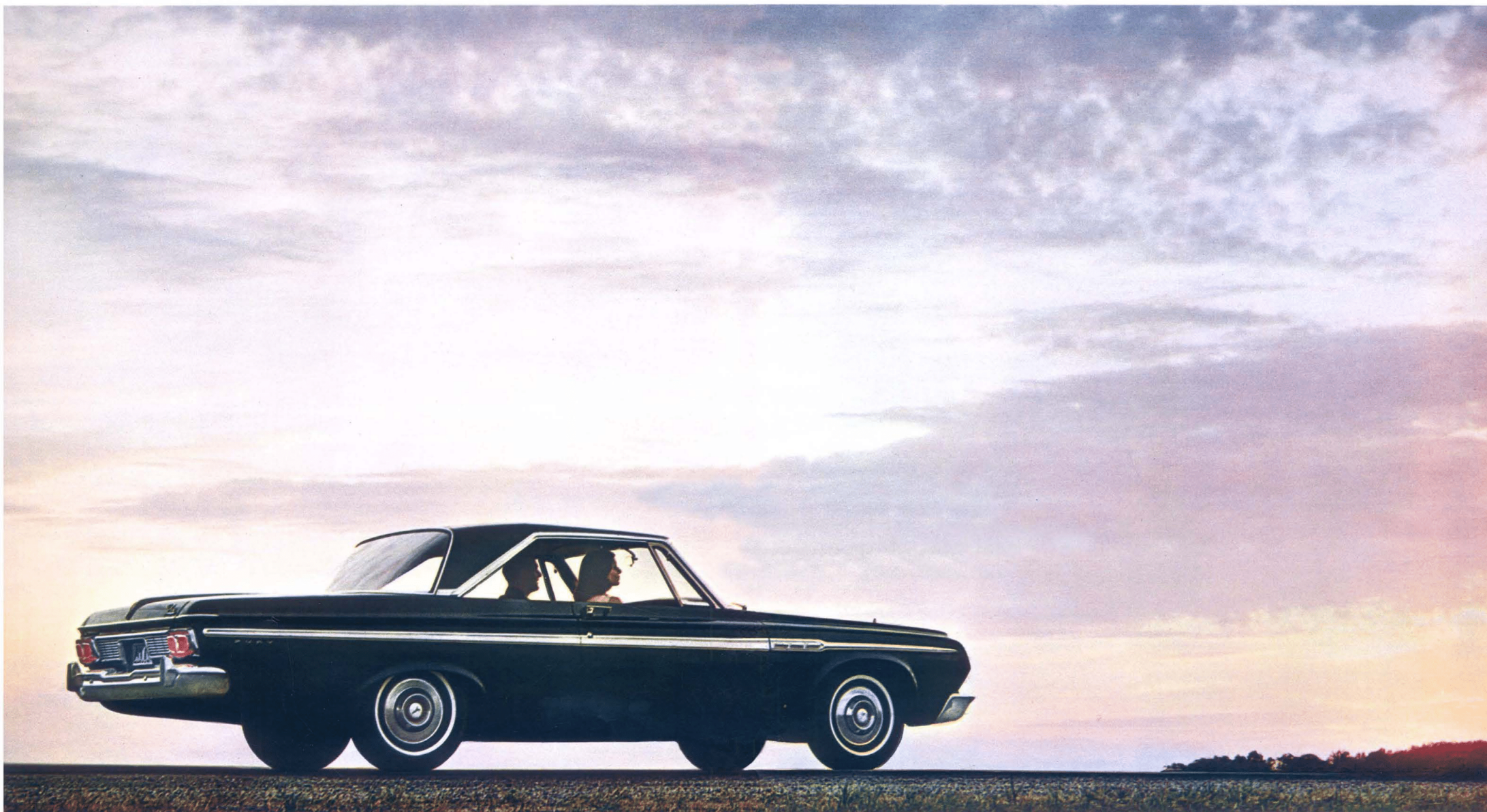


The 1964 Plymouth



**If this is the year you picked to buy a new car,
you picked a beautiful year to
Get up and Go Plymouth.**



There are 26 models of Plymouth for 1964: Sport Furies, Furies, Belvederes, and Savoyes. In this array you will find a wide range of body styles: sedans, hardtops, convertibles, and wagons, in your choice of thirteen solid colors, plus certain two-tones, and with a broad selection of color-keyed interior trim combinations. There are five great engines, from a thrifty 6 to a 426-cu.-in. V-8. There are countless comfort and convenience options and accessories available throughout the line.

Performance is everything that happens when a car is moving. It's how the car responds to the accelerator, answers to the wheel, behaves when you touch the brake pedal. The 1964 Plymouth is quick, alert, vigorous—a sure bet to maintain the performance superiority Plymouth established over the past two years. In a phrase, it gets up and goes!

The 1964 Plymouth has new styling all-around, featuring a new front, a new back, a new profile (especially the 2-door hardtop roofline shown above). New interiors, in luxurious, long-wearing, easy-to-maintain fabrics. From a neighbor's porch, it's the clean, simple, strong, shape of the modern Plymouth. A car that brightens up a driveway the minute you pull in.

And it will keep going. Every 1964 Plymouth is so well-built it carries a 5-year/50,000-mile warranty* on the major engine and drive train components. The great thing about this warranty is . . . you'll probably never have to use it. New good looks, sensational performance, quality that has become synonymous with Plymouth. If this is the year you picked to buy a new car, you picked a beautiful year to Get up and Go Plymouth. Choose one from the following pages.

*WHAT THE STRONG 5/YO WARRANTY MEANS TO PLYMOUTH OWNERS: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

SPORT FURY series



Sport Fury Convertible

Chestnut Metallic

When you want the most that a car in Plymouth's price class has to give, you want a Sport Fury—and sun-lovers, naturally, favor the convertible.

SPORT FURY STANDARD EQUIPMENT

318-cu.-in. V-8 Engine
3-Speed Manual Transmission
All-Vinyl Individual Bucket Seats
(available exclusively on Sport Fury)
Compartment Console
Torsion-Aire Ride
Oriflow Shock Absorbers
Deluxe Wheel Covers

Self-Adjusting Brakes
Color-Keyed, Deep-Pile Carpeting
Electric Windshield Wipers
Electric Clock
Armrests Front and Rear, (Ash
Receivers in Rear)
Padded Instrument Panel
Back-Up Lights

Right & Left Sun Visors
Chrysler Corporation Alternator and
12-Volt Battery
Cigarette Lighter
Deluxe Steering Wheel with
Full Horn Ring
Automatic Convertible Top,
Electrically Operated



Sport Fury 2-Door Hardtop

Medium Grey Metallic

The right idea for people who want to go first class, fast.
A package of fun and fury with "luxury" written all over it, inside and out.



Sport Fury Interior

Red, Black, Turquoise, Copper or Blue color-keyed all-vinyl interiors add luxury and beauty to bucket-seat comfort.

POPULAR OPTIONS AND ACCESSORIES

"Commando" 361-cu.-in., 383-cu.-in.
or 426-cu.-in. Engine
3-Speed Automatic Transmission
Power Steering
Power Brakes
"4-on-the-Floor" Transmission (Hurst
Linkage) with Console-Mounted Shift Lever
Sure-Grip Differential
Remote-Control Side-View Mirror

White Sidewall Tires
Power Windows
Solex Glass
Heater/Defroster
Air Conditioner
Seat Belts
Radio, AM or AM-FM
Bumper Guards
Day/Nite Mirror

BASIC SPECIFICATIONS (2-Door Hardtop)

Overall Length.....206.5 in.
Overall Width.....75.6 in.
Overall Height.....54.4 in.
Wheelbase.....116.0 in.
Trunk Capacity.....25.3 cu. ft.

See Page 18 for complete specifications

FURY series



Fury 2-Door Hardtop

White

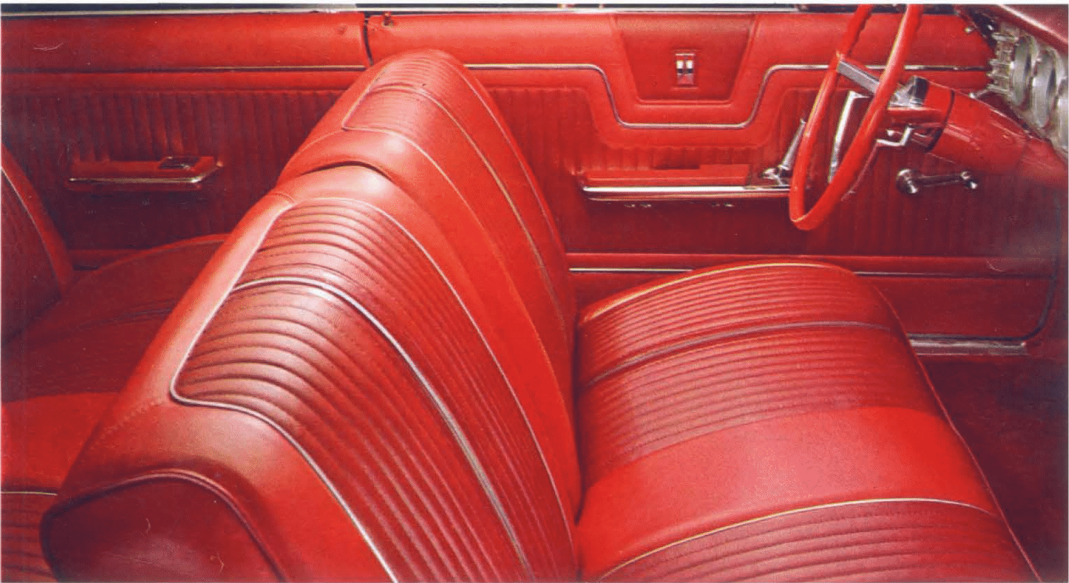
New roofline shown above dramatizes the distinctive look of the modern Plymouth.
Dramatic power under the hood, too, to make it move with distinction.

FURY STANDARD EQUIPMENT

225-cu.-in. 6-cyl. Engine
(2-Door Hardtop & 4-Door Sedan only)
318-cu.-in. V-8 Engine
3-Speed Manual Transmission
Vinyl-and-Fabric Interiors
All-Vinyl (Convertibles & Wagons only)
Torsion-Bar Suspension

Oriflow Shock Absorbers
Self-Adjusting Brakes
Color-Keyed, Deep-Pile Carpeting
Electric Windshield Wipers
12-Volt Battery
Electric Clock
Armrests Front and Rear, (Ash
Receivers in Rear)
Back-Up Lights

Super Foam Front Seat Cushions
Right & Left Sun Visors
Chrysler Corporation Alternator and
12-Volt Battery
Cigarette Lighter
Automatic Convertible Top,
Electrically Operated



Fury Interior

Beauty, comfort, durability distinguish this all-vinyl interior.
Standard on Fury convertibles and wagons, optional on other Fury models.



Fury Convertible

Sandalwood Metallic

Plymouth convertibles are preferred by many for their sheer quality and class,
as much as for their "get up and go" performance.

POPULAR OPTIONS AND ACCESSORIES

"Commando" 361-cu.-in., 383-cu.-in.,
or 426-cu.-in. Engine
3-Speed Automatic Transmission
"4-on-the-Floor" Transmission (Hurst Linkage)
Power Steering
Power Brakes
Power Windows
Radio, AM or AM-FM
Wheel Covers

White Sidewall Tires

Solex Glass
Heater/Defroster
Air Conditioner
Seat Belts
Sure-Grip Differential
Remote-Control Side-View Mirror
All-Vinyl Interior (Sedans & Hardtops)
Bumper Guards
Day/Nite Mirror

BASIC SPECIFICATIONS (2-Door Hardtop)

Overall Length.....206.5 in.
Overall Width.....75.6 in.
Overall Height.....54.4 in.
Wheelbase.....116.0 in.
Trunk Capacity.....25.3 cu. ft.
See Page 18 for complete specifications



Fury Interior

This deep-pleated, rich-looking vinyl-and-fabric interior accepts compliments and punishment with equal grace.



Fury 4-Door Hardtop

Ever notice how rain makes pretty things prettier? With beauty like this at your disposal—rain or shine—there's never a dull moment with Plymouth.

Ruby



Fury 4-Door Sedan

Finest example in the low price field, of combining luxury, size, performance and economy in one car.

Medium Turquoise Metallic

FURY STANDARD EQUIPMENT

225-cu.-in. 6-cyl. Engine
(2-Door Hardtop & 4-Door Sedan only)
318-cu.-in. V-8 Engine
3-Speed Manual Transmission
Vinyl-and-Fabric Interiors
All-Vinyl (Convertibles & Wagons only)
Torsion-Bar Suspension

Oriflow Shock Absorbers
Self-Adjusting Brakes
Color-Keyed, Deep-Pile Carpeting
Electric Windshield Wipers
Electric Clock
Armrests Front and Rear,
(Ash Receivers in Rear)
Back-Up Lights

Super Foam Front Seat Cushions
Right & Left Sun Visors
Chrysler Corporation Alternator and
12-Volt Battery
Cigarette Lighter
Automatic Convertible Top,
Electrically Operated

POPULAR OPTIONS AND ACCESSORIES

"Commando" 361-cu.-in., 383-cu.-in., or
426-cu.-in. Engine
3-Speed Automatic Transmission
"4-on-the-Floor" Transmission (Hurst Linkage)
Power Steering
Power Brakes
Power Windows
Radio, AM or AM-FM
Wheel Covers

White Sidewall Tires

Solex Glass
Heater/Defroster
Air Conditioner
Seat Belts
Sure-Grip Differential
Remote-Control Side-View Mirror
All-Vinyl Interior (Sedans & Hardtops)
Bumper Guards
Day/Nite Mirror

BASIC SPECIFICATIONS (4-Door Sedan)

Overall Length 206.5 in.
Overall Width 75.6 in.
Overall Height 55.1 in.
Wheelbase 116.0 in.
Trunk Capacity 25.3 cu. ft.
See Page 18 for complete specifications

BELVEDERE series



Belvedere 4-Door Sedan

Seats six adults in style. And the more you look at how little it costs, the more you realize how much style for the money.

Medium Blue Metallic

BELVEDERE STANDARD EQUIPMENT
 225-cu.-in. 6-cyl. Engine (except Wagons)
 318-cu.-in. V-8 Engine
 3-Speed Manual Transmission
 Vinyl-and-Fabric Interiors (except Wagons)
 Torsion-Bar Suspension
 Oriflow Shock Absorbers
 Self-Adjusting Brakes
 Color-Keyed, Deep-Pile Carpeting

Electric Windshield Wipers
 Armrests Front and Rear
 (Ash Receivers in Rear)
 Right & Left Sun Visors
 Chrysler Corporation Alternator and
 12-Volt Battery
 Cigarette Lighter
 Super Foam Front Seat Cushions

POPULAR OPTIONS AND ACCESSORIES
 "Commando" 361-cu.-in. Engine
 3-Speed Automatic Transmission
 "4-on-the-Floor" Transmission
 (Hurst Linkage)
 Power Steering
 Power Brakes
 Wheel Covers
 White Sidewall Tires

Luxurious vinyl-and-fabric interior is also available in Blue, Tan, and Turquoise. Color-keyed to add to your pride . . . comfort-engineered to add to your pleasure.

Belvedere Interior



Belvedere 2-Door Sedan

Medium Tan Metallic

If you know someone who's hunting for a nice-looking car that moves real well and is low in cost, this '64 Belvedere is just what he's hunting for.



Belvedere 2-Door Hardtop

Dark Turquoise Metallic

New good looks. Sensational performance. Outstanding quality in both materials and workmanship. The 1964 Plymouth is a great automobile.

Day/Nite Mirror
 Radio, AM or AM-FM
 Solex Glass
 Heater/Defroster
 Air Conditioner

Seat Belts
 Sure-Grip Differential
 Remote-Control Side-View Mirror
 Electric Clock
 Bumper Guards

BASIC SPECIFICATIONS (4-Door Sedan)
 Overall Length 206.5 in.
 Overall Width 75.6 in.
 Overall Height 55.1 in.
 Wheelbase 116.0 in.
 Trunk Capacity 25.3 cu. ft.
 See Page 18 for complete specifications

SAVOY series



Savoy 4-Door Sedan

Dark Blue Metallic

This is one of the few places a Savoy can't save you money. And for all its top-notch economy, its rich styling will turn many heads in any waiting line.

SAVOY STANDARD EQUIPMENT

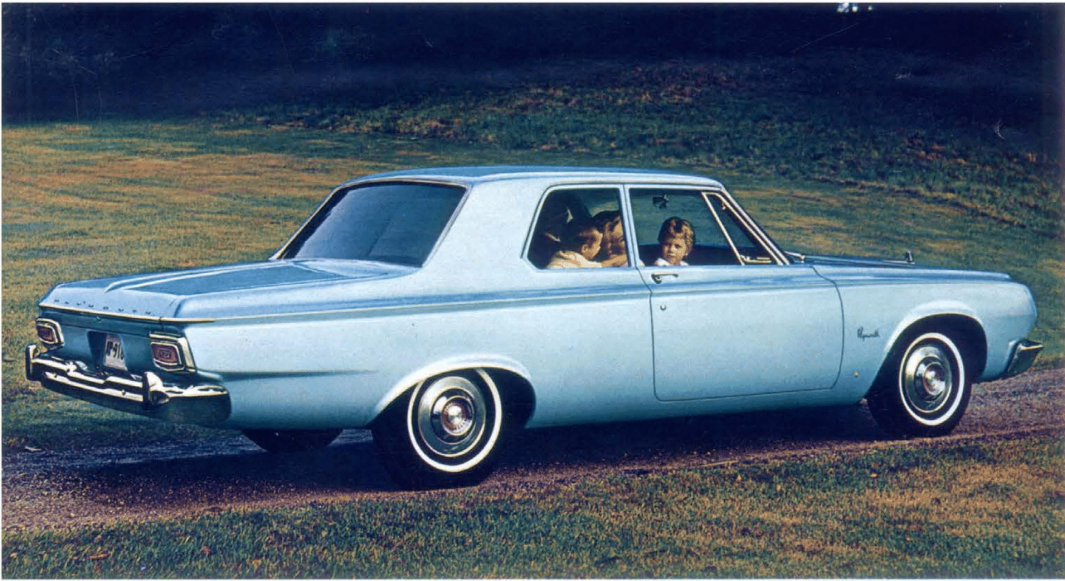
225-cu.-in. 6-cyl. Engine
318-cu.-in. V-8 Engine
3-Speed Manual Transmission
Vinyl-and-Fabric Interiors (except Wagons)
Torsion-Bar Suspension
Oriflow Shock Absorbers

Self-Adjusting Brakes
Color-Keyed Rubber Floor Covering
Electric Windshield Wipers
Cigarette Lighter
Sun Visors, Right & Left
Chrysler Corporation Alternator and 12-Volt Battery



Savoy Interior

It's tough to convince anyone that this is the interior of Plymouth's lowest-priced model. People just aren't accustomed to so much for so little.



Savoy 2-Door Sedan

Light Blue

Even the lowest-priced Plymouth built has new good looks, sensational performance, and the kind of lasting quality that has become synonymous with Plymouth.

POPULAR OPTIONS AND ACCESSORIES

Heater/Defroster
Electric Clock
Radio, AM or AM-FM
Whitewall Tires
3-Speed Automatic Transmission
Back-Up Lights
Bumper Guards
Arm Rests Front and Rear (Ash Receivers in Rear)

BASIC SPECIFICATIONS (4-Door Sedan)

Overall Length.....206.5 in.
Overall Width.....75.6 in.
Overall Height.....55.1 in.
Wheelbase.....116.0 in.
Trunk Capacity.....25.3 cu. ft.
See Page 18 for complete specifications

STATION WAGONS



Fury 4-Door Station Wagon

This big, strong, good-looking wagon is close to the ultimate in luxury and convenience. It's equally at ease at the country club or in the wilds.

Medium Blue Metallic

WAGON STANDARD EQUIPMENT

Equipment listed here is in addition to that listed under Fury, Belvedere and Savoy series on preceding pages.
Rear-facing Third Seat
(9-Pass. Models)
Roll-Down Rear Window
Color-Keyed, Vinotoneum Cargo
Area Deck Covering

POPULAR OPTIONS AND ACCESSORIES

Equipment listed here is in addition to that listed under Fury, Belvedere and Savoy series on preceding pages.
Roof Luggage Rack
Power Tailgate Windows*
Spare Tire Lock
Assist Handles / Wind Deflectors

*Standard on 9-passenger models. May be controlled either from dash-mounted switch, or tailgate lock cylinder.



Station Wagon Interior

9-passenger models feature full size rear-facing third seat. With tailgate open and 2nd and 3rd seats folded flush to the floor, a cavernous (45 x 117.9 in.) load space accommodates every bulky member of this "pneumatic menagerie"



Savoy 4-Door Station Wagon

This handsome model seats six adults comfortably with plenty of room for cargo and picnic gear.

Ebony



Belvedere 4-Door Station Wagon

Hard to believe, but this handsome, hard-working wagon—part gardener, handyman and showboat—costs less than many sedans.

Medium Tan

WAGON SPECIFICATIONS

| | |
|---|-----------|
| Overall length | 211.5 in. |
| Overall width | 75.1 in. |
| Overall height | 54.8 in. |
| Wheelbase | 116.0 in. |
| Floor length, tailgate open, 2nd and 3rd seats folded | 117.9 in. |
| Floor length, tailgate closed, 2nd and 3rd seats folded | 94.3 in. |

| | |
|---|----------|
| Floor length, tailgate open, 2nd seat up, 3rd seat folded | 83.2 in. |
| Floor length, tailgate closed, 2nd seat up, 3rd seat folded | 56.6 in. |
| Width between rear wheel housings | 45.0 in. |
| Height of rear opening | 27.3 in. |
| Width of rear opening at the floor | 49.0 in. |

COMPLETE SPECIFICATIONS

| EXTERIOR DIMENSIONS | | |
|-------------------------------|-----------|-----------|
| | Wagons | Others |
| Wheelbase..... | 116.0 in. | 116.0 in. |
| Track, front..... | 59.5 in. | 59.5 in. |
| Track, rear..... | 59.6 in. | 59.6 in. |
| Length, overall..... | 211.5 in. | 206.5 in. |
| Width, overall..... | 75.1 in. | 75.6 in. |
| Height, overall *(V-8's)..... | 54.8 in. | 55.1 in. |
| Height, overall *(6's)..... | 54.8 in. | 55.1 in. |

*5-passenger load

| INTERIOR DIMENSIONS* | | |
|--------------------------|----------|----------|
| | Wagons | Others |
| Headroom, front..... | 39.5 in. | 39.1 in. |
| Headroom, rear..... | 39.5 in. | 38.4 in. |
| Legroom, front..... | 41.9 in. | 41.9 in. |
| Legroom, rear..... | 36.5 in. | 36.6 in. |
| Hiproom, front..... | 60.8 in. | 60.8 in. |
| Hiproom, rear..... | 61.0 in. | 61.0 in. |
| Seat height, front..... | 8.1 in. | 8.1 in. |
| Seat height, rear..... | 11.0 in. | 11.0 in. |
| Rear seat knee room..... | 4.4 in. | 4.4 in. |

*New AMA Standards of measurement

BRAKES
Hydraulic, 10-inch diameter, 2.5-inch-wide, servo-contact, self-energizing brakes, with bonded linings. Lining area is 195.2 square inches for both passenger cars and Station Wagons. Brake shoes are internal expanding type. A new self-adjusting feature (activated during reverse stops) is incorporated in the design. Separate, foot-operated parking brake, cable-connected, acts on each rear wheel.

SUSPENSION
Front..... torsion bars and ball joints
Rear..... 2.5-inch-wide asymmetrical leaf springs*
Shock absorbers..... Oriflow type

*5 leaves in passenger cars—6 in Station Wagons

6-CYLINDER ENGINE
Inclined 30 degrees to the right. Six cylinders in-line, overhead-valve arrangement. Horsepower is 145 at 4000 RPM. Torque 215 lbs.-ft. at 2800 RPM. Compression ratio 8.4 to 1. Bore 3.40 inches. Stroke 4.125 inches. Piston displacement 225 cubic inches. Single, downdraft carburetor. Full-flow throwaway oil filter. Air cleaner.

| | 318 | Commando 361 | Commando 383 | Commando 426 |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|
| Horsepower..... | 230 at 4400 rpm | 265 at 4400 rpm | 330 at 4600 rpm | 365 at 4800 rpm |
| Torque, lbs.-ft..... | 340 at 2400 rpm | 380 at 2400 rpm | 425 at 2400 rpm | 470 at 3200 rpm |
| Compression ratio..... | 9.0 to 1 | 9.0 to 1 | 10.0 to 1 | 10.3 to 1 |
| Bore, inches..... | 3.91 | 4.12 | 4.25 | 4.25 |
| Stroke, inches..... | 3.31 | 3.38 | 3.38 | 3.75 |
| Displacement, cubic inches..... | 318 | 361 | 383 | 426 |
| Carburetor type..... | 2 barrels | 2 barrels | 4 barrels | 4 barrels |
| Air cleaner type..... | Dry | Dry | Dry | Dry |

ELECTRICAL SYSTEM
Heavy-duty, 12-volt, 54-plate, 48-ampere-hour battery. Chrysler Corporation alternator with high charging rate at low engine speeds.

REAR AXLE
Type..... Hotchkiss drive, hypoid rear axle
Ratio with TorqueFlite V-8..... 2.76 to 1
Ratio with TorqueFlite 6..... 2.93 to 1
Ratio with manual V-8..... 2.93 to 1
Ratio with manual "6"..... 3.31 to 1*

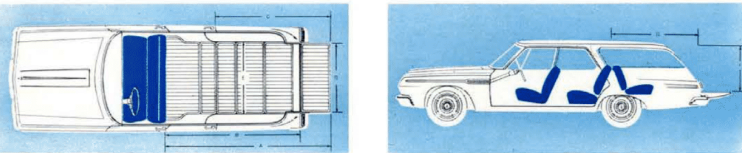
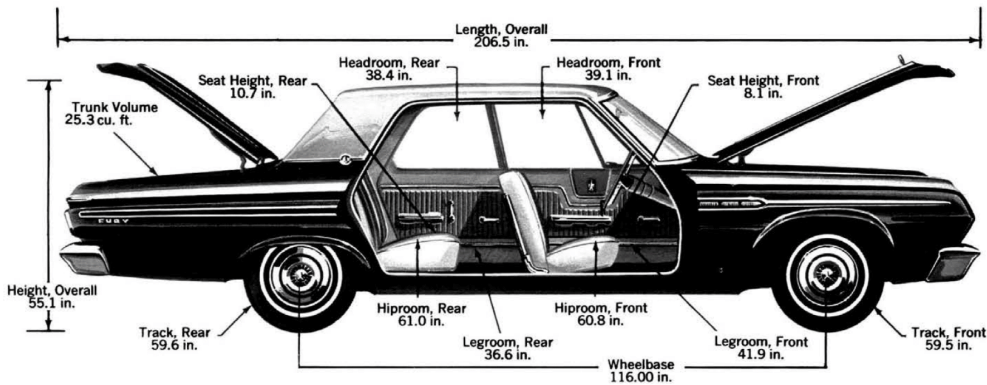
*3.23 on Wagons

TIRES AND WHEELS*
Wheels
Tires
6-cylinder Sedans and Hardtops..... 14 x 5K 14 x 7.00
8-cylinder Sedans, Hardtops and Convertibles..... 14 x 5K 14 x 7.00
All Station Wagons..... 14 x 5.5K 14 x 7.00
(Optional) Sedans, Hardtops and Convertibles..... 14 x 5K 14 x 7.50
(Optional) Station Wagons..... 14 x 5.5K 14 x 7.50
*Safety-Rim Wheels with low-pressure tubeless tires standard on all models

CAPACITIES
Fuel tank..... 20 gallons
Fuel tank, Station Wagons..... 21.5 gallons
Cooling system, 6-cylinder engines..... 12 quarts (with heater, 13 quarts)
Cooling system, 8-cylinder engines..... 20 quarts (with heater, 21 quarts)
Cooling system, Commando engines..... 16 quarts (with heater, 17 quarts)
Lubricating oil..... 4 quarts

ROOMY DIMENSIONS OF PLYMOUTH STATION WAGONS
Floor length, tailgate open, 2nd and 3rd seats folded..... 117.9 in.
Floor length, tailgate closed, 2nd and 3rd seats folded..... 94.3 in.
Floor length, tailgate open, 2nd seat up, 3rd seat folded..... 83.2 in.
Floor length, tailgate closed, 2nd seat up, 3rd seat folded..... 56.6 in.
Width between the rear wheel housings..... 45.0 in.
Height of rear opening..... 27.3 in.
Width of rear opening at the floor..... 49.0 in.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. Product and competitive car information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment items as listed above.



STATION WAGON DIMENSIONS

| | |
|--------|-----------|
| A..... | 117.9 in. |
| B..... | 94.3 in. |
| C..... | 83.2 in. |
| D..... | 56.6 in. |
| E..... | 45.0 in. |
| F..... | 27.3 in. |
| G..... | 49.0 in. |

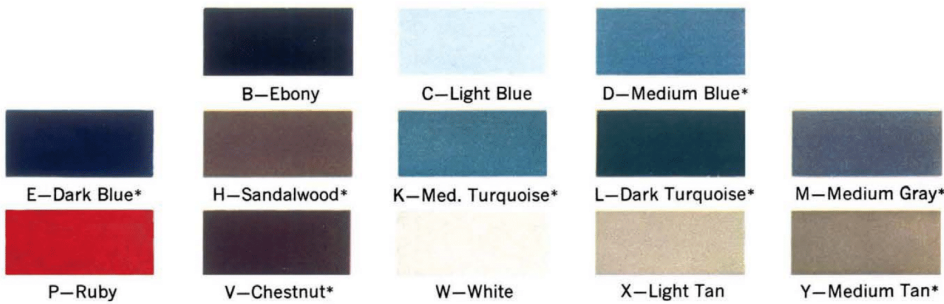
For detailed explanation of these dimensions, see table above.

BODY COLORS*

| MODEL NAME | | | | | MODEL NAME | | | | |
|--|-------|-----------|------|------------|--------------------------------------|-------|-----------|------|------------|
| COLOR COMBINATIONS | SAVOY | BELVEDERE | FURY | SPORT FURY | COLOR COMBINATIONS | SAVOY | BELVEDERE | FURY | SPORT FURY |
| | | | | | | | | | |
| Light Blue/Medium Blue Metallic..... | X | X | | X | White/Medium Turquoise Metallic..... | X | X | X | X |
| Medium Blue Metallic/Dark Blue Metallic..... | X | X | | X | White/Dark Turquoise Metallic..... | X | X | X | X |
| Sandalwood Metallic/Chestnut Metallic..... | | | | X | White/Medium Grey Metallic..... | X | X | X | X |
| Ruby/White..... | X | X | X | X | White/Ruby..... | X | X | X | X |
| White/Ebony..... | | | | X | White/Chestnut Metallic..... | X | X | X | X |
| White/Medium Blue Metallic..... | X | X | X | X | White/Light Tan..... | X | X | | |
| White/Sandalwood Metallic..... | | | X | X | White/Medium Tan Metallic..... | X | X | X | |

*Two-tone combinations listed above show upper color first. The lower color, listed second, is the basic body color, and determines the color of the interior trim, except in the Ruby/White combination, where the first color shown is one that determines the interior trim. NOTE: Fury Body Sweep color matches roof color on two-tones. On solid color cars Fury Body Sweep is white, or harmonizes with the interior trim. Colors: White, Black, Blue, Red, Tan.

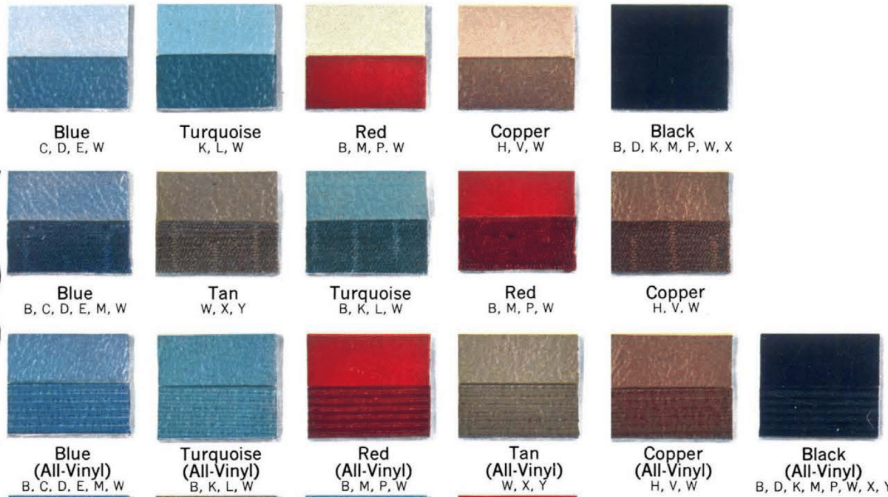
COLORS AND UPHOLSTERIES



*Metallic Finish

Letter indicates basic body color for planned harmony

Sport Fury Vinyl-and-Vinyl (Front bucket seats with console)



Fury Vinyl-and-Fabric

Belvedere Vinyl-and-Vinyl

Savoy Vinyl-and-Fabric

