

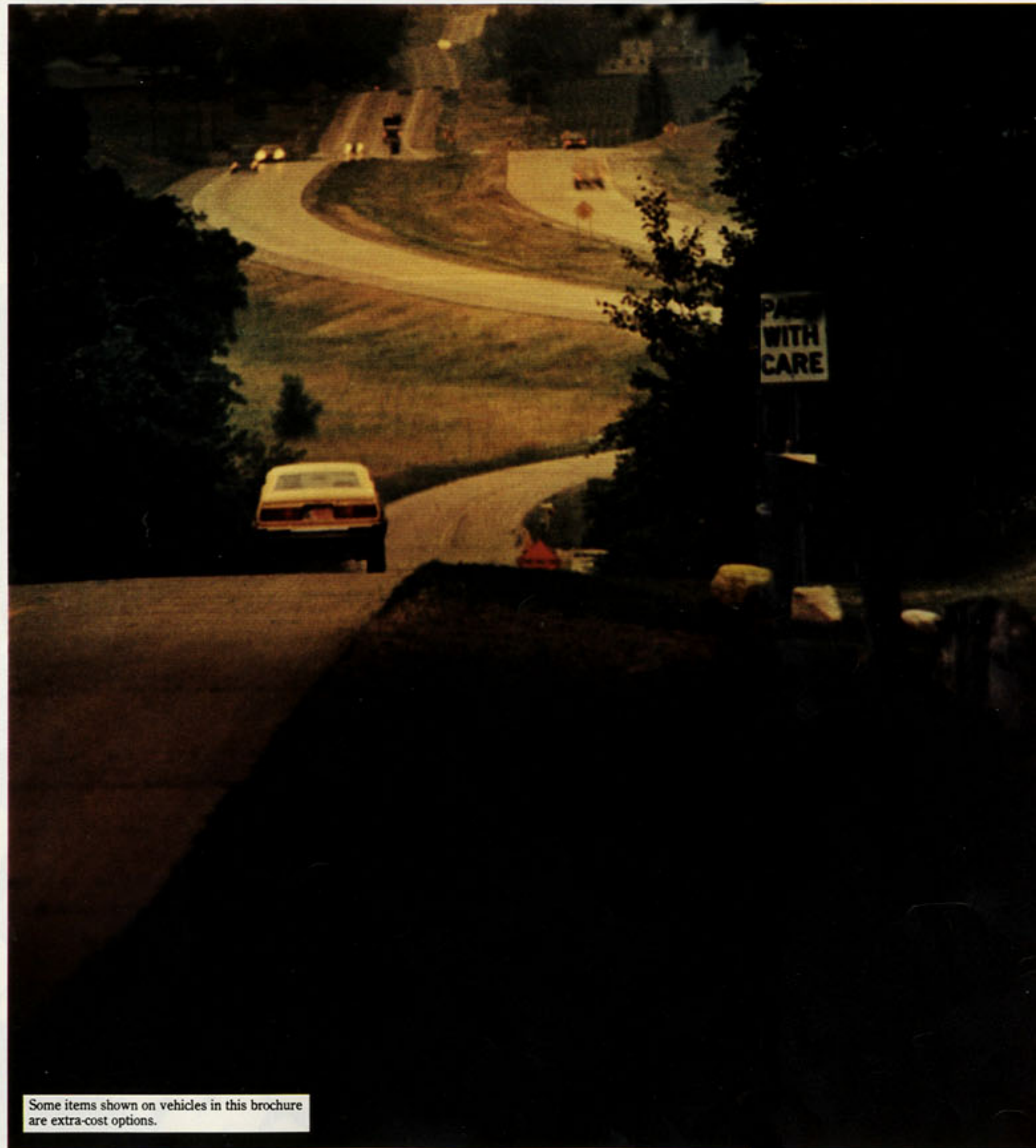
# 1979 Chrysler-Plymouth Illustrated

SPECIAL ISSUE





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## SCORECARD

The 1979 Chrysler-Plymouth lineup is an all-star collection of some of the finest automobiles we've ever designed and built.

Name the type of car you're interested in and the chances are the Chrysler-Plymouth team can deliver.

Efficiency-sized... sports... hatchbacks... coupes... sedans... station wagons... personal cars... luxury models. Plus the Voyager Wagon, Trail Duster and the brand-new Arrow pickup.

That's not all. We're introducing new cars like Champ. There's never been a Plymouth like it. A spunky four-passenger, front-wheel-drive vehicle that proves an economical buy can also be exciting.

There's a new Horizon for you to discover. It's the sporty TC3 hatchback that we expect to be every bit as successful as its four-door brother.

We've completely redesigned and restyled our Newport and New Yorker models. They're still able to carry six passengers in comfort and style.









And to top it all, there's the most exclusive Chrysler you can own: The Fifth Avenue Edition of our famed New Yorker.

When it comes to what you want and need in a new car, we know the score.

Chrysler. Plymouth.

Some items shown on vehicles in this brochure are extra-cost options.

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## CHAMP.

### OUR NEW FRONT-WHEEL DRIVE IMPORT.

Meet the Champ. A brand-new car from Plymouth.

An efficiency-sized car with the MCA-Jet engine.

With great handling ... every Champ has front-wheel drive, power front disc brakes and rack-and-pinion steering. With great versatility ... four-passenger seating plus a wide, easy-to-open rear hatch. And with the quality you'd expect from Mitsubishi.

Plus it comes in three choices: Champ Hatchback, Champ Custom Hatchback and Champ Custom Hatchback with Premium Package.

With the Premium Package, there's a new Twin-Stick transmission. With two shift levers. One is the familiar 4-speed stick. The other lever gives you two modes of operation: power and economy.

It's like having two transmissions in one. Use the power mode for spirited performance in passing, zipping up hills, or to merge onto the freeway. Use the economy mode for most of your everyday city or country cruising.

When Plymouth offers an efficiency-sized car, they don't spare the "plusses."

That's what makes Champ a champ.

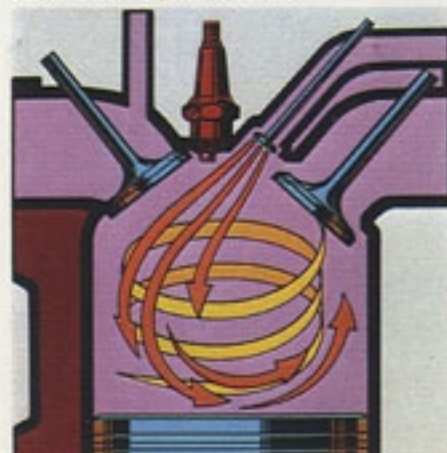
THAT'S IMAGINATION.  
THAT'S PLYMOUTH.



*Champ Custom Hatchback with Premium Package*



*Twin-Stick Transmission*



*MCA-Jet Engine Piston Chamber*



*Champ Custom Hatchback Premium Package Interior*





## ARROW.

**A LITTLE  
SPORT.  
A LOT OF  
VALUE.**

Leave it to Plymouth to fire up your imagination and heat up your driving excitement with a lineup of great new Arrows for the open road. The value-packed Arrow. The bright and sassy Arrow Jet. The dressy Arrow GS. The dashing Arrow GT. And a hot new entry...the Fire Arrow.

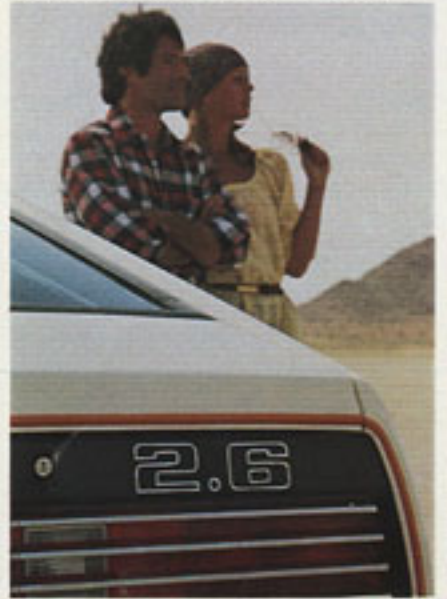
Sporty looking with efficient hatchback design and sprightly performance, they have an exciting style all their own.



*Fire Arrow*



*Fire Arrow and Arrow GT Interior*



*Fire Arrow Rear Deck*



## SAPPORO.

**THE SPORT  
WITH  
SOPHISTICATED  
IDEAS.**

Notice Sapporo's sophisticated new appearance. Clean and uncluttered.

With many standard features: cast aluminum road wheels... electrically powered color-keyed racing mirrors... rear window defroster... an overhead console with digital clock and warning lights... bucket seats with dual recliners... Silent Shaft, MCA-Jet engine. Much more.

All standard. On Sapporo. The complete car.



*Sapporo*



*Sapporo Interior*



*Overhead Console*



*Sapporo Instrument Panel*





## HORIZONS UNLIMITED.

### NOW THERE'S EVEN MORE CONFIDENCE ON THE HORIZON.

An overwhelming success. That's the response the Horizon 4-door hatchback continues to get since taking to America's highways.

Small wonder. Horizon showed American drivers that a car can be smart and roomy, while relating to the road in a way that makes a lot of sense.

Now look again. Here comes a new Horizon: the sporty TC3 hatchback. With the same solid engineering... the same assuring front-wheel drive roadability... plus special styling that says "NOW!"

And right from the start, you get lots of extras that come standard on the Horizon TC3... like dual pinstripes, wheel trim rings, electric rear window defroster, AM/FM radio in a simulated wood-grain instrument panel, luxury steering wheel, custom vinyl seats, to name just a few.

In addition to the many standard features found in any Horizon, you can

choose from a host of "mix and match" interior and exterior options that add to Horizon's appearance and to your comfort. Inside and out, you can specify the Horizon just right for you.

Both models offer Premium exterior and interior trim. Sport and Rallye Packages are available on the new Horizon TC3. Even a "woody" look can be added to the 4-door Horizon.

And whatever the season hands you—rain, snow or wind—Horizon can help you handle the road with confidence.

Front-wheel drive—with the engine weight over the drive wheels—rack-and-pinion steering, radial tires and a "tuned" suspension system provide nimble action and remarkable traction.

Whether you choose the popular 4-door model or the all-new sporty TC3 hatchback, your Horizons are unlimited.

**THAT'S IMAGINATION. THAT'S PLYMOUTH.**



*Horizon Instrument Panel with Optional Rallye Cluster*



*Optional Mirror*



*Optional Tri-Lite Roof*



*Horizon 4-Door Hatchback Optional Premium Interior*



*Horizon TC3 Hatchback Optional Interior*



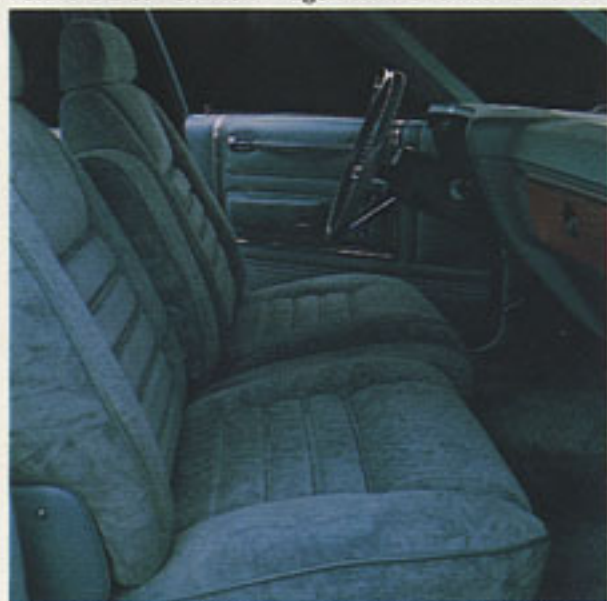
*Horizon TC3 Hatchback with Premium Exterior Trim and Two-Tone Paint Package Options*

*Horizon 4-Door Hatchback with Premium Exterior Trim and Two-Tone Paint Package Options*





*Volare 4-Door Station Wagon with Premier Exterior Wood-Grain Package Option*



*Volare Optional Premium Interior (cloth 60/40)*



*Volare Optional Premium Interior (all vinyl buckets)*



*Duster Interior w/Opt. Center Cushion & C.A.R.*





*Optional T-Bar Roof*



*Volaré 4-Door Sedan with Premium Exterior Package Option*



*Volaré 2-Door Coupe with Two-Tone Paint and Decor Package Options*



*Duster 2-Door Coupe*



## **VOLARÉ.**

**ROOM, RIDE AND COMFORT FOR LESS THAN YOU IMAGINE.**

With the Volaré station wagon, you don't have to compromise and settle for anything less than the room, riding comfort and style you and your family need.

Volaré will stay within your budget but never cramp your style. Our wagon has plenty of room for six adults. Or assorted carry-ons. Plenty of capacity for pleasure or practicality.

Optional exterior dress-up packages range from Custom to Two-Tone to a Premier wood-grain trim. And, with the unique "mix and match" plan, you can order almost any Volaré interior in any Volaré wagon, sedan or coupe.

And count on an abundance of optional choices to dress up your Volaré Sedan and Coupe to the trim level just right for you.

Count on tasteful exterior trim packages: Custom, with color-keyed vinyl side moldings, rear-deck applique and more. The Premier Package includes Custom trim items plus such additions as a hood ornament and body-side tape stripes.

The Volaré Coupe's look is fresh — with contemporary styling and the jaunty air of a winner.

Note the look of the handsomely designed headlamps and parking lamps, the wide, checkerboard grille, and the host of smart trim options: A handsome Custom Exterior Package or the Premier Exterior Package with its luxury touches are offered.

Guess who's back in town. Duster, that's who. Back by popular demand.

Once again you can enjoy the spirited fun of a Duster.

Sharp-looking accent stripes combine with special color treatments to give Duster a distinctive personality.

Inside, your Duster offers style and comfort galore. For example, high-back bucket seats with a special Duster plaid cloth trim.

Duster... just part of our sporty '79 offerings. Also available the Road Runner Package and a new Sport Wagon Package.

**THAT'S IMAGINATION. THAT'S PLYMOUTH.**





*LeBaron Medallion 2-Door*



*LeBaron Instrument Panel*

**POWER**

*Standard Power Steering and Brakes on all LeBarons.*



*Dual Overhead Reading Lamps*





*Town & Country Station Wagon*



*LeBaron Salon 4-Door*



*Optional Leather Seating*



**LeBARON.**

**THE PERSONAL CAR WITH THE PLEASING PRICE.**

If you are looking for something special in your next car, don't settle for anything less than the style and spirit that a 1979 Chrysler LeBaron offers.

All of the new '79 LeBaron models are beautiful examples of how Chrysler has designed and built a car to meet the needs of today.

For example, our new Salon series comes with standard power steering and brakes, four-speed manual transmission with overdrive, trip odometer and dual headlamps. Yet the price will surprise you ... proving you don't have to spend a lot to get a lot. A step up is our top-of-the-line Medallion series. Plus the LeBaron series for the most affordable Chrysler nameplate in '79. Three great series along with the Town & Country make up the LeBaron lineup this year. Your year to add a little style to your life.

Our purpose was to make all the '79 LeBarons efficient in their use of space ... enjoyable to drive ... yet eye-catching in their appearance.

With our lineup of great LeBarons — 4-doors, 2-doors and the Town & Country wagon — we think you'll agree that we've met our goal.

The Medallion series is the ultimate statement in the LeBaron line. Inside and out, your senses encounter standard luxury of the best kind.

Take the LeBaron Medallion 4-door. Its clean styling and pure lines add up to a look that's distinctive in appearance.

The sportiest Medallion — the 2-door — has the appearance of a responsive touring car ... a personal car designed for youthful tastes.

For some people a station wagon is the perfect car for their lifestyle. Especially a beautifully appointed and practical Town & Country wagon by Chrysler.

Also available LeBaron and LeBaron Salon 2-door and 4-door models. Giving you a great choice in a great automobile.





**CHRYSLER  
CORDOBA.**

**CONTEMPORARY  
CLASSIC.**

The magnificent Cordoba...no other car better exemplifies that unique blend of Chrysler engineering excellence and undeniable good taste. A combination which has resulted in the creation of a contemporary classic.

The timeless elegance of its lines are now further accentuated by a bold new vertical grille treatment. Plus options like the new two-tone paint combinations and new wire wheel covers.

Cordoba is obviously a car of substance and quality. You can see that for yourself in the jewel-like brilliance of its many tasteful, as well as practical, touches.

In its interior luxuries, exterior styling and engineering refinements, Cordoba is the car that sets the style.

1979 Chrysler Cordoba. The contemporary classic.



*Cordoba with Two-Tone Paint Package Option*



*Hood Ornament*



*Cordoba Optional Vanity Mirror*



*Cordoba Optional Leather Seating*





## NEWPORT.

**NOW YOU  
CAN HAVE  
IT ALL...NOW.**

Let's face it. Many people want and need a regular-sized car. The size of their families...the vacation miles traveled...or the demands of their business make it necessary.

For them, the 1979 Chrysler Newport is the right car at the right time.

With an all-new size that doesn't sacrifice six-passenger room and comfort.

With all-new styling that still has Chrysler elegance.

With a standard 225 six-cylinder engine that's designed for today's needs.

With a trunk able to handle family luggage and the souvenirs of a vacation trip.

With a ride that smooths out the bumps and leaves in the road feel.

With standard features like power steering, power front disc brakes and TorqueFlite automatic transmission.

The 1979 Newport has it all! It's a smart investment for today's value-conscious buyer who wants Chrysler tradition at an affordable price. Now you can have it all.



*Newport 4-Door Pillared Hardtop*



*Newport Standard Interior*



*Optional Sun Roof*



*Newport 4-Door Pillared Hardtop*





## NEW YORKER.

### THE MOST FABULOUS NEW YORKER OF THEM ALL.

Chrysler introduces a new era in comfort and engineering. The 1979 New Yorker.

With a sophisticated front end featuring a crisply designed grille and four concealed,

horizontally placed headlamps. Overhead, a Laredo-grain Landau roof with rear-door opera windows and lights.

Inside, the New Yorker indulges you in luxury. In addition to its quiet ride, it has soothing chimes instead of buzzers. Quiet-type door latches. Generous application of sound insulation. The standard Richton cloth-and-vinyl interior features folding arm-rests, front and rear, and individually adjustable front seats with a passenger-side recliner.

Other standard features include power windows. Digital clock. Door courtesy lights. Tinted glass. Power front disc brakes and steering.

It's the most fabulous New Yorker of them all.



*New Yorker 4-Door Pillared Hardtop*



*New Yorker Optional Leather Seating*



*Hood Ornament*



*Reading Lamp*



*Optional Electronic Search Tune Radio*





**FIFTH AVENUE EDITION.**

**THE ULTIMATE CHRYSLER.**

You are looking at the most exclusive Chrysler you can own. The 1979 New Yorker Fifth Avenue Edition.

In appearance, the Fifth Avenue Edition's unique styling speaks elegantly for itself. From the concealed headlamps to the distinctive two-tone paint treatment to the classic wire wheel covers. All standard.

The ride, we feel, is as smooth as any car we have ever made. The standard driving conveniences are many. Automatic transmission. Power front disc brakes. Power steering. Power windows. Plus others.

If you have a taste for luxury, you'll love the inside. A unique champagne-colored environment surrounds you with individual 60/40 front seats of supple champagne leather and vinyl.

Fifth Avenue. The ultimate Chrysler.



*Etched Opera Glass*



*Fifth Avenue Edition Instrument Panel*



*Fifth Avenue Edition Leather Interior*



*Fifth Avenue Edition 4-Door Pillared Hardtop*





## **VOYAGER. ONE FOR ROOM.**

Enjoyable family travel calls for room to haul the gang and all their gear across town or across country, with a minimum of crowding. And it also calls for handling ease, riding smoothness and all-around performance.

Plymouth Voyager

can do it all. Starting with a wide model choice: the popular 127.6-inch wheelbase, an agile 109.6-inch wheelbase, and our Maxiwagon, the roomiest on the market. With optional seating that can accommodate 5 to 15 passengers.

## **ARROW PICKUP. ONE TO CARRY.**

It's all right here, in the all-new Plymouth efficiency-sized pickup. Space to carry up to 1,400 lbs. of payload (or payload), including driver and passenger, on a short, agile 109.4-inch wheelbase. And carry them in roomy comfort. Smoothly, on a front coil and rear leaf-

spring suspension system. And smartly, with features such as a passenger-car-type instrument panel. You get a modern 4-cylinder Silent Shaft power plant, power front disc brakes plus handling and parking ease in an Arrow or Arrow Sport.

## **TRAIL DUSTER. ONE TO ROAM.**

If you've got plans for a more exciting future, Plymouth Trail Duster can put wheels under them. That's because this sport utility vehicle is built to do so many things, go so many places. You get versatile performance, provided by standard

full-time four-wheel drive, wide stance stability, rugged construction. A roomy, comfortable interior, distinctive broad-shouldered styling, and options that enable you to tailor Trail Duster to your personal wants and needs.

**THAT'S IMAGINATION. THAT'S PLYMOUTH.**

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*Voyager Sport*



*Arrow Sport Pickup*



*Trail Duster Sport*

