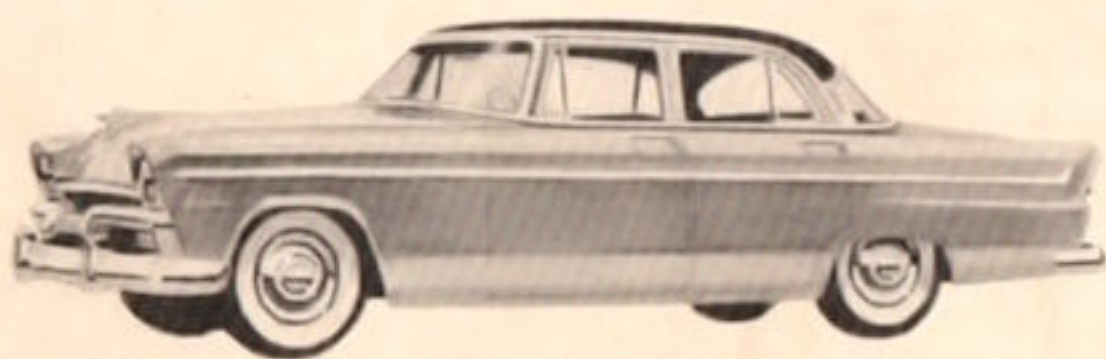


All the newest

P O W E R F E A T U R E S

found in high-price cars

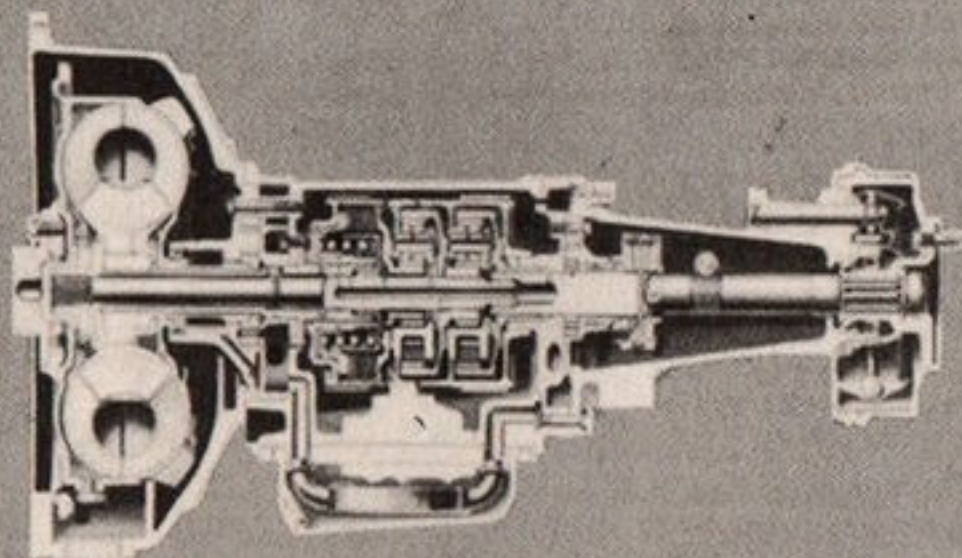


now yours to enjoy in the 1955

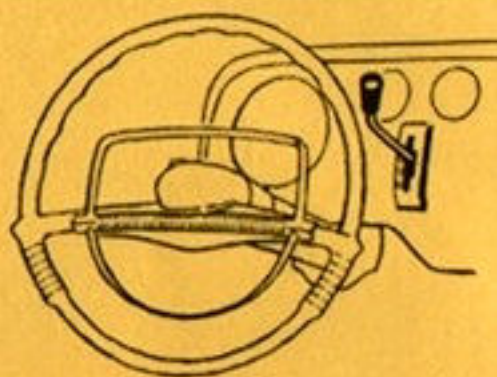
PLYMOUTH

*a completely new car
in the low-price 3*

Plymouth Fully-Automatic
POWERFLITE DRIVE



With the Flite-Control selector on the instrument panel a flick of your finger puts the PowerFlite transmission in Drive or Neutral—another flick in Reverse or Low.

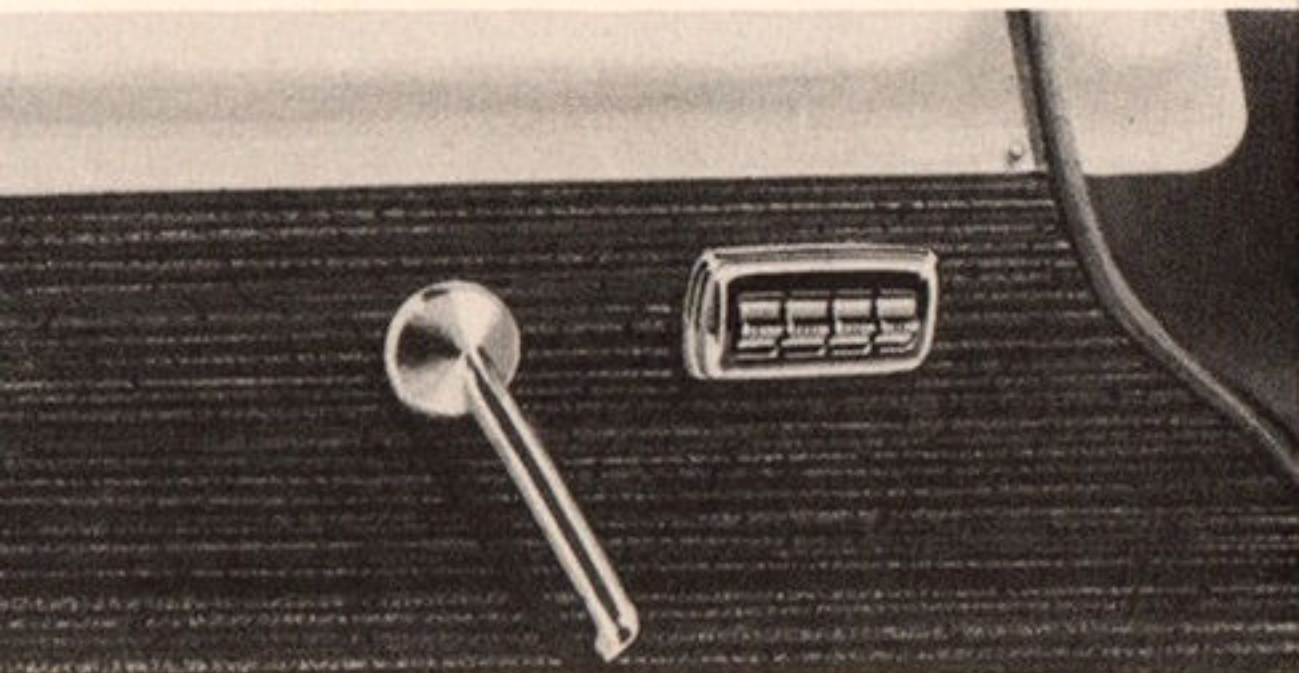


Plymouth PowerFlite transmission is the finest of all automatic no-clutch transmissions. It accelerates swiftly and smoothly from a standstill because of its efficient torque converter and kick-down gear. In the mid-speed range, where acceleration is important in safe overtaking of other cars, you will find PowerFlite unsurpassed. PowerFlite is quiet in operation. There is no sensation of engine "racing" or wasted power. You get an instantly responsive "solid feel" the moment you step on the gas.

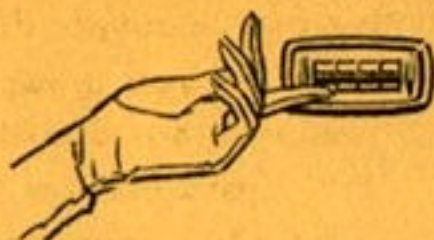
P L Y M O U T

Plymouth Easy-Lift

POWER WINDOWS



Master control switches are placed on the driver's door panel. There is also a switch under each window.



Plymouth Easy-Lift Power Windows employ the most dependable electrical system made and allow you to raise or lower windows as easily as you switch on a light. They are designed for long life and trouble-free operation. Power windows are available on all Plymouth models; each window which operates vertically may be raised and lowered electrically.

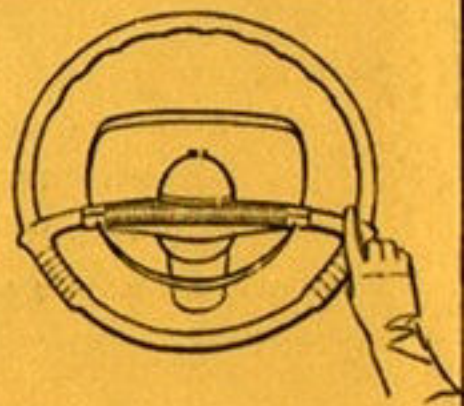
All Plymouth power features described here are precision installed and carefully tested at the Plymouth factory. Each feature is offered as optional equipment at low extra cost.

Cars have been illustrated to show some items of special equipment optional at extra cost.

Plymouth Full-Time **POWER STEERING**



**Plymouth alone of the low-price cars
offers you Full-Time Power Steering
. . . now improved by new coaxial
mounting around steering column axis
for easier, smoother operation.**



Other systems provide "on-again-off-again" power steering, which means you have to pull on the wheel with considerable effort before you get any assistance from the power unit. With Plymouth Full-Time Power Steering, driving is virtually effortless. It helps you hold the wheel, protects you from road shock and wind sway, every mile you drive. It gives you full-time safety by helping hold your car on a straight course if you should run off onto the soft shoulder of the road or have a blowout.

T H *a great new car for the YO*

Plymouth Full-Safety **POWER BRAKES**



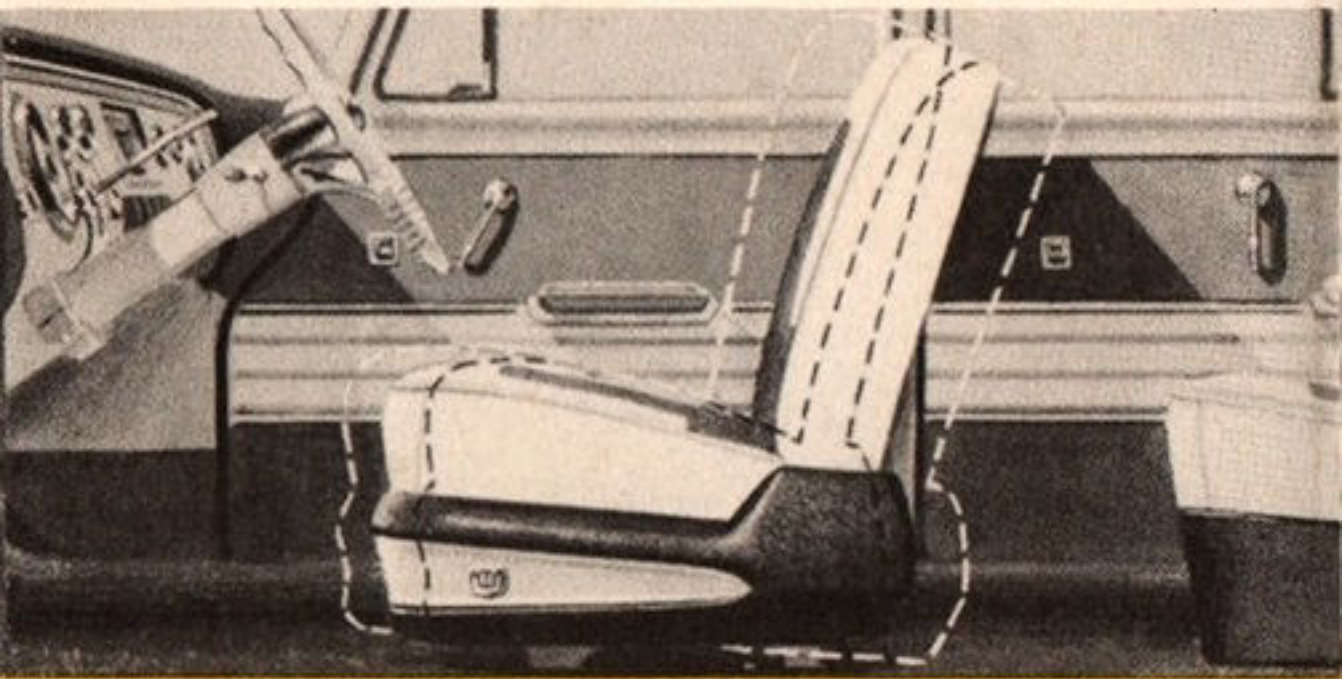
Plymouth's suspended brake pedal gives you greater foot room on the floor board. With PowerFlite transmission you have a double-width brake pedal.



Plymouth Power Brakes reduce braking effort 45%, thus greatly conserving your energy in traffic driving and on long highway trips. Toe pressure alone will bring your car to a quick, sure stop. You can expect the same braking action every time . . . plus reserve braking power even at highway speeds . . . and a maximum margin of safety in their resistance to brake fading at all speeds. With the engine not running Plymouth Power Brakes operate just like any conventional braking system.

UNG IN HEART .

Plymouth Easy-Glide **POWER SEATS**



**Plymouth Power Seats operate
from one simple control
to give you the comfort
of an easily changed position.**



To operate Plymouth Easy-Glide Power Seats you simply move the control forward and the seat slides forward—move it backward and the seat slides back. The fore-and-aft movement is a full 5 inches. The seat rises $1\frac{1}{8}$ inches from rear to front. New Plymouth Easy-Glide Power Seats assure relaxed and comfortable driving positions for everyone from six-foot-plus men to size-8 ladies.