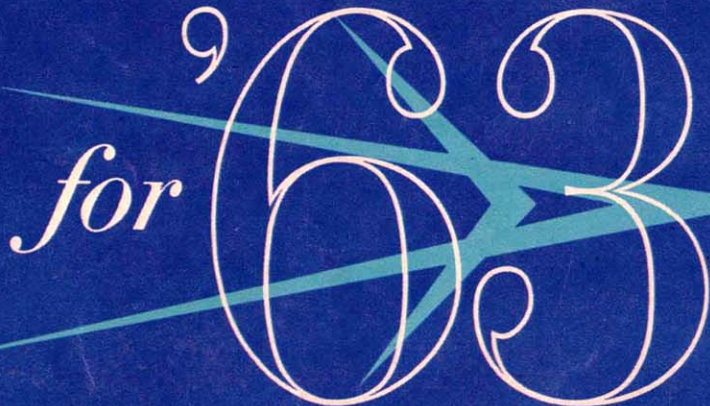


for ⁹ *63*

A stylized white outline of the numbers '63' is centered on the page. Behind the numbers is a teal-colored starburst graphic with multiple points radiating from a central point, creating a sense of motion or energy.

CHRYSLER'S GOT IT MADE
FOR YOU

THE MOST EXCITING YEAR IN CHRYSLER HISTORY!

In the past few months, there's been a lot of talk about the "big changes" at Chrysler Corporation. Everywhere you hear phrases like, "Chrysler's on the move." And, naturally, anticipation has been running high as to how these changes would affect Chrysler's 1963 cars. Would '63 be *the* year for Chrysler Corporation? Now, the speculations come face to face with reality. The '63 cars from Chrysler of Canada are here—and your eyes alone will tell you that these are the finest beauties ever to leave an automotive plant!

Valiant is a completely changed car—a compact winner that's as beautiful in looks as it is unbeatable in value! Plymouth has a long sleek profile outside—ride-of-your-life comfort inside.

The big new Dodge is a glamorous, dependable car that will delight you in every way.

The 1963 Chrysler *still* has no junior editions to compromise your investment, although everything else about the car is excitingly new. Naturally, Imperial sets its own high standard for impeccable taste and superior looks.

The following pages will give you some idea of what Chrysler has in store for you—yet words and pictures can only do so much . . . the real pleasure will come in actually driving these cars. Call at your local Chrysler of Canada dealer today and test-drive the new Chrysler Corporation car of your choice. Remember—for 1963, Chrysler's got it made for you!

NEW 5-YEAR—50,000-MILE WARRANTY

Another Chrysler "first" . . . the dramatic proof of Chrysler Corporation engineering leadership and determination to offer you the finest, most dependable cars on the road. The principal components of the engine to rear axle power train on all 1963 Chrysler

products are now backed by a 5-year—50,000-mile warranty. The major components generally covered by the new warranty are the engine, transmission, drive shaft, rear axle and universal joint. See your Chrysler of Canada Dealer for complete details.



TURBO CAR

Chrysler Corporation's Turbo Cars are the most significant automotive advance in more than 40 years. The Turbo car's engine runs on practically any fuel . . . from gasoline to furnace oil! Although you may not be able to buy a Turbo car now, it represents one example of the Progressive Engineering you get from Chrysler Corporation.

ALTERNATOR

For '63, Chrysler Corporation's highly efficient and proven alternator is standard equipment on all models! Chrysler's alternator produces steady current at all engine speeds, even when your car is idling. This "wonder-unit" prolongs the efficient life of the battery, enables it to keep a stronger charge in reserve at all times.





CHRYSLER

UNCHALLENGED AGAIN



SARATOGA TWO-DOOR HARDTOP

SARATOGA

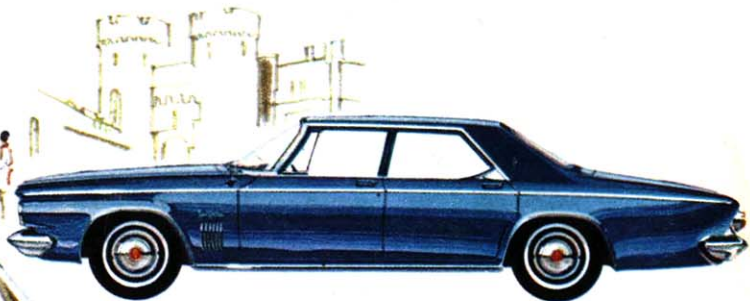
The crisp new look of Chrysler is beautifully expressed in the smart Saratoga series. This car brings you the satisfaction which only an automobile of Chrysler's calibre can provide. Remember . . . there are no junior editions to compromise your investment when you buy Chrysler—the car that stands alone in its class.

INTERIOR LUXURY
Taste—beauty—elegance—
comfort—colour—crafts-
manship—Chrysler 1963.



CHRYSLER

UNCHALLENGED AGAIN



NEW YORKER FOUR-DOOR SEDAN



WINDSOR FOUR-DOOR SEDAN

WINDSOR

Luxury CAN be practical. All five models in the Windsor line are distinctively "top' drawer." This lowest priced Chrysler gives you prestige, performance and pleasure.

A fine car—a fine investment.

In 1963, Chrysler stands alone in its class!

NEW YORKER

Chrysler's top-of-the-line New Yorker, dramatically ahead of all others in its class, is built especially for those who recognize and appreciate the very best. New Yorker's sleek yet imposing lines and the calm dignity of its carriage provide driving's most rewarding experience in 1963.

PLYMOUTH

the happy-GO-liveliest car of the year!



FURY TWO-DOOR HARDTOP

PLYMOUTH FURY

Get into Plymouth and GO! GO! GO! The sleek, long look of the new 1963 Fury brings big pleasure and excitement to Plymouth's outstanding proven performance. Sparkling with get-up-and-go spirit, the newly-styled, family-sized Fury is the answer to your wish for luxury and pleasure at reasonable prices.

CRAFTSMANSHIP

For the ultimate in comfort, Fury hardtops and convertibles offer as optional equipment sporty, individually-controlled bucket seats, with a convenient centre console.



PLYMOUTH

the happy-GO-liveliest car of the year!



BELVEDERE FOUR-DOOR SEDAN

PLYMOUTH BELVEDERE

Plymouth Belvedere is unmatched by any other car in its class. It pleases budgets, excites drivers and charms passengers. All the benefits of Plymouth's superb engineering are yours when you buy a Belvedere . . . and you'll know you have a tiger on the road

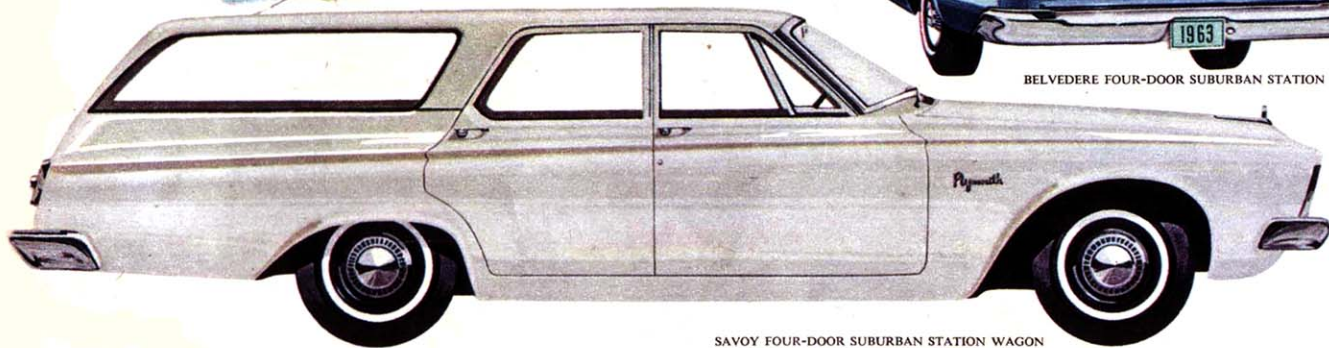
when you test its power-packed performance! Ride in comfort on Torsion-Aire suspension! Relax in the safety of Unibody's tough, solid framework! Belvedere—the middle priced Plymouth that's all "GO" for '63. Drive it today—the happy-go-liveliest car of the year!

PLYMOUTH

the happy-GO-liveliest car of the year!



BELVEDERE FOUR-DOOR SUBURBAN STATION WAGON



SAVOY FOUR-DOOR SUBURBAN STATION WAGON

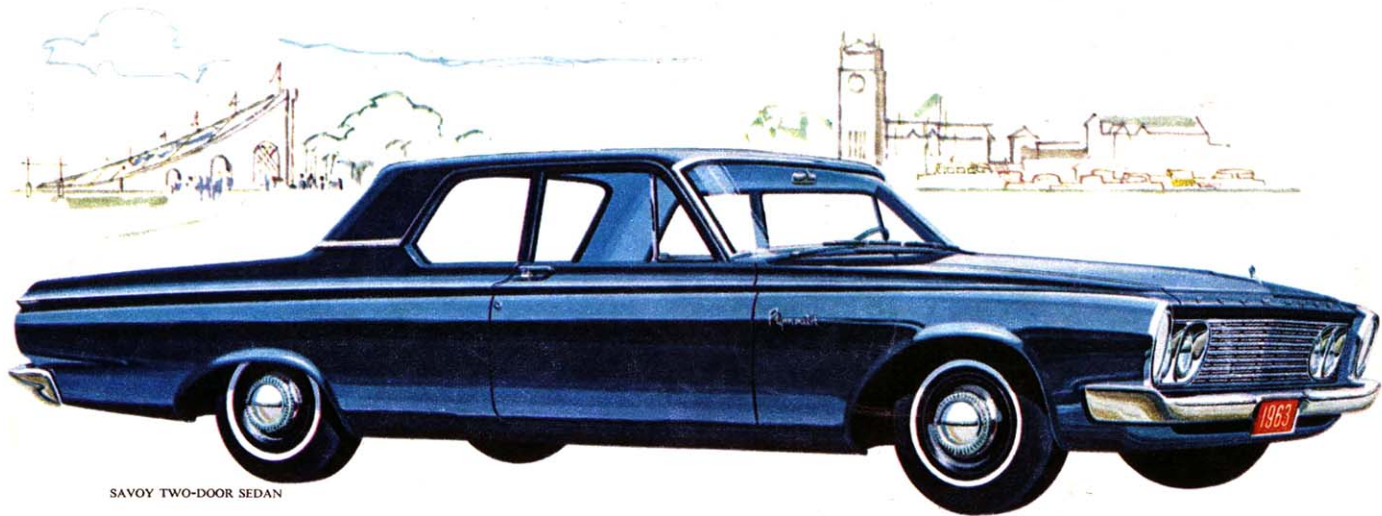
PLYMOUTH SUBURBAN STATION WAGONS

'63 is the year to "GO" in a Plymouth Wagon! Plymouth's six and nine passenger Suburban wagons combine leg-stretching luxury with practical cargo space. And the zip you feel when you nudge the accelerator puts *other* wagons in the "also-ran" class! Styling too, is all "GO" for '63! You'll be proud of its good looks for family fun, business or a night on the town. More specifically,

Plymouth wagons feature Fury V8's and economical Slant-6 engines; Torque-flite transmissions; famous Unibody construction, plus a practical second seat folding arrangement providing a flat cargo floor. Tail gate window extends high into the roof to allow maximum loading height above the tail gate. See them—drive them today—the happy-go-liveliest wagons of the year!

PLYMOUTH

the happy-GO-liveliest car of the year!



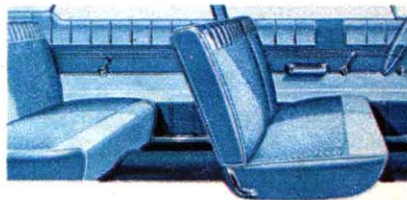
SAVOY TWO-DOOR SEDAN

PLYMOUTH SAVOY

GO! GO! GO! in a Plymouth Savoy! Tiger-like performance! Eye pleasing design! Superb engineering efficiency! Handling ease! Comfort and safety! No other car gives such pleasure and Go-packed performance at so low a price as the 1963 Plymouth Savoy!

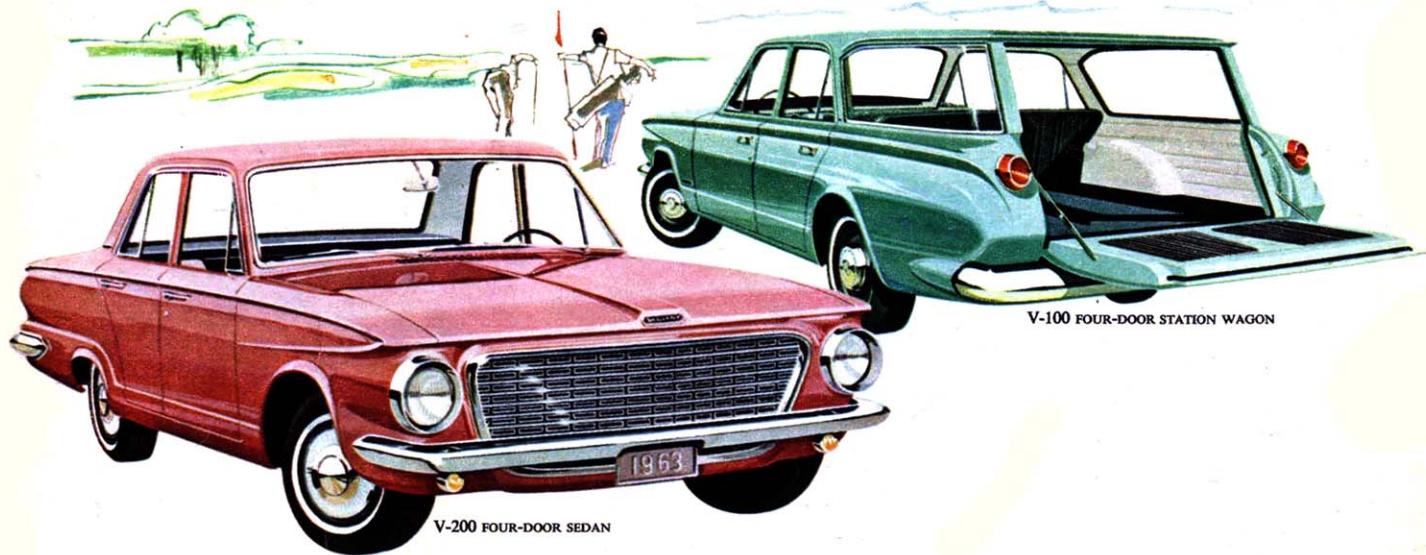
SPACE AND EASE

Tough, wear-resisting fabrics and bright, sunny colours make your Savoy interior a joy to ride in.



VALLIANT

THE VALUEST VALUE EVER!



V-200 FOUR-DOOR SEDAN

V-100 FOUR-DOOR STATION WAGON

VALIANT V-200

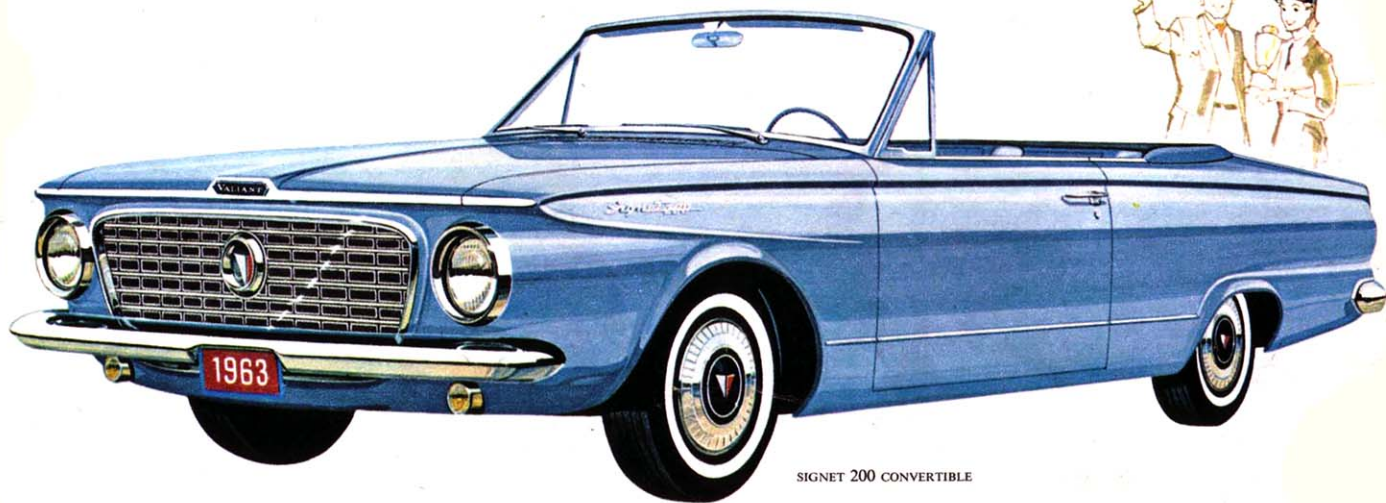
The 1963 Valiant is an entirely new compact car of 192.8" overall length. Valiant's generous new proportions give it plenty of room and luggage capacity for family transportation. Valiant's body is of fully unitized construction, protected against corrosion by a

VALIANT V-100

multistage, dip-spray process. Valiant's powerplant is a Slant-Six 101-H.P. engine. A 145-H.P. optional engine is also available. Valiant is available in a full line of body styles, in three great Series—V-100, V-200 and Signet 200.

VALLIANT

THE VALUEST VALUE EVER!



SIGNET 200 CONVERTIBLE

VALIANT SIGNET 200 CONVERTIBLE

Get that Valiant feeling for 1963! Make your choice from the new convertible, hardtops, sedans or station wagons. Every Valiant is designed and built for value, economy and big driving satisfaction! For '63—*nobody* beats Valiant for value!

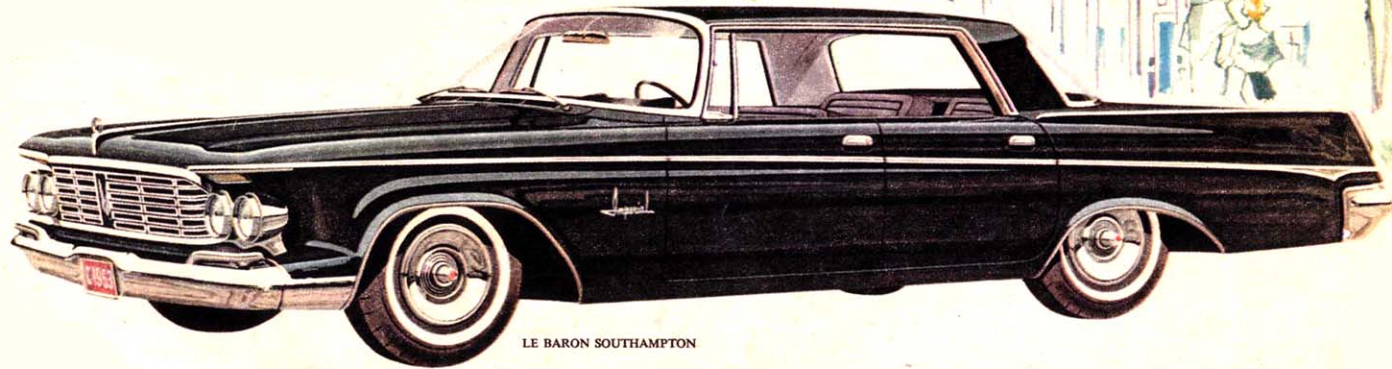
BIG-HEARTED COMFORT

Delightful colour schemes, hard-wearing fabrics, newly designed instrument panels and all the luxurious appointments to match a care-free mood.



IMPERIAL

THE LUXURIOUS IMPERIAL



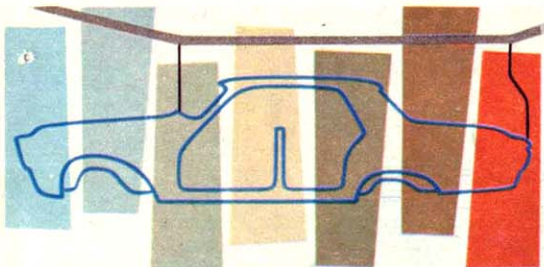
LE BARON SOUTHAMPTON

LE BARON SOUTHAMPTON

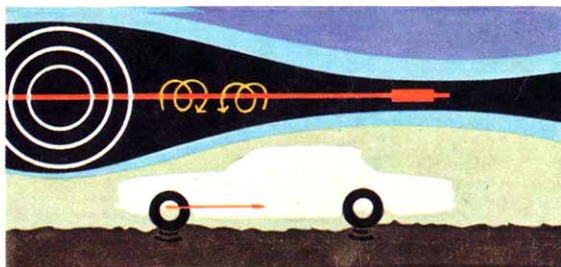
1963 Imperial . . . the world's finest expression of quality engineering! Refined in its classic simplicity, dignified in its surge of controlled power. Built with painstaking care, patient attention to detail and perfection. The aristocratic styling of Imperial is carried right

through the car: interiors have all the luxury and convenience you could wish for; Chrysler Corporation's renowned engineering ensures constant performance and perfect driving pleasure. For 1963 there is no finer automobile than Imperial.

CHRYSLER'S GOT IT MADE FOR YOU!



CORROSION PROTECTED Chrysler Corporation's Seven-Stage rustproofing process that "deep-dips" car bodies to assure complete protection; painting of exposed underhood items; the use of aluminized steel for muffler parts—all help Chrysler products to resist years of Canadian wintering—ensuring your car stays showroom-new year after year!



COMFORT 1963 The combination of Torsion bars in front, large-sized leaf springs in the rear, and strong, positive Oriflow shock absorbers make Torsion-AIRE the smoothest-riding suspension of the year. Level cornering . . . dip-free starts and stops . . . comfort comes naturally with Chrysler's Torsion-AIRE ride!



SAFETY '63

Brakes are self-energizing and adjust themselves automatically to ensure constant, positive braking and dependability. Emergency stop or gently slowing down, Chrysler brakes leave you in control at all times.

NEW ALUMINIZED MUFFLER

gives greater—and prolonged—protection against corrosion and wear and tear.

NEW VENTILATED CRANKCASE SYSTEM reduces the amount of toxic exhaust fumes released into the air, and increases engine performance, cleanliness, and economy.

IN ADDITION

all Chrysler Corporation cars feature 32,000 mile chassis lubrication, and engine oil need only be changed at 4,000 mile intervals.

POWER PLUS ENGINE CHOICE

Chrysler Corporation's engines are built with power to spare for outstanding performance and efficient economy. Standard on all engines is a Closed Crankcase Ventilation system which burns contaminating vapours. Chrysler Corporation engines are the finest on the road for performance and economy.

CONSTANT IMPROVEMENT OF ITS PRODUCTS REQUIRES CHRYSLER CORPORATION OF CANADA, LIMITED 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 INSERT, BUT YOUR LOCAL CHRYSLER CORPORATION DEALER WILL GLADLY ADVISE YOU OF THOSE ITEMS THAT ARE STANDARD.

CHRYSLER CORPORATION OF CANADA, LIMITED,
WINDSOR, ONTARIO