

'66 Plymouth VIP

CUSHMAN - BURKE, INC.
425 BROAD STREET
NEW LONDON, CONNECTICUT

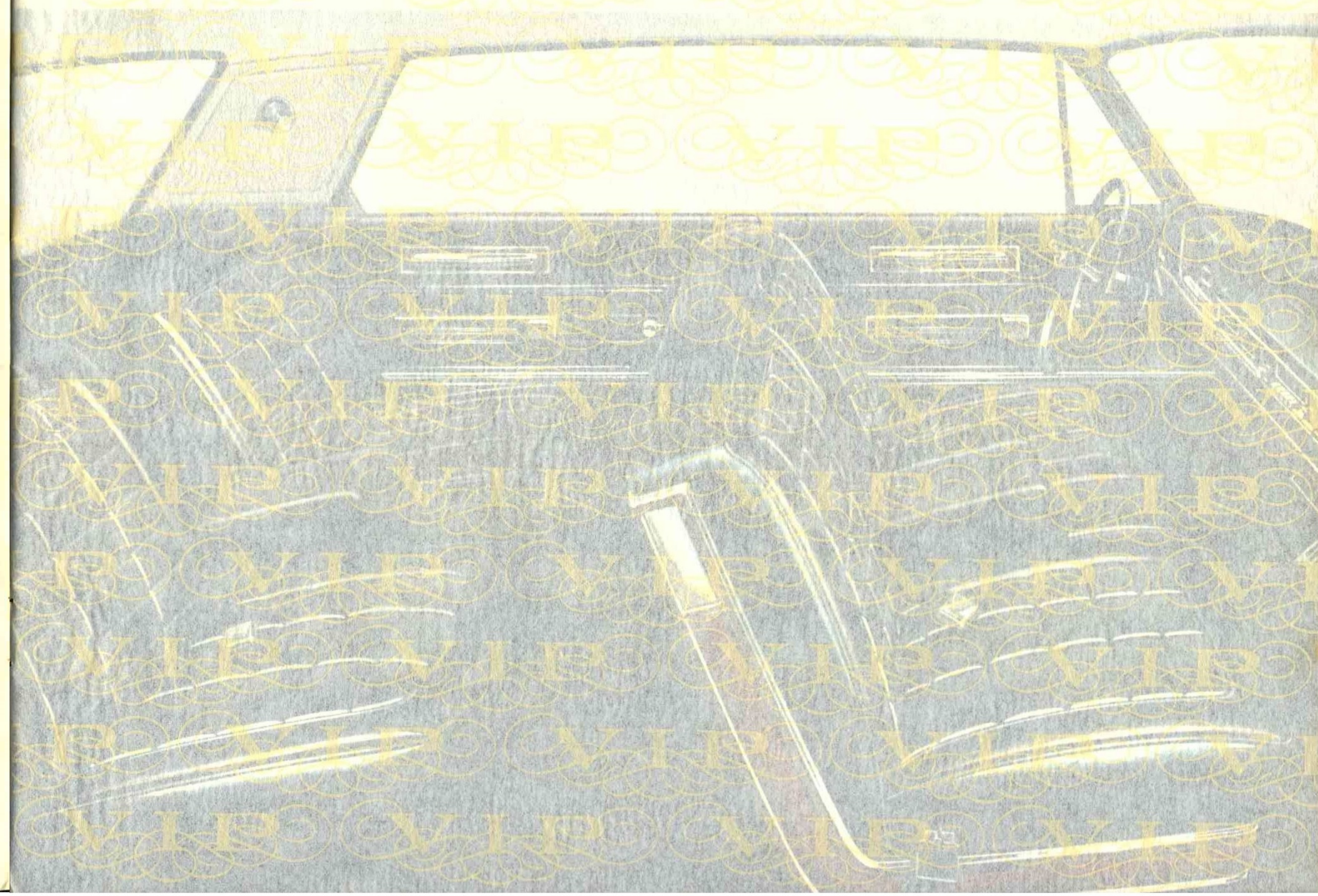


Plymouth presents a new high in luxury



Plymouth's new VIP has a natural appeal for fastidious people, accustomed to the finer things. People who accept the best as a matter of course. And the VIP's special-model exclusiveness should have an even deeper allure for these discriminating car buyers.

The VIP will have an even broader appeal for those who have felt, in other years, that cars of this distinction were to be found only among the traditional luxury car group—and generally considered beyond the reach of the average car buyer. A new high in luxury... but well within your reach. Plymouth's VIP. The greatest way yet to *Let your car go.* Plymouth.

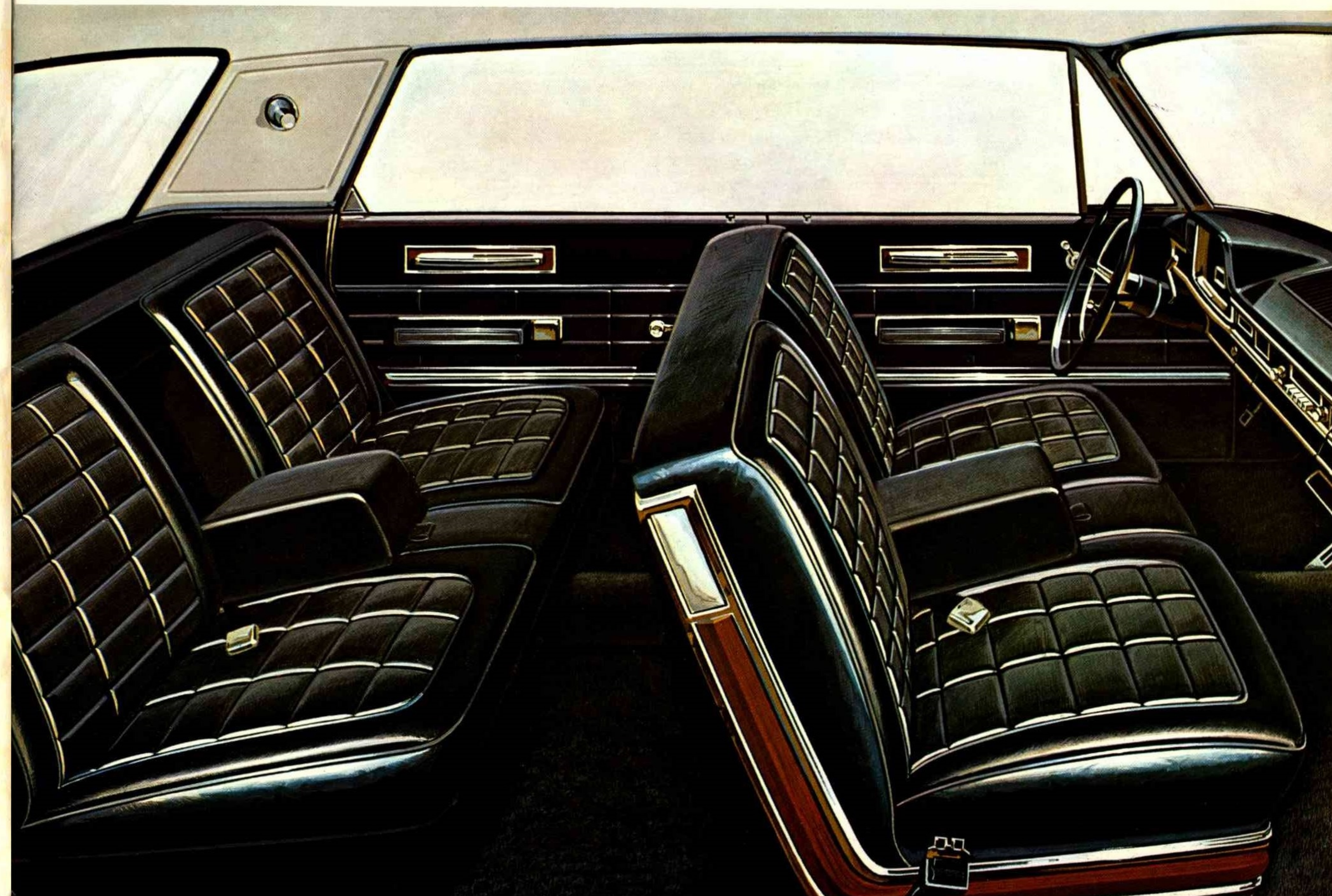


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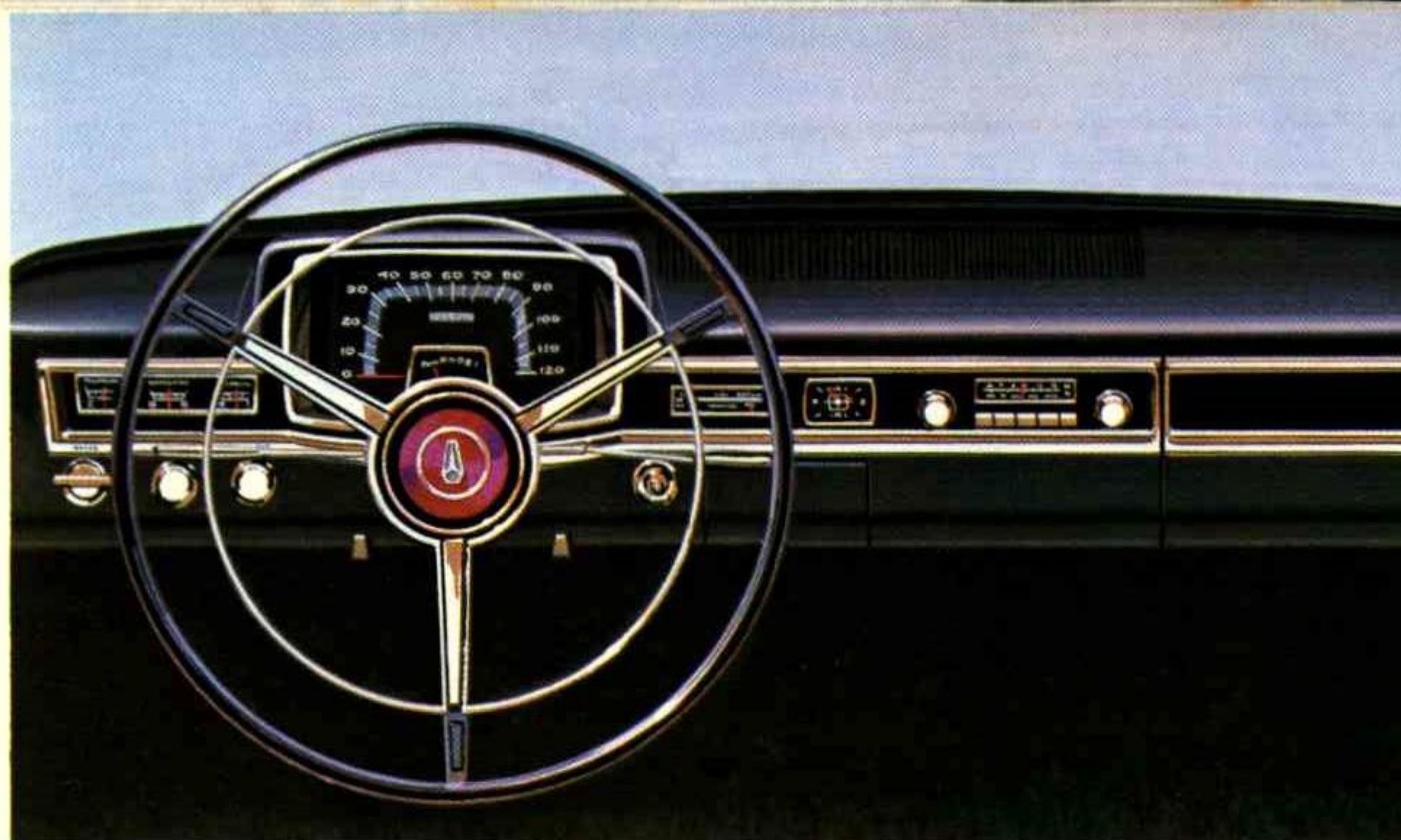
The VIP will have an even broader appeal for those who have felt, in other years, that cars of this distinction were to be found only among the traditional luxury car group—and generally considered beyond the reach of the average car buyer. A new high in luxury . . . but well within your reach . . . Plymouth's VIP. The greatest way yet to *Let yourself go . . . Plymouth.*



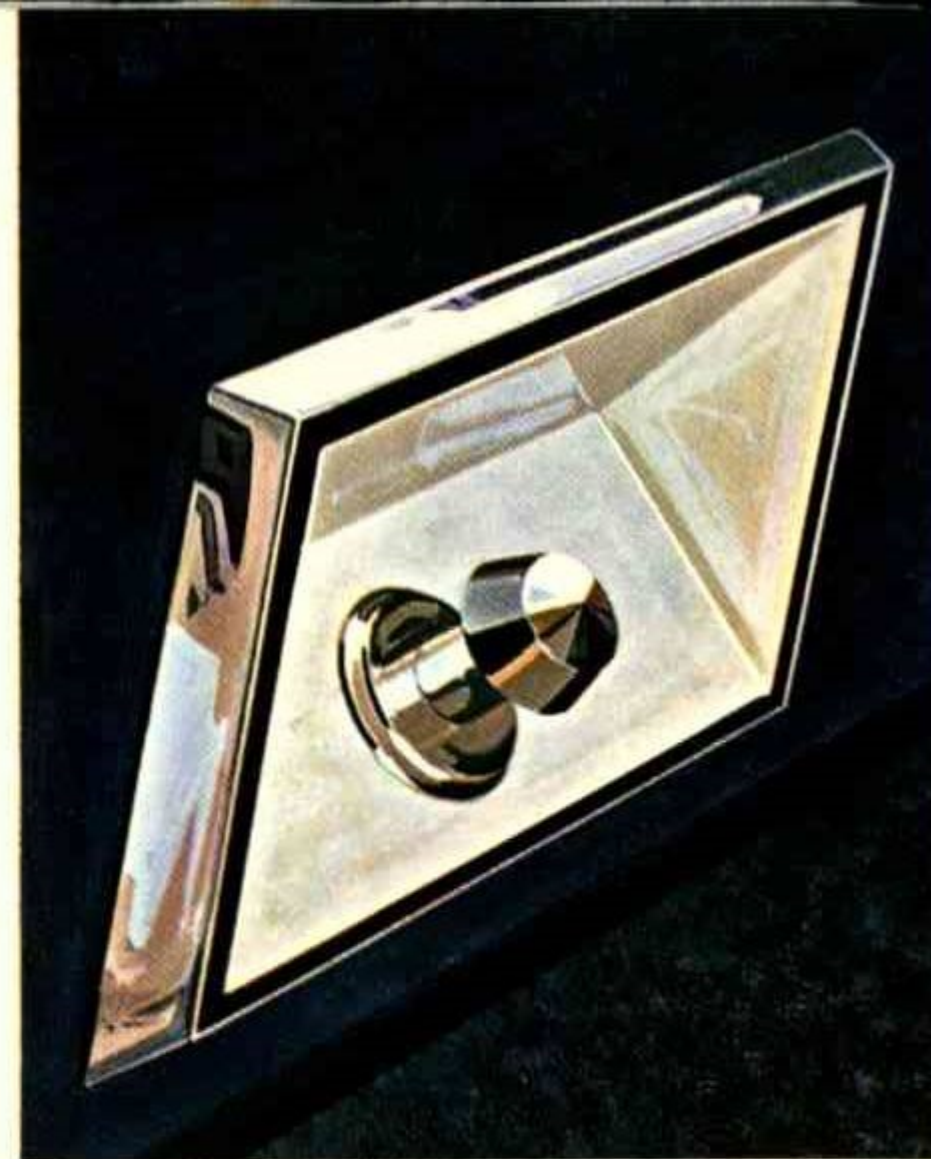
The most striking thing about the luxury of Plymouth's VIP is the fact that almost anyone can afford it. You get *so much more* for *so little more*.

Like the distinction of owning a car with a personality all its own. Like the discreetly different treatment of ornamentation.

Or the tasteful richness of the appointments. The deep-pile carpeting. The fine-textured fabrics. The countless little extra—but immeasurably important—convenience touches. All the highly individualized refinements that make for the limousine look—at Plymouth prices. The things that will make you want to *Let yourself go . . . Plymouth.*



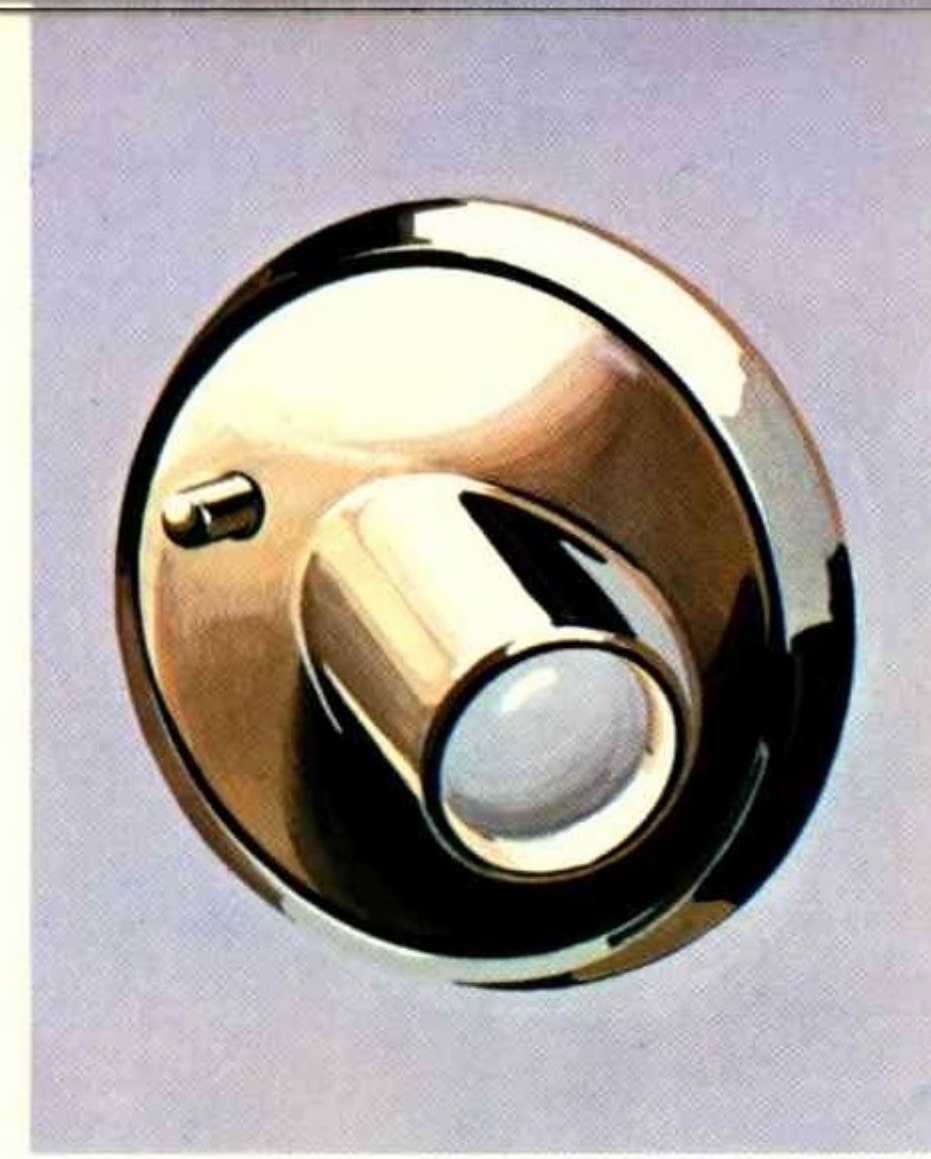
The safety-padded instrument panel is unobtrusively ornamental, as well as being remarkable for its convenient instrument grouping and easy readability.



The automatic transmission indicator is an integral part of the dash. Both horizontal and vertical surfaces of the instrument panel are painted with antiglare suede paint.



Even the cigar lighter on the back of the front seat, standard on the VIP, helps set this car apart, and stresses the unique quality of its craftsmanship. (4-door only.)



The discreet use of chrome in exterior ornamentation, with walnut-grained vinyl insert detailed here, accentuates the VIP's distinctive styling approach.



The ultimate in attention to functional detail in interior styling accents is the pair of reading lamps with independent switches, mounted as shown. (4-door only.)



A new trend in door-handle design is shown in this ingenious new safety handle, flush-mounted for convenience, with integral armrest for passenger comfort.

Recessed pulldown center armrests, front and rear on the 4-door hardtop, are another comfort touch that confirms the extraordinary character of this unusually fine car.



VIP 4-Door Hardtop in Charcoal Metallic

There's a great deal of additional satisfaction for VIP owners in the knowledge that hardly anyone could ever guess how economically you came by such elegance. And from the fact that, in spite of its elegance, there's lots of power and pep in Plymouth's VIP.

There's tremendous performance with the optional 440-cubic-inch Commando V-8 power plant. Or, for that matter, with either of VIP's two 383-cubic-inch engines. Or, with front-wheel disc brakes. All of them options that go with VIP-type thinking.

Why not start thinking VIP now. It's the first step in the direction of letting yourself go . . . Plymouth for '66.



Convenient assist handles, mounted on a bright die-cast base, are backed by a vinyl wood-grained insert. Another way the VIP underscores its attention to detail.



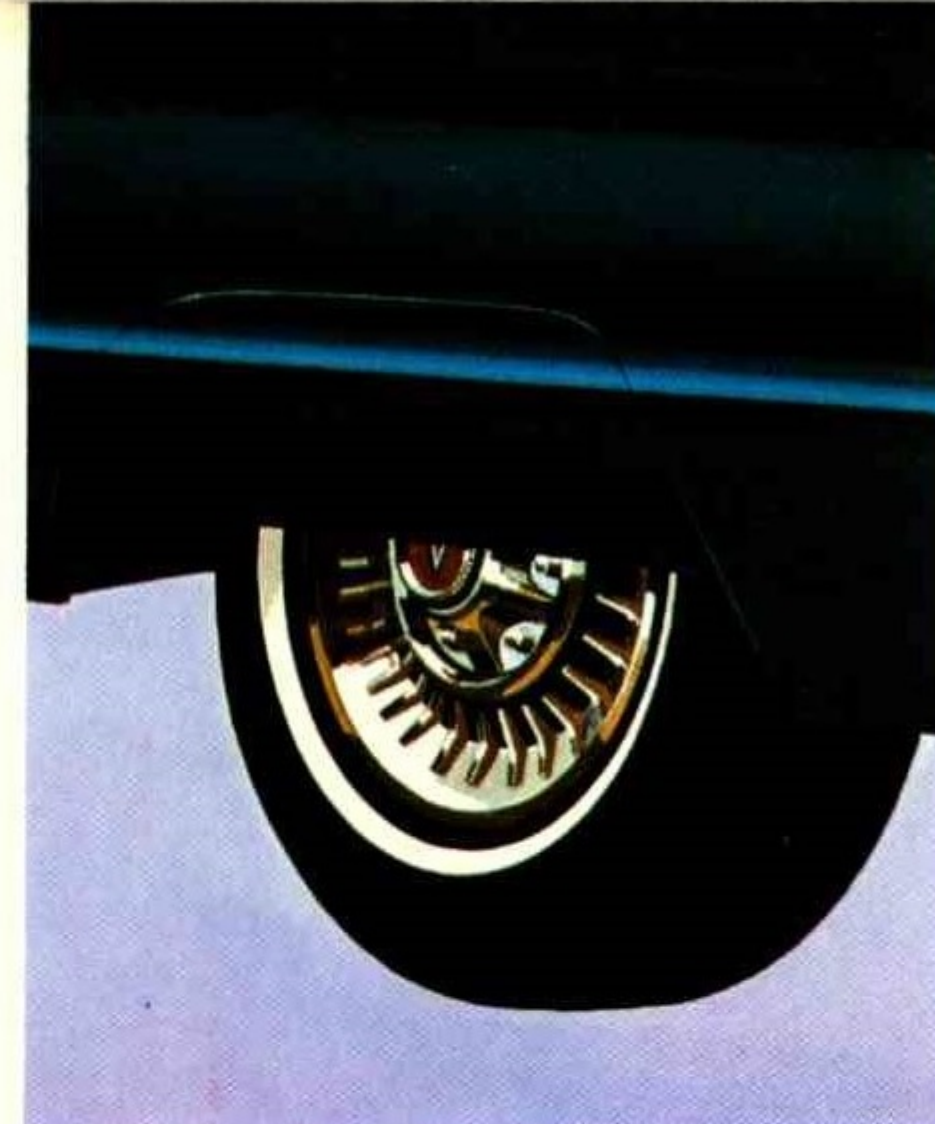
The artistic scrollwork used in the VIP insignia is an outward indication of the sensitive approach used in this fine car's appointments throughout.



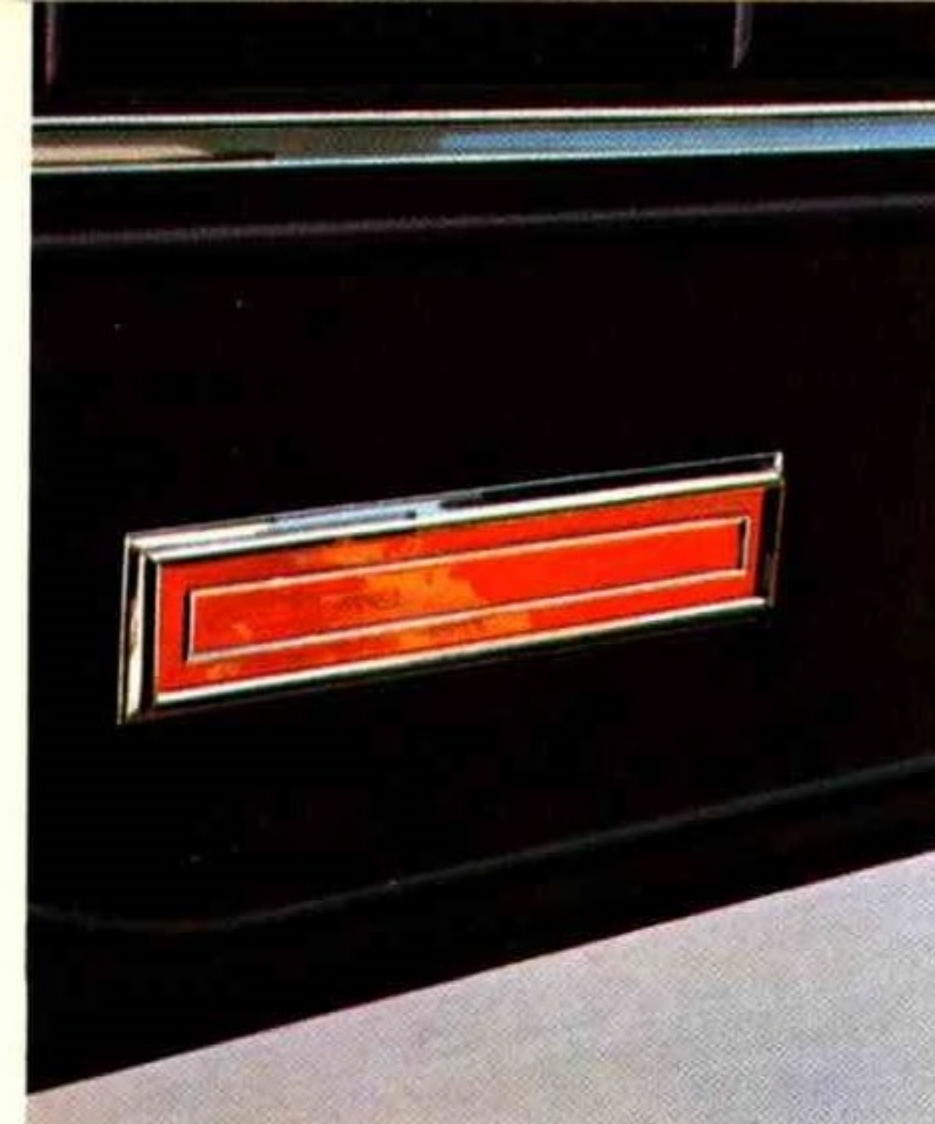
Taste, ornament, and functionality are all beautifully combined in the hood-mounted turn signal indicators on the front end of the Plymouth VIP.



Note the ingenious manner in which the pulldown center armrest is introduced in the split front seat. Another reminder of how VIP handles comfort and convenience.



Fender skirts are standard on both VIP body styles. No other appearance accessory could speak so eloquently of the distinguished limousine-like look of this unusual car.



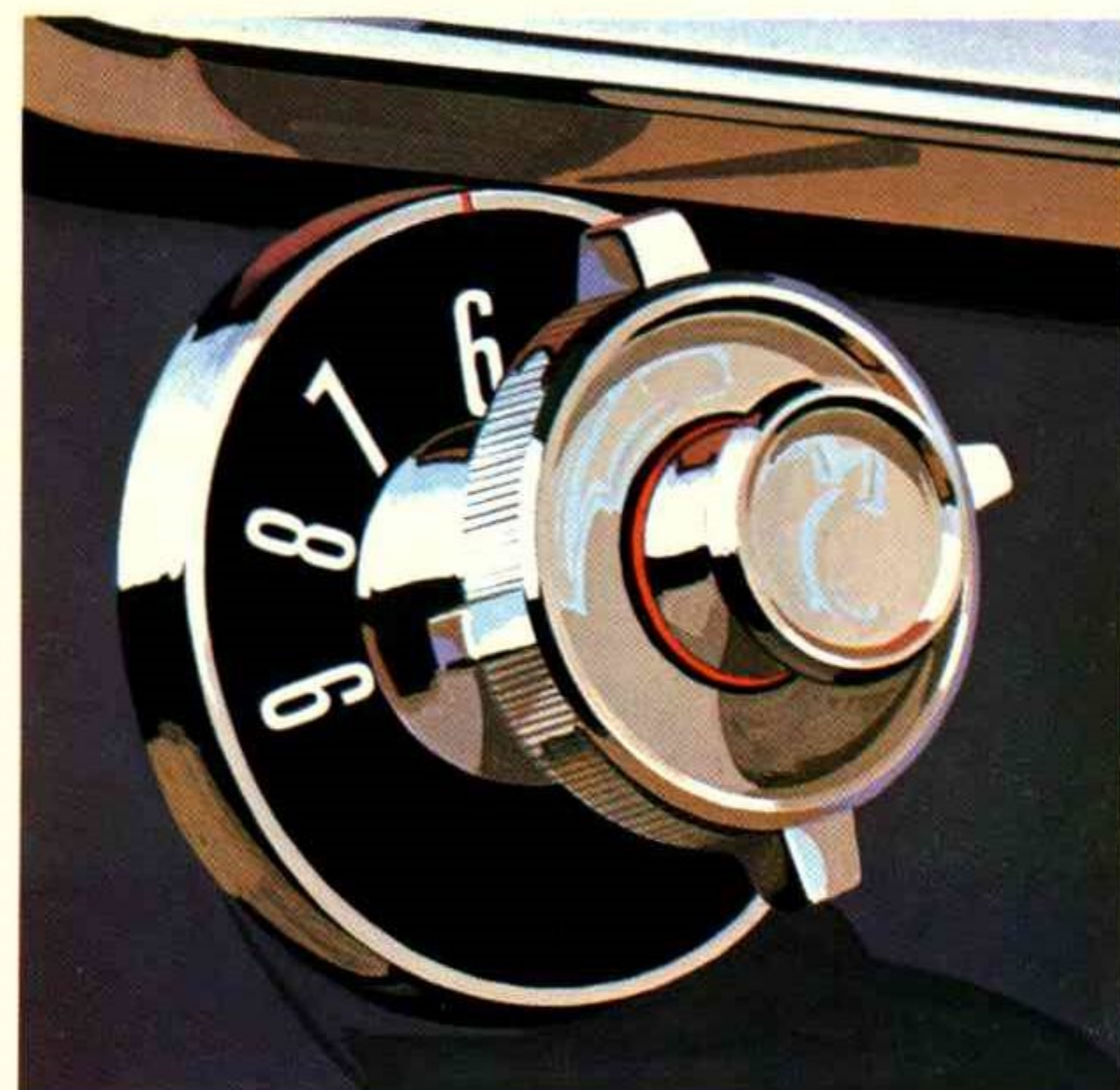
The luxuriously tasteful handling of the carpet materials is particularly noticeable in the front seat kickplate area, as a background for the safety reflector.



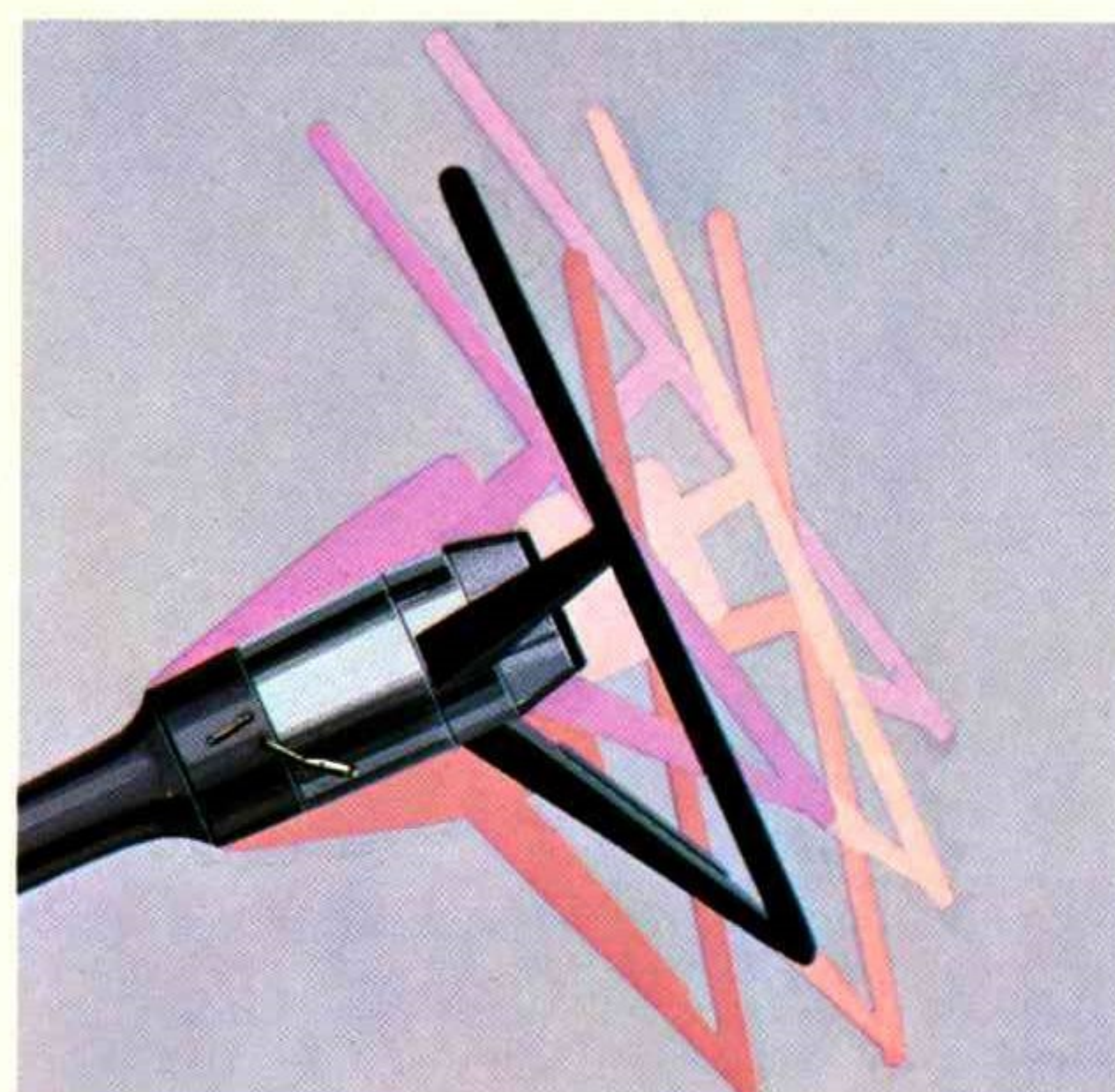
The look of fine wood is further introduced in the interior with this vinyl panel, inserted as a contrasting accent on the sides of the front seat.



VIP 2-Door Hardtop in Dark Blue Metallic



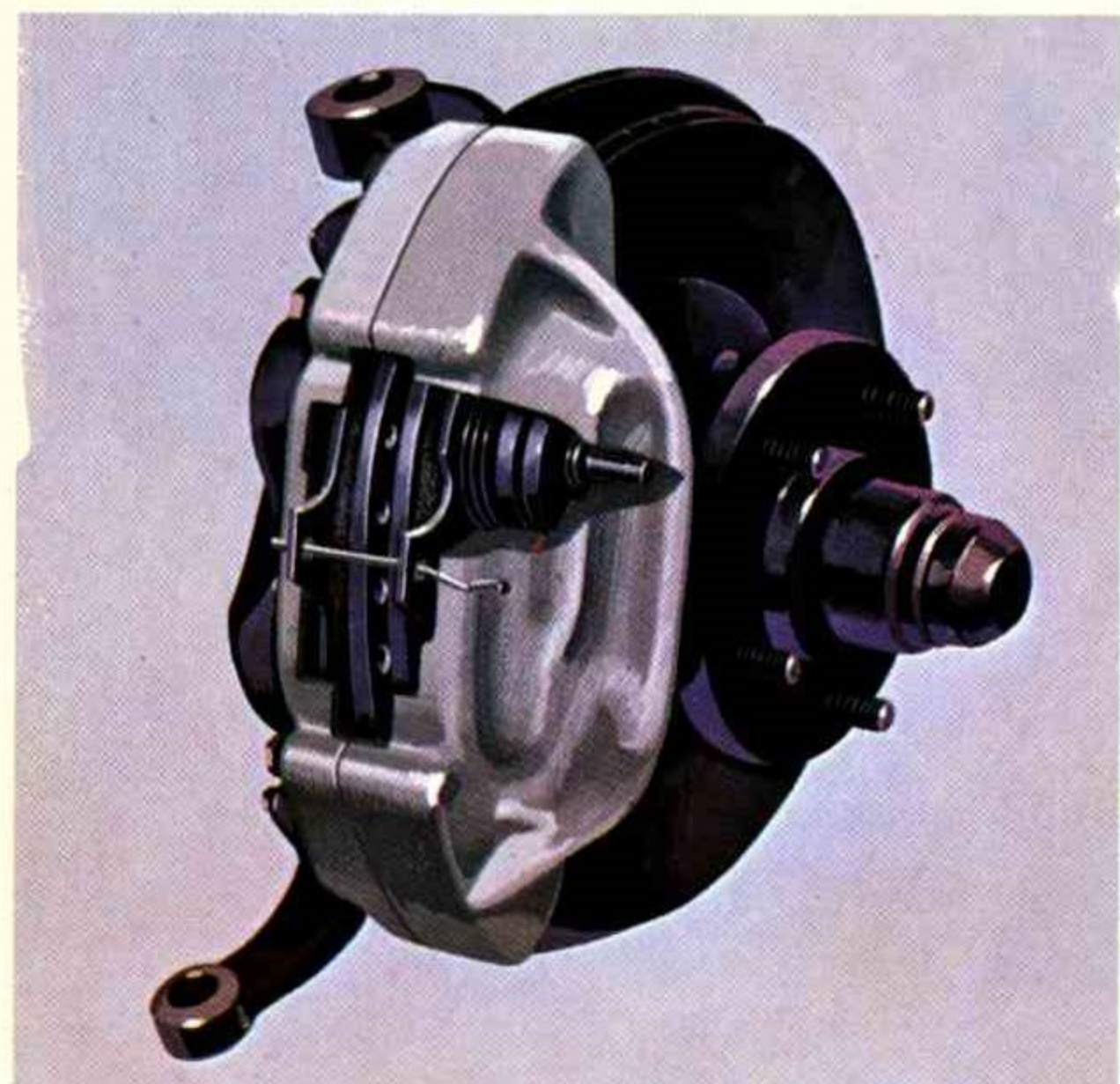
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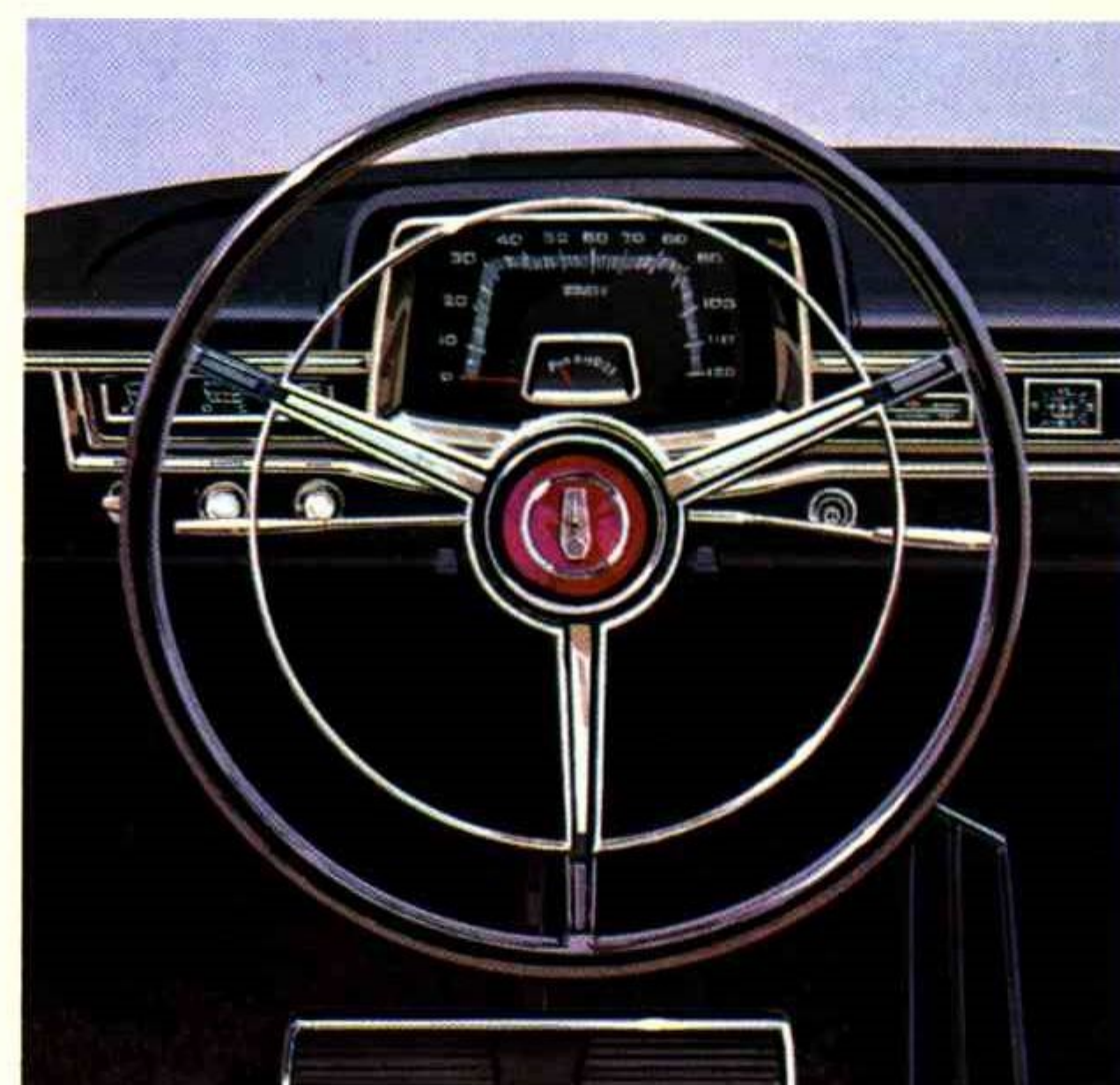
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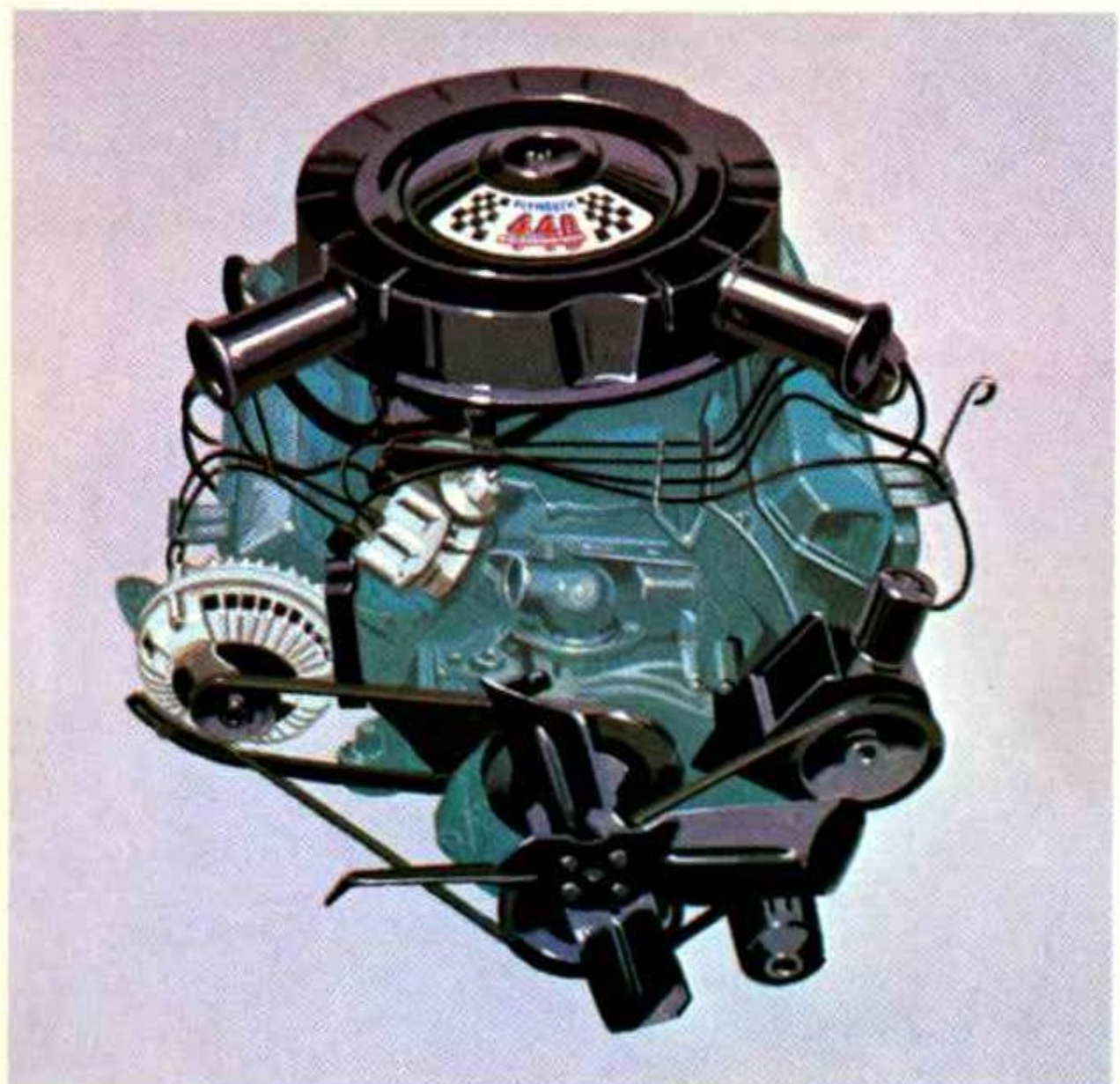
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	318 Standard V-8	383 Optional Commando V-8	383 Optional Commando V-8	440 Optional Commando V-8
Horsepower.....	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	365 hp at 4600 rpm
Torque, lbs.-ft.....	340 at 2400 rpm	390 at 2800 rpm	425 at 2800 rpm	480 at 3200 rpm
Compression ratio.....	9.0 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Bore, inches.....	3.91	4.25	4.25	4.32
Stroke, inches.....	3.31	3.38	3.38	3.75
Displacement, cu. in.....	318	383	383	440
Carburetor type.....	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type.....	Silenced	Silenced	2-Snorkel	2-Snorkel
Exhaust.....	Single	Single	Dual	Dual
Camshaft.....	Standard	Standard	Standard	Standard
Fuel.....	Regular	Regular	Premium	Premium

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Options, Accessories, and Engines

1—Auto Pilot. Set the dash-mounted pointer to your pre-selected speed, and this ingenious control does the rest. Maintains set speed regardless of hills or declines. Even nudges your foot gently when pre-set speed is reached.

2—Tilt-a-Scope Steering Wheel. Added driving comfort for every driving member of the family. This new option telescopes a total of 2.7 inches, and tilts to 2 positions above center, and 3 positions below center.

3—Air Conditioning. Gives you "controlled weather" inside, no matter what's going on outside. Features Chrysler Corporation's own reheat principle. Responds quickly to repeated changes in control settings.

4—Front-Wheel Caliper-Type Disc Brakes. A race-car-spawned innovation that can add to passenger-car brake life. Disc brakes are noted for their predictable, stable action, even under repeated hard use, or exposure to water, dust, or temperature extremes.

5—Vinyl Roof Covering. A car with the limousine look needs the landau touch that only this leather-like appearance option can add. (4-door hardtop shown).

6—Power Assists. Power brakes, improved to increase responsiveness and "pedal feel," and make braking easier, at a touch of the toe. Full-time power steering, that makes maneuvering your VIP a fingertip matter, driving or parking.

7—Commando 440-cu.-in. V-8 Engine. Plymouth's most powerful engine, designed to give the VIP the kind of smooth "out-front" high performance this car deserves.

8—VIP Engine Chart. The VIP gives you a 318-cu.-in. standard V-8, and three optional Commando V-8 engines to choose from. They are detailed opposite for your convenience.

Sure-Grip Differential. This option is designed to give positive power to both rear wheels for improved traction. Especially effective on gravel or other loose surfaces, or on ice or snow.

Radio—AM or AM/FM. You have the added convenience, in the AM/FM model, of instant switching from AM to FM, for greater program selectivity.

Emergency Flasher. When necessary, this device sets all four turn signals flashing, to alert approaching traffic.

Electric Door Locks. With this safety aid, it is a simple operation to lock all car doors simultaneously.

Bumper Guards—Front & Rear. An attractive way to help protect grille and body metal.

Tinted Glass. In the windshield, or all around, it performs the dual function of reducing glare, and helping to keep the car interior cool.

Seat Belt Retractors. Front and rear, they keep seat belts out of the way when not in use.

Rear Window Defogger. Quickly and efficiently, rear window visibility is restored for convenience and safety.

Day/Nite Rear-View Mirror. A mere flick of the finger adjusts this unique mirror for day or night driving.

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.*

Colors and Specifications



Plymouth's VIP is available in the 18 solid exterior colors shown. Two-tone paint combinations, and black or white vinyl roof coverings available at extra cost. Interiors are in either of three rich hues

—Blue, Red, or Black. Seat cushions and backs are cloth-and-vinyl. Lower portions of front seat backs, rear seat cushions, and door-trim panels, are all carpet-covered. The pearl gray vinyl headlining is

padded around rear window area, and sun visors are covered in the same fashion. Colors shown here may differ slightly from color chips available at your Plymouth dealer. *Extra-cost option.

VIP—Standard Equipment

Armrests—front & rear door / Cigar lighters—front & rear / Back-up lights / C-pillar lights / Seat belts—front & rear / Wheel covers / Instrument panel safety cushion / Electric windshield washer / Variable-speed windshield wipers / Outside left rear-view mirror / Hood-mounted turn signal indicators / Steering wheel—with half horn ring / Fender skirts / Ash receivers—front & rear / Electric clock / Formed carpet floor covering / Luggage compartment rubber mat / Glove box light / Trunk compartment light / Heater-defroster / 318-cu.-in. V-8 engine / 3-speed manual transmission / Torsion-bar front suspension / Leaf-spring rear suspension / Parking brake warning light / Sun visors—right & left / Clear glass rear-view mirror

VIP—Optional Equipment

Air conditioning / Auto-Pilot / Defogger—rear window / Disc brakes—front only / Electric door locks/Emergency flasher/Tinted glass—all windows/Tinted windshield / Day-Nite inside rear-view mirror / Outside left rear-view mirror—remote control / Power brakes / Power steering / Seat belt retractors / Deep-dish wheel covers / Tilt-a-Scope steering wheel / Bumper guards—front & rear / Sure-Grip differential / 6-way power seat adjuster / Power window lifts / Radio—AM or AM-FM / Trailer-towing package / Vinyl roof covering / Commando 383-cu.-in. V-8—2-bbl. carb. / Commando 383-cu.-in. V-8—4-bbl. carb. / Commando 440-cu.-in. V-8—4-bbl. carb. / 4-speed manual transmission—with Commando “383” 4-bbl. & Commando “440”/3-speed automatic transmission/Whitewall tires / Undercoating

Transmissions & Gear Ratios

Standard manual 3-speed.....3.02 to 1
Manual 3-speed with
Commando 383-cu.-in. engine.....2.55 to 1
Optional manual 4-speed
(Commando 383- [4-bbl.] &
440-cu.-in. engines).....2.66 to 1
Optional automatic 3-speed.....2.45 to 1

Rear Axle Ratios

Manual—3-speed.....3.23 to 1
Manual—4-speed.....3.23 to 1
Automatic—3-speed.....2.94 to 1
Rear axles are hypoid type, Hotchkiss drive.

Capacities

Fuel tank.....25 gallons
Engine crankcase.....4 quarts
Cooling system (with heater).....21 quarts

Wheels & Tires*

Rim size.....5.0K
Tire size.....7.75 x 14
*Safety-Rim wheels with low-pressure tubeless tires are standard on all models.

Chassis Specifications*

Turning diameter—curb-to-curb.....42.7 feet
Front suspension type.....Torsion bars
Rear.....Asymmetrical leaf springs
Rear spring length.....58.0 inches
Rear spring No. of leaves.....5
Shock absorbers.....Oriflow Type
Manual steering ratio—steering gear.....24.0 to 1
Manual steering ratio—overall.....32.0 to 1
Wheel turns—lock-to-lock.....5.8
Power steering ratio—steering gear.....15.7 to 1
Power steering ratio—overall.....19.4 to 1
Wheel turns—lock-to-lock.....3.8
*Figures for 4-door hardtop only.

Brakes (Conventional Drum Type)*

Front wheels.....11 x 2.75 inches
Rear wheels.....11 x 2.0 inches
Total lining area.....202.1 square inches
Brakes are self-energizing, servo-contact, with bonded lining. Brake shoes are internal expanding type. A self-adjusting feature is activated during reverse stops. Separate, foot-operated parking brake, cable-connected, acts on each rear wheel.

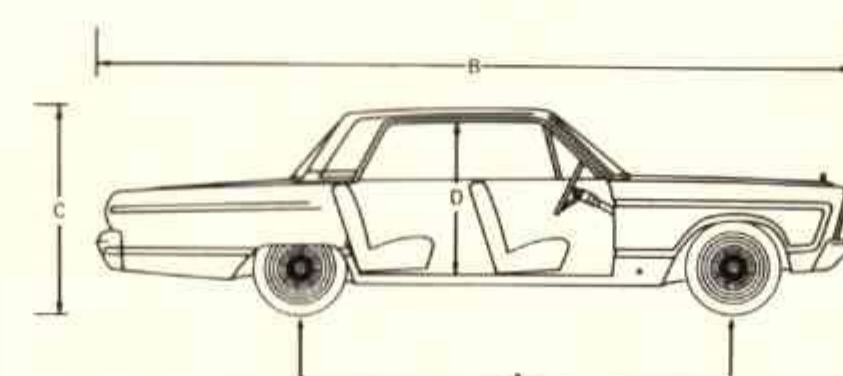
*Optional front-wheel disc brakes, caliper-type, also available.

Exterior Dimensions**

Wheelbase (A).....119.0 inches
Overall length (B).....209.8 inches
Overall width.....78.7 inches
Overall height (C).....55.2 inches
Track—front wheels.....62.0 inches
Track—rear wheels.....60.7 inches

Passenger Space**

Headroom—front seat (D).....39.0 inches
Headroom—rear seat.....37.9 inches
Legroom—front seat.....42.0 inches
Legroom—rear seat.....38.7 inches
Shoulder-room—front seat.....60.0 inches
Shoulder-room—rear seat.....60.0 inches
Kneeroom—rear seat.....5.6 inches
Seat height—front.....8.9 inches
Seat height—rear.....11.9 inches
**Dimensions shown for 4-door hardtop only.

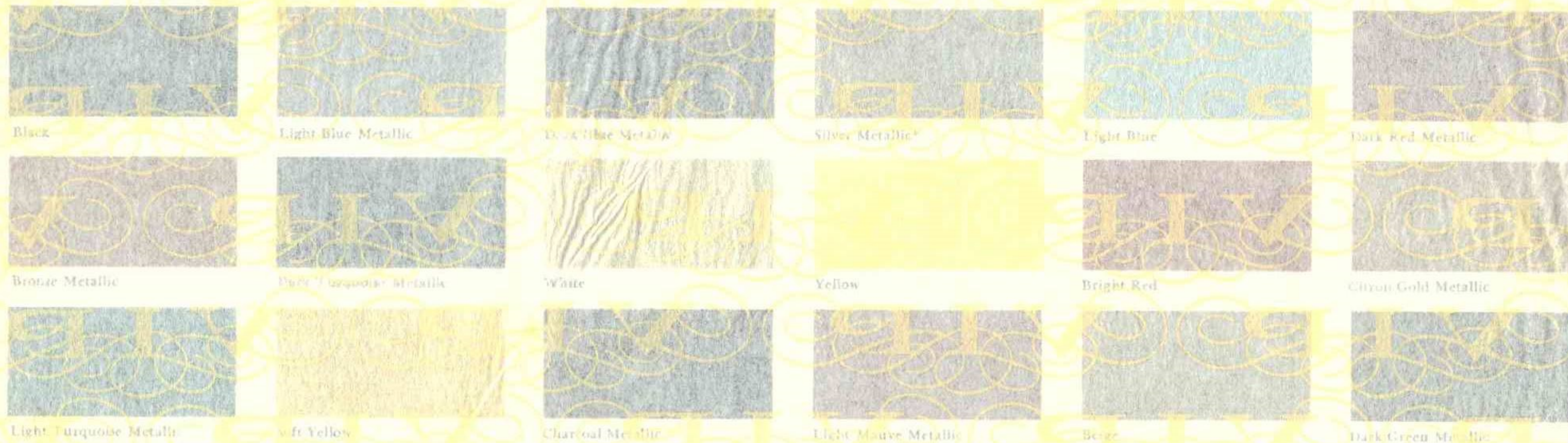


Customer Care and the Chrysler Corporation's 5-Year/50,000-Mile Engine and Drive Train Warranty*...a couple more good reasons for letting yourself go Plymouth '66.

*Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation's 5-year/50,000-mile warranty covers all of the following vital parts of a 1966 car 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, water pump drive 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 3 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and about car's mileage. Simple enough for such important protection.



Colors and Specifications



Plymouth's VIP is available in the 18 solid exterior colors shown. Two-tone paint combinations, and black or white vinyl roof coverings available at extra cost. Interiors are in either of three rich lines.

VIP—Standard Equipment

Armrests—front & rear door / Cigar lighters—front & rear / Back-up lights / C-pillar lights / Seat belts—front & rear / Wheel covers / Instrument panel safety cushion / Electric windshield washer / Variable-speed windshield wipers / Outside left rear-view mirror / Hood-mounted turn signal indicators / Steering wheel—with built-in horn / Fender skirts / Ashtray—front & rear / Electric clock / Formed carpet floor covering / Luggage compartment rubber floor / Glove box light / Trunk compartment light / Horn—electric / 310-cu.-in. V-6 engine / 3-speed manual transmission / Power front disc brakes / Leaf-spring rear suspension / Parking brake warning light / Sun visors—right & left / Clear glass rear-view mirror

VIP—Optional Equipment

Air conditioning / Auto Pilot / Delugger—rear window / Disc brakes—front only / Electric door locks / Emergency flasher / Tinted glass—all windows / Tinted windshield / Day-Nite inside rear-view mirror / Outside left rear-view mirror—remote control / Power brakes / Power steering / Seat belt retractors / Deep-tin wheel covers / Tilt-a-Scope steering wheel / Bumper guards—front & rear / Six-way power seat adjuster / 6-way power seat adjuster / Power window lifts / Radio—AM or AM-FM / Trailer-towing package / Vinyl roof covering / Commando 363-cu.-in. V-6—200-hp. carb. / Commando 383-cu.-in. V-8—240-hp. carb. / Commando 440-cu.-in. V-8—4-bbl. carb. / 4-speed manual transmission—with Commando 363 4-bbl. & Commando 440 3-speed automatic transmission / Whitewall tires / Undercoating

The colors 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. Product information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment, available at extra cost.

—Blue, Red, or Black. Seat cushions and backs are cloth-and-vinyl. Lower portions of front seat backs, rear seat cushions, and door-trim panels are all carpet-covered. The pearl gray vinyl headlining is

Transmissions & Gear Ratios

Standard manual 3-speed—3.02 to 1
Manual 3-speed with
Commando 363-cu.-in. engine—2.55 to 1
Optional manual 4-speed
Commando 363 4-bbl. &
440-cu.-in. engines—2.46 to 1
Commando 440-cu.-in. engine—2.46 to 1

Rear Axle Ratios

Manual—4-speed—2.75 to 1
Manual—4-speed—3.25 to 1
Automatic—4-speed—2.46 to 1
Rear axle ratio—overall—3.25 to 1

Capacities

Fuel tank—25 gallons
Engine crankcase—5 quarts
Cooling system (with heater)—21 quarts

Wheels & Tires*

Rim size—5.0K
Tire size—7.75 x 14
*Safety tires, which with low pressure tubes, are standard on all models.

Chassis Specifications*

Turning diameter—curb-to-curb—12.7 feet
Front suspension type—Forsion bars
Rear—Asymmetrical leaf springs
Rear spring length—36.0 inches
Rear spring No. of leaves—5
Shock absorbers—Overload Type
Manual steering ratio—steering gear—24.0 to 1
Manual steering ratio—overall—32.0 to 1
Wheel turns—lock-to-lock—5.8
Power steering ratio—steering gear—15.7 to 1
Power steering ratio—overall—19.4 to 1
Wheel turns—lock-to-lock—3.8
*Figures for 4-door hardtop only.

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Brakes (Conventional Drum Type)*

Front wheels—11 x 2.75 inches
Rear wheels—11 x 2.0 inches
Front lining area—202.4 square inches
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Exterior Dimensions**

Wheelbase (A)—119.0 inches
Overall length (B)—207.8 inches
Overall width—78.7 inches
Overall height (C)—55.2 inches
Track—front wheels—62.0 inches
Track—rear wheels—60.5 inches

Passenger Space**

Headrooms—front seat (D)—39.0 inches
Headroom—rear seat—37.9 inches
Legroom—front seat—42.0 inches
Legroom—rear seat—34.7 inches
Shoulders room—front seat—60.0 inches
Shoulders room—rear seat—60.0 inches
Knee room—rear seat—35.0 inches
Seat width—front—14.0 inches
Seat length—rear—13.9 inches
**Dimensions change. See 4-door hardtop only.



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.

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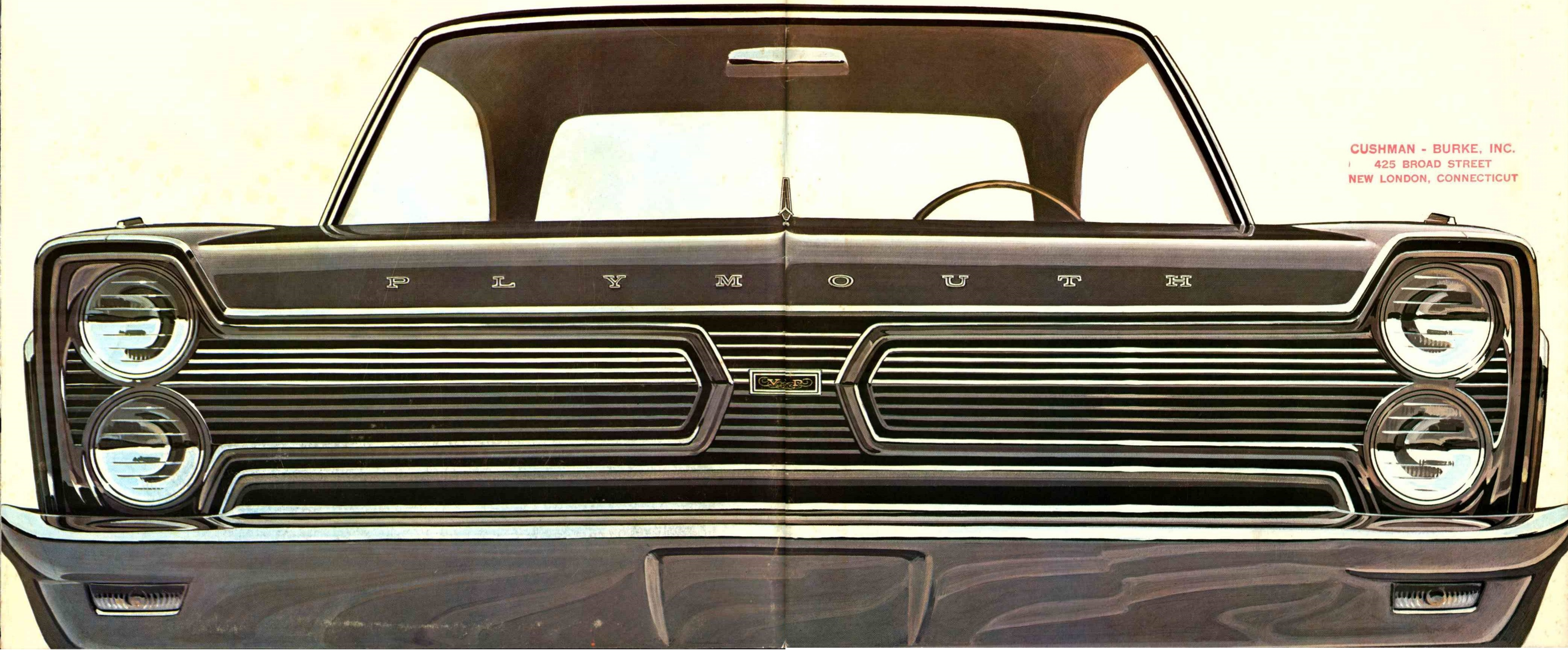


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