



## Extra care in engineering makes a difference in Chrysler and Plymouth... coming through for you.

There are important engineering differences in every Chrysler and Plymouth car made in this country. Differences that are basic to the way we build our cars. Differences that could help you choose your next car.

**Electronic Engine Testing**—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep sub-standard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

**Use of Electronics**—Chrysler-Plymouth offers such space-age electronic advancements as an Electronic Ignition System, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional electronic Security Alarm System. **TorqueFlite Transmission**—Rugged and dependable. With no recommended fluid or filter replacement or band adjustment under normal driving conditions. Standard on all Imperials, Chryslers, Furs and Satellite 3-seat wagons. **Electronic Ignition**—Standard on every

Chrysler and Plymouth built in America, our proven Electronic Ignition System delivers up to 35% more starting voltage than conventional systems to help you start in any kind of weather. **Torsion-bar Suspension**—Standard on all Chrysler and Plymouth cars, our torsion-bar front suspension is more easily adjusted for height than conventional coil springs. **Unibody Construction**—The body panels and structural members on all Chryslers and Plymouths are fused into one unit by more than 4,000 tough welds for strength and durability.



The Electronic Ignition System is standard on all 1974 Chryslers and Plymouths. It provides up to 35% more starting voltage than conventional systems to help you start in any kind of weather. And, since there are no points or condensers to replace, tune-up costs are less.

There are many reasons for choosing a 1974 Chrysler or Plymouth. One of the biggest is our extra care in engineering.

### Our suspension won't let you down.

Take, for example, our torsion-bar suspension. For many years, torsion bars have been a standard feature on all Chrysler products made in this country.

And for good reason.

Torsion bars help to control road shock and smooth out bumpy roads. As the car's wheels encounter road bumps and dips, the up-and-down wheel motion is converted to twisting action to control this movement.

Torsion bars have proven themselves on millions of vehicles driving hundreds of millions of miles.

In the rear, multi-leaf springs that have been computer-selected for vehicle weight are used. They help control rear bumper height.

### Built-to-last car bodies.

Another feature that all Chrysler and Plymouth cars have is unibody construction.

This engineering feature literally joins the structural members and body into a single unit. Over 4,000 tough welds combine to reinforce each other. Box-section structural members are used in the roof side rails, body side sills, door pillars and underbody structure. With unibody construction you're surrounded by strength and durability.

We also protect our car bodies from rust—inside and out—through immersion in our 7-step dip-and-spray process. Then acrylic dispersion enamel is applied as a final finish. And this year we have eleven new colors among the many we offer.

### A quiet place.

All Imperials, Chryslers, Furs and Satellites have Torsion-Quiet Ride. A unique combination of torsion-bar suspension... unibody construction... and strategically located rubber mounts, sound deadeners and additional sealers to help isolate the passenger compartment from road

and engine noises. And on the Sebring-Plus, there's a "Super-Quiet" sound package to make it our quietest Satellite.

For an enlightening experience in quiet, controlled driving—try one of our cars with Torsion-Quiet Ride.

### The age of electronics.

Over the past several years, Chrysler Corporation has pioneered in the field of automotive electronics. For one, there's the standard Electronic Ignition System, which was introduced two years ago, and provides up to 35% more starting voltage than conventional systems. In addition, there are no points or condensers—so there are no ignition tune-ups except for a spark plug change at about 18,000-mile intervals. The system should work like new for 50,000 miles or more.

Other space-age devices on all Chrysler and Plymouth cars are an electric assist choke to shorten the period of choke operation and an electronic voltage regulator that helps prolong battery life, because it controls the charging rate electronically.

An electronic digital clock is standard on the Imperial (optional on Chrysler and Fury), and Chrysler-built clocks just like it have been certified to be accurate to within a minute a month. We also offer an optional electronic Security Alarm System (on Imperial, Chrysler and Fury models with optional power door locks) that is integrated into the car's wiring system. And, new for '74, is an electronic gauge alert system. This solid-state system visually monitors engine functions through light-emitting diodes and is standard on Imperial and New Yorker Brougham models, optional on other Chrysler models and Plymouth Fury.

### Power and safety.

There's a wide range of engine choices in the 1974 Chrysler and Plymouth cars. Depending upon model, you have a choice that runs from an economical 198-CID Six to a husky 440-CID V-8.

Building safe, dependable, well-engineered cars has long been a tradition at Chrysler Corporation. In 1974, we continue to do so by meeting or exceeding the government's safety standards with our bumper

systems that are well-integrated into the total design of the car. We also met another safety standard with a new color-keyed passenger restraint system with starter interlock.

You have undoubtedly heard about the fade resistance of a front disc brake system. This feature is standard on all of our cars with V-8 engines. Furthermore, Imperial is the only American-built luxury car offering a four-wheel disc brake system as standard equipment in 1974.

### Other comforting thoughts.

Just as we have spent a lot of time getting the exterior styling and the "under-the-skin" engineering to meet our standards, so we have devoted painstaking attention to the inside. Our standard cloth-and-vinyl or all-vinyl interiors are built to last and to stay attractive. Some models offer the added comfort of a center armrest seat. And on some, there is even a passenger-side recliner. Optional power seats are also available on some models.

We've also done our best to reduce automotive emissions through continued improvements in our Cleaner Air System.

### Personally yours.

If you want to personalize your car, we've got the makings there.

Options like Automatic Speed Control... electrically heated rear windows... improved air conditioners... a wide range of sound systems... sun roofs... and a whole host of other comfort and convenience items are available on most of our models.

There are even two new complete trailer-towing packages available. Depending upon model, one can equip you to tow up to 2,000 pounds and the other up to 7,000 pounds. See our 1974 Trailer-Towing Guide for details and model availability.

### The kind of car America wants.

Chrysler-Plymouth is offering 51 models in 1974. The choice is yours. Any way you want it. Chrysler-Plymouth comes through with the kind of car you want. Again.

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## IMPERIAL LeBARON

The 1974 Imperials have been restyled and refined from front to rear . . . inside and outside . . . to create a new generation of luxury motor cars.

In addition, our engineers designed the Imperial to bring outside noise—even at expressway speeds—down to a minimum. This, coupled with Torsion-Quiet Ride, makes Imperial a pleasure to drive.

Inside the Imperial, we have increased air distribution with six outlets on the new modular instrument panel and two lap outlets, added new upper-level ventilation to go along with Auto-Temp II air conditioning for all-weather comfort, carpeted it throughout in a rich cut-pile, and made 50/50 bench seats . . . which driver and passenger can adjust individually . . . standard on all Imperials. On the 4-door model, there's even a passenger-side recliner.

Other standard Imperial features include TorqueFlite automatic transmission; power steering; steel-belted, radial-ply whitewall tires; electronic digital clock; vinyl roof and two new items—power disc brakes on all four wheels (exclusive among American-made luxury cars) and an electronic gauge alert system.

Some available options include a power-operated sun roof, electronic Security Alarm System and fine leather interiors.

All in all, the 1974 Imperial has new styling, new features and traditional Chrysler quality engineering to put it in a class by itself.



Modular Instrument Panel



Optional 4-Door Hardtop Leather Interior\*



Concealed Headlamps

\*Passenger restraint system with starter interlock, though not shown, is standard on all Imperials.

Imperial LeBaron 4-Door Hardtop



New Yorker Brougham 2-Door Hardtop

## CHRYSLER NEW YORKER BROUGHAM

The 1974 Chryslers are a totally new expression of an idea that has never changed.

The idea: You buy a luxury car for its styling and engineering features . . . its extraordinary convenience and comfort. That idea is expressed to its fullest in the 1974 New Yorker Brougham. Available in three models: 2-door hardtop, 4-door hardtop and 4-door sedan.

The new expression: a car that has been beautifully refined from front to rear and top to bottom with handsome new styling; rich, tasteful appointments and fresh, contemporary looks . . . inside and out.

To give the Brougham a quiet ride, we have strategically placed sound deadeners, foam seals, silencer pads and vibration absorbers.

Another idea we had was to make plush, cloth-and-vinyl 50/50 bench seats . . . which driver and passenger can adjust individually . . . standard on all Brougham models. There are also optional all-vinyl interiors available at no extra charge.

The 1974 Brougham has the standard luxury features you would expect in a luxury car. For example, you have a full line of power features including power windows, power steering and power front disc brakes, and a 440-CID V-8 that runs on regular or low-lead fuel.

Plus these other standard Chrysler-engineered features: TorqueFlite—we feel it's the best automatic transmission on the road. Torsion-Quiet Ride—you have to experience it to appreciate it. Electronic Ignition System—helps give dependable starts in any kind of weather.



New Modular Instrument Panel



Standard New Yorker Brougham interior



New Impact-absorption Bumper Systems



Chrysler Town & Country Station Wagon

## CHRYSLER TOWN & COUNTRY

Since the Town & Country is the only wagon in the Chrysler line, we make it extra beautiful. With all-new exterior styling, rich, simulated wood-grain inlays on the body sides, rear fender skirts and on the tailgate. Inside, there's loop-pile nylon carpeting from wall to wall, including the entire cargo floor area.

The Town & Country is powered by a 440-cubic-inch V-8. It will give top performance even if you're towing a trailer or boat. And

speaking of performance, the Town & Country features smooth TorqueFlite automatic transmission, power steering, power front disc brakes, Torsion-Quiet Ride and the Electronic Ignition System.

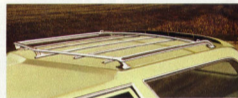
Other Town & Country standard features include an Auto-Lock that automatically locks the tailgate when the ignition is in the "on" position. (You can unlock the tailgate with the ignition key "on" from a switch on the instrument panel.) Roof air deflector. Power tailgate window. Rear wheel-opening skirts. Front sway bar. Concealed storage compartment. A three-way tailgate. The 1974 Chrysler Town & Country is available in either a 2- or 3-seat model.



Optional Town & Country Interior



Optional Passenger Assist Handles



Optional Luggage Rack



New Yorker 4-Door Hardtop

## CHRYSLER NEW YORKER

The 1974 New Yorkers share the rich new styling, new comfort and convenience features, and

many of the appointments and options that can be found throughout the 1974 Chrysler line.

The exterior lines are crisp and contemporary, the grille treatment is distinctive, and the total effect is one of dignity and elegance that you would expect in a New Yorker. To highlight the New Yorker's exterior, there are stylish rear-wheel fender skirts, dual accent stripes to accentuate

the body lines and color-keyed vinyl roof moldings. In the interior, cloth-and-vinyl bench seats with an integral center armrest are standard.

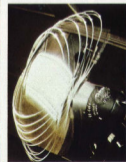
There are also many convenience options for your 1974 New Yorker. For example, there is a Tilt & Telescope steering wheel that adjusts for individual driver comfort and convenience. If you like sunshine and fresh air from time to time, there are electrically operated sun roofs. And richly textured vinyl roofs are available in several colors.



Standard New Yorker Interior



Optional Sun Roof



Optional Tilt & Tel Steering Wheel



Newport Custom 4-Door Hardtop



Newport 2-Door Hardtop

## CHRYSLER NEWPORT CUSTOM



Standard Newport Custom Interior

The 1974 Newport Custom's all-new styling is further enhanced by the rich exterior appointments.

The body side accent stripes not only add to Newport Custom's total beauty, but also give it a lower, leaner look. While body, sill, hood, headlamp, and drip-rail moldings are gracefully



Optional Power Seats

styled to make Newport Custom a car that is truly distinctive.

Inside the Newport Custom, the total expression of luxury is even more obvious. There is new upper-level ventilation that keeps air moving over and around passengers—even when the car isn't moving—for more comfort. And new standard 50/50 divided bench seats . . . which can be adjusted individually.

On 4-door models, a passenger-side recliner is also standard. For additional comfort, consider optional six-way power seats.

To make sure that Newport Custom performs as well as it looks, it has as standard equipment a 400-cubic-inch V-8, TorqueFlite automatic transmission, power steering, power disc brakes up front, and Chrysler's reliable Electronic Ignition System that gives you up to 35% more starting voltage as compared to conventional systems.

This year, Newport Custom—along with all 74 Chryslers—has a safety package that includes a new design collapsible steering column, rugged side impact beams, a new hydraulic impact-absorption bumper system, and a color-keyed passenger restraint system with starter interlock.

## CHRYSLER NEWPORT



Optional Newport Interior

The 1974 Chrysler Newport has all the styling, comfort and convenience that a big car can offer, but at a price that is affordable to many new-car buyers.

For example, it has all the nice refinements that you expect

to find in a luxury car: deluxe wheel covers; two rear-seat ashtrays; dual horns; 2-speed windshield wipers with coordinated washers; richly upholstered interiors and thick, color-keyed, loop-pile carpeting.

Plus all the engineering features that make a Chrysler Newport a car of lasting performance and durability. Features like Chrysler's Torsion-Quiet Ride, 7-step dip-and-spray corrosion protection, dependable TorqueFlite automatic transmission, power front disc brakes and power steering.

There's also a standard 400-cubic-inch V-8 that performs smoothly and powerfully on regular or low-lead gasolines. And the Electronic Ignition System that helps you start quickly in any kind of weather. With this system, there are no points or condenser to replace . . . and spark plugs need only be replaced at about 18,000-mile intervals.

Available options include just about everything you could think of—power windows and door locks, Automatic Speed Control and the electronic Security Alarm System. See pages 38-39 for more information on 1974 Chrysler options.



Optional Newport Navajo Seat

## FURY GRAN COUPE

Every 1974 Fury has been beautifully restyled from front to rear.

Outside, Furies have a crisp, all-new exterior. The body sides are highlighted by tastefully appointed decorative chrome moldings and dual paint stripes.

Inside, Fury styling takes on a fresh, contemporary look . . . and added convenience. There's a new modular instrument panel that's as functional as it is beautiful. The design is such that it will give you a personal feeling as you drive. And we've located a convenient bin-type glove box with a built-in coin holder in the instrument panel. Plus there's a new range of interiors from which to choose.

The standard interior is a cloth-and-vinyl, split-back bench seat with a center armrest. An all-vinyl interior is also available as a no-cost option. Colors for both interiors: blue, gold, black, green or parchment.

Two optional extra-cost interiors are available. One is the optional parchment/tan, tapestry, cloth-and-vinyl, split-back bench seat with center armrest, shown on this page. The other is the Brougham 50/50 cloth-and-vinyl bench seat that is available in blue, green, parchment, black or gold.

All of these beautiful interiors are roomy. There's plenty of stretch-out room both in front and back. And you'll have the pleasure of enjoying Torsion-Quiet Ride, dependable TorqueFlite automatic transmission, power steering and power front disc brakes on every 1974 Fury model.



New Modular Instrument Panel



Standard Fury Gran Coupe Interior



Optional Fury Gran Coupe Interior



New Glove Box



Fury Gran Coupe

## FURY GRAN SEDAN

The Gran Sedan like the Gran Coupe is built for lasting beauty, roomy comfort and rugged performance.

And the 1974 Furies are quiet. The reason? A new design, plenty of acoustical materials including sound deadeners, and a new tuned exhaust system to go along with our famed Torsion-Quiet Ride.

We've also increased the glass area on the 1974 Furies—up to 26% on 4-door models—to give the driver better visibility. And we've made the entry space in the rear large enough so getting in and out is easy on your passengers.

A big, responsive 400-CID V-8 that operates on regular or low-lead gasoline is standard this year. So is upper-level ventilation that circulates air constantly and keeps you and your passengers refreshed. A three-spoke padded steering wheel. Tough rear leaf springs. An electronic ignition that helps you start, no matter what the weather conditions. All standard.

Plus all of the other standard features that help put Fury in a class by itself. Dependable TorqueFlite automatic transmission. Our rust-fighting, 7-step dip-and-spray process. Unibody construction. And torsion-bar suspension. All part of the Chrysler Corporation engineering differences you should look into before you buy your next car.

Among the many options you may consider

are an electronic digital clock to keep you on time, manual vent windows for ventilation, a rear-window defogger for better wintertime visibility, a right-hand remote-control mirror for convenience, an air conditioning system with automatic temperature control for year-round enjoyment, and an elegant Brougham cloth-and-vinyl 50/50 split-back bench seat which adjusts individually and has a passenger-side recliner. Color availability: blue, green, parchment, black or gold.

If you want to play your own kind of music, the 1974 Fury offers a wide range of sound systems—including an AM/FM stereo radio with stereo 8-track tape.

It's the sound and the Fury.



Optional Automatic Speed Control



Optional Fury Gran Sedan Interior



Roomy Rear Seat



Optional Vent Windows



Fury Gran Sedan





## FURY III, FURY II & FURY I

Value can be beautiful, too. Especially when you consider that we've made a 360-cubic-inch V-8 engine, that runs on regular or low-lead fuel, standard equipment on every Fury III, Fury II and Fury I in '74.

When you add this to some Fury standbys like unibody construction, Torsion-Quiet Ride, TorqueFlite automatic transmission, power steering, power front disc brakes, an electronic voltage regulator that helps increase battery life, and the Electronic Ignition System that helps lower tune-up costs, you can understand why this year's Fury is a value leader.

Whichever Fury you pick, you're sure of getting a full measure of comfort, safety and convenience features. For openers, all Furies have a new bumper impact-absorption system that includes hydraulic shock absorbers. There's also more glass area for increased visibility.

There's even a convenient bin-type glove box that has a built-in coin holder. Handsome, durable interiors. Big, comfortable armrests. Increased front and rear leg room.



Optional Bright Bumper Guards



Standard Fury III Interior



Fury I 4-Door Sedan

## PLYMOUTH FURY STATION WAGON

The 1974 Plymouth Fury station wagons are big in the things you want.

The most obvious thing is the complete restyling. These big, beautiful wagons feature dual headlamps outlining a distinctive horizontal grille. The handsome profile is low and long.

The flowing sculptured sides are highlighted by increased glass area and non-protruding, flush-type door handles. (Additionally, the Fury Sport Suburban models have rich-looking, simulated wood-grain side paneling.)

In the rear, tall, vertical taillights set off the versatile three-way tailgate.

Other things to notice are the bi-level roof, longer wheelbase—it's up to a 124"—and a wider front track.

All Fury wagons are big in standard features, too. TorqueFlite automatic transmission. Power steering. Power front disc brakes. Torsion-Quiet Ride. Electronic ignition. And a powerful 400 CID V-8.

On all our Fury wagons, a newly designed air deflector functions to direct wind over the back window to help keep the glass clear of road dust and grime.

Another feature you're sure to like is the power tailgate window. A simple

press of the button, and you can lower the window all the way down . . . or just slightly for increased ventilation.

With the optional Auto-Lock, the tailgate is automatically locked when the ignition is in the "on" position.

And the tailgate door gives you three-way versatility. It can be opened as a door with the glass up or down . . . open like a door for people . . . or swing down for cargo loading. And our wagons are easy to unload, because the gate swings down low.

Fury wagons are also big in room. The 2-seat models can carry over 100 cubic feet of vacation needs, gardening supplies or sports equipment. You can even load several sheets of ¼" thick, 4' x 8' paneling flat on the floor with the front seat all the way back and the tailgate closed.

They can carry it, and you, off in style.

Like the exterior, our Sport Suburban and Custom Suburban interiors are all-new in '74.

If you want the looks, feel, power and comfort of a big luxury car in a station wagon . . . look at a 1974 Fury Sport Suburban. Custom Suburban in 2- or 3-seat versions, or a Suburban 2-seat model.



Standard Air Deflector



Standard Fury Custom Suburban Interior



100.8 cu. ft. of Load Space



Standard Three-way Tailgate



Foreground: Fury Sport Suburban Background: Fury Custom Suburban



Background: Satellite Sebring 2-Door Hardtop Foreground: Satellite Sebring-Plus 2-Door Hardtop

## SATELLITE SEBRING-PLUS SATELLITE SEBRING



Standard Sebring-Plus Interior



Optional Sebring Interior

The 1974 Satellite offers you the kind of comfort and quiet ride you'd expect in a Chrysler-built car. And the styling combines an up-to-date look with a prestige feeling.

To start with, our top-of-the-line Satellite is called the Sebring-Plus. And that Plus stands for clean, distinctive styling and exclusive Satellite features.

For example, all of our Satellites have Torsion-Quiet Ride and sound-deadening materials to surround you with quiet. The Sebring-Plus has added sound-deadening materials to make it one of the quietest Satellites we've ever built.

Included in this "Super-Quiet" sound package are extra sound deadeners and silencers on the floor and in the door trim panels, and a quiet exhaust system.

It all adds up to a quiet ride—in your very own personal luxury car.

Like the Sebring-Plus, the Satellite

Sebring says a lot about the people who drive it. They obviously like fresh, contemporary styling.

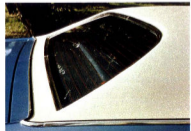
The front end features dual headlamps and a stylish argent-finished grille. Along the sides are tasteful chrome strips. Optional vinyl body side molding is also available.

And the Sebring-Plus and Sebring continue to put it together in interiors that are good-looking, comfortable and roomy. True appreciation of their seating enjoyment can only come through experience.

For more beauty, you can add an optional vinyl roof. Two types are available—canopy or halo—in a choice of five colors: Black or white for both roof styles. Gold, green, or parchment in the halo style only. For that fresh-air feeling, you can also add a sun roof. It's the perfect way to top off Satellite's value and luxury. Other options you can add are the electric rear-window defroster and Automatic Speed Control.



Sebring-Plus Instrument Panel



Optional Electric Rear-window Defroster



Foreground: Satellite Custom 4-Door Sedan Background: Satellite Coupe

## SATELLITE CUSTOM & SATELLITE



Standard Satellite Coupe Interior



Standard Satellite Custom Interior

The 1974 Satellites offer you two ways to get mid-size value without sacrificing family-size room. The Satellite Custom and the Satellite Sedan.

Both of these four-door models offer you something a little different than competition. That's because Chrysler Corporation believes sedans require a different kind of design and style than hardtops. For example, our Satellite sedans have a 117-inch wheelbase, while our Satellite hardtops have a 115-inch wheelbase.

The overall result is that our Satellite sedans have a different look than our hardtops on the outside . . . and more room on the inside.

This way, Satellite sedan buyers as well as Satellite hardtop buyers can each have a car just right for their needs . . . without compromising.

Another nice thing to remember about our Satellite Custom and Satellite Sedans is the large trunk. It's capable of handling several suitcases and bags with ease.

Our Satellite Coupe has all the features that make the 1974 Plymouth Satellite something special, too.

Electronic ignition to help you start in any weather and lower tune-up costs than

conventional systems . . . the system increases spark plug life to about 18,000 miles. Electronic voltage regulator for long battery life. Fade-resistant front disc brakes. Torsion-bar suspension for a smooth ride. And unibody construction for a solid body structure.

It's all there. Even in our lowest priced Satellite model.

Standard interior for the Satellite Custom is a cloth-and-vinyl bench seat in blue, green, black, chestnut or gold. Standard interior for the Satellite Sedan and Coupe are all-vinyl bench seats in blue, green or chestnut for the Satellite Sedan; blue, green or black for the Satellite Coupe.

In addition to being handsome and comfortable, Satellite interiors are quiet. All 1974 Satellite models have Torsion-Quiet Ride and a suspension system similar to the one we use on our full-sized Chrysler models.

And don't forget, you can add to the enjoyment of owning any Satellite with some comfort and convenience options like air conditioning . . . TorqueFlite automatic transmission . . . Automatic Speed Control . . . and power steering. They'll make Satellite ownership even more pleasurable and increase the value at trade-in time.



Satellite Custom 18.2 cu.-ft. Trunk



Satellite 2-Door/4-Door Concept



Road Runner Coupe

## ROAD RUNNER

Those who know and appreciate what the Road Runner has meant in the past will be glad to learn that the 1974 Road Runner has lost none of its sporty appeal.

Its basic equipment proves it is still a well-put-together performance car—with the emphasis upon the basics.

There's a standard 318 CID V-8 with dual exhausts and bright chrome exhaust tips. Floor-mounted, all-synchromesh, 3-speed manual transmission. Front and rear sway bars. Front disc brakes. G70 x 14 raised white-letter tires mounted on rallye wheels. A performance hood. Heavy-duty springs. Rallye instrument cluster. Special Road Runner dress-up body stripe and identification. And the "Beep-Beep" horn

will let everyone know you are driving a Road Runner.

The Road Runner comes with a simulated wood-grain rallye cluster. Switches and controls are located on the left, while gauges and indicators are on the right. Space is provided for either an optional tachometer or clock. Two optional steering wheels are available. One is a three-spoke luxury type with soft center pad, wood-grain vinyl inserts on all spokes, and a horn ring; the other is our soft rim "Tuff" steering wheel for those who want a sportier style.

And Road Runner has all of these Satellite features: Torsion-bar suspension. Unibody construction. And the Electronic Ignition System —it gives you up to 35% more starting voltage

than non-electronic systems for fast starts.

If you want, you can put more into your Road Runner. Add an optional 360, 400 (the 400 is not available in California) or 440 V-8... then team it up with either our legendary TorqueFlite transmission or four-on-the-floor with a Hurst Shifter (available on the 318 and 400-4V V-8's only).

You can make the outside something special, too. Chrome-styled road wheels. Dual racing mirrors (chrome or painted). Hood tape treatment. Hood tie-down pins. Steel-belted, radial-ply white sidewall tires.

These are just some of the optional ways you can make your 1974 Road Runner extra sharp... extra personal.



Optional Road Runner Interior



Road Runner Rallye Cluster With Optional "Tuff" Steering Wheel



Optional 14" Road Wheels



Optional 15" Road Wheels, Steel-belted Tires



Background: Satellite Custom Foreground: Satellite Regent

## PLYMOUTH SATELLITE WAGONS



Standard Satellite Regent Interior



Standard Satellite Custom Interior

People who buy a Satellite Regent, Satellite Custom or Satellite Station Wagon do so for two very important—though different—reasons.

First of all they want a station wagon that's a mid-size model. One they can park and maneuver more easily.

Secondly, they want a wagon that's big enough to handle cargo and people comfortably.

We think you can get the best combination of size and value in the 1974 Plymouth Satellite. Its 117" wheelbase gives Satellite parking and cornering advantages over larger wagons. Yet it still has the room where it matters.

For example, room for six passengers and cargo space for a family vacation. (A three-seat version is available in either a Satellite Regent or Custom.)

Speaking of cargo space, we expect to maintain our leadership in '74. Last year, Satellite wagons could carry more cargo than any other mid-size wagons. They beat the competition in cargo volume, length, height and width at the wheelhousings. And they were the only mid-size wagons capable of carrying 4' x 8' sheets of building material flat on the floor with the tailgate closed.

Let's mention a few more of Satellite's standard features. These include a 318-CID

V-8, power front disc brakes, versatile three-way tailgate, convenient storage boxes, attractive all-vinyl interiors, wiper-mounted windshield washers, two-speed wipers, electronic ignition and electronic voltage regulator.

One of the most important Satellite features is Torsion-Quiet Ride with its unibody construction, torsion-bar suspension and sound-reducing system.

It results in a ride that is both controlled and quiet.

Besides a quiet interior, you probably would also appreciate one that is attractive—yet easy to keep clean. The handsome all-vinyl seats in any Satellite wagon are easy to maintain.

For example, the two all-vinyl, bench-seat interiors, shown at left, are standard on the Satellite Regent and Custom respectively. The standard seat for the Satellite station wagon (not shown) is also an all-vinyl bench seat.

Other touches you'll appreciate are color-keyed carpeting in the passenger compartment on Satellite Regent and Custom models. On Regent models (optional on others) there's color-keyed carpeting in the cargo area as well.

Try a Satellite wagon soon. It could fit your needs perfectly.



Standard Satellite Storage Trays



Satellite Load Space



Gold Duster Coupe

## GOLD DUSTER

Meet our special Plymouth Gold Duster.

It's another way to enjoy Duster value and economy.

You get all of the standard Duster features such as room for five, large trunk, the Electronic Ignition System, electronic voltage regulator, torsion-bar suspension, unibody construction and a lot more in this package.

For example, you get a nice deep carpet to tickle your toes. It runs from door-to-door and wall-to-wall. And it complements one of the poshest interiors you ever saw on a compact car. This all-vinyl bench seat is available in blue, green, parchment, black or gold.

You also get white-sidewall tires, deluxe wheel covers and special trim, including body side tape stripes and a rear-deck tape stripe in a dark gold metallic, black or white.

But the real special thing about our Gold Duster is the canopy vinyl roof that looks like it came off of a gold reptile. (Also available: a black or white board-grain canopy vinyl roof.)

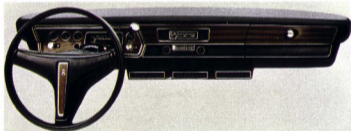
This canopy vinyl roof is available at no extra charge when you buy the car as described. Since the factory doesn't charge your dealer for it, he doesn't have to charge you.

It's a special deal on a special car.

Another special Duster package is the Twister. It's designed for those who want good handling and an extra-sporty-looking car but with a smaller displacement engine. With unique upper body-side tape stripe, deck lower panel tape applique and bright drip moldings, the Twister looks just like its big brother—the respected Duster 360. Left-hand, remote-control sport mirror with matching right-hand sport mirror and distinctive Twister decals on the quarter panel enhance the sporty image. Also included are Rallye wheels with argent-painted rims and front sway bar to give that extra plus to Duster's fine handling characteristics. The Twister package may be ordered in combination with the Gold Duster, as well as a host of other customizing options, such as E70 raised white-letter tires, heavy-duty suspension, bucket seats and a choice of three- or four-speed manual or TorqueFlite automatic transmissions.



Standard Gold Duster Interior



Duster Instrument Panel



Canopy Vinyl Floor



Standard Gold Duster Carpeting

## DUSTER/DUSTER 360



Standard Duster & Duster 360 interior  
(Shown with optional door floor panels)

Here is the 1974 Plymouth Duster. A lot of car for the money. Again.

And you've got some different ways to enjoy Duster. There's our popular Duster Coupe that's been a super success for four years running. No wonder, when you compare it to some of the other compact cars.

First of all, Duster seats five instead of four. Duster's big in trunk space, too. Holds 19.8 cubic feet of cargo.

You also get features that some other compact cars don't offer. Features like electronic ignition, electronic voltage regulator and torsion-bar suspension.

Your choice of two standard engines: an economical 198 Six or a 318 V-8. And a wide choice of options—including an improved air conditioning system, new steel-belted, radial-ply tires and a 225 Six.

If you want all of the Duster specialties with more performance, you'll want to consider the Duster 360. Standard equipment includes a new

version of our hunky 360 V-8 engine with a four-barrel carburetor and dual exhausts. You also get a heavy-duty suspension with front sway bar, heavy-duty shocks; E70 x 14 tires on heavy-duty wheels; three-speed, fully synchronized transmission with floor-mounted gear selector and an 8 1/4" rear axle. Sporty features on the outside include a rear-deck tape applicator, unique upper body-side tape stripe and Duster 360 nameplates.

**Our Space Duster** can come in mighty handy when you've got something big to move.

First of all it's a Duster—with all of its inherent value intact. But when the rear seat-back is flipped forward and the security panel is lowered, you've got yourself a mini-wagon. That's the extra value of a Space Duster. Plenty of extra space. And you've got the versatility and flexibility of our security panel. With the seat up and the panel down, you have increased trunk capacity; with the seat up and panel up, you've got a concealed storage area in the trunk; with the seat down and panel up, you have increased load space inside the car; and with the seat down and the panel down, you've got 35.6 cubic feet of cargo area 6 1/2 feet long. You can add even more enjoyment and versatility with an optional sliding metal sun roof.

Space Duster. You can get a lot more out of it because we put a lot more into it.

## SPACE DUSTER



Optional Space Duster Pan



Optional Sun Roof

Background: Duster 360 Coupe Foreground: Duster Coupe





Valiant 4-Door Sedan

## VALIANT



Optional Valiant interior

Fourteen years ago, the Big Three introduced three compact cars. Of these three only the Valiant nameplate survives. Valiant's built-in value has made it one of the winners in the automotive world.

In 1974, the Valiant 4-Door Sedan wheelbase is increased three inches . . . it's up to 111". These three inches add more comfort, as there is 1.2" more leg room for rear-seat passengers.

The exterior is also restyled in a more contemporary manner that is both bold and handsome—yet remains distinctively Valiant.

The new looks are highlighted by new rear-end and side treatments that are shared with the Scamp Hardtop. And our new bumpers have hydraulic shock absorbers, front and rear.

What else is new with Valiant?

New interiors . . . and nine new exterior colors out of a total of 16.

Sure the Valiant's been changed, but it's still another name for value.

That's because it still has four-door convenience, unibody construction, torsion-bar suspension, electronic ignition and the 7-step dip-and-spray rust-preventative

process to help stop rust from starting.

Our extra care in engineering . . . it makes a difference.

Unlike much of the competition, Scamp still remains a true 2-door hardtop.

Its slick, classic styling features a new seat design for extra flair. Plus it has all of these Chrysler Corporation engineering features: torsion-bar suspension, unibody construction, Electronic Ignition System, electronic voltage regulator and many others.

The compact cars we offer have interiors that don't look like they belong on an economy car. Not only is the decor pleasing to the eyes, but the design makes the seat comfortable to sit in, too.

Take for instance the two optional interiors on this page. The one on the top is available on the Valiant 4-Door Sedan. The one on the bottom for the Scamp 2-Door Hardtop.

Some of our compact cars also have new steering wheels with a thicker rim section. If you want a sportier look, order the optional "Tuff" steering wheel. It has steel spokes, padded horn button and a large-diameter soft rim. (Power steering is required.)

## SCAMP



Optional Scamp interior



Scamp 2-Door Hardtop



Foreground: 'Cuda Background: Barracuda

## 'CUDA/BARRACUDA

A full measure of sport is available in either the 1974 'Cuda or Barracuda.

Both models come equipped with the standard 316 V-6 engine. An optional 360 V-8 engine with a four-barrel carburetor and dual exhausts with bright exhaust tips is also available. This engine option also includes many performance-type features such as heavy-duty rear shock absorbers and a 7-blade torque-drive fan.

Standard transmission is a sporty, all-synchromesh, three-speed manual with floor-mounted shifter. Optional transmissions include the proven Torqueflite automatic or four-on-the-floor.

Additional features on both models include front disc brakes, unit-body construction and the Electronic Ignition System that gives you up to

35% more starting voltage than conventional systems.

The 'Cuda has more in the way of standard items: F70 tires, power bulge hood, heavy-duty suspension system (including front and rear sway bars), black lower deck panel, and special ornamentation that lets everyone know you're driving a 'Cuda.

Just as the exterior of a Barracuda or 'Cuda is sporty, so is the interior.

The standard Barracuda and 'Cuda bucket seats come in a new vinyl grain in any of four colors: blue, green, black, or white. These buckets are not only good-looking, as you can see, but they are also designed to reduce fatigue and stress as they provide support and comfort.

The simulated wood-grain instrument cluster is

floodlit for easy, quick viewing; and all controls are placed conveniently. In addition, gauges for the fuel and temperature, plus an indicator for the alternator, keep you informed of what's happening.

If you want more information along with a sporty appearance, order the optional Rallye Cluster. It provides you with a number of additional informative items like a tachometer, tripodometer, oil pressure gauge and an electric clock.

The Hurst Shifter is a handy high-performance option for any buff, as are chrome-styled road wheels. Options sure to be appreciated by those who want more sport.

These three options are illustrated at the bottom of this page. For an illustration of what a 'Cuda or Barracuda can do for your life, ask your dealer for a test drive.



Standard Barracuda and 'Cuda Interior



Barracuda and 'Cuda Instrument Panel with Optional Rallye Cluster

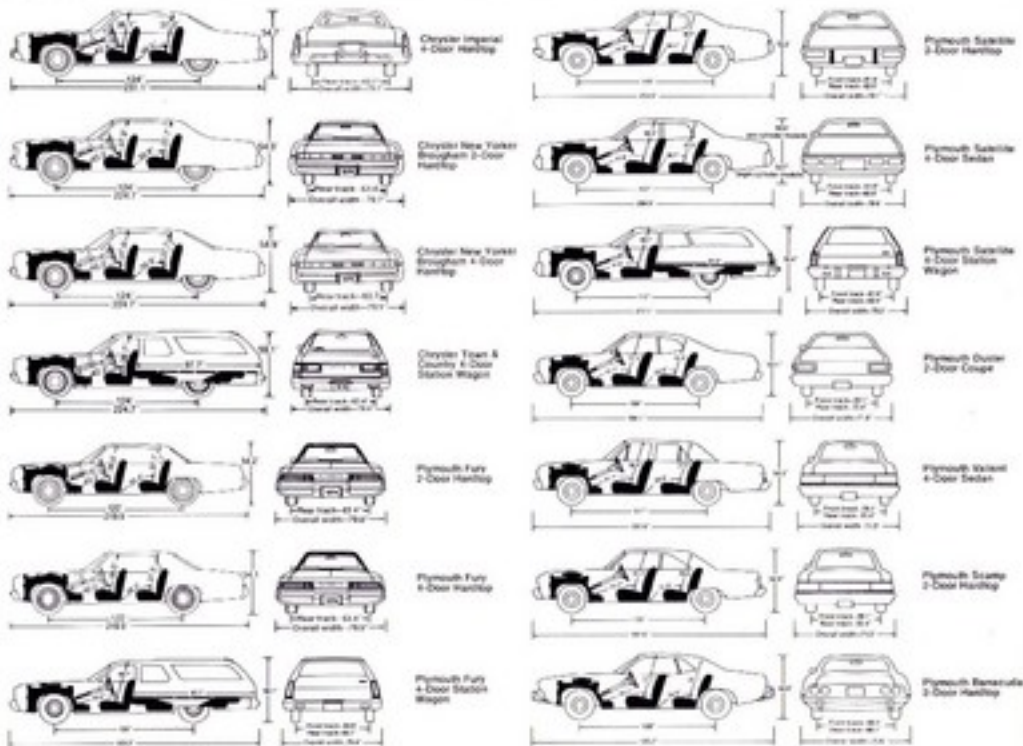


Optional Hurst Shifter



Optional Chrome-styled Road Wheels

## 1974 CHRYSLER-PLYMOUTH EXTERIOR & INTERIOR DIMENSIONS



## 1974 CHRYSLER-PLYMOUTH ENGINE GUIDE

Engine Displacement (Cu. In.)	198	225	318	360	400	440
Carburetor	1-V	2-V	2-V	2-V	4-V	4-V
Exhaust System	Single	Single	Single	Single	Dual	Dual
<b>Models</b>						
Imperial LeBaron						S
New Yorker Brougham						S
Town & Country						S
New Yorker						S
Newport Custom					(S)(A)	O
Newport					(S)(A)	O
Fury Gran Coupe					(S)(A)	O
Fury Gran Sedan					(S)(A)	O
Fury III				(S)(A)	(O)(A)	O
Fury II				(S)(A)	(O)(A)	O
Fury I				(S)(A)	(O)(A)	O
Sport Suburban					(S)(A)	O
Custom Suburban					(S)(A)	O
Suburban					(S)(A)	O
Satellite Sebring-Plus			S		(O)(A)	(O)(A)
Satellite Sebring		(S)(A)	S		(O)(A)	(O)(A)
Satellite Custom		(S)(A)	S		(O)(A)	(O)(A)
Satellite		(S)(A)	S		(O)(A)	(O)(A)
Road Runner			(S)(A)		(O)(A)	(O)(A)
Satellite Regent			S		(O)(A)	(O)(A)
Satellite Custom Wagon			S		(O)(A)	(O)(A)
Satellite Wagon			S		(O)(A)	(O)(A)
Duster	(S)(A)	O	S			
Duster 360					(S)(A)	
Valiant	(S)(A)	O	S			
Scamp	(S)(A)	O	S			
Barracuda			S		(O)(A)	
Cuda			S		(O)(A)	

S—Standard. O—Optional. (S)(A)—Not available with California Emission Package (SEP). (A)—Not available on sedan. (O)—Dual exhaust. (O)(A)—Available with California Emission Package (SEP) only.

## STANDARD SAFETY FEATURES

New, passenger-restraint system with starter interlock • Bumper impact-absorption system, front and rear • Front disc brakes (except 6-cylinder Valiant) • Flame-retardant interior material • Large rear reflectors and

lights • Lane-change turn signal • Locking steering column • Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High-strength windshield • Energy-absorbing front seat-back and armrests • Side door beams • Back-up lights • Roof intrusion protection • Keyless door locking—manual door locks with anti-override lock feature, excluding 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 • Windshield washers • 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-back (2-door models only) • Left outside rearview mirror

# 1974 CHRYSLER-PLYMOUTH OPTIONS: Check off your choice with the handy option selector on page 39.



Sun Roof



Bright Bumper Guards

Some of the options listed below are, in some cases, not available on certain Chrysler and Plymouth models. Check the option chart for availability.

### Sun Roof

A great way to get that convertible feeling without having those convertible problems. Open it up and you can let in the sun or the stars and improve ventilation. Close it up and it is tightly secured. Manually operated on Satellite, Duster and Scamp models; power-operated on Imperial, Chrysler and Fury.

### Bright Bumper Guards

Extra protection for the front and rear of your car. (Standard on Imperial models. Rear bumper guards only are standard on all Satellite Station Wagons.)

### AM/FM Stereo with 8-track Tape

A great way to have a wide choice of sounds. Several other sound systems—with and without tape—are available. See the option chart at right.

### Inside Hood Release

Convenient to use and helps keep your engine compartment secure from unwanted entry. (Standard on Fury, Chrysler and Imperial models.)



Inside Hood Release



AM/FM Stereo with 8-track Tape



Rear-window Defogger



Electronic Digital Clock



Automatic Speed Control



Power Door Locks & Power Windows



Luggage Rack

### Automatic Speed Control

A convenient option to have on vacation trips and freeway driving. Provides the driver with the ease of fingertip speed control to help select and maintain a desired speed until the driver brakes, accelerates or disengages it.

### Electronic Digital Clock

Certified by the Swiss government to be accurate to within a minute a month. (Standard on Imperial; optional Chrysler and Fury models.)

### Power Door Locks & Power Windows

Enjoy extra convenience and security with these power-assisted options. Master controls located next to the driver for fingertip operation.

### Rear-window Defogger

Helps improve rear-window visibility. An electric rear-window defogger is also available.

### Luggage Rack

A stylish and handy station wagon option for luggage overflow. Available Fury, Satellite and in group package only (with passenger assist handles) on Chrysler Town & Country Station Wagons.

### Manual Vent Windows

Handy ventilation for Imperial, Chrysler, Fury and Valiant 4-door models only. Tinted glass required.



Manual Vent Windows

OPTIONS	Duster	Scamp	Valiant	Plymouth	Satellite	Fury	Chrysler	Imperial	CHECK LIST
Air Conditioning	O	O	O	O	O	O	O	S	
Automatic Temperature Control	NA	NA	NA	NA	NA	O	O	S	
Air Deflector—Station Wagon	NA	NA	NA	NA	O	S	S	NA	
Axle—Optional Ratio	O	O	O	O	O	O	O	NA	
Axle—Sure-Grip Differential	O	O	O	O	O	O	O	O	
Brakes—Power, Front Disc	O	O	O	O	O	S	S	NA	
Brakes—Four-wheel Disc	NA	NA	NA	NA	NA	NA	NA	S	
Bright Bumper Guards—Front and Rear	O	O	O	O	O	O	O	S	
Clock—Electric Digital	NA	NA	NA	NA	NA	O	O	S	
Console	O	NA	NA	O	O	NA	NA	NA	
Deck-lid Release, Power	NA	NA	NA	NA	NA	O	O	O	
Defogger—Rear-window	O	O	O	O	O	O	NA	NA	
Defogger—Electric, Rear-window	O	O	O	NA	O	NA	NA	NA	
Door Locks—Power	NA	NA	NA	NA	NA	O	O	O	
Glass—Tinted	O	O	O	O	O	O	O	S	
Handles—Station Wagon Assist	NA	NA	NA	NA	NA	O	O	S	
Hood Release—Inside	O	O	O	O	O	S	S	S	
Light Package	O	O	O	O	O	O	O	S	
Luggage Rack—Station Wagon	NA	NA	NA	NA	O	O	O	NA	
Mirror—Right, Remote-Control	NA	NA	NA	NA	NA	O	O	O	
Mirror—Racing, Dual	O	NA	NA	O	O	NA	NA	NA	
Mirror—Left, Remote-control	O	O	O	O	O	O	O	S	
Radio—AM	O	O	O	O	O	O	O	NA	
Radio—AM w/ Stereo Tape	NA	NA	NA	NA	NA	O	NA	NA	
Radio—AM/FM	O	O	O	NA	O	O	O	O	
Radio—AM/FM Stereo	NA	NA	NA	O	O	O	NA	NA	
Radio—AM/FM Stereo w/ Stereo Tape	NA	NA	NA	NA	NA	O	O	O	
Radio—AM/FM Stereo Search Tune	NA	NA	NA	NA	NA	O	O	O	
Rallye Cluster	NA	NA	NA	O	S	NA	NA	NA	
Safeguard Sentinel	NA	NA	NA	NA	NA	NA	O	O	
Seat & Interior Trim	O	O	O	O	O	O	O	O	
Seat—Power	NA	NA	NA	NA	NA	O	O	O	
Security Alarm System	NA	NA	NA	NA	NA	O	O	O	
Speedometer	O	NA	NA	NA	NA	NA	NA	NA	
Speed Control—Automatic	NA	NA	NA	NA	NA	O	O	O	
Steering Wheel—Tilt & Telescope	NA	NA	NA	NA	NA	O	O	O	
Steering Wheel—"Full"	O	O	O	NA	O	NA	NA	NA	
Sun Roof	O	O	NA	NA	O	O	O	NA	
Tachometer	NA	NA	NA	O	O	NA	NA	NA	
Tailgate—Station Wagon, Auto-Lock	NA	NA	NA	NA	O	O	S	NA	
Tires—Special Sizes	O	O	O	O	O	O	O	S	
Tires—Steel-belted, Radial-ply, WSW	O	O	O	O	O	O	O	S	
Tires—Whitewall	O	O	O	O	O	O	O	S	
Transmission—4-speed Manual	O	NA	NA	O	O	NA	NA	NA	
Transmission—TorqueFlite Automatic	O	O	O	O	O	S	S	S	
Trailer-Towing Package—Light	O	O	O	NA	O	O	O	NA	
Trailer-Towing Package—Heavy	NA	NA	NA	NA	O	O	O	O	
Undercoating	O	O	O	O	O	O	O	S	
Vinyl Roof	O	O	O	O	O	O	O	S	
Wheel Covers—Deluxe	O	O	O	O	O	O	S	NA	
Wheel Covers—Premier	NA	NA	NA	NA	O	O	O	S	
Wheels—Rallye	O	O	O	O	O	NA	NA	NA	
Wheels—Chrome-nylon	NA	NA	NA	O	O	O	O	NA	
Windows—Power	NA	NA	NA	NA	O	O	O	S	
Windows—Vent, Manual	NA	NA	S	NA	NA	O	O	O	

O—Optional S—Standard NA—Not Available \*Standard on some models. \*\*Not Available on some models. †No package only. ‡Right, manual mirrors are available for some models.

# 1974 CHRYSLER-PLYMOUTH EXTERIOR COLORS



Silver Frost Metallic<sup>1</sup>



Powder Blue



Lucerne Blue Metallic



Starlight Blue Metallic<sup>2</sup>



Rallye Red<sup>3</sup>



Burnished Red Metallic<sup>4</sup>



Frosty Green Metallic



Deep Sherwood Metallic



Avocado Gold Metallic



Sahara Beige



Dark Moonstone Metallic



Sienna Metallic



Dark Chestnut Metallic<sup>2</sup>



Spinnaker White



Fomal Black



Sun Fire Yellow<sup>2</sup>



Golden Fawn



Yellow Blaze<sup>6</sup>



Golden Haze Metallic



Tahitian Gold Metallic

<sup>1</sup>Not Available—Duster, Valiant, Barracuda <sup>2</sup>Not Available—Duster, Valiant, Barracuda, Satellite <sup>3</sup>Not Available—Chrysler, Imperial <sup>4</sup>Not Available—Satellite, Fury <sup>5</sup>Not Available—Fury, Chrysler, Imperial

**NOTE:** Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Chrysler-Plymouth Dealer for accurate color chips.

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