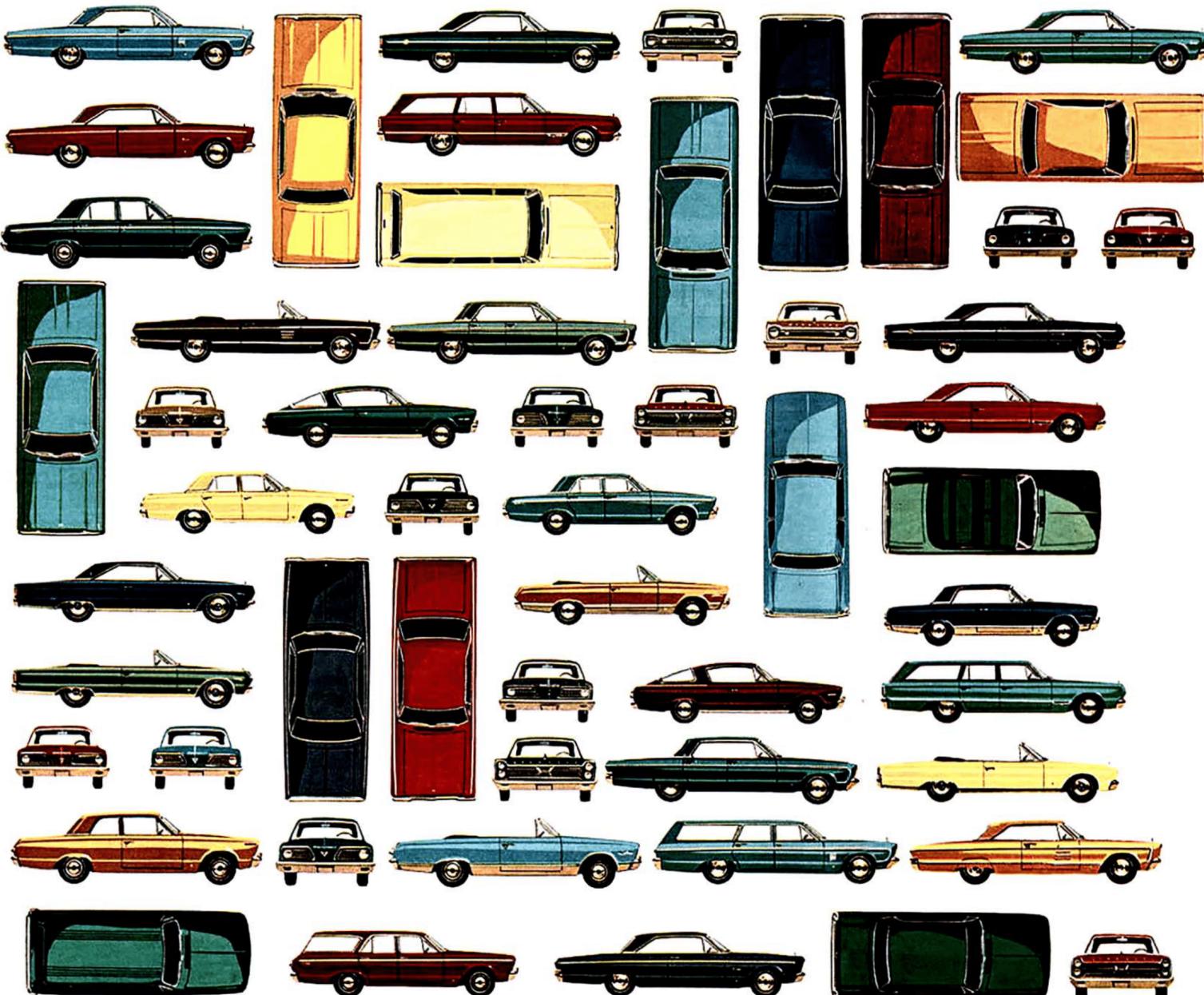


there are
five ways to
Let yourself go...
Plymouth
in '66





Talk about decisions! Picking the Plymouth that's just right for you may be the most fun-filled task you'll have . . . until you start driving your new Plymouth! Naturally, all the fine features of all 57 ways you can let yourself go Plymouth in '66 cannot be described in a single brochure. But you can see some of the outstanding characteristics . . . some of the magnificent safety and comfort, standard and optional features and accessories. And the wide choice of engines.

Before you select the body style best suited to your needs, look at all five new Plymouth lines: VIP—town car luxury, well within your reach. FURY—the big new beauty in a great big hurry. BELVEDERE—new style and performance in a large economy size (led by *Satellite*—the spirited leader of the all-new Belvedere line). VALIANT—the car that really lets you live . . . within your budget. BARRACUDA—fast new version of the car that started America thinking fastback.

Something for everyone? You bet!

So take a look. Visit your Plymouth Dealer's showroom for another look. When you've narrowed your choice to a particular model or two, try a demonstration ride. And look over the comprehensive catalogs that show other body styles, standard and optional equipment.

Your Plymouth Dealer also can show you actual samples of upholstery materials . . . chips of exterior colors. And, on his wall, you'll see posters depicting models, prices and the most popular options and accessories.

The choice is yours. But now that you've decided to let yourself go Plymouth, let's face it, you'll have a ball making the choice: which of the 57 ways to go Plymouth in '66.

Let yourself go... **Plymouth**
VIP FURY BELVEDERE VALIANT BARRACUDA



VIP

Unmistakable luxury. Designed for those fastidious few who insist on the finer things. Gentle touches of elegance are found in deep-section bumpers . . . in the discreetly different treatment of ornamentation. In the tasteful richness of the appointments, carpeting and fabrics.

If you've held back before because you felt cars of this distinction were limited to the wealthy, you've a pleasant surprise in store. The Plymouth VIP *does* offer a new high in luxury . . . but well within your reach. Specifically, look at some of the standard features of

this far-above-standard car: recessed pull-down center armrests, padded instrument panel, a pair of reading lamps with independent switches, a 318-cu.-in. V-8 engine with 3-speed manual transmission.

Optionally, you may choose a 4-speed manual or a 3-speed automatic transmission to go with even more power: Commando 383-cu.-in. with 2- or 4-bbl. carburetor or a Commando 440-cu.-in. V-8 with 4-bbl. carburetor. After you've driven a new Plymouth VIP yourself, you'll know many more reasons why we say *Let yourself go . . . Plymouth.*



Plymouth VIP 4-Door Hardtop in Charcoal Metallic



FURY

Whether you go sleek convertible or trim 2-door hardtop, you're at the head of the Plymouth Fury line when you go in a Sport Fury. The Fury line is 22 models long, seven body styles wide and knee-deep in options.

With a 119-in. wheelbase, the 1966 Sport Fury is *big*. With 318-cu.-in. V-8 engine as standard equipment, this Sport Fury is bold. And with an all-new vertically gated gear-shifting mechanism, available with the optional automatic transmission, this Sport Fury is brash!

You've options like a tilting-telescoping

steering wheel and front-wheel, caliper-type disc brakes. You can go all the way to an optional Commando 440-cu.-in. V-8 under the hood. But there's so much that's standard on a Plymouth Sport Fury, you may decide to stay with these uncommonly fine "regular" items: Left outside rear-view mirror. Padded instrument panel. New shell-type bucket seats. All-vinyl trim and upholstery in a choice of five keyed colors. See why this Plymouth Fury is a big new beauty in a great big hurry. Try the Sport Fury just once and learn how easy it is to *Let yourself go . . . Plymouth.*



Plymouth Sport Fury 2-Door Hardtop in Light Red Metallic, with Vinyl Roof

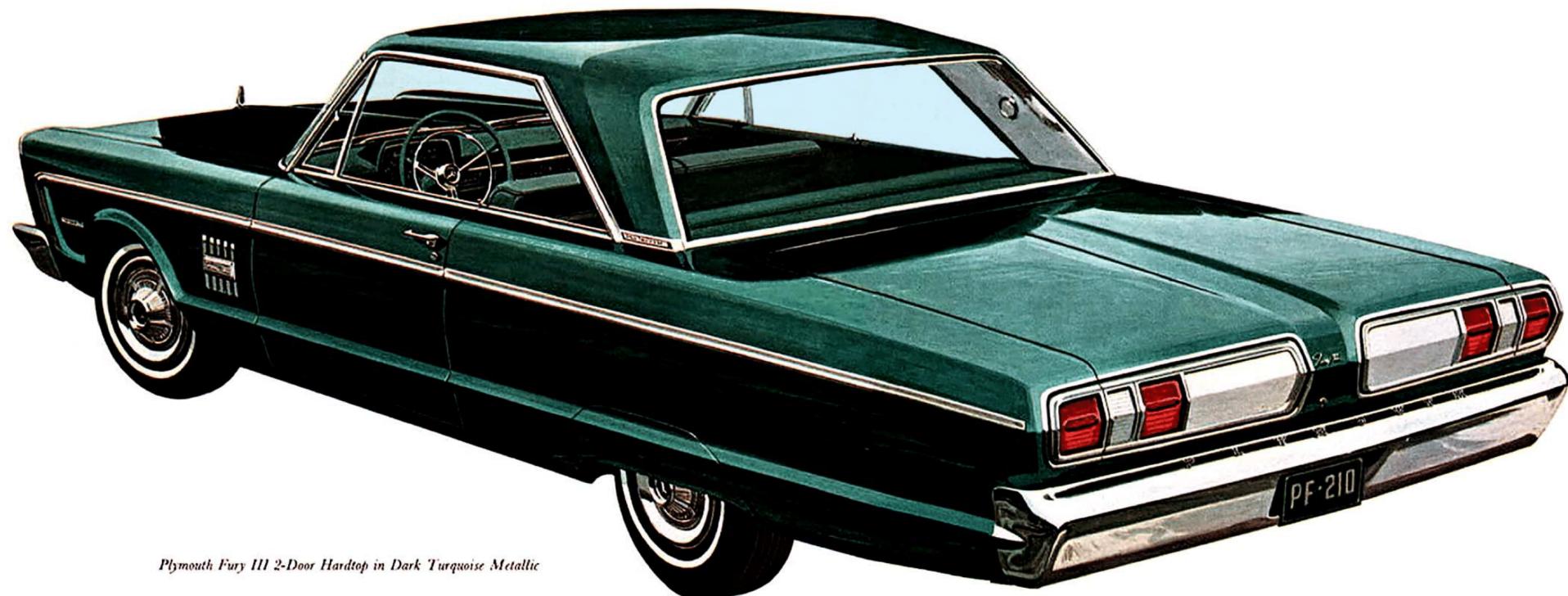


Big. That's the name for Plymouth's Fury III. It's 209.8 inches big, overall, on a 119-in. wheelbase. Big and beautiful outside, in a broad spectrum of 17 body colors, each a sparkling example of Plymouth's rich, deep buffable acrylic enamel. Big and beautiful inside, with an array of all-vinyl* or cloth-and-vinyl upholstery and trims to satisfy the most exacting tastes. Big and bold, with a 225-cu.-in. standard "6" or a 318-cu.-in. standard V-8. Or a pair of optional Commando 383-cu.-in. V-8s or the Commando 440-cu.-in. V-8 for those who prefer their performance high, wide and then some.

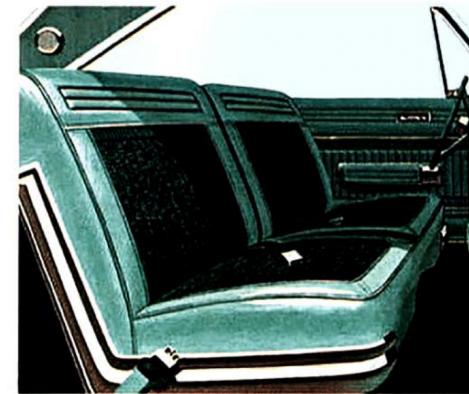
Inside the Fury III, you have a choice of two basic trim styles for bench seats alone. A cloth-and-vinyl treatment with a continuous row of pleats extending the

width of the seats. Or a similar material, but split down the center to give a sporty right and left seat effect. Body cloth is a jacquard-weave fabric.

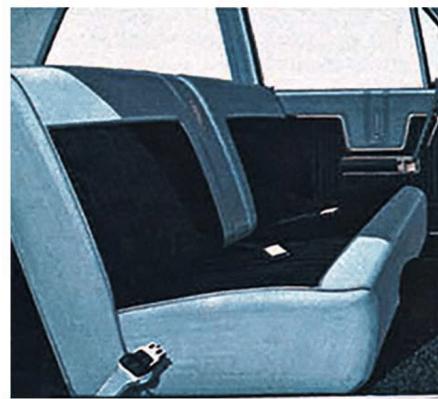
FURY WAGONS. All the Plymouth Fury station wagons are big—inside and out. The Fury III 3-seat wagon, for instance, has an overall length of 217.4 inches on a 121-in. wheelbase. You may choose from six Fury wagons: 2- or 3-seat Fury III and Fury II (V-8 only), a 2-seat Fury I ("6" or V-8). And if there isn't enough room inside for all of your gear, you can go topside with the optional, adjustable roof luggage rack. There's even a 10-cu.-ft. "bonus" cargo space in the 2-seat wagon (used in 3-seat versions for third-seat storage).
*All-vinyl interiors optional on sedans and hardtops.



Plymouth Fury III 2-Door Hardtop in Dark Turquoise Metallic



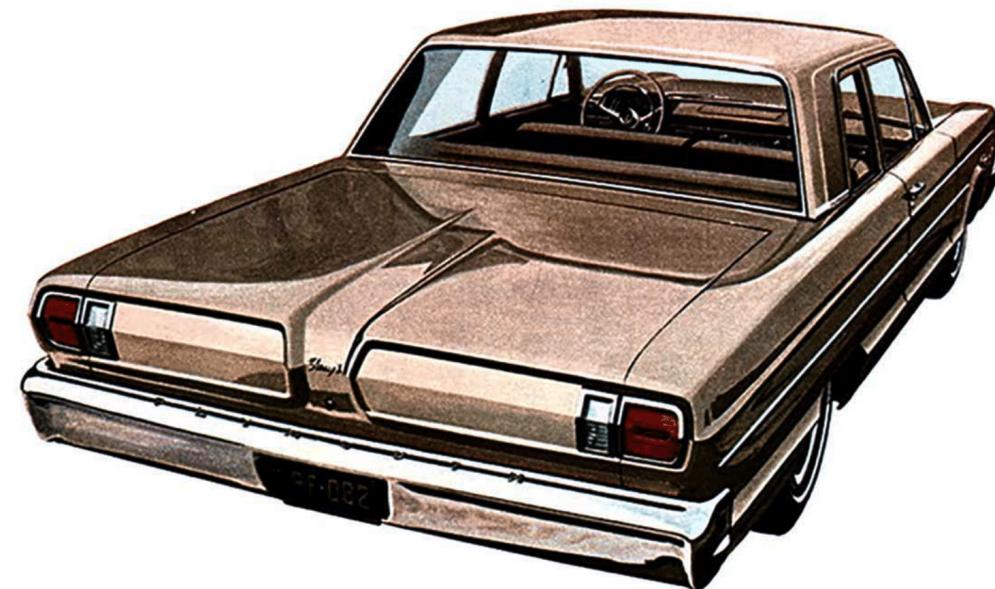
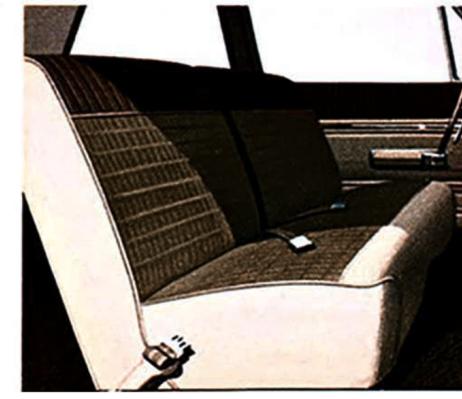
Plymouth Fury II is the finest possible combination of beauty, quality and modest price in the Fury line. A new dual grille theme and massive new, deep-section bumpers are classic examples of contemporary styling. And its bright vinyl trim and shaft-loomed cloth fabrics are prime examples of its apt combination of practical serviceability with lasting beauty. There's no better way to show off your good taste, or your good sense for car value than by your choice of a Fury II sedan or station wagon. Two more reasons to *Let yourself go . . . Plymouth.*



Plymouth Fury II 4-Door Sedan in Dark Blue Metallic

Fury II

Fury I is the economy-styled member of the Plymouth Fury line. But economy is no lackluster thing with this car. Fury I gives you a choice of 11 solid exterior colors or nine optional two-tones. And it's every inch a full-size Fury in comfort and durability. It gives you a choice of a 225-cu.-in. standard "6", or a standard 318-cu.-in. V8, for two economical ways to go. Or three optional Commando V-8s, if you don't mind a little extra coin for a lot of extra performance. Maybe this is the Fury for you when you decide to *Let yourself go . . . Plymouth.*



Plymouth Fury I 2-Door Sedan in Beige

Fury I



BELVEDERE

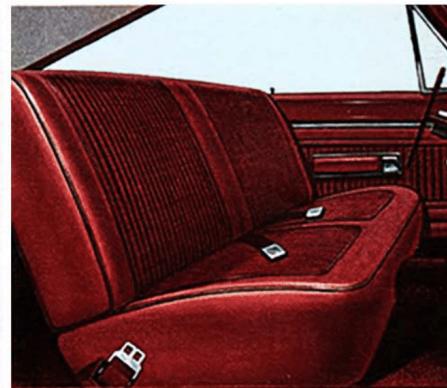
Plymouth Satellite—spirited leader of the Belvedere line is the newest, sleekest Plymouth for '66. Satellite is a big, bold approach to everyday driving that comes jauntily packaged on a 116-inch wheelbase. From the deep-section front bumpers to the stylishly ribboned taillights, Satellite is all-new beauty. Performance? Your first turn behind the wheel will tell the story. Performance is as performance does. And Satellite, with a 273-cu.-in. V-8 engine and 3-speed manual transmission does it all. Satellite's interior is highlighted by new shell-type bucket seats. In hardtop or

convertible, Satellite leads a Plymouth line that includes wagons, convertibles, sedans and hardtops. 18 brand-new Belvedere models. 17 solid colors, plus 18 color combinations . . . all in glowing, buffable acrylic enamel, so hard you can buff off scratches. And a raft of popular options. Belvedere engines range from the economical 225-cu.-in. "6" to the optional Commando 383-cu.-in. V-8. The '66 Belvedere offers new style and performance in a large economy size. Check its many features and see why it's a great year to *Let yourself go . . . Plymouth.*

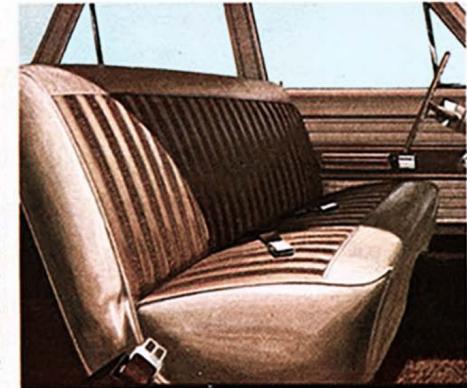


Plymouth Satellite 2-Door Hardtop in Dark Blue Metallic

Plymouth Belvedere II offers new styling, new performance, new features. The full-length crease lines and the smooth-flowing roof contours characterize the all-new body styling. You've 10 distinctive models, five different engines to choose from. Large, round Park/Turn signals are mounted on the broad Belvedere grille. Recessed spare tire provides more-than-usual *usable* trunk space. New, safety-type inside door handle. Front and rear seat belts. Many rich vinyl-and-fabric interiors in addition to the red interior illustrated at the right. All good reasons to *Let yourself go . . . Plymouth.*



Plymouth Belvedere I Station Wagon—like the entire Belvedere line—is a study in roominess, convenience and economy. Improved second-seat folding, increased carrying capacity, a hidden storage area, low-effort tailgate mechanism and all-new styling help tell the story. Both Belvedere I and Belvedere II wagons are bigger in '66 with a 117-inch wheelbase. Belvedere wagon interiors are color-coordinated to complement the exterior colors. If it's a Belvedere you want, a wagon you've chosen, you know how easy it can be to *Let yourself go . . . Plymouth.*



Plymouth Belvedere II 4-Door Sedan in Citron Gold Metallic

Belvedere II



Plymouth Belvedere I 2-Seat Station Wagon in Dark Turquoise Metallic

Belvedere I

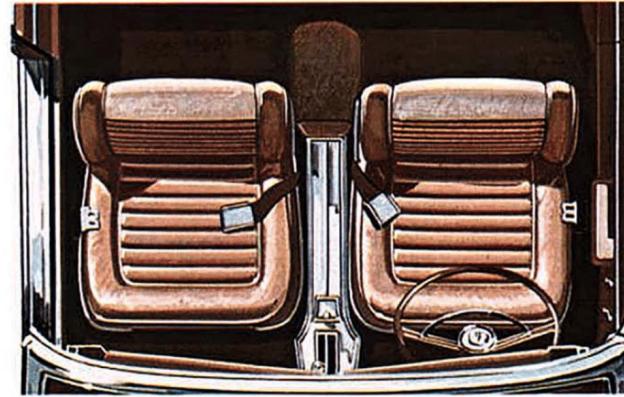


VALIANT

Plymouth Signet is the Valiant that really lets you live . . . within your budget. Every sport-loving and luxury-loving feature, option and accessory offered by Valiant is available in Signet's two economy-bred beauties. Take a spin in a Signet convertible or 2-door hardtop equipped with such options as the Commando 273-cu.-in. V-8 engine, front-wheel disc brakes, Blue Streak racing tires, and heavy-duty suspension. For color, there are 17 solid exterior body colors and 4 all-vinyl interior trims. Then take a look at all that's standard on a Plymouth Signet. Such things

as a padded instrument panel, back-up lights, outside rearview mirror, variable-speed windshield wipers, and windshield washer, color-keyed, deep-pile carpeting and tailored interior trim.

VALIANT WAGONS. Four versions of the Valiant station wagon are available in '66: Valiant 200 2-seat and Valiant 100 2-seat, each with a "6" or V-8 engine. Inside, there's plenty of room for the family and luggage. Pick one that's right for your needs, then add frills from a long list of options. Wagon-wise, you'll soon see why to *Let yourself go . . . Plymouth.*



Plymouth Signet Convertible in Copper Metallic



Plymouth Valiant 200 2-Seat Station Wagon in Dark Blue Metallic

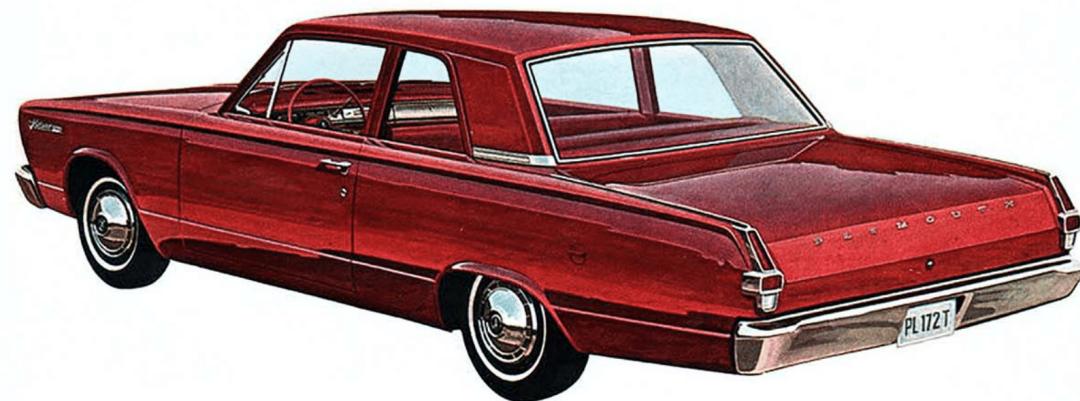
Where else can you get such value at bedrock prices? Name one—at Valiant 200's price—with front torsion-bar suspension. Or optional front-wheel disc brakes. Or so many *standard* safety features. Ask around . . . and let us know if you find another car that's so good-looking, fun to handle, comfortable. And with this combination: standard and optional equipment galore, low initial cost, economical habits. Chances are, the nearest you'll come is another Valiant . . . like the one shown on the next page. Another reason to *Let yourself go . . . Plymouth.*



Plymouth's Valiant 100 is one of the peppiest cars to be found anywhere on a 106-in. wheelbase. It's the lively low-priced model of Plymouth's economy leaders. It's available with two or four doors or in 2-seat station wagon fashion. Power comes as a standard "6" (170-cu.-in.) or 2-bbl. 273-cu.-in. V-8 . . . or as an optional 225-cu.-in. "6" or 4-bbl. Commando 273-cu.-in. V-8. Popular options include non-fade, caliper-type disc brakes for front wheels, 4-speed manual transmission (for V-8 only) and a 3-speed Torque-Flite automatic transmission.



Plymouth Valiant 200 4-Door Sedan in Dark Turquoise



Plymouth Valiant 100 2-Door Sedan in Bright Red

Valiant 200

Valiant 100



BARRACUDA

Swiftly and surely, selective sports-minded people are going Plymouth Barracuda—the fast new version of the car that started America thinking fastback. A bold, die-cast grille adds a new distinctive style note to a car already well-known for its singular, sweeping fastback rear. (And there's a big 14.4 sq. ft. of fully tinted glass in that rear window!) New, shell-type bucket seats are standard up front in Barracuda for '66. New, caliper-type disc brakes are optional for front wheels. A new console is optional with 4-speed manual or automatic transmission. A unique feature is a

"seven-feet-of-anything" space you get with Barracuda's back seat folded down. As you can see (right), there's plenty of room for practically anything under 7-ft. long to be loaded and carried. And a "security panel" for storing valuables separates the cargo area from the passenger compartment.

If you really want to rallye around in your new Barracuda, ask about the Formula 'S' package. It has almost everything you'd want, from rallye suspension to a readable tachometer. And that should really make you *Let yourself go... Plymouth.*



Plymouth Barracuda 2-Door Sport Hardtop in Dark Green Metallic



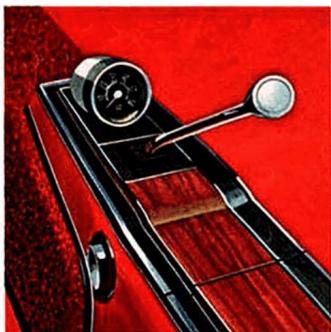
Air Conditioning. Quick-control response. Quietly efficient, high air-flow rates.



Tilt-a-Scope Steering Wheel telescopes 2.7 inches... tilts to five different positions.



Special Wheel Covers of deep-dish design and sleek, "bolt-on" look.



4-on-the-Floor Manual Transmission for easier shifting, more positive fingertip control.



440-cu.-in. V-8 Engine. A performance-plus engine that develops 365 hp at 4600 rpm.



Front-Wheel Caliper-Type Disc Brakes for tough service.

A	B	C	D	E	F	G	H	I
170	225	273	Commando	318	Commando	Commando	Commando	Commando
"6"	"6"	V-8	273 V-8	V-8	361 V-8	383 V-8	383 V-8	440 V-8
Horsepower.....	101 hp at 4400 rpm	145 hp at 4000 rpm	180 hp at 4200 rpm	235 hp at 5200 rpm	230 hp at 4400 rpm	265 hp at 4400 rpm	270 hp at 4800 rpm	325 hp at 4600 rpm
Torque, lbs.-ft.....	155 at 2400 rpm	215 at 2400 rpm	260 at 1600 rpm	280 at 4000 rpm	340 at 2400 rpm	380 at 2400 rpm	390 at 2800 rpm	425 at 2800 rpm
Compression ratio...	8.5 to 1	8.4 to 1	8.8 to 1	10.5 to 1	9.0 to 1	9.0 to 1	9.2 to 1	10.0 to 1
Bore, inches.....	3.40	3.40	3.63	3.63	3.91	4.12	4.25	4.25
Stroke, inches.....	3.125	4.125	3.31	3.31	3.31	3.38	3.38	3.75
Displacement, cu. in.	170	225	273	273	318	361	383	440
Carburetor type.....	1-bbl.	1-bbl.	2-bbl.	4-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type.....	Silenced	Silenced	Unsilenced	Silenced	Silenced	Silenced	2-Snorkel	2-Snorkel
Exhaust.....	Single	Single	Single	Single	Single	Single	Dual	Dual
Camshaft.....	Standard	Standard	Standard	Special	Standard	Standard	Standard	Standard
Fuel.....	Regular	Regular	Regular	Premium	Regular	Regular	Regular	Premium
AVAILABILITY—Valiant—Std.: A, C; Opt.: B, D Belvedere—Std.: B, C; Opt.: E, F, H Fury—Std.: B, E; Opt.: G, H, I								
VIP—Std.: E; Opt.: G, H, I Barracuda—Std.: B, C; Opt.: D								

NOTE: These are only a few of the many popular options you can add to the 1966 Plymouth of your choice. Not all options shown are necessarily available with all models. Plymouth also has specially designed, factory-installed trailer-towing equipment available for most models. For detailed information, ask your Plymouth Dealer.

Options, Accessories and Engines

VIP—Basic Specifications

EXTERIOR DIMENSIONS*	INTERIOR DIMENSIONS†	Standard Equipment
Wheelbase	119.0 in.	3-Speed Manual Transmission
Track, front	62.0 in.	Vinyl-and-Fabric Interiors
Track, rear	60.7 in.	Torsion-Bar Suspension
Length, overall	209.8 in.	Oriflow Shock Absorbers
Width, overall	78.7 in.	Seat Belts—Front and Rear
Height, overall **	55.3 in.	Self-Adjusting Brakes
**6-passenger load	†AMA Standards of measurement	Cigar Lighter, Front and Rear
		Heater/Defroster

*All dimensions listed are for V-8 sedans unless otherwise noted.

FURY—Basic Specifications

EXTERIOR DIMENSIONS*	INTERIOR DIMENSIONS†	Standard Equipment
Wheelbase	119.0 in.	3-Speed Manual Transmission
Track, front	62.0 in.	Vinyl-and-Fabric Interiors**
Track, rear	60.7 in.	Torsion-Bar Suspension
Length, overall	209.8 in.	Oriflow Shock Absorbers
Width, overall	78.7 in.	Seat Belts—Front and Rear
Height, overall **	55.3 in.	Self-Adjusting Brakes
**6-passenger load	†AMA Standards of measurement	Cigar Lighter, Front
		Heater/Defroster

*All dimensions listed are for V-8 sedans unless otherwise noted.

BELVEDERE—Basic Specifications

EXTERIOR DIMENSIONS*	INTERIOR DIMENSIONS†	Standard Equipment
Wheelbase	116.0 in.	3-Speed Manual Transmission
Track, front	59.5 in.	Vinyl-and-Fabric Interiors
Track, rear	58.5 in.	Torsion-Bar Suspension
Length, overall	200.5 in.	Oriflow Shock Absorbers
Width, overall	75.5 in.	Seat Belts—Front and Rear
Height, overall **	54.0 in.	Self-Adjusting Brakes
**6-passenger load	†AMA Standards of measurement	Cigar Lighter, Front
		Heater/Defroster

*All dimensions listed are for sedans unless otherwise noted.

VALIANT—Basic Specifications

EXTERIOR DIMENSIONS*	INTERIOR DIMENSIONS†	Standard Equipment
Wheelbase	106.0 in.	3-Speed Manual Transmission
Track, front	55.9 in.	Vinyl-and-Fabric Interiors
Track, rear	55.6 in.	Torsion-Bar Suspension
Length, overall	188.3 in.	Oriflow Shock Absorbers
Width, overall	70.2 in.	Seat Belts—Front and Rear
Height, overall **	53.1 in.	Self-Adjusting Brakes
**6-passenger load	†AMA Standards of measurement	Cigar Lighter, Front
		Heater/Defroster

*All dimensions listed are for sedans unless otherwise noted.

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 information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment, available at extra cost.

Customer Care and the Chrysler Corporation's 5-year/50,000-mile engine and drive train warranty*... are just a couple more good reasons for letting yourself go Plymouth in '66.

*Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation confidently warrants all of the following vital parts of its 1966 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential and rear wheel bearings. Required maintenance: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.

Roto in U.S.A. Code No. 81 505 6027



CUSTOMER
care

Basic Specifications