

Valiant

**VALIANT SWINGS
INTO '64 WITH:**

**3 great series
9 beautiful models**

thrilling new styling
sparkling performance
brilliant engineering

**everything
to make it the
value leader
of the
year!**



Here, front and centre, is a great new Canadian automobile—the 1964 Valiant Signet Convertible. Scenically low, lively and strictly modern, the new Valiant is for worldly young motorists—people who are freedom-loving, fun-loving, short on money to burn, long on a deep and abiding sense of good value. For these Young Discerning, the '64 Valiant offers the best all-round quality to be had, backed by the only 5-year—50,000-mile power-train warranty in the business! Innovations everywhere. Styling calculated to fire pride in the most blasé. Interiors that offer more luxury and spaciousness. The kind of engineering that turns dependability and durability into foregone conclusions. Beginning here—a brand new series of frontrunners out to prove the smartest distance between two points is a beeline in a Valiant.

*Low
&
Lively*



Signet Convertible

Backed by 5-year—50,000-mile Power-Train Warranty

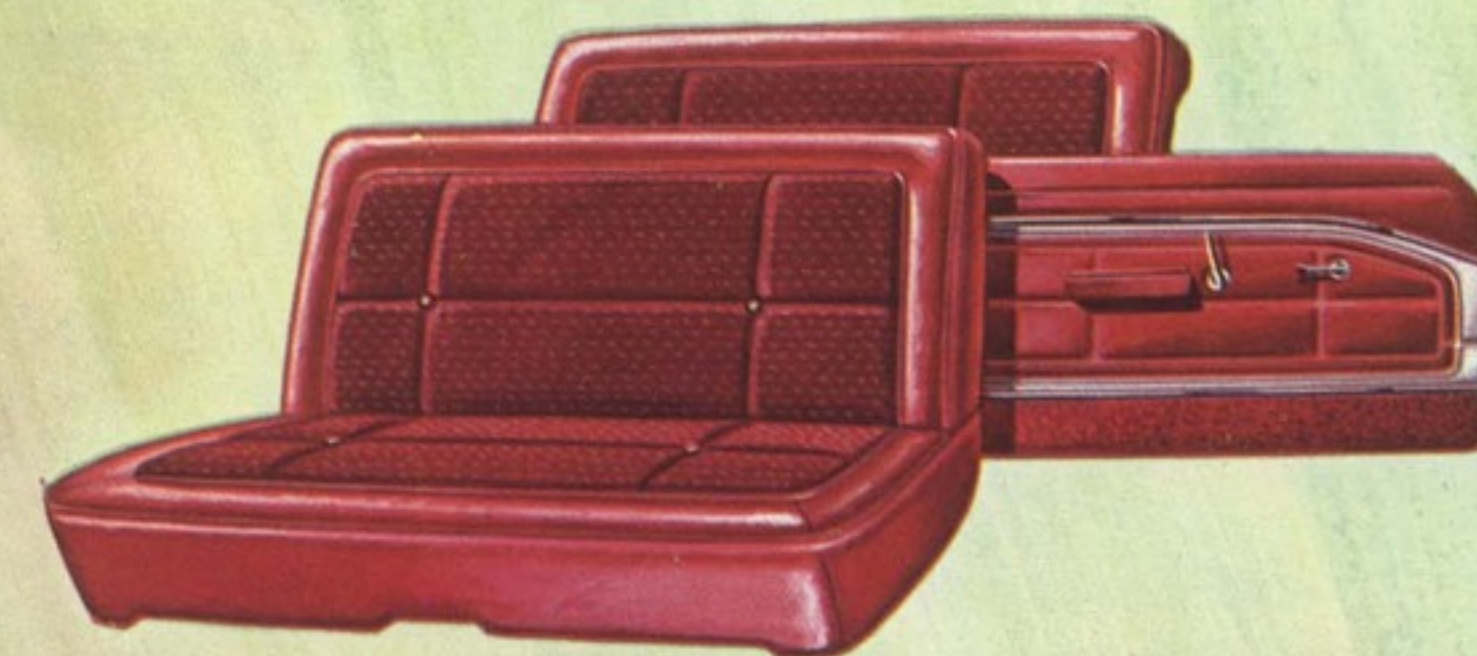
Valiant's a beauty for '64... illustrated here in the new Valiant V-200 4-door sedan, and elsewhere in the V-200 4-door station wagon plus 2 brand new for '64 models... the V-200 convertible and the V-200 hardtop! Under level stretches of roof and deck, a horizontally-textured grille design gives the '64 Valiant greater visual width and streamlined good looks. It's all headed up by a sturdy high-mounted front bumper that counteracts over-riding. Economy news inside: improvements in the Valiant chassis for 1964 give even greater fuel economy and power, longer service life from both automatic and manual transmissions. Styling news inside:

Beauty It's part of the bargain

colour-keyed interiors, newly-integrated instrument panel, glamorous new trim styles for seats and door panels, new front and rear door armrests.



V-200 4 Door Sedan

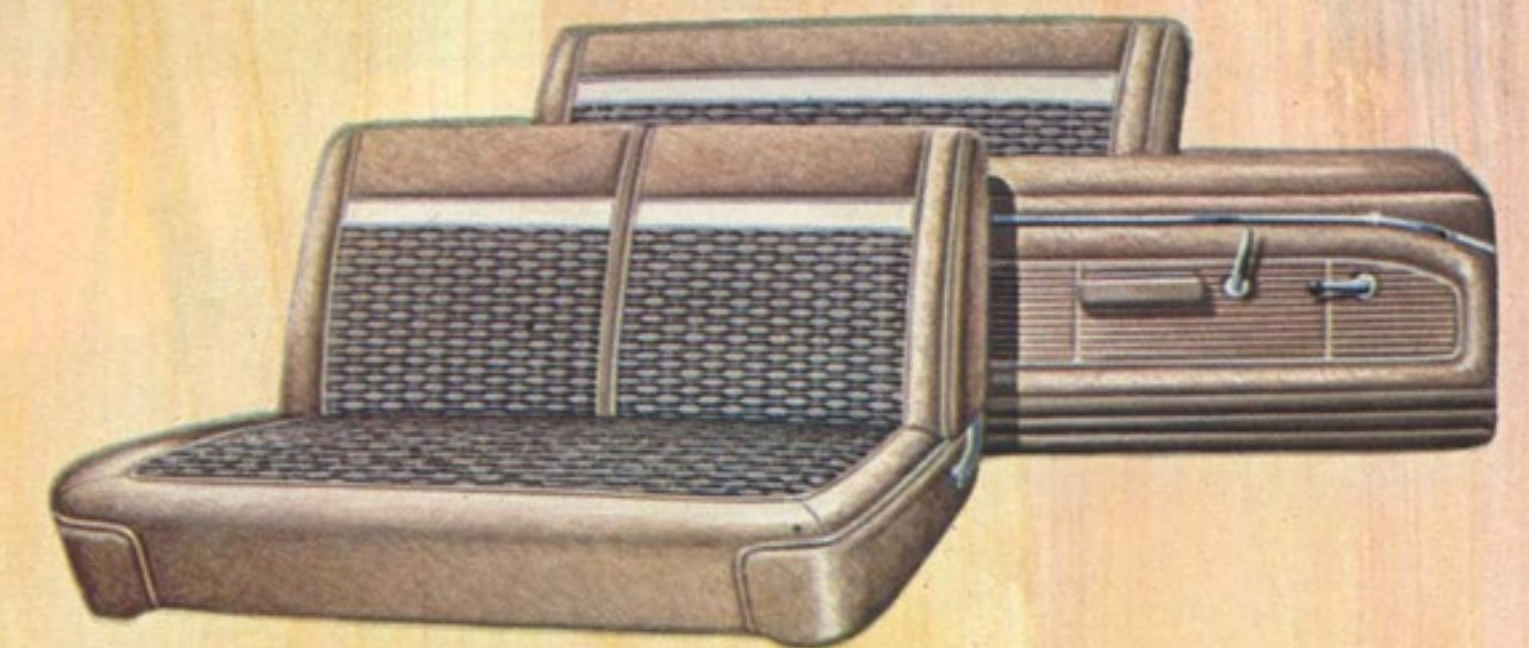


Sit back and relax in the beautiful, new Valiant interiors. Colourful, vinyl fabrics keep their good looks for life. Soft, urethane foam cushions your ride.

Backed by 5-year—50,000-mile Power-Train Warranty

Some very refreshing, very "see" worthy ideas take shape in Valiant for '64. Among the many points of departure—new exterior styling that emphasizes sleek sturdiness and stability. (Sharpened styling is a Valiant characteristic in 1964, and the V-100's are no exception. What's more, this trim, outside tailoring gives vent to a surprising amount of wide-open-spaciousness inside!) New moldings and ornamentation use chrome for sophisticated accent only. Everything "cliché" is jettisoned to preserve Valiant's clean lines, as viewed here in the new Valiant V-100 2-door Sedan. The V-100's are Valiant's budget-priced series, but you'll need a price-tag to prove it. In the V-100 family of 2 and 4-door Sedans and 4-door Station Wagons, you can expect—famous, smooth TorsionAIRE suspension, dependable Unibody construction and Slant Six power to spare. Plus some of the smartest, most comfortable interiors to be seen anywhere, for any money.

Ship- shape showman- ship



Leisurely beauty inside! Valiant V-100 seat fabrics feature attractive jacquard designs in easy-to-clean and-care-for nylon warp.

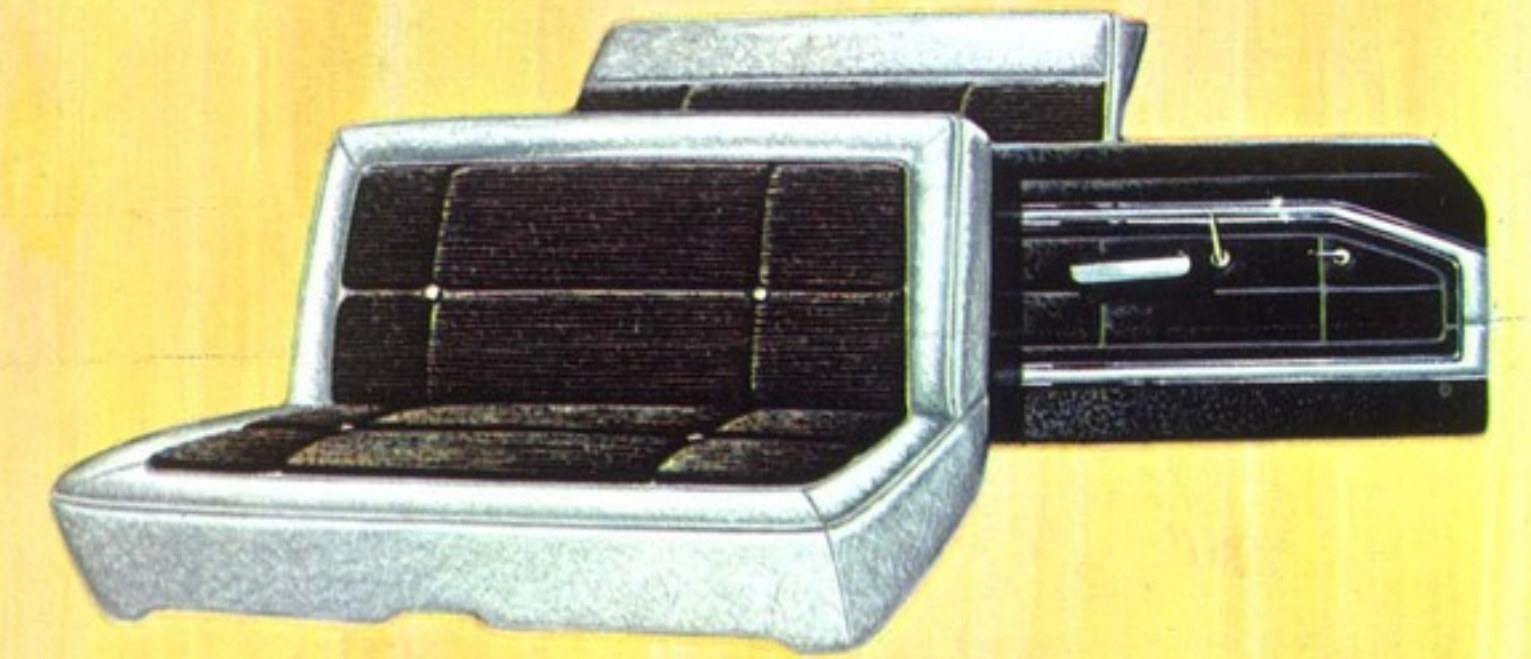
V-100 2 Door Sedan

Backed by 5-year—50,000-mile Power-Train Warranty

For sheer carrying capacity and sports appeal—nobody beats the Valiant V-200 or V-100 Station Wagon. Valiant gets the whole show on the road in style . . . room-wise, it's a leader. Very good news for big families (where family transportation resembles a troop movement!) Besides extra cargo-room . . . these new wagons abound in uniquely Valiant features that bring you added safety, comfort, convenience and dependability. The famous 101 h.p. Slant Six engine is an example. Safety-Rim wheels. Unibody construction and TorsionAIRE suspension that together add up to the smoothest journey you've ever logged. New '64 features include strong, safe Anti-Snag door locks; relocated, redesigned seat-belt

Sportage Valiant has it to spare

anchors that give you unobstructed floor area and a neater appearance. Optional for station wagons is the power-operated tail-gate window.



V-200 station wagons stress easy-riding comfort. Durable, long-life fabrics can "take" rough treatment from both kids and cargo and stay attractive. For cargo-carrying . . . the rear seat folds easily.



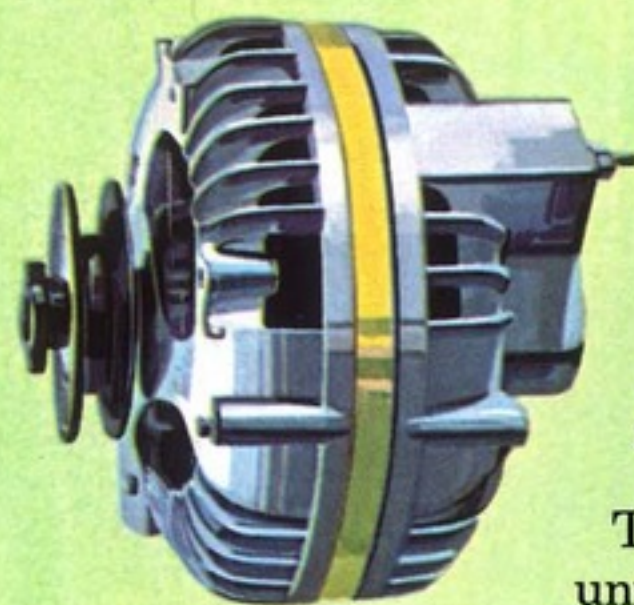
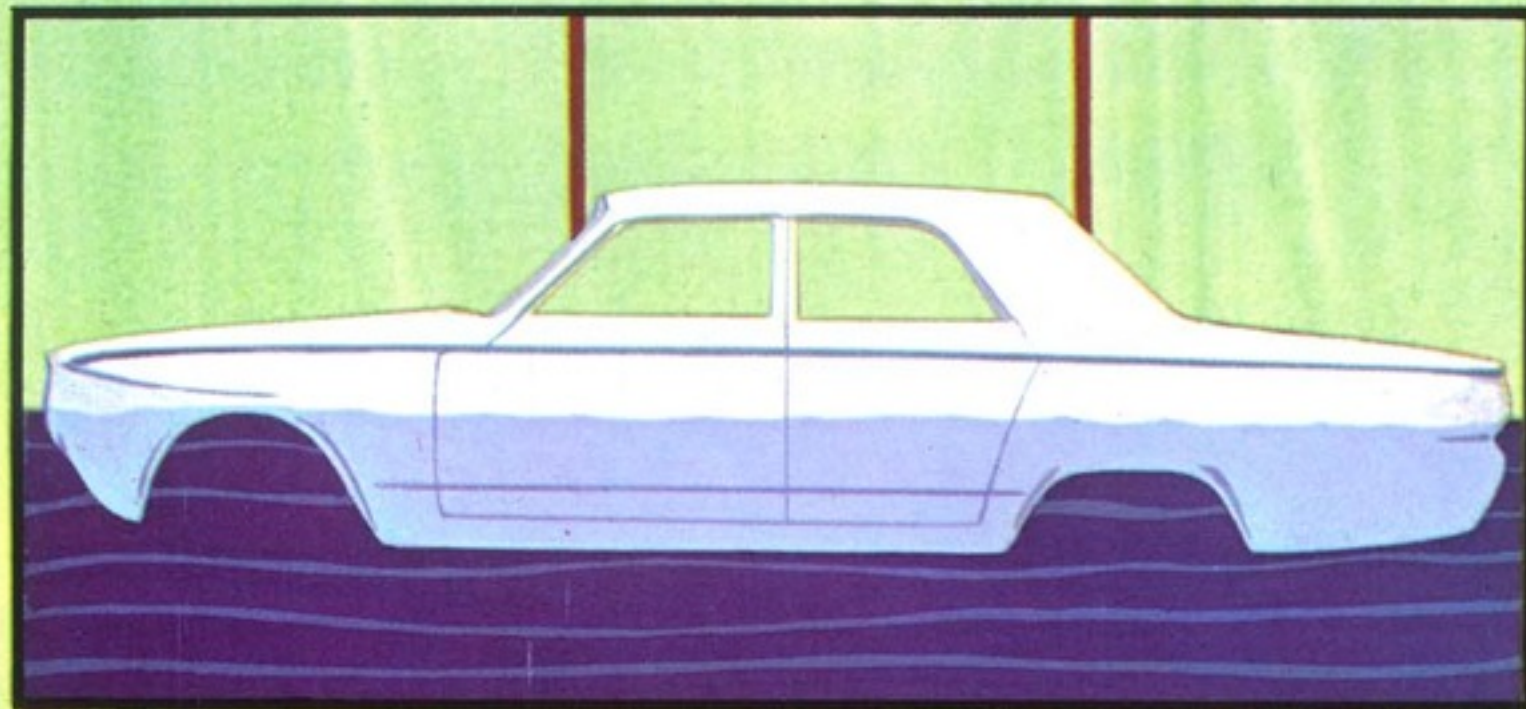
V-200 Station Wagon

Backed by 5-year—50,000-mile Power-Train Warranty

SUCCESS IS IN THE MAKING

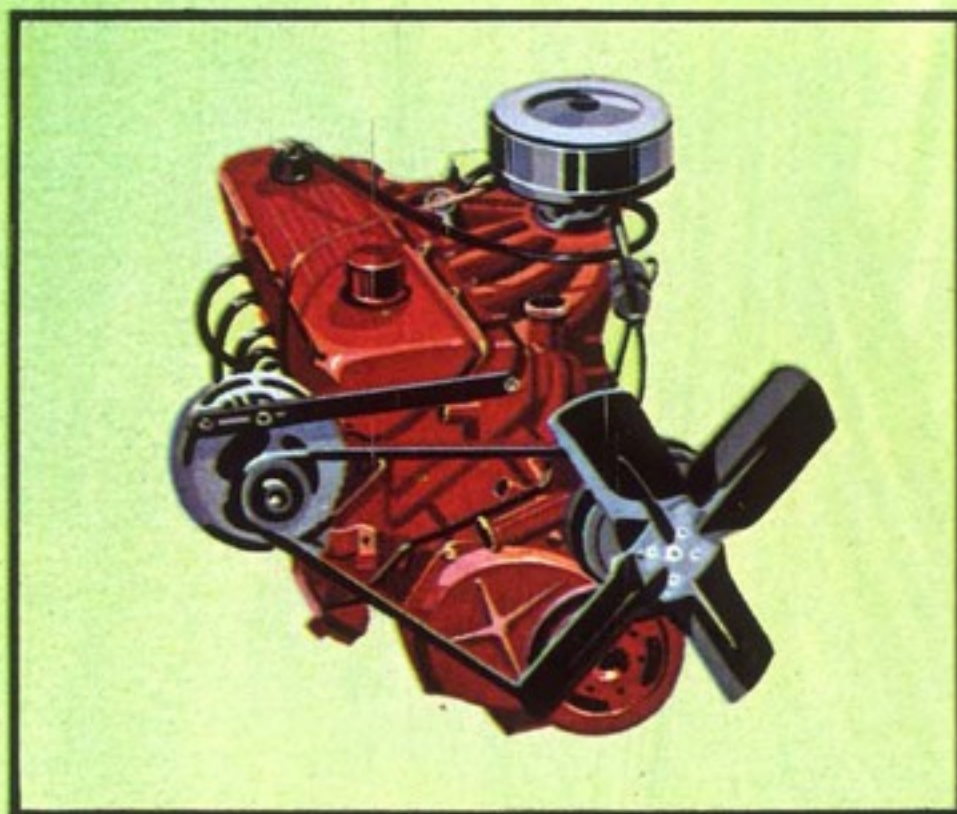
CHAMPIONS ARE MADE, not born. In the same way . . . a top-performance car doesn't just happen. It's *planned* that way! An excellent case-in-point is Valiant for '64. No champion in the making puts in more rigorous "training" than the 1964 Valiant.

THE TREATMENT. All '64 Valiants go through the most thorough anti-rust treatment in the business. While many cars are only sprayed with anti-rust primers before being painted . . . Valiant is both sprayed *and* dipped in a Seven-Stage Rustproofing process that protects critical areas like wheelhousings, rocker panels and inner door panels. This spray-*plus* dip gives Valiant double-edged protection . . . an important plus in Canada, where roads and highways welter six months of the year in a corrosive brine of salt and melting ice.



THE ALTERNATOR. In '64, a very important engineering advance, the Alternator replaces and improves upon the conventional generator in all electrical aspects of the Valiant engine, feeding a steady current to all electrical components at all engine speeds . . . fast *and* idle. This Chrysler-built feature assures Valiant owners of a constant, dependable source of power at all times . . . and saves inconvenience and money by prolonging battery life.

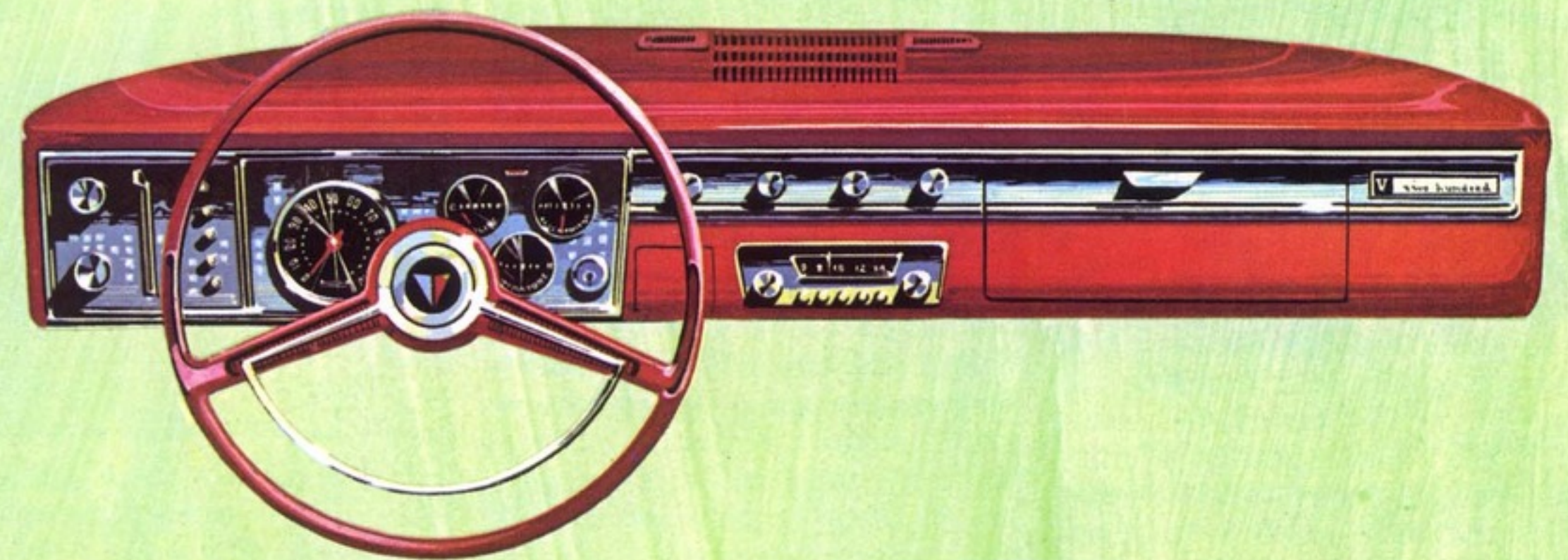
THE ENGINE. Valiant leadership shows plainly in the unique design and superbly powerful performance of its famous Slant Six engine. An entirely new shape and new idea in Six-cylinder engines—the Slant Six is canted at a 30 degree angle for top operating efficiency. Intake manifolds are curved, rather than conventionally straight, to feed cylinders equally, insure adequate engine "breathing" and better performance than with conventional engines. The Valiant Slant Six for 1964 has a diaphragm-type automatic choke device which assures prompt engine-starting and a self-cleaning crankcase ventilator valve which requires minimum maintenance for long periods of trouble-free operation. Higher compression ratios for both standard Valiant 170 cu. in. 6-cylinder engine and the optional 225 cu. in. 6-cylinder engine, give the '64 Valiant even greater economy on regular grade fuel.



THE RIDE. Every street, every country road and every super-highway is a proving ground for Valiant's championship qualities in 1964. The easy-going ride is due to Valiant's special TorsionAIRE suspension system . . . torsion-bars in front, leaf-springs in back, Oriflow shock absorbers at the four wheels. Ordinary coil or coil-and-leaf suspensions just can't match Valiant's even-keeled comfort.

NEW "FOUR-ON-THE-FLOOR"! Take an automobile as easy on the eye as Valiant. Add the performance of the 225 cu. in. Slant-Six engine. Then, as a master-stroke, add a racy 4-Speed manual transmission with a floor-mounted stick-shift . . . and you've got yourself a car that's very hot stuff indeed. Valiant's new optional "four-on-the-floor" transmission is Chrysler-designed and built—and very smooth and easy to operate.

THE DRIVER'S-EYE VIEW IS NEW TOO! The instrument panel on the 1964 Valiant has been given a new, integrated look by means of new ornamentation. In the instrument cluster itself—round dials are set in a rectangular, horizontally-serrated face plate. Steering wheel design strong and functional. The heater control knob is high on the centre face of the panel where it is easily accessible to the driver. And as a convenience feature—provision is made for illumination of the ignition switch.



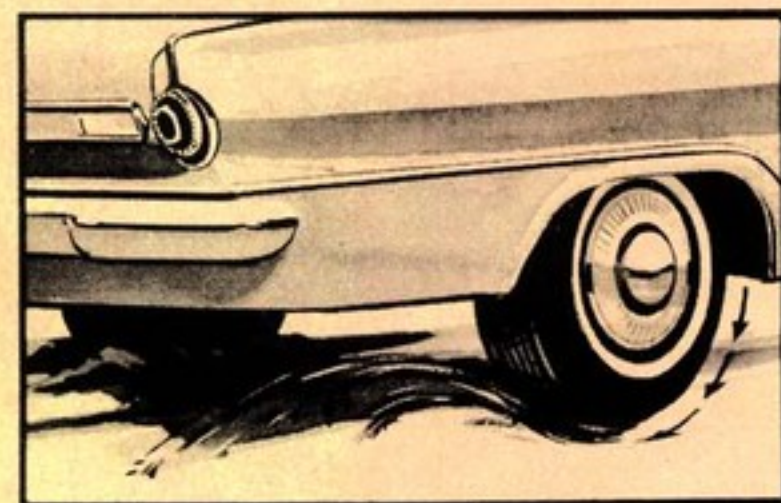
The top seller in its class in 1963 . . . Valiant is bound for even greater honours in '64. Here are a few of the success-slanted features built into Valiant for 1964! The Battery-Sparing Alternator. Safety-Rim Wheels. Self-Adjusting Servo-Contact brakes, for straight-line stopping ability in all kinds of weather. Slant-Six power dependability. Closed Crankcase ventilation system for a cleaner engine and better performance. "Fastart" choke design for positive starts every time. Corrosion-resistant solid Uni-body Construction. Plus, of course, the warranty that puts quality right on the line . . . the 5-year—50,000-mile power-train warranty!

The Valiant Success Story

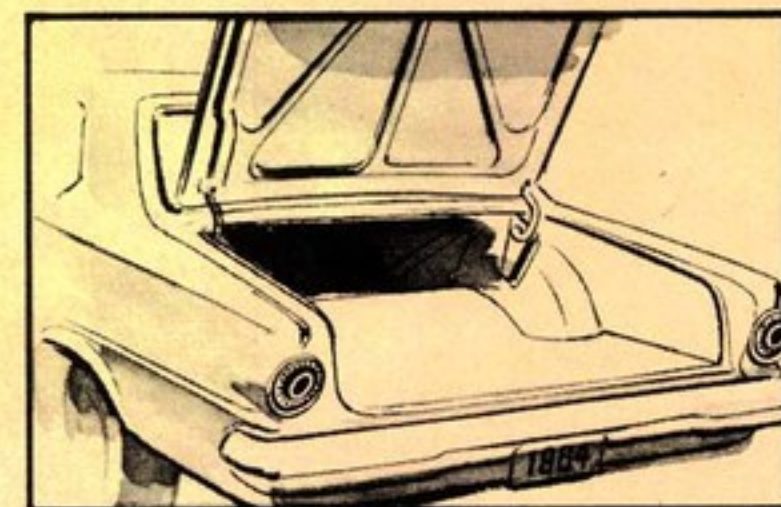
"5 or 50" FACTS. The major components of the engine to rear power-train . . . engine, transmission, drive shaft, rear axle, universal joints, including parts and labour . . . are warranted against defects in material and workmanship for 5 years or 50,000 miles, whichever occurs first. This outstanding warranty protects Valiant owners against costly major repair bills. This unprecedented guarantee of quality is unmatched by any other car in Valiant's class. Small wonder—"Nobody Beats Valiant for Value!"

HIS 1964 VALIANT is the strong and silent type . . . dependably tough and rattle-free by virtue of solid, all-welded Unibody construction. The '64 fact is—Valiant's a car he can count on for thorough-going quality throughout! Safety features, comfort and convenience features—and, of course, Valiant's specialty . . . *money-saving* features—are all standard equipment on every 1964 Valiant.

HE LIKES TO GET GOING safely and surely. What's new in this department? A Sure-Grip differential that's optional on all



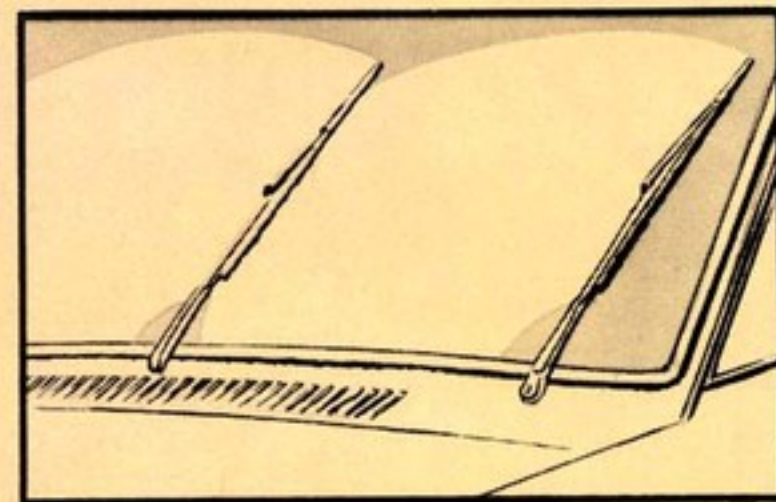
Valiant models. This Sure-Grip differential minimizes wheelspin under poor traction conditions by permitting a larger share of torque to go to the wheel with the *greater* traction. Very good bad-weather insurance! As for engine-starting reliability—Valiant has this too for '64. It's achieved by means of a new diaphragm-type automatic choke device. The vacuum-operated diaphragm is enclosed in a self-contained unit mounted alongside the carburetor body. Its function: to give the choke blade an opening assist once the engine has started. Since this device has no sliding parts—it's remarkably maintenance-free.



HE LIKES THE ROOM because the 1964 Valiant has room to spare. Passenger-room, trunk-

his

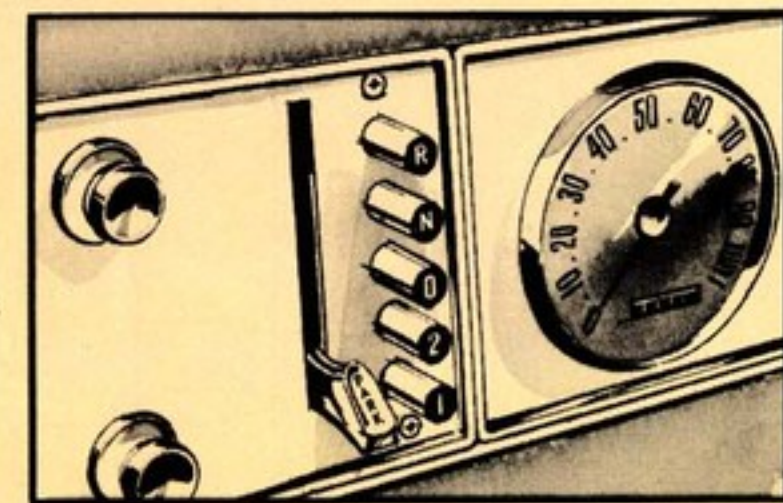
room, room for children, room for everything but improvement. With all this extra riding room—people can really stretch out, relax and enjoy themselves. In Valiant, the spare is neatly tucked out of sight and out of the way of luggage under the floor of the trunk . . . for flat, uncluttered trunk space. Over 30 cubic feet of it! And for mental relaxation, consider this: all 1964 refinements on Valiant are aimed at minimum servicing, optimum performance and dependability . . . worry-free driving. As an instance—this year, Valiant's closed crankcase ventilation system is better. A new, self-cleaning ventilator valve is used in the cylinder head cover that requires less maintenance, ensures trouble-free operation for longer periods. The Valiant cylinder head cover has a higher dome to lessen the velocity of vapors circulating about the valve train, and minimize the tendency for oil particles to be drawn into the ventilation system.



HE LIKES THE VIEW because in the '64 Valiant, the driver's-eye view couldn't be better. Available as an option for '64 is a Push-Button Operated Electric Windshield Washer. Located in the centre of the wiper control knob, it is a handy adjunct to Valiant's popular Parallel-Action windshield wipers. Parallel-Action windshield wipers eliminate that annoying, uncleaned area in the middle of the windshield for better, all-round driving visibility,

while the Airfoil design locks the blades to the windshield for clean-sweeping action even at highway speeds.

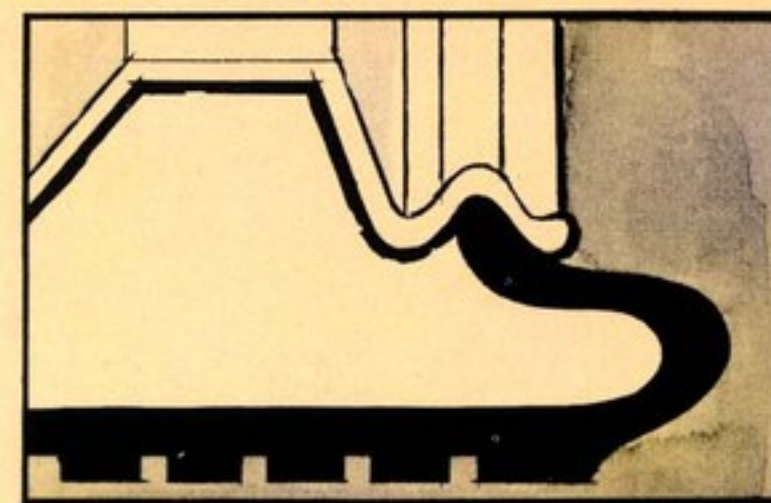
HE LIKES THE VALUE because Valiant's got more of it in '64 than *ever* before! In automatic transmissions—the life of the input shaft is virtually doubled due to revisions in machining specifications. Pinion shafts in the planetary gear carrier are double-locked for life-long smooth operation. This continued emphasis on quality improvements has made Valiant's automatic transmission exceptionally service-free. A new life-time oil filter, enclosed *within* the transmission case replaces the previously used external line filter. Under normal driving conditions, this new filter requires neither replacement nor servicing for the life of the automatic transmission.



HE'S SOLD on one of the greatest safety-plus-convenience features available on a car today . . . Valiant's optional Torqueflite automatic transmission. This 3-speed, pushbutton-controlled automatic transmission is quiet, smooth-running—an exclusive Chrysler-engineered feature, offering simple, foolproof operation. Its smooth and efficient power-transfer outperforms two-speed automatics. Its relatively high transmission breakaway ratio means that Valiant is a fast get-away car . . . pulls away from stops fast and eats less gas on the way. This save-as-you-go dependability shows up everywhere in Valiant for '64—and that spells Value in any man's language. *He* wouldn't have it any other way.

HER 1964 VALIANT is a faithful and lively companion. It keeps pace with her busy life. She *needs* a car like Valiant . . . for running errands . . . for carting kids and groceries . . . for commuting or just plain skooting, here there and everywhere . . . for scouting bargains . . . for escaping traffic skirmishes . . . for nabbing parking spots . . . for keeping appointments . . . for arriving unruffled anywhere, *every* time! For bridging the gap between *here* and *there*—safely, competently and stylishly . . . nobody beats Valiant.

SHE LIKES DOWN-TO-EARTH-DEPENDABILITY. In case of crisis—a flat, or perhaps a blow-out at high speed, Valiant's Safety-Rim wheels help prevent swerving and skidding. Designed with an extra ridge that helps hold the tire to the rim of the wheel . . . these Safety-Rim wheels help her come to a steady controlled, *safe* stop. This is reassurance where it counts, when it counts! All-weather, straight-line stopping ability is another built-in safety feature in all 1964 Valiants, thanks to self-adjusting Servo-Contact brakes. A mechanism in the brake unit of each wheel automatically adjusts

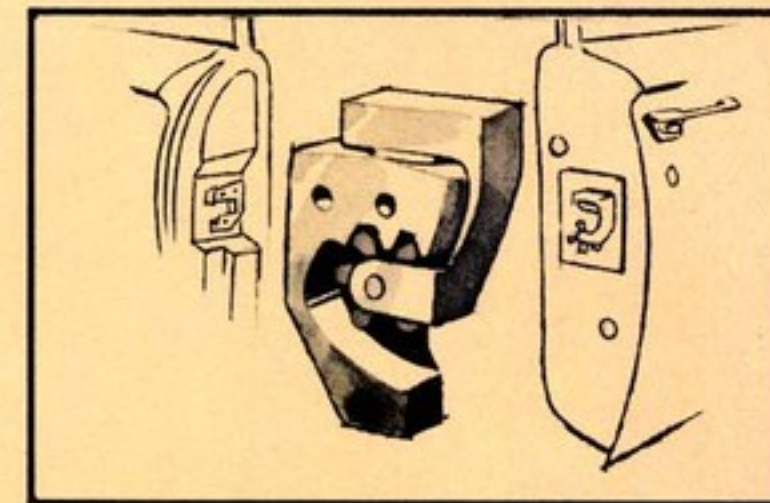


the shoes to accommodate normal wear in brake linings. The need for periodic manual adjustments is thus eliminated, offering less servicing, more economy, more dependability. These self-adjusting brakes are standard equipment.

SHE LIKES SECURITY . . . and helping to set her mind at ease are strong, safe Anti-Snag door locks—an important new Valiant safety feature for 1964. Severe testing has proved the strength

hers

of these new door locks under the worst impact conditions—twice as strong as locks previously used (an important consideration with a car full of children). Valiant doors also have these temper-saving convenience features:



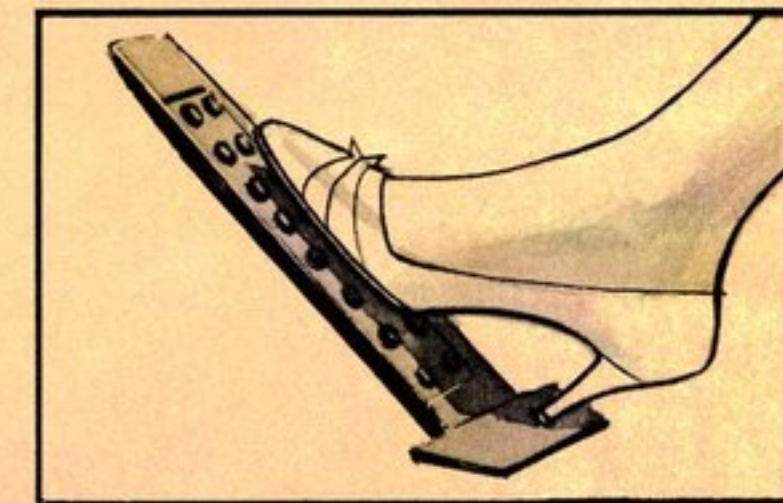
clothes snagging is effectively prevented by a specially-designed striker on the door latch; two-position door checks on all four doors (the half-open position check is a great convenience when loading the car in tight places such as garage or parking lot!)

SHE LIKES LUXURY AND COMFORT, and the 1964 Valiant offers lots of it in lots of different ways, from trim and prosperous-looking exterior styling to those relaxing and beautiful interiors. That's the kind of comfort she can *see*. But even more important, perhaps, is the comfort she enjoys in knowing that her '64 Valiant has been carefully engineered to be more service-free with oil changes at long intervals of 4,000 miles and chassis lubrication every 32,000 miles. Valiant has been so preconditioned in its manufacture as to neatly eliminate many "bugs" that would ordinarily require periodic servicing. Self Adjusting Brakes are an excellent example. Many mechanical things she will never need to be aware of . . . unless she's interested.

IF IT STARTS—SHE'S SOLD! Flying starts are assured for Valiant in '64 under all weather conditions—one of the many

ways Valiant offers downright dependability! Her Valiant is no fair-weather friend. It's as beautifully obedient in winter as it is under the sun. Because Valiant is so easy to handle, she has suddenly become an excellent driver . . . calm, confident and competent in *every* situation. *Carefree* . . . even with a carful of back-seat drivers offering her free advice. She's cool and she's relaxed behind the wheel of her beautiful, brand-new 1964 Valiant! No wonder Valiant is her year-round choice for getting places in style . . . for sure! In fact—she's decided there's only one thing better than a Valiant in the family. *Two* Valiants in the family.

SHE LIKES FREE "EXTRAS" . . . the extra gracious, spacious Valiant interiors . . . the extra conveniences that add up to mean a lot—such as an accelerator pedal with an antislip heel flap



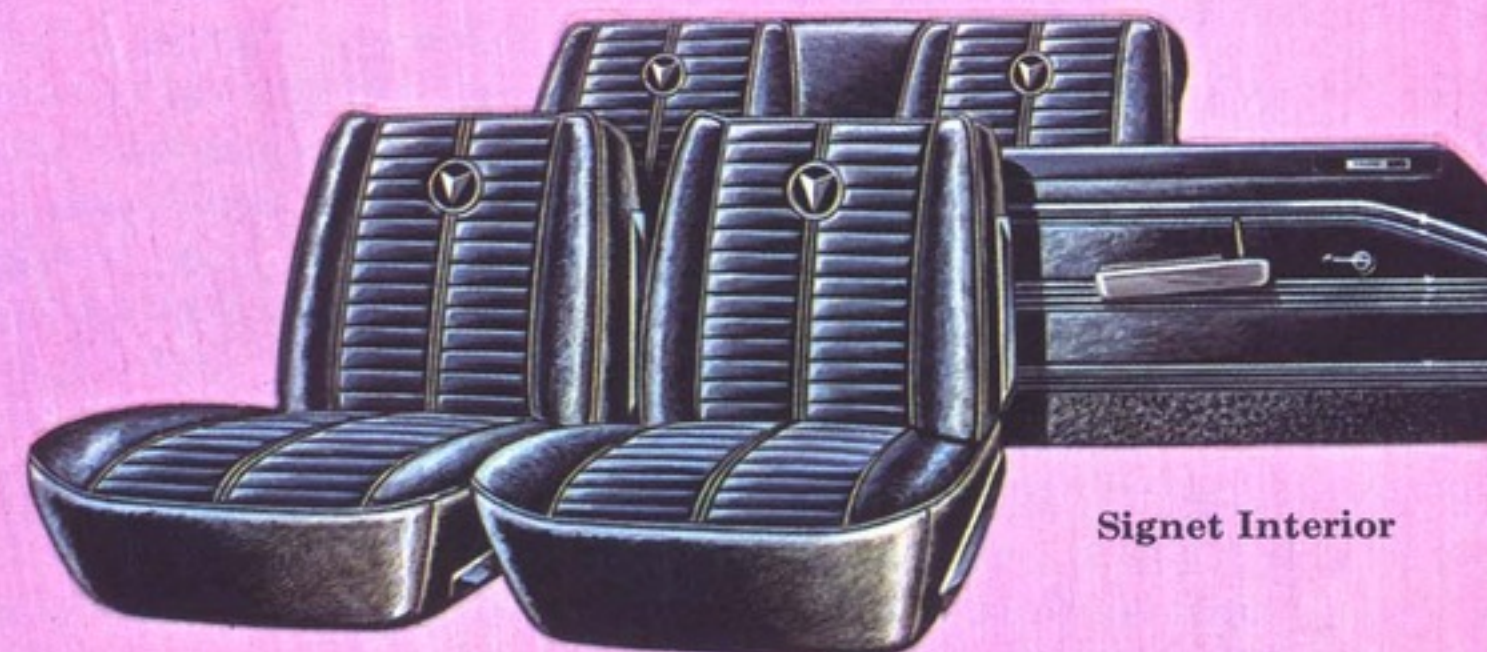
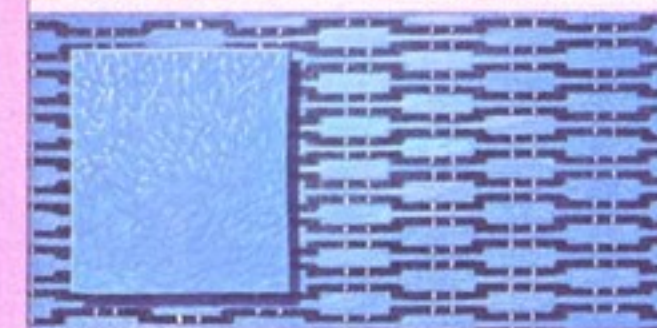
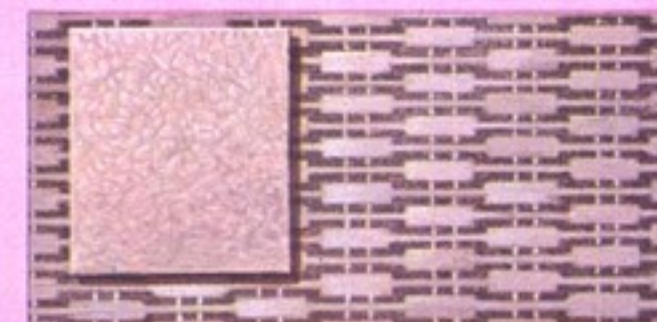
device as protection against high heels; relocated, redesigned seat belt anchors . . . new anti-reflection suede-textured paint for the top of the instrument panel which reduces annoying glare and reflections for the driver.

DOES SHE LIKE THE ENGINE? WHO KNOWS, AS LONG AS IT GOES . . . What she knows about engineering would barely fill a sentence. But she knows what she likes . . . an engine that *goes!* And in the 1964 Valiant, all systems are definitely go! It is this constant mechanical improvement, superb craftsmanship and the expert enthusiasm that go into it—that make Valiant the dependable powerhouse it is . . . especially in 1964.

Nineteen Sixty Four Valiant Specifications

COMFORT IN DEPTH

Deep-down comfort—and the best of everything in luxury appointments are part of what you can expect from Valiant in '64. The new Valiant interiors, for example, offer a profusion of luxurious new features aimed at both beauty and comfort. Front and rear door armrests are two-piece units shaped to harmonize with the instrument panel. The molded plastic base has a rectangular flat top that's centre-recessed for easy finger access. The entire unit is color-keyed to the interior trim. Rear armrests in the V-200 and Signet series are fitted with individual ashtrays. The hard-wearing, easy-to-clean materials and bright new designs are color-coordinated for seats and door panels. Door trim panels are individualized for the three Valiant series. On Valiant 200 Models—urethane foam fills seat backs and cushions. It gives them softer comfort, better shape-retaining qualities. In the Valiant convertible for '64 . . . a double-sealed fastening for convertible tops assures protection against water entry.



Signet Interior

INTERIOR DIMENSIONS

	Sedans	Suburbans
Headroom, Front	38.3 in.	38.3 in.
Headroom, Rear	37.2 in.	37.6 in.
Legroom, Front	40.0 in.	40.0 in.
Legroom, Rear	37.1 in.	35.5 in.
Hiproom, Front	56.9 in.	56.9 in.
Hiproom, Rear	57.0 in.	57.0 in.
Seat Height, Front	8.6 in.	8.6 in.
Seat Height, Rear	11.6 in.	11.6 in.
Knee Room, Rear	5.5 in.	4.2 in.
Trunk Volume—Sedans	30.2 cu. ft.	

EXTERIOR DIMENSIONS

	Sedans	Suburbans
Wheelbase	111.0 in.	106.0 in.
Tread, Front	55.9 in.	55.9 in.
Tread, Rear	55.6 in.	55.6 in.
Length, Overall	194.5 in.	188.8 in.
Width, Overall	69.8 in.	69.0 in.
Height, Overall	53.5 in.	52.9 in.

SUBURBAN CARGO COMPARTMENT DIMENSIONS

Length—rear seat up, tailgate up	51.8 in.
Width maximum	52.6 in.
Between wheel housings	43.6 in.
Height max.—floor to ceiling	30.4 in.
Rear opening width—maximum	44.3 in.
Rear opening height	26.1 in.
Cubic feet load space all seats flat	68.3 cu. ft.

SELF ADJUSTING BRAKES

Four-wheel hydraulic, internal expanding, duo-servo with self-energizing shoes. A self adjusting feature is incorporated in the design. Molded asbestos lining, bonded to shoes. Size: 9" x 2½" in front, 9" x 2" in rear. Lining area: 153.5 sq. in.

CAPACITIES

Fuel Tank	15 Imperial Gallons
Cooling System	10 Imperial Quarts
Engine Crankcase	3.25 Imperial Quarts

Constant improvement of its products requires Chrysler Canada Ltd., to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard. Additional extra equipment available.

EVERY VALIANT IS WARRANTED FOR 5 YEARS OR 50,000 MILES (WHICHEVER FIRST OCCURS) FOR MAJOR POWER-TRAIN COMPONENTS, IN ADDITION TO NORMAL 12-MONTH OR 12,000-MILE (WHICHEVER FIRST OCCURS) WARRANTY. YOUR DEALER HAS FULL DETAILS.

ENGINES

	Standard	Optional
Horsepower	101	145
Compression ratio	8.5 to 1	8.4 to 1
Displacement	170 cu. in.	225 cu. in.
Type	in-line OHV	in-line OHV
Location and position		
front	inclined 30 degrees	
Cylinders	six	six
Cooling System	liquid	liquid

SUSPENSION

Front	Torsion bars and ball joints
Rear	2½-inch outboard mounted asymmetrical leaf springs
Shock absorbers	exclusive Oriflow type

ELECTRICAL SYSTEM

Heavy-duty, 12-volt, 48-ampere-hour battery, 12 volt, 30 amp. alternator, standard on all models.

Optional at extra cost: 70-ampere battery, 40-ampere alternator. Engine block heater. Variable speed windshield wipers. Backup lights. Heater (mandatory option). Radio. Windshield washer.

REAR AXLE

Type	Hotchkiss Drive Hypoid Rear Axle
Ratio with manual and automatic transmission	3.23 to 1 170 Engine
Ratio with manual transmission	3.23 to 1 225 Engine
Ratio with automatic transmission	2.93 to 1 225 Engine

TIRES AND WHEELS

Safety-Rim wheels with 2-ply, low pressure tubeless tires. Wheels are 13" x 4½" with 6.50 x 13 tires, including spare, standard on all models.

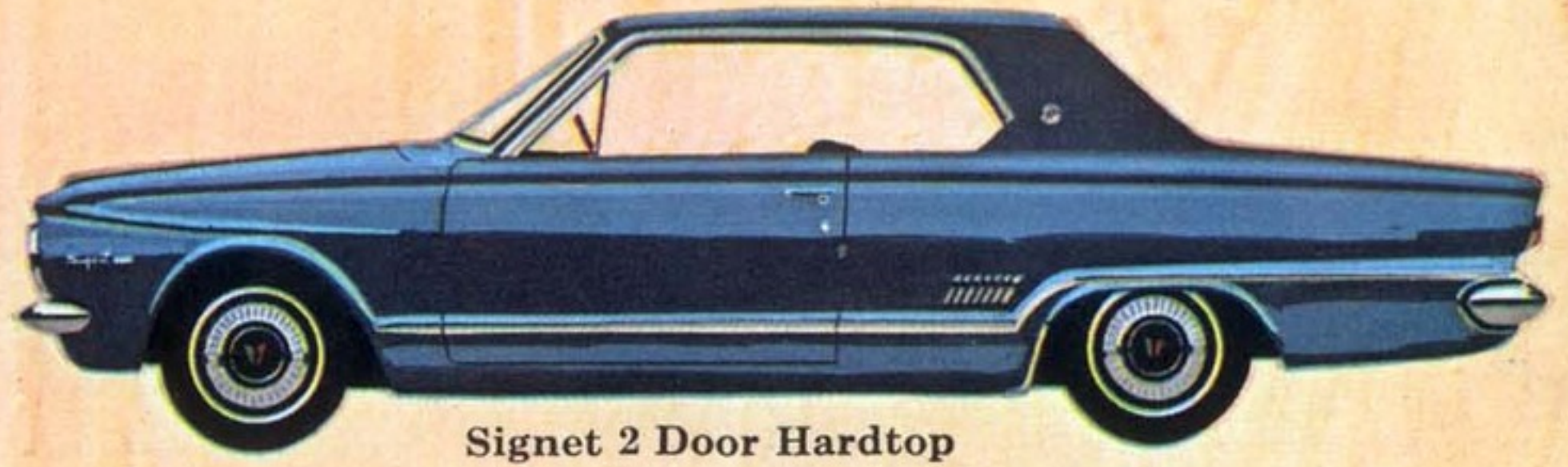
CUSTOMIZE YOUR '64 VALIANT

Ask your dealer about these options available at slight extra cost.

AUTOMATIC TRANSMISSION	RUBBER FLOOR MATS—PROTECTIVE
CHRYCO SEAT BELTS	REMOTE CONTROL MIRROR
POWER STEERING	RADIO
GAS TANK LOCKING CAP	REAR SEAT SPEAKER
REAR WINDOW DEFOGGER	SAFETY-PADDED SUN VISOR
HI-PERFORMANCE ENGINE	SURE GRIP DIFFERENTIAL
ENGINE BLOCK HEATER	WINDSHIELD WASHER
BACK-UP LIGHTS	CHILDPROOF DOOR LOCKS
LUGGAGE RACK	WINDSHIELD—SOLEX GLASS
(STATION WAGON)	VARIABLE SPEED WIPERS



Signet Convertible

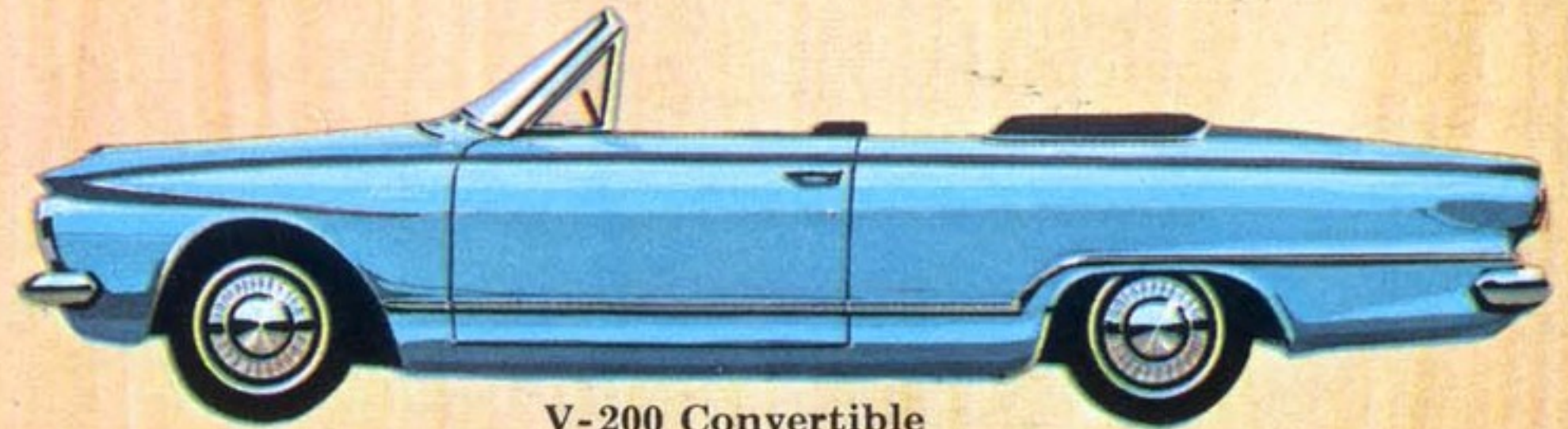


Signet 2 Door Hardtop

figure
out
Valiant's
value
for
yourself



V-200 4 Door Sedan



V-200 Convertible



V-200 2 Door Hardtop



V-200 Station Wagon



V-100 2 Door Sedan



V-100 4 Door Sedan



V-100 Station Wagon

