

Chrysler - Plymouth 1971



SALES MANAGER
Dodge - Chrysler - Plymouth
2600 S.W. 2nd Ave. - 647-1076
Coral Gables, Florida 33134



**Coming
Through.**

1971 Chrysler-Plymouth coming through with more for you.



**Coming
Through.**

Looking for a new car? We've got 75 to choose from.

In 1971, Chrysler-Plymouth is coming through with a great selection of cars for you. Economy. Sport. Luxury. In hardtops, convertibles, sedans, or wagons. Big cars, in-between cars, little cars. Any way you want it, Chrysler-Plymouth comes through for you with 75 models. Your Chrysler-Plymouth dealership is the only place where you can have this selection of new cars under one roof.

Quality is engineered into every one of our cars.

When you buy a 1971 Chrysler or Plymouth you can be sure it was built with extra care. The watchwords were "quality first". Every phase of production undergoes the most rigid quality control standards. Like our 7-step dip-and-spray rust protection process. Every car goes through it. Another example of engineering excellence is Torsion-Quiet Ride on Chryslers and Furies. It's the ideal balance of quietness, stability and control. Then there's unibody construction. One completely welded body gives you a strong, quiet ride. Chrysler-Plymouth comes through for you with the best engineered car you could buy.

The power behind the throne.

On the subject of power, Chrysler-Plymouth offers you a wide selection of engines and transmissions. Start with the basic economy 6-cylinder engine at 198 cubic inches. And climb all the way up to a 440 cubic inch V-8. Or choose from six other in-between power plants. And most of our standard engines now use

regular gas. There's a matching transmission for every type of driving, too. From the 3-speed manual, up through the smooth TorqueFlite automatic, and on to the 4-speed manual. Any way you want to exercise your power, Chrysler-Plymouth comes through for you.

Make yourself comfortable.

We design room into our cars. Even in the economical Duster you'll find room for five passengers. Not just four as in some competitive cars. Our big Plymouth Fury has traditionally led its class in roominess. And last year, Chrysler was the roomiest production car in America. Seats always get special consideration. You can choose from leather buckets to bench seats with center armrests, all the way to our luxurious split bench with individual position controls and a reclining passenger's side.

We're coming through with comfort for you.

Coming through for you.

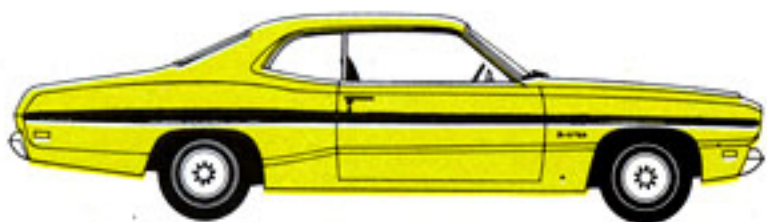
All of our cars are totally designed, totally engineered, and completely built with you in mind. Your comfort. Your style. Your demand for excellence. That's the way it is in 1971. Chrysler-Plymouth coming through for you.

Here's what's new.

In 1971 Plymouth is coming through with new features and options like these:

- Torsion-Quiet Ride • Sun roofs • Individually styled 2-doors and individually styled 4-doors • New colors
- New interiors • New exteriors • New cassette tape recorders • Headlamp washers • Strato ventilation
- Keyless door locking and many more.

Here's where it's at.



Duster, Duster 340, Valiant Scamp,
Valiant Sedan. Pages 4-5.



Satellite Regent, Satellite Custom, Satellite, Fury Sport
Suburban, Custom Suburban, Suburban. Pages 16-17.



'Cuda, Gran Coupe, Barracuda,
Barracuda Coupe. Pages 6-7.



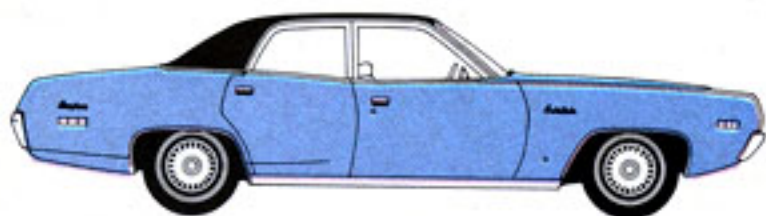
Newport Custom, Newport. Pages 20-21.



Satellite Sebring-Plus, GTX, Road Runner,
Satellite Sebring, Satellite Coupe. Pages 8-9.



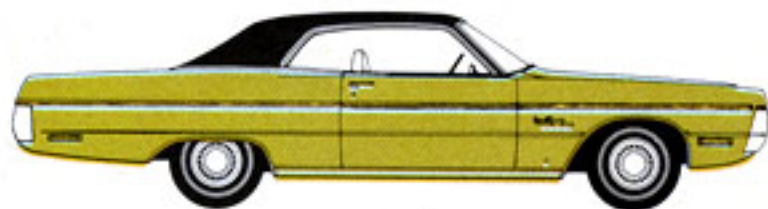
Chrysler 300. Pages 22-23.



Satellite Brougham, Satellite Custom, Satellite.
Pages 10-11.



Town & Country. Page 24.



Sport Fury. Pages 12-13.



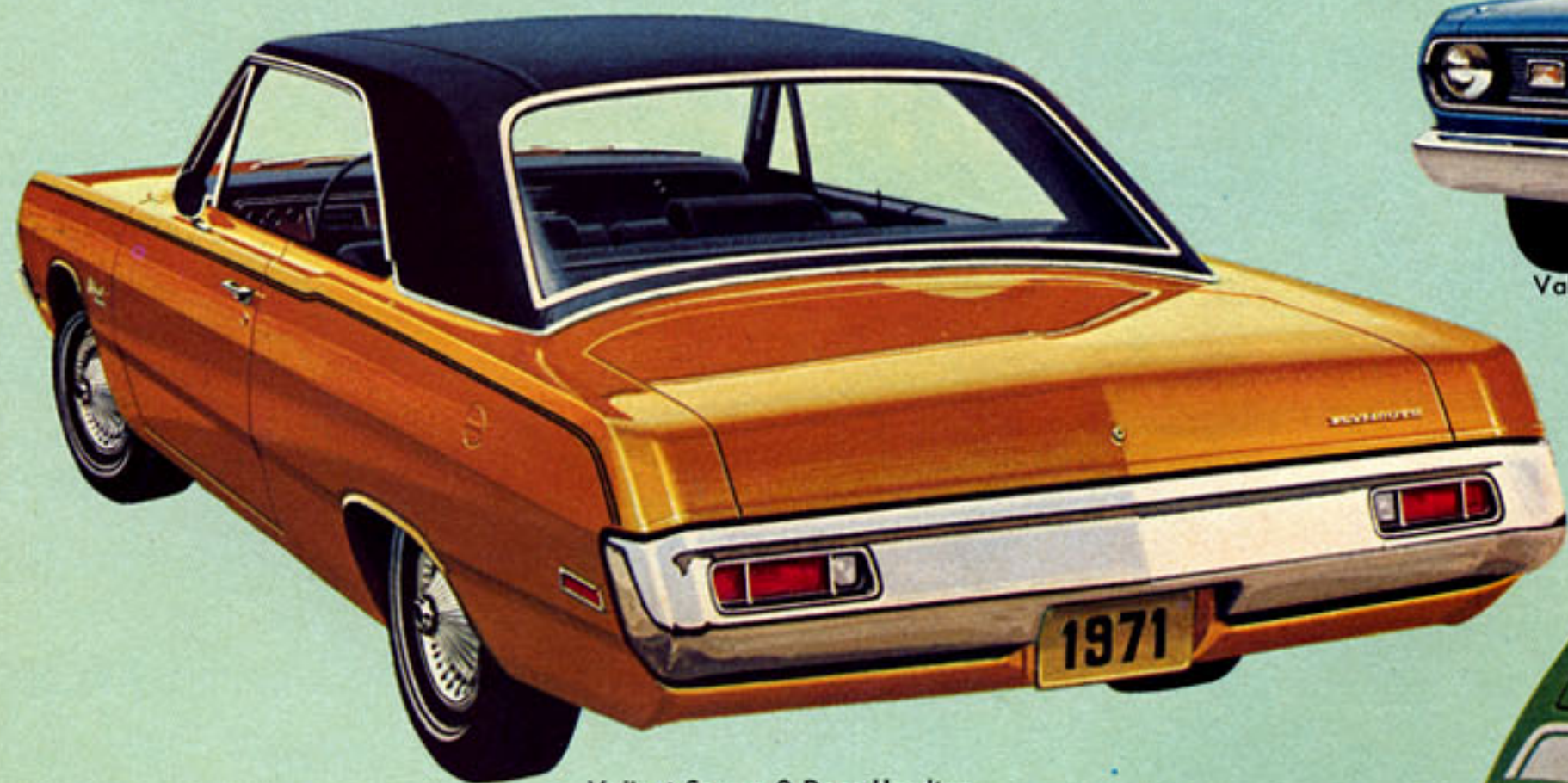
New Yorker. Page 25.



Fury III, Fury II, Fury I. Pages 14-15.



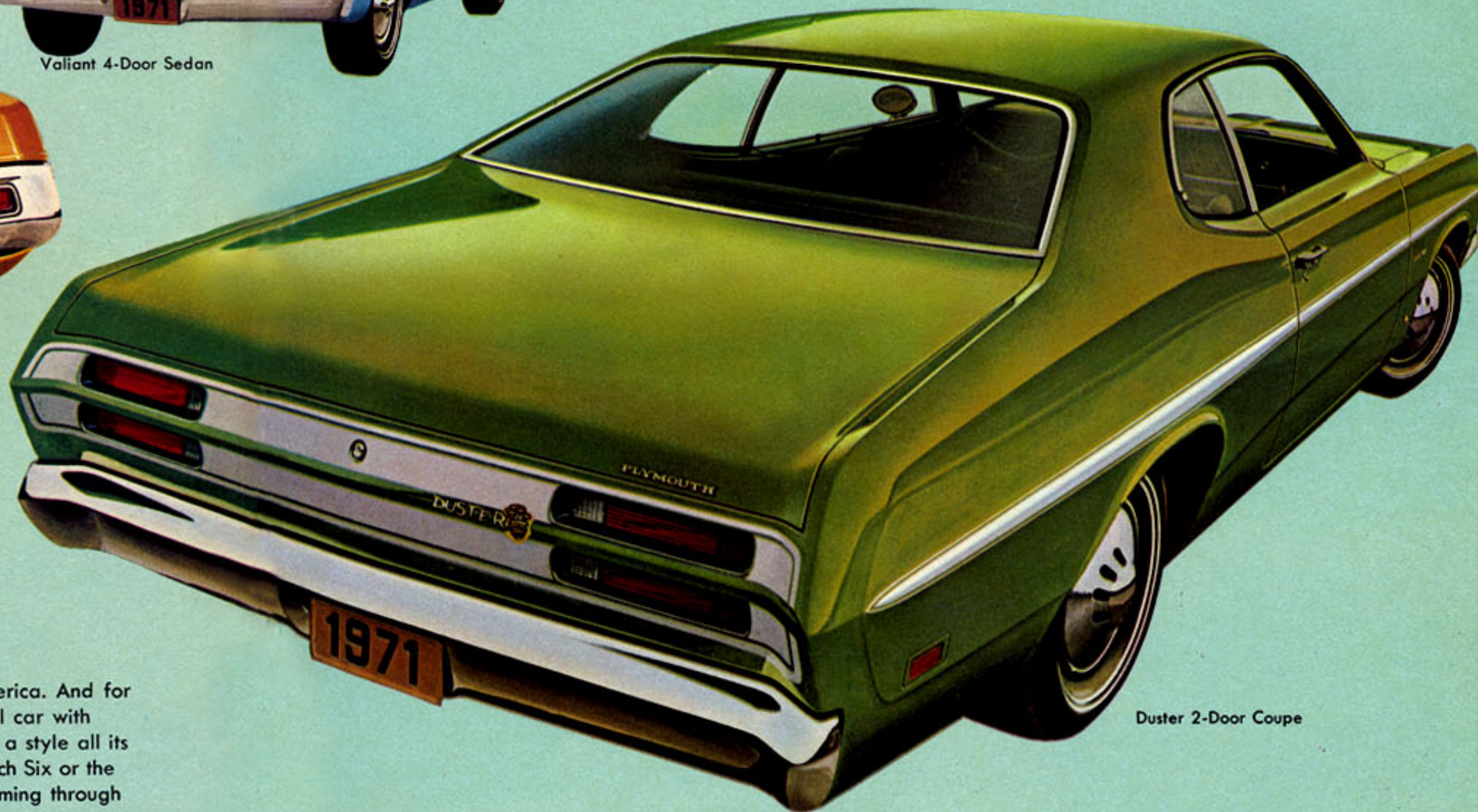
Imperial. Page 26.



Valiant Scamp 2-Door Hardtop



Valiant 4-Door Sedan



Duster 2-Door Coupe

Optional all-vinyl bucket seats with optional console.
Duster and Duster 340.



Duster and Valiant

Our Duster has won the hearts and minds of America. And for good reasons. It combines the economy of a small car with the roominess of a bigger car. And it does it with a style all its own. Equip it with the penny-pinching 198 cubic inch Six or the super-power 340 cubic inch 4-barrel. Valiant's coming through with traditional great economy this year by offering you an even greater choice. Now you can choose our brand-new Scamp 2-door hardtop or popular Valiant 4-door sedan. Either way you'll get the value that has become a Chrysler trademark. Available Duster, Duster 340, Valiant 4-door sedan, Valiant Scamp 2-door hardtop.



'Cuda 2-Door Hardtop



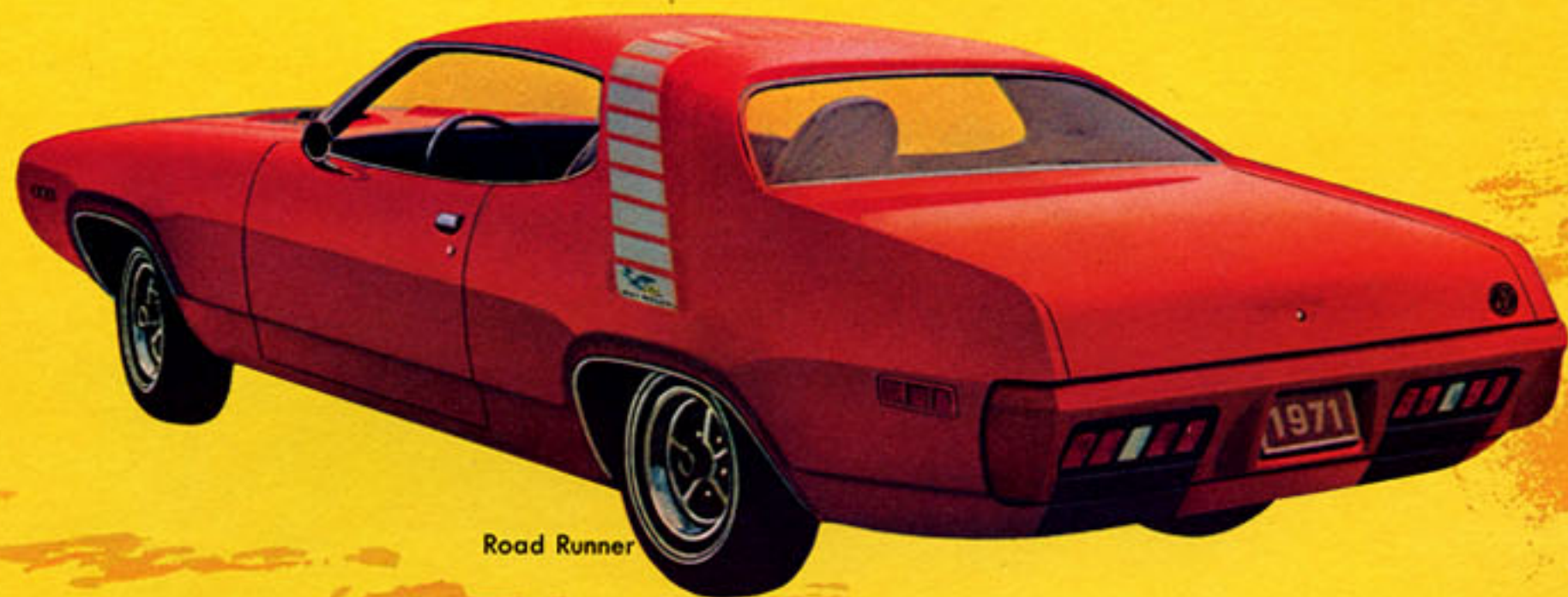
Barracuda Convertible

All-vinyl split-back bench seat with folding center armrest. Optional on Barracuda and 'Cuda.



Barracuda

The 1971 Barracuda is knocking the stuffing out of a few old-fashioned notions about sporty cars. Notions like "feel of the road" means a bone-jarring, tooth-rattling ride. That "performance" means a big engine and a straight road. That "luxury" means limousine. Or that the bigger the sporty car, the bigger the sporty car price. We make a Barracuda for every sport fan. Economy. Performance. Luxury. With over 50 options to choose from. In 1971, the tough new Barracuda is coming through for you. Available 'Cuda, Gran Coupe, Barracuda, Barracuda Coupe.



Road Runner



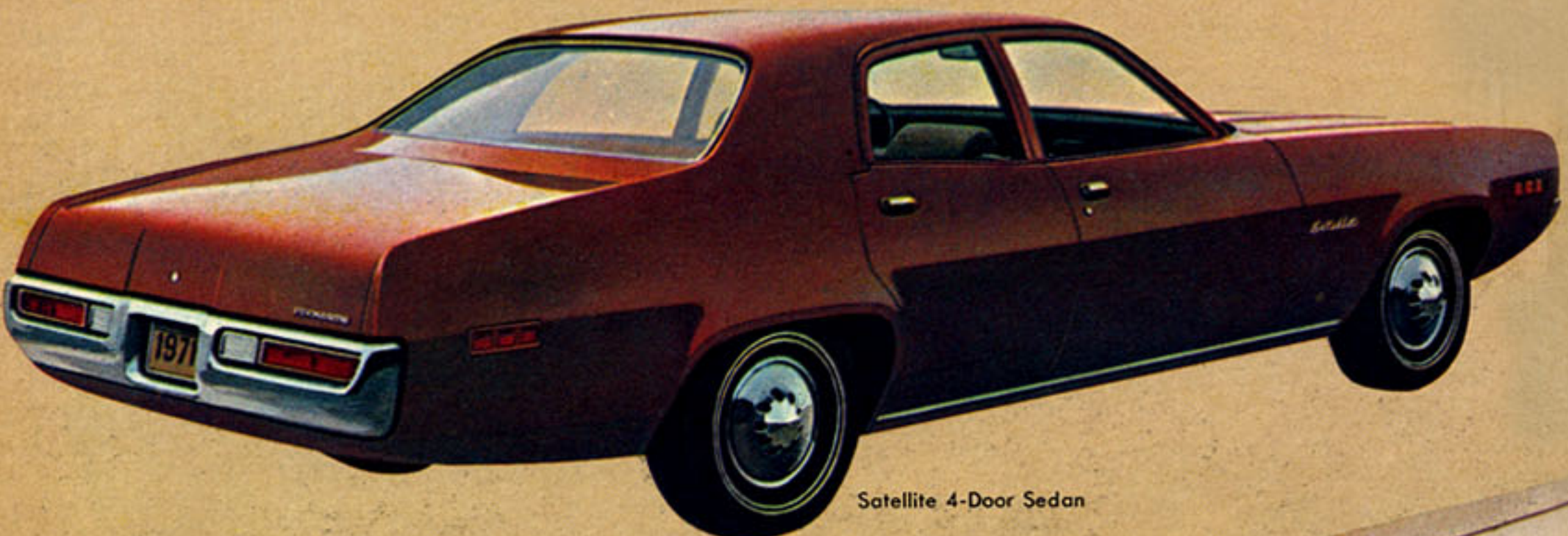
Satellite Sebring-Plus

All-vinyl buckets with integral head restraints. Standard on GTX and Satellite Sebring-Plus; Optional Road Runner.



Satellite

They're all-new . . . not only in design, but in engineering as well. Satellite Sebring features two-door hardtops designed for the special requirements of a two-door. You get all the styling and handling of a specialty car at the price of an intermediate car. Plus Road Runner, the original low-price, high-performance car. (Beep-Beep!) And GTX, the "Executive" of Satellite's performance lineup. Available in Satellite Sebring-Plus, Satellite Sebring, Satellite Coupe, GTX, Road Runner.



Satellite 4-Door Sedan



Satellite Custom 4-Door Sedan

Satellite

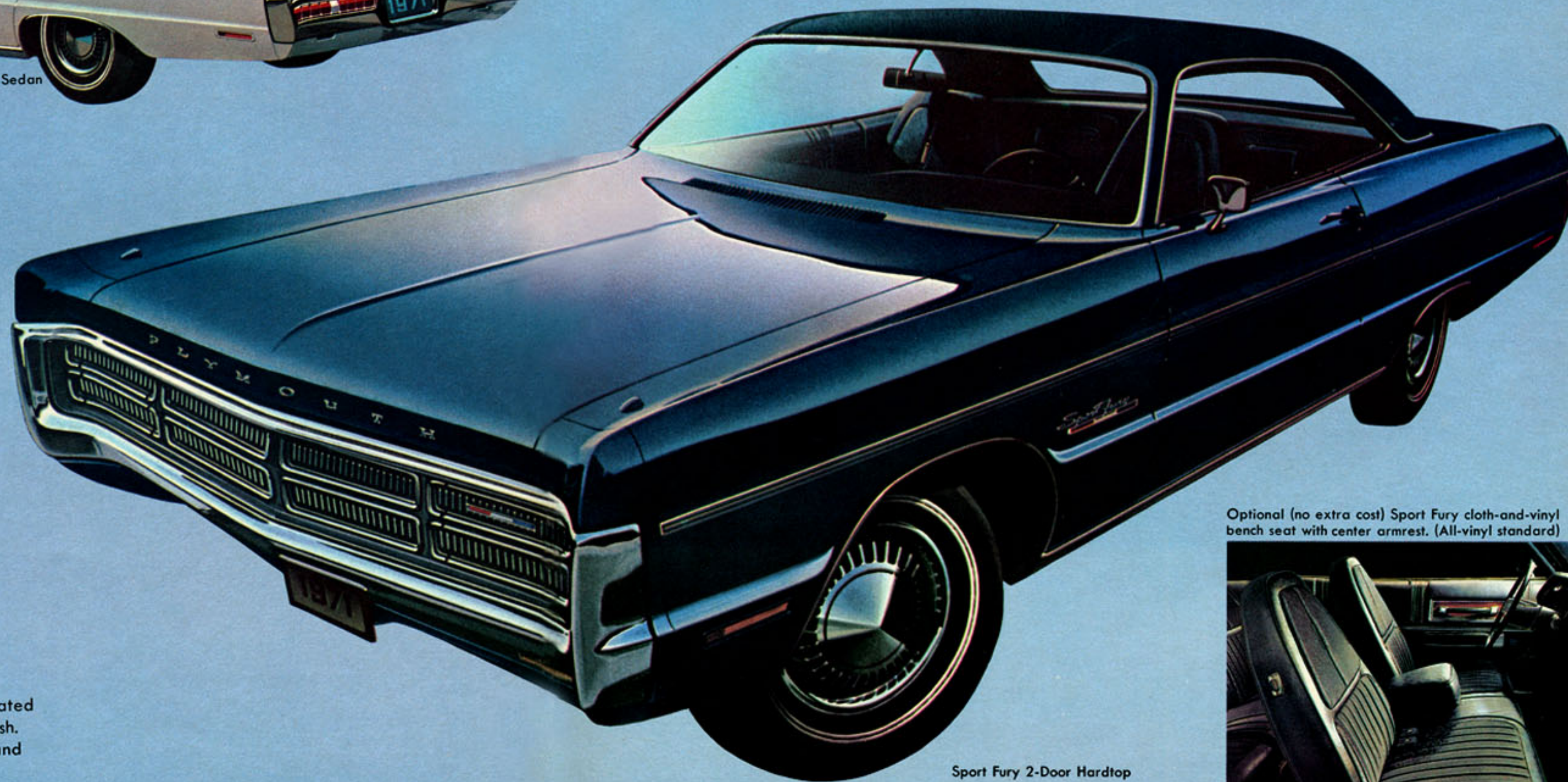
Our Plymouth Satellite line of four-door sedans was designed from the ground up to be a four-door. It has a specially tailored wheelbase, with a floor length that gives you the leg room you really need. The roof is designed at a height that not only allows for adequate head room, but looks good at the same time. And we widened the rear track over two inches for better stability and control. Ventless side glass, curved door glass, recessed door handles and a simple, yet elegant grille are all a part of the look of clean simplicity. Available in Satellite Brougham, Satellite Custom, Satellite Sedan.

Cloth-and-vinyl bench with center armrest is standard on Satellite Brougham.





Sport Fury 4-Door Sedan



Sport Fury 2-Door Hardtop

Optional (no extra cost) Sport Fury cloth-and-vinyl bench seat with center armrest. (All-vinyl standard)

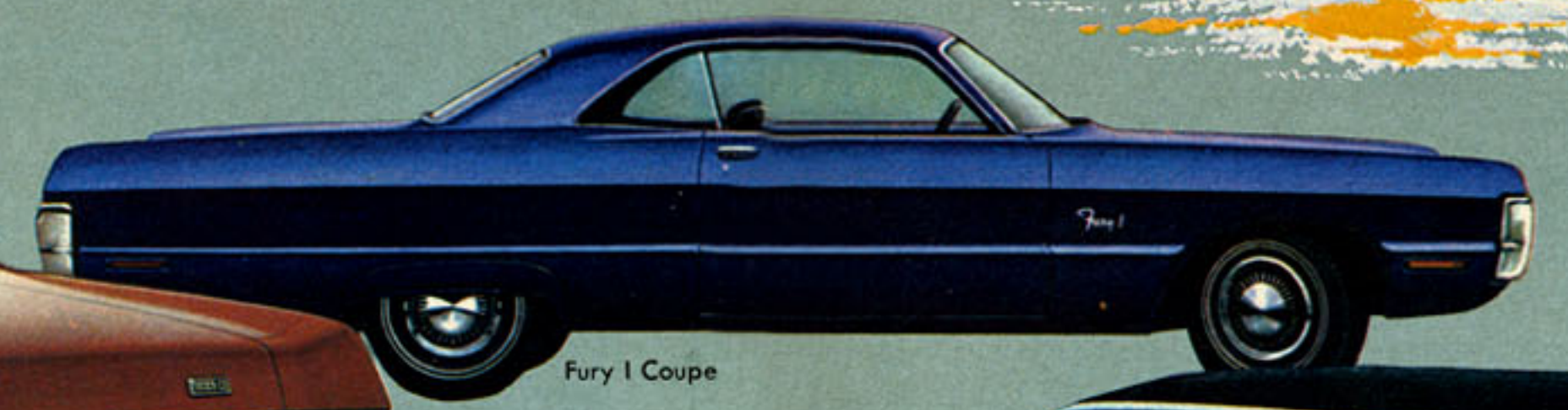


Sport Fury

Your invitation to the good life. New twin-styled color-coordinated vinyl body side strips protect the beautiful baked enamel finish. New Torsion-Quiet Ride, with extra noise isolation material and geared-to-the-road stability. New, more luxurious interiors. New keyless door locking and a Urethane rear bumper pad that guards against dents and scratches. And, as on all Furys, a new inside hood release for greater protection and a new, hi-lo headlamp beam that provides 25% brighter illumination.



Fury II 4-Door Sedan



Fury I Coupe



Fury III 2-Door Hardtop

Fury III, II, & I

We've come through with 25 big, roomy, new Fury sedans, wagons and hardtops. All with the emphasis on engineering, quality, comfort and style. Engineering like new Torsion-Quiet Ride. Styling that includes a new grille and rear bumper/taillamp combination. Quality like our exclusive 7-step dip-and-spray rust protection process. And comfort that starts with soft, supple vinyls and goes all the way to one of the roomiest interiors in the industry. Available all Furies.

Standard Fury III cloth-and-vinyl bench seat.





Sport Suburban



Satellite Regent

Plymouth Wagons

The 1971 Fury Suburban and Satellite wagons. With big comfortable interiors that look as good as they feel. And to help them stay that way: fabrics, vinyls, carpeting, and finishes that are easy to maintain . . . easy to keep looking new. Two- and three-seat models available with big wide open spaces you can use. Both will take 4' x 8' sheets of plywood lying flat on the floor. This gives Satellite more room than any other mid-size wagon. Satellite wagons also feature a three-way tailgate. Opens down, out, and with the glass up. Plymouth wagons. Comfortable room. And cargo room. Available in Sport Suburban, Custom Suburban, Suburban, Satellite Regent, Satellite Custom, Satellite.



(Left) Standard vinyl
Sport Suburban bench seat.

(Right) Optional cloth-and-vinyl
Satellite Regent bench seat.

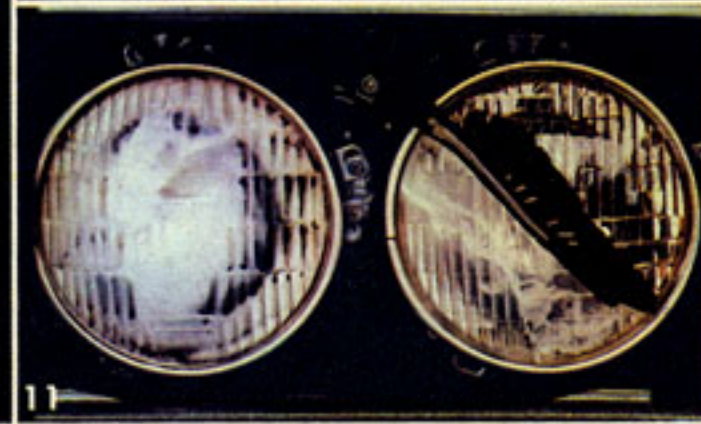
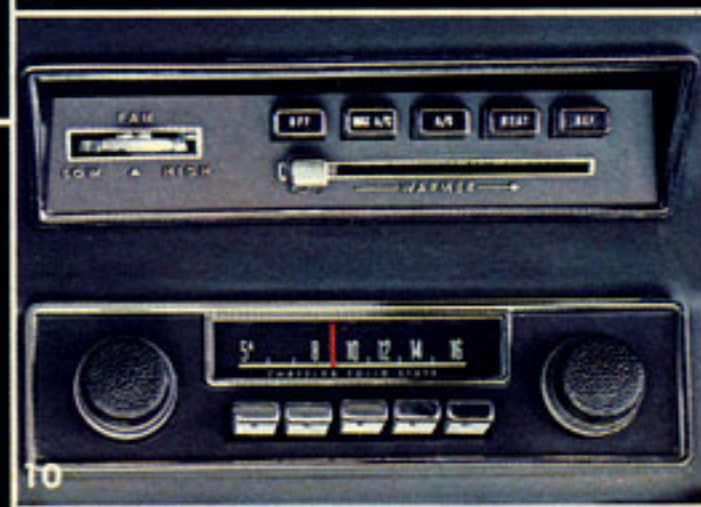
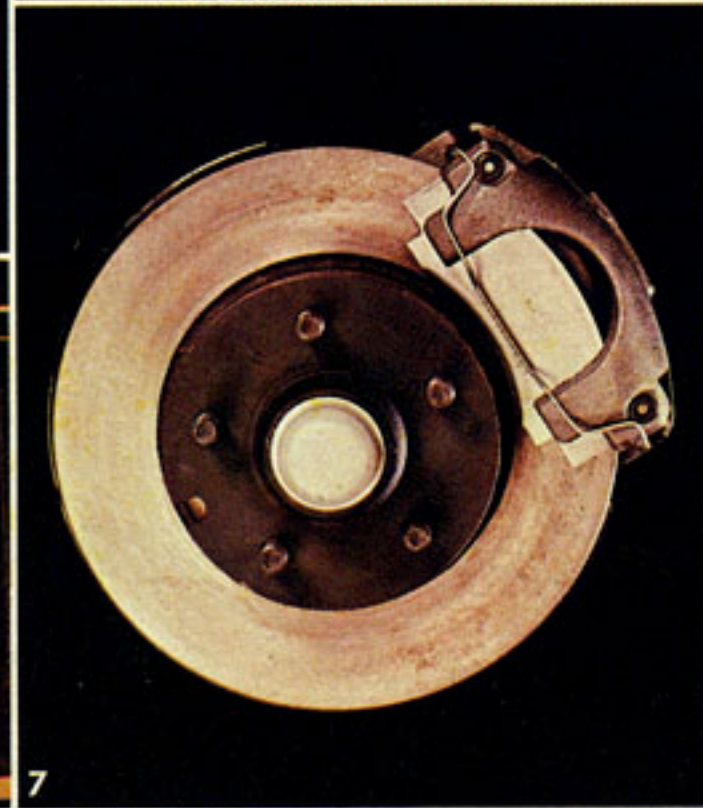
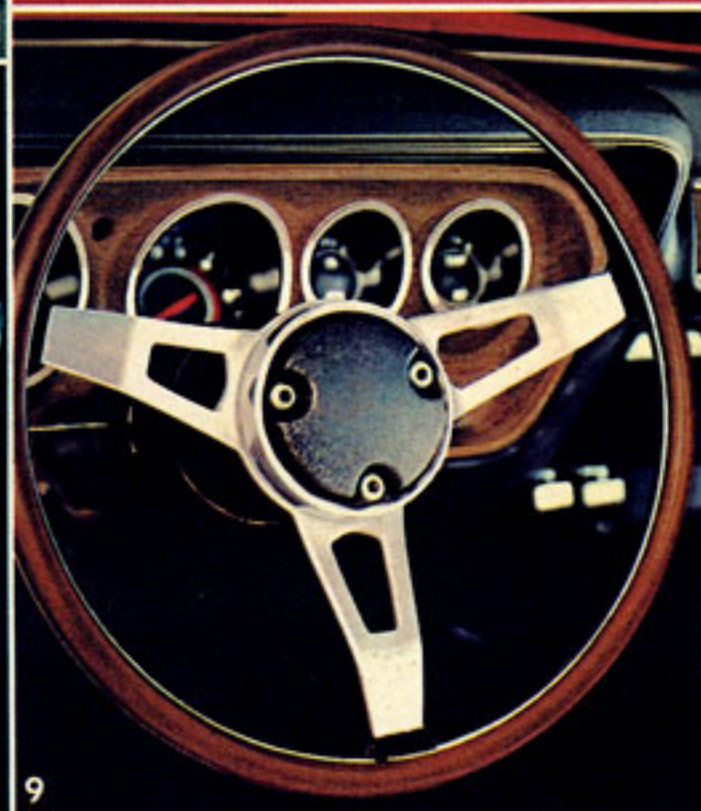
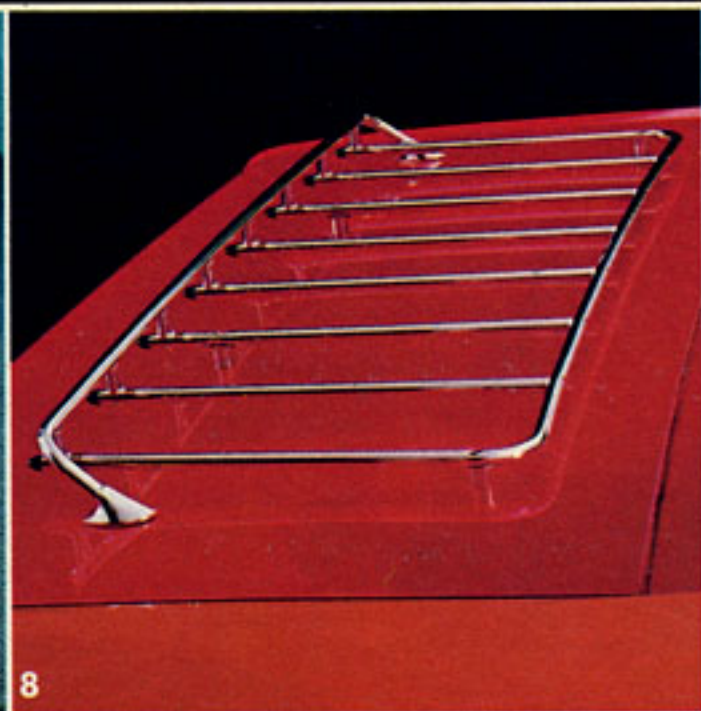
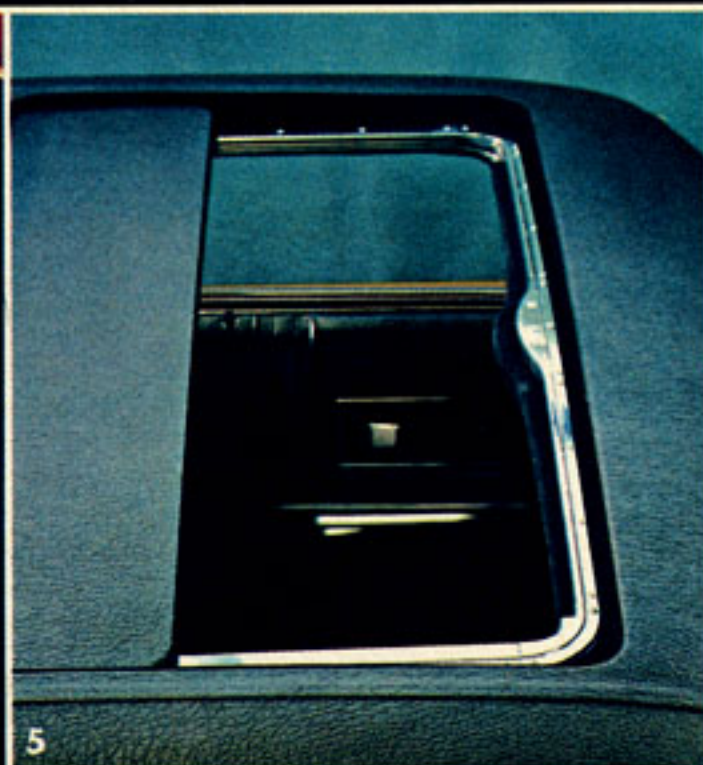
Plymouth Options

Choose the model you want and the options to make your Plymouth come through just for you.

1. Road Wheels. The look of sport. (Set of four.) **2. Speed Control.** Set and forget. Touch the brake pedal and it disengages. **3. Light Package.** Extra convenience for night driving. **4. Strato-Vent Fresh Air**

System. Three-speed blower system brings in fresh air without bringing in outside noise. **5. Sun Roof.** Electrically operated to let the sun and fresh air in. **6. Stereo Cassette Tape System.** With the ability to record off the radio or with an optional microphone for dictation. **7. Disc Brakes.** Fast sure stoppers. **8. Deck Lid Luggage**

Rack. Extra loading room. **9. Rim-Blow Steering Wheel.** Your hands never leave the wheel to blow the horn. **10. AM Radio.** The sound of music. Also available AM/FM Multiplex Stereo. **Airtemp Air Conditioning.** Designed to keep you cool. **11. Headlamp Washer.** Washes the headlamps and scrubs them clean.



1971 Chrysler-Plymouth coming through with more for you.



**Coming
Through.**

This year, you want value for the dollars you spend. A car with the size, room, comfort, handling ability to take you anywhere you want to go. A car engineered and built to make it easy for you to enjoy all the living you do. A car that lets you do it in style and with class.

That's what the 1971 Chrysler and coming through are all about.

Quiet is standard.

Chrysler has always been known as an extraordinary road car. This year is no exception. Famed Torsion-Quiet Ride is the reason. It's a unique blending of torsion-bar suspension, unibody construction and the Sound Isolation System. The torsion bars perform as front springs, take the mushiness out of the ride, and make cornering more effortless than ever. Unibody construction consists of over 4,000 welds that won't rattle or come loose. Added to this are a series of rubber sound isolators for even more quiet. Result? Great roadability in a quiet running car.

The options for all the living you do.

A power-operated sliding sun roof is available as an option on all two-door hardtop models. Other new options for '71 include a wide choice of sound systems.

Among them an AM/FM Multiplex Stereo System with cassette tape player and microphone so you can dictate while you drive. One must also consider our optional automatic temperature control as the finest available. Just set the system to the temperature level desired and it keeps that temperature constantly all year around. No matter what's going on outside.

A word about our engines.

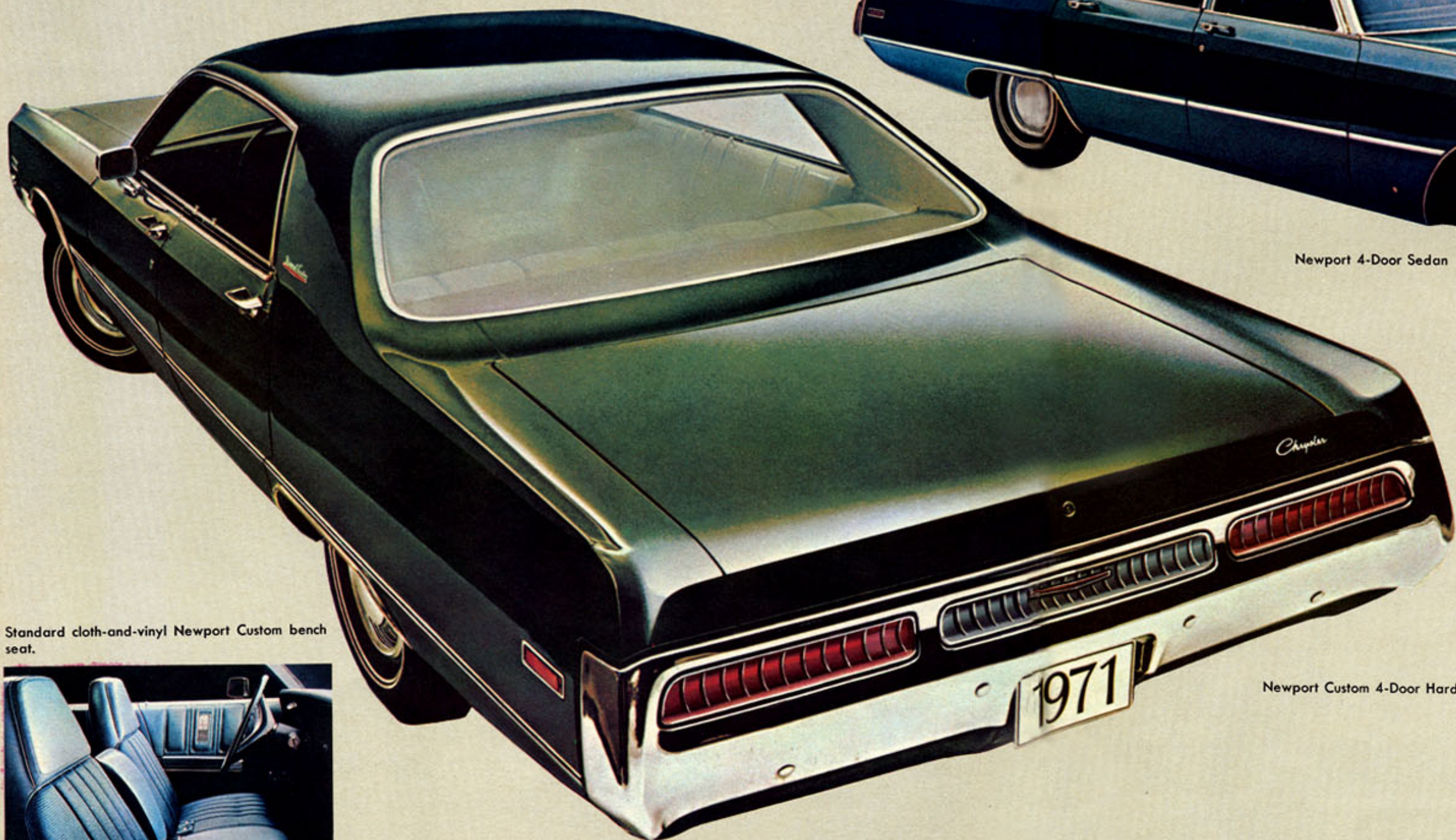
In a further effort to give you more for the car dollar you spend, all Chrysler standard engines—even our 440 V-8—will burn regular fuel.

1971 Chrysler is engineered with quality in mind.

This year's Chrysler was built with new standards of engineering excellence and quality control. The most rigid we've ever had to live up to. We've built a car that is spacious, comfortable, quiet and above all value-loaded. Chrysler coming through for you.

Here's what's new in 1971.

Chrysler is coming through with new features like these:
• 4-wheel Sure Brake • new colors • new interiors • new exterior trim • regular fuel engines • new tape cassette recorder • headlamp washers • keyless door locking • Strato Ventilation and many more.



Newport 4-Door Sedan

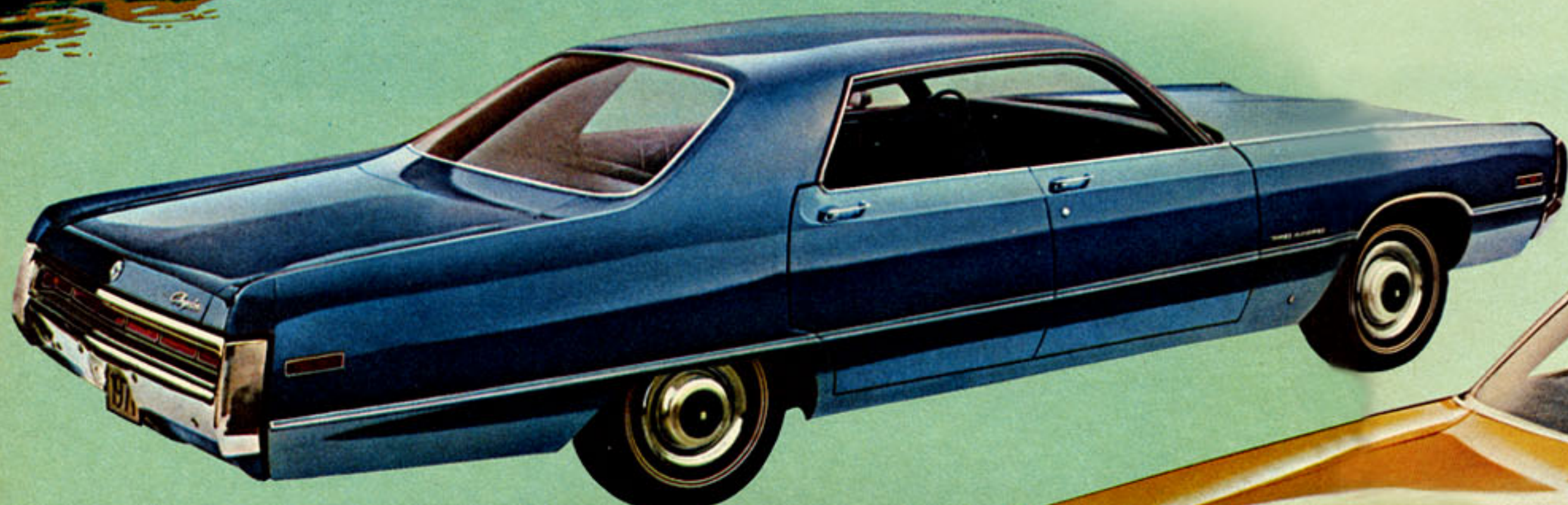
Newport Custom 4-Door Hardtop

Standard cloth-and-vinyl Newport Custom bench seat.



Chrysler Newport and Newport Custom

Here are the luxury cars priced just a few dollars a month more than the most popular smaller cars, comparably equipped. With all the roominess and comfort of more expensive competitive cars. With Torsion-Quiet Ride. Unibody construction. A new inside hood release. New hi-lo headlamp beam with 25% brighter illumination. Luxury. Yet at a price that's within the reach of most value-conscious people.



300 4-Door Hardtop



300 2-Door Hardtop

Chrysler 300

Proud. Distinctive. Powerful. A real blending of elegance and extraordinary road performance. Concealed headlamps, color-coordinated vinyl side rub strips, unique wheel covers, and full-width taillamps are some of the distinguishing features of the Three Hundred. Performance comes through from a 440 cubic inch V-8 that's been linked to our smooth TorqueFlite automatic transmission. The latest example of Chrysler engineering excellence.

Standard all-vinyl 300 bucket seats with optional console.





Town & Country Wagon



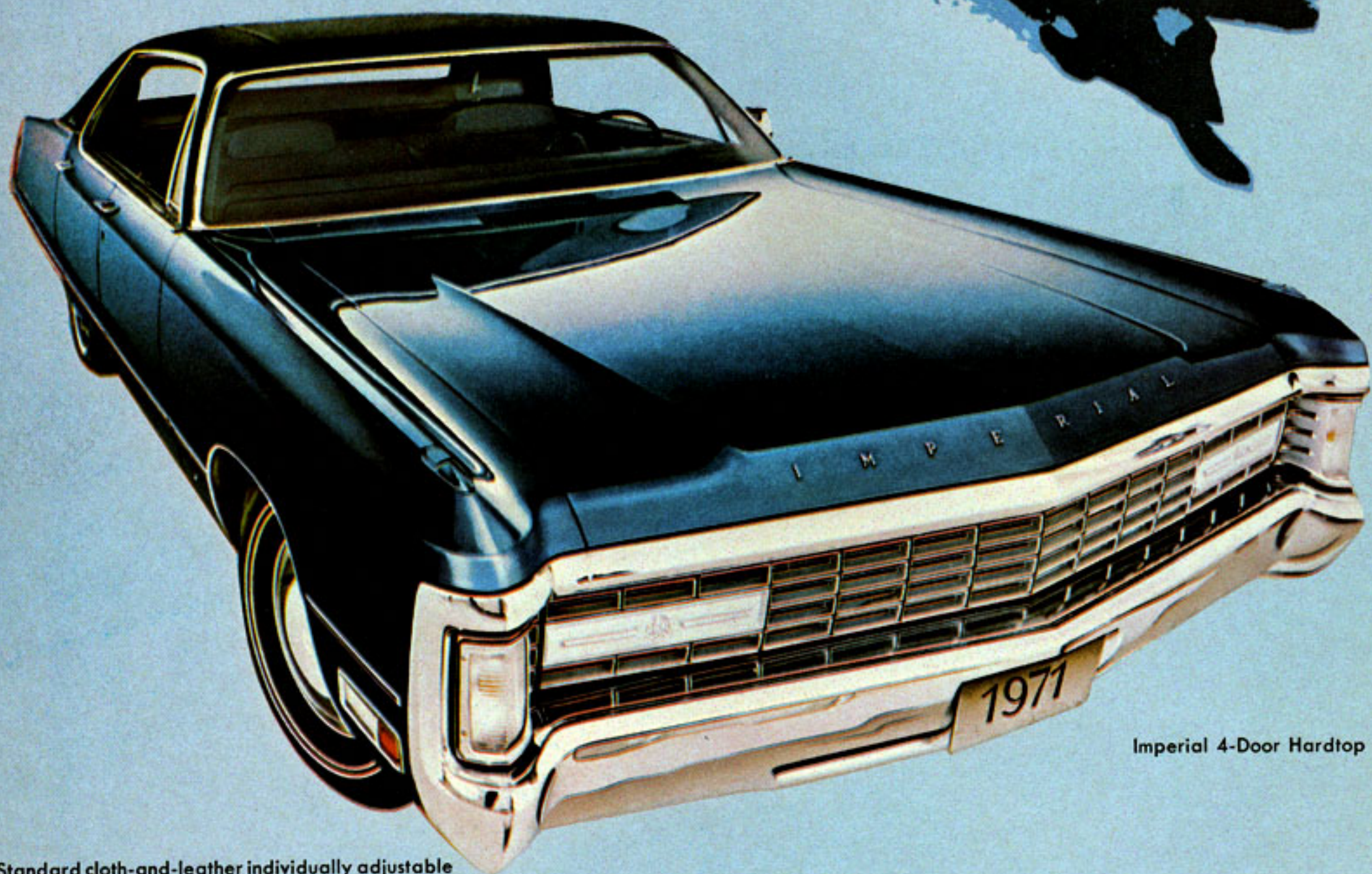
New Yorker 4-Door Hardtop

Chrysler New Yorker & Town & Country

Besides looking as great as it does, the New Yorker comes through tackling tough city traffic or breezing along on an expressway. Typical of the extra care found in the New Yorker is the Cairo cloth-and-vinyl interior with center armrest. The paisley design is excitingly elegant. Our Town & Country wagon is truly a wagon of luxury. Standard features shared with the New Yorker include automatic transmission, power steering and front disc brakes. Wagon features include simulated Brazilian Rosewood on the sides and tailgate. There's carpeting throughout and a lockable hidden storage compartment under the floor.

Standard cloth-and-vinyl New Yorker bench seat with center armrest. (4-door only)





Imperial 4-Door Hardtop

Standard cloth-and-leather individually adjustable seats with passenger side recliner. (4-door only)



Chrysler Imperial

The Imperial is total commitment to luxury. From its massive front end all the way to its sweeping rear deck. A vinyl roof is standard and available in six colors. The standard 4-door split bench seat offers a reclining passenger's side. Options include a new, exclusive 4-wheel anti-skid braking system. And the interior features a generous use of burl walnut trim. As you can see, every commitment to luxury comes through in the Imperial.

Chrysler options

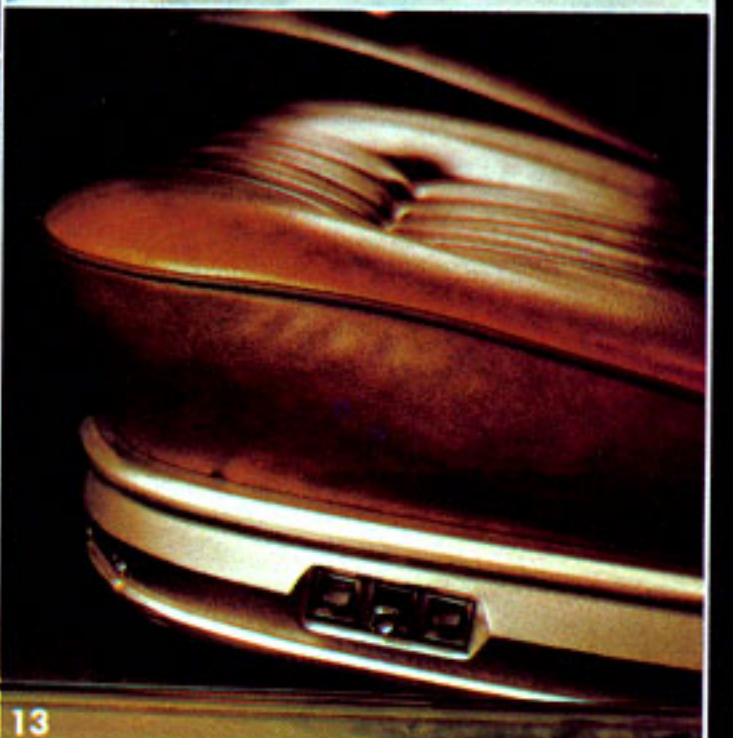
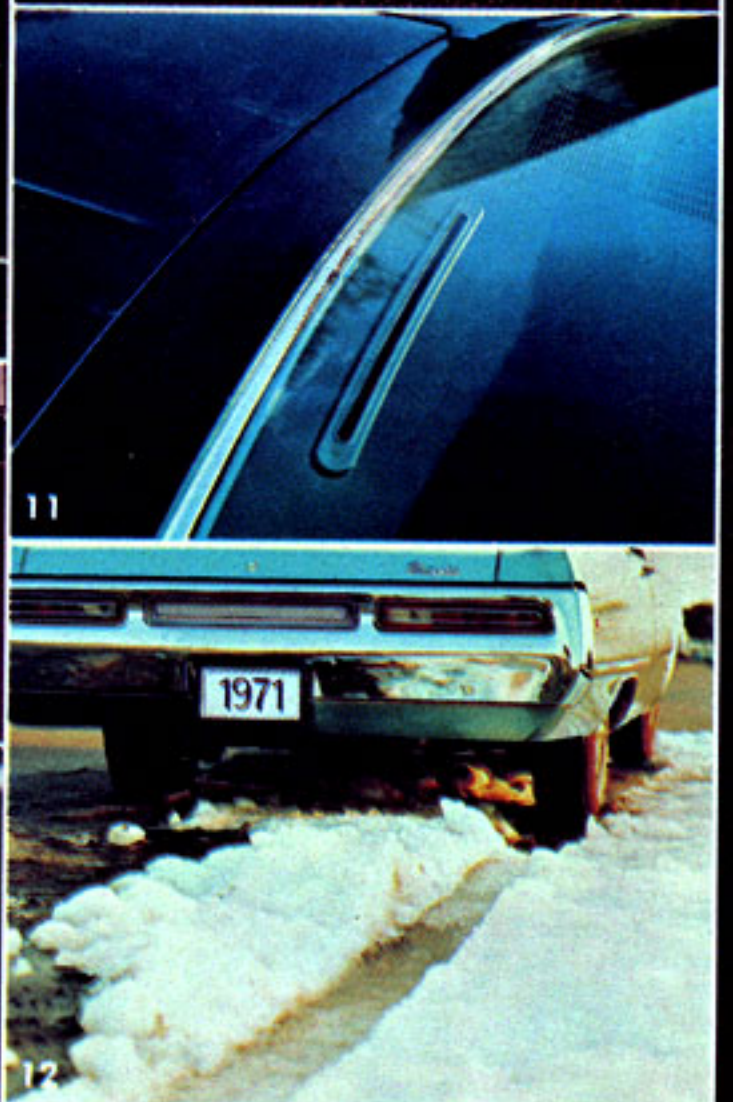
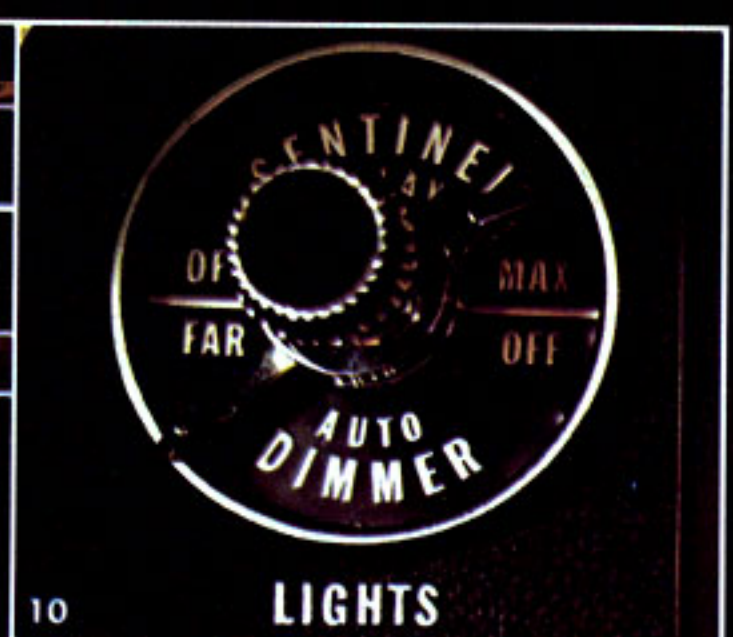
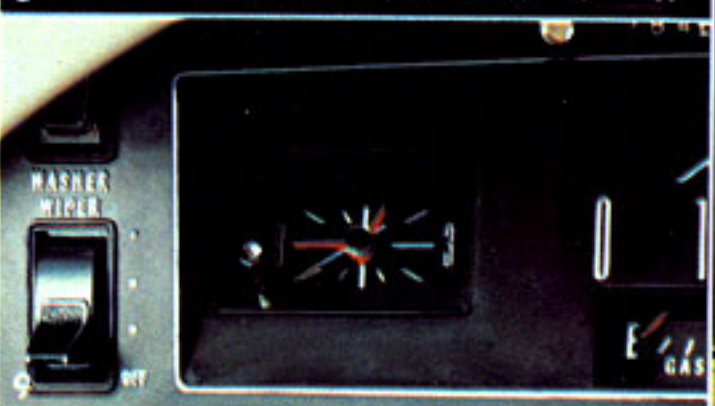
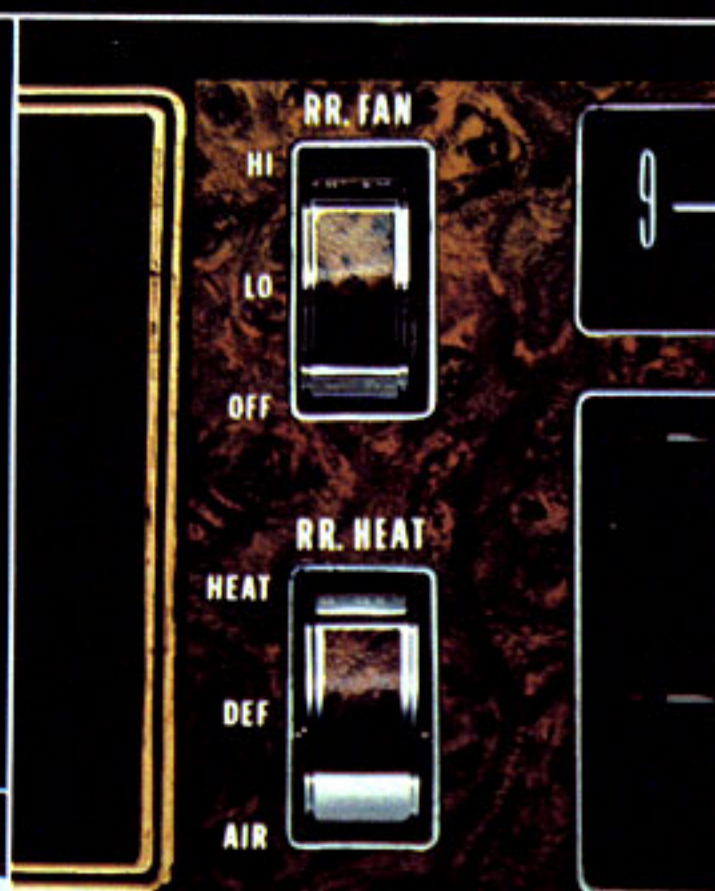
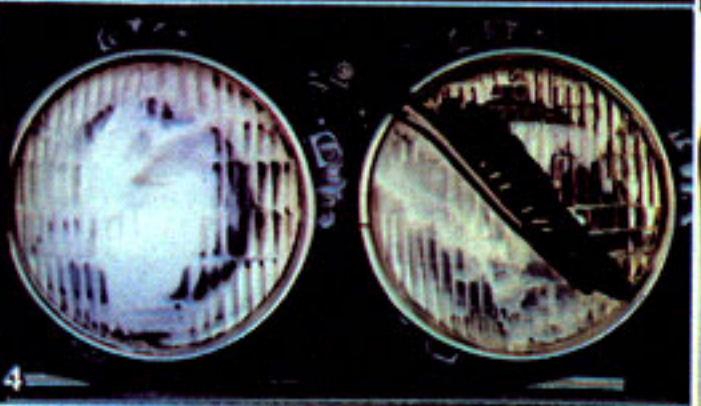
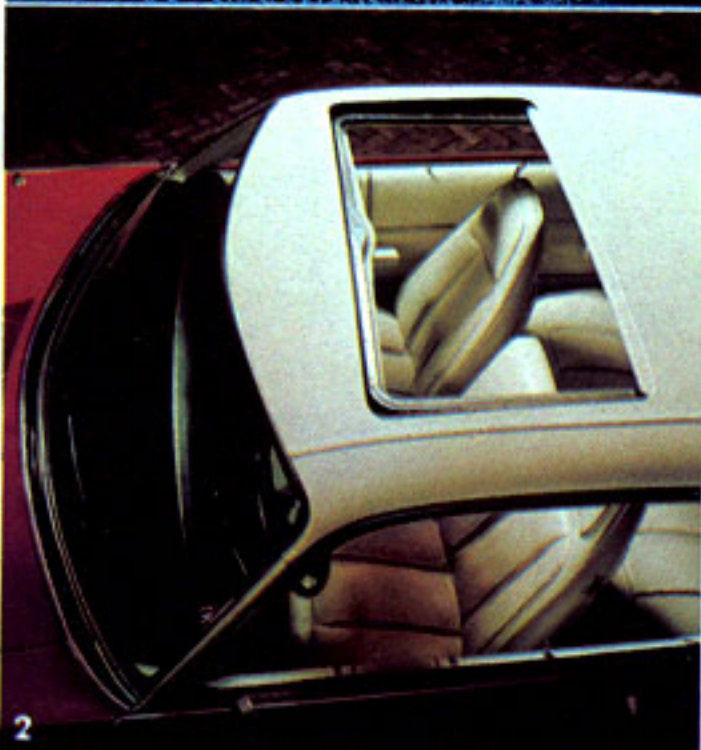
Choose the model you want and the options to make your Chrysler come through just for you.

1. Stereo Cassette Tape Player. Available with a microphone for recording or dictation. **2. Sun Roof.** Electrically operated to give you sun and fresh air. **3. High-Level Ventilation System.** Fresh,

clean air without outside noise. **4. Headlamp Washer.** Washes and scrubs clean your headlamps (Imperial only). **5. Rear Seat Heater.** Allows rear seat passengers to choose their level of comfort. **6. AM/FM Multiplex Radio.** A superb acoustical system. **7. Speed Control.** Automatically maintains your speed until you brake or accelerate. **8. Driver Aid Package*.** Low-fuel and seat belts reminder lights plus a

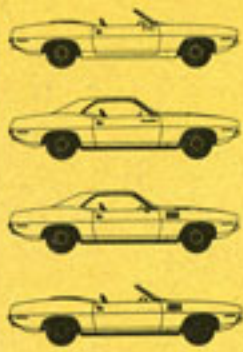
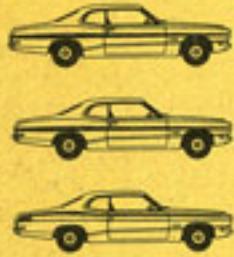
headlights-on warning buzzer. **9. Clock*.** A timely option. **10. Headlamp Dimmer.** Automatically dims and returns lights to regular beam. **11. Rear Window Defogger.** The defogger works much like the windshield defroster. **12. Sure-Grip Differential.** Helps maintain traction automatically. **13. Power Seats.** Adjust to an infinite number of positions.

*Standard on Imperial



For 1971, Chrysler-Plymouth's coming through with 75 very different kinds of cars.

3 Dusters



1 Road Runner



15 Chryslers



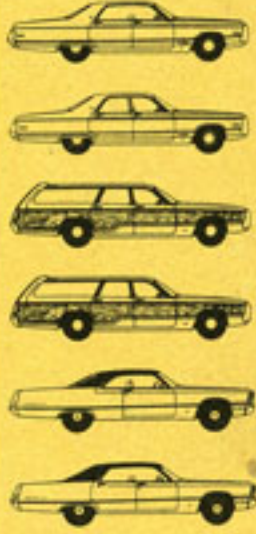
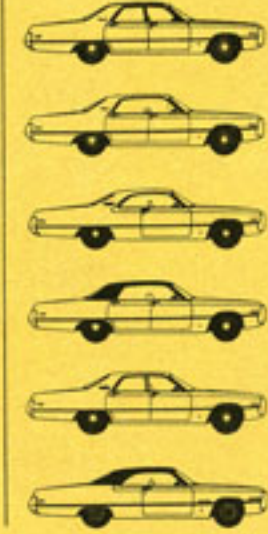
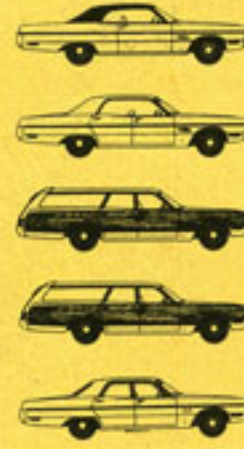
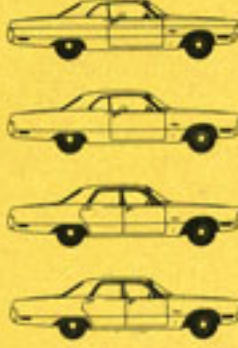
4 Valiants



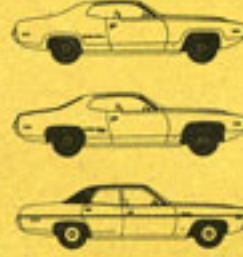
18 Satellites



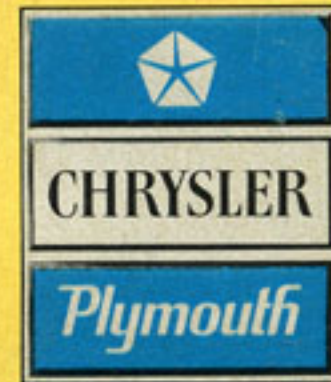
24 Furies



9 Barracudas



1 GTX



Coming Through.

In addition to the cars listed in this brochure, we're coming through for you with three great new cars. Ask your dealer for information on the:

- **Chrysler Royal**, the low-priced way to be introduced to Chrysler living.
- **Fury Gran Coupe**, total luxury at a special price.
- **Fury Custom**, best bargain you can drive.

Standard Safety Features

Large rear reflectors and lights • Fuel-tank impact protection • Lane-change turn signal • Locking steering wheel • Superior seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High-strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front (except convertibles) • Keyless door locking (all models) manual door locks with non-override lock feature, except driver's door • Interlocking


door latches • Flush-type inside door release levers • Large cushioned sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers, electric • Vinyl-clad day/night inside rearview mirror on double-ball-joint mount (standard on most models) • Head restraints, 2 front • Locking latch on front seat-backs (2-door models only) • Left outside rearview mirror • Flush-type header latch (convertibles) • Bias-belted tires (standard on most models)

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. Specifications and product descriptions apply to North American-built vehicles only.



customer care

Keep your Chrysler and Plymouth coming through in top condition. Service it with men who know it best. See your Chrysler-Plymouth Dealer.

CHRYSLER-PLYMOUTH DIVISION  CHRYSLER MOTORS CORPORATION