



CHRYSLER-PLYMOUTH 1978

Chrysler · LeBaron · Cordoba · Fury · Volare · Arrow · Sapporo · Trail Duster



For those who will always demand more from their automobile than mere transportation . . . for those who seek a rare degree of comfort, a rich, enveloping sense of luxury and a feeling of confidence in fine engineering, there is one clear uncompromising choice . . . 1978 Chrysler New Yorker Brougham.

This is full-sized motoring on a magnificent scale — either 4-door (illustrated) or 2-door. And far more affordable than looks would lead you to believe.

Optional on the New Yorker Brougham is the genuine leather 50/50 bench seating, rich to the eye and touch, with dual fold-down front armrests.



CHRYSLER NEW YORKER



Distinctive styling and expansive full-sized features make Chrysler Newport an automobile worth knowing and owning. The 1978 Newport in 2-door and 4-door models, comes on with an eye-catching grille design, optional sill molding, new optional premium wheel covers . . . and an elegant optional dual paint stripe.

Inside, choose from one standard and three optional interior trim styles, with covering body-conforming foam cushioning and finely detailed door panels.



Some items pictured on vehicles in this catalog are extra cost options.

CHRYSLER NEWPORT



With a Spring introduction the new Chrysler LeBaron came on stage and precipitated a totally new class of automobiles in both 2-door and 4-door models. Now Chrysler takes a new step in leadership with the sensationally new wagon that bears the honored name of Town & Country and the class distinction, LeBaron.

Compellingly beautiful, this luxurious Town & Country has style that sets it apart from any wagon on the road. Note the rich, simulated look of handcrafted wood . . . a step back into time with distinctive styling elegance on a personal level.

LeBaron . . . the new symbol of leadership.

CHRYSLER LeBARON



The LeBaron 2-door (below left) is a personal car that sports a young, aggressive style . . . with long hood, sleek deck, and trim roof line. The more classic style is expressed with the LeBaron Medallion 4-door (below right). A formal rear window

and a fully padded vinyl roof are standard. The Medallion 4-door interior features a fold-down center armrest, front and rear roof rail assist handles, convenient vanity mirrors and rear pillar lamps.

The optional genuine leather 60-40 split front seating (right center) with fold-down armrest, passenger recliner, and deep cut-pile carpeting, offers a level of luxury to please the most discriminating taste.



Fresh from its triumph as the most successful new personal sized luxury car in the last five years, the Cordoba — 1978 version — is new in brilliant new ways, with styling touches to capture your eye, your imagination, your personal sense of identity. Cordoba's sweeping, forward-reaching stance punctuated by the splendid grille texture and dual rectangular head lamps... elegant new rear deck and taillight design... all put tomorrow in your garage! Options can personalize to your taste... new colors will dazzle the eye!

And still, Cordoba comes to you at an attractive, attainable price for such a superbly equipped and outstandingly designed road car.



CHRYSLER CORDOBA

(Left) The epitome of personal expression is this optional luxurious, low back bucket seating in Corinthian leather, with driver and passenger recliner, adjustable headrest, optional center console with locking storage and TorqueFlite transmission shift lever.



(Below center) Shown here in near-profile to accentuate the ground-hugging low-line look, the Cordoba touch is evident in the optional styled aluminum road wheels.

(Below right) Luxurious optional padded elk-grain Crown vinyl roof, with opera windows and special rear window treatment, and distinctive "over-the-top" illuminated light band.





PLYMOUTH FURY

No matter how you look at it, the 1978 Fury looks new every time you see those young beautiful lines and wide, eye-filling expanses of glass. And you see Fury excitement in all its models: 2-door Sport, 4-door Salon, 2- and 4-door Furys and Suburban wagons.

What kind of Fury is your kind of Fury? Perhaps the Fury Sport — a youthful, hand-some 2-door hardtop (shown left) that in price, styling and value features says, "Go ahead. Enjoy."

Inside the Fury Sport you'll see added luxury for 1978: padded luxury trim and console armrests on doors . . . soft touch steering wheel . . . full shag carpeting . . . all standard.



(Above) The exciting optional interior called "Checkmate," available on Fury Sport, is a combination cloth-and-vinyl trim, shown here on the 60:40 split-bench seat with wide fold-down center armrest and passenger recliner. The same seat style is available in a soft, luxurious combination of Saxony and Whittier cloth with vinyl.

(Far left) Fury wagons are winners . . . in hauling, capacity, and comfort, to say nothing of good looks at a good price. Fury Sport Suburban, shown here, has handsome simulated woodgrain exterior accents and optional luggage roof rack and air deflector.

(Left) Top of the line is the 1978 Fury Salon 4-door sedan shown with optional vinyl roof and optional wire wheel covers.



Want a car with the advantages of reduced bulk and weight with the accent on interior comfort and the road-smoothing ride of a big car? Volare's got it! The good things about Volare are yours in hot-selling wagons, 2-doors and 4-doors.

And for 1978 you can order the exterior and interior in three distinctive trim levels . . . Premier, Custom, and basic Volare. The snazzy grille, bold, rectangular parking lights, and tail lamp styling are new for 1978!

All the big car features and options are yours in the car that has all America singing. The 2-door Volare with Premier options is shown at right. The roomy 4-door Volare with Premier exterior package is shown at bottom left. A neat choice whichever way you go.



PLYMOUTH VOLARÉ



(Left) The Volare Wagon with optional Custom exterior package is a marvel of efficient roominess. This 4-door seats six comfortably or provides room for over 72 cu. ft. of luggage or picnic things. Options can personalize it to your taste and needs.

(Below center) The fantastic optional T-bar roof opens up a lot of possibilities for fun and sun, and makes you feel young whatever your age! Tinted glass panels lift out and conveniently store in the trunk.

(Below right) The attractive Volare Custom package interior . . . featuring optional all-vinyl bucket seats with optional padded center console.



PLYMOUTH ARROW

"Me and my Arrow" is a song many Arrow owners feel expresses pride of ownership. It's a car that gives the driver and passenger a sense of command and comfort. And whether it's a GT, a GS, or an Arrow, you'll find Arrow features that are extra cost options on many other cars.

The exclusive Silent Shaft engine is an engineering marvel that is standard with automatic and 5-speed manual transmissions. An engine design that gives the four-cylinder benefits, plus smooth, quiet operation.

Pictured at left: the GT with cockpit compartment . . . full instrumentation . . . overhead console . . . 5-speed transmission . . . distinctive optional road wheels.



INTRODUCING PLYMOUTH SAPPORO

Sheer Pleasure is the key thought for Sapporo. Under the hood is Chrysler's exclusive Silent Shaft engine with Sapporo's new Jet Air Injection System. In the cockpit you find standard sport gauges, forced air ventilation, overhead console with digital clock, luxurious pleated cloth seating, reclining seat backs, lumbar supports, and more.

With all these standard features, options are minimal . . . automatic transmission, AM/FM stereo radio with 8-track tape, air conditioning, speed control, Basic or Premium packages . . .

But get it on the road . . . then you can appreciate what *Sheer Pleasure* really is!





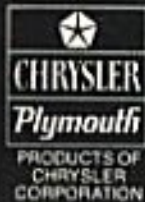
PLYMOUTH TRAIL DUSTER

Trail Duster is the king of quick-change artists . . . play horse/plow horse; race horse/work horse; pack horse/horse of many colors. Dress it up and a Trail Duster will grace the fanciest boulevard. Gear it up for action, and Trail Duster is a real torque-winding, stump-pulling, stick-to-it machine!

And there's lots new for '78 . . . new seats . . . new sunscreen glass . . . new, tough Hurst transfer case gear selector . . . new tuff steering wheel . . . new tilt steering column . . . new trailer-tow packages.

With engine options and power options . . . hard top/soft top . . . 4-wheel drive/2-wheel drive models . . . you can customize a Trail Duster to your requirements.

For the love of life, come join the Plymouth Convoy and take off in a new '78 Trail Duster!



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