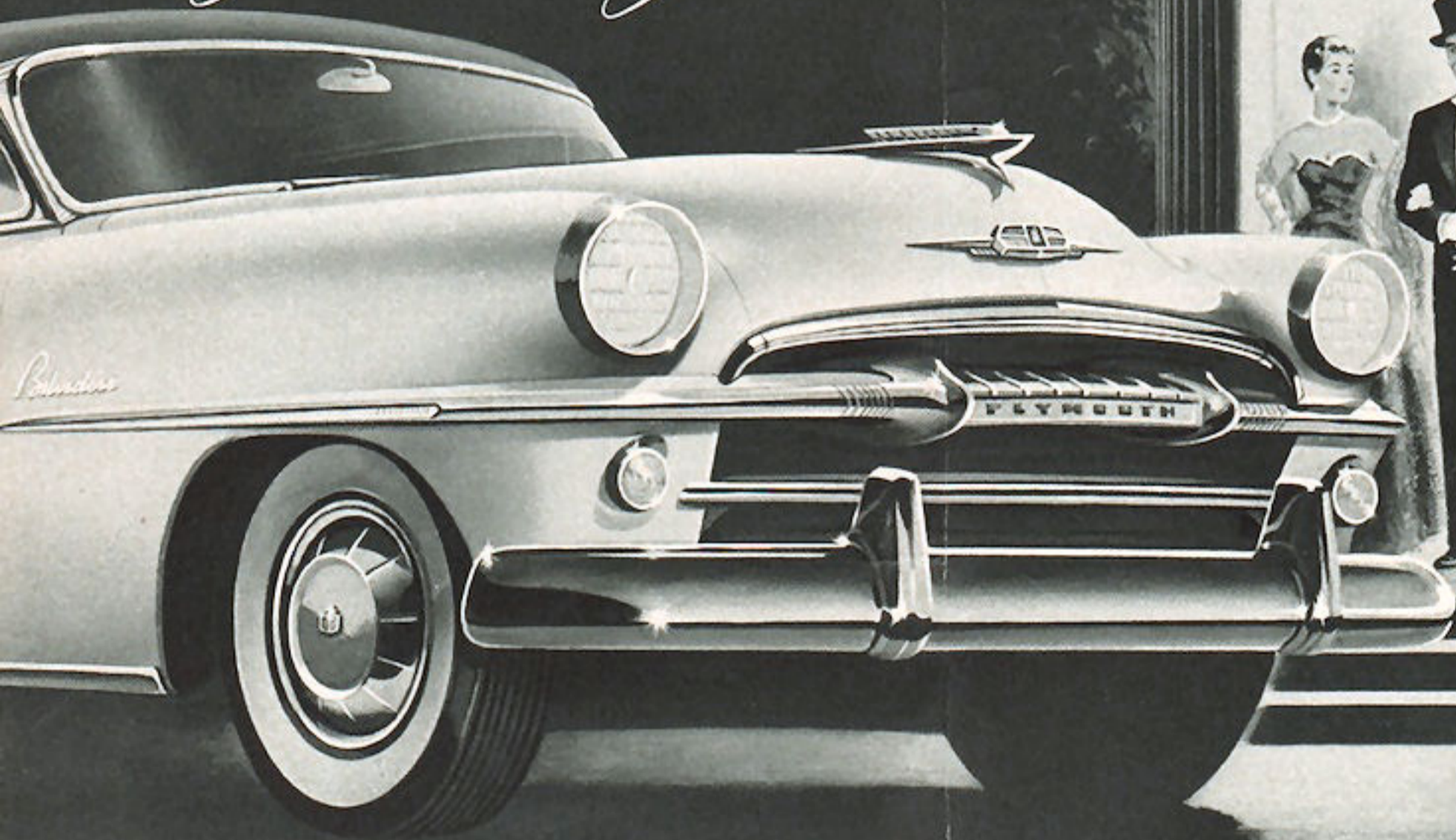
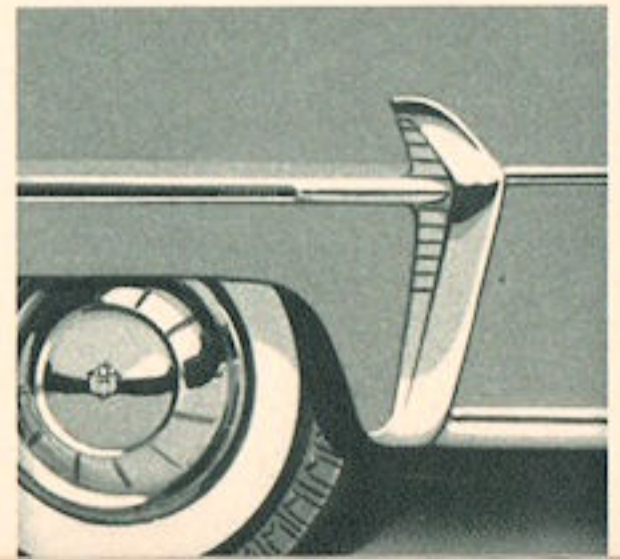
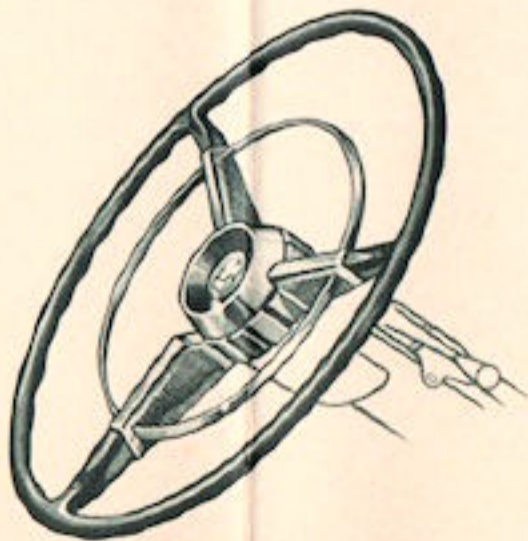
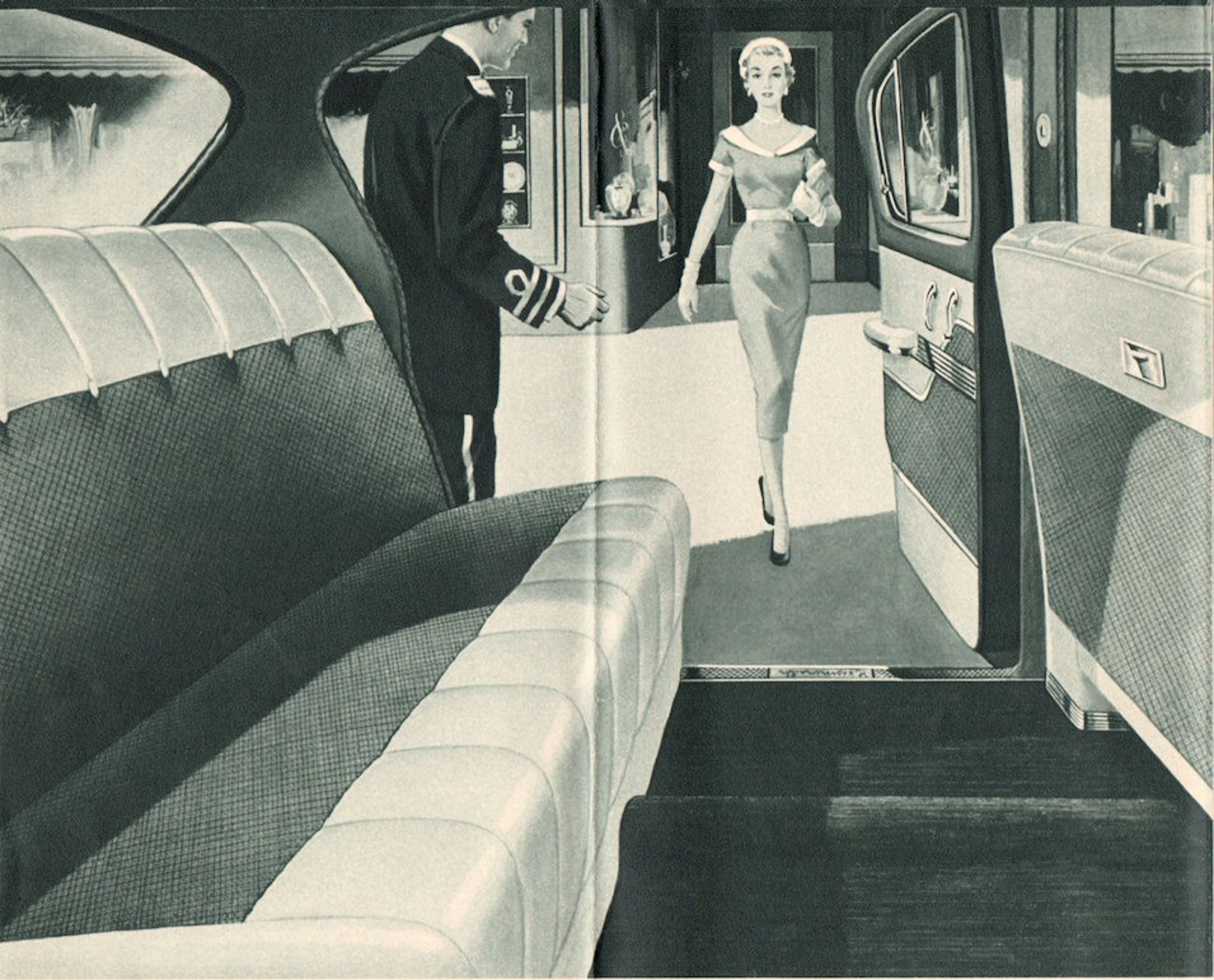


Of Style



PLYMOUTH FOR 1954

CHRYSLER CORPORATION'S NUMBER ONE CAR





P L Y M O U T H

the Masterpiece of Hy-Style

These pages will introduce you to the most beautiful Plymouth of them all,
and to an important forward step in automotive design—*Hy-Styling*. The new, longer

1954 Plymouths are fabulously beautiful cars, with sleek new lines lavishly trimmed
in sculptured chrome. There's breath-taking new elegance and luxury in the new Plymouth interiors,

unequaled comfort accented by perfect color harmony. After you have seen
these beautiful 1954 cars at your Plymouth dealership you will realize that

this is Hy-Styling—for greater value, and for your greater motoring pleasure.



A Masterpiece of Engineering for SAFETY...COMFORT...VALUE



HY-DRIVE

for smooth, economical no-shift driving

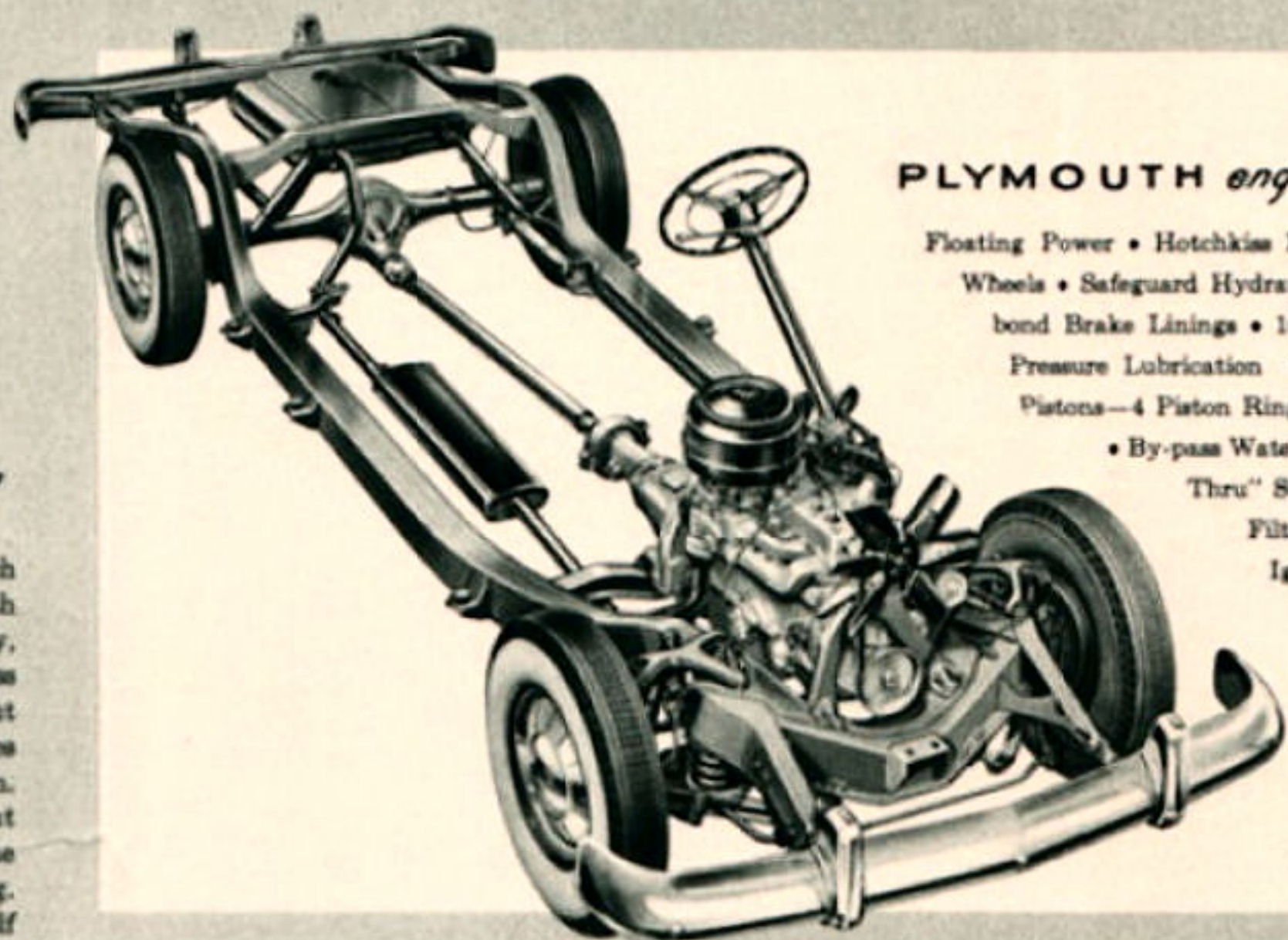
You have to try Hy-Drive to discover all the ways in which it gives you so much driving pleasure and convenience. With Hy-Drive you can drive all day, cross town or cross country, *without shifting!* You will drive with amazing smoothness and quietness. With instant, eager acceleration. Without any annoying gear noises. And as you drive, Hy-Drive gives you perfect control for every type of driving situation.

You can hold your car on an upgrade without using your brakes. You can get engine braking in downhill driving.

Hy-Drive adjusts itself



automatically to the power requirements of your car to give you better, safer traction on icy or slippery road surfaces. Hy-Drive lets you do everything you need to do in normal driving. For extra-precise maneuvering in tight parking spaces, or in rocking out of mud, sand or snow, Hy-Drive retains the standard clutch which you may use if you wish. Optional at extra cost, Plymouth's Hy-Drive is the newest, smoothest no-shift drive in the low-price field, and *the least expensive!* And, because Hy-Drive is a simple torque-converter unit, it will rarely, if ever, need expensive service or maintenance.



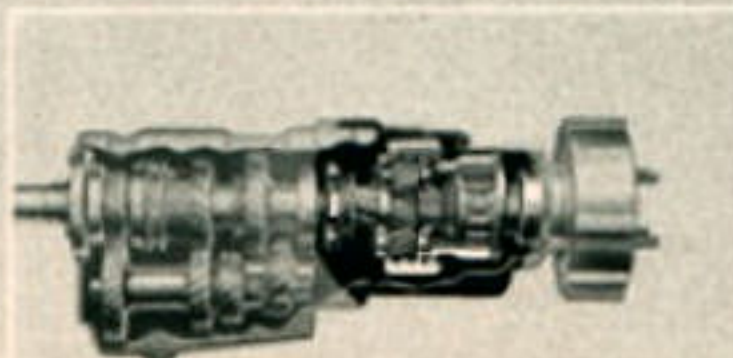
PLYMOUTH engineered for the years to come

- Floating Power • Hotchkiss Drive • Oriflow Shock Absorbers • Safety-Rim Wheels • Safeguard Hydraulic Brakes • Centrifuge Brake Drums • Cycle-bond Brake Linings • 100 hp.—7.1 to 1 Compression Ratio • Positive Pressure Lubrication • Oil Bath Air Cleaner • Aluminum Alloy Pistons—4 Piston Rings • Valve Seat Inserts • Micronic Oil Filter • By-pass Water Circulation • Pressure Radiator Cap • "Follow-Thru" Starter • Extra Capacity Generator • Oilite Fuel Filter • Floating Oil Intake • Automatic Choke • Ignition Key Starting • Chain Camshaft Drive • Automatic Spark Control • Sea-leg Mounted Rear Shock Absorbers • Sway Eliminator • Rubber Body Mountings • Wide Double-channel Side Rails • Splay-mounted Rear Springs, with axle mounted ahead of spring centers • Independent hand brake

AUTOMATIC OVERDRIVE

For increased riding comfort and greater operating economy Plymouth's Automatic Overdrive may be added to the standard Plymouth transmission. Overdrive's operation is simple, but its benefits are great. At speeds over 25 miles per hour you engage Overdrive by lifting your foot from the gas pedal. Your car speed is unaffected, but your engine speed is reduced 30%. Your ride is smoother and quieter, and you are saving with reduced fuel consumption and engine wear. Plymouth's Automatic Overdrive is designed to give you years of dependable, trouble-free service;

its quality and endurance have been proved in millions of miles of driving. Available at moderate extra cost.



SYNCHRO-SILENT TRANSMISSION

Shifting gears becomes a smooth, quiet, easy operation with Plymouth's Synchro-Silent Transmission. There's absolute quiet as you move from one speed to another. Each gear is helically cut from carburized steel to insure extra long life and reliable operation. Every set of mating gears is factory tested for perfect operation before assembly. Plymouth's traditional and well known high standards of quality and value are clearly represented in its famous Synchro-Silent Transmission. The dependability and trouble-free operation of this transmission are but a few of the big reasons why there are more Plymouth cars used in taxi service than all other makes of standard-built cars combined.



FULL-TIME POWER STEERING

for effortless steering with perfect control

For supreme driving ease, take the wheel of a 1954 Plymouth equipped with Power Steering. All the hard work of handling a car, the steering, turning, and parking, is gone—banished forever by Plymouth's new Power Steering. That may seem incredible, but it's true; and here's why: First, Plymouth's Power Steering is *full-time*. As long as your engine is running, Power Steering is relieving you of the tenseness and strain of driving by doing as much as 80% of your steering work. Then, with smooth, silent hydraulic "muscles," Power Steering absorbs all road shock. There's no "wheel fight," even over ruts or chuck-holes, in loose gravel, or crossing rough railroad tracks. And when it comes to parking, Power Steering makes you an expert. Since you can easily turn your front wheels full travel with one finger, "tight-spot" parking is quick and simple. Most important of all, Plymouth's Power Steering lets you retain the natural "feel" of the road through the wheel. You drive with new confidence, secure in the knowledge that you have perfect, and perfectly safe, control of the road at all times. Plymouth's Power Steering, optional at extra cost, is a marvelously compact hydraulic unit, with few moving parts. It will require no expensive maintenance, only routine service and attention.

Here's How Plymouth's New Power Steering Makes Driving Easier—Saves Your Energy!



Effort needed for MANUAL STEERING		Effort needed for POWER STEERING	
21 lbs.	PARKING	4 1/2 lbs.	
11 lbs.	15 MILES PER HR.	2 1/4 lbs.	
8 lbs.	45 MILES PER HR.	2 1/4 lbs.	

PLYMOUTH... *Hy-Style Masterpiece for 1954*



To meet every motoring need, Plymouth proudly offers three new 1954 lines of cars—the Belvedere, the Savoy, the Plaza—each a masterpiece of Hy-Styling. The Belvedere models bring a new level of luxury to the low-price field. In their two-tone and "Color-Tuned" interiors you'll find perfect color harmony, unequalled comfort. The Savoy offers you the same spaciousness of interior, and all of Plymouth's many value features. In the Plaza models Plymouth's traditional economy begins with the purchase price, lasts for years to come. Choose the new Hy-Style Plymouth that best meets your needs. With any model you'll receive a greater measure of value than offered by any other low-price car . . . value far beyond the price.



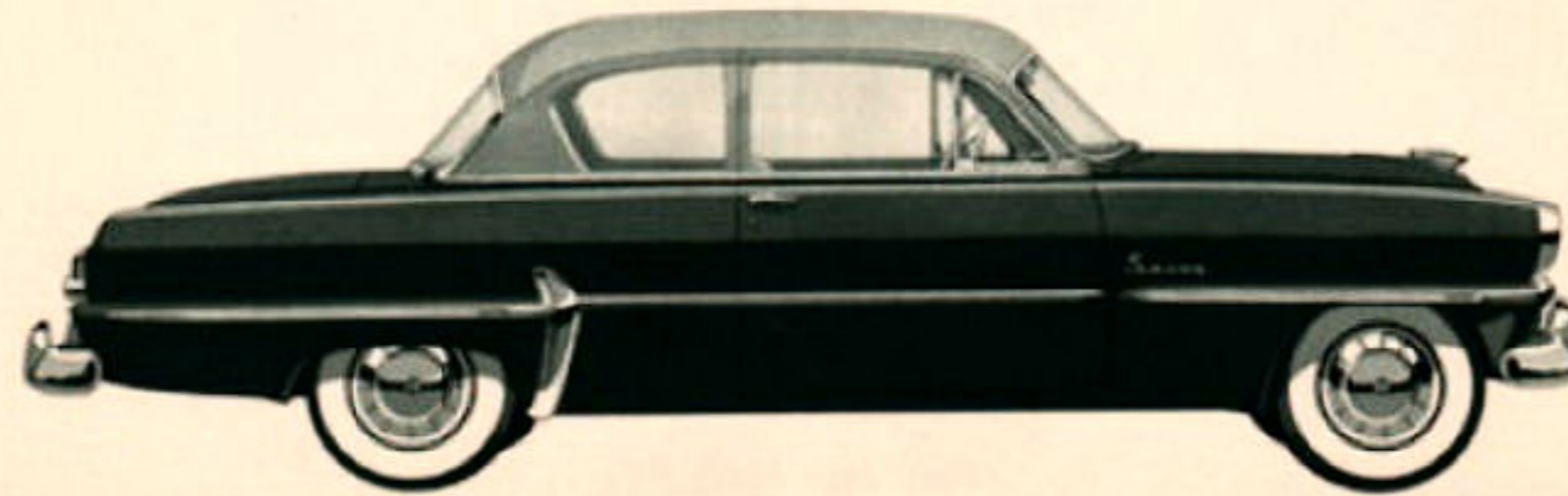
the Belvedere four door sedan



the Plaza four door sedan



the Belvedere convertible coupe



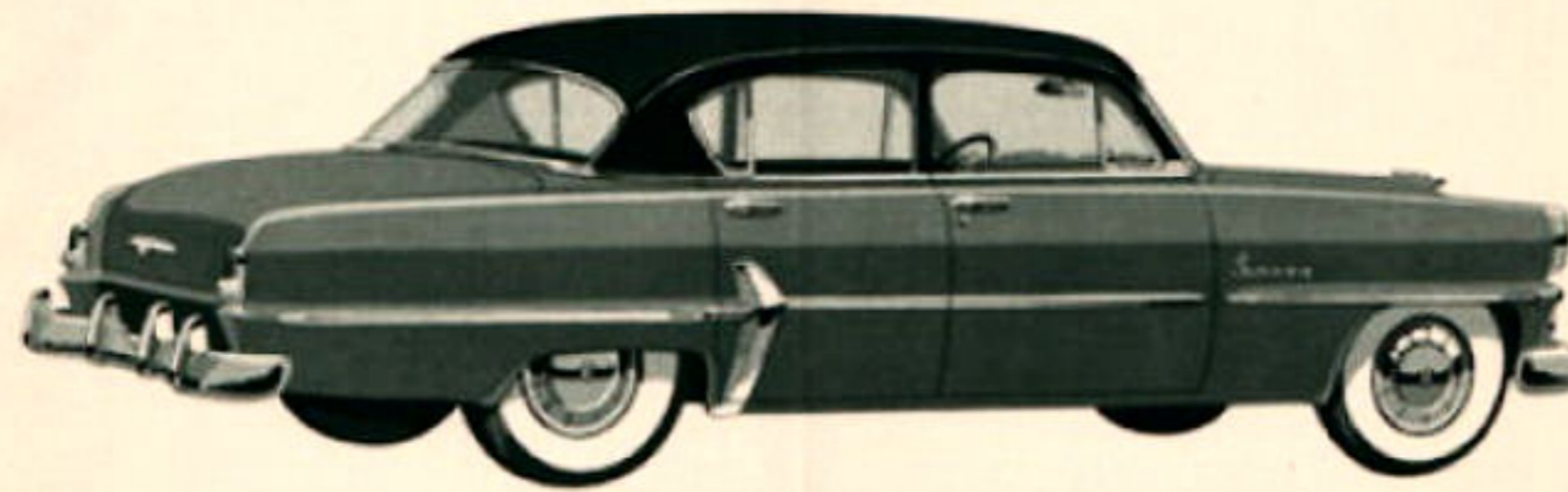
the Savoy club coupe



the Plaza club sedan



the Belvedere sport coupe



the Savoy four door sedan



the Plaza suburban



the Belvedere suburban



the Savoy club sedan



the Plaza business coupe

DETAILED SPECIFICATIONS

ENGINE SPECIFICATIONS

TYPE: The 1954 Plymouth power plant is an "L" head, 6-cylinder engine, developing 100 horsepower at 3600 RPM. Bore, 3¼". Piston displacement, 217.8 cubic inches. Compression ratio, 7.1 to 1. Floating Power type engine mountings dissipate engine vibrations. Counter-balanced crankshaft with four main bearings. Silent chain-driven camshaft. Lightweight alloy pistons with two compression and two oil rings. Top compression ring chrome plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts.

LUBRICATION: Full pressure lubrication to all crankshaft, camshaft and connecting-rod bearings; pressurized mist to cylinder walls, piston pins and valve lifters. Rotary type oil pump to maintain positive oil pressure. Micronic oil filter (standard on Belvedere and Savoy) and Floating oil intake to assure clean oil supply for all vital engine parts. Oil capacity, five quarts.

COOLING SYSTEM: Six-bladed fan. Permanent bypass temperature control. Full-length water jacket. Pressure-vent radiator cap. Water pump with Oilite bronze bearings.

FUEL SYSTEM: Oilite fuel filter in gas tank to protect entire fuel system against water or dirt. Down-draft carburetor. Automatic choke. Heavy-duty, oil-bath type air cleaner. Automatic manifold heat control valve to preheat fuel mixture during warm-up.

IGNITION: Resistor type spark plugs for smooth engine idle and economy. Automatic mechanical and vacuum spark control. Splash-proof distributor.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 114 in. Overall length, 193¼ in. (Suburban, 189¼ in.) Overall width, 74¼ in. Tread, 55¼ in., front; 58½ in., rear.

CONSTRUCTION: All-steel, welded, completely rust-proofed body. Channeled and ribbed floor pan. Box section reinforcements around window and door openings. Insulated against heat, cold, noise, water and dust. Baked enamel finish for resistance to fading. Molded rubber body mountings to minimize road shock and vibration.

VENTILATION: Large, screened cowl ventilator. Ventilating wings in each front door (also in rear doors of Belvedere and Savoy four-door models). Full-width windshield defrosting.

ELECTRICAL: Heavy-duty, 15 plate, 100 amp. hr. battery. High capacity, 45 amp. generator with automatic voltage and current control. Ignition-key starter switch. "Follow-Thru" starter operation for sure, positive starts. Sealed-beam headlights with bull's-eye lens. The lighting system is protected by a circuit breaker. Constant-speed, center-parking electric windshield wipers.

CHASSIS SPECIFICATIONS

FRAME: Rugged, steel frame with double-channel arc-welded, box-type side rails. Four sturdy cross-members. Belvedere Convertible has X-type cross-member between side-rails.

FRONT SUSPENSION: Independent front wheel suspension with coil springs. Non-parallel control arms for improved stability and increased roll resistance on curves. Oriflow shock absorbers for effective ride control. Torsion bar sway eliminator.

REAR SUSPENSION: Wider, soft-acting rear springs for better cushioning, splay-mounted for stability. Wax-impregnated inner-liners to minimize friction. Sea-leg mounted Oriflow shock absorbers to resist sudden side-to-side shifting as well as up-and-down motion.

STEERING: Worm and roller type steering gear. Over-all steering ratio, 21.1 to 1. Shock-proof rubber mounting to prevent vibration from reaching steering wheel.

DRIVE: Hotchkiss drive, through rear springs, to absorb thrusts of starting and stopping. Hypoid rear axle. Axle housing mounted forward past center of springs for resistance to wheel hop.

BRAKES: Safe-Guard hydraulic brakes with individually anchored shoes for smooth, positive braking. Two cylinders and two wedging shoes in each front wheel for maximum braking with minimum pedal pressure. Cyclebond linings use no rivets—have longer lining life.

TIRES AND WHEELS: Extra low pressure, 6.70 x 15 tires for smooth, cushioned ride. Safety-Rim wheels with retaining humps hold tire in place on wheel for extra safety in event of a blowout.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

Cars have been illustrated to show some items of special equipment that are optional at extra cost.



PA 1146

PRINTED IN U.S.A.

YOUR
PLYMOUTH
DEALER

SALESMAN