

1972
**Chrysler
Plymouth**
gives you more ways to go



1972 Chrysler-Plymouth... Coming Through with the kind of car America wants.

Our Commitment.

Our commitment to you is to design, engineer and build a car with quality. To give you honest value at an honest price. That is our goal.

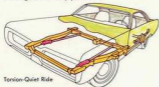
It's a no-nonsense commitment that can make a lot of sense when you buy your next car.

We try to give our buyers a car that gets them where they want to be in all types of weather and in all kinds of traffic.

People expect value when they invest in a new car—and that's what we expect to deliver.

Built better to last longer.

Every 1972 Chrysler and Plymouth is built with improved quality control techniques. "Quality first" is the guide from start to finish. Our quality control standards extend to such things as our 7-step dip-and-spray rust protection process. Every one of our cars goes through this process. Then there's unitized construction. Every car we produce has it. A welded body is intended to provide you with a strong, quiet ride. A further example of our engineering excellence is our Torsion-Quiet Ride. This total ride package helps give our 1972 Chryslers and Fords the comfort, handling and stability you want.



Torsion-Quiet Ride

New power and a better start.

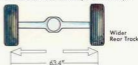
Many of the 1972 Chryslers and Plymouths now feature a new 400 cu. in. V-8 as optional or standard equipment. There's a wide selection of other engine choices. Depending on model, you can choose from the basic economy of a 198 Six all the way up to a 440 V-8. Transmissions include 3- and 4-speed manuals or the smooth and efficient TorqueFlite automatic. All of the V-8 engines now offer you the opportunity of having essentially trouble-free starts. Reason? A new and unique optional Electronic Ignition System (standard on some engines) that delivers more uniform and consistent starting voltage and is practically maintenance free. No points to be replaced. Or condenser. Another example of Chrysler engineering at work.



Electronic Ignition System

Other features and options.

Besides the new optional Electronic Ignition System and the 400 V-8, there is much more that is new for Chrysler-Plymouth. Here is a partial listing. A convenient, reusable, two-quart capacity litter bag is standard on all models. A Chrysler-built optional AM radio with a solid, stainless steel radio antenna. Increased availability of optional sun roofs. A wider rear track on Chryslers and Fords.



"Hardtop Glass" and the "Auto-Lock" system (standard on some models) plus a three-way tailgate on all Chrysler and Plymouth wagons. New interiors ranging from leather buckets to beach seats with center armrests. Improvements in our Cleaner Air System help control exhaust emissions. There's a lot more—and a personal inspection will show you exactly how Chrysler-Plymouth comes through for you.



Cleaner Air System

The kind of car America wants.

Big cars. Middle-sized cars. Small cars. Hardtops. Sedans. Wagons. luxury. Sport. Or economy. Chrysler-Plymouth comes through with 58 models. Every one is built to last. And that's what coming through means.

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Plymouth

Cricket



Cricket 4-Door Sedan

Cricket all-vinyl bucket seat interior
(part of optional Decor Package).
Available in six colors.



Cricket 4-Door Sedan

Cricket

Plymouth comes through with the little car that can. You can, too. Have more fun . . . get good economy . . . and have features you look for in a mini-sized car. For example, Cricket has four doors, with childguard locks on the rear doors. Front and rear, there's enough head, leg, and knee room for four adults. And the trunk gives you a lot of luggage room. Cricket also comes through with power front disc brakes; a 4-cylinder engine; four-on-the-floor, fully-synchronized transmission; Flow-Through ventilation and front bucket seats. Options: new vinyl roof, air conditioning, radio and more.

Plymouth Valiant

Duster, Valiant, Scamp

Duster is the big buy in economy cars. Big in front- and rear-seat hip room. Big in that it'll hold five adults rather than four like some other small cars. And with a big standard engine. A 198 Six.* Our new Electronic Ignition System is available with any V-8.

Our four-door Valiant has been a pacesetter in the economy field for over ten years now. And it still has the roomy interior, rugged construction, and proven economy.

Our Scamp 2-door hardtop is a masterpiece of Chrysler engineering and styling. It comes with a long list of standard equipment and it's our lowest-priced 2-door hardtop.

*Not available on Scamp in California.



Valiant 4-Door Sedan



Duster and Duster 340 standard cloth-and-vinyl bench seat. Available in three colors.



Scamp 2-Door Hardtop



Duster 2-Door Coupe

Plymouth Barracuda

Barracuda & Cuda

You're looking at two of the best-looking sporty cars made in America. The Barracuda hardtop—Six or V-8—is the low-cost way to let it happen. The 'Cuda is a charter member of the Rapid Transit System. Sporty options: stripes, racing mirrors, "Snap-Stick" floor shift. Comfort options: Air conditioning, power steering, automatic transmission and much more.



Barracuda 2-Door Hardtop



'Cuda 2-Door Hardtop



Standard Barracuda all-vinyl bucket seats. Available in five colors.

Plymouth Satellite

Sebring-Plus & Road Runner

Presenting the most luxurious mid-size hardtop we make, Satellite Sebring-Plus. And that plus stands for things like a 318 cu. in. V-8 that runs on regular gas. Bias-belted tires. All-vinyl buckets. And Satellite offers the only 2-door hardtops designed especially to be just 2-door hardtops. For options, how about a canopy or full-vinyl roof? Other available models: Satellite Sebring, Satellite Coupe.

Road Runner is still a leader in the low-price, high-performance field. Standard equipment is the type all Road Runner fanciers appreciate: 400 cu. in. 4-bbl. V-8 engine. Fully-synchronized three-speed manual floor-mounted transmission. Heavy-duty suspension including front and rear sway bar. "Beep-Beep" horns. And a performance hood. Optional GTX engines are also available.



Road Runner 2-Door Hardtop



Satellite Sebring-Plus 2-Door Hardtop

Sebring-Plus standard all-vinyl bucket seats. Available in five colors. (Console optional.)



Plymouth Satellite

Satellite

Big luxury in a mid-size car is yours with the Satellite Custom. Four-door convenience is enhanced by bright wheel lip and windshield moldings. Optional decor includes protective vinyl body side and doorsill moldings. Our lowest-priced four-door Satellite sedan is designed from the ground up to be just a 4-door sedan. A 117 inch wheelbase aids in parking and maneuverability. Yet the interior is spacious enough for six adults to ride comfortably.



Satellite Custom 4-Door Sedan



Satellite 4-Door Sedan



Satellite Custom standard cloth-and-vinyl bench seat, 7 available in four colors.

Plymouth FURY

Fury Gran Coupe & Gran Sedan

The good life has never looked so good before. And what a beautiful choice you have! It could be the Gran Coupe 2-door hardtop. Or the 2-door formal hardtop. To add even more luxury, order an optional vinyl roof in your choice of five colors. The Gran Sedan is our all-new look in the popular 4-door hardtop style. And like its

two-door brothers it has a vinyl rear bumper appliqué that's scratch and dent resistant . . . and a vinyl side molding that helps defend against accidental door dings. Both are color-keyed in five colors. Just a couple of the ways we've engineered our cars to last and look good longer.



Fury Gran Sedan 4-Door Hardtop



Fury Gran Coupe and Gran Sedan standard all-vinyl bench seat with center armrest. Available in six colors.



Fury Gran Coupe 2-Door Hardtop

Plymouth

FURY



Fury II 2-Door Hardtop



Fury I 4-Door Sedan



Fury III 4-Door Hardtop

Fury III, II, I

Fury II, our most popular Fury, comes in your choice of four body styles: four-door hardtop, four-door sedan, two-door hardtop and two-door formal hardtop. Every model contains a full measure of Chrysler engineering excellence. Fury II and I are the two most economical ways to go Fury in '72. All three saddles offer a long list of

Chrysler-engineered features as standard equipment: Torsion-Quiet Ride, Torqueflite automatic transmission, power steering, ventless side glass, keyless door locking, bias-belted tires, an anti-theft ignition system that locks the ignition and steering column when you remove the key, and much more. Options? Dozens of them. From sun roofs to stereos.



Fury II standard cloth-and-vinyl bench seat. Available in five colors (4-Door models).

Plymouth Wagons



Satellite Regent



A



B

- A. Satellite Regent standard all-vinyl bench seat. Available in four colors.
- B. Fury Sport Suburban standard all-vinyl bench seat. Available in five colors.



Fury Sport Suburban

Fury & Satellite

Big on looks. Big on loads. That's the '72 Fury wagons. For load space, you've got 104 cubic feet of room. For a solid, quiet ride, you've got Torsion-Quiet Ride. All models feature a three-way tailgate with hardtop glass and a rear air deflector. Satellite wagons are mid-size in everything but value. There's 91 cubic feet of cargo space. Bias-belted tires. Electric windshield washers. Three-way tailgate. And your choice of either a 3-seat or 2-seat Plymouth wagon.

Choose from six models: Sport Suburban, Custom Suburban, Suburban, Satellite Regent, Satellite Custom and Satellite.

Plymouth Options

Pick your Plymouth—then personalize from dozens of options. **1. AM Radio.** Has a new solid, stainless steel antenna. **2. Rallye Road Wheels.** A sporty touch. Set of four. **3. Power Windows.** Open and close all windows from the

driver's seat. **4. Inside Hood Release.** Standard on Fury models. **5. Racing Mirrors.** Color-keyed in seven colors plus chrome. Not available on Fury. **6. Air Conditioning.** Cleans, cools and dehumidifies. **7. Power Front Disc**

Brakes. For fade-resistant stops. **8. Sun Roof.** Power operated to let the sunshine in. **9. Vinyl Roof & Luggage Rack.** Two great options... all-new vinyl roofs for Fury and Town & Country wagons. Luggage Rack for all wagons.



1972 Chryslers — Coming Through with luxury that lasts

Luxury that lasts is a pretty bold promise. But it's one we feel we come through on because we spent a lot of time designing and engineering the 1972 Chrysler to perform well for a long time. We also gave your Chrysler new styling—a smooth, clean shape. And added moldings that not only embellish but help protect against nicks and scrapes.

We've always been proud of our reputation for engineering. We work at it because there's a lot more to big car luxury than status. We believe a luxury car should get you around in maximum comfort and luxury. It should give you plenty of room. Handling must be effortless and precise. And it should carry a host of standard features. More than ever, in 1972 Chrysler comes through with the kind of car America wants.

About the new looks.

New Chrysler styling reflects a smooth look. And there are new split grilles, inset in-loop-type front bumpers. Taillights have been incorporated with

massive full-width rear bumpers. And body side moldings help protect against door dings.

The "nuts and bolts."

We did a lot of things you don't see to make these '72s better. For example, our Torsion-Quiet Ride. We changed the front suspension geometry for more precise steering. There's a buskier new steering knuckle there, too. About the TorqueFlite automatic transmission. It's a leader in its field. But we improved it to make it last longer. There's a new overrunning clutch for better gear meshing, quieter shifting and reduction of transmission overload. Then there's our new Electronic Ignition System. It's optional* on Chrysler engines. This system can significantly reduce the number of tune-ups required—no points or condenser to replace. Another example of giving you more is our new micro-porous chrome plating process.

These are a few of the things we've done to make Chrysler luxury last long.

*Required in California.

Chrysler



Newport Royal 4-Door Hardtop



Newport Custom 2-Door Hardtop

Newport Custom and Newport Royal

Big is the word for Chrysler in '72. Newport Custom stretches over a 124 inch wheelbase and carries one of the roomiest interiors in its class. Trunk room to spare and a new wider stance—the rear wheels have been moved 1.4 inches farther apart. It's one of the little things that add a lot to Chrysler's low, wide appearance.

Newport Royal is our lowest-priced Chrysler, but it's all Chrysler. It gives you all the things you'd want in a big car: 400 cubic inch V-8 engine, Torqueflite automatic transmission, Torston-Quiet Ride, power steering, power brakes and much more.



Newport Custom standard cloth-and-vinyl bench seat. Available in five colors. Also available in all-vinyl.

Chrysler



Town & Country Station Wagon

New Yorker Brougham and Town & Country

New for '72, New Yorker Brougham is the most luxurious Chrysler. It has a split grille, loop-type front bumper and a double full-length side molding with color-keyed vinyl insert. New Yorker Brougham is available as a 4-door sedan or a 4- or 2-door hardtop. Another Chrysler model is the popular New Yorker in the same body styles.

Town & Country is the complete wagon. New looks make it so with loop-type front bumper surrounding dual horizontal headlights, new simulated wood-grain appliqué on body sides and new rear wheel opening skirts. Standard features: new 3-way tailgate with hardtop glass and a power tailgate window.



New Yorker Brougham 4-Door Hardtop



Town & Country standard all-vinyl bench seat with folding armrest. Available in four colors.



New Yorker Brougham 4-door standard cloth-and-vinyl split-bench seat. Available in five colors. Also available in all-vinyl.

Chrysler

Imperial



Imperial 2-Door Hardtop

Chrysler Imperial

Imperial luxury goes for deeper than a beautiful body. For instance, Torsion-Quiet Ride, our biggest engine, the 440 cubic inch 4-bbl. V-8 and sumptuous, rosewood-grain vinyl trim interiors. Other Imperial standard features: automatic transmission, power steering, power front disc brakes, air conditioning, tinted glass, power windows. Also available as a 4-door hardtop.



Imperial 4-door standard split-bench seat with passenger side recliner. Available in six colors. Driver and passenger seats adjust individually. The passenger seat reclines to a wide variety of positions.

Chrysler Options

Your choice of comfort and convenience options. Your dealer can give you the latest information.

1. Dual Auto-Temp II. Is intended to provide automatic comfort throughout the seasons. **2. Road Wheels.** Sport appeal. (Set of four.) **3. Auto-Speed Control.** Set your cruising speed and main-

tain it automatically until you brake or disengage. **4. AM/FM Multiplex Stereo with Cassette Tape.** Take along your favorite music or dictate on dealer-installed microphone. **5. Automatic Headlight Dimmer.** Dims your lights for on-coming cars then returns them to high beam. (Imperial only.) **6. Rear**

Window Defogger. Helps improve visibility. **7. Tilt & Telescope Rim-Blow Steering Wheel.** Suits your favorite driving position. Squeeze the rim to blow the horn. **8. Premier Wheel Covers.** Set of four. **9. Power Seats.** Available for driver seat only or both front seats with buckets and 3-in-1 seating.



**1972 Chrysler-Plymouth...Coming Through with the kind of car America wants.
58 different models to choose.**

1 Cricket



3 Barracudas



3 Dusters



1 Road Runner



14 Satellites



16 Furys



2 Scamps



16 Chryslers



2 Valiants



Coming Through.

Standard Safety Features

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 • Seat belts all seating positions • Shoulder belts, 2 front • 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 • 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.

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



customer care