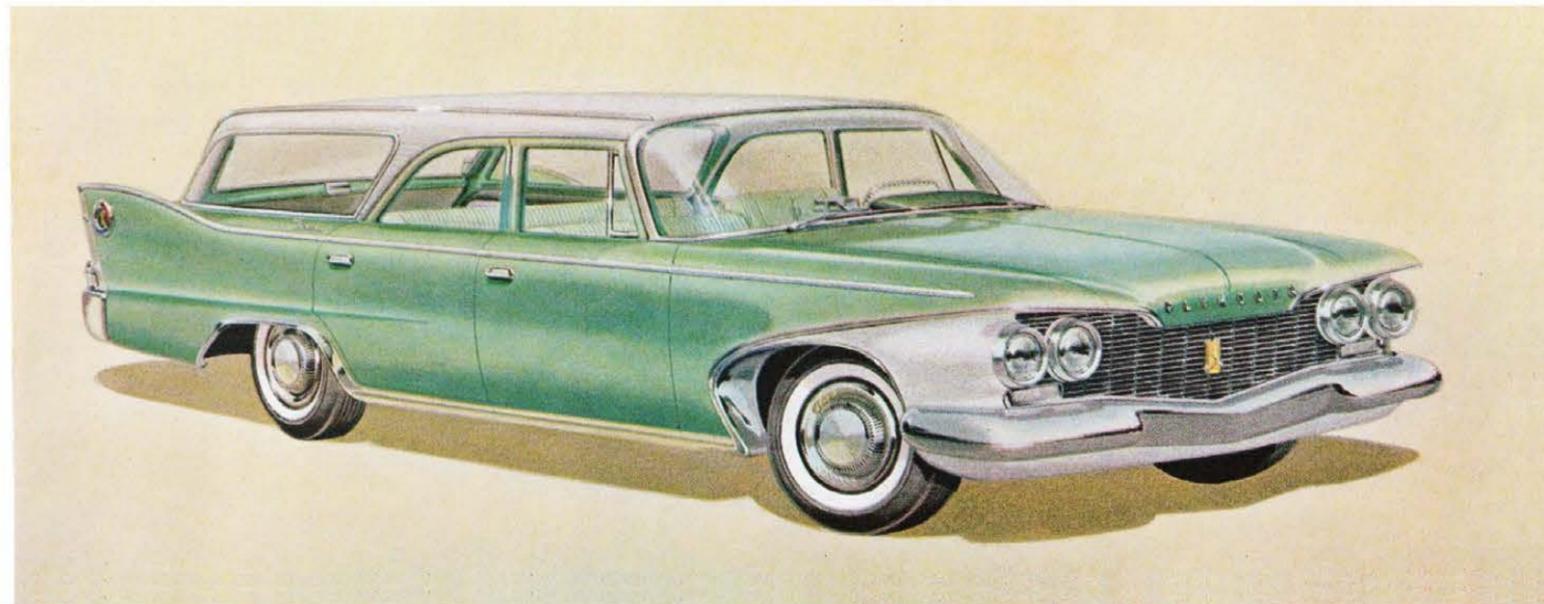


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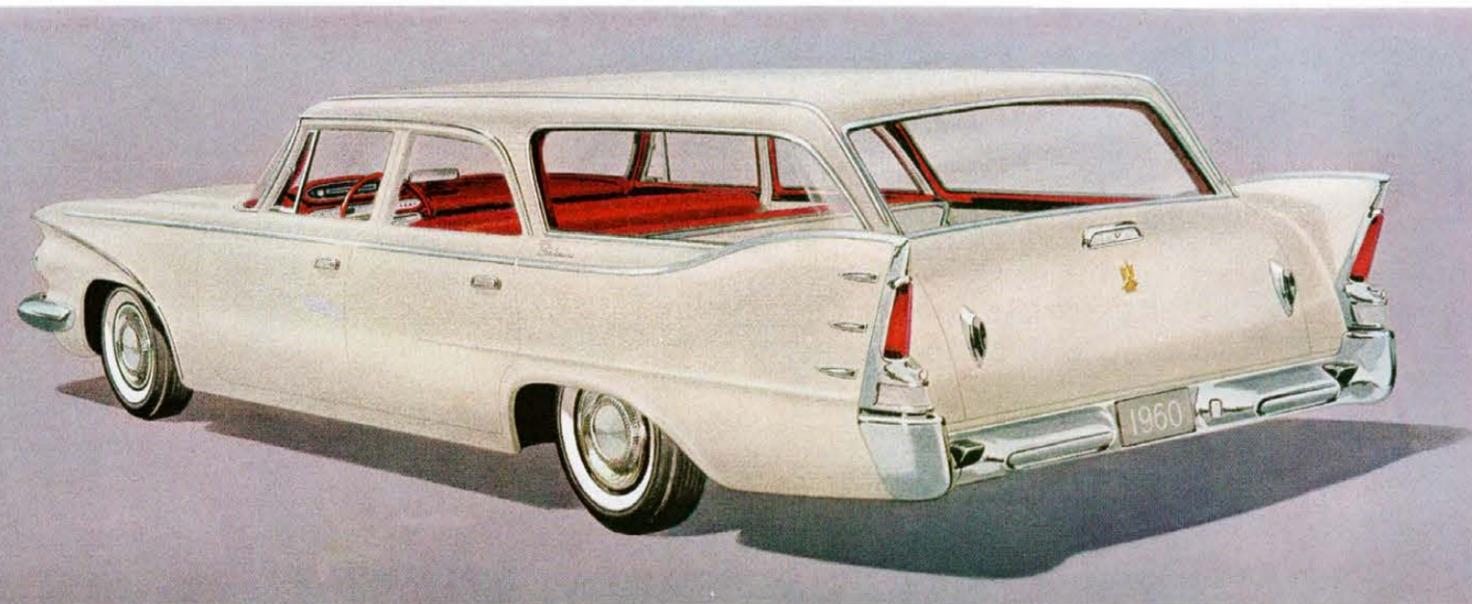
This is the Sport 4-door Suburban V8 (9- or 6-passenger) in Chrome Green and Oyster White.



Suburban interiors feature a new range of colors for 1960. New metallic yarns, new saran fabric and a new pattern vinyl add style and durability. Popular Plymouth rear-facing third seat on all 9-passenger models.



This is the Custom 4-door 6-passenger Suburban (V8 or 6) in Oyster White. (4-door 9-passenger V8 also available.)



THE SUBURBAN LINE

For years, Plymouth station wagon developments have been famous in the industry. All over the country, Plymouth wagons have paced the popular swing to station wagons. Plymouth perfected many of the innovations it pioneered before competitors began to experiment with them. These include the roomy rear-facing third seat, the one-piece tailgate with its disappearing rear window, back-step entrance and passenger car riding ease. The 1960 Plymouth Suburbans with Unibody are even greater values than before.



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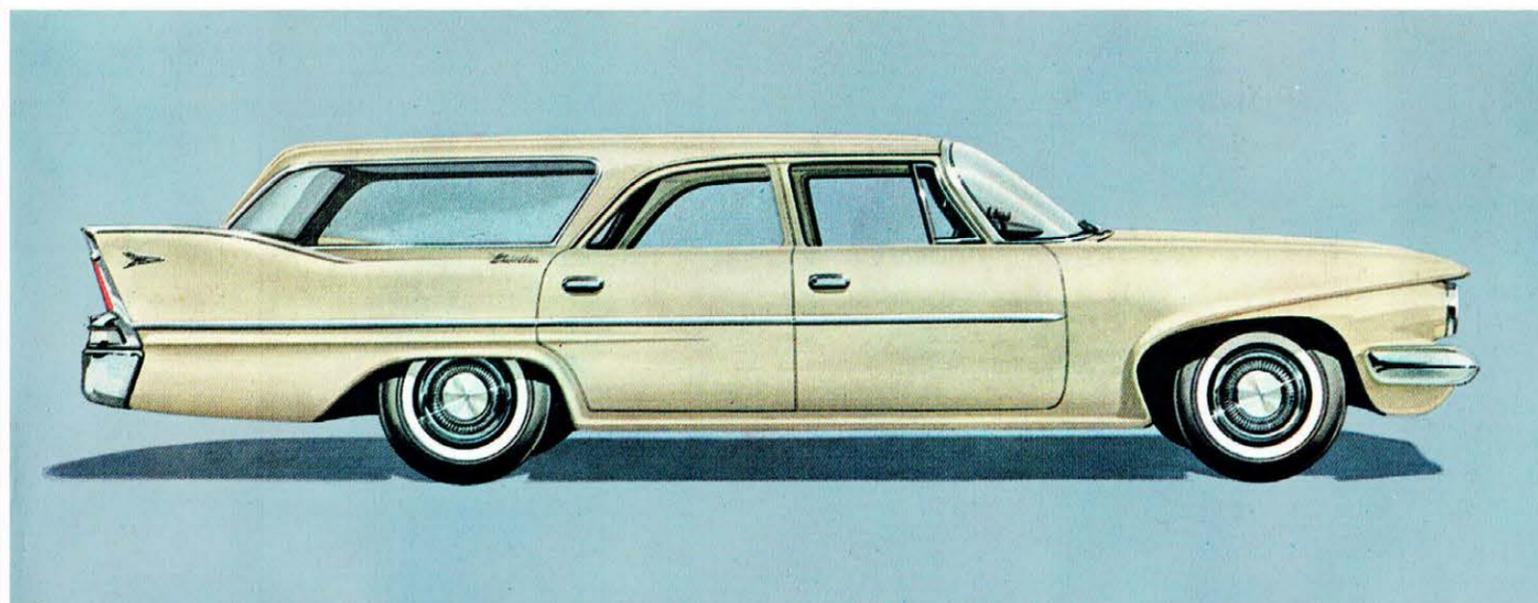


Over 8 extra cubic feet of storage space can be yours in this Locked Luggage Compartment (available on some Suburban models). This was another Plymouth first in the low-price field. It's ideal for safe storage of valuables.

This is the Deluxe 2-door Suburban (V8 or 6) in Jet Black.



This is the Deluxe 4-door 6-passenger Suburban (V8 or 6) in Desert Beige.



The roll-down rear window is standard on all 1960 Suburbans. On Sport Suburbans it is electrically operated (optional on other models). It's good looking and handy, with no tricky overhead contraption to bother you.

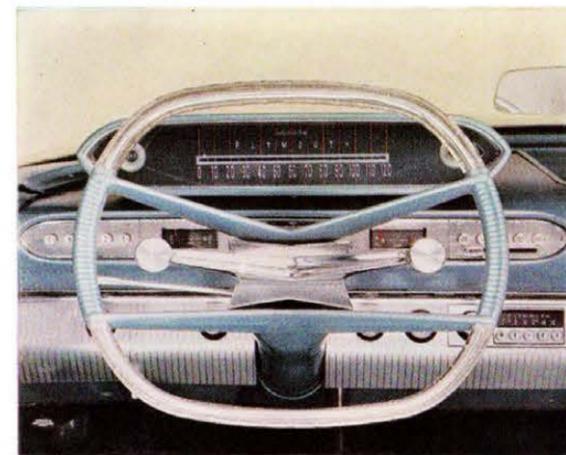
(Continued from page 7)

You can change the positioning yourself any time you care to, by a simple adjustment with a wrench. This new Custom-Positioned Front Seat is on every 1960 Plymouth (and on no other car). No extra charge.

For a little extra, you can have six-way *power* seats that adjust the way the mechanical ones do, but with just a touch of a switch.

The driver's seat is a *driver's* seat this year, particularly in the Fury and Sport Suburban models where a Command Seat has a special high-rest back that gives the kind of support that makes hours at the wheel slip by so comfortably.

In Fury and Sport Suburban models, optional Swivel Seats can be had up front. These are the seats, you know, that swing out to swing you in. Now they are fully automatic, swiveling whenever you open or close the door. Possibly the best friend a gal has had since automatic drive came along.



Take the wheel of a '60 Plymouth. The driver's seat holds you high and comfortably (and it even controls, ingeniously, a system that automatically locks all the car doors the instant you start the engine). That's Plymouth's inviting new Aero Wheel in your hand. The Teleview red-line speedometer ticks off your travel, ribbon fashion, across the face of a modern "floating" instrument pod. Every modern advance is here before you to make driving in the 1960 Plymouth easier—and more exciting.

Take the wheel now. With optional power steering, this could be Plymouth's new Aero Wheel. It is almost rectangular, like a pilot's wheel, with thumb-points for the horn and a newer, better-handling "feel" all around. It sits low, under your line of vision, and comfortably high, away from the waistline.

You can have this optional Aero Wheel at slight extra cost with Plymouth's Power Steering. The DeLuxe wheel for manual steering is much like it, but more conventionally round. And, of course, there is the regular manual steering wheel. Incidentally, manual steering effort in the '60 Plymouth has been reduced 20% under '59. This has been accomplished by using a larger and more efficient gear, with needle bearings in place of bushings.

Before you start the car, notice how handy every control is. The push-buttons (for optional automatic transmission: PowerFlite, TorqueFlite or New TorqueFlite-6) are lined up as close as possible to your finger, as far as possible from youngsters' fingers.

A new Teleview ribbon-type speedometer is set up in a floating instrument pod that makes it easy to see.

Notice now the interior tightness of this car. Doors and panels are firm and snug. Even the carpet and floor mats have been installed in a brand new way. There are no stitches or seams in them anywhere. They've been carefully molded by factory craftsmen to the same shape as the car's underbody. They fit like they've been sprayed on.

Don't punch. Just pull.

Remember how you used to have to struggle to open the front vent windows, even in the fanciest cars? A tug and tussle with the latch, then a *punch* outward to get the blamed thing to open. Not in Plymouth for '60. The latch is on the front edge of the vent. All you do is pull it in. No push, no punch, no tug, no tussle.

All the windows are easier to open and close. It has been true for many years that you can open or close a Plymouth window with fewer turns of the handle

than any competitive cars'. It is true again for 1960. 2.4 turns for front windows. 2.5 turns for rear windows in sedans. Count the turns in another car. (By the way, there is an extra half-inch of length on the window handle this year. Makes it easier to turn).

Look outside now. There's a lot more glass in this Plymouth. On hardtop models, a spectacular Sky-Hi Rear Window looms up overhead like no window on any car before. This style-setting innovation is standard on Fury 2- and 4-door hardtops and optional on Belvedere 2-door hardtops. It gives these models an exceptionally dashing look.



You wouldn't buy a Plymouth to get its sun visor, but the new design is something you'll be glad for when the time comes. Because the 1960 Plymouth sun visors are *full width*. They fasten in the center. At last the middle-man gets a break. We have tried to think of everything.

The glass around you is Herculite safety glass. It is heat-treated sheet glass. Plymouth is the only car in its class with heat-treated safety glass in all side windows. This is the same glass which is used as the guard-shield to protect spectators at hockey rinks. It has eight times the impact strength of the laminated glass used in many other cars.

"Lock your door. Lock your door. Lock your door."

Now, turn the key and press the accelerator.

The instant you start Plymouth's engine, all the doors in the car lock themselves automatically.

You know the old way to secure a family in a car:

Driver twists head around. "Ginnie, lock your door." Driver twists head around in the other direction. "Teddy, lock *your* door. Go on, lock it. Be sure it's—oh, *here* . . ." Driver stre-e-t-t-ches back, strains to reach rear door on far side, manages to push down lock. Driver settles back, rearranges shirt or blouse and coat, etc. Looks to right. "You, too, dear. The baby might just—" Backs car out of garage. Recalls news item in last night's paper ("Holdup man forces way into car at traffic light"). Driver quickly locks his own door.

Here is the new Plymouth way to secure a family in a car:

Start the engine. That's all.

Plymouth's new Safe-T-Matic vacuum doorlock system is an optional feature on all models for 1960 at slight additional cost.

With this system, the doors lock but cannot unlock automatically. A control on the car's instrument panel lets the driver or front seat passenger unlock all doors at any time. This control will lock the doors again. For your convenience, too, the *front* doors can be unlocked from the inside simply by lifting the door handle (as with ordinary systems). And they can be unlocked from the outside with a key, as usual. But the *back* doors cannot be opened manually once locked by the automatic system. This is an invaluable safety feature, for the back doors are the ones that usually protect the kids.

(All right, just between us parents, the back doors *can* be unlocked manually, if you really want. There is a small slotted knob on the inside of the door for this purpose. It is not easy to turn, though—deliberately so. Little fingers would not normally be able to operate it. A coin or the edge of a key must be inserted just right, then quite a little finger strength applied. All for the safety of the youngsters. Even if the knob *should* be turned, the doors do not open, they merely unlock. And the very next time the driver accelerates, they lock again.)

The automatic feature of the Safe-T-Matic door-lock system goes into action only when the driver is in his seat. So you cannot possibly lock yourself out of the car (stepping out to close the garage door, for instance). A concealed control, beneath the driver's seat, sees to that.

How much is all this safety and convenience worth to your family? You can buy it in the 1960 Plymouth for less than 30 dollars.

How many miles do you get to a stack of 45s?

Music to while away the miles? You can choose between Plymouth's Push-Button DeLuxe radio at a truly low price, or a new Hi-Fi radio with push-buttons that pull in stations that are states away with a sound that compares well with a livingroom console.

And you can enjoy, if you will, your own favorite phonograph records from home. This is another feature you will not be able to get in any other low-price car this year. To make it possible in Plymouth, RCA perfected an unusual automatic record player that fits

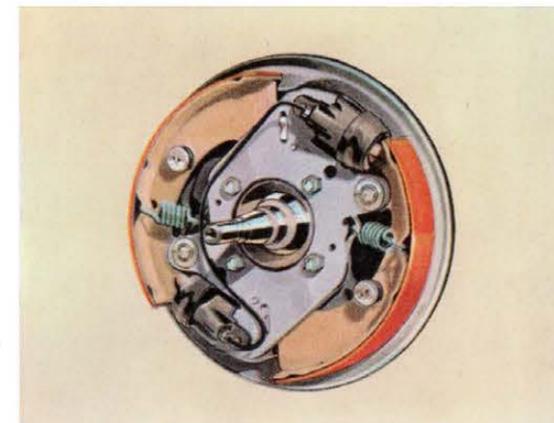


See how easy it is to play your own 45s while out for a drive? This new RCA "45" Phonograph fits neatly below center of instrument panel. Plays smoothly even when you turn, accelerate or brake. You can get this small-extra-cost convenience only in the 1960 Plymouth in its class.

handsomely within reach, right under Plymouth's instrument panel. This RCA Victor "45" record player handles your standard 45 rpm records smoothly and safely. It plays up to 14 of them consecutively—about two hours of uninterrupted music of your own choosing. As the records play, the automatic changer stacks and stores them for you. The storage space actually holds many more than 14 records, so you can change the repertoire after each stack if you enjoy your records as much as we suspect you might.

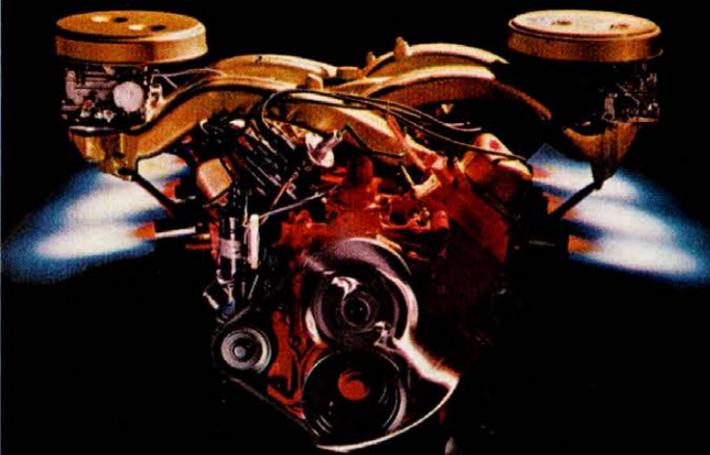
The final light touch.

When you pull to the curb after your first drive in the 1960 Plymouth, and your foot presses lightly



Total-Contact Brakes have been newly refined for 1960. A series of three "platforms" guides the brake shoe against the drum in a way that makes the braking action more efficient. It also helps eliminate squealing. *Two* hydraulic cylinders, rather than one, in each front brake spread pressure over the whole braking surface. This means less need for brake adjustment, and longer life for your brake linings. These Plymouth brake linings, incidentally, are *bonded*, not riveted as in some other cars. *Lasting* quality.

against the brake pedal (power-assisted, if you wish, at a little extra cost), listen hard. No last-minute squeal. This is just about the quietest brake imaginable. A fitting finale to the quietest ride imaginable.



YOU'VE NEVER SEEN
AN ENGINE LIKE THIS IN
AN AMERICAN
PASSENGER CAR BEFORE.
YOU CAN SEE IT NOW ONLY
IN PLYMOUTH IN THE
LOW-PRICE FIELD. IT IS THE
SONORAMIC COMMANDO V8.

MANIFOLD PIPES 30 INCHES
LONG ACT AS SONIC CHARGERS.
SOME INDIANAPOLIS, LE MANS
AND GRAND PRIX RACE WINNERS,
AND SOME HYDROPLANES,
USE SOMETHING LIKE THEM.
IN PLYMOUTH'S IMPORTANTLY
NEW SONORAMIC COMMANDO V8
ENGINE THESE PIPES
RAM MORE TORQUE INTO
ACTION FOR YOU. THIS ENGINE
IS NOT FOR EVERYONE.

What really powers an engine is air.
The trick is to take more air into the engine with the fuel, and ram it in faster.
In 1952, Chrysler Corporation engineers fixed lengths of pipe between the carburetors and intake valves of a special engine they were getting ready for Indianapolis tests. They learned how to utilize the compression waves in these pipes. They figured out how to *ram* this pulsating sonic pressured air-and-fuel mixture into the intake valves.

The Sonoramic Commando V8 on a Plymouth development test stand. The flames you see here—part of a dramatic open exhaust effect—do not occur in this fashion, of course, in a normal installation in a car.

This was taking in air and fuel in a new way—with a wallop.

It took a long time to perfect the "atmospheric supercharging" that is incorporated in the SonoRamic Commando V8. In middle speed ranges, from 20 to 80 miles an hour, it will turn up *far more torque* than a conventional V8.

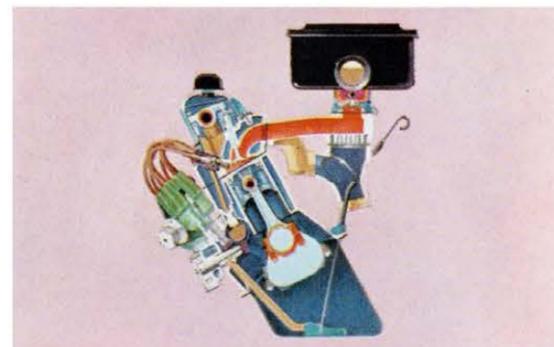
The SonoRamic Commando delivers 330 hp at 4800 rpm. Its top speed is about the same as the Golden Commando. The point is: the SonoRamic Commando will *get you to any desired cruising speed* a lot faster.

The output of this 383-cu. in. engine equals that of an engine with a displacement of well over 400 cu. in. This is for someone who appreciates unusual power in a motor car and can handle it. It costs extra.

PLYMOUTH'S NEW STANDARD
30-D ECONOMY SIX IS THE
FIRST INCLINED ENGINE IN
ANY AMERICAN PASSENGER CAR.
IT IS A MARVEL OF
EFFICIENCY AND ECONOMY.

This new overhead-valve engine is built to an entirely new principle, and it's the newest "6" in the business. The new 30-D Economy Six is *inclined* at an angle of 30° to give you better handling, an easier ride, and really remarkable performance on a minimum of regular gasoline.

This is perhaps the first engine that, because of its unique design, actually contributes to a better ride and easier handling—thanks to its lowered center of gravity. And because the engine parts that most often require servicing (the oil filter, the oil filler and dip stick, for example) are within easier reach, maintenance costs are reduced.



The 30-D Economy Six is extremely rugged, although very light in weight. Aluminum has been freely used in its construction, and new casting techniques add to its strength. *It will last longer than any "6" at anywhere near its price.*

Cubic inch displacement: 225. Horsepower: 145 at 4000 RPM. Torque: 215 lbs.-ft. at 2800 RPM. Compression ratio: 8.5-to-1. For *economy*, Plymouth's 30-D Economy Six rivals 6s having 30 to 70 less horsepower. It is the best performing 6 in its class.

IN ADDITION TO THESE, THERE
ARE THREE OTHER PLYMOUTH
ENGINES FOR 1960. THEY INCLUDE
THE BEST PERFORMING
V8 ENGINES IN PLYMOUTH'S
CLASS. THEY INCLUDE THE MOST
ECONOMICAL, TOO.

The Fury V-800 is Plymouth's standard V8. This is the amazing power plant that topped its class for gas economy three years in a row in the Mobilgas Economy Run. 318-cubic-inch displacement, 230 horsepower. It is an exceptionally rugged power plant and

turns out plenty of power on regular gas—with a reserve ready whenever you want it. In Plymouth's class, the Fury V-800 is *the* V8.

The Fury V-800 With Super-Pak is Plymouth's very popular very-low-extra-cost V8. Special camshaft and 4-barrel carburetor. Dual exhaust system. 260 horsepower at 4400 RPM, with a torque rating of 345 lbs.-ft. at 2800 RPM. A very flashy performer.

The Golden Commando 395 (an extra-cost optional V8) has a displacement of 361 cubic inches and a horsepower rating of 305. It is an exceptionally responsive high-performance engine. Its torque rating is 395 lbs.-ft. at 3000 RPM. 10-to-1 compression ratio. A very rugged powerplant.

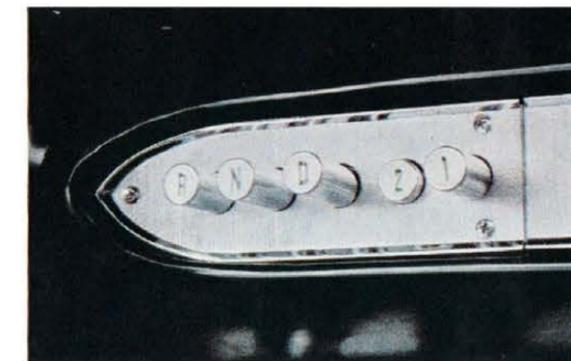
Plymouth's standard Fury V-800 and the new 30-D Economy Six both perform at their best with regular non-premium fuel. This means you get the utmost in performance, and save on gas every mile you drive. Also, there is no fuel-wasting choking in a Plymouth. Misses, surges and stalls at warm-up, when gas can burn uselessly, have virtually been eliminated. And 3-stage metering now tunes carburetion economically to driving speeds, as we pointed out before. With Plymouth power you get performance *and* economy.

FOR 1960, CHOOSE AMONG
THREE DIFFERENT PUSH-BUTTON
TRANSMISSIONS, AND TWO
NEWLY RE-ENGINEERED
MANUAL STICK SHIFTS.

Plymouth's mechanical push-button controls are simple, safe, thoroughly proved. They give you positive

gear selection—sure and smooth. They make all other transmissions look and act old-fashioned. You have a choice of three push-button transmissions in the 1960 Plymouth. Each is optional at low extra cost.

TorqueFlite is an unusually smooth 3-speed automatic transmission, light weight, extremely quiet. It gives maximum acceleration; it is fast on starts and sure on hills. It is sparing of gas, too, especially in the middle-speed range you use most.



New TorqueFlite-6 is a special 3-speed automatic push-button transmission engineered expressly for use with the new Plymouth 30-D Economy Six standard power plant. It is not available with any other engine. New TorqueFlite-6 is very smooth and quiet, gives jack-rabbit acceleration with unusual economy.

PowerFlite is the clean and simple 2-speed push-button drive that has fewer moving parts than any comparable transmission. It is a honey for reliability.

Synchro-Silent, Plymouth's popular standard manual transmission, has been re-engineered in two versions for 1960: a new improved model for ordinary use and a new heavy-duty model to work with the Golden Commando and SonoRamic Commando V-8s. Drivers who prefer the stick shift will find these new 3-speed transmissions smoother than ever, with a clutch that has been re-engineered for better performance.

FOR 1960, PLYMOUTH GIVES
YOU *SIXTEEN* ADDITIONAL
FINE CAR FEATURES AT
ABSOLUTELY NO EXTRA COST.

You get renowned Torsion-Aire Suspension at no extra charge. Exclusive on Plymouth in its class.

Custom-Positioned Front Seats (they adjust six ways) are standard. Exclusive in the industry.

Safety-Rim Wheels that help hold a tire tight if you have a blow-out are yours at no extra cost.

Oriflow Shock Absorbers contribute to the softest ride in Plymouth's class. No extra charge.

Total-Contact Brakes, that put extra cylinders and bonded linings to work for your safety, are standard on 1960 Plymouth and exclusive in its class.

A Parking Brake that is independent of the regular brake system — another safety feature — is standard. No other car in Plymouth's class has it.

Other features that are standard equipment on 1960 Plymouth include:

Electric windshield wipers, 16-inchers that do not slow down on rainy hills.

Directional signals for your driving convenience.

Dual headlights for your greater safety.

Two full-width sun visors that meet and fasten in the center, shading the *entire* front seat.

Foam front seat cushion and front door arm rests.

An Oil Filter.

Dual horns for that little extra touch of value.

Safety-Guard door latches that relieve your mind, especially with youngsters in the car.

A trunk lid that locks itself for your greater security and convenience.

THESE ARE SOME OF PLYMOUTH'S
1960 EXTRA-COST FEATURES
THAT WILL ADD A GREAT DEAL TO
YOUR COMFORT AND CONVENIENCE.

Safe-T-Matic Doorlock System "thinks" for you; locks all doors the instant you start the engine.

6-Way Power Seats adjust front-back, up-down, and tilt, at a finger's touch.

Swivel Seats swing in and out when you open and close the door. Now fully automatic.

Power Steering is full-time on Plymouth. Handles with *only* two to five pounds of effort. Available for '60 with power steering is Plymouth's rakish new idea in steering controls, the Aero Wheel that's small and rectangular.

45 RPM Record Player automatically plays up to 14 standard records in a row, then stores them along with many more. Specially designed by RCA Victor.

Push-Button Radios — choice of two: the Push-Button DeLuxe at a low price, or Plymouth's premium Hi-Fi model that has extraordinary signal range.

Sport Deck adds distinctive rear style note.

Power Pedal activates new 3-platform Total-Contact Brakes like silk, makes stopping a breeze.

Power Lifts raise and lower side windows at the touch of your finger.

Push-Button Comfort Controls regulate heating, ventilating, defrosting, and . . .

Airtemp Air Conditioning. Keeps your Plymouth cool, clean and enjoyable on the worst days.

Sure-Grip Differential transfers driving power to the wheel with traction when you're in slippery mud, snow or ice.



HERE ARE DETAILED SPECIFICATIONS FOR THE 1960 PLYMOUTH. IT IS THE HIGHEST QUALITY PLYMOUTH WE HAVE EVER BUILT.

BODY/FRAME CONSTRUCTION Unit body construction is integrated with front suspension and engine support members to form a rugged bridge-like truss designed to distribute loading to structural members. Body sills, pillars, roof rails, cross members, rear rails of heavy gauge steel and body sheet metal are arc-welded to make possible an assembly of extreme rigidity and superior strength. The entire structure is completely rust-proofed with special attention to critical areas and insulated with heavy duty sound deadening materials. All attachment points for suspension and power plant systems are totally isolated in sound and vibration absorbing rubber mounts.

BRAKES Hydraulic 11-inch Total-Contact Brakes with Cyclobond lining. Lining area—184 square inches for passenger cars; 207 square inches for station wagons. Internal expanding shoes with 3-platform design for accurate alignment. Two cylinders at each front wheel, one each at each rear. Separate foot operated parking brake with drive shaft drum.

WHEELS AND TIRES Safety-Rim safety wheels with four-ply low-pressure tubeless tires standard on all models; 14 x 5 inch wheel with 7.50 x 14 tires standard on all passenger cars; 14 x 5½ inch wheels and 8:00 x 14 tires optional at extra cost on all models except 9-passenger station wagons; 14 x 6 inch wheels with 8:00 x 14 tires standard on 9-passenger station wagons. 14 x 6 inch wheels with 8:00 x 14 Captive-Air tires optional at extra cost on all station wagon models.

SUSPENSION Front: Combined torsion bars and ball joints. Lower unprung weight. Dip control upper arms. Wide-angle strut-supported lower arms. New torsion bar anchors for easier height adjustment. Micrometer-accurate adjusting screws are inverted to guard against grime or corrosion. 100% rubber isolation with new rubber seal. Oriflow shock absorbers. Rear: Large diameter rubber bushings in the rear spring eyes. Spring eye location tailored to car handling needs. Wide-span rear spring shackles on station wagon models. Low-velocity-control sea-leg mounted Oriflow shock absorbers. Constant section main spring leaves. 2½-inch outboard-mounted springs with 5 leaves on V-8 models, 6 leaves on station wagons and 4 leaves on 6-cylinder passenger cars. 100% rubber isolation.

STEERING New heavy-duty manual steering gear has needle bearings on the cross shaft to reduce friction. Adjusting wedge for precise alignment. Worm and tapered roller bearings. Constant Control Power Steering (optional at extra cost) has new power piston seal that reduces flow of oil from side to side. Faster acting spool valve for quicker response, more precise feel. Spring-loaded ball guides for smoother, precise control. Ratio 20.4:1; with Power Steering 15.7:1.

TRANSMISSIONS AND DRIVE TRAIN TorqueFlite: Fully automatic 3-speed Push-Button transmission with torque converter; optional at extra cost on all V-8 models. PowerFlite: Fully automatic 2-speed Push-Button transmission with torque converter; optional at extra cost on all V-8 models except new SonoRamic Commando engine and Golden Commando 395 engine. Fully automatic 3-speed New TorqueFlite-6 transmission optional at extra cost with new 30-D Economy Six engine only. New Synchro-Silent manual 3-speed transmission standard on Fury V-800 and 30-D Economy Six engines; new heavy duty manual 3-speed transmission with strut-type synchronizers standard on Golden Commando 395 and SonoRamic Commando V-8 only. Hotchkiss drive through rear springs. Hypoid rear axle.

STANDARD REAR AXLE RATIOS (ALL MODELS) TorqueFlite V-8, 2.93:1. PowerFlite V-8, 3.31:1. Manual V-8, 3.54:1. Manual 6-cylinder, 3.54:1. New TorqueFlite-6, 3.31:1.

ELECTRICAL SYSTEM Heavy duty 12-volt 50-ampere-hour battery. High capacity 35-ampere generator; automatic voltage and current control. Ignition key start switch. Lighting circuit protected with circuit breaker. Permanent plastic-coated resistor-type wiring in ignition system. Automatic mechanical and vacuum spark control. Splash-proof distributor.

FUEL SYSTEM Lightweight aluminum carburetor. Automatic manifold heat control. Dry paper replaceable element air filter. Dual fuel filtration on V-8 models includes woven plastic filter in gas tank and extra-fine ceramic filter at carburetor with magnetic core; 6-cylinder models have woven plastic filter at gas tank. Fuel capacity 20 gallons (23-gallon tank optional); 22 gallons on wagons. Center fill fuel tank with short neck is completely outside body. Vent tube opens to atmosphere in rear axle kickup area.

GENERAL DIMENSIONS Wheelbase 118 inches (122 inches on station wagons). Over-all length 209.4 inches (wagons 214.9 inches). Over-all width 78.6 inches.

SONORAMIC COMMANDO ENGINE Optional at extra cost on all models. Advanced Deep-Block design 8-cylinder V-type uses hi-frequency sound waves to provide supercharger effect. Horsepower 330 at 4800 RPM. Torque 460 lbs.-ft. at 2800 RPM. Compression ratio 10.1:1. Bore 4.25 inches. Stroke 3.38 inches. Piston displacement 383 cubic inches. Dual 4-barrel carburetors. Special design 30-inch intake manifold. Special design concentric dry replaceable element air filter. Overhead valves. Hydraulic valve tappets. High-load valve springs equipped with anti-surge dampers. Pistons especially designed for high-compression ratio. Special high-performance camshaft. Special high-performance resistor-type spark ignition system. Automatic mechanical and vacuum spark control. Splashproof dual-breaker distributor. Shear-type front mounts and spring and rubber rear engine mounts. Crankshaft vibration damper. Reinforced generator bracket to reduce vibration. Rotary oil pump. New 15-micron fuel filter. Full-flow oil filter. Oil capacity 5 quarts. 6 quarts with filter change. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Special low-restriction dual-exhaust system.

GOLDEN COMMANDO 395 ENGINE Optional at extra cost on all models. Advanced Deep-Block design 8-cylinder V-type. Horsepower 305 at 4800 RPM. Torque 395 lbs.-ft. at 3000 RPM. Compression ratio 10.0 to 1. Bore 4.12 inches. Stroke 3.38 inches. Piston displacement 361 cubic inches. Single 4-barrel carburetor. Special design concentric dry replaceable element air filter. Overhead valves. Hydraulic valve tappets. High-load valve springs equipped with anti-surge dampers. Pistons especially designed for high-compression ratio. Special high-performance camshaft. Special high-performance resistor-type spark ignition system. Automatic mechanical and vacuum spark control. Splashproof dual-breaker distributor. Shear-type front mounts and spring and rubber rear engine mounts. Crankshaft vibration damper. Rotary oil pump. Full-Flow oil filter. Oil capacity 5 quarts. 6 quarts with filter change. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Reinforced generator bracket to reduce vibration. New 15-micron fuel filter. Special low-restriction dual-exhaust system.

FURY V-800 ENGINE Standard on all V-8 models. 8-cylinder overhead-valve V-type. Horsepower 230 at 4400 RPM. Torque 340 lbs.-ft. at 2400 RPM. Compression ratio 9.0 to 1. Bore 3.91 inches. Stroke 3.31 inches. Piston displacement 318 cubic inches. 2-barrel downdraft carburetor. Rotary oil pump. Shunt-type oil filter. Oil capacity 5 quarts. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Nylon distributor vacuum lines. Aluminized intake valves. Resistance-core ignition cables contain flexible, controlled-resistance conductors of carbon-impregnated non-metallic fiber.

FURY V-800 WITH SUPER-PAK Optional at extra cost on all V-8 models. Basic specifications same as for Fury V-800 above, except for the following: Horsepower 260 at 4400 RPM. Torque 345 lbs.-ft. at 2800 RPM. 4-barrel carburetor with matching intake manifold and special air filter. High-performance camshaft and distributor. Special design, large diameter, free-flow dual-exhaust system.

30-D ECONOMY SIX ENGINE Standard on all 6-cylinder models. Inclined 30 degrees to the right. 6-cylinder in-line, overhead valve arrangement. Horsepower 145 at 4000 RPM. Torque 215 lbs.-ft. at 2800 RPM. Compression ratio 8.5 to 1. Bore 3.40 inches. Stroke 4.125 inches. Piston displacement 225 cubic inches. Aluminum intake manifold branches. Single throat downdraft carburetor with thermostatic heat control valve incorporated to direct exhaust heat. Well type automatic choke with sensing element in the exhaust manifold. Rigid cast-iron cylinder block,

forged crankshaft with large overlaps between main bearing journals and connecting rod journals. Torsional vibration damper on crankshaft. Wedge-type designed combustion chambers. Cast-iron crankshaft is driven from a sprocket on front of crankshaft by a silent timing chain. Valves operated through solid tappets, tubular steel push rods, stamped steel rocker arms. Self locking screws in rocker arms adjust valve lash. Exhaust valves have four-bead locks which allow valve rotation. Aluminum used in pistons, intake manifold, distributor housing, water pump housing, water outlet elbow, oil pump housing, oil filter mounting pad. Full flow replaceable element oil filter. Air cleaner, carburetor, manifolds, water pump, generator, starter on the left, and spark plugs, distributor oil pump and filter, and fuel pump are on the right side. Oil filler cap located near front of rocker arm cover.

COOLING SYSTEM Coolant capacity 318-cubic-inch engines 20 quarts, with heater 21 quarts; 361-cubic-inch V-8 engines 16 quarts, with heater 17 quarts; 6-cylinder engines 14 quarts, with heater 15 quarts. High-pressure (14 psi) system. 4-blade wing-tipped fan. Full-length water jacketing. Ball bearing water pump with permanent seal. Series-flow porting on 361-cubic-inch engines. 180° thermostat standard on all.

SPECIFIC BODY DIMENSIONS

	4-door Hardtop	4-door Sedan	2-door Sedan	2-door Hardtop	Convertible
Front hiproom.....	63.0"	63.0"	63.1"	63.0"	63.1"
Rear hiproom.....	62.4"	62.4"	62.2"	60.5"	60.5"
Front shoulder room.....	63.1"	63.1"	63.1"	63.1"	63.1"
Rear shoulder room.....	62.2"	62.2"	62.2"	60.5"	60.5"
Front legroom.....	45.5"	45.5"	45.5"	45.5"	45.5"
Rear legroom.....	41.0"	42.6"	38.1"	39.0"	36.0"
Front headroom.....	34.4"	34.8"	33.3"	33.7"	
Rear headroom.....	34.5"	34.2"	33.5"	34.0"	
Car height—loaded.....	54.6"	54.6"	54.6"	54.5"	54.9"

ACCESSORIES Many accessories have been engineered especially for the new Plymouth to make your driving easier and riding more enjoyable. Ask your dealer about these extra-cost options:

- Push-Button PowerFlite (2-speed fully automatic transmission) • Push-Button TorqueFlite (3-speed fully automatic transmission) • Push-Button New TorqueFlite-6 (3-speed fully automatic transmission available with 30-D Economy Six only) • Automatic Swivel Seats • Electrically Powered 6-Way Seat • Power Brakes • DeLuxe Steering Wheel • Aero Power Wheel • Constant Control Power Steering • Power Windows • Safe-T-Matic Door Locks • RCA "45" Phonograph • DeLuxe Push-Button Radio • Hi-Fi Radio • Air Conditioner-Heater-Defroster • Sky-Hi Rear Window (order for Belvedere 2-Dr. Hardtop only) • Tinted Glass • Safety Padded Instrument Panel and Visors • Sure-Grip Differential • Captive-Air Tires • Windshield Washer • Hand Brake Signal • Automatic Beam Changer • Mirror-Matic Rear View Mirror • Prismatic Rear View Mirror • Remote Control Outside Mirror • Back-Up Lights • Electric Clock • Rear Sport Deck • Bumper Grille Bar • Sport Shields • Rear Quarter Panel Stone Shields • Wheel covers.

For specifications of the new Plymouth Station Wagons, ask your dealer for the special Station Wagon booklet.

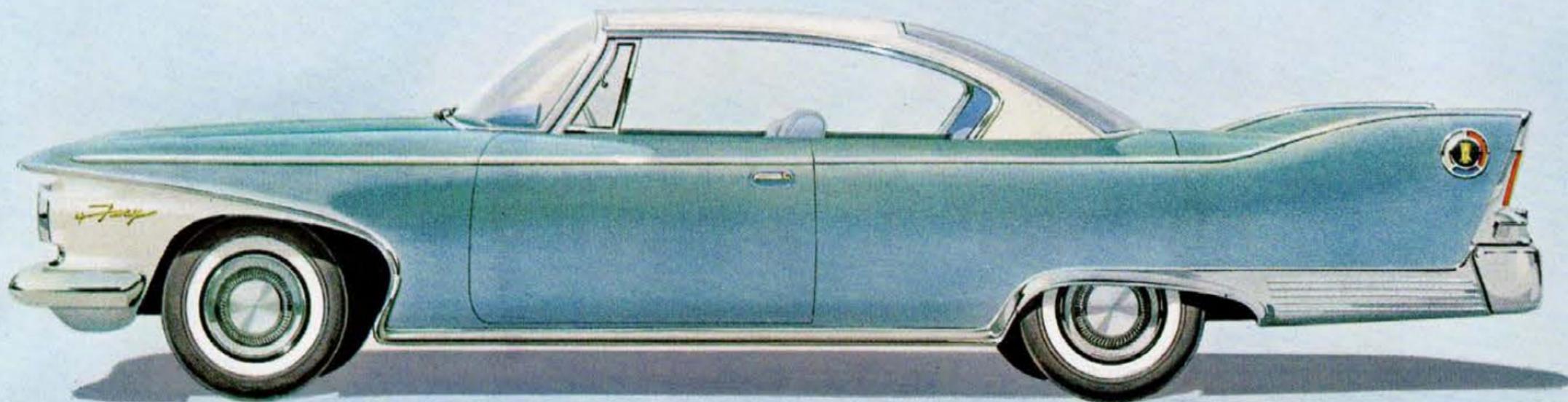
Cars illustrated are shown with items of optional equipment available at extra cost.

The policy of Plymouth Division 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.

SOLID PLYMOUTH 1960

A CHRYSLER-ENGINEERED PRODUCT

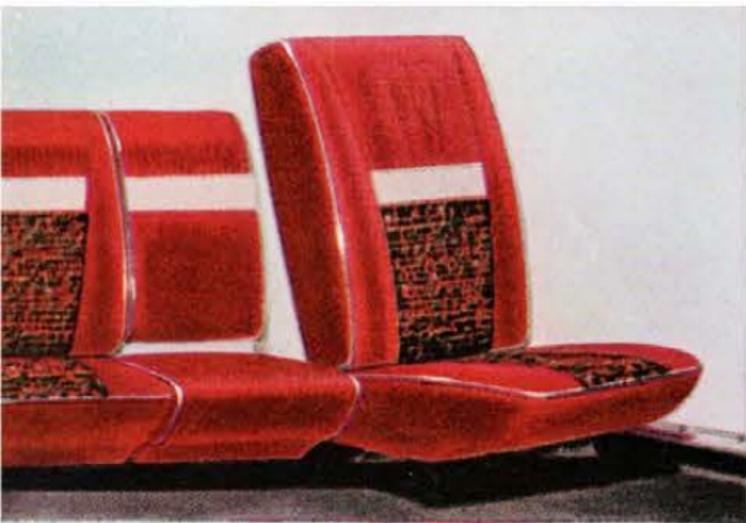
This is the Fury 2-door Hardtop V8 in Twilight Blue and Oyster White.



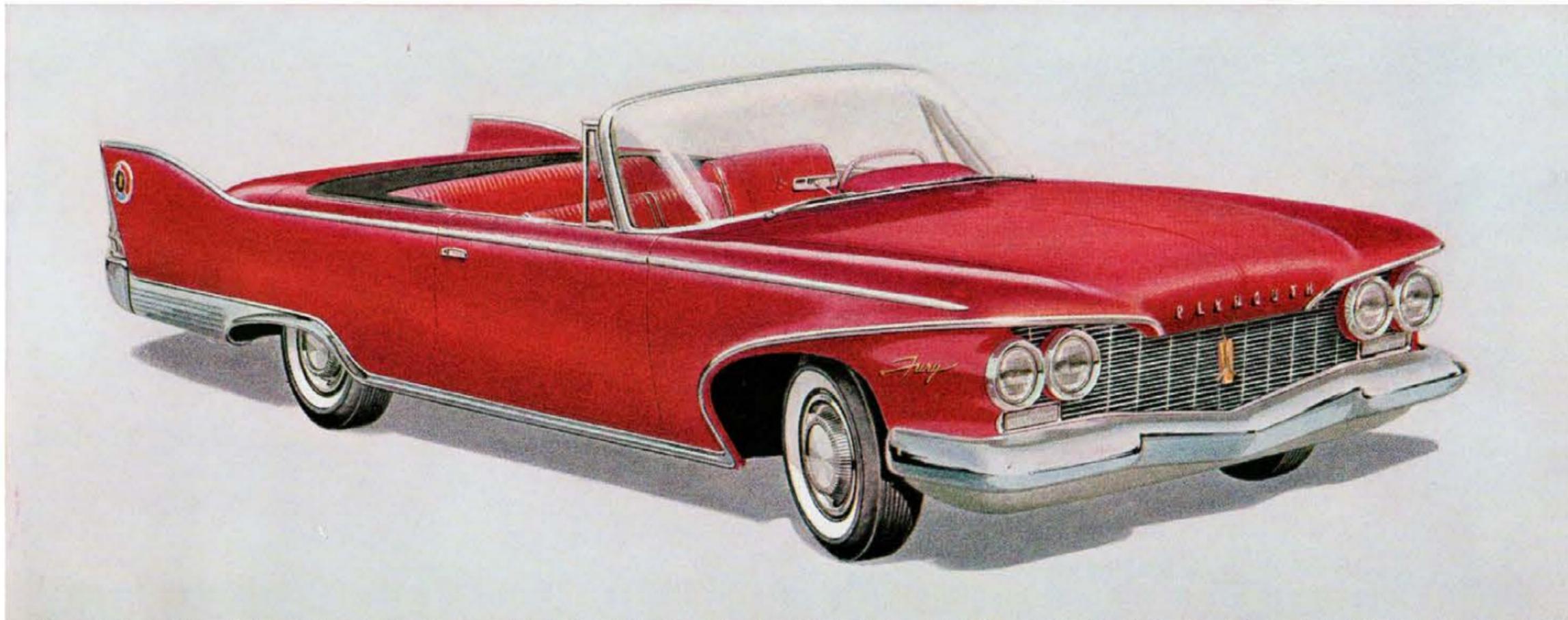
THE FURY LINE

This is Plymouth's luxury line for 1960. We think you will be pleased by the elegance and good taste of *Fury* interiors, and the many unusual features that are standard equipment on these cars. The *Fury* will appeal strongly to youthful persons of all ages because it looks like a *fun* car and it is a *fun* car. It has dash, it has spirit, it has timeless good looks. It has *go*. Yet the *Fury* is a very *sensible* car to own because it is worth every penny of its relatively modest price, as you will discover when you examine it.

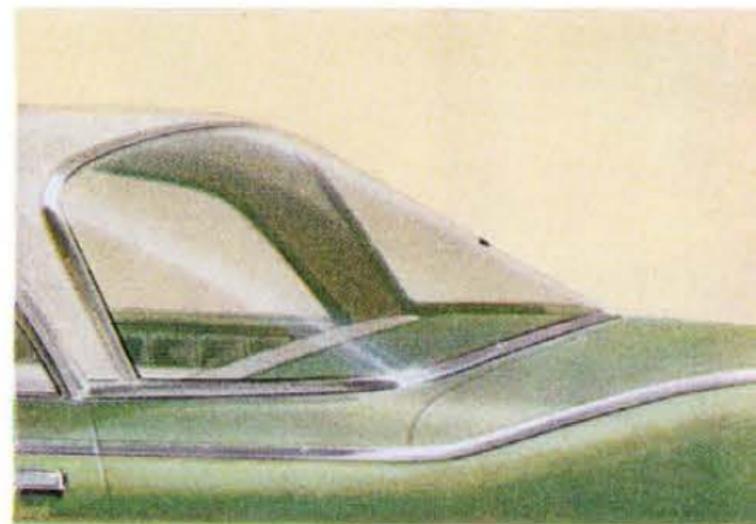
This is the Fury Convertible V8 in Plum Red.



This is probably the most thoroughly "customized" car seat in history. It swivels in and out automatically. It has an extra high Comfort Back for the driver. It adjusts six ways at the push of a control. It costs just a little extra.



This is the Fury 4-door Hardtop V8 in Chrome Green and Oyster White.



This spectacular Sky-Hi Rear Window is the big hardtop style news for '60. Distinctive from the outside, gives a feeling of spaciousness inside. Tinted glass is specified with it. There has never been a car window quite like it.

This is the Fury 4-door Sedan (V8 or 6) in Caramel and Oyster White.



Fury interiors for 1960 feature a deeply-contoured effect on the doors, embossing on the upholstery and new molded carpeting on the floor. The choice of seat colors includes blue, green, red, caramel and a turquoise.



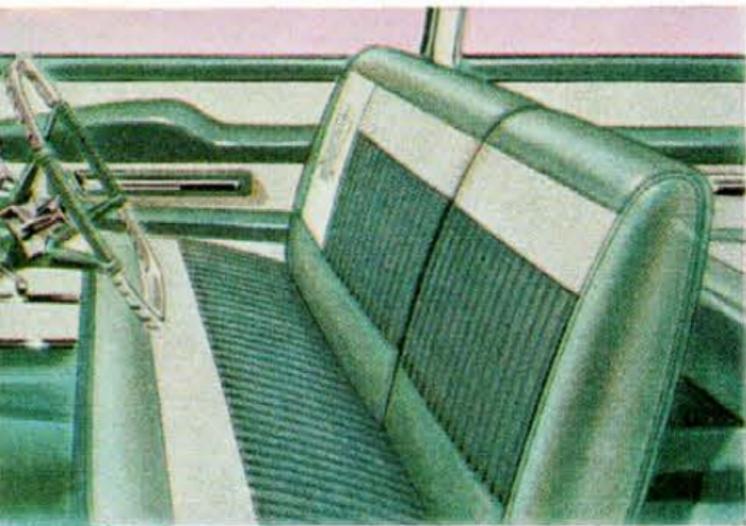
This is the Belvedere 2-door Hardtop (V8 or 6) in Jet Black.



THE BELVEDERE LINE

We like to think of our '60 *Belvedere* models — Plymouth's middle line — in family situations. Mother behind the wheel taking the kids to school. The family, in Sunday finery, enroute to Church. Father seeing daughter off to her first formal. These splendid cars are big and roomy inside, supremely comfortable, very easy to handle and most economical to run. *Belvederes* are designed to start fast, travel as speedily as you wish and stop quickly and surely. A family can be justifiably proud of its *Belvedere* for a long time.

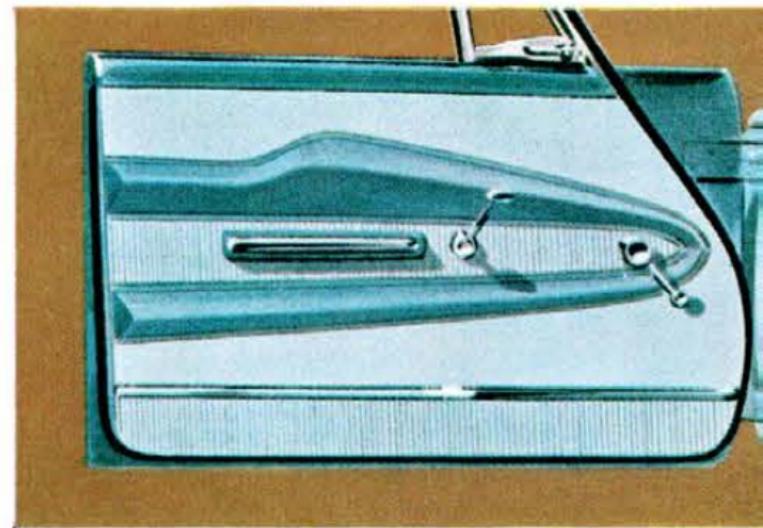
This is the Belvedere 2-door Sedan (V8 or 6) in Platinum.



Belvedere interiors offer a seat color choice for 1960 of blue, green, beige, red and turquoise. Distinctive touches of design on the door and upholstery lend a lavish note. Overhead styling is also quite handsomely new for 1960.



This is the Belvedere 4-door Sedan (V8 or 6) in Sky Blue and Oyster White.



Notice the care and attention given the design of door interiors for 1960. The sculptured three-dimensional effect is new and handsome, and the fittings match it in good taste. New door handles are longer and easier to grip.

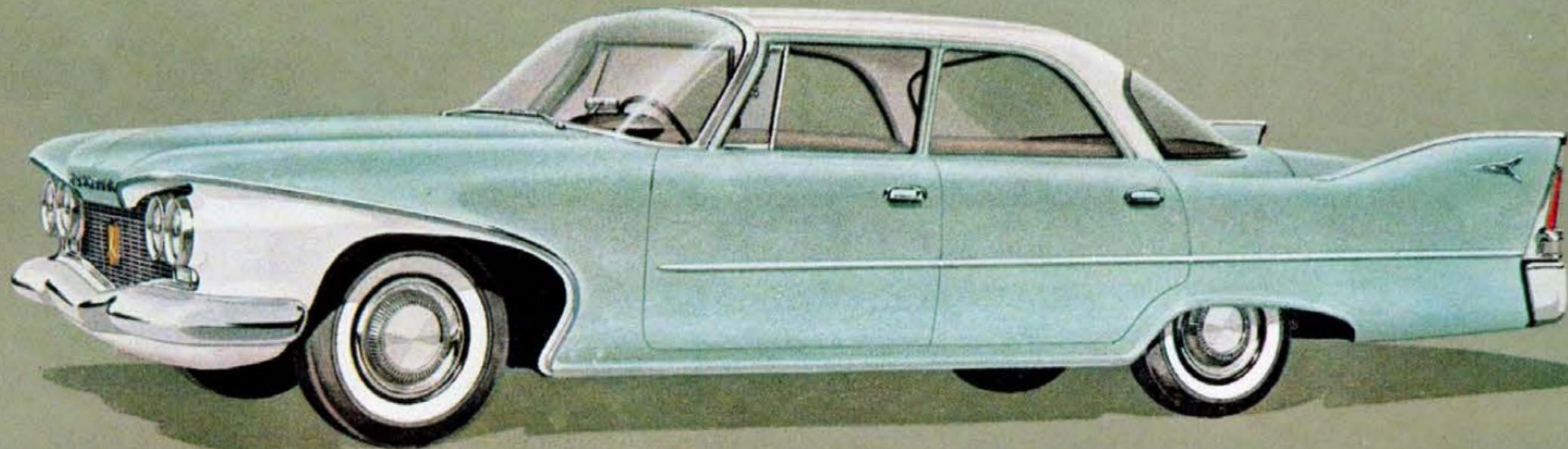
THE SAVOY LINE

There was a time when a low-price car's lowest-priced line was expected to be stripped-down and just barely adequate. But we have changed all that with our 1960 Savoys. These models are traditionally Plymouth in roominess, easy riding and handling, responsiveness and rugged construction. No other full-size cars cost less to operate. But in imaginative interior design and quality materials, Plymouth Savoys set a new pace for bottom-liners. With '60 Unibody construction, they deliver truly exceptional value.

This is the Savoy 2-door Sedan (V8 or 6) in Turquoise.



This is the Savoy 4-door Sedan (V8 or 6) in Aqua Mist and Oyster White.

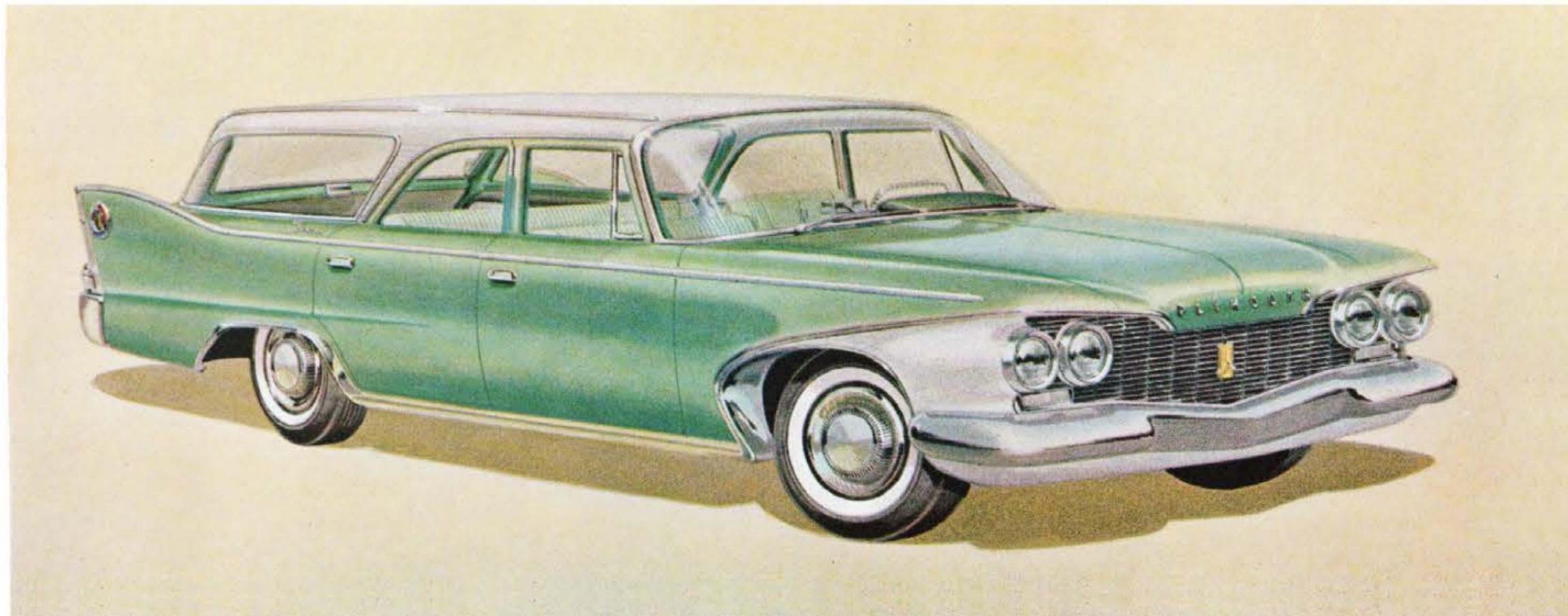


Savoy interiors are new from overhead to the *molded* floor mats. Seat color choices for 1960 include blue, green and beige. The seats are wide and handsome with a distinctive trim for 1960 that accents their roomy design.

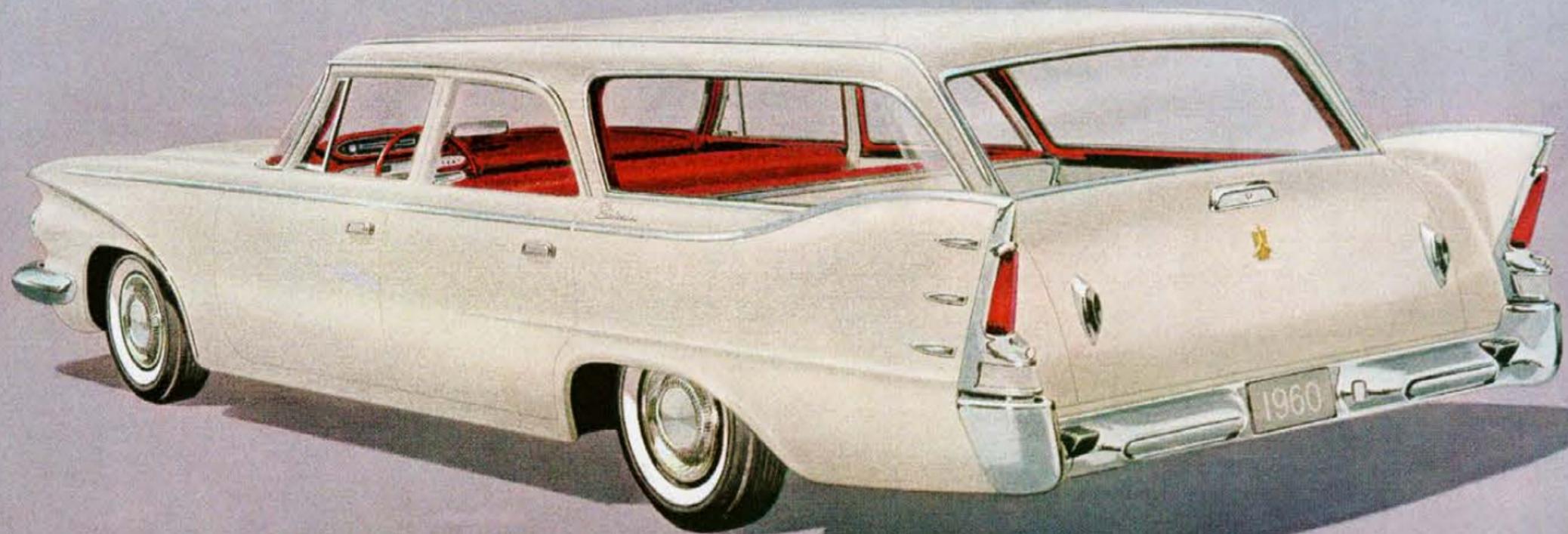
This is the Sport 4-door Suburban V8 (9- or 6-passenger) in Chrome Green and Oyster White.



Suburban interiors feature a new range of colors for 1960. New metallic yarns, new saran fabric and a new pattern vinyl add style and durability. Popular Plymouth rear-facing third seat on all 9-passenger models.

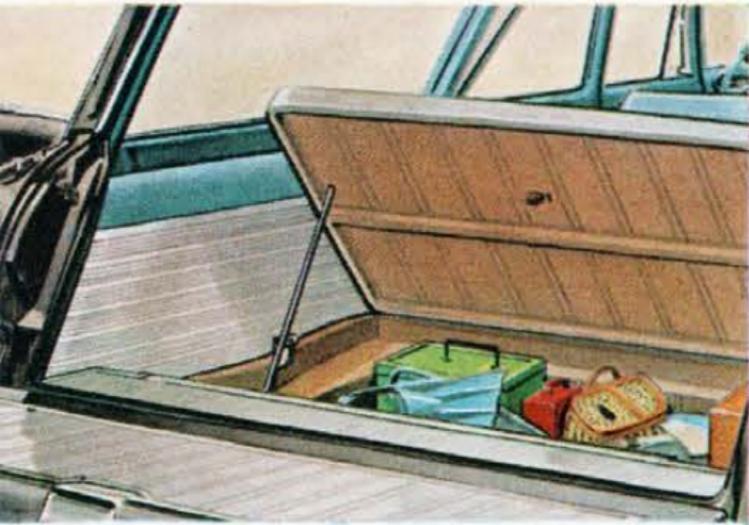


This is the Custom 4-door 6-passenger Suburban (V8 or 6) in Oyster White. (4-door 9-passenger V8 also available.)



THE SUBURBAN LINE

For years, Plymouth station wagon developments have been famous in the industry. All over the country, Plymouth wagons have paced the popular swing to station wagons. Plymouth perfected many of the innovations it pioneered before competitors began to experiment with them. These include the roomy rear-facing third seat, the one-piece tailgate with its disappearing rear window, back-step entrance and passenger car riding ease. The 1960 Plymouth *Suburbans* with Unibody are even greater values than before.



Over 8 extra cubic feet of storage space can be yours in this Locked Luggage Compartment (available on some Suburban models). This was another Plymouth first in the low-price field. It's ideal for safe storage of valuables.

This is the Deluxe 2-door Suburban (V8 or 6) in Jet Black.



HERE ARE DETAILED SPECIFICATIONS FOR THE 1960 PLYMOUTH. IT IS THE HIGHEST QUALITY PLYMOUTH WE HAVE EVER BUILT.

BODY/FRAME CONSTRUCTION Unit body construction is integrated with front suspension and engine support members to form a rugged bridge-like truss designed to distribute loading to structural members. Body sills, pillars, roof rails, cross members, rear rails of heavy gauge steel and body sheet metal are arc-welded to make possible an assembly of extreme rigidity and superior strength. The entire structure is completely rust-proofed with special attention to critical areas and insulated with heavy duty sound deadening materials. All attachment points for suspension and power plant systems are totally isolated in sound and vibration absorbing rubber mounts.

BRAKES Hydraulic 11-inch Total-Contact Brakes with Cyclebond lining. Lining area—184 square inches for passenger cars; 207 square inches for station wagons. Internal expanding shoes with 3-platform design for accurate alignment. Two cylinders at each front wheel, one each at each rear. Separate foot operated parking brake with drive shaft drum.

WHEELS AND TIRES Safety-Rim safety wheels with four-ply low-pressure tubeless tires standard on all models; 14 x 5 inch wheel with 7.50 x 14 tires standard on all passenger cars; 14 x 5½ inch wheels and 8:00 x 14 tires optional at extra cost on all models except 9-passenger station wagons; 14 x 6 inch wheels with 8:00 x 14 tires standard on 9-passenger station wagons; 14 x 6 inch wheels with 8:00 x 14 Captive-Air tires optional at extra cost on all station wagon models.

SUSPENSION Front: Combined torsion bars and ball joints. Lower unsprung weight. Dip control upper arms. Wide-angle strut-supported lower arms. New torsion bar anchors for easier height adjustment. Micrometer-accurate adjusting screws are inverted to guard against grime or corrosion. 100% rubber isolation with new rubber seal. Oriflow shock absorbers. Rear: Large diameter rubber bushings in the rear spring eyes. Spring eye location tailored to car handling needs. Wide-span rear spring shackles on station wagon models. Low-velocity-control sea-leg mounted Oriflow shock absorbers. Constant section main spring leaves. 2½-inch outboard-mounted springs with 5 leaves on V-8 models, 6 leaves on station wagons and 4 leaves on 6-cylinder passenger cars. 100% rubber isolation.

STEERING New heavy-duty manual steering gear has needle bearings on the cross shaft to reduce friction. Adjusting wedge for precise alignment. Worm and tapered roller bearings. Constant Control Power Steering (optional at extra cost) has new power piston seal that reduces flow of oil from side to side. Faster acting spool valve for quicker response, more precise feel. Spring-loaded ball guides for smoother, precise control. Ratio 20.4:1; with Power Steering 15.7:1.

TRANSMISSIONS AND DRIVE TRAIN TorqueFlite: Fully automatic 3-speed Push-Button transmission with torque converter; optional at extra cost on all V-8 models. PowerFlite: Fully automatic 2-speed Push-Button transmission with torque converter; optional at extra cost on all V-8 models except new SonoRamic Commando engine and Golden Commando 395 engine. Fully automatic 3-speed New TorqueFlite-6 transmission optional at extra cost with new 30-D Economy Six engine only. New Synchro-Silent manual 3-speed transmission standard on Fury V-800 and 30-D Economy Six engines; new heavy duty manual 3-speed transmission with strut-type synchronizers standard on Golden Commando 395 and SonoRamic Commando V-8 only. Hotchkiss drive through rear springs. Hypoid rear axle.

STANDARD REAR AXLE RATIOS (ALL MODELS) TorqueFlite V-8, 2.93:1. PowerFlite V-8, 3.31:1. Manual V-8, 3.54:1. Manual 6-cylinder, 3.54:1. New TorqueFlite-6, 3.31:1.

ELECTRICAL SYSTEM Heavy duty 12-volt 50-ampere-hour battery. High capacity 35-ampere generator; automatic voltage and current control. Ignition key start switch. Lighting circuit protected with circuit breaker. Permanent plastic-coated resistor-type wiring in ignition system. Automatic mechanical and vacuum spark control. Splash-proof distributor.

FUEL SYSTEM Lightweight aluminum carburetor. Automatic manifold heat control. Dry paper replaceable element air filter. Dual fuel filtration on V-8 models includes woven plastic filter in gas tank and extra-fine ceramic filter at carburetor with magnetic core; 6-cylinder models have woven plastic filter at gas tank. Fuel capacity 20 gallons (23-gallon tank optional); 22 gallons on wagons. Center fill fuel tank with short neck is completely outside body. Vent tube opens to atmosphere in rear axle kickup area.

GENERAL DIMENSIONS Wheelbase 118 inches (122 inches on station wagons). Over-all length 209.4 inches (wagons 214.9 inches). Over-all width 78.6 inches.

SONORAMIC COMMANDO ENGINE Optional at extra cost on all models. Advanced Deep-Block design 8-cylinder V-type uses hi-frequency sound waves to provide supercharger effect. Horsepower 330 at 4800 RPM. Torque 460 lbs.-ft. at 2800 RPM. Compression ratio 10.1:1. Bore 4.25 inches. Stroke 3.38 inches. Piston displacement 383 cubic inches. Dual 4-barrel carburetors. Special design 30-inch intake manifold. Special design concentric dry replaceable element air filter. Overhead valves. Hydraulic valve tappets. High-load valve springs equipped with anti-surge dampers. Pistons especially designed for high-compression ratio. Special high-performance camshaft. Special high-performance resistor-type spark ignition system. Automatic mechanical and vacuum spark control. Splashproof dual-breaker distributor. Shear-type front mounts and spring and rubber rear engine mounts. Crankshaft vibration damper. Reinforced generator bracket to reduce vibration. Rotary oil pump. New 15-micron fuel filter. Full-flow oil filter. Oil capacity 5 quarts. 6 quarts with filter change. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Special low-restriction dual-exhaust system.

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	4-door Hardtop	4-door Sedan	2-door Sedan	2-door Hardtop	Convertible
Front hiproom.....	63.0"	63.0"	63.1"	63.0"	63.1"
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