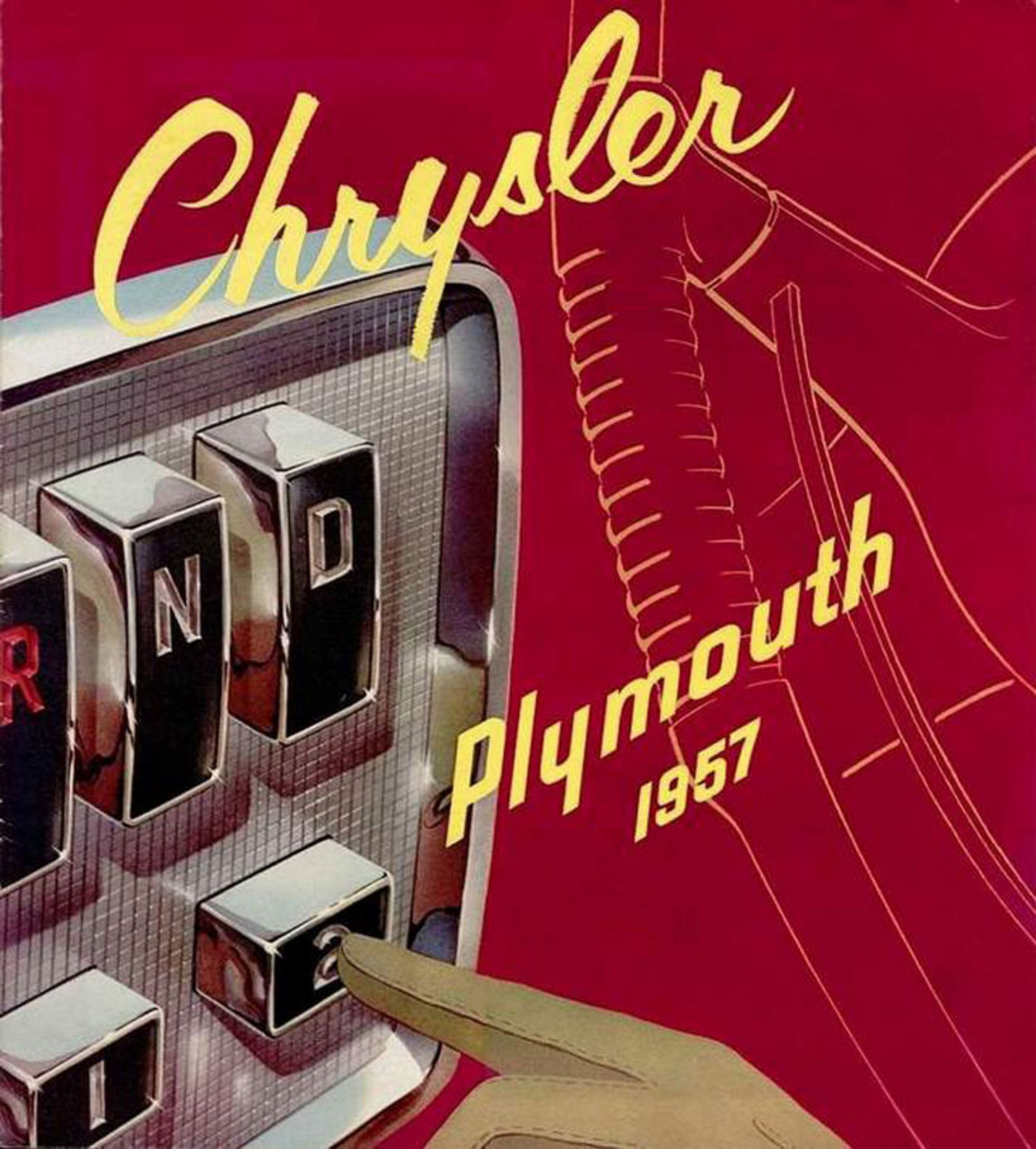


Chrysler

Plymouth  
1957





# Streamlining for greater freedom in motion

## A BRILLIANT NEW STYLING INTERPRETATION

Unusual lowness with up-swept lines, sculptured body surfaces and unpretentious ornamentation merge into an over-all effect of grace and poised power in the new Chrysler and Plymouth models.

Clean, functional lines emphasize the sleek, taut look and feeling of motion. A sense of direction and eager action is captured with the up-swept rear fender fins. Magnificent movement is in every line of these cars—in the thin-appearing roof line . . . the swept-back lines of glass area . . . the forward thrust of distinctively-styled headlights . . . the sloping hood and rear deck.

Chrysler front-end styling is especially pleasing. The grille motif is of a refreshing, simple, horizontal design. Massive, but graceful bumper has depressed center section incorporating parking lights. The entire effect emphasizes the width and lowness of these proud, new cars. As a distinctively-new feature, dual headlights are available for each headlight enclosure.

The dramatic styling of Plymouth front end is of predominantly horizontal lines. Broad, forward-thrusting headlight brow,

full-width grille and wrap-under grille below bumper, accent its wide, stable appearance. Positioning of parking—turn signal light next to headlight produces dual-headlight appearance.

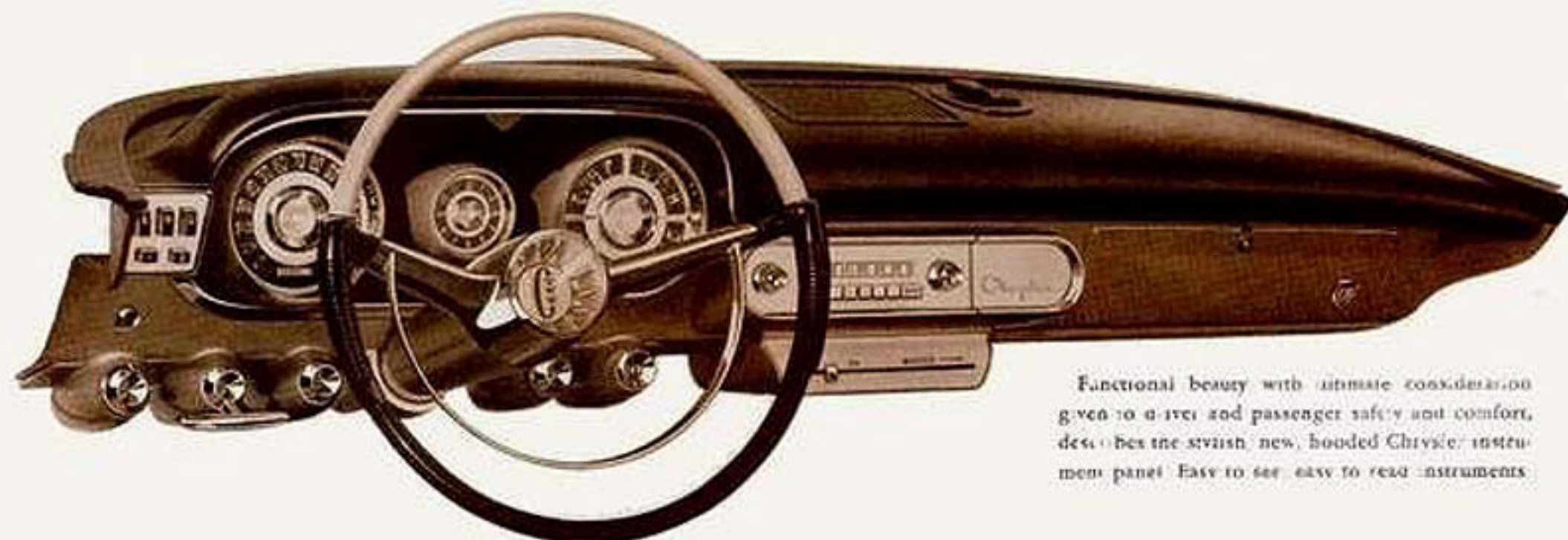
Comfortable, roomy interiors, tastefully designed for safety and convenience reflect the modern mode of living. Soft, durable and luxurious fabrics, vinyls and leathers have been especially made for the beautiful '57 Chrysler and Plymouth vehicles. Seats are cradled lower providing maximum comfort, safety and visibility.

There are muscles of steel in these magnificent cars to match their mighty engines . . . to give you the joy of new heights of power, new responsiveness—a whole new world of motoring pleasure. Exclusive Chrysler-engineered TORSION-AIRE RIDE

will thrill you with its new, soft, flat ride, no dip or front-end raise on braking and accelerating, race-car-quality cornering characteristics, easier and surer steering—and so quiet and vibrationless with new rubber-isolation mountings.

With the extremely versatile Torque-Flite and PowerFlite automatic transmissions, shifting becomes as effortless as pointing your finger. By simply pushing a button, smooth, quiet, surging acceleration is instantly yours with unequalled sureness, ease and positive safety.

A complete range of models and body styles is offered in the new '57 Plymouths and Chryslers . . . Plymouth Belvedere, Savoy and Plaza—Chrysler New Yorker, Saratoga and Windsor models.



Functional beauty with ultimate consideration given to driver and passenger safety and comfort, describes the stylish, new, hooded Chrysler instrument panel. Easy to see—easy to read instruments.



# The most glamorous cars in a generation

## CHRYSLER NEW YORKER V-8 MODELS

- 4-Door Hardtop
- 2-Door Hardtop
- 4-Door Town and Country Wagon—2-Seat
- Convertible Coupe
- 4-Door Sedan



*New Yorker V-8*  
4-DOOR HARDTOP

This ever-increasing popular body type, with its low silhouette and youthful, open styling, retains the same generous, comfortable headroom, leg room and elbow room of the 4-Door Sedan—stunning to look at, luxurious inside.

The mighty Chryslers, with low, cradle-ride seats, are tastefully and luxuriously-styled inside. The finest Broadcloth and Jacquard fabrics and deep-pile carpets reflect quality and richness.



*New Yorker V-8*  
4-DOOR SEDAN

Comfort, convenience, prestige and pride of ownership are yours in this fine car—relax, too, in safety with its Torston-Airu Ride and power equipment.



*New Yorker V-8*  
CONVERTIBLE COUPE

A distinctive new-look of Forward Motion is the compound-curved windshield—at the top as well as the sides. Roof latching has been improved.

*New Yorker V-8*  
4-DOOR TOWN AND COUNTRY WAGON—2-Seat

Smart, utilitarian—the look of modernity and class, affording ample passenger and load space.



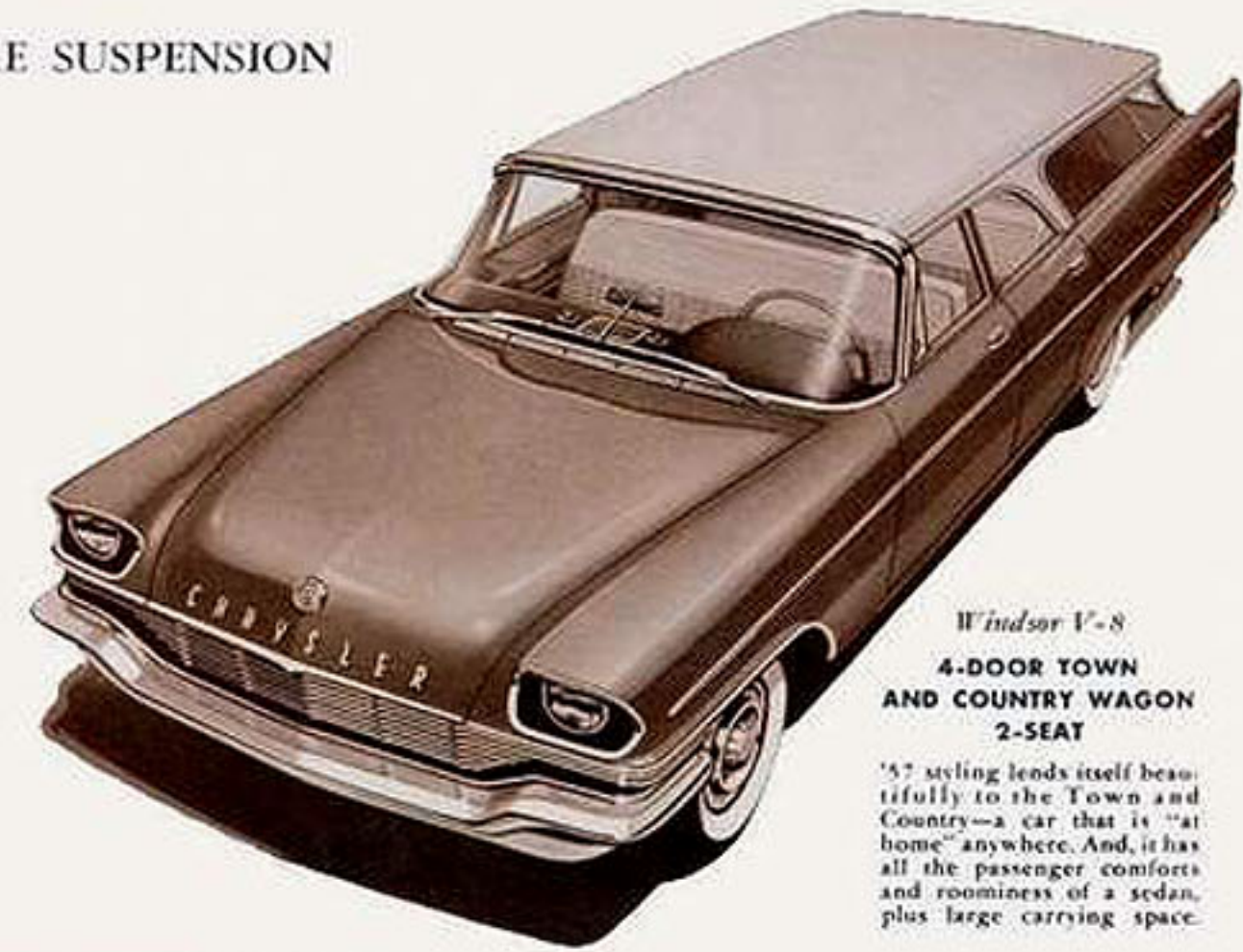


# Chrysler's incomparable, new Cradle-Ride...

with TORSION-AIRE SUSPENSION

*Saratoga V-8*  
**4-DOOR SEDAN**

The Saratoga and Windsor are big cars, 126-inch wheelbase, with the maneuverability and handling ease of smaller vehicles. Available in a wide variety of single and two-tone color combinations.



*Windsor V-8*  
**4-DOOR TOWN AND COUNTRY WAGON**  
**2-SEAT**

'57 styling lends itself beautifully to the Town and Country—a car that is "at home" anywhere. And, it has all the passenger comforts and roominess of a sedan, plus large carrying space.



*Saratoga V-8*  
**2-DOOR HARDTOP**

These popular, sleek, sport-look Hardtops are offered in 2 and 4-Door body styles. New, one-piece, rear door window on 4-Door models.



*Windsor V-8*  
**4-DOOR HARDTOP**

An interesting dart-shape color panel is available in this model for a pleasing two-tone effect.

**CHRYSLER SARATOGA and WINDSOR V-8 MODELS**

- Saratoga 4-Door Hardtop
- Windsor 4-Door Hardtop
- Saratoga 2-Door Hardtop
- Windsor 2-Door Hardtop
- Saratoga 4-Door Sedan
- Windsor 4-Door Sedan
- Windsor 4-Door Town & Country Wagon—2-Seat



# The mark of enjoyable living... '57 Plymouth



Savoy  
CLUB SEDAN

Just to see the beautiful, completely-new, low silhouette of the '57 Plymouth models from forward thrusting headlight brow to high-sweeping fins is a thrill. Bright stainless steel trim enhances windshield and rear windows on all models. Every line suggests spirited, responsive power—yet inside and out every detail has been tailored in the modern trend to appeal to the most fastidious person.

## SEDAN and COUPE MODELS

- Plymouth Plaza*—  
 • 4-Door Sedan, V-8 and 6  
 • Business Coupe, 6  
 • Club Sedan, 6
- Plymouth Savoy*—  
 • 4-Door Sedan, V-8 and 6  
 • Club Sedan, V-8
- Plymouth Belvedere*—  
 • 4-Door Sedan, V-8 and 6



Belvedere  
4-DOOR SEDAN

Soft, supple, modern fabrics and vinyls, in an array of patterns and colors are color-keyed perfectly to exterior finishes. You will see fresh and luxurious interiors that are practical and durable.



The new '57 Plymouth instrument panel is in complete style and color harmony with the tailored perfection of this beauty. Hooded, cockpit-compact instrument cluster and switches are directly in front of driver. Push-Button controls are to the driver's left and at his fingertips. Rear-view mirror and fresh-air and defroster ducts are mounted on top of the instrument panel. Every maximum safety and comfort feature has been considered.



Plaza  
BUSINESS COUPE

Here is a car synonymous with savings... low in cost, economical in operation—yet you can travel in the fleet, forward style.



Handsome and handy . . . for work and play!



*Savoy*  
CUSTOM SUBURBAN—6-PASSENGER



*Belvedere*  
SPORT SUBURBAN—9-PASSENGER

Here is the perfect vehicle for modern suburban or city living . . . ideal for the business man, too.

These new Commercial Utilities and Suburbans, larger and lower, combine all the fresh, in-motion-styling of Plymouth with its fleet exterior lines.

Matching its distinctive exterior design, you have big car comfort . . . big car roominess, inside—and more space than ever for carrying passengers or extra cargo on a greatly increased wheelbase, now 122-inches.

Look at some of the many new features available in these '57 Suburbans not found in higher priced makes: *Observation Car 3rd Seat*—faces rear, *Secret Luggage Compartment*—locked out of sight, *Easy-to-Enter Rear Steps*, *Space-Saving Spare Tire Storage*—outside, in right-rear side panel, *Tailgate Rear Window*—disappears into tailgate and can be operated either from inside or outside, *Air Conditioning*—under the hood, *Split 1 3-2/3 Front Seats*—for easy entry.

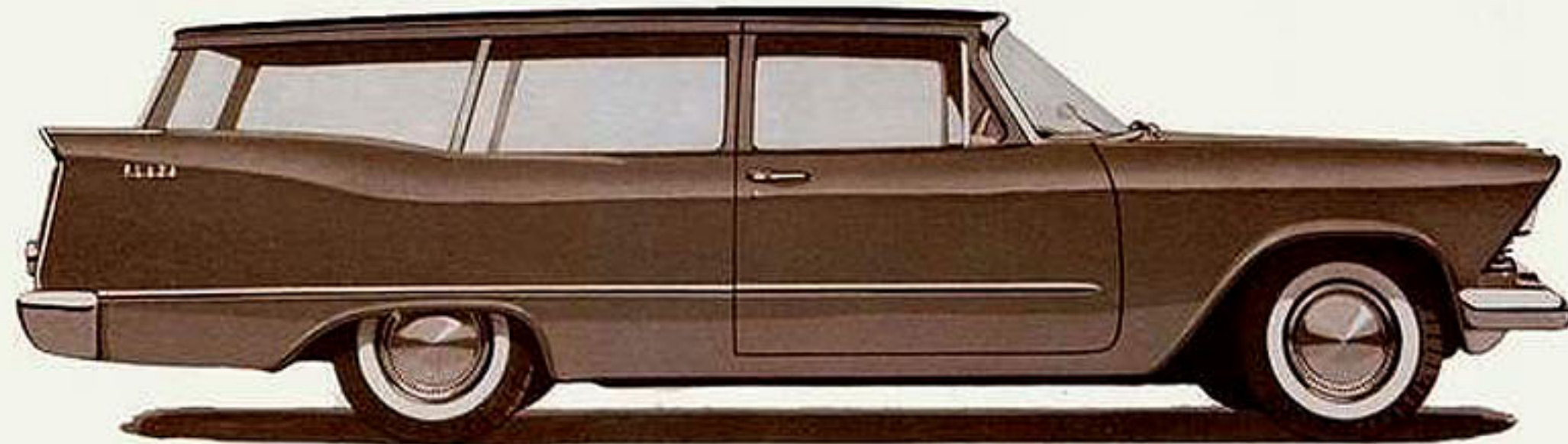
Years-ahead engineering also gives you—new torsion bar front springs, new ball-joint suspension, new rear springs, complete rubber isolation mountings, 8-point lubrication, more powerful "V-8" and "6" engines, greatly increased glass area, plus many other important features which mean—the finest handling car and the smoothest ride . . . TORSION-AIRE RIDE.

**SUBURBAN and UTILITY MODELS**

- Plymouth Plaza*—  
• Commercial Utility, V-8 and 6
- Plymouth Savoy*—  
• Commercial Utility, V-8 and 6  
• Custom Suburban, 6—6-Passenger  
• Custom Suburban, 6—9-Passenger

- Plymouth Belvedere*—  
• Sport Suburban, V-8 and 6—6-Passenger  
• Sport Suburban, V-8 and 6—9-Passenger

*Plaza*  
COMMERCIAL UTILITY





# Exhilarating sport styling with sedan roominess



*Belvedere*  
**SPORT SEDAN (HARDTOP)**

Wherever you go, pride is your constant companion with this, the most beautiful of "hardtop" automobiles . . . with all the steadiness, cornering ability and handling ease of costly sports cars. And, it has 4-Door Sedan roominess with easy entry and exit.



*Belvedere*  
**SPORT COUPE (HARDTOP)**

Be prepared to gasp with delight when you first open the door to these all-new '57 sport models—the new shape-in-motion, long and low with wide, comfortable and luxurious interiors.



*Belvedere*  
**CONVERTIBLE COUPE**

Brings new fun in motoring. Its fresh new appearance . . . tailored to taste, and engineered to handle tremendous new power, permits you to enjoy the delightful experiences of open-air or snug-sedan motoring.

## HARDTOP and CONVERTIBLE MODELS

*Plymouth Saroy—*

- Sport Coupe, 6 (2-Door Hardtop)

*Plymouth Belvedere—*

- Sport Coupe, V-8 (2-Door Hardtop)
- Sport Sedan, V-8 and 6 (4-Door Hardtop)
- Convertible Coupe, V-8



# Engineering - Traditionally the Finest... Exclusively Yours

The smoothest, safest ride in the Industry  
**BALL JOINT.** ANTI-DIP... RUBBER ISOLATED...  
*Torsion-Aire Suspension*

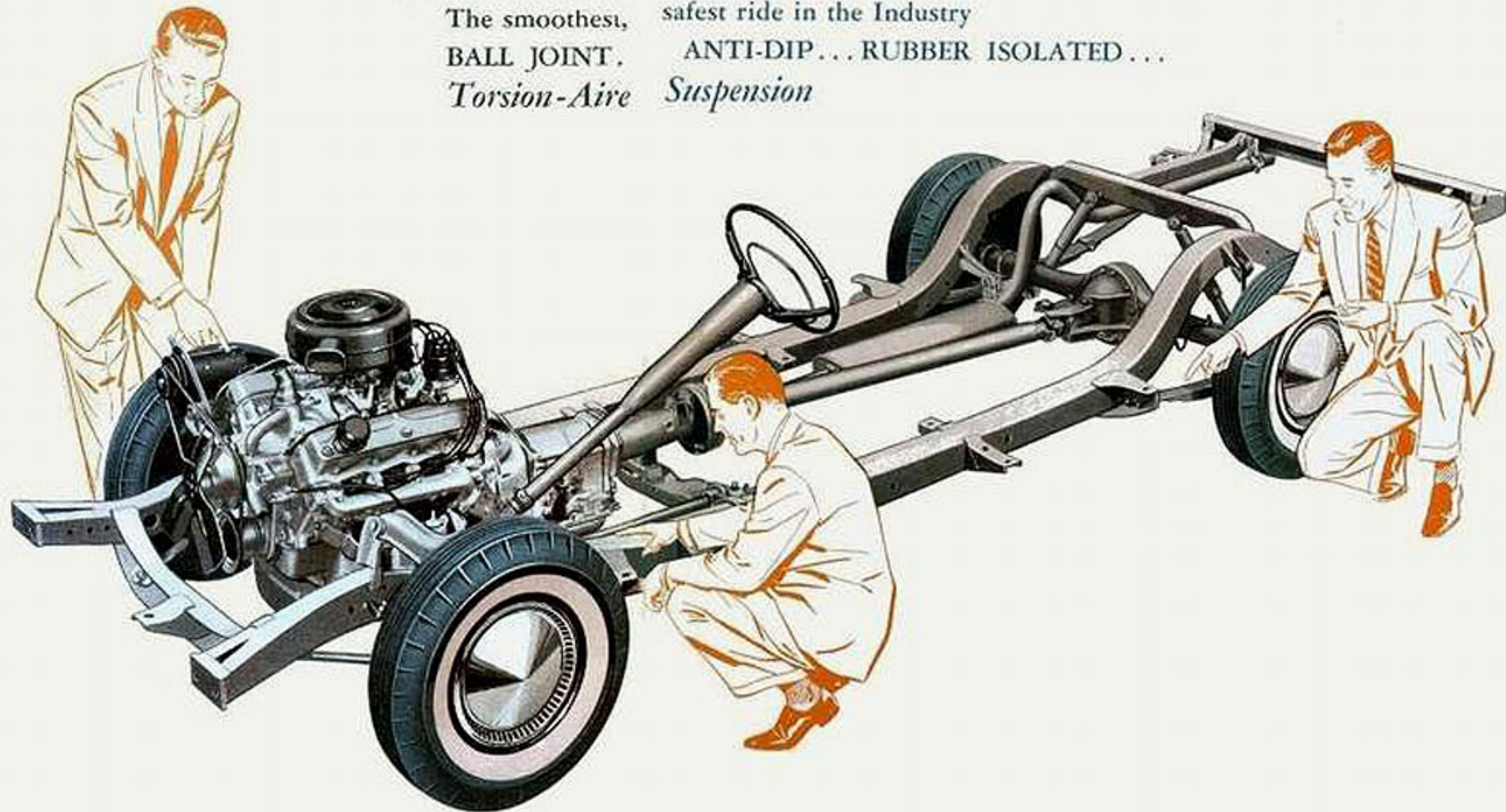
Chrysler Corporation, traditionally the industry leader in automotive engineering advancements... incorporates in the new '57s the most sweeping changes ever introduced by the Company in a single year.

New **TORSION-AIRE RIDE** is engineered on entirely new design principles. Riding and handling qualities are unprecedented. A unique suspension system makes steering easier and surer than ever before. Cornering characteristics rival those of even the finest custom-built sports cars. And in the new Chrysler and Plymouth your ride is safely cushioned in steel.

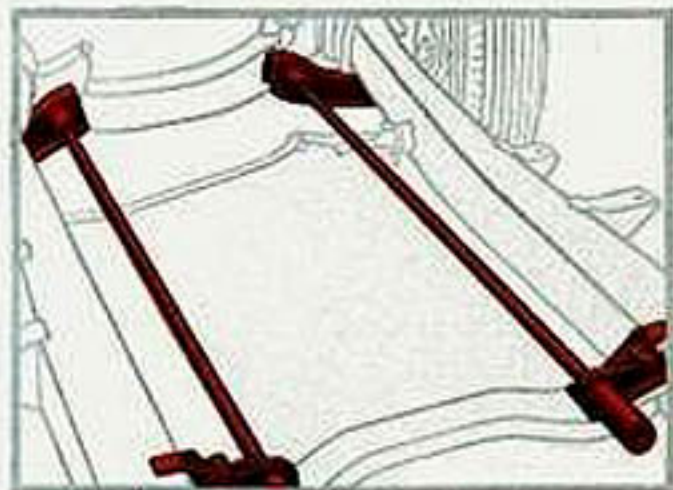
The best ideas from years of engineering design and research have been carefully blended together in these new models. New V-8 engines are bigger and mightier. They are the most rugged passenger car power plants ever built. Look at all these new features: Bigger displacement, a new, quieter camshaft, new, jet-flow carburetor, new, paper-element air filter—dirt cannot enter engine, improved Push-Button Driving, and the dependable "6", easy to maintain, is more powerful and more economical.

Available for added comfort... a remarkable new air conditioner, completely under the hood, assures refreshing temperature inside regardless of the weather outside.

Here, is a completely new car—from the road up, designed to give you the most wonderful riding comfort and driving ease you have ever experienced.

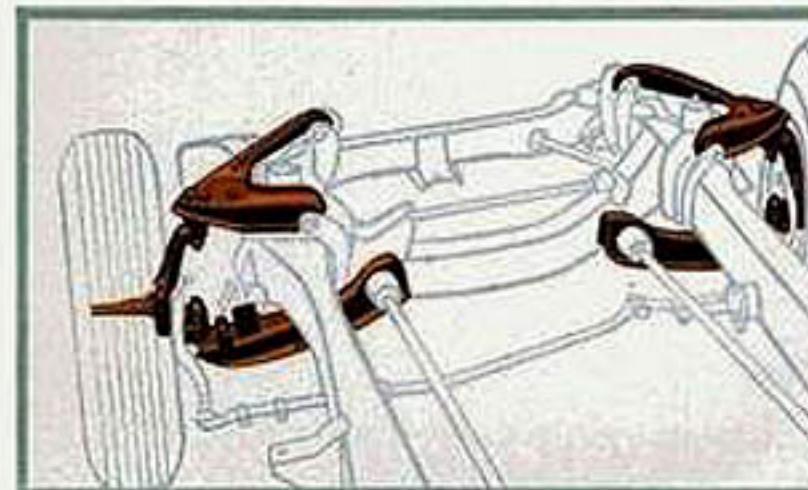
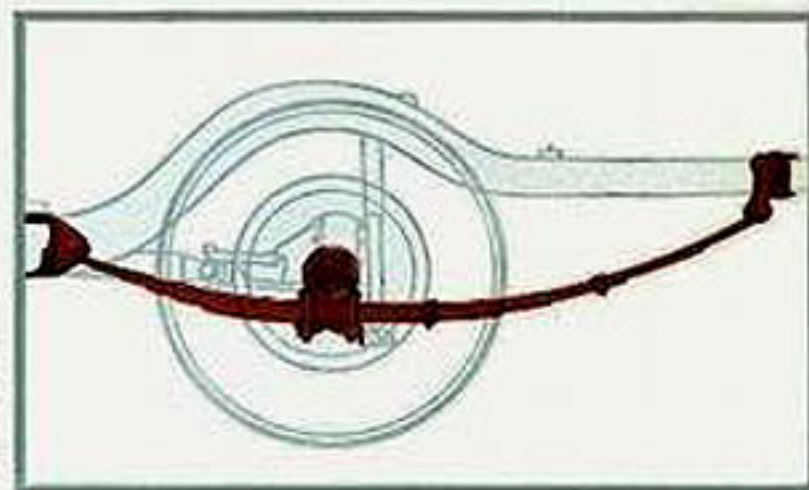


- New Torsion-Bar Front Springs
- New Ball-Joint Suspension
- New Anti-Broke Dip Principle
- New Steering Mountings
- New Shear-Type Engine Mountings
- New Oriflow Shocks
- New Rear Spring Design
- New 14" Low-Pressure Tires
- Chassis Lubrication Points—Now 8
- New Center-Plane Brakes
- New Straight-Side Frames
- New Rubber Isolation Mountings
- New Engines—Greater Torque
- New 3-Speed Automatic Transmission
- New Cooling System Pressure



*New Torsion-Bar Front Springs* resist twisting action, adjusting safely and instantly to keep the car level and cushioned, providing a smoother, safer ride with roadability greatly improved. Racing cars use torsion bars. You will find it the finest ride ever!

*New Rear Springs* are longer, wonderfully soft... yet rear wheels hug the road. Don't bounce or dip on braking. Rear springs are mounted "outboard" of frame with rear axle clamped closer to front of spring. Cornering and stability are greatly improved, too.



*New Ball-Joint Suspension.* You ride in luxurious level ease over any road. Front wheel action flows through velvet-smooth ball-and-socket joints. There is no tug or jolt on the car body—more positive steering is experienced.

*New Center-Plane Brakes.* All new... the finest brakes engineered. These total-contact brakes take hold with a sure, husky grip over the whole surface area. You stop longer with one-quarter less pedal pressure. Linings last 30% longer and adjustments are fewer.





## Arnim's Autohaus

Herbert von Arnim

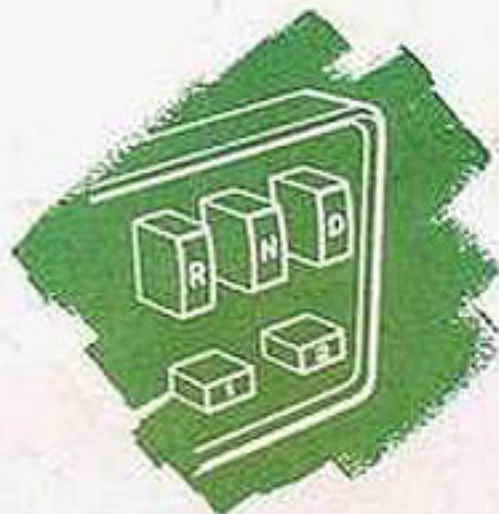
Austin, Plymouth, North Metropolitan, Simco

216 Römerstr. • Heidelberg

Phone: 416-2190

# Chrysler

- WINDSOR
- SARATOGA
- NEW YORKER



**ENGINES**—New Yorker Fire Power V-8, 90° V, 319 cu. in. displacement, lateral overhead, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600, 1610, 1620, 1630, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 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**Spitfire V-8:** 90° V, Valves inclined, lateral overhead, Bore 3.94-in. Stroke 3.63-in. Piston displacement, 354 cu. in. Compression Ratio: Standard, 9.25 to 1; Optional, 7.0 to 1 or 8.0 to 1. **All Engines:** New shear-type spool, front engine mountings. High intensity camshafts. Hydraulic valve tappets. New replaceable paper-element air cleaner.

**FUEL SYSTEM**—Four-barrel carburetor on Fire Power engine and Saratoga Spitfire engine. Two-barrel carburetor on Windsor Spitfire engine. Automatic choke temperature-keyed to actual engine heat. High-capacity fuel pump. Fuel filter in gas tank and at carburetor.

**ELECTRICAL**—12-volt system. High capacity 30 ampere generator. Extended-gap resistor-type spark plugs. Weatherproof ignition system. Automatic voltage and current control. Lighting circuits protected with circuit breakers.

**COOLING**—Thermostatic by-pass temperature control. Full-length water jackets. Pressure-vent radiator cap.

**LUBRICATION**—Full pressure to main, connecting rod and camshaft bearings. Replaceable element-type oil filter is Standard Equipment on Saratoga and New Yorker models, and Special Equipment on the Windsor models. Wax interliners in rear springs on all models.

**TRANSMISSION**—Torque-Flite (3-speed automatic) is Standard Equipment on the New Yorker and Saratoga, and Special Equipment on the Windsor. 3-Speed Manual Shift is Standard Equipment on the Windsor.

**CHASSIS**—Double-channel, arc-welded, full-length, box-type, straight side rails. 5 crossmembers.

**SUSPENSION**—Torsion bar front springs with ball-joint suspension—rubber isolated. Anti-sway bar in front. Semi-elliptical 2½-in. rear springs mounted outside the frame. Oriflow shock absorbers. Symmetrical idler arm steering. Full-Time Power Steering: Standard Equipment on New Yorker and Saratoga, Special Equipment on Windsor.

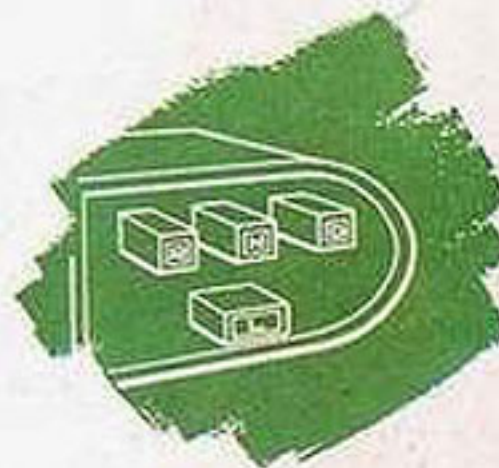
**WHEELS AND TIRES**—14-in. Safety-Rim wheels. Tire size, 8.50 x 14 on Saratoga and Windsor and 9.00 x 14 on New Yorker. Black Sidewall, Rayon-cord, Tubeless Tires are Standard Equipment. White Sidewall and Nylon-cord, Tubeless Tires are Special Equipment.

**BRAKES**—Hydraulic 12-in. Centre-Plane brakes. Floating uniform-pressure brake shoes. Cycle-bond, rivetless brake linings. Independent hand brake. Power brakes available as Special Equipment.

**DIMENSIONS**—New Yorker, 4-Door Sedan: Wheelbase, 126-in. Overall length, 219.2-in. Overall width, 78.8-in. Front tread, 61.2-in. Rear tread, 60.0-in. Saratoga and Windsor, 4-Door Sedan: Wheelbase, 126-in. Overall length, 219.2-in. Overall width, 78.8-in. Front tread, 61.0-in. Rear tread, 59.7-in. Station Wagon: Wheelbase, 126-in. Overall length, 218.9-in.

## PLYMOUTH

- PLAZA
- SAVOY
- BELVEDERE



**ENGINES**—Plymouth V-8: Overhead valve 90° V, Bore, 3.91-in. Stroke, 3.13-in., 301 cu. in. displacement. Compression Ratio: Standard, 8.5 to 1; Optional: 7.0 to 1. High intensity camshaft. Adjustable valve tappets. New shear-type spool, front engine mountings. New replaceable paper-element air cleaner.

**Powerflow 6:** In line, Bore, 3.25-in. Stroke, 4.63-in., 230 cu. in. displacement. Compression Ratio: Standard, 8.0 to 1; Optional, 6.8 to 1. L-head valve arrangement. Counter-balanced crankshaft with 4 main bearings. Adjustable valve tappets with alloy steel exhaust valve seat inserts. New shear-type front engine mountings. New replaceable paper-element air cleaner.

**FUEL SYSTEM**—Automatic choke. Fuel filter in gas tank. Extra fine ceramic filter at carburetor on V-8 engines.

**ELECTRICAL**—12-volt system. High capacity 30 amp. generator. Automatic voltage and current control. Lighting circuits protected with circuit breaker. Resistor-type spark plugs.

**COOLING**—Permanent by-pass temperature control. Full-length water jackets. Pressure vent radiator cap.

**LUBRICATION**—Full-pressure system. Rotor-type

oil pump. Oil capacity, 5 quarts. Wax interliners in rear springs.

**TRANSMISSION**—3-Speed Manual Shift, Standard. Overdrive and PowerFlite (2-speed automatic), Torque-Flite (3-Speed automatic, Belvedere V-8 only), Special Equipment.

**CHASSIS**—Double-channel, arc-welded, full-length, box-type, straight side rails. 5 crossmembers.

**SUSPENSION**—Torsion bar front springs with ball-joint suspension. All components rubber isolated. Elliptical 2½-in. wide rear springs mounted outside the frame. Oriflow shock absorbers. Symmetrical idler arm steering.

**WHEELS AND TIRES**—14-in. Safety-Rim wheels. Tire size, 7.50 x 14. Tire inflation, 22 lbs. on 6 cylinder and 24 lbs. on V-8 models. Tubeless Tires, Standard. White Sidewall Tires, Special Equipment.

**BRAKES**—Hydraulic 11-in. Centre-Plane brakes. Floating, uniform-pressure brake shoes. Cycle-bond, rivetless brake linings. Independent hand brake. Power brakes available as Special Equipment.

**DIMENSIONS**—4-Door Sedan: Wheelbase, 118-in. Overall length, 204.6-in. Overall width, 78.2-in. Front tread, 60.9-in. Rear tread, 59.6-in. Suburban and Utility: Wheelbase, 122-in. Overall length, 210.9-in.

*All specifications, equipment, models, body types, ornamentation and design are subject to change without notice and without responsibility to the Chrysler Corporation, Eastert Division and to Chrysler Western Hemisphere Corporation.*