



The 1968 Plymouth Taxis.

The cabs that respond to the call.
Mile after mile after mile...

The Plymouth win-you-over beat goes on... ❤️






Fury Taxi

A cab that takes all that's dished out day and night, minimizes down-time and is economical to run, is almost too good to be true. Almost.



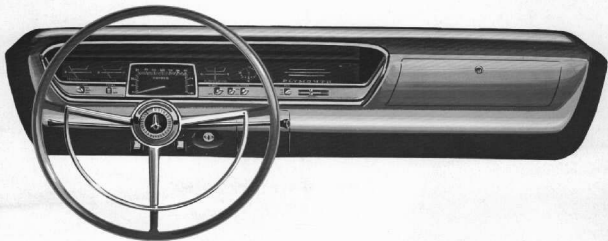
Fury—it starts as the big-size Plymouth, and ends up running in the black on your ledger sheets.
Under all the good looks is a Plymouth Unibody. Basic body and frame are welded into a single solid unit. It means more structural strength. Fewer squeaks and groans.
Rust has a hard time with Plymouth taxis. What self-respecting speck of rust is willing to work its way through all those



coats of rust inhibitors and corrosion-resistant chemicals?
Under the hood, your choice of either the 225 cu. in. Slant Six, or the 318 cu. in. V-8. The Six comes with a special lean taxi carburetor. It'll squeeze your gas dollar 'til the eagle grins.
The V-8 has been re-engineered for '68. A smoother, quicker way to hack it and still stick to regular gas.
The Plymouth win-you-over beat goes on. 



To some people, it's just a front seat. To him, it's an office, living room, kitchen and library. Motif: rugged Plymouth Modern.



When it comes to comfort, Fury taxis deliver—for passenger and driver. The tough all-vinyl seats are foam padded. And Fury's roominess means no more cramped quarters. The low-friction manual steering is also standard.

Plymouth comforts in little ways, too. Like armrests with ashtrays. A specially-built fresh-air heater that provides even heat distribution throughout your taxi. The easy-to-read instrument panel gives you all the information you need at a

glance. But why this fetish about comfort and convenience? Because it pays off. Right on the meter.

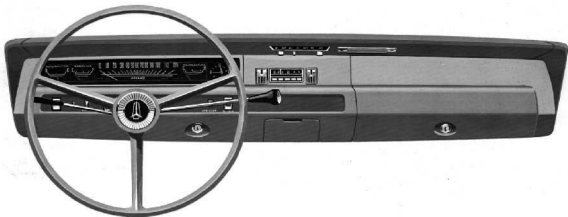
The instrument panel, by the way, is padded (upper and lower areas). And that just starts our safety story. You also get roadside warning flashers. An energy-absorbing steering column. Safety-Action inside door handles. And many more standard safety features.

The Plymouth win-you-over beat goes on. 



Belvedere Taxi

**A Plymouth won't
eliminate traffic jams,
but it'll make them
a lot easier to take.**



Belvedere—totally new, completely restyled for '68. A mid-size taxi that gives you the maneuverability you need on city streets.

The Belvedere taxi is beefed-up to the hilt. Heavy-duty clutch, transmission, brakes, suspension. Even heavy-duty seat and seat-back springs. Sound like this taxi is set for heavy-duty driving?

That's how we made it—just to win you over (and your customers).

And when it comes to roadability, Plymouth takes a back seat to no one. Front torsion-bar suspension is standard equipment. A Chrysler exclusive renowned for giving superb handling and stability.

Brakes? Nobody's got bigger ones. Simply constructed. Easy to maintain. Extremely accessible. They're bonded, not riveted, for extra-long wear.

The Plymouth win-you-over beat goes on.





He'd probably rather be home
in his favorite easy chair,
but his easy chair doesn't
bring home the bacon.




Plymouth cabs have proven themselves over miles and miles of city streets. These are the taxis that put in a full shift and come back for more. That's what winning you over is all about.

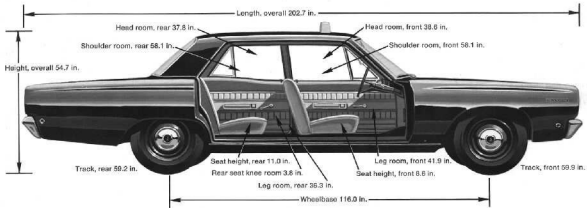
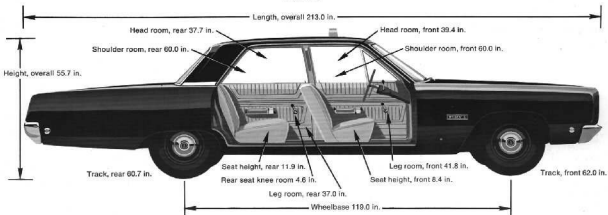
Inside, Plymouth cabs are as tough as they come. Not only are the seats heavy-duty, from the springs to the all-vinyl cover, but the floor mats are extra thick, too. Rugged, to take the beating they're sure to get. And the rear seat cushion has beveled corners so your passengers have an easier time getting in and out.

Trunk space? Plenty. Room for an airport-run load of luggage with space left over. And for your convenience, there's an extra-low lift height, so you won't break your back loading.

If you want to add options, check the list on the next spread and take your pick. Air conditioning. A trunk lock release that operates from the driver's seat. An oil-bath type air cleaner. A universal 2-key ignition system so that the same two keys will operate all the cars in your fleet.

The Plymouth win-you-over beat goes on. 

FURY



BELVEDERE

standard equipment

(Available at no extra cost)

CHASSIS

Carburetor: special taxi economy carburetor standard on 6-cylinder models.

Oil Filter: replaceable element.

Heavy-Duty Clutch: 11 in. clutch—6-cylinder; 10½ in. clutch—V-8. Heavy-duty clutch linkage.

Heavy-Duty Manual Transmission: 3-speed column shift.

Heavy-Duty Rear Axle.

Heavy-Duty Suspension: includes torsion bars, heavy-duty rear leaf springs and heavy-duty front and rear shock absorbers.

Heavy-Duty Brakes: Belvedere—11 x 3 in. front, 11 x 2½ in. rear with special taxi lining (manual adjusting). Fury—11 x 3 in. front; 11 x 3 in. rear with special taxi lining (manual adjusting).

Tires: Belvedere—7.35 x 14 in., blackwall tubeless. Fury—8.25 x 14 in., blackwall tubeless.

Extra-Width Wheels: Belvedere—14 x 5½ JK. Fury—14 x 6 JK.

Hood-to-Radiator Seals: 8-cylinder; fan shroud on 8-cylinder for better cooling.

Dual Master-Brake Cylinder.

Energy-Absorbing Steering Column.

ELECTRICAL

46 amp Heavy-Duty Chrysler Alternator.

70 amp/hr. Battery.

Battery Heat Shield.

Safety Link in Charging Circuit.

Horns: Dual with half horn ring on Fury; single with horn button on Belvedere.

Fresh Air Heater with Defrosters.

Dome Light Switches: on all doors. With manual control built-in headlight switch.

Open Door Red Warning Light: on instrument panel; lights when any door is open.

Dual Windshield Wipers, 2-speed, electric.

Windshield Washer.

Dual Back-Up Lights.

Heavy-Duty Stop Light Switch.

Wiring for Taxi Roof Sign: includes 3 wires and roof hole; hole is located 16 in. to rear of windshield molding and 4 in. off center on passenger side. Sign not included.

Parking-Brake Warning Light.

Hazard Warning Light System.

Side Marker Lights, front and rear.

BODY

Belvedere has special rear seat cushions with beveled corners for easier rear passenger entrance.

All-Vinyl Interior Trim: high-grade tan vinyl trim material, vinyl headlining and vinyl-covered door trim panels. Front seat back surface supported by hardboard backing.

Heavy-Duty Seat and Seat-Back Springs: front and rear.

Foam Seat Cushions: front and rear.

Heavy-Duty Floor Mats: black rubber; front and rear.

Armrests: front and rear.

Armtrays: front and rear.

Padded Sun Visors: left and right.

Handle—Interior Door Pull: on right rear door.

Padded Instrument Panel, top and bottom.

Seat Belts: 2 front and 2 rear.

Mirror: manual control left outside; door-mounted.

Mirror: interior rearview, Day/Nite.

Paint: solid color; to owner's specifications.

REAR AXLE RATIOS

6-cylinder and 8-cylinder models, with TorqueFlite Automatic Transmission: 2.94 to 1.

6-cylinder and 8-cylinder models, with manual transmission: 3.55 to 1.

optional equipment

(Available at extra cost)

Air Cleaner: oil bath type.

Alternators: 80 amp, heavy-duty Chrysler single-belt drive; or 65 amp, 7020 series Leeco-Neville with 5013 transistor regulator and dual-belt drive (not available with power steering or with air conditioning on 6-cylinder models) (not available with ATC air conditioning or 318 engine). All alternators have built-in silicon rectifiers.

Assist Strap: center pillar.

Deck Lid: exterior release knob.

Deck Lid: remote release (control on instrument panel).

Government: on 6-cylinder models only (not available with air conditioner).

Fast Idle Throttle Control: manual.

Keys: universal 2-key system (same keys for all cars in fleet).

Front Anti-Sway Bar.

Radio Suppression Package.

Spotlights: 5 in. left and/or right, fender-mounted remote control.

Air Conditioning.

TorqueFlite Automatic Transmission: heavy-duty; available for both 6-cylinder and 8-cylinder models.

High Capacity Fan: 7-blade.

Maximum Cooling Package Lops Fan—(includes maximum capacity radiator).

Tires:

7.75 x 14 in., blackwall (Belvedere, not available on Fury).

8.25 x 14 in., blackwall (Belvedere, std. on Fury).

9.55 x 14 in., blackwall (Fury).

7.75 x 15 in., blackwall (Belvedere, not available on Fury).

8.15 x 15 in., blackwall (Belvedere and Fury).

8.45 x 15 in., blackwall (Fury).

With Plymouth Tools, safety is built in, not added on • Standard safety features • Improved fuel tank reminder • Vehicle side marker lights • Folding seat backrests • Instrument panel cooling (for speed and power) • Braked emergency panel brake and clutch • Braking or steering instrument panel arrests • Energy-absorbing front seat back tops • Safety mirrors • Heavy laminated windshield glass • Non-opening sliding door latches • Soft window cover linings • Painted wheelchairs • Headlights (anti-glare) • Left outside rearview mirror • Energy-absorbing steering column • Dual brake system and warning light • Emergency flashers • Swing-away frame protective steering mirror • Seat belts: 2 front, 2 rear • Padded sun visors • 2-speed windshield wipers with washers • Dual-inch windshield wiper area and blades, both glass-tying wiper hubs, inside rearview mirror frame and bracket, turn signal and gear shift levers • Safety-Action inside door handle • Safety-Rite wheels • And the Plymouth www-only deal goes on.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture whenever possible to insure a millimeter class. Some specifications, equipment, and prices are subject to change. Auto-locks painted, in some cases, show optional equipment, available at extra cost.

In addition to our Taxis, Plymouth has the personal car to win you over 

The 1968 Plymouth Furys



The Mid-Size 5 From Plymouth



Here's How Chrysler's Customer Care Warranty Protects You.

NOTICE

Chrysler Corporation's Customer Care Warranty on its 1968 model passenger cars and compact and light-duty trucks has been revised, effective with vehicles delivered at retail on and after September 26, 1967, to provide that the **5 year/50,000 mile coverage** hereunder shall apply to the **first registered owner only**. The **24 month/24,000 mile coverage** of the warranty, covering the entire vehicle (excluding tires), shall continue to apply to both first and second registered owners as presently set forth in the warranty.

CHRYSLER CORPORATION

The 1968 Barracudas



The 1968 Valiants



without wear and tear or loss of value; new wear and tear; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 2 years or 36,000 miles, whichever occurs first, and every 12 months. (A) have an engine load inspection, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt or evidence of performance of the required service and (ii) the car is then current release, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer receive a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of the purchase and receive from Chrysler Motors Corporation notification that the vehicle is eligible for such coverage.

On cars equipped with a 436 cu. in. four-cylinder, the above warranty is for 12 months or 12,000 miles and applies to original retail purchaser only, provided the car is not subjected to any form of extensive operation or abuse or modified in any manner.

Plymouth



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