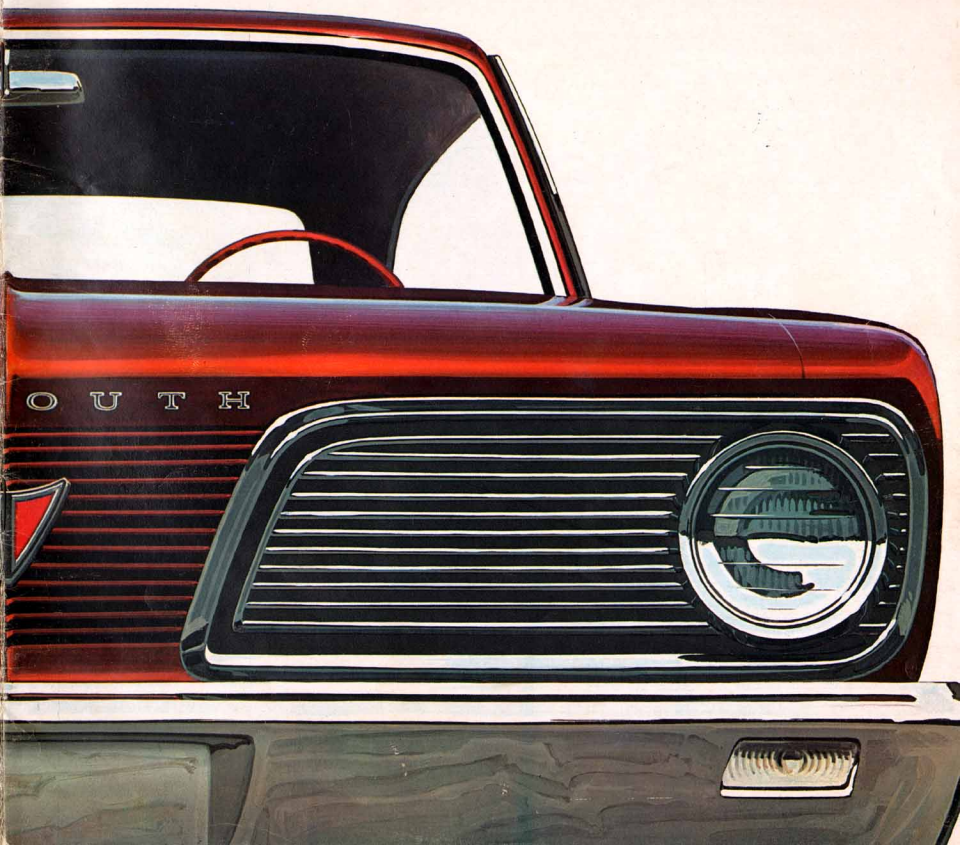


'66 Plymouth Valiant



Signet



... the stylish, new economy package for '66. This is the Valiant that really lets you live... within your budget, and still take on a sporty feel and a prestige look. Every sport-going and luxury-living feature and option offered by Valiant is available in Signet's two economy-bred beauties, the 2-door hardtop and the convertible. To live it up Signet, try such options as the Commando 273-cu.-in. V-8 engine, front wheel disc brakes, Special Blue Streak tires with heavy-duty suspension package, or the all-vinyl, textured roof. Or, if you are more conservative, pick from one of 10 models of Valiant 200 or 100. For power you have a choice of four stingy, but sprightly engines. For color, there is a beautiful, wide selection of 17 solids and 7 two-tone combinations. And for the extra touch, there are options galore. But we can't tell the full Valiant story on this first page. So we invite you to read the facts on the pages that follow. Once you have, we're sure you'll decide to... *Let yourself go... Plymouth.*



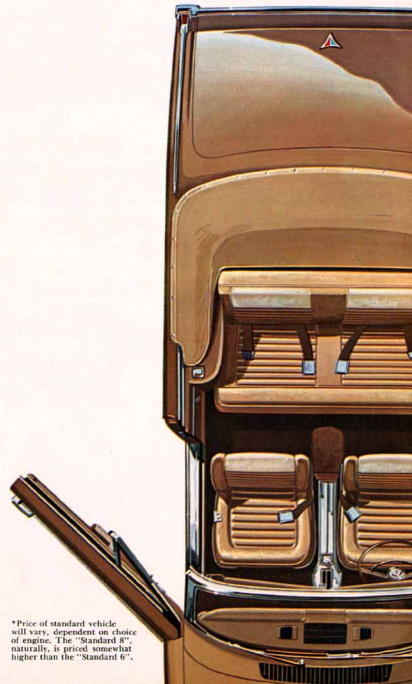
Signet Hardtop/Dark Red Metallic exterior with Black interior



Signet Convertible | Bronze Metallic exterior with Tan interior

Standard Equipment: 170-cu.-in. 6-cyl. engine*/273-cu.-in. 2-bbl. V-8 engine*/Manual 3-speed transmission/Heater with defroster/Padded instrument panel/Front and rear seat belts/All-vinyl bench-type seats/Back-up lights/Outside rear-view mirror/Variable-speed windshield wipers with windshield washer/Color-keyed, deep-pile carpeting/Tailored interior trim/Turn signal indicators/Front and rear armrests/Cigar lighter—instrument panel/Inside rear-view mirror/Sun visors—right and left.

Popular Options: 225-cu.-in. 6-cyl. engine/Commando 273-cu.-in. 4-bbl. V-8 engine/Front wheel disc brakes/3-spoke sport steering wheel/Console-mounted "4-on-the-floor" manual transmission 8-cyl. model with bucket seats only/Console-mounted TorqueFlite automatic transmission with bucket seats only/Air conditioning/Power steering/Power brakes/Special Blue Streak tires/Bucket seats/Transaudio AM radio/(See page 13 for complete option listing). *Let yourself go . . . Plymouth.*

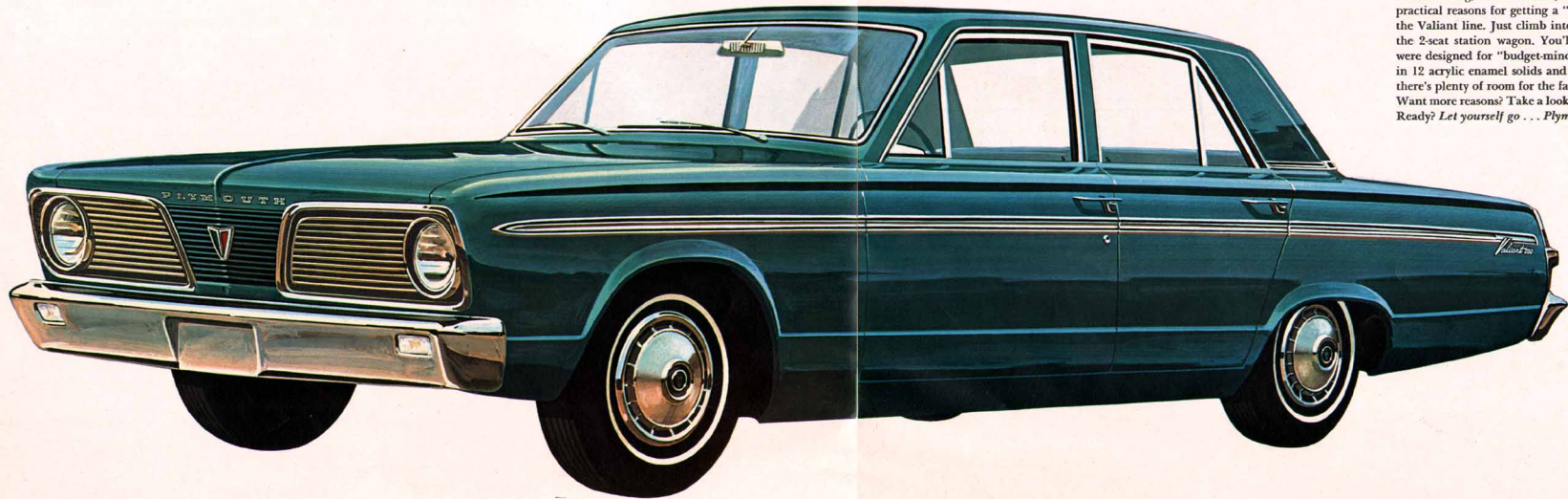


*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "Standard 6".

Valiant 200



Good-looking, fun to handle, comfortable, inexpensive . . . four practical reasons for getting a "200", the middle-priced model of the Valiant line. Just climb into the Valiant 200 4-door sedan or the 2-scat station wagon. You'll find it difficult to believe they were designed for "budget-minded" people. This year they come in 12 acrylic enamel solids and 7 two-tone combinations. Inside, there's plenty of room for the family, and cargo space for luggage. Want more reasons? Take a look at the long list of Valiant options. Ready? *Let yourself go . . . Plymouth.*



Valiant 200 4-Door Sedan/Dark Turquoise Metallic exterior with Turquoise interior.



Valiant 200 2-Seat Wagon/Dark Blue Metallic exterior with Blue interior

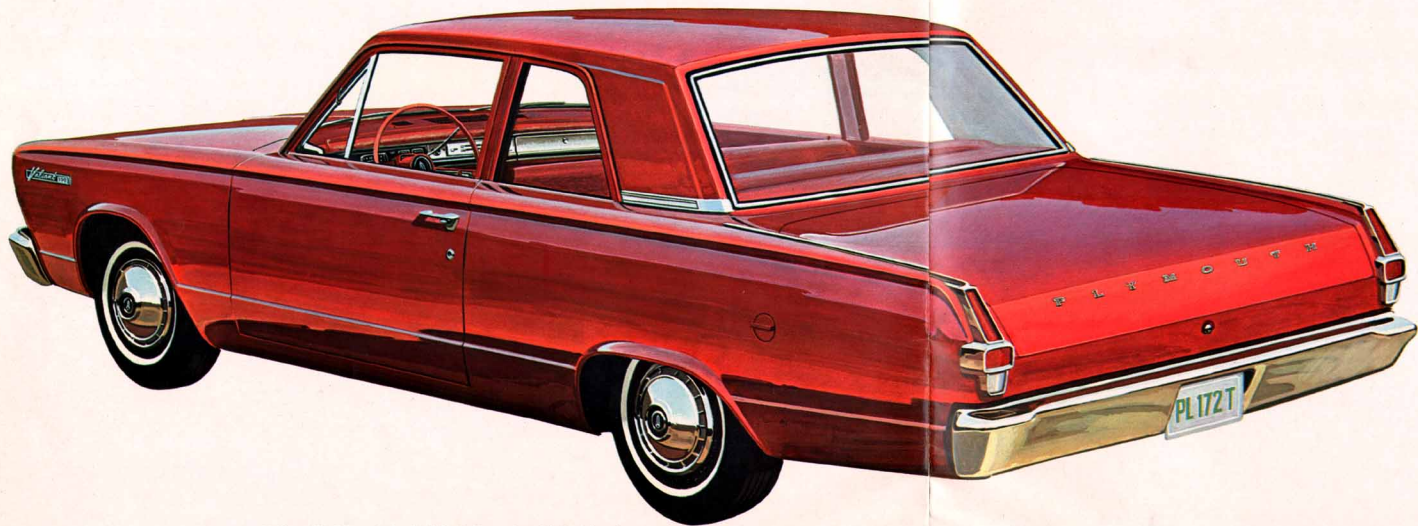
... Valiant 200 is the best of the low-cost station wagons. Its big roomy interior makes hauling friends or freight a simple job. With rear seat down and tailgate closed there's more than 68 cubic feet of load-carrying capacity. Raise the seats and you've got room for six passengers plus ample luggage space. Want more capacity for baggage or equipment? Add the optional roof luggage rack. Then, get behind the steering wheel and ... *Let yourself go ... Plymouth.*

Standard Equipment: 170-cu.-in. 6-cyl. engine*/273-cu.-in. 2-bbl. V-8 engine* / Heater-defroster / Deep-pile floor carpeting / Front and rear seat belts/Manual 3-speed transmission/Front and rear armrests / Outside rear-view mirror / Padded instrument panel / Back-up lights/Variable-speed windshield wipers with windshield washer / Dome light / Cigar lighter - instrument panel / Directional turn signals / Inside rear-view mirror / Bench-type front seats/Right and left sun visors/Roll-down rear window - station wagons/Rubber mat - cargo area - station wagons.

Popular 200 Options: 225-cu.-in. 6-cyl. engine/Commando 273-cu.-in. 4-bbl. V-8 engine / Deluxe wheel covers / 3-spoke sport steering wheel/Air conditioning/Sure-Grip differential/Manual "4-on-the-floor" transmission-8-cyl. only/TorqueFlite automatic transmission/Bumper guards - front and rear/Transaudio AM radio/Electric tailgate window lift - station wagons/ (See page 13 for complete option listing).

*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "Standard 6".





Valiant 100 2-Door Sedan/Bright Red exterior with Red interior.

Valiant 100



Valiant 100 . . . the lively low-priced model of Plymouth's economy leaders. Who says you can't find get up and go, beauty and durability at a budget price? *Let yourself go . . . Plymouth.*

Valiant 100 Standard Equipment: 170-cu.-in. 6-cyl. engine*/273-cu.-in. 2-bbl. V-8*/3-speed manual transmission/Variable-speed windshield wipers with windshield washer/Outside rear-view mirror/Back-up lights / Padded instrument panel / Dome light / Heater-defroster / All-vinyl interior / Vinyl headlining and rubber floor mats/Directional turn signals.

Popular 100 Options: 225-cu.-in. 6-cyl. engine/Commando 273-cu.-in. 4-bbl. V-8/Transaudio AM radio with antenna/TorqueFlite automatic transmission/Tinted glass windshield/Day-Nite inside rear-view mirror/ (See page 13 for complete option listing).

*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "Standard 6".



Valiant 100 4-Door Sedan

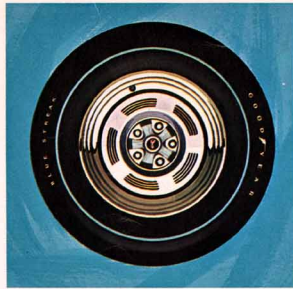


Valiant 100 2-Seat Station Wagon

Options, Accessories and Engines



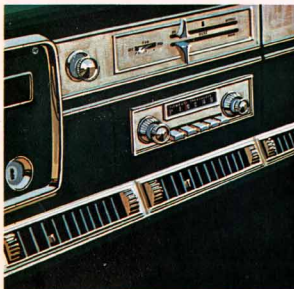
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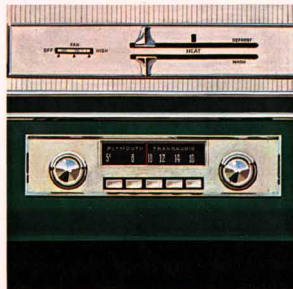
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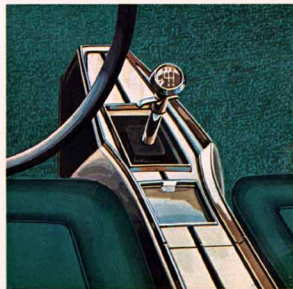
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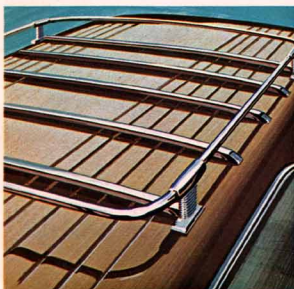
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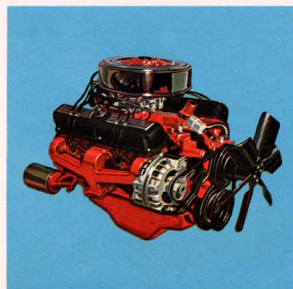
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6



7



8

	170 Standard "6"	225 Optional "6"	273 Standard V-8	273 Optional V-8
Horsepower . . .	101 at 4400 rpm	145 at 4000 rpm	180 at 4200 rpm	235 at 5200 rpm
Torque, lbs.-ft.	155 at 2400 rpm	215 at 2400 rpm	260 at 1600 rpm	280 at 4000 rpm
Comp. ratio . . .	8.5 to 1	8.4 to 1	8.8 to 1	10.5 to 1
Bore, inches . . .	3.40	3.40	3.63	3.63
Stroke, inches . . .	3.125	4.125	3.31	3.31
Displacement . . .	170-cu.-in.	225-cu.-in.	273-cu.-in.	273-cu.-in.
Carburetor . . .	1-bbl.	1-bbl.	2-bbl.	4-bbl.
Air Cleaner . . .	Silenced	Silenced	Silenced	Unsilenced
Exhaust	Single	Single	Single	Single
Camshaft	Standard	Standard	Standard	Standard
Fuel	Regular	Regular	Regular	Regular

9

1—Front-wheel caliper-type disc brakes. Great for driving through bad weather or in rallies. Provide stable, predictable braking action even under severe conditions.

2—Special Blue Streak tires, the high-performance option designed for longer tire wear and better traction in competition driving (With suspension package only).

3—All-vinyl-covered, shell-type bucket seats, optional on Signet, add extra flair, sporty feel and comfortable ride.

4—Valiant's new, fresh air conditioning system brings the cool, comfortable temperatures of spring to you. Its increased air flow rates cool the car faster, bring humidity down to an ideal level within minutes.

5—The Transaudio AM radio puts beautiful sound at your fingertips. Fully transistorized with push-button station selection, it will provide endless hours of clear music or voice wherever you go.

6—The fully synchronized "4-on-the-floor" manual transmission is designed for the sports enthusiast who enjoys quick gear action, constant driving control. It now has new Chrysler linkage and reverse gear lockout features (8-cyl. engine only).

7—The roof luggage rack is mighty handy for adding cargo space on Valiant wagons. It's the practical way to add looks to utility.

8—This Commando 273-cu.-in. V-8 engine with 4-barrel carburetor adds real get up and go to your Valiant. (Not available on wagons).

9—Valiant engine availabilities chart. Four ways of powering the economy-minded Valiants . . . 170- and 225-cu.-in. 6-cyl. engines and 273-cu.-in. V-8 engines.

Additional Options and Accessories

3-spoke sport steering wheel (200 and Signet only) / Power steering / Power brakes / Power tailgate window lift (wagons only) / Sure-Grip differential / Automatic TorqueFlite transmission / All-vinyl textured roof (Signet only) / Special wheel covers / Bumper guards, front and rear / Whitewalls tires / Day-Nite rear-view mirror / Seat belt retractors, front and rear.

Trailer-Towing Packages

Plymouth has specially designed factory-installed trailer-towing equipment available for most models. For detailed information ask your Plymouth Dealer for the highly informative booklet on this subject. *Let yourself go . . . Plymouth.*

Ask your Plymouth Dealer for other options and accessories.

Colors and Specifications



Colors shown here may differ slightly from color chips available at your Plymouth Dealer.

Signet — 17 solid exterior body colors are available for the '66 Valiant Signet. Each is shown in the color chart at left. Interiors are all-vinyl, and are offered in Blue, Tan, Red and Black. (Signet interiors are shown on pages 2 & 4.)

Valiant 200 — 12 solid exterior colors are available for Valiant 200 sedans and wagons. They are: Light Blue, Light Blue Metallic, Dark Blue Metallic, Light Turquoise Metallic, Dark Turquoise Metallic, Beige, Bronze Metallic, Bright Red, Dark Red Metallic, Silver Metallic, White and Black. There are also 7 two-tone exterior color combinations available in this series. Cloth-and-vinyl interiors are offered in both sedans and wagons. They come in Blue, Turquoise, Tan and Red for sedans. Blue, Turquoise and Tan in wagons. All-vinyl interiors are optional in these same colors. (Valiant 200 interiors are shown on pages 6, 7, 8, and 9.)

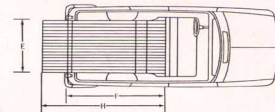
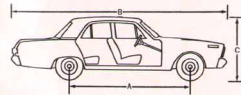
Valiant 100 — There are 10 exterior solid colors available for the Valiant 100 series. They are: Light Blue, Light Blue Metallic, Dark Blue Metallic, Light Turquoise Metallic, Dark Turquoise Metallic, Beige, Bronze Metallic, Bright Red, White and Black. There are also 5 two-tone exterior color combinations available in this series. Interiors are available in Blue, Tan, and Red. (Valiant 100 interiors are shown on pages 10 and 11.)

Valiant 100 and 200	Sedans	Wagons
Wheelbase (A)	106.0	106.0
Overall length (B)	188.3	189.0
Overall width	70.2	70.2
Overall height* (C)		
Six	53.1	53.2
V-8	53.4	53.5
Track, front wheels	55.9	55.9
Track, rear wheels	55.6	55.6
Passenger space		
Effective headroom, front seat	38.6	38.2
Effective headroom, rear seat	37.3	37.7
Effective legroom, front seat	40.7	40.7
Effective legroom, rear seat	34.2	34.2
Shoulder-room, front seat	54.2	54.2
Shoulder-room, rear seat	54.4	54.4
Seat height, front seat	8.0	8.0
Seat height, rear seat	11.6	11.6
Rear-seat kneeroom	3.1	3.1

*NOTE: Height dimensions are based on a newly established full rated load of passengers and luggage.

Brakes

Hydraulic, 6-cyl. engine model has 9-in. diameter brakes. Front wheels, 2.25-in.-wide front shoe, 2.5-in.-wide rear shoe. Rear wheels have 2.0-in. shoe. Total lining area is 153.5 sq. in. V-8 engine model has 10-in. diameter brakes. 2.25-in. front wheel shoes and 1.75-in. rear-wheel shoes for a total of 156.2 sq. in.



Suspension	6-Cylinder Engine	Electrical System
Front	Horsepower	Heavy-duty, 12-volt, 39-ampere-hour battery with 170-cu.-in. 6-cylinder engine. Chrysler Corporation alternator with high charging rate at low engine speeds.
Rear	Torque, lbs-ft	
	Compression ratio	
	Bore, inches	
	Stroke, inches	
	Displacement, cubic inches	

Torsion bars and ball joints
2½-inch outboard-mounted asymmetrical leaf springs
Oriflow type
101 at 4400 rpm
155 at 2400 rpm
8.5 to 1
3.40
3.125
170

Hotchkiss drive, hypoid rear axle
Ratio with manual transmission (6-cylinder engines) 3.23 to 1
Ratio with automatic transmission (170-cu.-in. 6-cylinder engine) 3.23 to 1
Safety-Rim wheels with low-pressure tubeless tires. Standards are 13 x 4½ inches with 6.50 x 13 tires mounted on all 6-cylinder models, 7.00 x 13 tires on 8-cylinder models.

Capacities	Wagon Cargo Compartment Dimensions
Fuel tank	Floor length—rear seat up, tailgate up
Cooling system, 6-cylinder (with heater)	Width Max
V-8 (with heater)	Between wheel housings
Engine crankcase	Height max.—floor to ceiling
	Rear opening width—max. (E)
	Rear opening height (D)
	Floor length, rear seat flat, tailgate up (F)
	Floor length, rear seat flat, tailgate down (H)

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

51.8 in.
52.6 in.
43.5 in.
30.4 in.
43.3 in.
25.1 in.
.838 in.
105.3 in.

Customer Care and the Chrysler Corporation's 5-Year/50,000-Mile Engine and Drive Train Warranty* . . . a couple more good reasons for letting yourself go Plymouth '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.



CHRYSLER
MOTORS
CORPORATION

Let yourself go... *Plymouth*

PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION

BUD ROWLETT, INC.
IMPERIAL, CHRYSLER, PLYMOUTH, VALIANT
325 N. FRANKLIN ST. PEORIA, ILL.
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