



1965  
PLYMOUTH  
DODGE  
CHRYSLER  
& IMPERIAL



**CHRYSLER**  
MOTORS CORPORATION

SIMCA—DODGE TRUCKS





**Every Chrysler-built car carries a 5-year/  
50,000-mile warranty. Have you ever  
wondered why the others don't?**

Maybe it's because the strength of the warranty  
must reflect the quality of the car.

That's why every new Plymouth, Dodge, Chrysler and Imperial  
has this warranty covering the engine and drive train  
for five years or 50,000 miles. The longest and strongest  
warranty in the business. One that covers both  
parts and labor. Only Chrysler Corporation cars are  
so well-built that they can carry a warranty that long.

**HERE'S HOW CHRYSLER'S 5-YEAR/50,000-MILE ENGINE AND  
DRIVE TRAIN WARRANTY PROTECTS YOU:** Chrysler Corporation  
confidently warrants all the following vital parts of its 1965 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 Author-  
ized 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 differen-  
tial, and rear wheel bearings. **REQUIRED MAINTENANCE:** the follow-  
ing 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 fur-  
nish 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.



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**See BOB HOPE and the CHRYSLER THEATRE  
FRIDAYS, NBC-TV**

# Plymouth Presents

The Roaring '65s means **people** . . . it means **popularity** . . . it means **prosperity** . . . but most of all it means **Plymouth**. 4 new kinds of Plymouths, to be exact . . . 60 great new performers in all. Plymouth has "Something for Everyone" this year.



## Fury

"The biggest, plushest Plymouth ever." 22 models . . . 7 body styles . . . 6-cyl. or V-8 engines.

# The Roaring '65s



## Belvedere

"A new way to swing without going out on a limb."  
18 models . . . 6 body styles . . . 6-cyl. or V-8 engines.



## Valiant

"The compact that hasn't forgotten why you buy a compact."  
18 models . . . 5 body styles . . . 6-cyl. or V-8 engines.



## Barracuda

"The fast-moving new fastback at a spectacular low price."  
2 models . . . 6-cyl. or V-8 engines.

The Roaring '65s

FURY

BELVEDERE

VALIANT

BARRACUDA

*Plymouth*

# Plymouth Sport Fury



*Plymouth Sport Fury Convertible*

## The 1965 Plymouth Fury Line . . .

"The biggest, plushest Plymouth ever."

The Fury Line comes in four series: the elegant Sport Fury. The plush Fury III. The tastefully appointed Fury II. And the solidly substantial Fury I. Fury reflects the Chrysler Corporation's tradition for engineered excellence in every line, down to the finest detail.

The Sport Fury is the "flagship" of the entire Plymouth line, with remarkably plush interior and exterior appointments. It is available in two luxurious models, convertible and 2-door hardtop. Plymouth's 318-cu.-in. V-8 with 2-barrel carburetor is standard with this series. A "383" Commando V-8, 2-barrel or 4-barrel carburetor engine, and a "426" Super Commando V-8, 4-barrel carburetor engine are available as options. Removable rear fender skirts, standard on this series, add to its low, racy appearance.



*Plymouth Sport Fury 2-Door Hardtop*

# Plymouth Fury III



*Plymouth Fury III 2-Door Hardtop*



## The Fury III . . .

a striking example of the new bigness of this brand-new line of Plymouths, is available in six body styles. These include a 2-door hardtop, convertible, 4-door sedan, 4-door hardtop, 6-passenger and 9-passenger station wagons. Fury's new bigness, incidentally, means a 121-inch wheelbase for station wagons, and a 119-inch wheelbase on other models. The same engine options are available on this series as on the Sport Fury, for a wide variation in performance tastes. Fury III distinctive features are a full-length body side molding of bright anodized aluminum with a paint-filled center. Sedans add stainless steel window frames. Hardtops and convertibles add bright belt moldings. Convertible models have dust boots of expanded knit-back vinyl that stretch more easily when fastening the cover over the folded top. Every line of this automobile emphasizes the fact that Fury is a totally new car.



*Plymouth Fury III 4-Door Hardtop*



*Plymouth Fury III Convertible*



*Plymouth Fury III Station Wagon*



*Plymouth Fury III 4-Door Sedan*

# Plymouth Fury II



*Plymouth Fury II Station Wagon*

## Fury's new size . . .

is also evident in The Fury II 2- and 4-door sedans, which are more than 209 inches overall. And the 6- and 9-passenger station wagons, whose overall length exceeds 216 inches. Roof panels are level and thin in silhouette, yet stiff and strongly supported. Curved side glass lends a graceful air to the upper structure, and narrow window frames and slim upright pillars give the sedans a fine tailored look.



*Plymouth Fury II 2-Door Sedan*



*Plymouth Fury II 4-Door Sedan*

# Plymouth Fury I



*Plymouth Fury I 2-Door Sedan*

## For maximum Fury beauty at minimum cost . . .

the Fury I 2- and 4-door sedans and 6-passenger station wagons are hard to beat. They share with the higher-priced series such advantages as improved steering characteristics, and better riding quality through new, longer and softer rear springs. The Fury I models also boast the new unitized bodies and acrylic enamel exterior finishes common to all 1965 Furies.



*Plymouth Fury I Station Wagon*



*Plymouth Fury I 4-Door Sedan*

# Plymouth Satellite



*Plymouth Satellite Convertible*

## The 1965 Plymouth Belvedere Line . . .

"A new way to swing without going out on a limb."

The Belvedere line comes in three series: the distinctively styled Satellite; the high-value Belvedere II; and the economy-slanted Belvedere I. Every inch a Plymouth, the Belvedere offers a wider range of style-and-performance choices than any other car of comparable price today.

The Satellite is the top of the Belvedere line. Justly so, as is immediately evident in its two body styles, convertible and 2-door hardtop. Standard-equipped with 273-cu.-in. V-8, Satellite may also be procured with an optional "318" V-8, an optional "361" Commando V-8, "383" Commando V-8, or "426" Commando V-8. As a matter of fact, pride, prestige, performance, and pleasure have seldom come wrapped in a handsomer package at a more attractive price.



*Plymouth Satellite 2-Door Hardtop*

# Plymouth Belvedere II



*Plymouth Belvedere II Station Wagon*

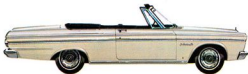


## The Belvedere II . . .

high series in the Belvedere line, is offered in five body styles: 2-door hardtop; convertible; 4-door sedan; and 6- and 9-passenger station wagons. Equipped with its 225-cu.-in. standard six, or 273-cu.-in. standard V-8, Belvedere is a match for anything in its size-range. It's almost 17 feet long, over 6 feet wide. Equipped with any of the same four optional V-8's available with Satellite, it's the same ripsnorting type of ground-gobbler that has made Plymouth a performance champion for the past several years. Sedan, convertible, hardtop or wagon, here is a low-price car that can step out in any company you choose to move in and "do itself proud." With its stand-out-in-a-crowd look, and its move-out-in-front-of-the-crowd feel, Belvedere II is a car that could make it difficult for you to want any other once you've driven it.



*Plymouth Belvedere II 4-Door Sedan*



*Plymouth Belvedere II Convertible*



*Plymouth Belvedere II 2-Door Hardtop*

# Plymouth Belvedere I



*Plymouth Belvedere I 4-Door Sedan*

## Dollar-saving economy . . .

with a look of high-price quality is the key to the popularity of the Belvedere I. Each of its three body styles, 2- or 4-door sedan, or 6-passenger station wagon, is designed to add the joy of mile-after-mile economy to the many-pleasured enjoyment of Plymouth ownership. Belvedere I, along with Satellite and Belvedere II, enjoys the distinction of featuring Plymouth's new acrylic enamel exterior finish. Steering-column-mounted selector lever with automatic transmission, and stronger-than-ever new flanged rear axle shafts are but a few of Belvedere's "new-for-'65" features.



*Plymouth Belvedere I Station Wagon*



*Plymouth Belvedere I 2-Door Sedan*

# Plymouth Barracuda



*Plymouth Barracuda 2-Door Sports Hardtop*

## The 1965 Plymouth Barracuda Line . . .

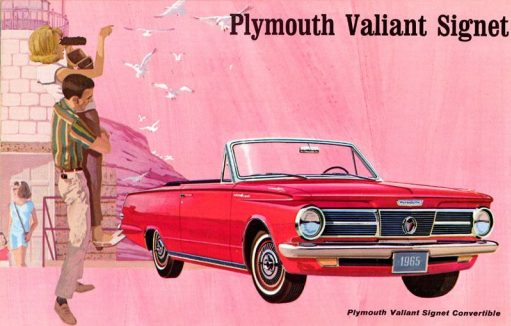
"The fast-moving new fastback at a spectacular low price."

The Barracuda comes in one model: the highly popular and exciting 2-door sports hardtop. It is, beyond doubt, America's best combination yet of sports-car look, all-purpose versatility, and youthful vitality. It is a boldly different kind of car: a limited edition at present, strong in youth-appeal. Every Barracuda goes with front bucket seats as standard equipment. An optional racing stripe is the crowning "sport" touch on this fast mover. And, of course, the thing that has most people on Barracuda's side is its guys-gals-and-gear capacity. It seats five with the back seat up—two with the back seat down. And putting that back seat down creates a 7-foot-long carpeted cargo space. For power, Barracuda has the 225-cu.-in. engine as its standard "6," and the same standard and optional V-8 engine availabilities as Valiant.



*Plymouth Barracuda 2-Door Sports Hardtop*

# Plymouth Valiant Signet



*Plymouth Valiant Signet Convertible*

## The 1965 Plymouth Valiant Line . . .

"The compact that hasn't forgotten why you buy a compact." The Valiant line comes in three series: the bucket-seat beauty, Signet; the distinguished Valiant 200; and the pert and businesslike Valiant 100. For actual car-per-dollar value, Valiant still shapes up as "The best all-around compact."

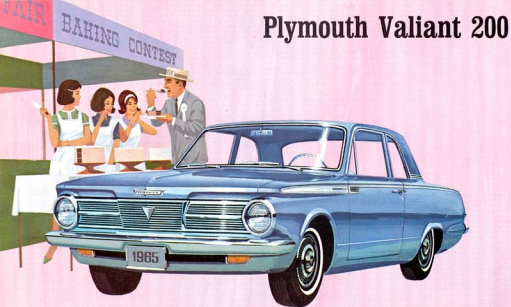
Signet comes in two body styles typical of the top of each Plymouth line: 2-door hardtop, and convertible. No car ever gave more convincing evidence than Signet that "compact" doesn't need to mean "commonplace." The 170-cu.-in. 6-cylinder engine is standard on Signet, as on all other Valiant "sixes." The "273" with 2-barrel carburetor is standard on Signet and all other Valiant V-8s.

But there's an optional "225" 6-cylinder engine, and an optional "273" Commando V-8 with 4-barrel carburetor available with Signet and other Valiant models, too.



*Plymouth Valiant Signet 2-Door Hardtop*

# Plymouth Valiant 200



*Plymouth Valiant 200 2-Door Sedan*



## The Valiant 200 . . .

is living—and lively—proof that Valiant didn't have to go "big" in size or "high-hat" in price to give fine-car value and big-car performance. Offering a 2-door and a 4-door sedan, as well as a convertible and a 6-passenger station wagon, the Valiant 200 gives you real compact variety to choose from. Multiply this by Valiant's standard and optional engine choices, and you have a total of eight of Valiant's 18 models in the Valiant 200 series alone. This series also enjoys the benefits of stainless steel-clad drip rails and door uppers. Station wagons have stainless steel-covered rear pillars and drip rails around the cargo area. Here, indeed, is a compact that doesn't have to make excuses for being a compact—and can still claim to be best all-around in its price class.



*Plymouth Valiant 200 4-Door Station Wagon*



*Plymouth Valiant 200 Convertible*



*Plymouth Valiant 200 4-Door Sedan*

# Plymouth Valiant 100



*Plymouth Valiant 100 4-Door Station Wagon*

## The Valiant 100 . . .

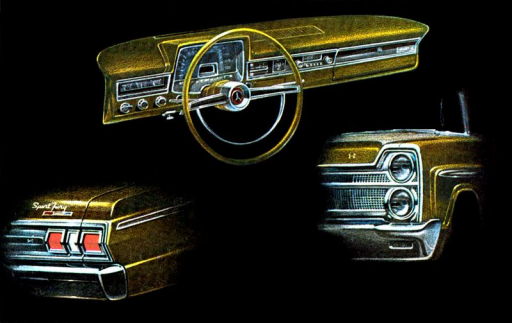
in 2- and 4-door sedan, and 6-passenger station wagon body styles, with 6- or 8-cylinder engine choices, adds six more reasons why Valiant doesn't have to back off when it comes to compact comparisons. There's more than "just transportation" in any Valiant 100 passenger model, and more than "just utility" in Valiant 100 wagons. The station wagons, for instance, among other refinements, have durable extruded aluminum wind deflectors available, styled specifically for Valiant wagons.



*Plymouth Valiant 100 4-Door Sedan*



*Plymouth Valiant 100 2-Door Sedan*



## The 1965 Fury

Plush! That's the word for the Fury interiors. For colors, you've the best of the rainbow to choose from. And materials, a careful blend of traditional body cloths and glove-soft vinyls. Front seats are foam-rubber-padded all the way across. The instrument panel is simple, informative, tasteful. Door-to-door deep-pile carpeting is standard. Quite some standard, eh? Plush!



# DODGE COMES



*Dart*



*Coronet*



*Polara*



*Custom 880*

# ON BIG FOR '65



*Monaco*

# Dodge Dart



*Dodge Dart 2-Door Sedan*



## The Dodge-Size Compact

Dart is the fun way to travel . . . while you tally the savings. Travel with the whole family, because this Dodge compact is family-size. But Dart is priced with the lowest in the compact class. The extras you expected, you get with Dart. (And some you didn't expect.) Few compacts cost less than Dart. Not one gives you so much for your money. Anything else is something less. Go Dart.



*Dodge Dart 4-Door Sedan*



*Dodge Dart Station Wagon*

# Dodge Dart 270



*Dodge Dart 270 Station Wagon*

## More fun because there's more of it

Here's a beautiful new get-up, with plenty of get-up-and-go. And the Dart 270 is every bit as big as it looks. Inside, lots of room and comfort with a luxury touch you appreciate so much. Rear armrest and ashtray. Up front, armrests are standard, too. The handsome interior of nylon-faced cloth and vinyl is also standard on Dart 270 2- and 4-door sedan and hardtop models. The Dart 270 is a big compact. Big all around. In the back, you'll find trunk space galore. Much more, in fact, than in many of the full-size cars. Bring on the luggage; Dart 270 takes it on like a bottomless pit. And Dart 270 delivers a big-car ride with a bold 273 V8 engine that is standard on V8 models. Plenty of power to spare. Price? That's nice, too.



*Dodge Dart 270 Convertible*



*Dodge Dart 270 2-Door Hardtop*



*Dodge Dart 270 4-Door Sedan*



*Dodge Dart 270 2-Door Sedan*

# Dodge Dart GT



*Dodge Dart GT Convertible*

## Smart, but you don't have to be rich to own one

If you're looking for a swinging compact, look here. This bucket-seat beauty has just what you go for... including "Go!" With standard Six or optional Six, standard V8 or optional V8, this trim, taut toughy moves you in style. Again this year, you'll find that Dart GT carries on as the fun-loving compact. The Dart GT is bigger and better-looking outside. Plenty of room and comfort inside. Bucket seats are standard here. Interiors include the lavish use of rich, soft vinyl on the seats and on the padded dash. Dart GT is big and bold under the hood, too. Handles easy as pie. With low-friction steering, a nifty 111-inch wheelbase and smooth torsion-bar suspension, it couldn't be anything else. So with all this room, ride and comfort, why do we call it a compact? The price, that's compact.



*Dodge Dart GT 2-Door Hardtop*

# Dodge Coronet



*Dodge Coronet 4-Door Sedan*

## The hot new Dodge at a new lower price

Extra in length and looks. On the inside, extra room and comfort. Attractive interiors of cloth and vinyl or all vinyl on station wagons. Coronet has a clean, easy-to-read instrument panel. Coronet's steering wheel features a full horn ring. You can get Coronet with a get-up-and-go 426 V8 optional engine or with a famous gas-saving Six. Everything's king-size with Coronet except the price.



*Dodge Coronet 2-Door Sedan*



*Dodge Coronet Station Wagon*

# Dodge Coronet 440



*Dodge Coronet 440 2-Door Hardtop*



## **Lots more than you bargained for in style, size, and spirit**

Coronet 440, another good-looker from Dodge. Looks long, because it is long. Coronet 440 has good looks outside, luxury inside. Its attractive interior trim belies the low Coronet price tag. Even the dual headlights are tastefully styled in a new way. Wherever you look, Coronet 440 is big. Even in the trunk. You can load it up for a two-week vacation and still have room left over for return trip souvenirs. All five Coronet 440 models give you plenty to brag about, including a very modest price. For spirit, Coronet 440 gives you a 273 V8. Standard on all V8 models. And if you go for extra "go," the optional 426 cubic inch V8 is a fast favorite. So if you like room and comfort, zoom and luxury—let yourself go Coronet.



*Dodge Coronet 440 Convertible*

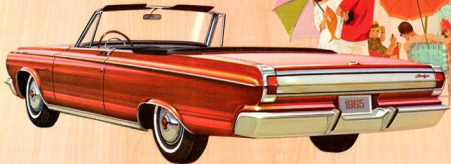


*Dodge Coronet 440 4-Door Sedan*



*Dodge Coronet 440 Station Wagon  
(3-seat model also offered)*

# Dodge Coronet 500



*Dodge Coronet 500 Convertible*

## **The newcomer that's a real goer**

A lovely, lively new package. Coronet 500 is everything you could ask for in a sporty new way to go. And quite a bit more. Distinctive styling all its own. A generous 117-inch wheelbase. Smart interior touches. Completely carpeted floors. Comfort-contoured bucket seats and handsome sports console are standard in Coronet 500. Seats are upholstered in rich, supple vinyl as are the door panels. A choice of six responsive engines. All this at a very modest price. With its long list of popular options, you can tailor a Coronet 500 to your exact requirements. Vinyl roof covering. Floor-mounted 4-speed manual shift or 3-speed automatic. Even air conditioning. These and many more. If you're tired of running with the herd, switch to Coronet 500 for 1965. The car that puts excitement back in driving without bending your budget.



*Dodge Coronet 500 2-Door Hardtop*

# Dodge Polara



*Dodge Polara 4-Door Hardtop*

## Beautiful way to leave the low-price field

If you think it looks good here, wait till you see it in person. Start with styling. Polara's crisp lines are clean and uncluttered. Subdued elegance reigns in its finest form. Inside, impeccable interiors of exquisite, hand-fitted, cloth-and-vinyl upholsteries—or all-vinyl on convertibles, station wagons, and the Polara 500—demonstrate Dodge's attitude of giving you lots more than you bargain for. Room? Dodge is famous for that. Polara gives you big-car room in all directions, even in the easy-loading trunk that has oceans of useable space. And in Polara, you go with gusto . . . without guzzle, thanks to Polara's energetic 383 cubic inch V8 that thrives on regular gasoline. All this at a price you can live with comfortably. With six new models to choose from, there must be a Polara just right for you. Try one on for size.



*Dodge Polara 2-Door Hardtop*



*Dodge Polara Convertible*



*Dodge Polara 4-Door Sedan*



*Dodge Polara Station Wagon  
(3-seat model also offered)*

# Dodge Custom 880



*Dodge Custom 880 Station Wagon*

## If elegance were spelled in numbers, this would be it

Surround yourself with luxury in the Custom 880. Everywhere you look, inside and out, you'll be impressed with this superb 880's custom touches. The spacious interior of the Custom 880 is sheer excellence. Up front, its complete, easy-to-read instrumentation is set in deeply hooded circular mountings. The exquisite, hand-fitted, all-vinyl upholstery on hardtops, convertibles, and station wagons typifies the extra care and attention to detail given to each 880. Special extra-long, comfort-providing armrests and generous "picture-window" door panel styling continue its unique interior treatment. The Custom 880 4-door sedan with cloth-and-vinyl interior offers unsurpassed good taste to you in this classic 6-window sedan—a design usually offered only on the world's most expensive motorcars. You can easily pay more for such a fine automobile, but why should you, when Custom 880 is so moderately priced?



*Dodge Custom 880 4-Door Hardtop*



*Dodge Custom 880 Convertible*



*Dodge Custom 880 2-Door Hardtop*



*Dodge Custom 880 Six-Window 4-Door Sedan*

# Dodge Monaco



*Dodge Monaco 2-Door Hardtop*



## The limited edition Dodge for the man with unlimited taste

Monaco for 1965. You've never seen a Dodge like this before? There's never been a Dodge like this before. It's a one-of-a-kind, best-of-everything Dodge. And if you like the way it looks, just wait till you get behind the wheel. Listen while we tick off a few of the luxury items that are standard equipment with this car. 383 V8 (4-barrel carb). Full foam front bucket seats. Full-length center console. Padded dash. Full carpeting. Sporty translucent triple-spoke steering wheel. Courtesy lights in both doors. Rear seat cigarette lighter and ashtray mounted in center console. Fender-mounted turn signal indicators. Electric clock. And more. Lots more. Add to all this the room, ride and performance that Dodge is famous for, and you begin to understand why Monaco is a special car intended for special people.



*Dodge Monaco 2-Door Hardtop*



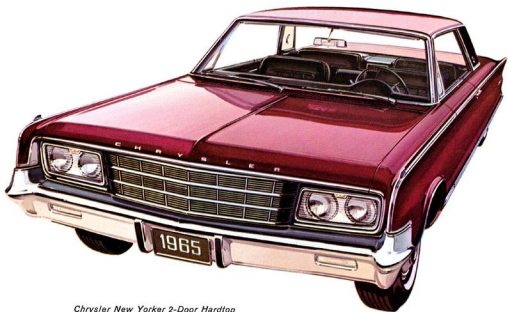
## Monaco by Dodge

Any way you look at it . . . Dodge looks good. Clean, subtle styling. Inside and out. Clean-flowing styling from bumper to bumper, road to roof. Up front, beaming beauty with dual headlights set in a stunning grille. In back, smartly styled taillights and turn signals. Inside, circular-mounted instrument panel for easy vision. Interior items such as seats, door panels, and carpeting speak for themselves and your sense of good taste.



# **The most beautiful Chrysler ever built ... model 1965.**

The 1965 Chrysler is the big one that delivers. Luxury that reflects your good taste, for one thing. A fast answer to your demands, for another. Look at it. Clean-lined. Big. Beautiful. Eighteen feet of comfort, two tons of security. Get in and drive it. The first thing you'll notice is best described as "scorch". The new Chrysler is a mover. A very, very quick automobile. There's also an improvement in ride you can really feel. And a Chrysler isn't all that expensive. Seven Newport models (out of a total of 17) are priced just a few dollars a month more than some popular smaller cars. Move up to Chrysler. Model 1965. Your dealer will make it easy for you.



*Chrysler New Yorker 2-Door Hardtop*

# Chrysler New Yorker



*Chrysler New Yorker 2-Door Hardtop*

## Here's to sheer, unadulterated elegance.

The Chrysler New Yorker. It is our most luxurious Chrysler, equipped accordingly. Power steering is standard. So are power brakes. And a 3-Speed TorqueFlite automatic transmission, complete with selector lever on the steering column.

In a New Yorker, if you try to drive with your parking brake on, a light goes on to warn you. When you back up, lights go on to guide you. And when you signal for a turn, new fender-mounted indicators up front show the direction. Among the other pleasures of owning a New Yorker are a day/night rear-view mirror, and one of the best electric clocks in the business.

So you see, most luxuries are yours automatically. And there is a most rewarding option—the selection of models. In all, there are five distinctive ways to choose New Yorker.



*Chrysler New Yorker 4-Door Hardtop*



*Chrysler New Yorker 3-Seat Town & Country Wagon  
(Also available in 2-seat version)*



*Chrysler New Yorker Town Sedan*

# Chrysler 300



*Chrysler 300 4-Door Hardtop*



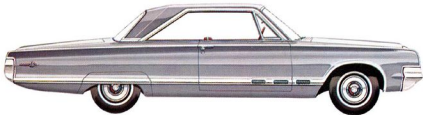
## The sports-bred Chrysler.

A brawling, hustling brute of a car with a heritage 10 years deep. Comes with an overhead valve V-8 that measures 383 cubic inches. Carries a 4-barrel carburetor that feeds a 10 to 1 compression ratio. It really moves. You get contoured front bucket seats to settle into. The passenger's reclines. A console\* with built-in Performance Indicator fits between the seats. Chrysler's 300 series gives you five full-size sports cars to choose from, including two purist-equipped 300-L's.

\*Optional at extra cost.



*Chrysler 300 Convertible*



*Chrysler 300 2-Door Hardtop*

# Chrysler Newport



*Chrysler Newport 4-Door Sedan*

## **This is our easy-to-own Chrysler Newport.**

4210 pounds of very exciting automobile. You can't buy this much car anywhere for less. For 1965, upholstery fabrics are more expensive, more luxurious. A new blend-air heater is standard. You even get deep-pile carpeting and a padded dash without asking. The Newport's basic engine is bigger, more powerful. The fact that it runs on regular gas is pure gravy. You can pick from seven easy-to-own Newport models. So pick one.



*Chrysler Newport Convertible*



*Chrysler Newport 4-Door Hardtop*



*Chrysler Newport 2-Door Hardtop*



*Chrysler Newport 2-Seat Town & Country Wagon  
(3-seat model also offered)*



*Chrysler Newport Town Sedan*

# Chrysler 300-L



*Chrysler 300-L Convertible*

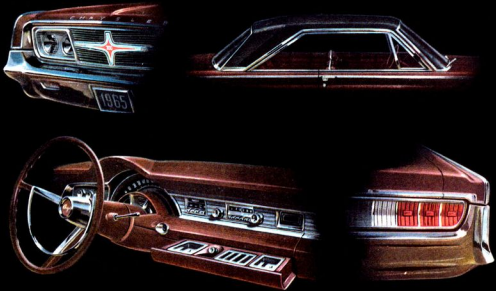
## For the purist—a very special Chrysler.

An exceptional automobile with all the proper credentials for hair-raising performance. Its special 413 cu.-in. V-8 boasts a high-lift cam, 4-barrel carb, unsilenced air cleaner, and dual exhausts. For all out competition: heavy-duty brakes and suspension.\* A sports console nestles between big bucket seats, holds your choice of TorqueFlite automatic selector and Performance Indicator or 4-speed stick and tachometer. Now, a quick tour of the special 300-L hardware: luxuries as standard equipment include everything from power steering and power brakes to an electric clock and a carpeted trunk. In the convenience department, we run the gamut from a parking brake warning light to fender-mounted turn signal indicators. Now, sports car buffs, if that doesn't overwhelm you, turn back two pages and add on all basic Chrysler 300 equipment. Whew!

\*At moderate extra cost.

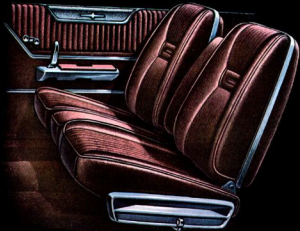


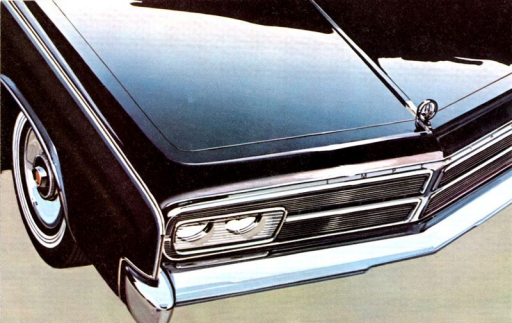
*Chrysler 300-L 2-Door Hardtop*



## Chrysler—the considerate car.

The 1965 Chrysler is full of people-pleasing ideas. Like headlamps protected by tempered glass shields on 300's and New Yorkers. Like 7 different roof lines, to make the most of each model. Dashboards with 2 storage compartments, built-in tissue dispensers, and coin sorters to keep toll money handy. Big, roomy interiors, with bucket seats and consoles available in all series. Even distinctive rear styling touches for each line. In fact, you get more of everything you want in **the most beautiful Chrysler ever built. Model 1965.**







## THE INCOMPARABLE IMPERIAL . . . **VINTAGE 1965**

There are those who consider Imperial a status symbol of the first rank.

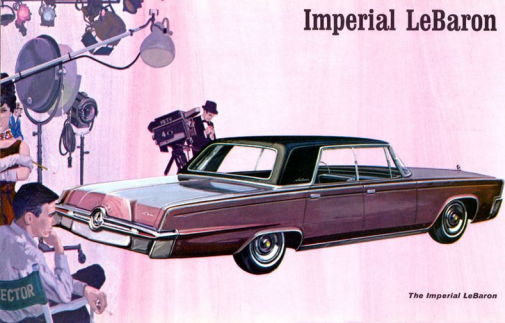
Quite possibly they are right.

However, one must also judge its inherent practical worths.

And it is these which make Imperial the Incomparable car of the luxury field.

Consider them now.

# Imperial LeBaron



*The Imperial LeBaron*

## **For those unwilling to compromise the comfort of others.**

From outside, the 1965 Imperial is an impressively luxurious automobile. But, what is more satisfying is the way its luxury is translated—without compromise—into comfort for you and your passengers. And nowhere is Imperial's taste for the rich, the simple, and the subtle more evident than in the LeBaron.

Six-way power seat, power windows, power brakes, power-steering—even power-vent windows are included among forty-eight standard equipment features.

There are fourteen different LeBaron interior selections. Four are leather-and-fabric combinations; one is broadcloth; and there are nine choices of leather upholstery.



*The Imperial LeBaron*

# Imperial Crown



*The Imperial Crown Convertible*

**There are many qualifications for Imperial ownership. Age is not one.**

Obviously, an automobile in the luxury car class is not for everyone. But, have you noticed lately how many of the younger luxury car owners prefer Imperial?

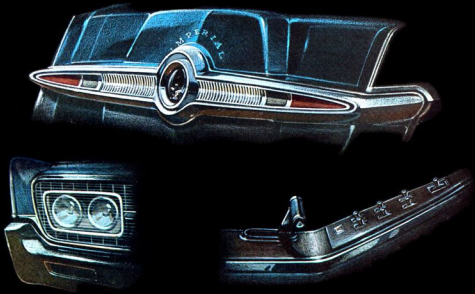
There are excellent reasons for them to do so. Imperial is one of the most spacious luxury cars in America. It is also the most quiet. And it includes all important power assists as standard equipage. These are the qualifications that make Imperial truly Incomparable. Consider them.



*The Imperial Crown 4-Door*



*The Imperial Crown Coupe*



**In the quiet expression of good taste, Imperial has no equal.**

The softest automotive leathers in the world; inlays of rare 100-year-old walnut; tempered-glass protected headlamps; an unmistakable elegance of line, from distinctive new grille to a striking eagle medallion—these are a few of the reasons the 1965 Imperial is a rather singular automobile.

But, most impressive of all are Imperial's size and silence. This is one of America's most spacious luxury cars. It is also the quietest.



# YOU GET EXTRA VALUE WITH THE EXTRA FEATURES BUILT INTO EVERY CHRYSLER CORPORATION CAR.

## Alternator

The Alternator saves your battery. Supplies current, even when your engine is at idle. Primes it for fast starts on the coldest mornings. It's another Chrysler Corporation "first" now widely used by our competitors. But in 1965 Chrysler Corporation cars, the alternator has been improved again to deliver long life and quieter operation.



## Unibody Construction

The important reason Chrysler Corporation cars are so quiet. Unibody is all-welded. Without bolts, rattles don't have a chance. And Unibody design innovations in 1965 Chrysler-built cars make them still stronger, quieter. It's standard construction for all Plymouth, Dodge and Chrysler models.





Over the years Chrysler Corporation has produced more major engineering "firsts" than any other maker. Chrysler-pioneered features like the alternator and the 3-speed torque-converter automatic transmission are fast becoming standards of the automobile industry. Still, Chrysler engineers go right on developing new and better ideas. Improving the proven. Building-in "extra" features. Famous Chrysler features like these are good examples of the extra value you find under the sign of your Plymouth, Dodge, Chrysler or Imperial dealer.

### Torsion-bar Suspension

Indianapolis racing cars have them for greater stability and control. So do all Chrysler corporation cars. And in Plymouth Fury, Dodge Polara and Chrysler models for 1965, we've found ways to improve it further. It's smoother, quieter. Handling's great—but where did all the bumps go?



### 13-step Rust Prevention

Layer upon layer of rust protection in the exact places where old man weather does his worst. Protection goes deep to hidden metal surfaces that other methods can't reach. Seven dips, six sprays provide the base for Chrysler's durable finish. And Chrysler's premium acrylic enamels now come on all models. Because you can buff them, it's easier to maintain their showroom beauty—and value.



# CHRYSLER CORPORATION ACCESSORIES ADD TO YOUR COMFORT AND SAFETY

## Engines and Transmissions

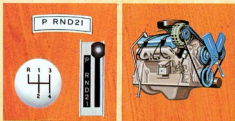
In the 28 series of 1965 cars offered by Chrysler Corporation, you can pick from a total of 36 engine choices. Standard-engines range from a six-cylinder economy champ—the Standard 170 in Valiant and Dart—all the way to the 413 cubic-inch V-8 in Imperial. (In between, there are lots of goodies, like a new 383 cu.-in. V-8 for Dodge and Chrysler that runs on regular gas.) For hotter-than-standard performance, there are optional engines right up to the ultra-performance 426 cubic-incher on Dodge and Plymouth.

You can team most engines with any of three transmissions; 3-speed Synchronesh, standard on most models; 4-speed floor-shift, to gear you for all-out action; 3-speed Torque-Flite, the most dependable automatic transmission in the business.

## Air Conditioning

When you order air conditioning for your Chrysler-built car, you get heating, cooling, filtering and dehumidifying in one compact unit. And this year-around comfort system is now available for all Chrysler Corporation car lines—including Valiant and Dart.

A big new high-speed compressor now cools your car faster, more efficiently. Adjustable outlets for cooled air are now independent of heat and defrost outlets—give you greater control of air circulation and better cooling throughout the car. This year for sure, consider air conditioning in your new Chrysler Corporation car. It's a modest investment, and a great way to improve your comfort in hot weather.



### Power Steering

Chrysler's Constant Control power steering still gives you the best combination of full-time power assistance, and a real feel of the road. Whatever size car you prefer, power steering can help you in and out of tight spots. And in an emergency, power assistance will help you keep control of the wheel.



### Electric Variable Speed Windshield Wipers

Run your wipers at whatever speed suits you and the weather. They're electrically-powered to maintain constant speed, regardless of engine speed. Longer blades sweep a larger area. Air foil blade design, a Chrysler exclusive, holds wipers tight to the windshield in winds or at highway cruising speeds.

### Power Brakes

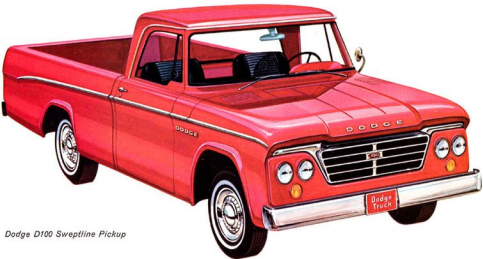
Just the feather-light touch of your toe on the brake pedal brings you to a smooth, safe stop. Power brakes supply most of the effort—actuate the industry's best all-around self-adjusting brake system. Huge bonded linings have plenty of stopping power, extra long life.



### Power Seats

Change your position six ways, just by moving your finger. You can adjust them forward, back, up and down or tilt it to a new angle. Chrysler's power seats are a real comfort feature on long trips. And with bucket seats, individual 4-way power seats are available.

# Custom Sports Special



*Dodge D100 Sweptline Pickup*

## **Sportiest, most luxurious pickup truck on the market**

With black vinyl-upholstered bucket seats, full carpeting, and a handsome console between the seats. The Dodge Custom Sports Special pickup is available with a wide variety of engines, from the 225 cubic inch Slant Six to the mightiest Dodge truck engine of all—a 426 cubic inch V8. Shown below are its two bucket seats.



# Compact Truck



*Dodge A100 Compact Van*

## Toughness comes to compact trucks.

Tough Dodge A100 compact vans, Sportsman wagons and pickups. With more power, more load space and bigger doors than their competitors. Below, left to right: dash-mounted selector lever for optional automatic transmission. Standard 101 horsepower Slant Six engine. Standard foam-padded, vinyl-trimmed bucket seats. And the largest brakes on any compact truck. Optional engines include a larger 225 cubic inch Slant Six and a 273 cubic inch V8 . . . the first V-8 in any compact truck.





# Tilt Cab Diesel Truck

## **Built the way owners said they want it**

A new series of Dodge high-tonnage Tilt Cab trucks, designed to give outstanding operating and maintenance economy for hundreds of thousands of miles. Dodge Tilt Cab models, both single axle and tandem, are powered by Dodge-Cummins in-line diesel engines. A wide variety of other makes and sizes of diesel engines is also available to fill any buyer's power needs.



## Built with the driver and mechanic in mind

The roomy, thoroughly insulated Dodge Tilt Cabs of all-aluminum construction with a corrosion- and abrasion-resistant fiber glass skirt. The cab comes in three sizes—the short cab right, and two sleeper models with 24- or 30-inch bunks. All three cabs tilt to an angle of 55 degrees, as shown here, to allow quick and easy access to the engine and other drive train components.



# Simca 1000



*Simca 1000*

# ON THE SUBJECT OF CUSTOMER CARE

OR

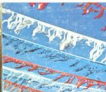
Why a Chrysler Motors Corporation dealer is a good guy to do business with.



He's friendly, for one thing.



And he sells great '65 cars.



Also, great used ones.



He has expert mechanics . . .



. . . with special tools and equipment.



An exclusive service plan comes with every new car.



He likes kids.



He's community-minded.



And he's interested in you.



If he weren't, he'd be out of business.

The policy of Chrysler Motors Corporation is one of continual improvement in design, manufacturing and engineering advancement wherever possible to assure a still finer automobile. Hence, specifications, equipment, colors and prices are subject to change without notice. Automobiles pictured in some cases show equipment which is optional at extra cost.

LITHO IN U.S.A.