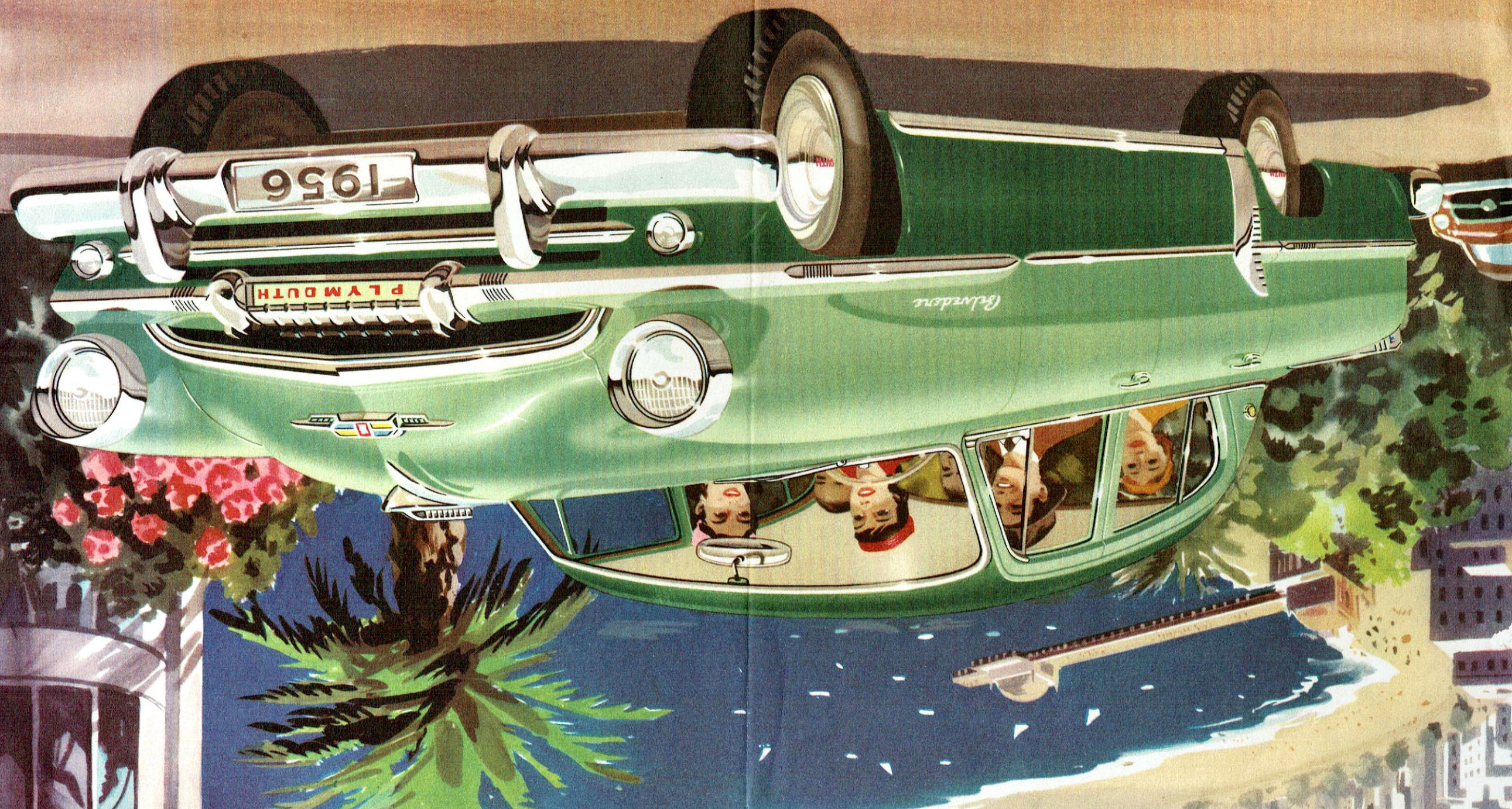


Plymouth

“BELVEDERE”



with the obvious difference of PowerFlite
Automatic Transmission & Full-Time Power Steering



CAR DIMENSIONS Wheelbase 114". Car overall length 190-13/16". Height 63 1/4". Width across front fenders 74 1/4". Tare weight 1 ton 11 cwt.

BRILLIANT POWER A reliable, high torque, side-valve, 6-cylinder engine, bore 3-7/16" stroke 4 1/2", displacement 250.6 cub. ins. High compression ratio 7.25 to 1 to get the best from modern fuel. 117 B.H.P. at 3600 r.p.m.—brilliant, flexible performance at low engine revolutions which add to cylinder life.

LIGHTWEIGHT PISTONS WITH CHROME TOP RING Pistons are lightweight aluminium alloy coated with tin to guard against scuffing cylinder walls. Lightweight pistons mean a lighter load on main and connecting rod bearings. Two oil control rings are used for maximum oil economy. Two compression rings with the top ring chrome plated and the lower ring tin plated give perfect compression seal, and the chrome ring adds still further to cylinder life.

LONG LASTING VALVES Exhaust valve seats are extra tough to withstand heat and corrosion, to retard valve wear and maintain new car performance. Exhaust valves are Stellite faced for added protection.

A FUEL SYSTEM FOR BALANCED ENGINE PERFORMANCE The Ball & Ball (Carter) Carburettor provides 4 metering systems to match every driving need. It includes an accelerating pump to give an extra charge of fuel for extra quick acceleration. Automatic choke provides the right mixture at all times and automatic manifold heat control helps full vaporisation and shortens the warm-up period. Mechanical fuel pump is located in an air stream to avoid vapour lock. The 12.5 gall. fuel tank has a self-cleaning, sintered bronze filter that keeps dirt or water condensation in the tank from entering the fuel lines.

EFFICIENT ELECTRICAL SYSTEM The 12 volt, 9 plate MoPar Battery can handle all accessories and not be overburdened. Capacity is 60 amp. hours. A governor control and vacuum spark advance in the distributor match timing to engine speed and load. Radio suppressor is incorporated. The 12 volt generator (max. charging rate 22 amps.) is fan cooled and gives extra output when starting.

PRECISION TEMPERATURE CONTROL The cooling system (total capacity 3 galls.) is designed to give uniform engine warm-up, maintain desired engine temperature for most efficient operation and guard against "hot-spots". A distributing tube sprays water on the underside of the exhaust valve ports. Cylinder walls are cooled for their entire length. A thermostat maintains temperatures to the correct degree.

CLEAN OIL PROTECTS VITAL ENGINE PARTS A floating oil intake with filtering screen stops foam or sediment entering the oil lines. As a double protection, there is a sealed type oil filter. Main bearings, lower connecting rod bearings, and camshaft bearings are all pressure lubricated. Crank-case oil capacity is 8 pints excluding oil filter.

SAFEST CAR ON THE ROAD "Safeguard" hydraulic brakes have dual hydraulic cylinders at the front wheels to balance the overall braking effort. Moulded brake linings are bonded to shoes. Brake Drum diameter 10": Lining area 2" x 21" (front), 2" x 18 1/2" rear. Parking brake operates independently of service brakes.

A SMOOTH BALANCED RIDE Independent front wheel suspension with soft-acting coil springs give each front wheel the ability to "step-over" bumps. A front sway eliminator bar restrains any tendency towards front-end roll. Correct distribution of chassis and body weight adds to overall "balance" on the road. Spring action is synchronised, the front springs start to move first but the rear springs are designed to react faster. Rear springs are so mounted that the front ends are closer together than the rear which adds to stability on turns. Moulded Polyethylene interliners for rear springs are standard equipment. Oriflow shock absorbers tailor the action to suit the road, gently cushioning small bumps offering correspondingly greater resistance to heavier jolts. Heavy duty suspension or extreme duty springs are available at slight extra cost.

A FIRM FOUNDATION BENEATH YOU A sturdy chassis frame, each side rail of two massive channel members overlapped and arc welded. Thick moulded rubber body mountings insulate the car body from the frame.

POWERFLITE AUTOMATIC (no clutch) TRANSMISSION Consists of a torque convertor and two planetary

gear sets operated by a hydraulic control system. Torque is supplied from the engine to the torque convertor and is automatically increased within the transmission to meet driving conditions. A torque convertor is similar to a fluid coupling, but has the distinct advantage of being able to multiply the torque, giving highest multiplication when the car is moving off and diminishing as it picks up speed. PowerFlite control is by a lever on the steering column to select reverse, low, neutral or drive. Shift between low and high is automatic. Up and down shift in "Drive" position depends on throttle setting. Gear Ratio: Reverse 2.39 to 1. Drive Range: Low 1.72 to 1. Direct 1.0 to 1. Low Range 1.72 to 1. Final drive ratios Reverse 8.46, Drive range—Low 6.09, Direct 3.54, Low Range 6.09. Rear axle ratio 3.54 to 1. Rear axle lubricant capacity 3 1/2 Imperial pints. PowerFlite oil capacity 7 3/4 Imperial quarts.

STEERING Direct double tie-rod. Gear type, worm and three tooth roller. Ratio 18.2 to 1. As optional equipment at moderate extra cost, Full-time Power Steering in which power is supplied in the form of hydraulic pressure from a rotary-type pump connected directly to the rear of the generator. If in the unusual event that the hydraulic system fails, the driver still has full control.

TUBELESS TYRES, CHRYSLER EXCLUSIVE SAFETY-RIM WHEELS Tyre equipment, 5 demountable steel disc Safety-Rim wheels that hold a tyre on the rim if sudden, major tyre damage occurs. Tubeless tyres standard equipment 6.70 x 15, 4 ply. Optional at extra cost 6.70 x 15, 6 ply, 6.50 x 16, 4 ply or 6 ply (with 16" wheels). Whitewall tyres, optional extra 6.70 x 15, 4 or 6 ply, 6.50 x 16, 4 or 6 ply (with 16" wheels).

EQUIPMENT Automatic glove-box light, automatic luggage compartment light, pillar lights and dome lamp, automatically switch on when any doors open. Dual sun visors, anti-glare rear view mirror, vanity mirror, ash trays front and rear compartments, cigarette lighter, arm rests all doors, folding centre arm rest front and rear seats, wrap around bumpers, tool-kit and tyre pump, back-up lights, dual air-tone horns.

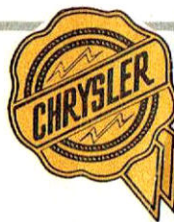
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MoPar, genuine Chrysler-engineered parts and Specialised service facilities provide protection for your investment in a Plymouth

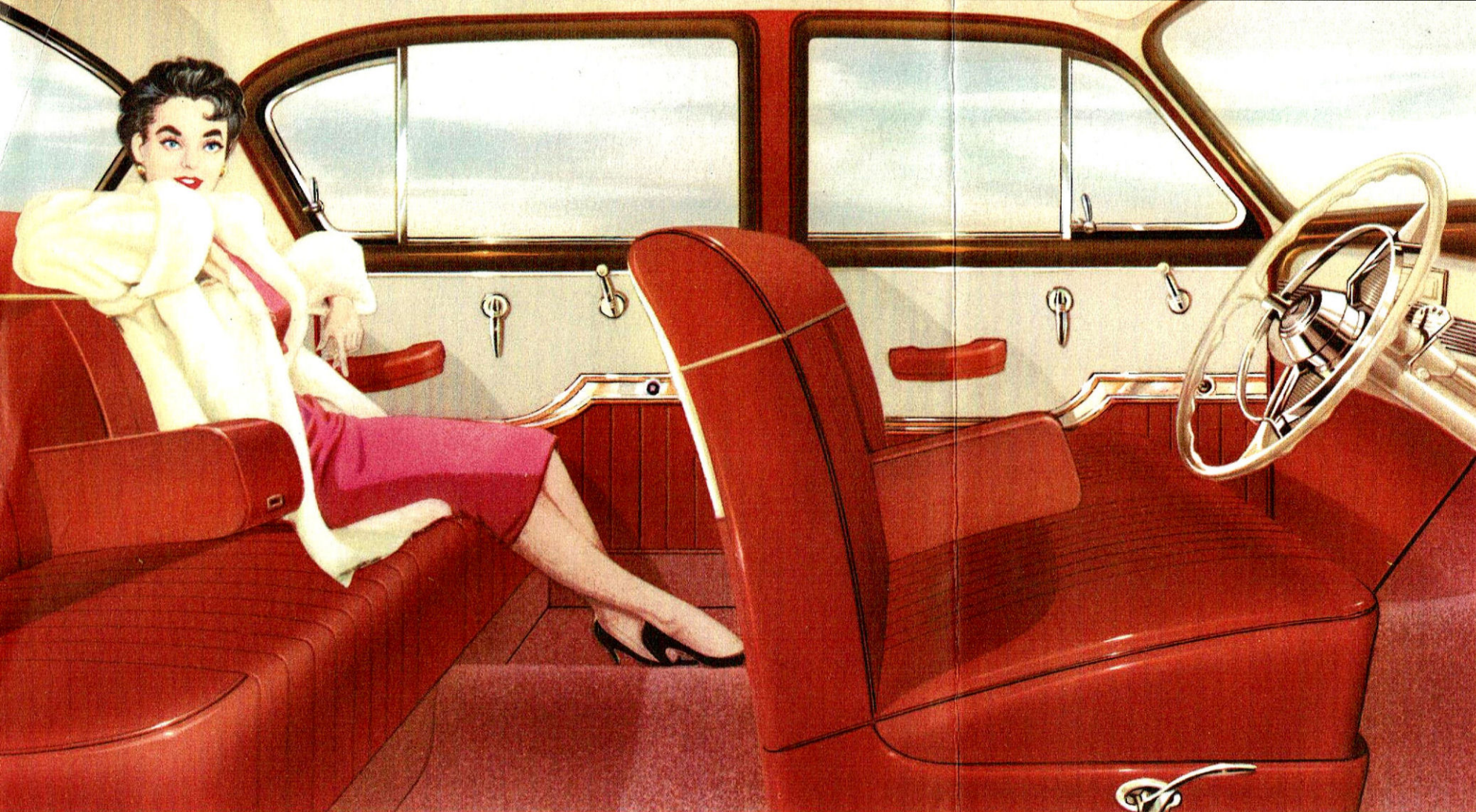
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ahead
in all these
wonderful
ways

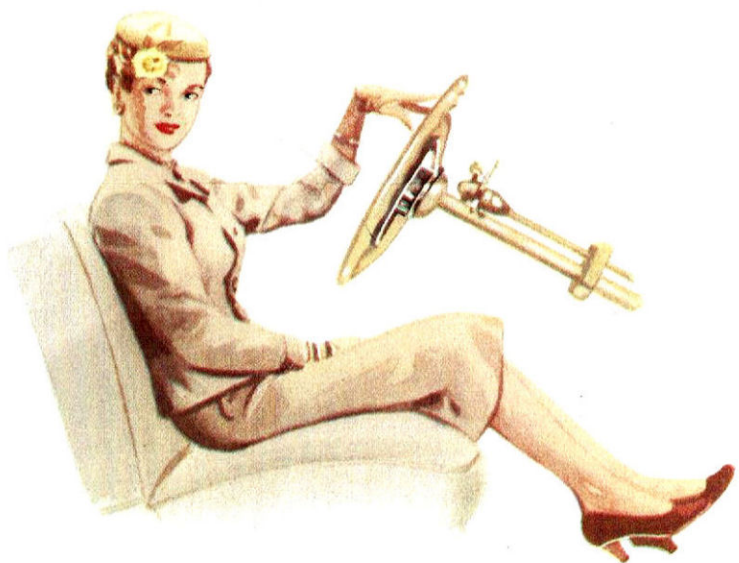




STYLE to catch
the eye . . . and hold it
COMFORT such as
you've never known!

Step into this dashing Plymouth once, and your heart is lost forever. Colour tuned styles so creative and daring that they lead the field by far . . . and whichever you choose from the wide selection of ensembles will delight you daily with its harmony of line and texture. The new upholstery fabrics will amaze by the way they retain their sparkle and the ease with which they can be kept spotless. Plymouth Belvedere gives you lots of room inside, too, for legs, elbows and hats . . . and high, wide doors let people "walk" in and out. Seats are chair-high and shaped of foam rubber over finest springs. Huge window expanse gives a panoramic view on all sides, and both front and rear seat passengers have the added comfort of folding centre armrests.

*small spaces seem bigger . . .
long drives shorter . . . with full-time*
POWER STEERING



You don't steer a Plymouth Belvedere equipped with Full-Time Power Steering . . . you guide it with fingertip touch. Power Steering starts to work when your engine starts . . . and works full time for you, taking over at least three-quarters of the normal physical effort required. On the road, you take bumps and cross winds without wheel-fight . . . your hands never feel a roadshock and you can park with a twist of the wrist. You're safe because you know what your wheels will do — and you have perfect command, perfect road-feel. If, for any unusual reason, the hydraulic mechanism stops working, normal steering control is instantly resumed. Power Steering is a matchless asset to Plymouth Belvedere — and this unique feature can be fitted for so little extra in cost.

*Why be content with the conventional when a whole new
world of motoring awaits you in Plymouth Belvedere! Here is exciting
colour that brings a bright, new outlook to your motoring
. . . Here is comfort such as you have never revelled in before . . .*

*Here is safety as you have never known it . . . Ease of handling that
makes you feel you are the best driver in town . . . you park expertly, easily . . . and here is
the matchless driving thrill of more flexible and instantly responsive
power ever at your command. These wonderful differences in Plymouth Belvedere
are so obvious and set it apart as the car for modern living.*

Plymouth

“BELVEDERE”



POWERFLITE *sensational*
automatic transmission
that turns engine power into
maximum "go" power!

You've never experienced anything really like it — for here is "no clutch" driving at its proven best. PowerFlite feels exactly as it sounds. You set the lever, a touch of the toe on the accelerator and away you go . . . so effortlessly, so smoothly you can hardly believe how swiftly you reach cruising speed. There is no jerk, no lag — just a velvet flow of uninterrupted power. PowerFlite brings you many other good things too . . . sensational take-off . . . magnificent cruising . . . terrific climbing . . . easy parking . . . safe uphill starting . . . better engine braking on down grades. And PowerFlite is the safest, simplest and most thoroughly proved of all "no-clutch" drives.

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Automatic Transmission & Full-Time Power Steering