

Plymouth
VIP

While Waiting for Tomorrow...

The Plymouth V.I.P. is an "idea car." It is the result of intensive study and research and styling. It is a car you may see cruising the turnpike in the near future.

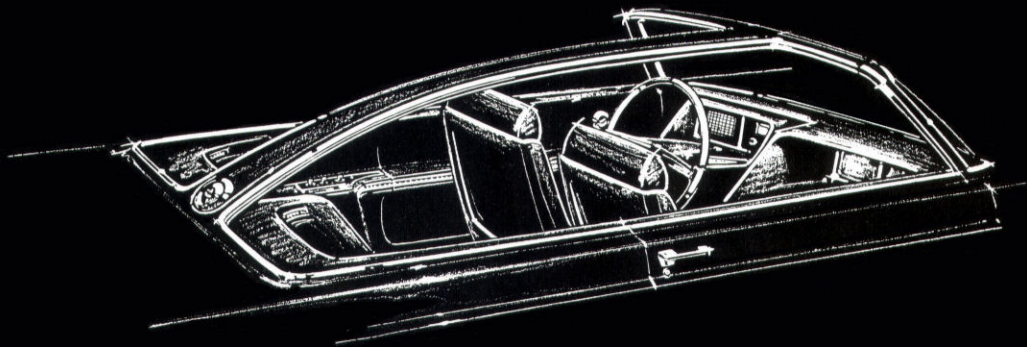
Plymouth designers eagerly scan nearly every new development that comes along. New synthetic fabrics. Electronic devices. Almost anything which might find a useful place inside your automobile.

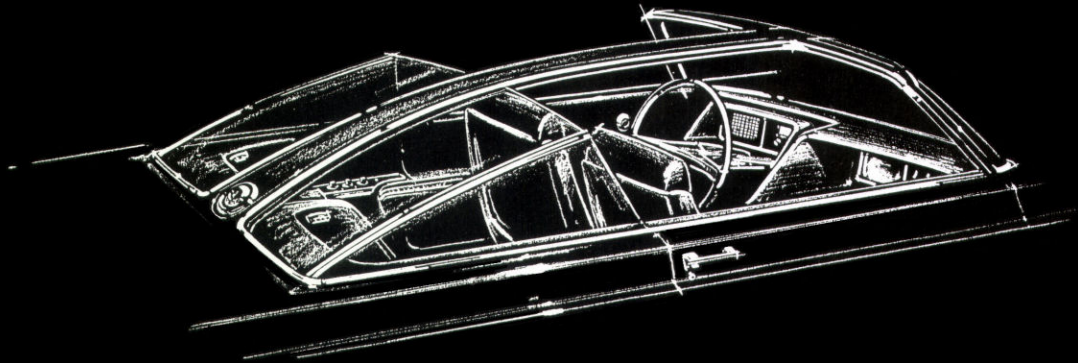
Working closely with the experts at a leading glass company, we learned about a remarkable new product called photochromic glass. This glass has the amazing quality of "squinting" to shut out bright sunlight and "opening up" when natural light fades. We feel it someday

may be a perfect substitute for tinted windshields.

...look ahead—electronically!

The Plymouth V.I.P. has an electronic rear-view device instead of a mirror: an extremely compact closed-circuit TV set. This permits a larger field of view without obscuring the forward vision. While driving in comfort-conditioned air, the driver may make phone calls, dictate letters or listen to tape-recorded business messages. Simultaneously, passengers may listen to music on the hi-fi stereo system, hear radio newscasts or even watch TV programs while sipping beverages from the car's built-in refreshment center.





Designed for Style & Safety...

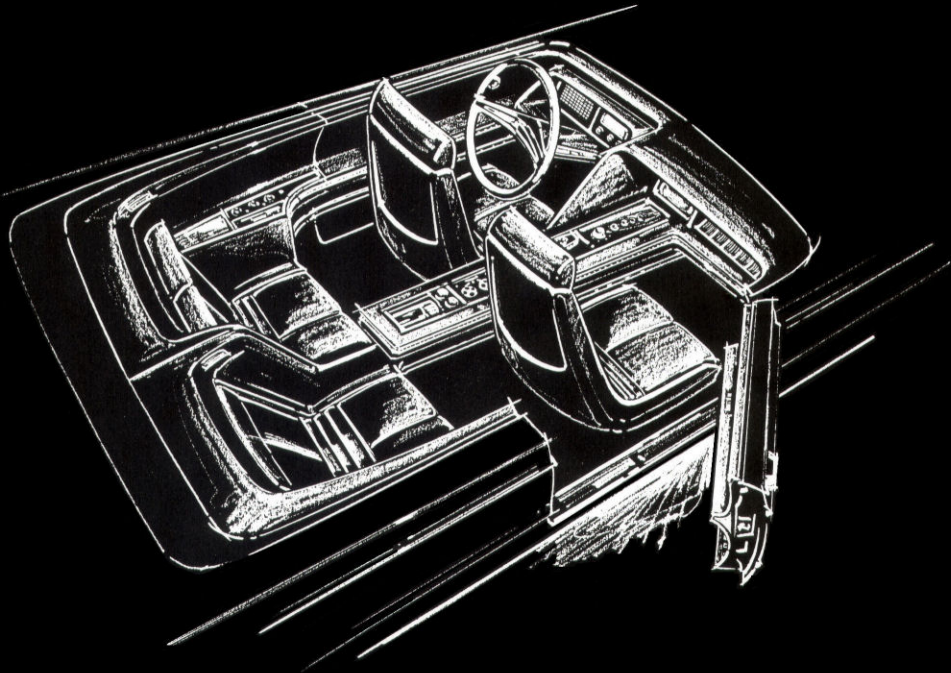
From the front and rear, the Plymouth V.I.P. is wide, low and aerodynamically sound. From the side, it is practically all glass from the belt line up. The metal part of the top is a longitudinal roll bar which varies from four to eight inches in width. The roll bar also acts as a guide for the retractable glass roof. For an open-air ride, the roof retracts into the trunk area.

Even the paint is unusual! A deep magenta, it is iridescent and changes in various shades from pink to copper, depending on how the light strikes it. A shimmering effect is produced by the many tiny transparent crystals con-

tained in the Murano Pearl paint.

... and solid comfort!

Top portions of front seats will raise at the touch of a button to become headrests. Rear seats recline into built-in headrests. A huge console separates driver and front-seat passengers and contains switches for the various entertainment devices. At the rear of the console is the refreshment center: a compartment containing thermos bottle and cups. The entertainment devices, except for the TV, may be controlled quickly and conveniently from either front or rear seats.



The Twofold Test...

Long before the first version of any new Plymouth is presented to the public, many years of thinking and planning and designing *and testing* take place.

The Plymouth V.I.P. is one form of such testing.

The "test" is twofold: First, it's an experiment in combining the various features our designers and engineers *think* you might want in a "car of the future." Second, it's a test of *your reaction* to particular features, overall styling and design.

For instance, do you really want a coffee bar in the back seat? How important is hi-fi radio when you're taking a trip? Is a telephone really helpful? How about a

tape recorder? A rate-of-fuel-consumption gauge? An estimated-time-of-arrival indicator? And TV?

A way to find out is to design and build a car such as the Plymouth V.I.P. . . . Then, most importantly . . . we get your reaction to the car and its features as we are doing now.

. . . has been passed — frequently!

All the careful design, testing and research that would go into producing a Plymouth V.I.P. for you to buy and drive sometime in the future have already gone into all of the Roaring '65s . . . Plymouth Fury, Belvedere, Valiant and Barracuda . . . now available at your Plymouth Dealers'.

PLYMOUTH DIVISION



CHRYSLER
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