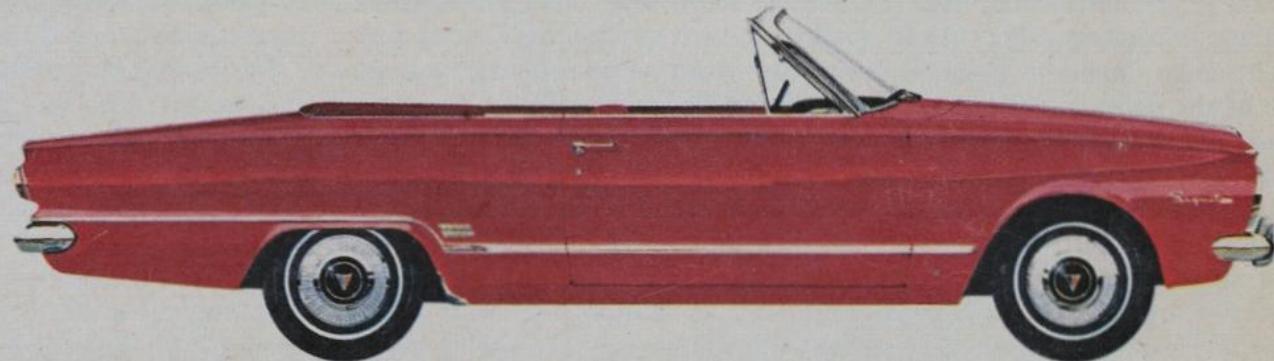


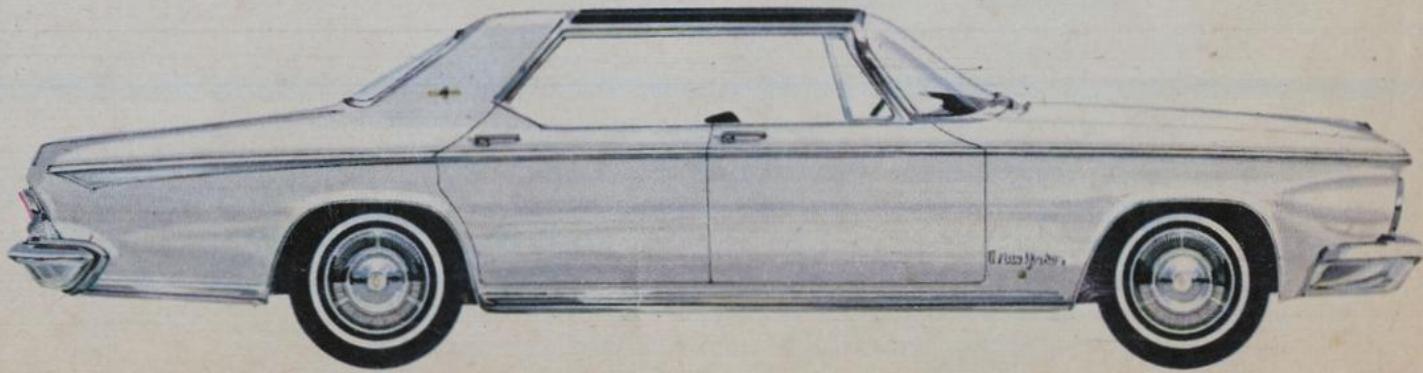
'64 Dodge



'64 Valiant



'64 CHRYSLER



Make 1964 your year to go Chrysler!

The cars portrayed in these pages offer a wide and varied range of values and features . . . so wide in fact, that it's obvious there's something here to suit every motoring taste and every motorist's budget. But with all their wealth of variety and distinction, these remarkable automobiles have one essential attribute in common—they are all quality products of Chrysler Canada Ltd.

This is an important point. It means that whatever your choice, you are sure of the dependability and engineering excellence for which Chrysler is famous. These cars represent the best thinking and engineering knowledge of the one automobile manufacturer that dares to back up the dependability of its products with a 5-year—50,000-mile warranty on major power-train components: an offer that Chrysler has pioneered in the industry.

Fresh from one of the most successful sales years in recent automotive history, Chrysler is swinging into 1964 with an all-new line-up of front-runners. Here's a brief summary of what you will see in the following pages:

There's the luxurious new '64 Chrysler, re-affirming its perennial popularity with Canadian car-buyers in new models that feature bold new styling, a host of mechanical improvements, unmatched prestige and practicality.

There's the blazing new Plymouth, tiger-swift and tiger-proud, built to give you tiger-like "go" on the road . . . but sensibly priced to keep your budget purring, mile after mile after mile!

There's the venturesome new Dodge for 1964, packed with prestige and power, and offering all the advantages of long-established Dodge dependability.

For Young Moderns (of all ages!) there's the vivacious Valiant for 1964—the one that adds new dimensions and new meaning to the word "value"!

And for those to whom price is secondary and unlimited quality and excellence are all-important, there's the 1964 Imperial, completely re-styled in a classic new manner that bids fair to become one of the outstanding car designs of all time.

A glance at these pages will give you a hint of the exciting new world of motoring value that is in store for you. But a visit to your local Chrysler Canada Ltd. dealer is really the only way to get a true feeling of what these quality Chrysler products offer for 1964.

All the logic and all the reasons add up to one inescapable conclusion—1964 is your year to go Chrysler!



SARATOGA 300 FOUR-DOOR HARDTOP

TWO OTHER DISTINCTIVE CHRYSLER SERIES PROVE LUXURY CAN BE PRACTICAL!
Running-mates of the glamorous New Yorker, Saratoga 300 and Windsor, bring you all the advantages of Chrysler engineering and design . . . plus a unique blend of prestige and practicality! The handsome Saratoga 300 series projects an image of youthfulness and motion . . . the down-to-earth Windsor line sets a new high in sheer car value!

Saratoga 300 interiors feature comfort, craftsmanship . . . many superb "extras"!



NEW YORKER FOUR-DOOR HARDTOP

ENJOY THE CHRYSLER WAY OF LIFE

PRESTIGE...PERFORMANCE...DEPENDABILITY...IN ONE GLAMOROUS PACKAGE!

Chrysler, long established as the first-choice car of so many Canadians, emphasizes its reputation for leadership in 1964 with bold new exterior styling, tastefully appointed interiors and many remarkable engineering features, with surging power and performance to match its exciting appearance. The glittering New Yorker series, illustrated here, epitomizes Chrysler quality and craftsmanship in a motor car that's truly distinguished, truly luxurious. Step up to Chrysler for '64!



POLARA FOUR-DOOR HARDTOP

GO ADVENTURING: '64 DODGE

THERE'S A FULL MEASURE OF PLEASURE IN THESE NEW BEAUTIES!

There's a confident new look to all Dodge models for 1964 . . . Dodge has been building fine cars since 1914 and has established a tradition of dependability which has extended for half a century. And this year, there's a new name on the Dodge roster: Polara—a name that's bound to become a synonym for elegance and quality (a glance at the illustration above will give you a hint of what we mean!). Make 1964 a year of adventure—go Dodge!



POLARA CONVERTIBLE



440 TWO-DOOR HARDTOP

BACKED BY 5-YEAR-50,000-MILE POWER-TRAIN WARRANTY!



YOU TRAVEL FIRST CLASS . . . but stay on a realistic budget in the prideful, practical Dodge 440 for 1964! Outstanding performance plus sensible economy are the 440's trademarks...and you'll take pride in its handsome, trim appearance. Inside, it's all the room and comfort with all the trimmings and appointments that give an air of true distinction. It's amazing how the 440 brings you all this top-quality value at a most moderate cost!

Spacious 440 interior has big car space and comfort.



330 FOUR-DOOR STATION WAGON



SIGNET CONVERTIBLE

BACKED BY 5-YEAR-50,000-MILE POWER-TRAIN WARRANTY!



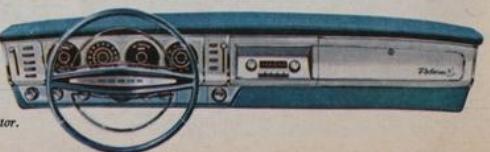
Station wagons convert to cargo carriers easily.

**HERE'S THE VIVACIOUS VALIANT
FOR '64** LITHE, LOW AND LIVELY!

The 1964 Valiant is specially designed for the fast-growing "new wave" of motorists that have made Valiant the best selling car in its class. For those people with a deep and abiding sense of good value, Valiant offers more room, more power, more comfort with the best all-round quality and sophisticated styling.

POLARA BY DODGE . . . You'll remember 1964 as the Year of the Polara—the year this bold newcomer made its exciting impact on the automotive market! This new front-runner in the Dodge line-up has success built into every sleek line . . . comfort and luxury galore in every roomy interior . . . sure-footed, dependable, exciting power under the hood. The new Polara is built to be a standout in any kind of company!

Handsome console houses 4-speed manual gearshift or automatic gear selector.



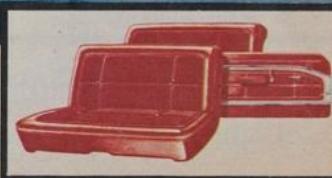
TOP-OF-THE-LINE LOOKS, RIGHT PRICE . . . The Dodge 330 for 1964 has stunning styling, striking interiors, the best "six" in the business as standard equipment. Yet this is the lowest-priced beauty of the whole Dodge line. For matchless practicality, you can't beat the 330's two handsome Station Wagon models—six- or nine-passenger—and there are dashing Four- and Two-Door Sedans, too!

Station wagons convert to cargo carriers easily.



VALIANT V-200 FOUR-DOOR SEDAN

V-200 interior . . . long on looks and luxury!



IMPERIAL LEBARON SOUTHAMPTON FOUR-DOOR HARDTOP

SMARTEST DISTANCE BETWEEN TWO POINTS . . . is a beeline in a Valiant! Whether it's the chic Signet series (previous page) the luxurious V-200 or the inexpensive V-100, you'll find that a 1964 Valiant will carry you promptly and pridefully (to say nothing of economically!) wherever you want to go. Valiant's amazingly spacious interiors don't cramp on comfort or deny you the kind of relaxing room you need on the road! Get with it—go Valiant in '64!

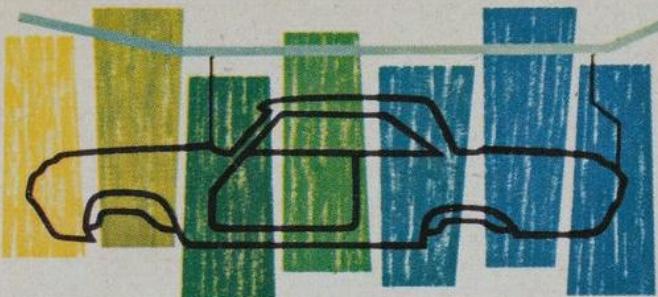
THE UNIQUE IMPERIAL

TRADITIONAL QUALITY IN A CLASSIC NEW MANNER

BACKED BY 5-YEAR—50,000-MILE POWER-TRAIN WARRANTY!

Yes, the Imperial for 1964 does have a markedly different new look . . . a new simplicity of decor and design that expresses the ultimate in elegance, grace and sophistication. Crisp and clean, with ornamentation used only where form or function calls for it, the 1964 Imperial has an appropriately classic air befitting the one car that is the world's finest expression of quality engineering. But despite its different look, the 1964 Imperial is a worthy heir to a long tradition of quality craftsmanship.

SEVEN-STAGE RUSTPROOFING... Deep-dip seven-stage rustproofing technique ensures complete protection of major body components.



engineering leadership

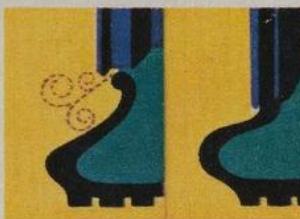
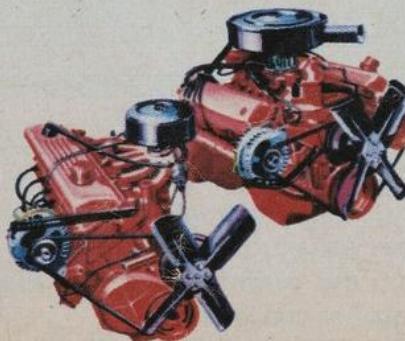


PEPPY POWER PLANT... The unique "225" Slant Six engine gives you greater fuel economy with regular gasolines! Valiant's 170 cu. in. Slant Six engine has an 8.5:1 compression ratio.

V-8 WITH "VOOM"... Chrysler has developed a whole family of fabulous V-8 engines, unmatched for spunk and action... and for smooth, quiet performance!

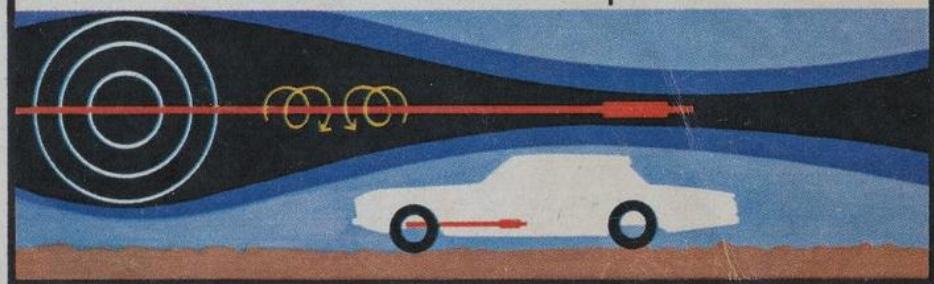
FAMOUS WARRANTY... Chrysler's outstanding 5-year—50,000-mile warranty on major power-train components is your assurance of lasting satisfaction.

AMAZING ALTERNATOR... Standard equipment on all Chrysler products. The alternator provides a constant battery charge even when engine is idling... assures fast starts in any weather.



SAFETY-RIM WHEELS... In case of blowout, standard-equipment Safety-Rim Wheels keep damaged tires in place until the car can be brought to a safe stop.

SELF-ADJUSTING BRAKES... provide long life and efficiency, adjust themselves automatically.



features for safety and comfort

AIRFOIL BLADES Aerodynamically-designed wiper blades—on all cars—give positive cleaning action at expressway speeds—in any weather.

SEAT BELTS Chrysler-made Safety Belts meet all S.A.E. specifications, and can be easily and quickly fitted to all Chrysler products.

PUSH-BUTTON CONTROLS Automatic transmission Pushbutton Controls put easy, instant performance at your finger-tips—at the touch of a button!

SAFETY LOCKS Positively proof against children's prying fingers, Safety Locks can be quickly fitted for that extra touch of security.

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 FOLDER, BUT YOUR LOCAL CHRYSLER CANADA, LTD. DEALER WILL GLADLY ADVISE YOU OF THOSE ITEMS THAT ARE STANDARD.

CHRYSLER CANADA LTD., WINDSOR, ONTARIO