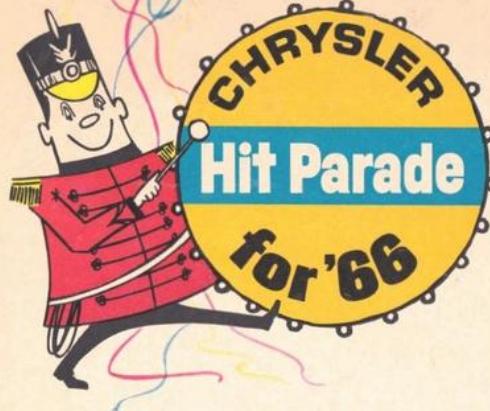


CHRYSLER  
LEADS THE  
**PARADE**  
**FOR '66**

IMPERIAL • CHRYSLER • DODGE • PLYMOUTH • VALIANT • BARRACUDA

 CHRYSLER  
CANADA LTD.



Strike up the band! Here is the most exciting array of cars for the year . . . the stars of the Chrysler Hit Parade for '66.

Whatever you want in a car, you can make your choice with confidence. There's the Incomparable Imperial, luxury leader of the fine-car field. The prestigious Chrysler, to pamper your pride. The power packed Plymouth Fury and Hot New Plymouth Belvedere. The Big New Dodge and the Swinging Coronet by Dodge. The whole new wave of Vibrant Valiants. And, of course, the Fiery Fastback Barracuda!

No matter which of these new glamour stars catches your fancy, you'll find they all share one outstanding characteristic — they're all exponents of Chrysler quality. This means that the great tradition of Chrysler craftsmanship and technological advance is built into every model . . . and also that Chrysler Dealers can stand behind every model with the unique 5-year 50,000-mile powertrain warranty.

The incomparable Imperial is the example of all that is best in the luxury car tradition. The 1966 model has been refined to embody Imperial's traditional emphasis



Imperial Crown Coupe shows breeding, dignity in every line — Wheelbase 129.0"

Wherever you look in the 1966 Chrysler Hit Parade, you'll find new grace notes of sportiness and splendour — new developments in design, styling, detailing. New engine advances put even more controlled power at your command . . . new sporting extras add to the fun and sheer satisfaction of everyday driving. Superlative comfort and relaxation have been built into the glamorous new interiors to provide the finest ride on the road. And ingenious details — like the brand-new "belt-buckle" type inside door handles — have been devised to add safety and make perfect finishing touches. Of course, for a full understanding of what these exciting new developments really mean, you have to go beyond the printed page . . . you have to experience for yourself the relaxing comfort, the true riding ease, the exhilarating performance that are the hallmarks of Chrysler products. And the way to do that is to visit your Dodge or Plymouth Dealer . . . let him show you how easy it is to get on the bandwagon . . . and join the Chrysler Hit Parade for '66.



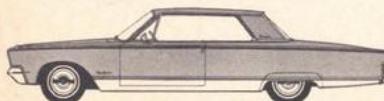
SPORT 300 2-DOOR HARDTOP



Supremely practical beauty: Windsor 2-Door Hardtop  
Wheelbase 124.0"



Standout in styling: Chrysler 300 4-Door Sedan  
Wheelbase 124.0"



Prideful prestige car: Chrysler New Yorker 2-Door Hardtop  
Wheelbase 124.0"

Distinctive personalities show clearly in the crisp, clean profiles of the 1966 Chrysler series. Yet all share in traditional Chrysler quality, luxury and craftsmanship — MOVE UP — ENJOY THE CHRYSLER WAY OF LIFE.

Prestige leaders in the 1966 Hit Parade are the glittering Chryslers — and the front-runner this year is the exciting new Chrysler Sport 300, seen above: the year's new sports star! Big, bold and powerful, the Sport 300 is a car with plenty of action appeal . . . yet carrying all the luxury and design features that the Chrysler name implies. The Sport 300 is an "action" car and looks it. Available as a 2-Door hardtop or convertible and designed to satisfy the adventurous. New performance peaks are possible too, as advances in engine production technology have brought forward the mighty TNT 440-cubic-inch V-8, the largest displacement engine in Chrysler history!



**CHRYSLER**

WINDSOR — 300

SPORT 300 — NEW YORKER



SPORT FURY 2-DOOR HARDTOP



For 1966, Plymouth leads off with a brand-new breed of Furys, headed by the exciting new Sport Fury seen here. Sport Fury is a combination of looks and liveliness that spells excitement. Everything about the Sport Fury is tailored to the taste of the driver who's out for action: Available is a scorching 440-cubic-inch V-8 power plant, complete with sport-type dual exhausts, 4-barrel carburetor, "Twin Snorkel" air intake... slim "shell-type" bucket seats, for maximum comfort and dashing good looks... a handsome floor console (A rally-type "four-on-the-floor" manual gearshift is available). To round out the Fury line, there are three more Fury series: Fury III, ablaze with action; Fury II, purring with "tiger-power"; Fury I, for action plus economy. And all of them go to prove... that **NOTHING GOES LIKE FURY!**



## FURY

FURY I • II • IIII SPORT FURY



SATELLITE 2-DOOR HARDTOP



Here's the hot new performer heading for the top... the new Plymouth Belvedere! The sleek Satellite 2-Door hardtop, seen above, is Belvedere's best-of-breed; it brings you all-out sportability with V-8 push... and if you want to really power it up, there's an optional 383-cubic-inch V-8, loaded with sporting extras! Bucket front seats, rally-type wheel covers with simulated knock-off hubs, are the kind of dashing detail that's standard equipment on Satellite. And the same swashbuckling spirit holds good in all Belvederes — the Belvedere II, the value packed Belvedere I, as well. If you "like it hot", you'll find your choice in the Plymouth Belvedere... the blazing new breed that's the "hot line" for 1966!



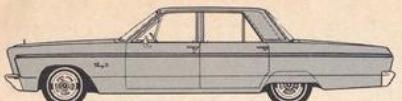
## BELVEDERE

BELVEDERE I • II SATELLITE

## FURY



Fury Wagon — Wheelbase 121.0"



FURY II 4-Door Sedan — Wheelbase 119.0"



FURY III 4-Door Hardtop — Wheelbase 119.0"



SPORT FURY 2-Door Hardtop — Wheelbase 119.0"



For 1966, Plymouth offers you a wide new choice from two great new series: the action-packed Furies (above) and the hot new Belvederes (below). See your Plymouth dealer for your personal introduction and "let yourself go Plymouth '66!"

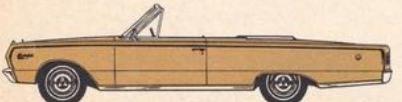
## BELVEDERE



Belvedere I 2-Door Sedan — Wheelbase 116.0"

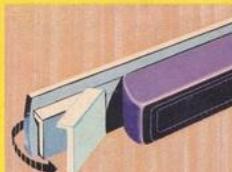


Belvedere II 4-Door Sedan — Wheelbase 116.0"



Satellite Convertible — Wheelbase 116.0"

Distinctive in decor, design, dimension, the hot new Belvedere from Plymouth shows up sharply in striking profile view! Wide choice of models plus a broad range of power and transmission packages lets you tailor your Belvedere to your own needs. Make no mistake: Belvedere's the hot one for 1966!



Painstaking Plymouth attention-to-detail adds extra convenience and extra safety. Typical is the new safety inside door handle (seen at left). Shaped like the buckle of a safety belt, it works in much the same way: you simply pull the front end in toward you to open. Easy to operate, new handle is a protection against accidental opening.



Dependable Plymouth Alternator (left) is an under-the-hood feature, provides constant flow of current, even when engine is idling. Handy seat-belt retractors (right) are standard equipment, front and rear, keep belts neatly out of the way yet always handy.

Tiger-swift and tiger-proud, the 1966 Fury offers you unrivaled looks and performance in a package that's styled to stay ahead of the pack. And a test drive in any model of the versatile Fury line will convince you that . . . "nothing goes like Fury"!

## PLYMOUTH



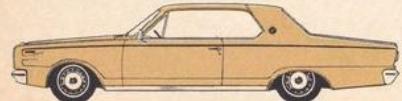
SIGNET CONVERTIBLE



200 2-Door Sedan — Wheelbase 111.0"



Custom 200 4-Door Sedan — Wheelbase 111.0"



Signet 2-Door Hardtop — Wheelbase 111.0"

With a remarkable record of sales success behind it, Valiant for 1966 strikes a new note of vivacity, verve and value. Take the Signet Convertible shown above, for example — here's crisp, contemporary styling in a just-right package that doesn't stint in the comfort and convenience line, yet provides a true measure of economy. In performance, any Valiant offers you the dependability and economy of the famous Slant Six or a choice of husky V-8's. Whether you choose the glamorous Signet, the spacious Custom 200 or the budget-stretching Valiant 200, you'll find that there's a Valiant to fill your motoring needs — perfectly!



## VALIANT

200 — CUSTOM 200 — SIGNET



POLARA 880 4-DOOR HARDTOP

# Dodge

*...a lot more car  
for your money*



MONACO — POLARA 880 — POLARA 440 — POLARA

If you want more big in a car, come on over to Dodge. The only thing that isn't big about Dodge is its price. That's definitely standard. But Dodge's size is bigger than standard. That's why we can say Dodge gives you a lot more car for your money. It's no idle claim. It's a fact.

Dodge sits on a long 121-inch wheelbase — inches longer than most cars in Dodge's price class. These few extra inches can make miles of difference in just about everything you buy a car for. Dodge relaxes you with a velvet-smooth, whisper-quiet ride. Dodge pampers you inside with big deep-down comfort. Dodge thrills you with a red-hot lineup



MONACO 2-DOOR HARDTOP

of engines that goes all the way up to a maximum performance 440 cubic inch scorcher.

One more thing. Dodge's beautiful looks are self-evident in the pictures above. However, keep one thing in mind as you look at other cars: Dodge looks like a . . . Dodge. Not like some "me-too" version of another make or model parked down the block. That's an important feature in a car. It's known as pride.

Dodge's own special brand of pride comes in four series: Monaco, Polara 880, Polara 440, Polara. 15 models in all. Try one on for size. At your Dodge Dealer's.



Polara Four-Door Sedan



Monaco Two-Door Hardtop



Polara 880 Four-Door Hardtop



Polara 440 Station Wagon



CORONET 500 2-DOOR HARDTOP

*Swinging*  
**Coronet!** by Dodge



Coronet swings. Coronet is a new idea, a young idea for spirited people. Get with it. Coronet sizzles. Especially with its optional "Commando" 383 cu. in. engine. If you're looking for excitement, this car has your name on it.

Pick your body style. Coronet has it on a trim 117-inch wheelbase. Family-sized sedans. Warehouse-big wagons. Slim, trim hardtops. And a top-doffing convertible that's way out . . . at a down-to-earth price. Three series: Coronet 500, Coronet 440, Coronet Deluxe. Swinging Coronet by Dodge. Get with it at your Dodge Dealer's.

CORONET 500 — CORONET 440 — CORONET DELUXE



Coronet 500 Convertible



Coronet 440 Four-Door Sedan



Coronet Deluxe Two-Door Sedan

IN '66



**EVERY PLYMOUTH, DODGE,  
VALIANT, CHRYSLER, BARRACUDA,  
IMPERIAL** *is covered by the  
5-YEAR-50,000 MILE  
POWER-TRAIN WARRANTY!*



READ HOW THIS UNIQUE PROTECTION POLICY SAFEGUARDS YOUR INVESTMENT!

When you purchase one of the fine products shown in these pages, you do more than buy a car . . . you make an investment with a great deal of confidence. This confidence is exemplified in the seriousness and importance that your Chrysler dealer demonstrates by offering a 5-year or 50,000 mile Power-Train Warranty.

This Warranty, unique in its scope and character, is a simple straightforward offer and its provisions are equally simple. What it means is this: should any major power-train component fail — through defect in materials or workmanship — within 5 years

or 50,000 driving miles, it will be replaced completely free of charge. That means **free of charge** — the Warranty covers both the cost of replacement parts and labour involved. This Warranty covers all the major power-train components: engine block, head and internal engine parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), driveshaft, universal joints, torque converter, rear axle and differential and rear wheel bearings.

What's more, the Warranty will be honoured by any Chrysler dealer anywhere in Canada or the United States.

There are a few simple steps which you, as a Chrysler product owner, must comply with in order to keep the Warranty in effect. They are simple to carry out, and consist of the sort of maintenance provision you would make under any circumstances. Any Chrysler Canada dealer will be pleased to spell out the details. This unique Warranty tells you two important things about Chrysler dealers: how much confidence they have in the way Chrysler products are built — and how much concern they feel for those who buy these products.



*Canada's Fiery Fastback  
Action Unlimited!*

# Barracuda



Wheelbase 116.0"

**Put dash  
and dazzle back  
into your driving!**

Barracuda for 1966 is a car apart — a car whose every line proclaims its sports car heritage. And yet, Barracuda is a supremely practical car, with plenty of real comfort and space for four chunky passengers plus yards of stow-anything space under the rear window (that's in addition to a regular trunk compartment)! Barracuda's wrap-around window design provides full 360-degree vision. Best feature of all, though, is the unrivaled Barracuda action . . . the kind of "go" that puts you out front at all times. For those who want sports car action **par excellence**, ask about the exclusive "Formula S" engine package — it's the most!