

FORWARD LOOK?

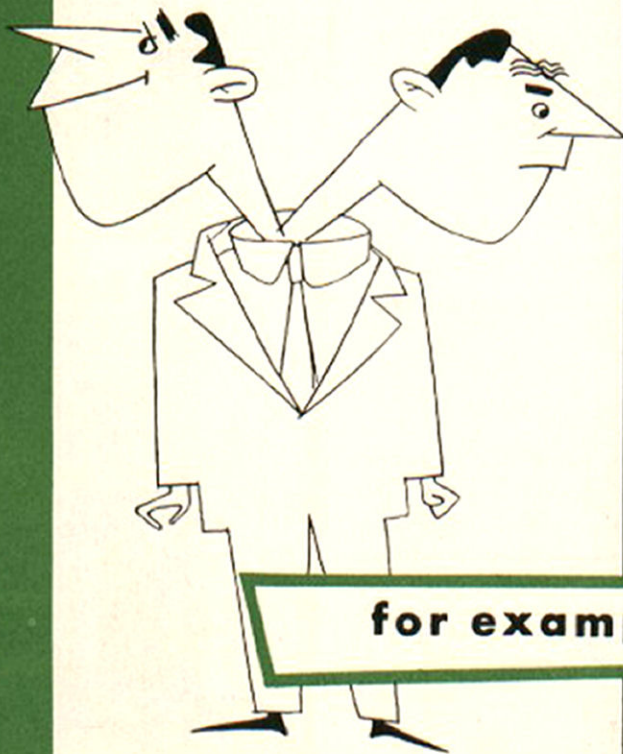


This is the 1955 Plymouth which Chrysler calls the "Forward Look" in cars. Admittedly it looks better than the 1954 Plymouth which suffered a serious drop in sales.

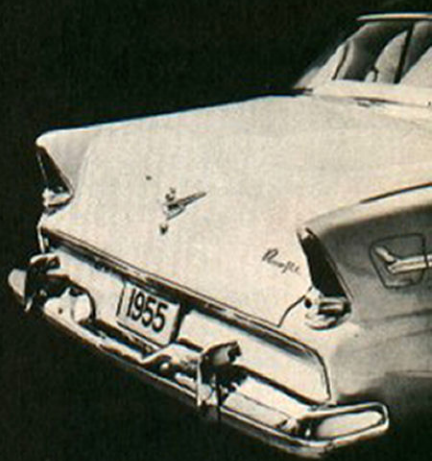
But, let's compare the 1955 Plymouth with the all-new Motoramic Chevrolet for 1955.

*Confidential information for
Chevrolet Sales Personnel Only*

OR...



BACKWARD GLANCE?



for example, let's take...

STYLING!

The 1955 Plymouth still has —

- triangular ventipanes.
- slanting front pillar.
- straight belt line.
- sloping hood and rear deck.
- no rear quarter windows.

This type of styling can be seen on 1954 and older cars!

And consider this . . .

. . . Some observers have noted that Plymouth's so-called wrap-around windshield resembles that of the 1954 Chevrolet. Compare it with the modern freshness of Chevrolet's Sweep-Sight Windshield for 1955.

. . . Others have noted that Plymouth's appearance shows a *similarity to the 1954 Ford!*



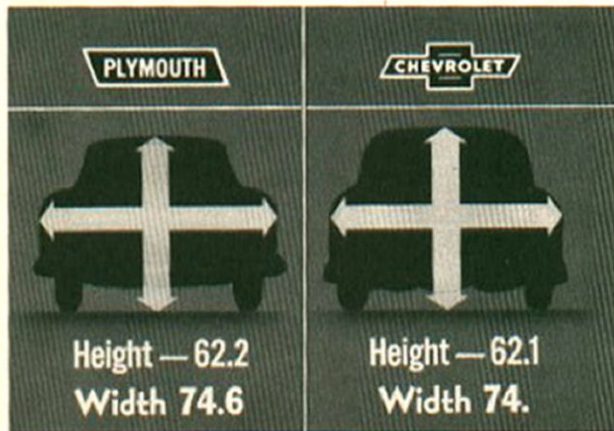
BIG or just BULKY?

Plymouth claims to be the biggest car in the low-price field. But its dimensions show that Plymouth's length is achieved by overhang at both front and rear — which could present serious problems in ramp and driveway angles, and makes Plymouth harder to park.

And in many dimensions, Plymouth is —

—Only slightly *BIGGER OUTSIDE—SMALLER INSIDE*. For example, on the outside Plymouth has a slightly higher unloaded height (62.2 to 62.1) and a greater width (74.6 to 74.0).

But remember this —



Chevrolet has . . .

- . . . nearly 1 inch more front and rear head room.
- . . . nearly 1/2 inch more front entrance room.
- . . . over 3/4 inch more rear entrance room.
- . . . front and rear seats deeper by about 2/5 inch.

Now let's consider . . .

RIDING COMFORT

Front-End Suspension —

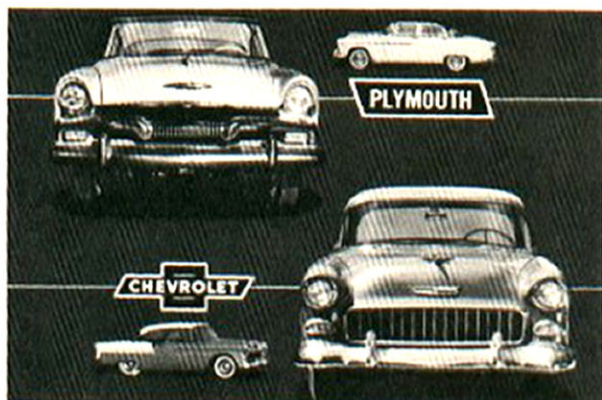
- Plymouth talks about mounting shocks inside the coil springs, but Chevrolet's been doing this since 1949!
- Plymouth still uses king pins, but Chevrolet uses modern spherical joints, which means less friction, smoother riding, reduced wear.

Rear Suspension —

- Plymouth's rear springs are the same way they were in 1954 — inside the frame. Chevrolet's rear springs are six inches longer and mounted out-rigger fashion — *outside the frame!* This gives the Chevrolet more stability, less side sway, better cornering, and easier riding over rough roads.

Steering —

- Plymouth has unequal tie rod steering in its Sixes. All Chevrolets have equal length tie rods. This means Chevrolet practically eliminates wheel fight, provides greater stability and handling ease. If you want this feature in Plymouth — you have to buy their V-8!
- And Chevrolet has a smaller turning diameter than Plymouth — by more than two feet!



Instrument Panel —

- Plymouth has temperature and ammeter gauges on passenger side of car — often harder for driver to see danger signals. Chevrolet's instruments are conveniently placed in front of the driver.

Ventilation —

- Plymouth still uses the same cowl vent — only one inlet for air. Chevrolet's ventilation system is all-new, much wider outside, and has two air inlets inside the car for balanced, big-capacity ventilation.

Then let's consider . . .

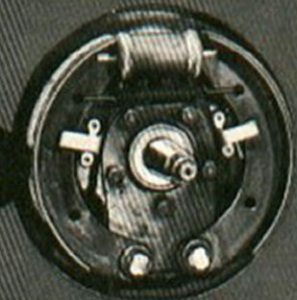
SAFETY!

Brakes —

- Only the Plymouth V-8 station wagon has 11-inch brakes on all four wheels! All other Plymouth V-8's have 11-inch brakes only in front, 10-inch in the rear. All Plymouth Sixes have 10-inch brakes all the way around. All Chevrolets have 11-inch brakes on all four wheels — for extra safety!

ONLY **PLYMOUTH** V-8 STATION WAGON

HAS
11" BRAKES
ON ALL 4 WHEELS



PLYMOUTH Only 3,388 Sq. in.



CHEVROLET Big 3,515 Sq. in.



Visibility —

- Plymouth's total glass area is only 3388 sq. inches. Chevrolet — for extra safety and visibility — has 3515 sq. inches!

But let's see how the two cars stack up on —

— some other comparisons . . .

COMPARE THE V-8's!

Horsepower and Torque —

- Plymouth's re-bored Hy-Fire V-8 (167 h.p.) puts out only 231 foot-pounds of torque — only 14 more than the first small bore V-8 (157 h.p.). Chevrolet's Turbo-Fire V8 (162 h.p.) develops 257 foot-pounds, power that pays off with response and performance!

Bore and Stroke —

- Chevrolet has a 9% larger bore than the first Hy-Fire V-8, 5% larger bore than the second Hy-Fire V-8, and almost 8% shorter stroke than either one of them. Thus, Chevrolet has a more modern engine design — cuts friction, wear, and heat loss!

Compression Ratio —

- Plymouth has only 7.6 to 1. Chevrolet has a full 8.0 to 1. This means Chevrolet has smooth, full-power burning of the fuel-air mixture for greater efficiency and greater economy.

Combustion Chamber —

- Chevrolet's Fire-Swirl Combustion Chamber is the ultramodern wedge-shaped design which swirls the fuel-air mixture for smooth, full-power burning, greater efficiency and economy.

Electrical System —

- Plymouth still uses a 6-volt system, while Chevrolet uses a powerful 12-volt system! A 12-volt system gives better ignition performance at highway speeds and has a reserve of power for all electrical needs as well as cold weather starting.



COMPARE THE SIXES!

	Plymouth	Chevrolet
Horsepower	117	123 or 136
Torque	194	207 or 209
Compression ratio	7.4 to 1	7.5 to 1
Electrical system	6-volt	12-volt

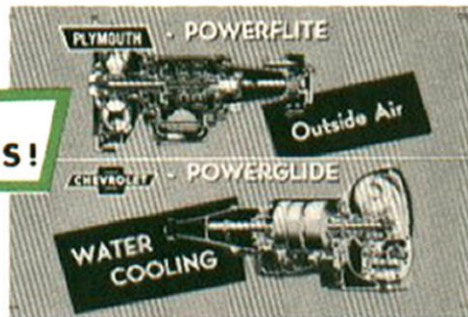
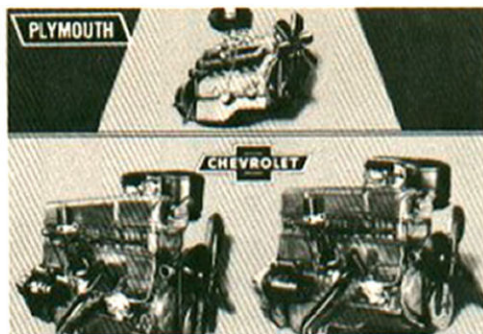
And Chevrolet has a larger bore, shorter stroke, more modern Valve-in-Head design that allows smoother combustion and better breathing than Plymouth's L-head engine. What's more — the Chevrolet Sixes are designed to reduce power-robbing friction and reduce wear for longer engine life.

COMPARE AUTOMATIC TRANSMISSIONS!

... Plymouth cools its transmission oil by outside air. Chevrolet's Powerglide uses water cooling — more efficient under all operating conditions!

... PowerFlite does not have a parking lock position, and reverse and low gears are on opposite sides of the quadrant. Powerglide has its reverse and low gears side by side, making it easy to rock out of mud and snow.

... Plymouth's selector lever is on the dashboard, observed to be somewhat awkward, hard to reach, and selector quadrant doesn't light up. Powerglide selector lever is on steering column, no taking hand off steering wheel, selector quadrant in the instrument cluster lights up so there's no guesswork shifting!

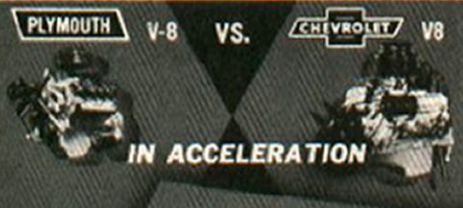


Yes . . . these are some of the facts about V-8's and Sixes you can make clear to people who *think* they like Plymouth.

And you can back them up with still more facts based on tests at the General Motors Proving Ground.

For example —

PLYMOUTH V-8 VS. CHEVROLET V8




IN ACCELERATION

CHEVROLET 21.2% Faster—10-25 M.P.H.
12.4% Faster—0-60 M.P.H.

CHEVROLET

FASTER ACCELERATION

6.3%—10 to 25 M.P.H.
7.9%—0 to 60 M.P.H.



So . . . based on the facts, Chevrolet offers more in styling, riding comfort, safety, engine performance and economy. Plymouth—despite its "Forward Look" slogan—appears to have many elements of . . .

COMPARE

PERFORMANCE AND ECONOMY OF THE V-8'S!

(Turbo-Fire vs. Hy-Fire, both with automatic transmissions.)

Performance—

- Acceleration, 10-25 m.p.m.—Chevrolet 21.2% faster.
- Acceleration, 0-60 m.p.h.—Chevrolet 12.4% faster.
- Top speed—Chevrolet 3.4 m.p.h. greater.
- Hill-climbing ability, at 30 m.p.h. start (11% hill), Chevrolet 12.1% faster.

Economy—

(Level road at constant speeds.)

- At 70 m.p.h., Chevrolet had 5.1% better gas mileage.
- At 20 m.p.h., Chevrolet had 9.7% better gas mileage.

COMPARE

THE PERFORMANCE AND ECONOMY OF THE SIXES!

(Blue-Flame 123 vs. Power Flow 117—both with overdrive transmissions.)

Performance—

- Acceleration, 10-25 m.p.h.—Chevrolet 6.3% faster.
- Acceleration, 0-60 m.p.h.—Chevrolet 7.9% faster.
- Top speed—Chevrolet 4.1 m.p.h. greater.
- Hill-climbing ability, at 10 m.p.h. start (11% hill), Chevrolet 12.8% faster.

Economy—

(Level road at constant speeds.)

- At 30 m.p.h., Chevrolet had 13.6% better gas mileage.
- At 40 m.p.h., Chevrolet had 18.4% better gas mileage.

. . . A BACKWARD GLANCE!