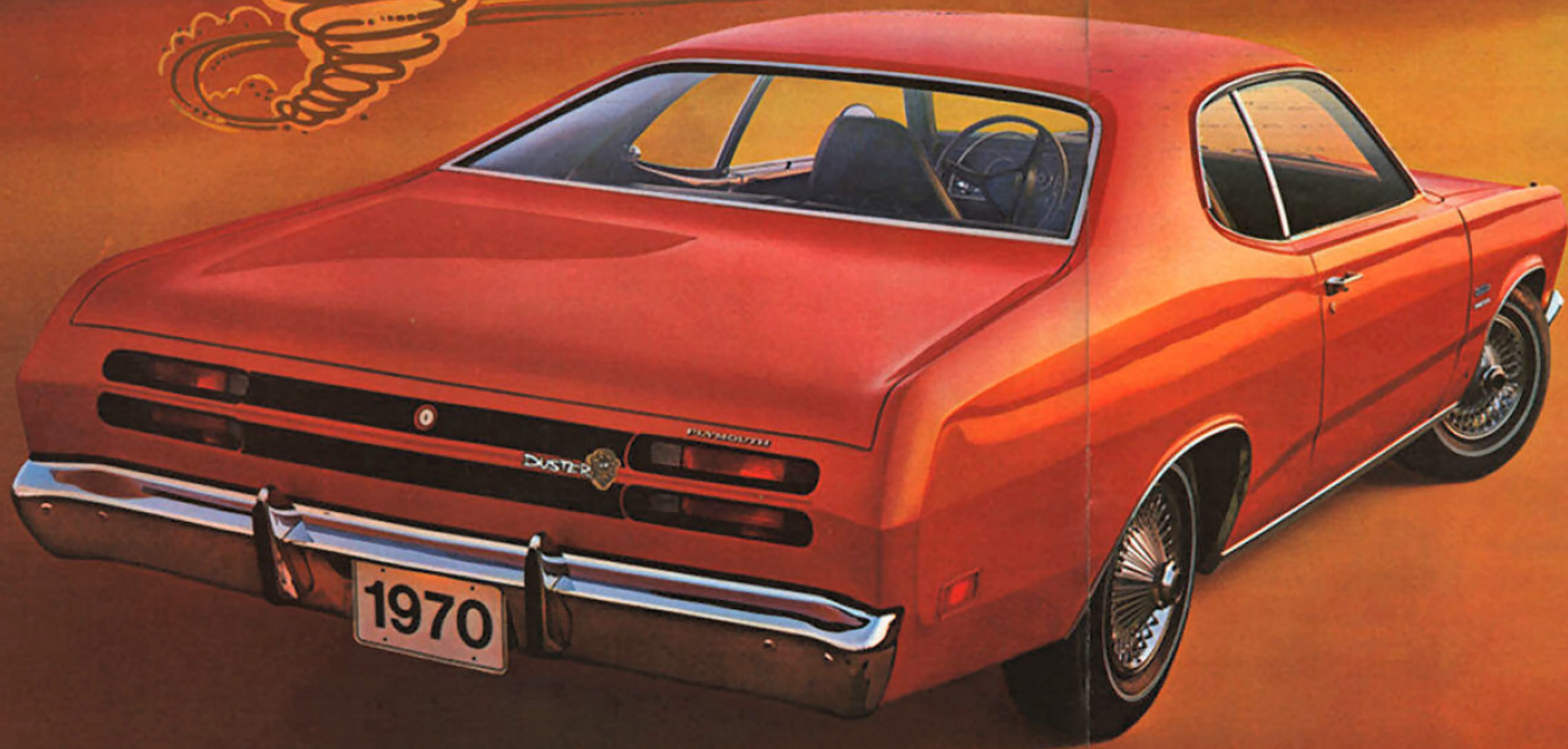


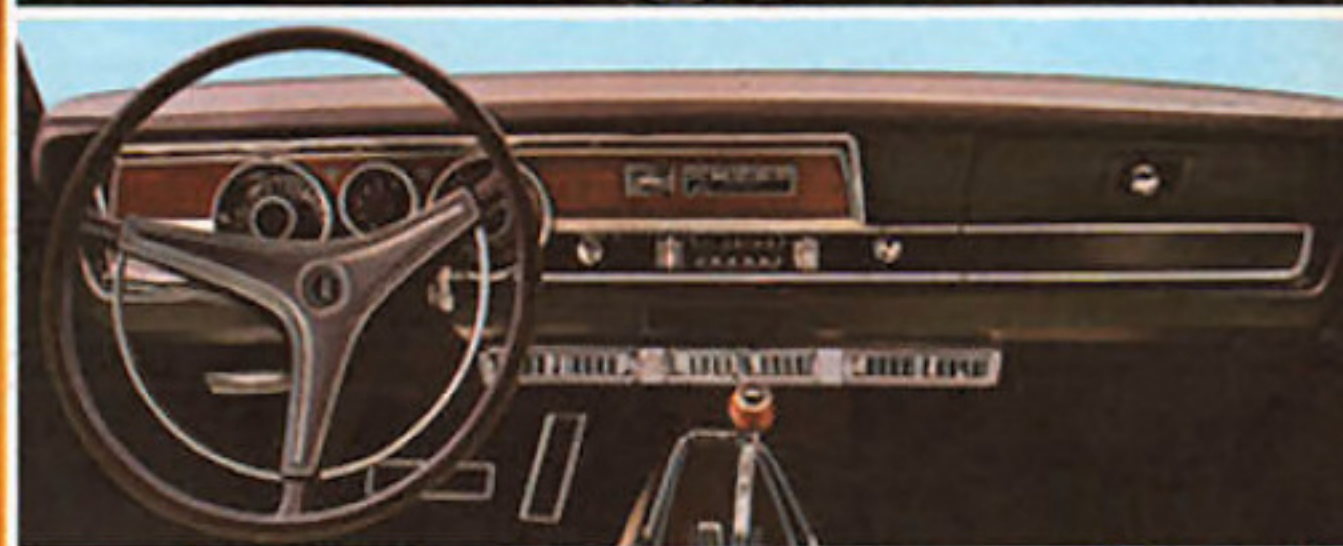


1970 Plymouth Valiant
Small enough but big enough.

Plymouth
makes it ♥



Valiant Duster Coupe



Valiant Duster 340 Coupe

Duster 340 Instrument Panel

Optional bucket seats

Valiant Duster
Small enough but big enough.
Here comes Duster.

Duster. A brand-new Plymouth. A whirlwind out to prove that a compact car can deliver handsome styling and big performance in a hardy sporty package.

Duster. A new sporty look in compacts. Sporty from the thrust of the distinctive new grille to the smooth sweep of the curved sides setting off the ventless windows. And the swept back roof line blends into a short rear

deck with a unique "Duster" emblem in back.

As for power, Duster starts off fast with a new 198 cubic inch Six. The 225 Six is optional. Or order the standard 318 V-8 if you go for the V-8 model. And if you really crave all-out performance, you can order the red hot Duster 340 with wide tread tires, disc brakes and special sports striping, shown in upper right hand corner.

Also new for '70: A fully-synchronized, 3-speed, column-shift, manual transmission, standard with the 318 V-8. (The floor-shift version is optional at extra cost for 318 and six-cylinder Dusters; standard on Duster 340.)

Knees under chins don't make it. Extra leg room makes it. Duster makes it.

Extra room? Duster makes it. Under that sporty exterior

Duster has room for five. A real rear seat—for adults. Extra knee room. Head room. Elbow room. Duster makes it very roomy.

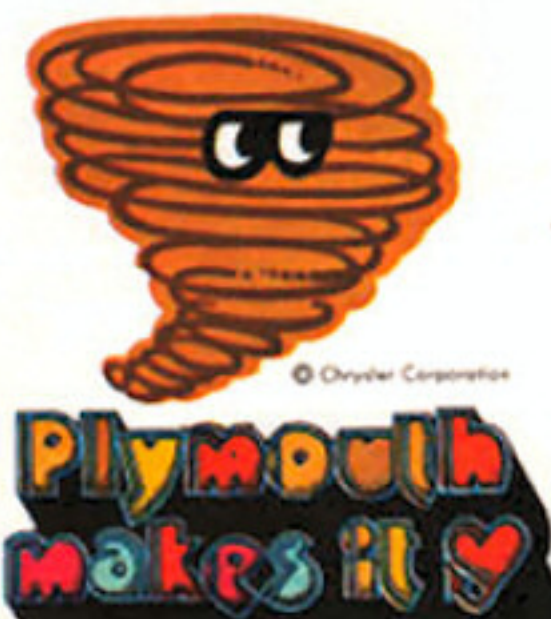
Now to the outside. Another Duster bonus. 188.4 inch overall length. 108 inch wheelbase. Makes handling very nimble. Makes parking a breeze. Duster makes it very compact.

Sporty interiors and a dash of luxury make it. Duster makes it.

Duster spices up an already very comfortable interior with some very tasty touches. Full length, optional color-keyed deep loop carpeting. And a choice of 5 different seating arrangements: from the standard vinyl bench seats, to the optional cloth-and-vinyl bench, all-vinyl split bench with fold-down center armrest, all-vinyl split-back bench and the all-vinyl bucket seats.

In addition, Duster has a new ignition switch on the steering column. It locks the engine, transmission and steering wheel when you remove the key.

Duster also has a new Lane Change Signal Device. (A slight pressure on the end of the turn signal tells other drivers you're going to switch lanes on the highway.) And a new optional steering wheel with the horn activator mounted in the rim.



© Chrysler Corporation



Valiant 4-Door Sedan

Standard Valiant instrument panel

Standard vinyl bench seat

Valiant
**America's friendly,
 courteous, kind, obedient,
 cheerful, brave,
 thrifty sedan.**

This is the basic Plymouth out-look. Some things make it. Some don't. Example: Putting a dime in a coffee machine doesn't make it. Putting a dime in a coffee machine and getting 15 cents change makes it. That's what Valiant's all about. Getting more for your money than you expected. Valiant's no

newcomer to the game either. It's one American compact that stuck it out when the bugs came ashore. The others backed out. Got bigger. Brassier. A lot more expensive. They quit the job they set out to do. But Valiant stuck to the original ideal

The idea of solid, quiet quality at a fair price. The security that comes from single-unit, welded construction. Seven-step dip-and-spray paint protection. True road-car suspension, built up on torsion bars instead of coil springs. Asymmetrical rear springs for stability. The promise of selection to

suit your tastes. A wide choice of interiors. Eighteen exterior colors including five optional ones like Vitamin C Orange and Lime Light. And new standard features like the Lane Change Turn Signal. (Touch the turn signal lever and tell drivers behind you you're going to change lanes.)

And a new optional Steering Wheel with rim-mounted horn activator. (Just squeeze, the wheel to sound the horn.) Power? Choose our new, standard economy engine, the 198 cubic inch Six. Or the 318 V-8, standard on the V-8 model. There's also an optional mid-power engine, the 225 cu. in. Six.

And a new 3-speed transmission, synchronized in all forward gears. It comes standard with column-mounted shift in the 318 V-8 model. Naturally, the choice extends to interior options, too. So. If you're after a compact price and compact sensibility, go to it. Go Valiant.





Automatic transmission in a console makes it. Optional Torqueflite automatic transmission. Three speeds smooth. Shift for yourself, or let it do the work. Make it even handier and order the optional center console with storage compartment.



Deluxe Wheel Covers make it. Stainless steel for that look of luxury. 14 inches. Shown here with C78 x 14 whitewall tires. Also available with all eight other Valiant/Duster tires as described under "Rallye Wheels."



Deluxe steering wheels make it. Three spokes with partial horn ring. Spokes padded with foam, and covered with special-grained butyrate. For a luxury look that really makes it.



Power you don't need doesn't make it. Power you need makes it. Standard in the 6-cylinder Duster and Valiant is our new 198 cu. in. Six. For more authority, take our standard 318 cu. in. V-8 for V-8 models. Or optional 225 cu. in. Six. The 340 V-8 is strictly for the Duster 340. (What else?)



Stepping on a disc makes it. Standard Valiant brakes are the bonded-lining type. But if you order the trailer-towing package or want the ultimate in stopping efficiency, consider optional disc brakes. Standard on Duster 340.



Hot Rallye Wheels make it. Mag-style. Painted silver. With stainless-steel trim rings. Chrome-plated center. And chrome wheel nuts. Shown here on optional E70 x 14 fiberglass-belted tires. Other tires available in black or whitewalls are: 6.95 x 14, or the C78 x 14, optional D78 x 14 or the optional E70 x 14 (E70 x 14 blackwall standard on Duster 340).



Sporty Wire Wheel Covers make it. With raised chrome-plated center. 14 inches. Available with E70 x 14 or D78 x 14 tires.



Keeping your ear to the sound makes it. AM radio. Push-button selector. Lots of transistors. Big extra feature. Small extra price.



Three-on-the-floor makes it. New for '70. A three-speed fully synchronized manual transmission. Standard on the column with the 318 V-8. Optional on the floor with any Duster engine. (Standard on Duster 340.)



Tachometers make it. Seen in the best circles. For the serious driver who likes to know what's going on all the time. The dial reads from 0-6000 rpm. And reads fast.



Air certainly makes it. Chrysler Airtemp air conditioning. Go dust-free, pollen-free and untrifled by hot weather. (Not available with 198 cu. in. Six.)



Keeping your eye on the road makes it. Fender-mounted turn indicators. Right out front on top of the fenders. Where you can see them without taking your eyes off the road. In addition, Valiant light packages also include trunk and glove box lights, ignition switch with time-delay light, and astray, map and courtesy lights.



In this case, hindsight makes it. Our outside rearview mirror. Controlled from inside the car. No rolling down the window in the rain to adjust it. The mirror is recessed for protection against the elements.



Guarding against dings makes it. Rubber insert bumper guards, front and rear. Because your fellow man is prone to err.

Any option you want, to make any type of driving easier...

Are you a Duster person or a Valiant person? You'll pick one or the other because it makes it with you. Do your options the same way. Your own way. Your Plymouth salesman will fill you in on any extras you don't find here.

Doing it your way. Options continued. Undercoating • Sure-Grip Differential • Rear Window Defogger • Time-Delay Ignition Switch Light (available in light package only) • Tinted

Glass • Glove Box Lock • Vinyl Roof (Black, White or Green) • Power Steering • Trailer-towing Package • Firm-Ride Shocks • Two-tone Paint • "Headlights-on" Warning Buzzer • Head-light Time-Delay • White Side-wall Tires • Automatic 3-speed TorqueFlite Transmission • Bucket Seats (Duster and Duster 340 only) • Floor Console

• Fully-synchronized 4-speed Manual Transmission (available Duster 340 only).



Specifications: Suspension System

Front: Independent, lateral, non-parallel control arms with ball joints and torsion bars.

Rear: 55 in. outguard-mounted asymmetrical leaf springs, 5-leaf.

Shock Absorbers: Tubular, Hydraulic-Telescoping Type.

Brakes: Dual Hydraulic Braking standard on all '70 Plymouths. System contains a dual master-cylinder. One system for front; one system for rear. Both systems are actuated by the same brake pedal. Instrument panel mounted warning light signals pressure loss in either system. Brakes are self-adjusting, servo-contact, self-energizing, with bonded linings. Brake shoes are internal expanding type. Separate mechanical parking brake, cable connected, operates on rear wheel brakes.

Brakes

Six-Cyl. Models:
10 x 2 1/4" front,
9 x 2" rear;
153.4 sq. in. eff. lining area.

V-8 Models:
10 x 2 1/4" front,
10 x 1 3/4" rear;
156.2 sq. in. eff. lining area.

Duster 340.
Disc front,
10 x 1 3/4" rear;
314.7 sq. in. swept area.

Capacities

Fuel Tank 18 gals.
Engine Crankcase 4 qts. + 1 qt. filter

Tires and Wheels

Size	Wheel	Usage
6.95 x 14" BSW	4.5J	Std. on Valiant, Duster
6.95 x 14" VSW	4.5J	Opt. on Valiant, Duster
C78 x 14" BSW	4.5J	Opt. on Valiant, Duster
C78 x 14" VSW	4.5J	Opt. on Valiant, Duster
D78 x 14" BSW	4.5J	Opt. on Valiant, Duster
D78 x 14" VSW	4.5J	Opt. on Valiant, Duster
E70 x 14" BSW	5.5J	Std. on Duster 340; Opt. on Valiant, Duster
E70 x 14" VSW	5.5J	Opt. on all
E70 x 14" White Letter	5.5J	Opt. on all

Specifications

Engine:	198 Six	225 Six	318-V-8	340 V-8
Horsepower	125 @ 4400 rpm	145 @ 4000 rpm	230 @ 4400 rpm	275 @ 5000 rpm
Torque, lbs.-ft.	180 @ 2000 rpm	215 @ 2400 rpm	320 @ 2000 rpm	340 @ 3200 rpm
Compression Ratio	8.4 to 1	8.4 to 1	8.8 to 1	10.5 to 1
Bore, inches	3.40	3.40	3.91	4.04
Stroke, inches	3.64	4.125	3.31	3.31
Displacement, cu. in.	198	225	318	340
Carburetion	1-bbl.	1-bbl.	2-bbl.	4-bbl.
Exhaust	Single	Single	Single	Unsilenced*
Camshaft Type	Standard	Standard	Standard	Special
Fuel Recommended	Regular	Regular	Regular	Premium
Standard On	Valiant, Duster	None	Valiant, Duster	Duster 340
Optional On	None	Valiant, Duster	None	None

*Not available in California.

Exterior Dimensions	Valiant	Duster	Duster 340
Wheelbase	108"	108"	108"
Overall Length	188.4"	188.4"	188.4"
Overall Width	69.6"	71.7"	71.7"
Overall Height, 6-cyl. V-8	54.6"	52.5"	51.9"
Track—Front	57.5"	57.5"	58.2"
Track—Rear	55.6"	55.6"	56.3"
Interior Dimensions	Valiant	Duster	Duster 340
Head Room—Front	38.4"	37.2"	37.2"
Head Room—Rear	37.3"	36.5"	36.5"
Leg Room—Front	41.7"	41.7"	41.7"
Leg Room—Rear	34.5"	29.6"	29.6"
Shoulder Room—Front	55.4"	55.4"	55.4"
Shoulder Room—Rear	55.4"	55.1"	55.1"
Usable Trunk Capacity	14.5 cu. ft.	15.0 cu. ft.	15.0 cu. ft.

1970 Plymouths

FURY



Sport Fury 14-door sedan and hardtop, 2-door hardtop and formal hardtop—V-8



Sport Fury GT 12-door hardtop—V-8
S/23 12-door hardtop—V-8



Fury III (convertible, 2-door formal hardtop and 4-door hardtop—V-8, 4-door sedan and 2-door hardtop—V-8 or Six)



Fury II 12- and 4-door sedans—V-8 or Six



Fury I 12- and 4-door sedans—V-8 or Six



Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2-seat model—V-8 or Six 3-seat model—V-8)

BELVEDERE



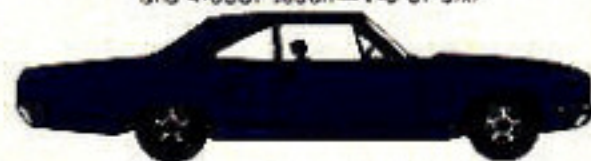
GTX 12-door hardtop—V-8



Sport Satellite 12-door hardtop and 4-door sedan—V-8



Satellite (convertible, 2-door hardtop and 4-door sedan—V-8 or Six)



Road Runner (convertible, 2-door hardtop and 2-door coupe—V-8)



Belvedere 12-door coupe and 4-door sedan—V-8 or Six



Belvedere wagons (Sport Satellite 2- and 3-seat models—V-8) (Satellite 2- and 3-seat models—V-8 or Six) (Belvedere 2-seat model—V-8 or Six)

BARRACUDA



Gran Coupe (convertible and 2-door hardtop—V-8 or Six) Barracuda (convertible and 2-door hardtop—V-8 or Six)



Cuda (convertible and 2-door hardtop—V-8)

VALIANT



Duster 12-door coupe—V-8 or Six
Duster 340 12-door coupe—V-8



Valiant 14-door sedan—V-8 or Six

Standard Safety Features:

New for 1970: Larger rear reflectors and lights. Increased fuel-tank impact protection. Lane change turn signal. Locking steering wheel. Superior seat belt anchorage. Continued or improved: Energy-absorbing steering column and wheel. Energy-absorbing instrument panel. High strength windshield. Energy-absorbing front seat-back and armrests. Seat belts, all seating positions. Shoulder belts, 2 front (except convertibles). Manual door locks—levers with non-override lock feature, except driver's door. Interlocking door latches. Flush-type inside door release levers. Larger cushioned sun visors. Dual braking system with warning light. Side marker lights. Hazard warning light system. Windshield wipers, 2-speed, electric. Vinyl-clad day/night inside rearview mirror on double-ball-joint mount (except Valiant). Head restraints, 2 front. Locking latch on all folding front seat-backs. Left outside rearview mirror. Flush-type header latch (convertibles). Fiberglass-belted tires (standard on most models). Optional safety features: Headlight time-delay. Power door locks. Rear window defogger (except convertibles and wagons). Shoulder belts, 2 sets, rear (except convertibles). Disc brakes, front. Tailgate window washer/wiper.

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To keep your Plymouth in top condition, have it serviced by the man who knows it best—your Plymouth Dealer.



Plymouth

