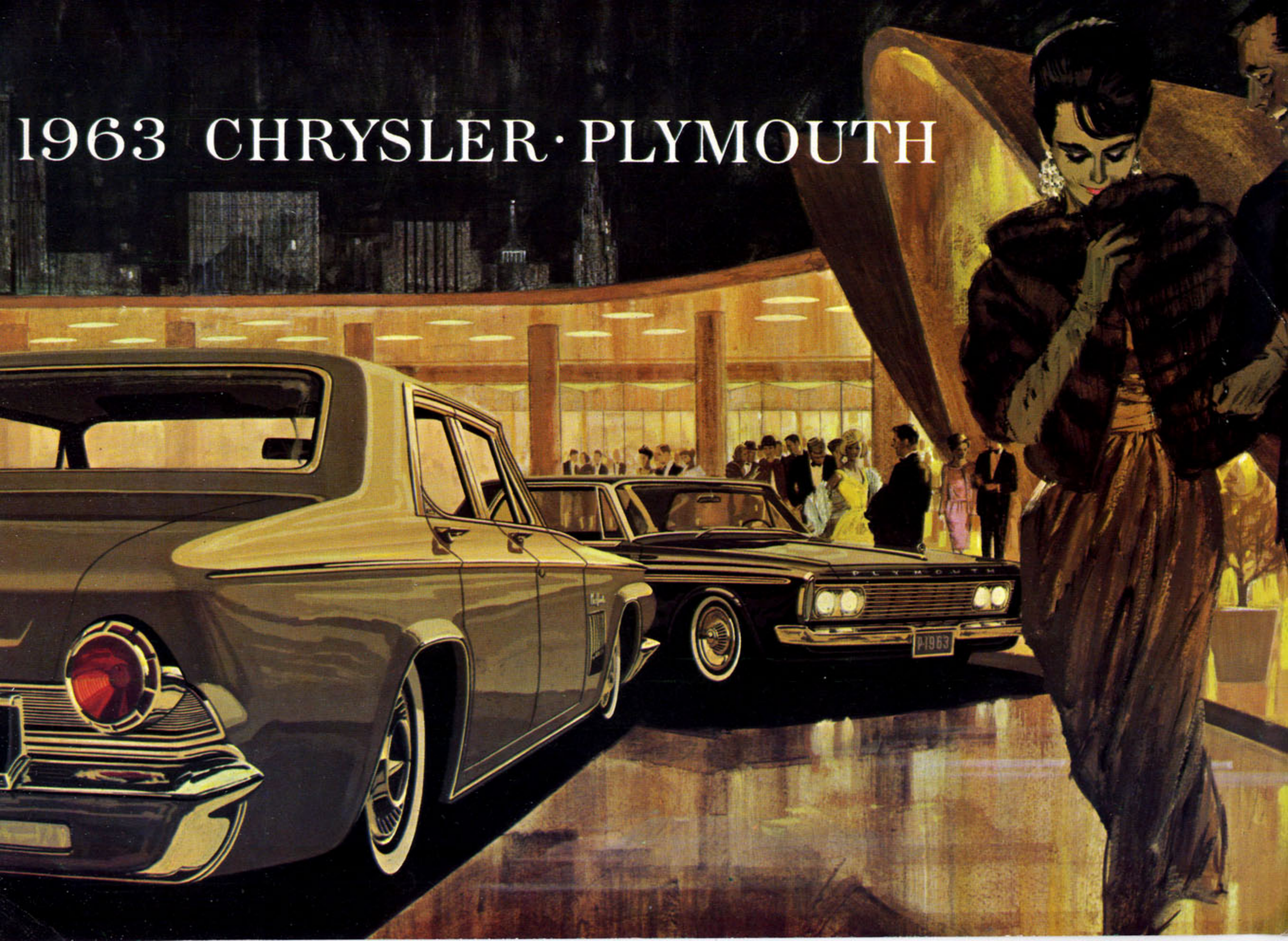


# 1963 CHRYSLER · PLYMOUTH





THE SUPERB NEW  
**Chrysler**

Distinctively new in styling concept. Superbly designed in every detail.

Totally beautiful, and refreshingly different from all other cars.

The smartest, most beautiful, most distinctive car in Chrysler history.

And, with Chrysler's well-known Engineering Leadership, it is,  
without question, one of the finest cars in the world today.

The Chrysler Line for 1963 has four Series - the Newport - the 300 - the famous Chrysler New Yorker - and America's foremost high performance automobile, the 300 J, the Finest of a Fine Line. There are 14 models from which to choose. The Newport 4-door Hardtop is illustrated below. On the opposite page are the Chrysler 300 2-Door Hardtop, and the New Yorker 4-Door Sedan.

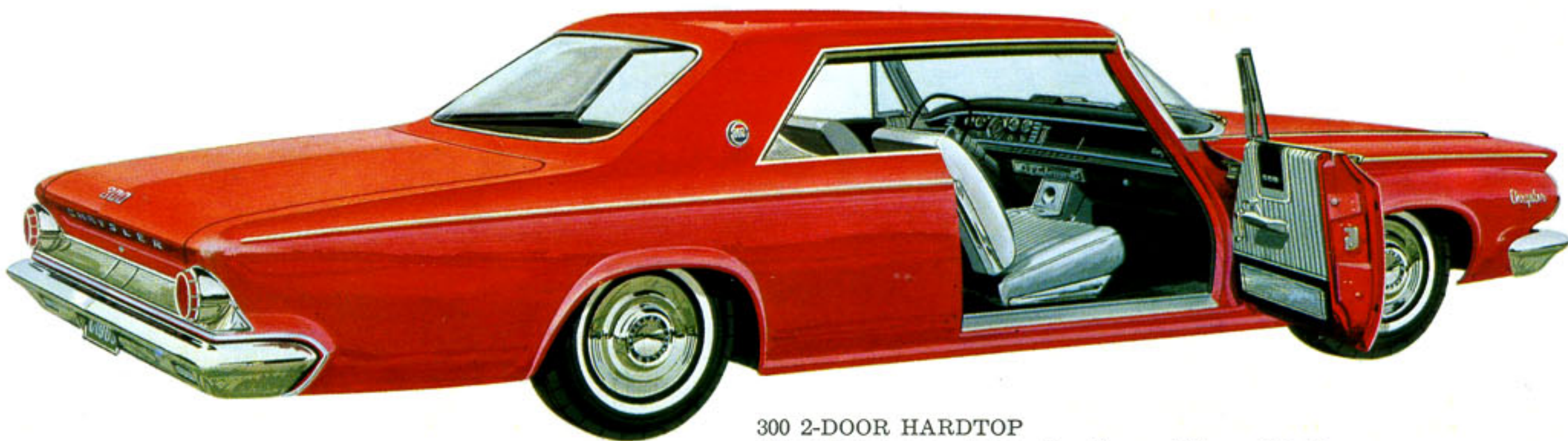
As you can see from the illustrations, the cars are superbly designed and smartly styled. The beautiful, distinctive sculpturing of the upper structure is gracefully and completely integrated into the smooth, flowing lines of the long hood, the gently-sloping, long rear deck, and the clean, uncluttered, conservative design of the body. A dominant, new style note is the 'V' design of the grille area that is clearly defined by a chrome molding that outlines the grille and extends backwards across the front fenders and the body to the leading edge of the landau-styled roof panel. Distinctive - Different - and Decidedly Chrysler!



NEWPORT 4-DOOR HARDTOP

*Other body types - 2-Door Hardtop - 4-Door Sedan - 6- and 9-Passenger Hardtop Station Wagons.*





300 2-DOOR HARDTOP  
*Other body types - 4-Door Hardtop and Convertible Coupe.*

Each of the Series has a distinctive new grille design, different ornamentation and nameplates - and different fabrics, patterns, and styling of the luxurious interiors. Three of the finest engines in the world power the 1963 Chrysler - the 361 cu. in. V-8 for the Newport Series - the 383 cu. in. V-8 for the 300 - the 413 cu. in. for the New Yorker.

The 1963 cars, backed by 38 years of Chrysler engineering leadership, are the finest cars we have ever built. They are consummately engineered in every detail. Quality standards for all materials are the highest in our history. And the quality control of the manufacture and assembly of every component is unsurpassed in the automotive industry. We will be delighted to show you why Chrysler is one of the finest cars in the world.



NEW YORKER 4-DOOR SEDAN  
*Other body types - 4-Door Hardtop - 6- and 9-Passenger Hardtop Station Wagons.*



THE ALL-NEW PLYMOUTH  
SPORT *Fury*

For 1963 everything is NEW - delightfully NEW - excitingly NEW!  
From the front, the side, and the rear, the NEW Plymouth is beautifully designed  
- smartly styled - gracefully proportioned - perfectly balanced - and  
notably distinctive. There are 26 smart models in four Series - the premium  
Sport Fury - the Fury - the Belvedere - and the lower-priced Savoy Series.  
And they are all strikingly beautiful automobiles.

With sports car flair and glamour - and with the sports car performance of its new optional 361 cubic inch V-8 engine, the Sport Fury is something extra special. There are two models - the 2-Door Hardtop shown below, and the smartest Convertible in its field, shown on the opposite page. The Sport Fury has special body side moldings; window area moldings; wheel covers; rear deck moldings; and nameplates.

The interiors are superbly styled, luxuriously appointed, and exceptionally comfortable. The front compartment has deeply-formed, individual bucket seats, smartly styled in rich Vinyl fabrics, separated by a large console that has a storage compartment, ash trays front and rear, and a courtesy floor light. The rear compartment has simulated bucket seat styling of the same design.



SPORT FURY 2-DOOR HARDTOP





SPORT FURY CONVERTIBLE COUPE



FURY 4-DOOR HARDTOP

The Fury Series has six models - the 2-Door Hardtop - 4-Door Hardtop - 4-Door Sedan - Convertible Coupe - and the 4-Door, 6-Passenger and 9-Passenger Station Wagons. All are available with the 318 cubic inch V-8 engine as standard. The 2-Door Hardtop and 4-Door Sedan are also available with the famous Economy Slant-Six engine as standard.

The 1963 Plymouth is an exceptionally fine achievement in automotive design. Its lines are sharp, clean, smooth. There is a fine balance and symmetry, and a complete unity of design that gives the car the feeling of conservative elegance, quality and distinction. On the three cars illustrated, note the smart front end design, with the canted parking lamps mounted vertically in the front fenders; the distinctive grille and headlamp assembly; and long, sculptured hood. Note the long, graceful lines of the silhouette of the car; the low, flat roof line, with the sheer rear panel that blends smoothly into the sculptured lines of the gently-sloping, long rear deck.



THE PACE SETTING

# Plymouth

The Plymouth for 1963 is not only the most smartly designed car in the popular-priced field, but also the pace-setter for performance, because no other car in its class can equal Plymouth's engineering leadership, or excel the high standards of quality of materials and manufacture that make Plymouth such an outstanding car for performance, durability, economy, and the pleasure of driving.

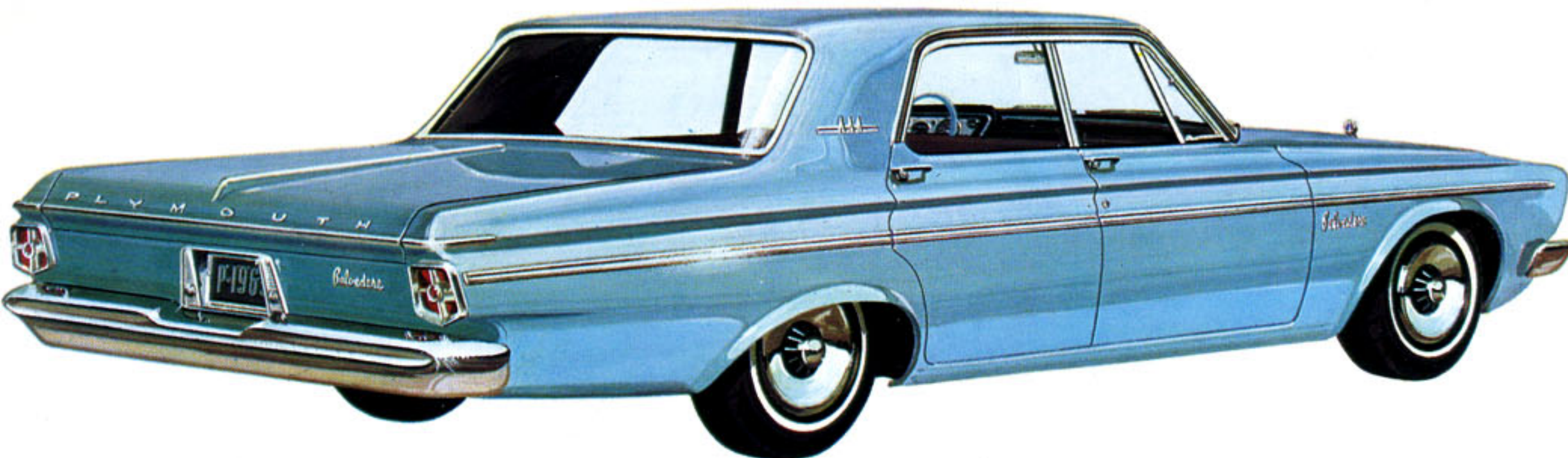
ENGINEERING LEADERSHIP. A few of the reasons for Plymouth's engineering leadership are listed below. There are others we will gladly explain to you.

Plymouth's all-welded Unibody construction has unexcelled strength, durability, and quietness. And it is given the most thorough rust and corrosion protection in the automotive Industry. Torsion-Aire suspension gives the car remarkable riding qualities over all kinds of roads, and makes driving easier, safer, more pleasurable. Plymouth's Servo-Contact self adjusting brakes are smooth, sure, and safe - and the bonded brake linings have longer life. Plymouth's manual and automatic transmissions are the finest built. And the Economy Slant-Six and the Plymouth V-8 engines have proved time and time again, in economy test runs, and in competitive performance tests, that they are the finest engines in the automotive Industry.



BELVEDERE 4-DOOR STATION WAGON





BELVEDERE 4-DOOR SEDAN



SAVOY 2-DOOR SEDAN

26 BODY MODELS. In the Plymouth Line you can find exactly the car you want at the price you want to pay. There are 26 models. The Sport Fury and Fury Series body styles are listed on an earlier page.

The Belvedere Series includes the 2-Door Sedan - 4-Door Sedan - 2-Door Hardtop - and the 4-Door, 6-Passenger and 9-Passenger Station Wagons. All body styles, except the two Station Wagons, are available with Slant-Six or V-8 engines. Station Wagons with V-8 engine only.

The lowest-priced Savoy Series has four models - the 2-Door Sedan - 4-Door Sedan - and the two Station Wagons - and all are available with either the six cylinder or V-8 engines.





## SPECIFICATIONS

### CHRYSLER . . .

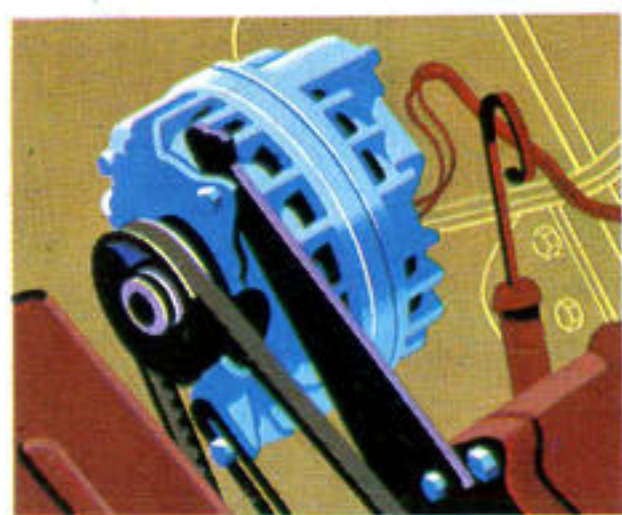
**ENGINES:** Chrysler V-8, 90 degree. Bore and stroke: Newport Firebolt - 4.12 x 3.38, 361 cubic inches; 300 Firepower - 4.25 x 3.38, 383 cubic inches; New Yorker Firepower and 300 High Performance 4.18 x 3.75, 413 cubic inches. Compression ratio: Newport - 9.0 to 1; 300 - 10.0 to 1; New Yorker - 10.1 to 1. Optional compression ratio 8.0 to 1 on Newport and New Yorker.

**TRANSMISSIONS:** Pushbutton TorqueFlite, fully automatic torque converter with three-speed gear set, standard on New Yorker, available on Newport and 300. Parking Lock.

**SUSPENSION:** Torsion bars front. Ball joints lubricated for 32,000 miles. Asymmetrical leaf springs rear, Oriflow shock absorbers standard on all.

**FUEL SYSTEM:** Carburetors: dual downdraft on Newport and 300, four-barrel downdraft on New Yorker, four-barrel on 300 High Performance. Automatic intake manifold heat control, automatic choke, dual filtration units. Fuel capacity - 23 gallons. 21 gallons for Town and Country Wagons.

**ELECTRICAL SYSTEM:** Battery: 12 volt, 66-plate, 59-amp. hr. on Newport and 300. 12-volt, 78-plate with 70-amp. hr. on New Yorker. Alternator: 35 amp. (40 amp. with air conditioner). Electric windshield wipers and directional signals. Dual headlights, standard.



The exclusive Plymouth Alternator keeps the battery charged even when the engine is idling or moving slowly in traffic.

**COOLING SYSTEM:** Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 16 qts. on Newport, 300, and New Yorker. Add one quart heater-equipped models.

**BRAKES:** Servo-contact self-adjusting with Cyclebonded lining. Drum diameters: 11 in. Power brakes standard on New Yorker, available at extra cost on all Newport and 300 models. Foot operated parking brake acts at rear wheels.

**STEERING:** Manual, worm and roller, standard on Newport and 300. Constant-Control power steering with quick 3 1/2 turns lock-to-lock, standard on New Yorker, available on Newport and 300.

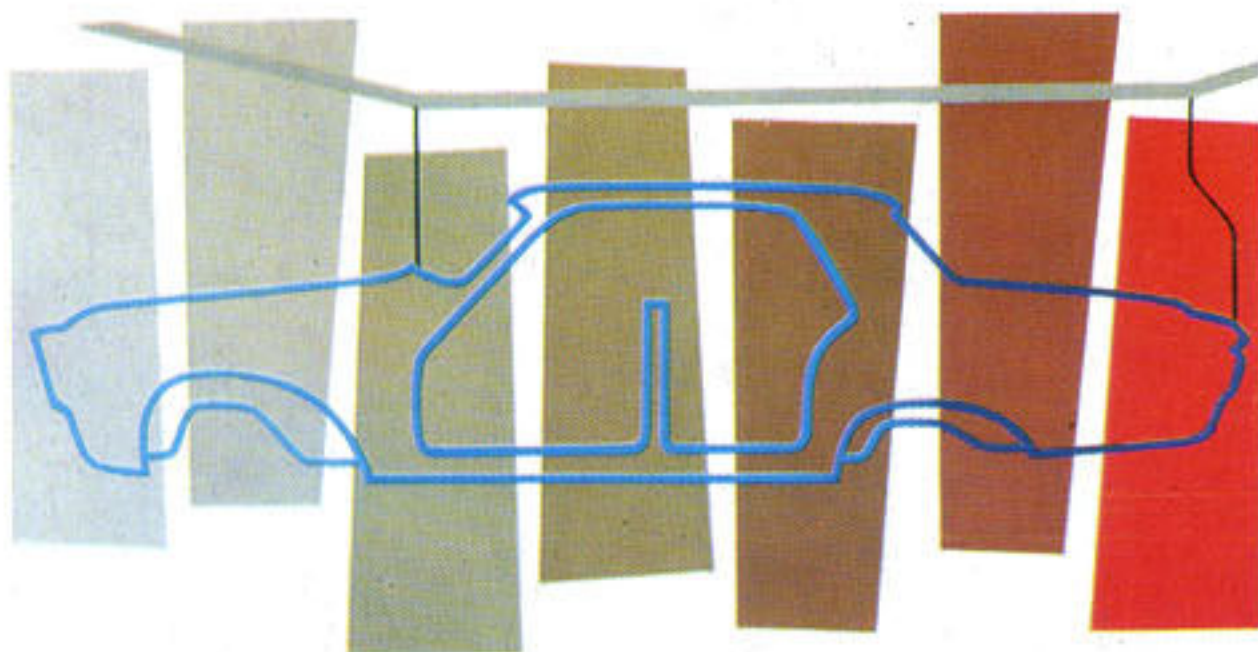
**DRIVE:** Hotchkiss drive through rear springs. Hypoid rear axle with 2.76 to 1 ratio with TorqueFlite on Newport and New Yorker and 3.23 on 300.

**WHEELS AND TIRES:** Safety-rim wheels. Standard tire sizes: Newport and 300 - 8.00 x 14, except Newport Town and Country Wagon 8.50 x 14; New Yorker - 8.50 x 14, except Town and Country Wagon 9.00 x 14. White sidewall tires also available. Chrome stainless wheel covers standard on 300 and New Yorker, optional on Newport.

**DIMENSIONS:** Wheelbase - 112 in., Overall length: Newport and 300 - 215.3 in. (Wagon 219.4 in.); New Yorker - 215.3 in. (Wagon 219.7 in.), Width 79.0 in. (Wagons 80 in.).

### PLYMOUTH . . .

**ENGINES:** Fury V-800: 90 degree V-8. Valves inclined in line overhead. Bore, 3.91 in., Stroke, 3.31 in., Displacement, 318 cu. in. Compression ratio, 9.0 to 1 (optional 7.5 to 1). Two-barrel carburetor. Inclined '6': In line overhead valves. Bore, 3.4 in., Stroke, 4.125, Displacement, 225 cu. in. Compression ratio, 8.2 to 1 (optional 7.2 to 1). Single throat carburetor. Optional engines: Commando 361. (Power-Pak) 90 degree V-8. Overhead valves. Bore, 4.12 in., Stroke, 3.38. Displacement, 361 cu. in. Compression ratio 9.0 to 1. Two-barrel carburetor. Golden Commando 383 (High Perform-



ance); 90 degree V-8. Overhead valves. Bore, 4.25, Stroke, 3.38, Displacement, 383 cu. in. Compression ratio, 10.0 to 1. Four-barrel carburetor.

**TRANSMISSIONS:** Three-speed Manual with concentric column control. Automatic TorqueFlite, special equipment all models.

**SUSPENSION:** Torsion bar front springs with ball-joints lubricated for 32,000 miles. Semi-elliptical leaf rear springs. Heavy duty Oriflow Shock absorbers. All components rubber isolated. Heavy duty springs, special equipment.

**FUEL SYSTEM:** Automatic choke, fuel filter in tank. Filter at carburetor. Replaceable paper element, Air Cleaner.

**ELECTRICAL:** 12 Volt system. 35-amp. Alternator. Automatic voltage and current control. Headlamp circuits and windshield wipers protected with circuit breakers. Fuse-panel for other circuits. Dual headlamps. Ignition Key Starter Switch.

**COOLING:** Thermostatic temperature control. Pressure vent radiator cap, capacity: 'V-8', 20 quarts, 'Six', 12 quarts. Commando and Golden Commando, 16 quarts.

**BRAKES:** Hydraulic 10 in. servo-contact, self adjusting to compensate for wear. Bonded linings. Foot-operated parking brake acts at rear wheels.

**STEERING:** Symmetrical idler arm geometry. New low friction re-circulating-ball gear. Constant-control power steering, special equipment.

**DRIVE:** Hotchkiss drive through rear springs. Hypoid rear axle.

**WHEELS AND TIRES:** 14 in. Safety Rim Wheels. Tire size 7.00 x 14 in. Tubeless tires, standard. White sidewall tires, special equipment.

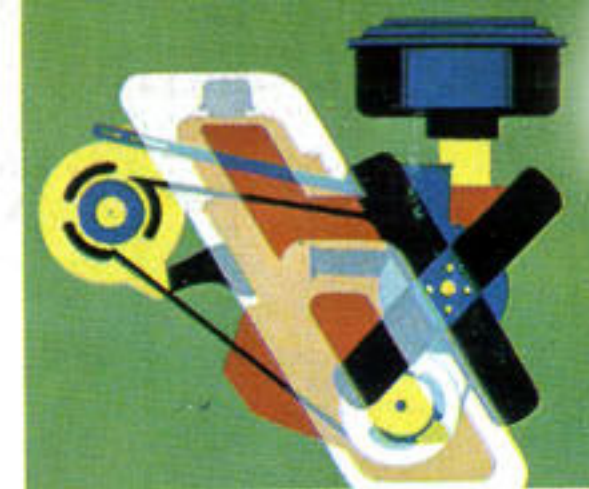
**DIMENSIONS:** Four-door sedan: Wheelbase - 116 in., Overall length 205.0 in., overall width 75.6 in., overall height (V-8, five passenger load) 53.9 in. Suburban: Wheelbase - 116 in., overall length 210.1 in., overall width 75.1 in., overall height (V-8, five passenger load) 54.0 in.

Thirteen deep-dip and spray operations protect the entire underbody from rust and corrosion. Exhaust system parts are aluminized steel, sills galvanized and other parts also corrosion protected. Thirty underhood parts are painted.

QUALITY ENGINEERED PRODUCTS FROM



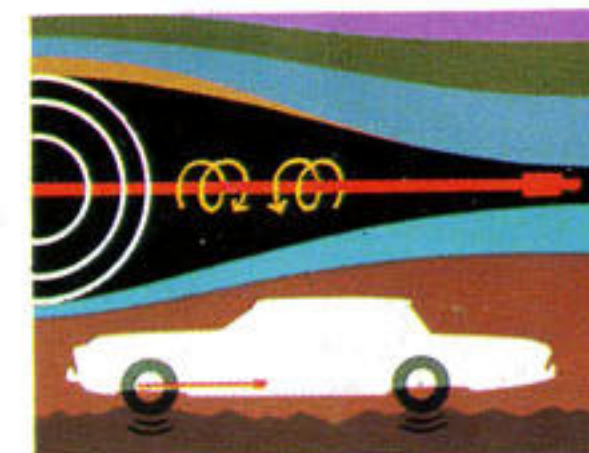
The policy of Chrysler International S.A. is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Therefore, specifications, equipment and prices are subject to change without notice.



The famous economy Slant-Six engine - nothing to compare with it - prove it on the road!



And the same goes for the V-8 - put it through its paces - and your choice will be Plymouth!



And, while you are driving, take the roughest roads, the sharpest curves, and Torsion-Aire suspension will give you the greatest ride.



Both the manual transmission and the push-button automatic transmission on the Plymouth are the finest in the automotive industry.