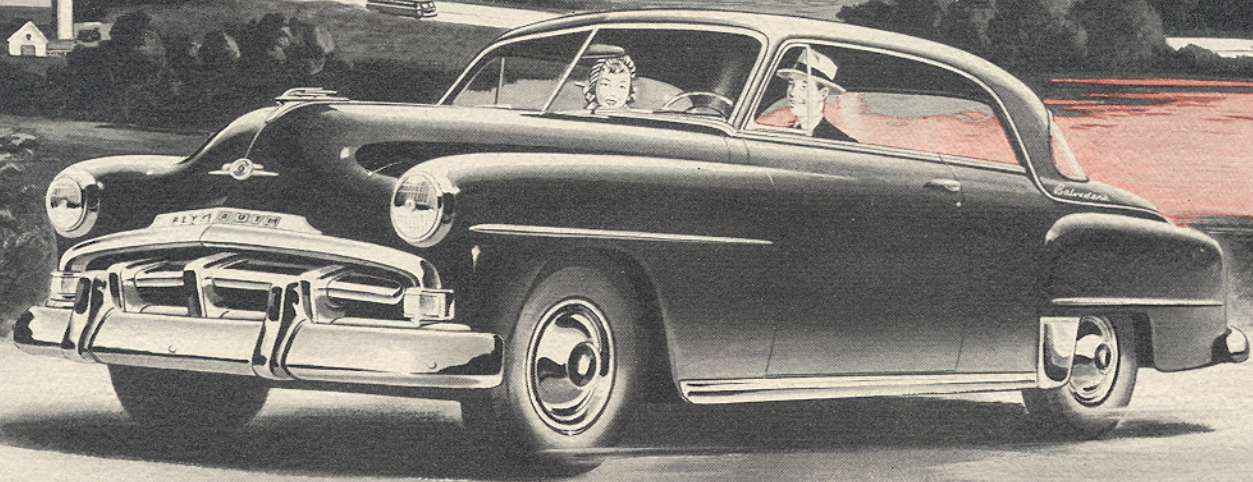
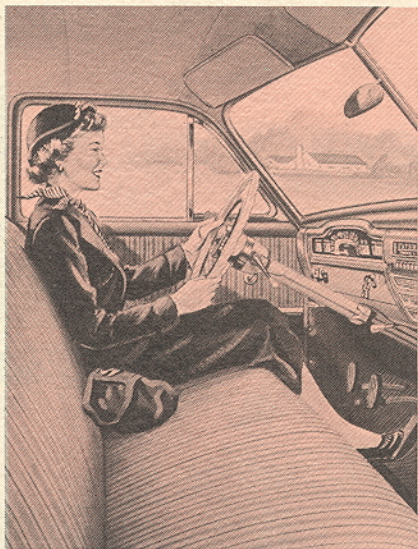


*you will thrill to*

**PLYMOUTH'S  
AUTOMATIC  
OVERDRIVE**



*Presenting*  
**FOR YOUR MOTORING PLEASURE**  
**PLYMOUTH'S NEW AUTOMATIC OVERDRIVE**



In designing the new 1952 Plymouth automatic Overdrive, Plymouth engineers *were thinking of YOU!*

You wanted **ECONOMY** . . . especially on the open road.

You wanted **COMFORT** . . . miles of easy driving, with the engine working easily, smoothly, quietly.

You wanted **SAFETY** . . . flashing acceleration instantly available for any emergencies.

You wanted **LONG ENGINE LIFE** . . . with low maintenance costs and minimum of repairs.

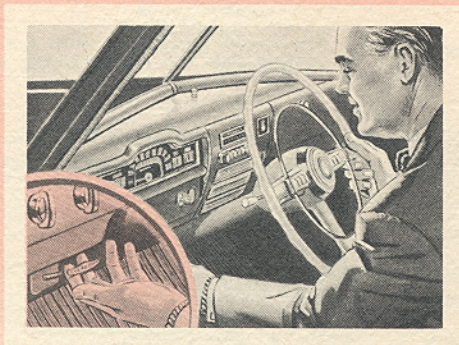
You wanted **FLEXIBILITY** . . . a car adaptable to all driving conditions and in all weather.

You wanted **CONVENIENCE** . . . a self-shifting unit which you control completely with only a touch of your toe on the accelerator pedal.

So . . . Plymouth proudly presents the new Plymouth automatic Overdrive. It gives you all these features you wanted.

**TRY IT YOURSELF AND SEE . . .** *Ask for a demonstration ride today!*

# at 25 miles per hour A MIRACLE HAPPENS



Overdrive is engaged mechanically by just pushing in the handle on the dash panel. To disengage overdrive, pull handle out.



With Overdrive . . . there's nothing new to learn. Your foot on the accelerator pedal completely controls Overdrive.

Silently . . . smoothly . . . the instant you lift your foot momentarily from the accelerator, Plymouth Overdrive goes to work for you. The smooth power flow of your Plymouth engine dies to a whisper, yet, magically, road speed is unchanged. The quietness and smoothness of your Plymouth engine is unbelievable. Driver and passengers relax in restful comfort.

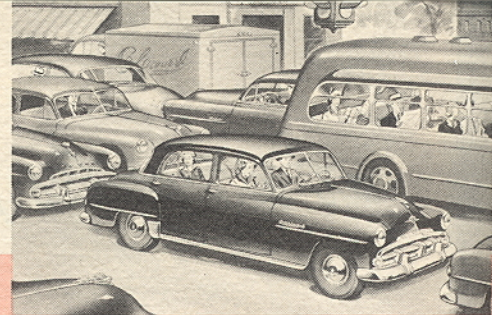
This is because Plymouth Overdrive allows your engine to loaf while it keeps the car at whatever speed you choose. For example, if you're traveling at 50 miles per hour, the engine would cruise along at only 35 miles per hour.

Yet, you control the magic of Plymouth Overdrive completely with just a touch of the toe on the accelerator. If you need a sudden burst of speed for passing another car, merely press the pedal fully to the floor, and Overdrive will automatically shift back to standard third gear, which provides *better than ever* acceleration for as long as you wish. This better than normal acceleration is due to the 4.3 axle ratio of your Plymouth equipped with Overdrive, while the axle ratio of a Plymouth without Overdrive is only 3.9 to 1. And the moment you release the accelerator pedal the transmission will shift smoothly, quietly, back into Overdrive.

**F. E. FAY COMPANY**

730 COMMONWEALTH AVENUE  
BOSTON 15, MASS. ASPENWALL 7-4500  
*New England's Original and Largest*  
CHRYSLER-PLYMOUTH DEALER

# BUT... *that's not all!*

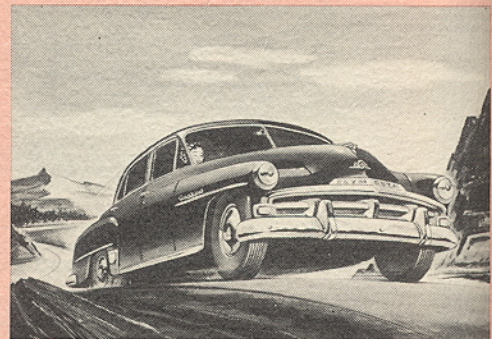


Plymouth Overdrive with 4.3 to 1 axle ratio improves performance in traffic.

New Plymouth Overdrive provides many additional advantages which mean greater comfort, economy, flexibility and convenience for you!

For country driving . . . Overdrive offers pleasant miles . . . comfortable miles . . . economical miles. Remember, it's possible to get many extra, bonus miles when your Plymouth is equipped with new Plymouth Overdrive.

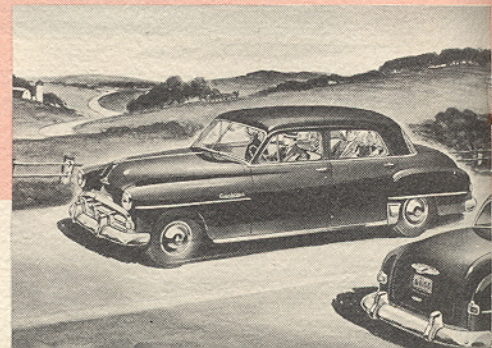
In traffic, when your car speed is between ten and twenty miles per hour only, you need not use your clutch in shifting gears . . . just fully release the accelerator pedal, then shift to whatever gear you desire. This is possible because, when driving at speeds less than 25 miles per hour, each time you remove your foot from the accelerator pedal, the engine drops all the way back to idling speeds. It is the absence of engine torque on the drive-train that makes possible shifting without the use of the clutch.



Plymouth Overdrive with the kickdown feature lets you take long, steep grades with ease . . .

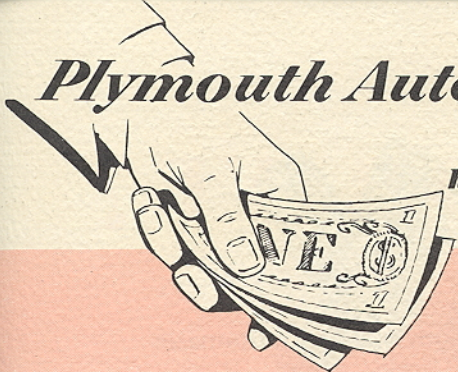
When getting away from traffic lights or in extremely heavy traffic, you may start in second gear if you wish. This, again, is due to the advantageous gear ratio of your Plymouth when it is equipped with Overdrive. Your Plymouth equipped with Overdrive will give you more than enough acceleration for all normal traffic starts.

Plymouth Overdrive makes long trips a new experience in driving comfort.



# *Plymouth Automatic Overdrive* **SAVES YOU MONEY!**

*how would you like to get extra bonus miles with your 1952 Plymouth?*



You can, very easily, if it is equipped with Overdrive, for it is possible to experience substantial fuel savings.

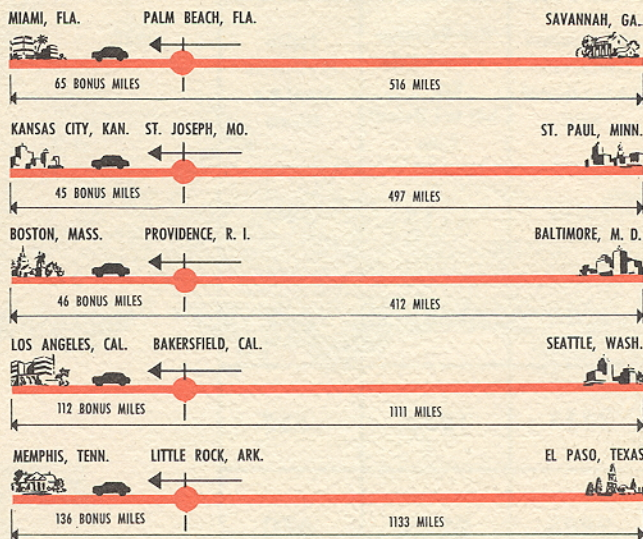
Here's an example of what Plymouth Overdrive can mean to you . . .

If you were taking a trip from St. Paul, Minnesota, to Kansas City, Kansas, it would be possible to drive on bonus miles from somewhere near St. Joseph, Missouri, to your destination!

Apply this test to any distance you are familiar with and you can see instantly what Plymouth Overdrive will do for you.

Listed on this page are some graphic mileage charts for your convenience . . .

## Here's your Graphic Mileage Chart



# What is

# OVERDRIVE?

## PLYMOUTH ENGINE REVOLUTIONS PER MINUTE

**30**  
m.p.h.

**40**  
m.p.h.

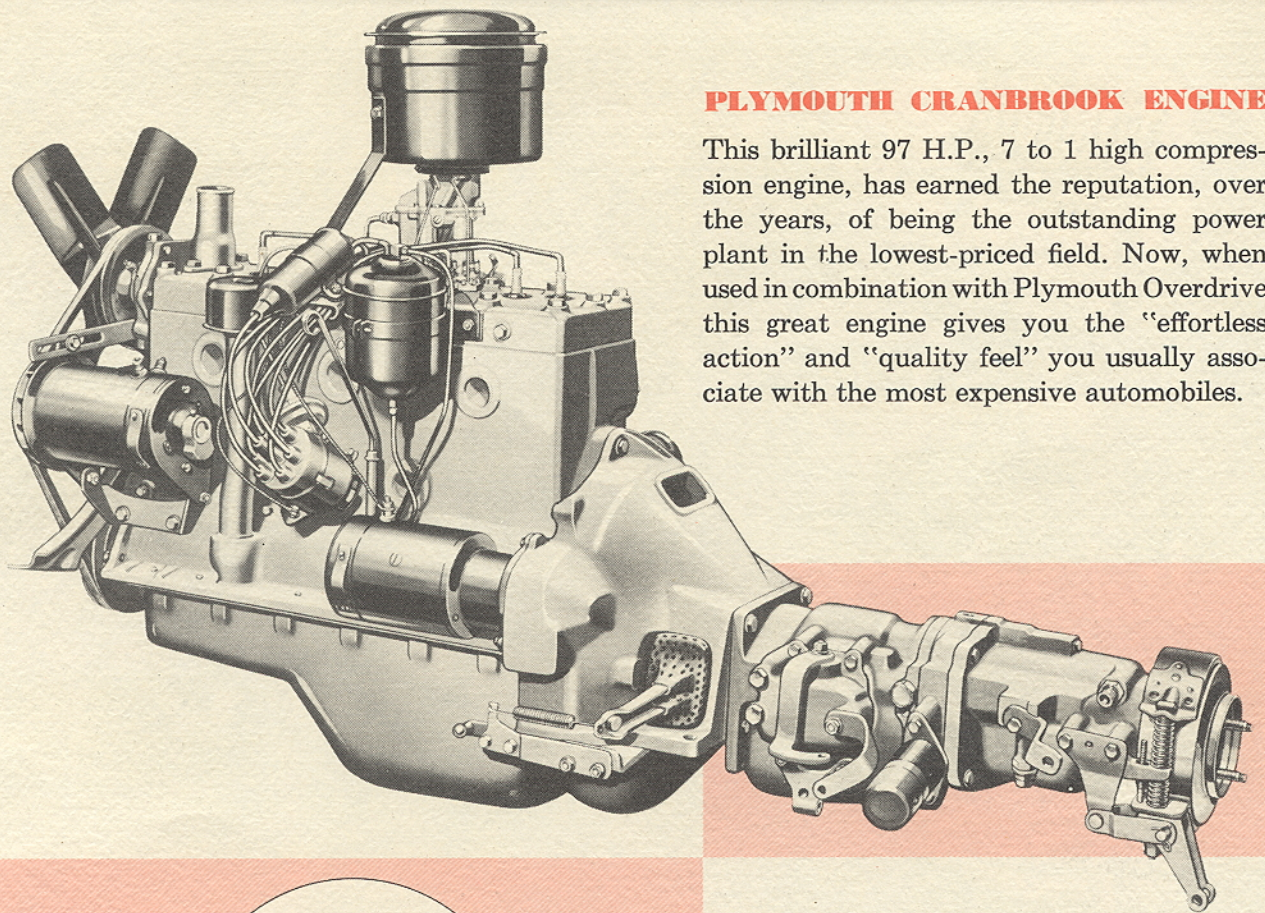
**50**  
m.p.h.

**60**  
m.p.h.

	With Standard Transmission 3.9 to 1 Overall Ratio	With Overdrive 4.3 to 1 Axle Ratio 3.01 to 1 Overall Ratio	Engine Revolutions Saved Per Minute
	1444	1114	330
	1928	1483	445
	2411	1856	555
	2893	2223	670

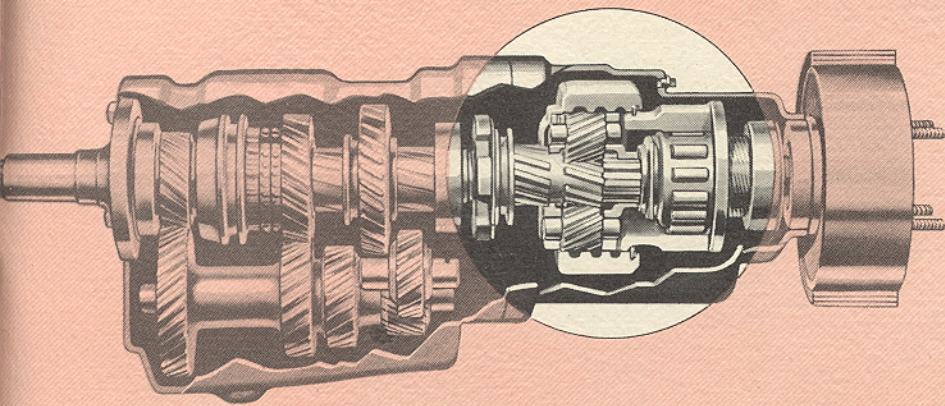
The new Plymouth Overdrive is an automatic-shift, two-speed, transmission mounted directly behind the standard three-speed transmission. The gearing in the Overdrive is arranged to transmit power either directly, or through the Overdrive unit, whichever the driver wishes to use. During the time the Overdrive is in operation, the engine is turning 30% slower than the propeller shaft. The engine makes only three revolutions for every one revolution of the rear wheels.

Without Overdrive, however, an engine must turn three and nine-tenths . . . almost four . . . complete revolutions for every one revolution of the rear wheels. Check the Plymouth *engine revolutions per minute chart* on this page and see what this can mean toward longer engine life and lowered maintenance costs.



## PLYMOUTH CRANBROOK ENGINE

This brilliant 97 H.P., 7 to 1 high compression engine, has earned the reputation, over the years, of being the outstanding power plant in the lowest-priced field. Now, when used in combination with Plymouth Overdrive this great engine gives you the "effortless action" and "quality feel" you usually associate with the most expensive automobiles.



Here is a cutaway view of the new Plymouth Overdrive—available as optional equipment in 1952 models at extra cost—that offers you so much flexibility, economy, comfort, convenience. Be sure and test it yourself—only a demonstration ride can show you how truly versatile Plymouth Overdrive can be!

**PLYMOUTH**  
BUILDS GREAT CARS

