



Another Chrysler Corporation First From Your Plymouth-Valiant Dealer!

With the introduction of the 1963 Valiant, your Plymouth-Valiant dealer announces the industry's first 5-year or 50,000-mile warranty, as an expression of his confidence in The New Valiant—best all-around compact anybody has come up with yet! It is further a reflection of the new concern at Chrysler Corporation—building better cars . . .

The New Valiant

Best all-around compact
anybody has come up with yet . . .

This is an adventure story. Feature-length, it relates the sometimes frustrating, often exciting, always interesting story of how the first of America's second generation of compact cars came to be. It tells you, firsthand, why the 1963 Valiant is the way it is—and why its differences and improvements are important to you, as a prospective new-car buyer. It is the story of the 1963 Valiant, and reflects the thinking of the new concern at Chrysler Corporation—building better cars. It also explains why this is the best all-around compact anybody has come up with yet! It begins . . .

Some of the 33 features that make The New Valiant the best all-around compact anybody has come up with yet!

11. CAMEL'S HUMP...Valiant's new 18-gallon gas tank. Now you can darn near drive all day long without ever going near a gas pump. Great for travel, especially on those non-stop turnpikes.

23. REPORT CARD...Valiant's easy-to-read instrument panel reports at a glance exactly what's going on under the hood. Speed. Temperature. Oil pressure. Fuel supply. You name it, it's right in sight.

15. FIRING PIN...Valiant's new starter. Whatever the weather, when you turn the ignition key in a Valiant, expect action. Hot or cold, The New Valiant's built to give you starts instead of fits.

6. SECRET WEAPON...Valiant's armed with a hot 101-hp engine. Standard equipment. And, for those who wish it, there is our optional Super 225 power plant. It's hotter than the proverbial hinges of you know where.

2. FLIP-TOP...Valiant's new convertible models. Put top up or stow it away in seconds. Manually operated. Or, if you choose, as an optional feature, you can have it power-operated. Either way, it's a snap.

12. COMMAND POST...Valiant's Signet 200 series boasts bucket seats. Commanding. Comfortable. Individually adjustable—for you and your passenger's personal comfort. All-vinyl. And soil-resistant, to boot.

4. LIFE PRESERVER...Valiant's alternator. An ingenious battery-saving device, introduced by Valiant in 1960, that delivers current, even at idle, to extend battery life. Valiant is the only low-price compact to offer it as standard equipment.

26. WEATHERMAN...This fan is the heart of Valiant's optional heater. Lets you warm up the weather inside your Valiant within minutes after the car is started. Clears your windows free of frost quickly, too.

1. BUG KILLER...1963 Valiant prototypes were run 500,000 test miles—10 times the torment any ordinary car endures—before we were sure we had found and finished off every last "bug" in its unitized construction.

14. GAY BLADES...Valiant's tandem-action, electric wipers, with exclusive Air Foll action, happily handle that annoying center blind spot, cling to the windshield even at high speeds. And, again, it's a standard equipment feature.

17. TWIST EXPERTS...Valiant's front torsion bars solved the problem of how to give this car the smoothest ride going. They get their spring action through a twisting action. A Valiant exclusive among compact cars at its price.

8. INSTANT SOUND...Valiant's new transistorized radio. Simply switch on. Boom. Sound. No warm-up period is required. It's an optional item but well worth the money, especially if you want to dance.

19. SOFT TOUCH...Valiant's optional power steering is another convenience among low-priced compacts. Some compacts simply don't have the power to spare for such driving conveniences. Valiant does.

33. REDUCING PLAN...Valiant's low price tag. Next to its lively new look, it's probably Valiant's most attractive feature. Nice to know that for all its extra value, Valiant's a compact that fits any purse.

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21. QUICK-CHANGE ARTIST...Valiant's optional automatic TorqueFlite transmission. Smooth. 3-speed. Steps away from stop lights like some kind of jackrabbit.

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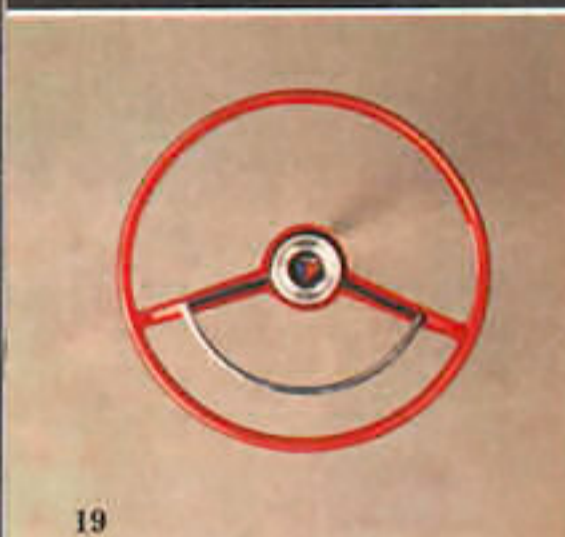
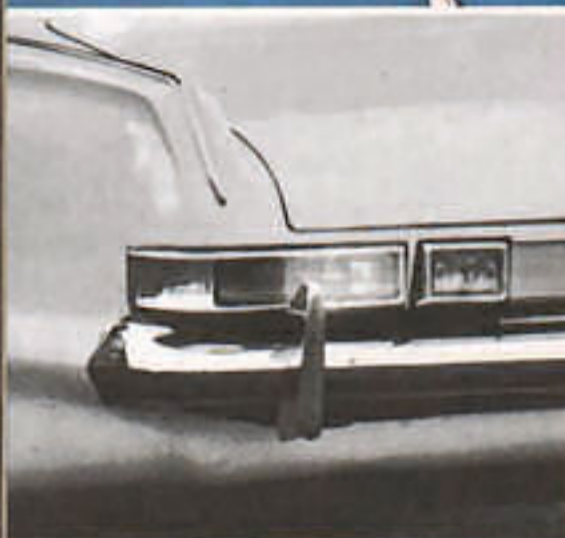
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... in mid-March of 1960, five months after the introduction of the first Valiant, a small group of talented designers, skilled engineers and experienced production specialists met to discuss a new assignment, a compelling challenge. Could they, as a result of their considerable experience in creating the 1960 Valiant and their current knowledge of competitive products and plans, build an even better compact car for the American family and introduce it ahead of competition?

They could certainly try. And so they went to work.

Their problem, admittedly oversimplified, was just this: com-

bine the comfort and performance features of today's luxury compacts (Olds, Buick and Pontiac) with the simplicity and low cost of the budget-conscious ones (Falcon, Corvair and Lark). Let's face it. By 1963, we knew, some compacts would stress their penny-pinching, others, parade their prestige. Our job: a design to wed the best of both at a price that would fit any purse.

So, in the clay-model rooms of the stylists, the forward-plan labs of the engineers and on the layout boards of the product planning people, a brand-new kind of compact car began to come to be. As the new body took shape and substance in clay, it soon



became clear that here was to be the most beautiful compact car body anybody ever had. Here was a compact car design as American as apple pie and 4th of July. First strong impression was one of functional simplicity—from its large, new seven-inch headlights to its sturdy, wraparound rear bumpers. No garish adornments, no fussy lines.

Result: a broad, flat hood to give the driver an excellent view of both front fenders. A sloping rear deck flanked by sharp fender ridges, which are a real aid in parking. Aside from its attractively low price, perhaps, we can't think of a single better reason for

buying Valiant than its lively new look! (And speaking of new look this year, how about our new Valiant convertible. Pictured on pages 8 and 9 of this book, it's an eyeful!)

Structurally, throughout, The New Valiant is about as simple as sheet metal can be, for added strength, corrosion resistance and noise reduction. Don't even bother looking for words like "rust" or "rattles" in a 1963 Valiant unless you bring along your own dictionary. Here's why. In addition to rust-free plastic components, water-shedding vinyl seals and galvanized door sills, our strict quality-control program demands an improved, 13-step,

deep-dip anti-corrosive bath for each and every Valiant before it may go out to play.

Inside, too, this year, Valiant is every bit as beautiful as a car can be. You've almost got to come sit inside The New Valiant to appreciate how luxurious these interior innovations actually are. Feel the heavy-duty, foam-soft seat padding. Notice the heavy-duty floor mats with reinforced rubber foot mats. See the bold-hued body cloth that combines the beauty of cashmere with the brute strength of burlap. (The mill that supplies it told us it was impossible, when we showed them our requirements, but they

came up with it.) Then, there's all-vinyl headlining, extended aluminum scuff plates and . . . well, as we said, find yourself a '63 Valiant and just sit in it. Wear work clothes, if you wish. These interiors are soil-resistant. Oh, and incidentally, those bucket seats in the sporty Valiant Signet 200 series, shown here on page 6, are individually adjustable for your personal and passenger's comfort and convenience.

And speaking of comfort, yours to be sure, the engineers came up with the nearest thing to complete weather control since the California Chamber of Commerce. The New Valiant's "Climate



Valiant Signet 200 Series interior, above



Valiant V-200 Series interior, below



Control" (officially the engineers call it a "Heater and Ventilation System"—but that's so square) lets you bask in the warmth of Miami Beach while driving through a Minnesota blizzard. Or you can cool yourself with a soothing spring breeze during August's Death Valley days. No kidding, and another amazing thing with Valiant's new "Climate Control" is you can select the "Weather" within minutes after turning on the ignition. What won't our engineers come up with next?

Awfully glad we asked, actually, because there are a number of other driving conveniences incorporated in The New Valiant

of more than passing interest. New parallel-action wipers to clear that V-shaped center blindspot still found in many other cars. And a new, transistorized radio—you know, instant sound.

Meanwhile, some mighty exciting changes, innovations and improvements were taking place underneath the body shell, to prove The New Valiant's beauty is more than skin deep—goes to the bone, so to speak, or in this case, the chassis.

Most important thing here, of course, what's under the hood. And here, we had no problems . . . Valiant's 101-hp engine was by this time (1961) running rings and circles around competitive



compacts. And, combined with Valiant's more efficient, optional automatic, 3-speed transmission, we were even able to rival the economy ratings of their far less powerful engines. Even so, we decided to offer, as an option, a 225-cubic-inch engine which we nicknamed the "Hot Box." It can, and has, beaten full-size Ford and Chevrolet V-8's in acceleration tests.

Thus The New Valiant is the only compact at its price to provide a shorter, safer passing interval than competitively priced compacts, and still allow the engine to maintain maximum highway speeds at a lower rpm ratio, reducing internal strain

and prolonging engine life—all without sacrificing traditional compact fuel economy. In a word, Valiant's a pure pleasure to drive.

Additionally, The New Valiant's superior engine even allows us to offer such options as air conditioning, for those who wish it. Most other compacts at Valiant's low asking price just can't spare the power for such luxury-car conveniences.

Up front, in the suspension system, we continued to use torsion bars, like those employed in expensive road racing cars, to make steering almost effortless and reduce driver fatigue. These "twist experts" have the effect of carpeting the roughest road



from curb to curb. The New Valiant is the only '63 compact we know of at its price to incorporate this convenience.

Another component which we designed, and pioneered the use of, is the alternator, which, once the engine is started, constantly delivers current to the battery, even at idle, helps keep electrical components operating even in adverse conditions and aids in assuring cold weather dependability. In addition, this engineering advance—far simpler and more reliable than old-fashioned generators—prolongs Valiant's battery life expectancy far beyond that of other competitively priced compact cars.

Still another improvement under the 1963 Valiant's hood is an entirely new starter—you get starts, not fits. The New Valiant's muffler and tailpipe are aluminized to resist rust, corrosion and wear far better than before. And all major lubrication points are sealed with lubricant at the factory so you needn't spend a dime greasing them for the first 32,000 miles.

Next, we replaced the conventional car wiring system with printed circuits. Simply plug 'em into place and they're there to stay. No installation problem, nothing to sop up moisture and short out. And, again with your convenience in mind, The New

Valiant's fuel tank capacity was increased to 18 gallons, so you can darn near drive all day without going near a gas station, unless, of course, one of the kids should have to.

Now, suddenly, it is June of 1961 and our first prototypes—handbuilt forerunners of our 1963 dream car—are ready. And they're beauties, but brother, what we're going to do to 'em.

You see, a prototype is only a promise until it has proven itself. So, we took our beautiful prototypes and, a little like leading lambs to slaughter, turned them over to our testing people who are paid by us but work, night and day, for you.

You simply cannot, in good conscience, introduce a completely new car, like the 1963 Valiant, until you run it around the block, around the clock and right into the ground to be absolutely certain that you have found and finished off every last bug in it. And so our first "bug killers" went to work . . .

Bounced and twisted for 32 days in our structures lab. Shaken for 11 days in our dynamics lab. They weathered a seven-day gale. Went through the equivalent of seven hurricanes, 12 tornados and nine earthquakes. Started, again and again, again and again, in the arctic basement of northern Canada. Run, flat-out,



hour after hour, hour after hour, in the white-hot heat of the Arizona desert.

They were driven 50,000 miles at top speed over all kinds of road surfaces—some 10 times the strain any ordinary car would ever have to withstand. At one point in the test program, they were kept going 24 hours a day for two full months, stopping only to switch drivers (who weren't made of Valiant's stuff) and service the cars.

Horns were blown 58,432 times, turn signals checked 241,032 times and trunk lids opened and slammed 3,652 times. In all, our

prototypes went through, beg pardon, hell and high water, but it was worth it to us and, more importantly, to you.

We uncovered 358 design flaws. Areas to improve before we built Car Number One. Not just fixed or corrected, mind you, but improved—back to the drawing board—redesigned, rebuilt, retested, until the result was right. This we did, in spades.

So confident are we of The New Valiant's clear-cut competitive superiority we simply say: "Valiant is the best all-around compact anybody has come up with yet!"

Get one—and start a great adventure story all your own!

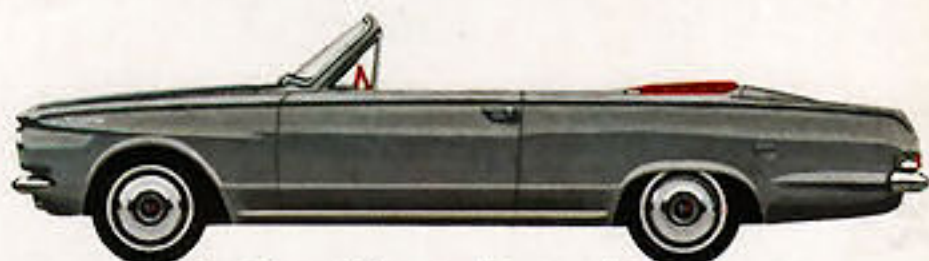
America's First 5-Year Warranty

*Best all-around compact
anybody has come up with yet—
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Talking quality is one thing. Backing it up is quite another. With the announcement of America's first 5-year or 50,000-mile automobile warranty,* your Plymouth-Valiant Dealer has expressed the greatest confidence in product quality known to the industry.

This is why we can call The New Valiant the best all-around compact anybody has come up with yet. It is a product of the new concern at Chrysler Corporation—building better Valiants. We believe The New Valiant is just about as trouble-free as any car can be. And this 5-year warranty shows you we mean what we say. So, before you invest your money in any new automobile take a long look at The New Valiant—with its 5-year warranty—best all-around compact anybody has come up with yet!

*Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust cover), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules. Factory-approved remanufactured parts may be used for replacement.



Valiant Signet 200 convertible/metallic gray



Valiant Signet 200 2-door hardtop/black



Valiant V-200 convertible/metallic brown



Valiant V-200 4-door sedan/light beige



Valiant V-200 2-door Sedan/red



Valiant V-200 4-door station wagon/dark metallic blue



Valiant V-100 4-door sedan/medium beige



Valiant V-100 2-door sedan/metallic green



Valiant V-100 4-door station wagon/medium metallic blue

Other colors available but not shown: Valiant light blue, light green, and white

1963 VALIANT ACCESSORIES

*Customize your Valiant with these
factory-installed accessories
available at slight extra cost . . .*

225 cubic-inch engine

Textured vinyl roof (Signet 2-door hardtop only)

Available after Dec. 1

Air conditioner

Automatic 3-speed push-button transmission

Instant temperature response heater-defroster

Fully transistorized radio

Full-time power steering

Undercoating

Twin-jet windshield washer

Variable-speed electric windshield wipers

Deluxe wheel covers (standard on Signet)

Whitewall tires

Power convertible top

Super-foam front-seat cushion

Deluxe, all-vinyl trim (V-200 4-door sedan & wagon)

Outside left mirror

Inside day-night mirror

Back-up lights (standard on Signet)

Solex glass

Bumper guards, front and rear

Safety seat belts

Padded instrument panel

Electric remote-control tailgate window (for wagons only)

Roof luggage rack (for wagons only)

*Ask for these
dealer-installed accessories . . .*

Rear-seat speaker

Rear-window defogger

Padded sun visors (right and left)

Rear door dome light switch

Glove box light

Emergency warning light

Parking-brake warning light

Trunk compartment light

Locking fuel tank filler cap

Underhood light

Tailgate window lift safety switch (for wagons only)

1963 VALIANT SPECIFICATIONS

Interior Dimensions	Sedans	Station Wagons
Headroom, Front*	38.1 in.	38.4 in.
Headroom, Rear*	37.2 in.	37.9 in.
Legroom, Front	40.9 in.	40.9 in.
Legroom, Rear	34.4 in.	34.4 in.
Hiproom, Front	56.9 in.	57.0 in.
Hiproom, Rear	57.0 in.	57.0 in.
Seat Height, Front	8.5 in.	8.5 in.
Seat Height, Rear	11.6 in.	11.6 in.
Kneeroom, Rear	3.3 in.	3.3 in.
Trunk Volume—Sedans	23.6 cu. ft.	

* Includes cushion deflection due to passenger weight according to A.M.A. standards of measurement.

Exterior Dimensions	Sedans	Station Wagons
Wheelbase	106.0 in.	106.0 in.
Tread, Front	55.9 in.	55.9 in.
Tread, Rear	55.6 in.	55.6 in.
Length, Overall	186.2 in.	186.8 in.
Width, Overall	68.8 in.	68.8 in.
Height, Overall	53.4 in.	53.1 in.

Brakes

Four-wheel hydraulic, internal expanding, duoservo with self-energizing shoes. Molded asbestos lining, bonded shoes. Size: 9 x 2½ inches, 9 x 2 inches in rear. Lining area: 153.5 square inches.

Suspension

Front..... torsion bars and ball joints
Rear..... 2½-inch outboard-mounted asymmetrical leaf springs
Shock absorbers..... Oriflow type

6-Cylinder Engine

Horsepower	101 at 4400 rpm
Torque, Lbs-Ft.	155 at 2400 rpm
Compression Ratio	8.2 to 1
Bore, Inches	3.40
Stroke, Inches	3.125
Displacement, Cubic Inches	170

Electrical System

Heavy-duty, 12-volt, 38-ampere-hour battery. Chrysler Corporation alternator with high charging rate at low engine speeds.

Rear Axle

Type	Hotchkiss drive, hypoid rear axle
Ratio with manual transmission	3.23 to 1
Ratio with automatic transmission	3.23 to 1

Tires and Wheels

Safety-Rim wheels with low-pressure tubeless tires. Wheels are 13 x 4½ inches with 6.50 x 13 tires standard on all models.

Capacities

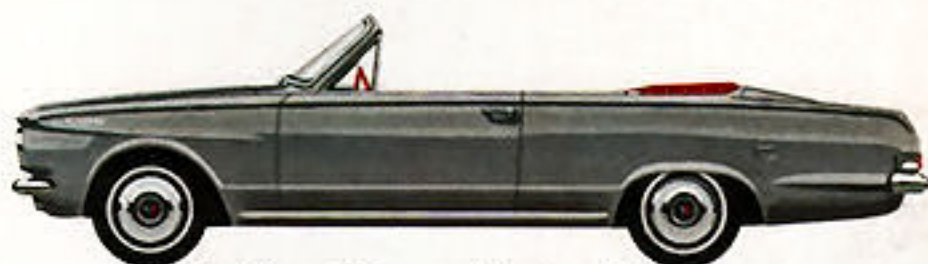
Fuel tank	18 gallons
Cooling system	11 quarts
Engine crankcase	4 quarts

Station Wagon Cargo Compartment Dimensions

Length—rear seat up, tailgate up	51.8 in.
Width max.	52.6 in.
Between wheel housings	43.5 in.
Height max.—floor to ceiling	30.4 in.
Rear opening width—max.	43.3 in.
Rear opening height	26.1 in.
Load space, rear seat flat	68.3 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. Automobiles pictured show optional equipment items. Product information published herein, while correct at time of publication, is subject to change. Competitive product comparisons, while valid at the time of this printing, may also change in the course of the model year.

The New Valiant—
Quality-Engineered by Chrysler Corporation



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