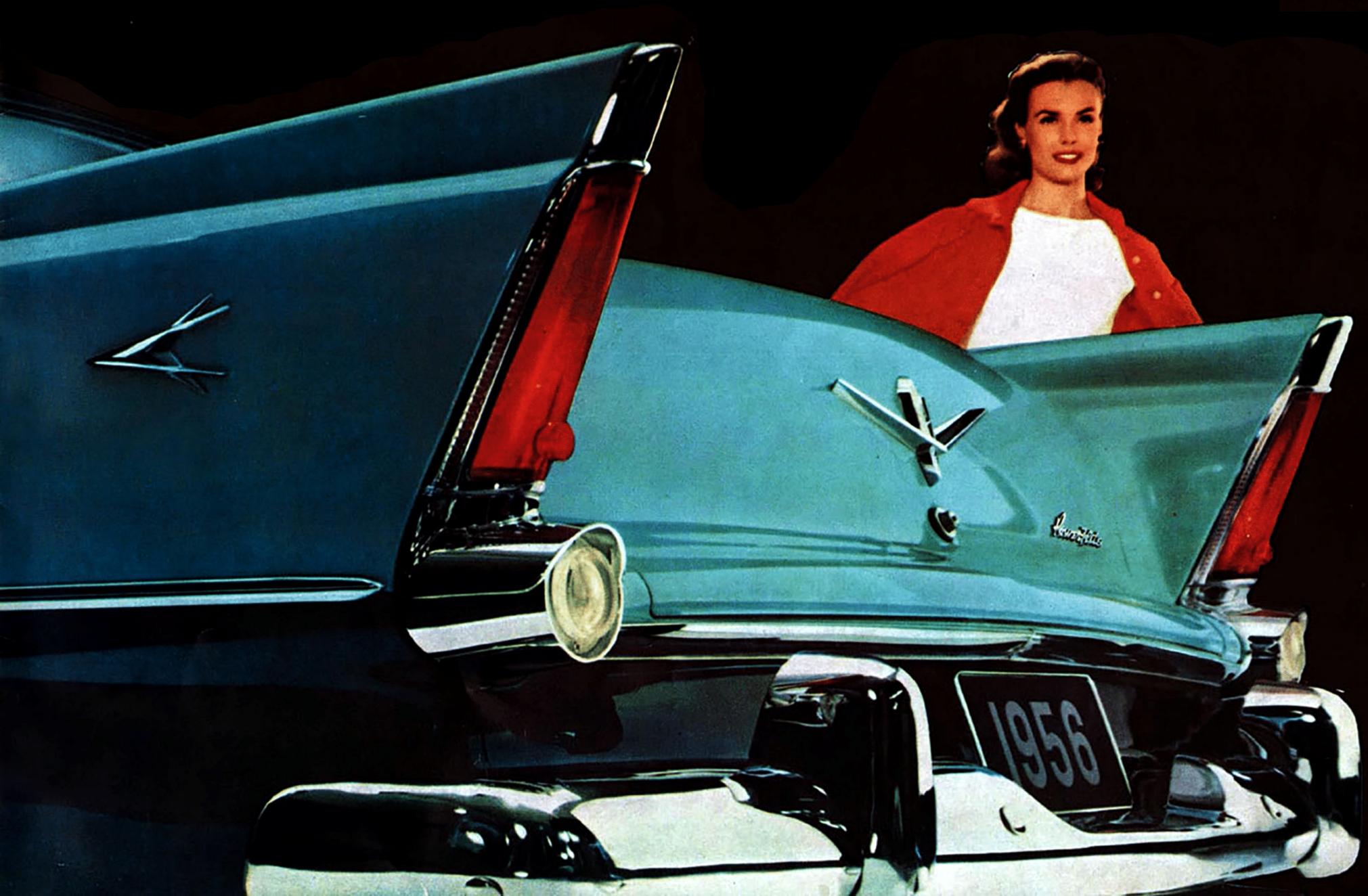


All-new Aerodynamic

PLYMOUTH '56



Plymouth's exciting new **Aerodynamic Styling**

...the safer car...going places with the Young in Heart



The BELVEDERE 4-door hardtop (sport sedan)

Plymouth *Aerodynamic Styling*...a thrilling new world of glamour

It would be perfectly understandable if you were to choose your new Plymouth on the basis of engineering reputation alone. For the comfortable Plymouth ride and dependable Plymouth performances are well known to millions of motorists.

And when it comes to advance safety engineering, Plymouth has been the acknowledged leader of the lowest-price field year after year.

This year, more than ever, the luxurious styling of the new Plymouth complements its superlative performance. Take Plymouth's rakish new lines, for instance. At the front end, hooded headlights thrust eagerly forward. Body lines are crisp and clean. And the distinctive rear fins mark this car as the fashion leader of its class.

You may select from a wide variety of exciting new Plymouth fashion-matched color combinations—both inside and out. They are gay, delightful, and pleasing to the eye.

In the photograph at the right you see one of these exquisite upholstery fabrics . . . glamorous Aztec Cloth. The wide variety of additional fabrics, woven exclusively for Plymouth, include glittering Sportspun Tweed, smooth Satin Vinyl, and rugged Plazacord.

You will find so much elegance, so much power, so much safety—so many new things that make driving fun—in the new 1956 Plymouth. Yet it is in the lowest-price field. And so it is not surprising that Plymouth has become the car that's *going places* with the YOUNG IN HEART!





*Only Plymouth offers Hy-Fire V-8,
fabulous Push-Button Driving and
90-90 Turbo-Torque Power!*

No other car in the lowest-price field has a power package like this one. It gives you TOP THRUST AT TAKE-OFF to put you out front—in a hurry!

The pictures at the right tell the story! You push a button. Touch your foot to the pedal. W-O-O-S-H! You're out and away with bursting acceleration! Seconds later your Plymouth is streaking along like a jet in flight!

Here is *safe* power! Power to hustle you out of tight spots. Power for safer passing on crowded highways. Power for climbing the steepest of hills.

You can choose from two powerful Plymouth engines. (1) The completely new Hy-Fire V-8 which, coupled with Push-Button PowerFlite and 90-90 Turbo-Torque Power, is

designed to give the most outstanding performance ever built into a car in the lowest-price field. (2) And the new, more powerful PowerFlow 6 is the most dependable "6" on the road today—proven by millions of miles of outstanding performance.

Plymouth's exclusive Push-Button PowerFlite, the last word in safe, modern driving comfort, is available with both the Hy-Fire V-8 and PowerFlow 6 engines.

The new Hy-Fire V-8 engine is being built in Plymouth's recently completed multi-million dollar "Qualimatic" engine plant, where quality control is handled automatically. It is the most modern engine plant in the automotive industry, setting a new high standard for quality and efficiency.

Plymouth for '56 . . . the car powered for safer driving!



Four great new lines to choose from.....



1 BELVEDERE LINE



The BELVEDERE 4-door hardtop (sport sedan)



The BELVEDERE 4-door sedan



The BELVEDERE 2-door hardtop (sport coupe)



The BELVEDERE 2-door (club sedan)



The BELVEDERE convertible—V-8 only

Cars are illustrated to show some items of special equipment such as trim, 2-tone paint, white wall tires, glamour bumper guards and wheel covers—all available at moderate extra cost.

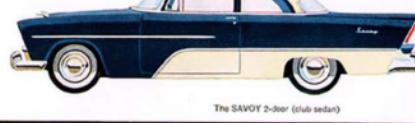
2 SAVOY LINE



The SAVOY 4-door sedan



The SAVOY 2-door (sport coupe)



The SAVOY 2-door (club sedan)

3 PLAZA LINE



The PLAZA 4-door sedan



The PLAZA 2-door (club sedan)



The PLAZA 2-door (business coupe)

4 SUBURBAN LINE



The SPORT SUBURBAN, 4-door



THE CUSTOM SUBURBAN, 2-door



The CUSTOM SUBURBAN, 4-door



The DE LUXE SUBURBAN, 2-door

Please ask your dealer for a copy of the special booklet with complete information about these four great new Plymouth Suburbans.

Plymouth Power Assists ... TAKE THE WORK OUT OF DRIVING

1 Push-Button PowerFlite

Now Plymouth has made driving as easy as flicking a light switch. Just turn the key, push a button, and you're off! The push buttons are illuminated for convenient night driving. PowerFlite push-button automatic transmission is another Plymouth first in the low-price 3. Plymouth push-button driving is so easy. It's the last word in modern driving comfort. Overdrive and Synchro-Silent (conventional) also available.

2 Full-Time Power Steering

One of Plymouth's proudest accomplishments is the development of full-time coaxial power steering. Unlike conventional power steering units, which require a four-pound tug on the wheel, Plymouth full-time power steering is ready to operate the moment you turn the ignition "on" . . . then does up to 80% of the work. In one hundred miles of driving, it can save you as much energy as you would use shoveling a ton of coal! And it gives you a consistent "feel of the road" for safer steering control instead of the "on again, off again" sensation you get in all the other cars which use a part-time system.

3 Safety-Sure Power Brakes

STOP! It's so easy to do with Plymouth Power Brakes. Smoothly. Surely. Safely. With only half the pedal pressure. And Plymouth's Power Brakes include all the superior safety features of Plymouth's standard Safe-Guard Hydraulic Brakes.

4 Push-Button Power Seat

Plymouth's Push-Button Easy-Glide Power Seat is a great boon to comfort. It's so easy to operate! You may move backward and forward a full 5 inches at the merest touch of a button. It also rises 1 1/4" when you move forward.

5 Push-Button Power Windows

This Plymouth system assures dependable, effortless performance. The driver can easily raise or lower any window just by touching a button on the door next to him. Individual push buttons at other windows for every passenger's convenience.

PowerFlite, Overdrive, Power Steering, Power Brakes, Power Seat, Power Windows optional at moderate extra cost.



The car that's engineered for safety!

Other cars are just beginning to talk about safety. Year after year Plymouth is designed and engineered to be a safer car. Look at all the safety features in the '56 Plymouth. Only Plymouth in the lowest-price field has them all!

Safety-Beam Headlights—You get 80 additional feet of low-beam "seeing" distance on right side of road plus greater visibility in bad weather for safer driving.

Safety Hand Brake—Completely independent braking system. Always available to supplement regular brakes.

Safety-Suspension—An exclusive combination of Oriflow shock absorbers and front torsion bar sway eliminator gives you safer control on sharp curves and the roughest roads.

Safety-View Windshield—Exclusive swept-back corner posts provide greatest visibility in the lowest-price field.

Safety Starter Switch—Engine cannot be started without key. This feature prevents accidental starting by children.

Other important Plymouth safety features:

Safety No-Glare Instrument Panel . . . **Safety Wheel Bolts** . . . **Safety Tail Lights** . . . **Safety Rear Door Locks** . . . **Safety Electric Windshield Wipers**.

Plymouth makes driving fun!

Here are four wonderful driving comforts. Designed by Plymouth to bring added enjoyment to your motoring.

Highway Hi-Fi Record Player

The world's first practical car phonograph. Seven-inch records give up to an hour of uninterrupted play. Driver can operate Highway Hi-Fi without taking his eyes from the road. Photograph not affected by road shock. A wide choice of high-fidelity classical and popular recordings, as well as recorded readings by famous artists, are available.

Plymouth Airtemp Air Conditioning

Complete climate control in all kinds of weather! No more hot, humid drives on blistering summer days. A turn of the knob and you can lower the temperature inside your new '56 Plymouth to the comfortable 70's in just a few minutes. You get protection from dirt and from irritating pollens, too, thanks to Airtemp's ultra-high-efficiency filtering action.

Plymouth High-Capacity Heater

Now you can enjoy the utmost comfort in the coldest weather for your driving pleasure and enjoyment. The temperature of your choice is distributed evenly throughout both front and rear passenger compartments. Heater controls are conveniently located on the instrument panel for easy operation. You get highly efficient defrosting action, too.

Safety Seat Belts, Highway Hi-Fi Record Player, Plymouth Air Conditioning, Search-Tune Radio, High-Capacity Heater optional at moderate extra cost.

Specifications

HY-FIRE V-8 MODELS

ENGINE TYPE: 8-cylinder V-8 with overhead valves. Counter-balanced crankshaft with 5 main bearings. Chain-driven camshaft. Adjustable valve tappets. **FUEL SYSTEM**: Dual-filtration includes oilite fuel filter in gas tank and new extra-fine ceramic filter at carburetor. **LUBRICATION**: Full pressure to all crankshaft, camshaft, and connecting rod bearings; and to valve rocker arms and tappets. Rotor-type oil pump. **SHOCKS**: Type-micromic oil filter (standard on Savoy and Belvedere) with floating oil intake. **COOLING SYSTEM**: Permanent by-pass temperature control. Full-length water jackets. Water pump with ball bearings. **STEERING**: Worm and roller type steering gear. Idler arm steering linkage for maximum controllability.

POWERFLOW 6 MODELS

ENGINE TYPE: 6-cylinder L-head valve arrangement. Counterbalanced crankshaft with 4 main bearings. Chain-driven camshaft. Aluminum alloy pistons. Top compression ring chrome-plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts. **FUEL SYSTEM**: Oilite fuel filter in gas tank. Full pressure to all crankshaft, camshaft and connecting rod bearings. Rotor-type oil pump. **SHOCKS**: Oilite oil filter (standard on Savoy and Belvedere). Floating oil intake. **COOLING SYSTEM**: Permanent by-pass temperature control. Full-length water jackets. Water pump with Oilite bronze bearings. **STEERING**: Worm and roller type steering gear.

V-8 AND 6 MODELS

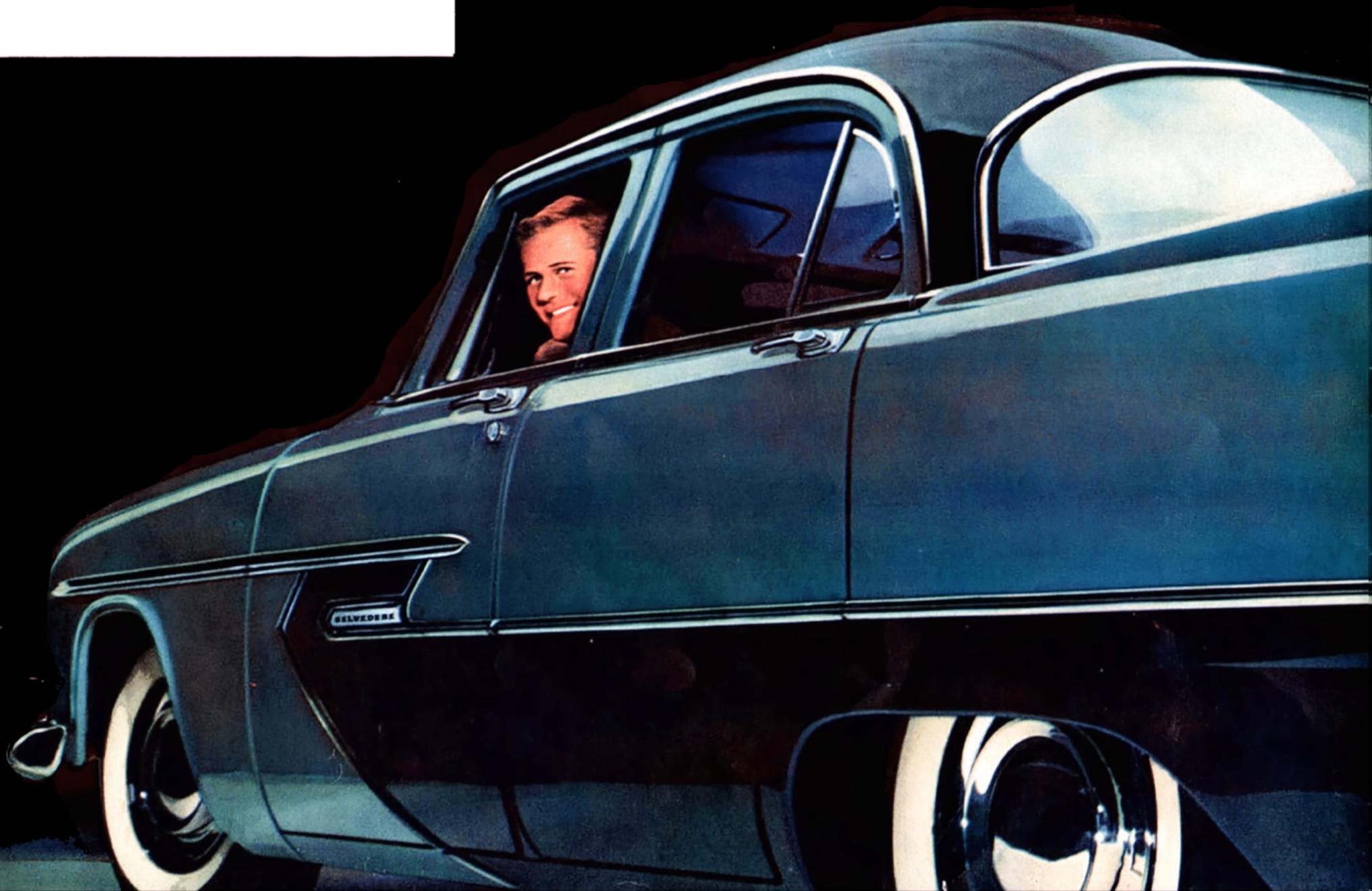
FUEL SYSTEM: Aluminum down-draft carburetor. Automatic choke. Heavy-duty oil-lubricated air cleaner. **IGNITION**: Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Splash-proof distributor. **BODY SPECIFICATIONS**: Wheelbase 115 in. Overall length 2018 in. Overall width 74 1/2 in. Tread 58 1/4 in. front; 53 1/2 in. rear. **CONSTRUCTION**: All-steel welded, completely rustproofed and insulated body. Box-section reinforcements around window and door openings. Baked enamel finish.

VENTILATION: Large screened, adjustable cold ventilator. Ventilating wings in each front door (not in rear doors of Belvedere and Savoy 4-door models except 4-door hardtop). Full-width windshield defroster. **ELECTRICAL**: 12-volt electrical system. Heavy-duty battery. High capacity, 30 amp. generator with automatic voltage and current control. Ignition-key starter switch. Lighting circuit protected with circuit breaker. **CHASSIS**: Rugged steel frame with double-channel aero-sled box-type side rails. Four sturdy cross members. Convertible has X-member between side rails.

FRONT SUSPENSION: Independent type with coil springs. Oriflow shock absorbers inside coil springs. Torsion-bar sway eliminator. **REAR SUSPENSION**: 2 1/2 in. wide rear springs, slay mounted for stability. Sealed-mount Oriflow shock absorbers. **DRIVE**: Hottchkiss drive with hypoid rear axle. **BRAKES**: Safe-Guard hydraulic brakes with individually anchored shoes. Two cylinders and two shoes in each front wheel. **TIRES AND WHEELS**: Extra low pressure, 6.70 x 15 tubeless tires. Safety-Rim wheels.

Specifications subject to change without notice.

your Plymouth dealer



your Plymouth dealer



All-new Aerodynamic **PLYMOUTH '56**

