

# CONFIDENTIAL

# buyer's guide

BULLETIN NO. 11



## TAKING THE MEASURE OF STATION WAGONS

When you buy a station wagon, you have more practical decisions to reach than is usually the case with a sedan or coupe.

How much extra space do you need for people and things? What size wheelbase best suits your

purpose? What level of performance are you looking for?

Plymouth station wagons answer these questions better than their competition. This bulletin points out why.

## FULL-SIZE STATION WAGONS

	PLYMOUTH FURY	CHEVROLET IMPALA	FORD GALAXIE
Wheelbase .....	122"	125"	121"
Overall Length .....	227.5"	228.8"	223.4"

## THE INS AND OUTS OF SEATING ARRANGEMENTS



FURY

GALAXIE

IMPALA

When you want to transport people in full-size wagons, Plymouth Fury has one of the most comfortable and accessible third seats.

Passengers get in and out of a Fury or Galaxie wagon the same way—through the tailgate. But the seating space on the Ford is split in two, so passengers face each other with very little room separating their knees. Young children may not be bothered by the arrangement, but adults will be.

Plymouth's single-unit, rear-facing third seat is more than ample for adults to settle back in comfort. A well at the rear of the floor (which without the third seat is part of a 10-cubic-foot hidden storage compartment), allows for plenty of room between passengers' knees and the closed tailgate.

Impala's forward-facing third seat, in our opinion, creates very real difficulties—both in entry and exit and seating comfort.

These difficulties are based on the Chevrolet because when opened, part of the tailgate goes up into the roof . . . while the other part goes under the floor. So much floor room is absorbed by the lower portion of the tailgate that: (1) The third seat must face forward, because there would otherwise be no room at all for passengers' legs and knees. (2) You have to get into or out of the third seat by sliding down part of a split-back second seat and crowding past it. (3) The third seat cushion over the floor tunnel is narrowed to little more than a thin pad. (4) You sit in a jacked-up position, with little knee-room between the third and second seat.



To get in or out of an Impala's third seat, you have to fold down the second seat and crowd past it.

## LOAD SPACE AND HOW YOU CAN USE IT



FURY

IMPALA

GALAXIE

Say you want to carry things instead of people. Plymouth has the edge here, too . . . with plenty of cargo volume (104.2 cubic feet) and one of the easiest operating tailgates in the industry. Plymouth's three-way design gives you a "door" with window up, a "door" with window down . . . and a flat opening gate.

Ford has the same type of "tailgate-door".

The Impala has a "disappearing" two-part tailgate.

All three will carry a standard 4' x 8' sheet of plywood. But in the Ford, you can't close the tailgate on a 4' x 8' unless you move the front seat forward and reduce legroom.

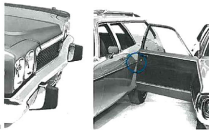
If you need to load bulky objects (furniture, crates, etc.) into the Chevrolet you may have trouble, because the load opening width at the belt line is only 42 inches.

Plymouth, on the other hand, has a cargo opening width at the belt of 51.2 inches.

## TAKING THE MEASURE OF PROTECTION AND TRIM

Bumper guards front and rear are standard equipment on Plymouth (in fact on all 1973 Plymouth sedans, coupes and station wagons). The bumper system meets Federal impact standards, while blending neatly and snugly into the styling treatment. Bumper guards are extra cost on the Chevrolet and Ford.

Body side moldings with vinyl inserts are a neat styling accent and provide protection against paint and sheet-metal damage in tight parking situations. Standard on Plymouth Custom Suburban, extra cost on Chevrolet and Ford.



PLYMOUTH

## FURY'S ENGINES HAVE MORE NET HORSEPOWER AND TORQUE



Fury's Optional V-8—480 cu. in., 4 bbl.

Right across the line—starting with the standard 360-cubic-inch V-8—Fury engines deliver the added performance wagon owners need.

	Fury	Impala	Galaxie
<b>Std. engine</b>			
Disp. ....	360 2-bbl.	350 2-bbl.	351 2-bbl.
Net Horsepower ...	170 @ 4000	145 @ 4000	157 @ 4000
Net Torque .....	285 @ 2400	225 @ 2400	246 @ 2400
<b>Optional Engines</b>			
Disp. ....	400 2-bbl.	400 2-bbl.*	400 2-bbl.
Net Horsepower ...	185 @ 3600	150 @ 3200	167 @ 3600
Net Torque .....	310 @ 2400	236 @ 2000	312 @ 2200
Disp. ....	444 4-bbl.	454 4-bbl.	429 4-bbl.
Net Horsepower ...	222 @ 3600	215 @ 4000	198 @ 4000
Net Torque .....	350 @ 2400	345 @ 2400	320 @ 2600

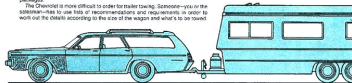
\*Standard on Caprice models.

## PLYMOUTH HAS THE TOP TRAILER-TOWING CAPACITY

With Plymouth's optional trailer-towing packages, you can pull a trailer weighing up to 7,000 pounds loaded. That's 1,060 pounds more than you can pull with a Ford or Chevrolet wagon similarly equipped.

Like Plymouth, the Ford wagon offers towing components in easy-to-order packages.

The Chevrolet is more difficult to order for trailer towing. Someone—yep, or the salesman—has to use lists of recommendations and requirements in order to work out the details according to the size of the wagon and what's to be towed.



## OTHER IMPORTANT COMPARISONS



Plymouth Custom Suburban

You can see more in every direction from inside a Fury wagon than you can from a Galaxie, because Fury's total glass area is 332 square inches greater.

**Vehicle alarm systems\*** are a great new wagon option. In the Plymouth system, the horn blows intermittently and all outside lights flash if anyone tries to tamper with the hood or doors. When you're inside, you can push a button that automatically locks all doors and activates all alarms.

Ford's alarm system only sounds the horn.

Chevrolet does not offer a factory-installed vehicle alarm system.

\*Available Full-Size wagon only.



## INTERMEDIATE-SIZE STATION WAGONS

	PLYMOUTH SATELLITE	CHEVROLET CHEVELLE	FORD TORINO
Wheelbase .....	117"	116"	118"
Overall Length .....	216.1"	214.3"	215.6"

## Practically Speaking, THE SATELLITE TAILGATE WINS



SATELLITE

CHEVELLE

TORINO

All Plymouth wagons have a three-way tailgate. So have the full-size and intermediate Ford products.

The Chevelle tailgate is a 1st that swings only up—way up. It can be difficult for a short person to pull back down. This tailgate provides no shelves on top to support extra-long loads.

And you can neither open nor close the Chevelle gate window because it's fixed. The only way to bring fresh air in at the rear is through small quarter vent windows that must be opened manually. The driver can't do this from the front seat. If children

have left the rear vents open, the driver must get in the back of the wagon to close them.

The Satellite optional power tailgate window, like Torino's, can be raised or lowered electrically from the driver's seat. The driver can get fresh air whenever he wants... and have control of the window.

Torino's optional, one-piece cargo carpeting must be rolled up every time you want the third seat in place.

## SATELLITE HANDLES BIGGER, LONGER, WIDER LOADS



SATELLITE

CHEVELLE

TORINO

The Satellite's 91.3 cubic feet of cargo volume in 3-seat models is almost as great as that of the big Ford wagon, and certainly more than either Chevrolet or Ford intermediates. The following chart also shows that even when Ford and Chevrolet front seats are in their rest-forward position, you can't close the tailgate and carry a 4' x 8' sheet of plywood at the same time.

	SATELLITE	CHEVELLE	TORINO
Cargo Volume .....	91.3	85.0	84.0
Max. Load Length (tailgate down or opened) .....	115.7"	90.2"	109.5"
Max. Load Length (tailgate up or closed)* .....	99.9"	95.4"	93.0"
Wash Between Wheelhoopings at Floor .....	48.5"	44.5"	48.2"

\*When seat is rest-forward position.

## ALL THIRD SEATS ARE REAR FACING, BUT...



The third seats of Satellite, Chevelle and Torino all face to the rear... but there are important differences in convenience and comfort.

For instance, the Chevelle's third seat is not only narrower

than the Satellite's... but it's also awkward to reach because the Cheve provides no bumper stop.

The Satellite wagon has eight inches more third-seat hip-room than Chevelle, six inches more than Torino.

## WHAT'S UP FRONT?



Only Satellite provides the added comfort of a folding center armrest in the front seat... as standard equipment. This feature's not available on Chevelle and Torino, even at extra cost.

## WHAT'S IN THE MIDDLE?

It's easy to drop the second seat-back of a Satellite from either side, because the seat-back release is located in the center of the seat. The second seat-back release on the Chevelle is located on the right... on the Torino to the left.



## SATELLITE ALSO WINS IN STANDARD AND OPTIONAL ENGINES




Satellite standard  
318 V-8 Engine


Proper performance for the added demands of station wagon operation is as important in the intermediate class as it is for larger wagons.

	Satellite	Chevelle	Torino
<b>Std. Engine</b>			
Disp. ....	318 2-bbl.	307 2-bbl.	302 2-bbl.
Net Horsepower	150 @ 3600	115 @ 3600	135 @ 4200
Net Torque	265 @ 2000	205 @ 2000	228 @ 2800
<b>Optional Engines</b>			
Disp. ....	400 2-bbl.	360 2-bbl.	351 2-bbl.
Net Horsepower	175 @ 3600	145 @ 4300	154 @ 4000
Net Torque	305 @ 2400	255 @ 2400	240 @ 2400
Disp. ....	400 4-bbl.	360 4-bbl.	400 2-bbl.
Net Horsepower	250 @ 4800	175 @ 4000	160 @ 3800
Net Torque	335 @ 3600	280 @ 2800	300 @ 2300
Disp. ....		454 4-bbl.	429 4-bbl.
Net Horsepower		245 @ 4000	177 @ 4400
Net Torque		375 @ 2800	320 @ 2800


## CHECK OUT THESE ADDITIONAL SATELLITE ADVANTAGES

- 
75.3 inches more total glass area than the Torino.


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- 
A wider rear track than Chevelle.


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Carpet/floor carpeting is standard on Regent. It's extra cost on Torino.

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Satellite has an easy-to-order trailer-towing package. Chevelle does not.

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The Satellite trailer-towing package includes an auxiliary transmission oil-cooler. Neither Ford nor Chevelle offer this feature.

## ONLY ON PLYMOUTH STATION WAGONS

### Rear Window Deflector

Rear window air deflectors help keep rear glass free of snow and moisture and are a sturdy, standard, built-in feature of all Fury wagons, optional on all Satellite wagons. Air deflectors on comparable Chevrolet and Ford models are add-on units . . . that are also extra cost.



### Rear Air Conditioner

An optional rear air conditioner (must be ordered with the front air conditioner) increases the overall air-conditioning capacity of the Fury Wagon and keeps second- and third-seat passengers comfortably cool. The rear seat has its own cooling coils and blower fans to cool and circulate the air at the back of the wagon.

### Torsion-Bar Front Suspension

The torsion-bar front suspension system of Plymouth wagons—together with widely spaced rear leaf springs—gives you a comfortable ride with a safe sense of control and handling. Torsion bars are easily adjusted for proper front-end height. Coil springs on competitive makes must be wedged or chiselled when they sag with wear and age.

## EXTRA CARE IN ENGINEERING MAKES A DIFFERENCE IN PLYMOUTH

### Standard Electronic Ignition System and Electronic Voltage Regulator

Electronic ignition on Plymouth full-size and intermediate wagons eliminates the need for points and condenser in the distributor . . . can save you money in ignition tune-ups and parts over the life of your wagon. Not available on Ford or Chevrolet wagons. Plymouth's electronic voltage regulator is also virtually maintenance free.



### Auto-Lock

Here's an exclusive convenience and security item . . . that's standard equipment on Satellite three-seat models. Optional on all other wagons. Shown is the disconnect switch located within easy reach of the driver. Pushing and holding this switch unlocks the tailgate so that it may be opened from the inside by third-seat passengers. The instant the switch is released the tailgate re-locks automatically . . . as long as the ignition is on.

### Unibody Construction

Plymouth Unibody construction . . . is an important plus because of the rugged site to which station wagons are put. In this design, the body panels and structural members are fused into one solid unit by more than 4,000 tough welds. The strengths of body members and frame are combined. Full-size and intermediate-size Fords and Chevrolets have separate frames and bodies that are bolted together.

PLYMOUTH DIVISION



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