



THE AMERICAN WAY TO GET YOUR MONEY'S WORTH  
**CHRYSLER/PLYMOUTH '82**



# INTRODUCING THE FIRST "HIGH-TECH" FRONT-WHEEL-DRIVE CHRYSLER.

"High-Tech"—the technology for tomorrow in the cars of tomorrow—started when Chrysler embarked upon a long-term plan to reshape its thinking, redesign its cars and trucks, and refit its factories to build them.

It started with the development of the Plymouth Horizon, America's first fuel-efficient front-wheel-drive four door in the late seventies. It culminates in the introduction of the luxurious new Chrysler LeBaron, a personal midsize two door and four door that typifies Chrysler's commitment to high technology.

A lot of money was invested in the modernization of LeBaron's assembly facilities... money matched by the long hours taken to

hone its aerodynamic shape to maximum efficiency, perfect its front-wheel-drive configuration, and produce its remarkable four-cylinder power plant.

It was money and time well spent. One look at LeBaron... one drive in it... will tell you that. The matchless precision of its computer-controlled manufacturing techniques. The high quality of its materials. The countless hours of wind-tunnel testing and assembly-line quality checks. All have had their part in

the creation of a new generation of Chryslers.

LeBaron is the product of Chrysler Corporation's over 30 billion miles of front-wheel-drive experience. And that figure is growing every day. With every new LeBaron and other front-wheel-drive cars we sell. But automotive man does not live by front-wheel drive alone. Consider for a moment the high-technology design of LeBaron's standard engine.

One year ago, Chrysler Corporation introduced a new four-cylinder power plant, the 2.2-liter Trans-4 engine. This modern overhead-cam, slant-back design engine is transversely mounted up front for impressive savings of both space and weight.

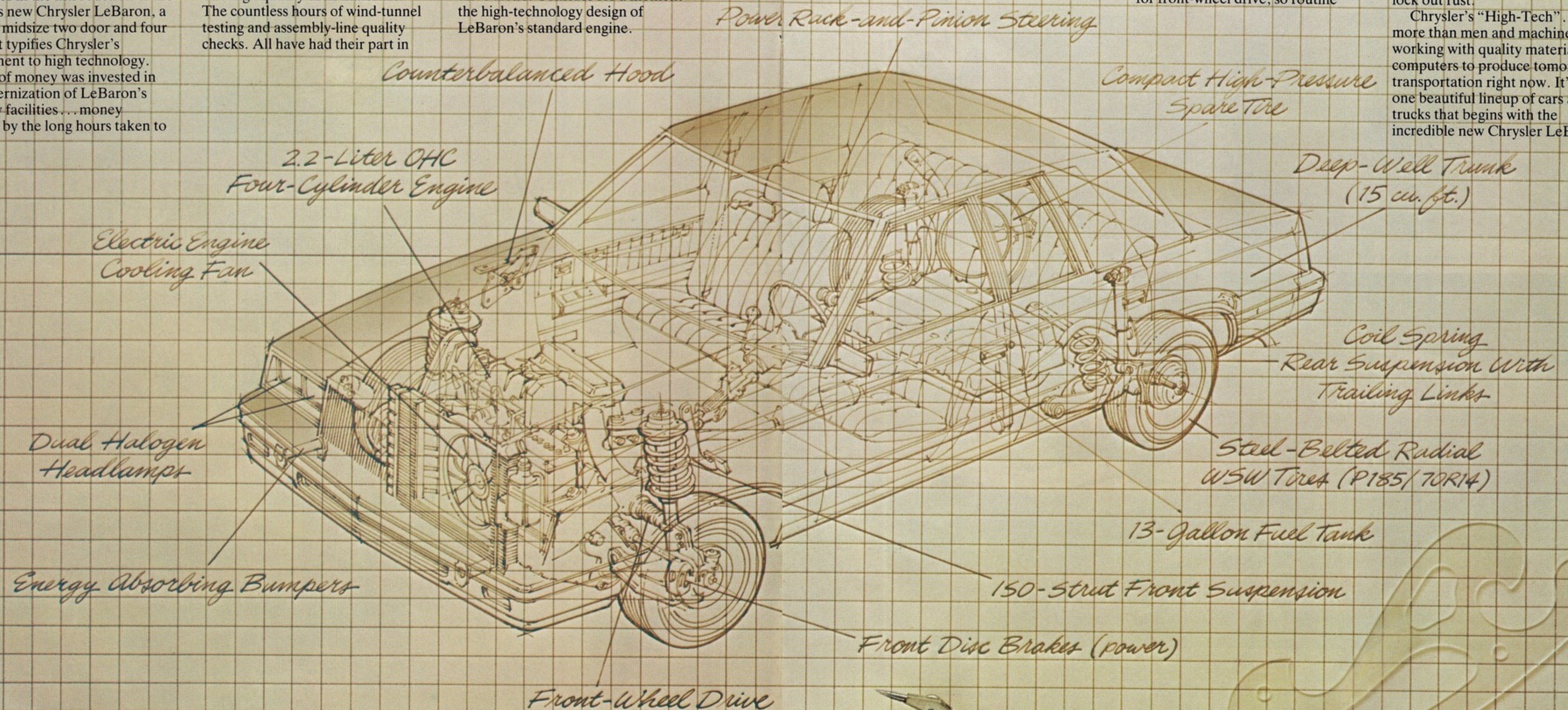
Its testing and manufacturing are even more impressive. Every Trans-4 engine built must pass 73 quality checks including a final testing phase on specially developed computer-operated stands.

The result? An engine that is fuel efficient, strong and reliable. Easy to service, too. That's because the Trans-4 was developed specifically for front-wheel drive, so routine

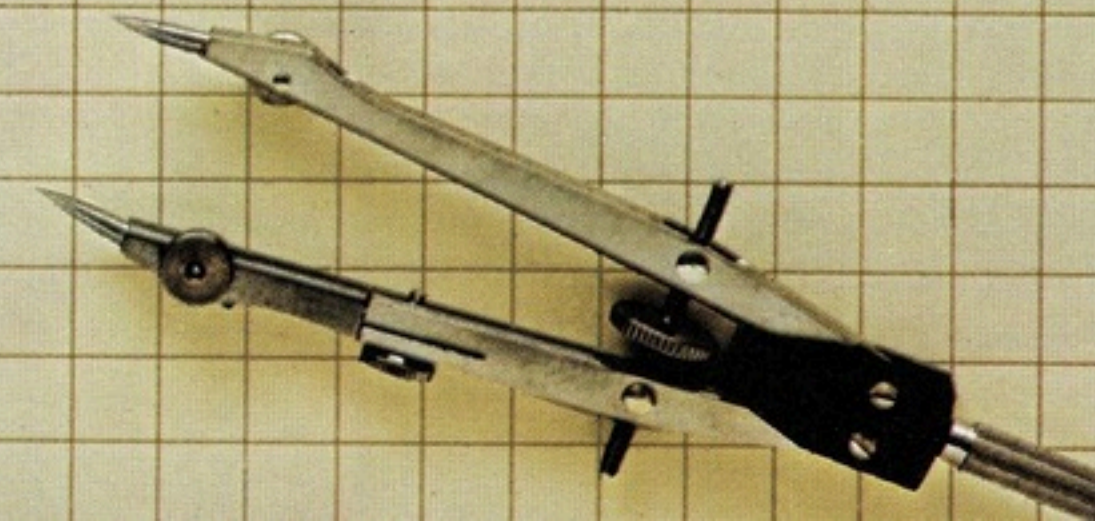
maintenance items are up front or on top for added convenience. So you save time and money on even routine service.

LeBaron offers added protection, too. It comes in the form of precoated or galvanized steel body panels in many critical areas and Chrysler's proven Seven-Step Dip-and-Spray Process that's designed to lock out rust.

Chrysler's "High-Tech"... it's more than men and machines working with quality materials and computers to produce tomorrow's transportation right now. It's also one beautiful lineup of cars and trucks that begins with the incredible new Chrysler LeBaron.



At Chrysler Corporation, quality is a science.



# THE NEW LeBARON.



LeBaron Medallion four-door shown in Black and Burnished Silver Metallic.



LeBaron Medallion two door shown in Metallic Mahogany.

Take a good look at a car that is the first of its kind... a new generation of Chrysler automobile... using some of the most advanced automotive technology currently available... take a look at the 1982 Chrysler LeBaron.

This car is quiet and luxurious, with the highest level of quality ever found in a midsize Chrysler. LeBaron has room for six with its standard center armrest bench seat and is rated at 26 EPA EST MPG,\* 40 estimated highway. This is

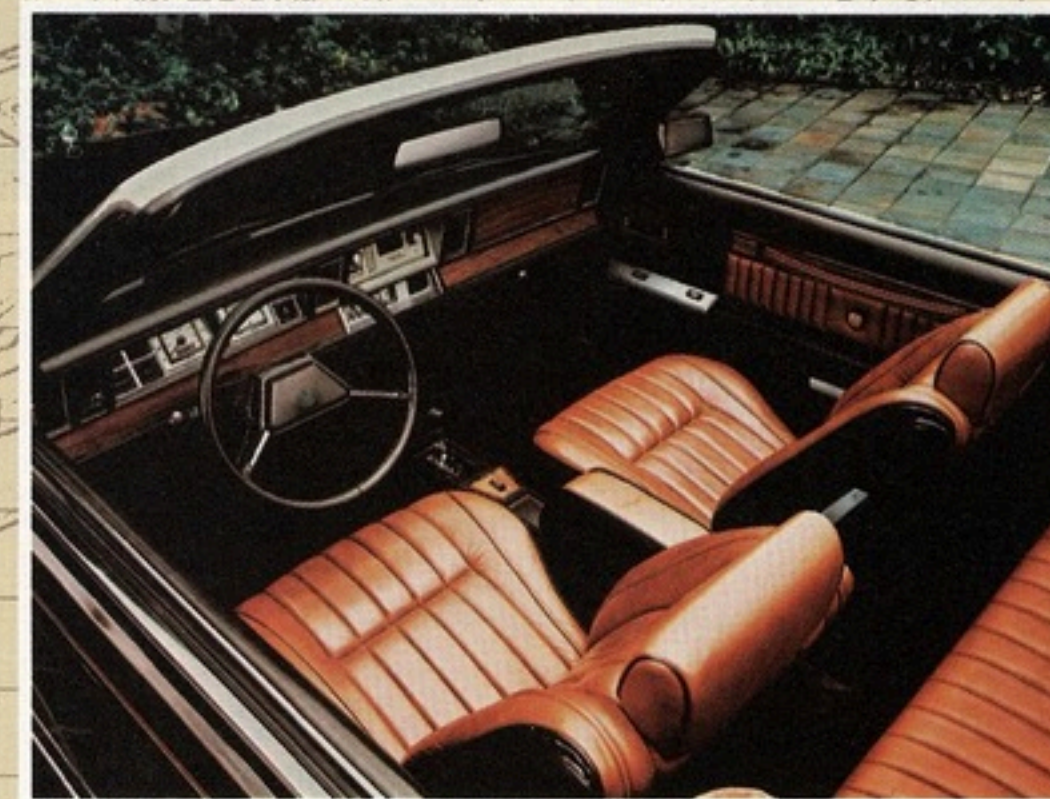
possible because Chrysler's over 30 billion miles of front-wheel-drive leadership has led to the development of aerodynamically sound, space-, weight- and fuel-efficient automobiles that sacrifice little in the way of luxury car attributes.

Because of Chrysler's engineering expertise, it should come as no surprise that this new LeBaron series, for all its trimness and agility, still offers what people have always wanted in a Chrysler: classic styling, traditional convenience and outstanding comfort.

\* Use the EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than the highway estimate. California mileage ratings: 24 EPA EST MPG, 36 estimated highway.



Chrysler Town & Country Wagon shown in Pearl White. Inside the LeBaron Convertible Mark Cross Edition.



Some of the items shown or described in this brochure are extra-cost options.



LeBaron Convertible Mark Cross Edition shown in Mahogany Metallic.

# 1982 PLYMOUTH RELIANT. THE CAR AMERICA DEMANDED.



Reliant S.E. two-door in Pearl White.

What are Americans demanding in a car today? Fuel economy, high-quality design and construction and reliability... in a word: value. We think they'll find it all in one American car: the well-built 1982 Plymouth Reliant that's rated at 26 EPA EST MPG\*, 41 estimated highway. Once you've decided that Plymouth Reliant is just the car you've been looking for, you have another decision to make... a tough one this time. That decision is: which Reliant to choose? That's because Reliant is more than just a very personal and stylish two-door sedan, a very elegant six-passenger four-door sedan, or a very practical four-door wagon. It's all three. A complete family of front-wheel-drive models designed to meet your specific driving needs for the coming years.

You see shining examples of all three on these adjoining pages. Choose any one and you can relax in the comfort of cloth bench seating (with folding center armrest, no less). This handsome interior is standard on all our top-of-the-line S.E. models.



Reliant S.E.'s standard all-cloth bench seating.

That's another decision you'll have to make. Will your Reliant be a surprisingly well-equipped yet affordable "basic" model (two- and four-door sedans only), a somewhat dressier Custom model or a decidedly plush S.E. model? Whichever you choose, rest assured that it will offer the high-technology design and engineering refinements that form the basic



Reliant Custom four-door in Dark Charcoal Gray Metallic.

components of this car, as well as the high-quality assembly and attention to detail that characterize its manufacture. This commitment to quality, along with the many fine standard features, is responsible in no small way for the inherent value you'll find in every Reliant we make. Value we want you to compare with any similar car line in the market today.

The Plymouth Reliants. We made sure they were *exactly* the kind of cars you wanted all along.

\*EPA estimates for Reliant two-door and four-door sedans. Reliant wagon: 26 EPA EST MPG, 40 estimated highway. California: (sedans and wagons) 24 EPA EST MPG, 36 estimated highway. Use the EPA EST MPG numbers for comparison. Your mileage may differ depending on speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate.



Reliant S.E. wagon in Spice Tan Metallic.

# 1982 PLYMOUTH HORIZON



Horizon Custom in Optional Burnished Silver Metallic and Charcoal Gray Metallic Two-Tone Paint.



Horizon Miser in Daystar Blue Metallic.

## Horizon Custom. America's Traveling Companion.

Take to the road in the handsome, roomy four-door hatchback that's a versatile, efficient five-passenger cargo hauler. Front-wheel drive allows us to pack a lot of room in this trim, easy to handle car. Room enough for 35.8 cubic feet of cargo with the rear seat down.

Horizon's refined front suspension features a new linkless-type sway bar for improved riding comfort.

Inside, the comfort continues with a new interior that features cloth-and-vinyl Sport bucket seats with dual recliners.

**Horizon Miser. (35) EPA EST MPG, 52 Estimated Highway.\***

This special high-mileage four door is the car the competition must beat!

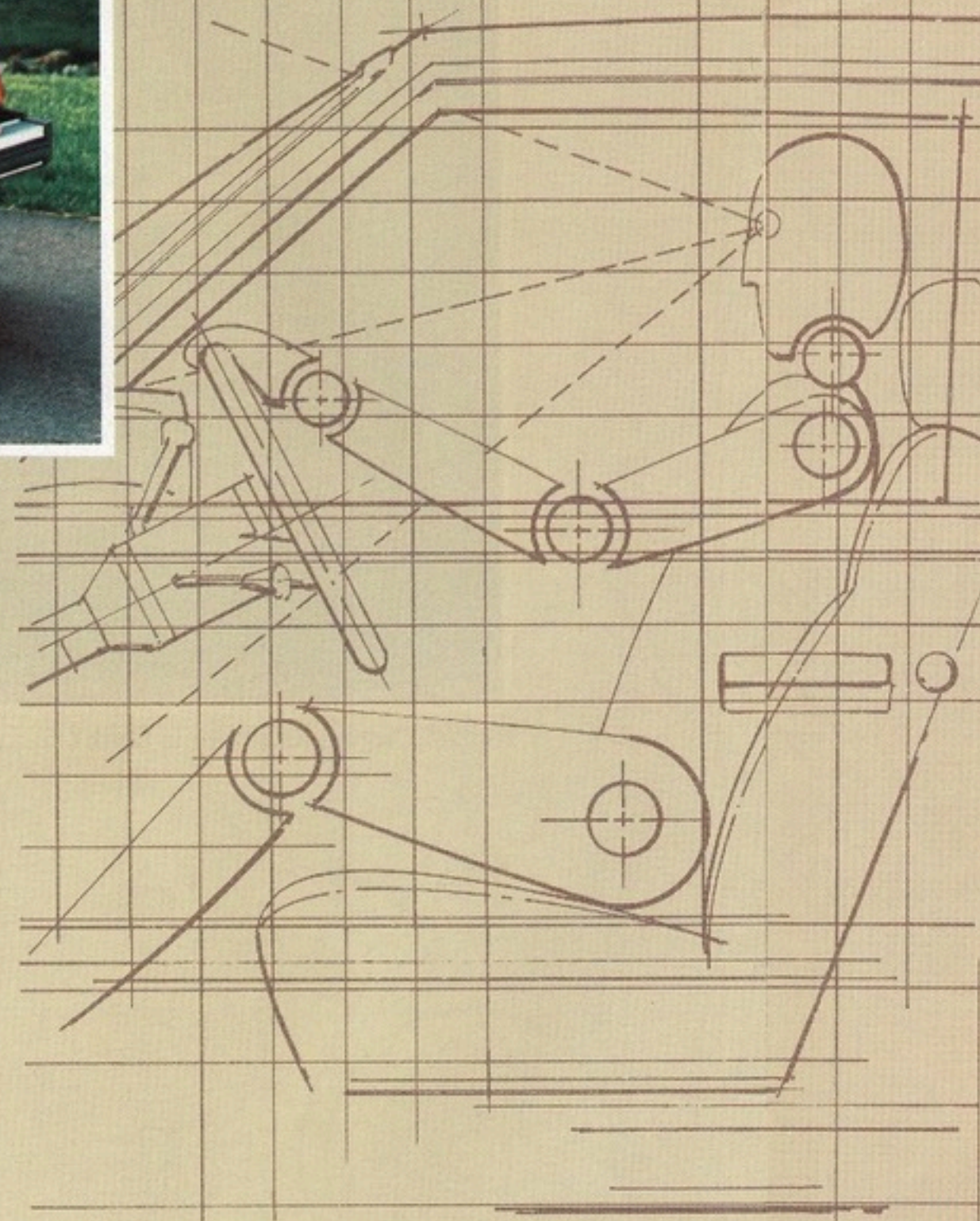
That's because Miser delivers the economy America needs and the roominess and comfort America wants.

**Horizon E-Type. An Idea Born in Europe, Made a Reality in America.** E-Type is Rallye instrumentation, body-hugging cloth-and-vinyl sport bucket seats and blacked-out exterior trim. Plus road-hugging handling and overhead cam, four-cylinder engine performance. The concept is European. The execution is All-American.

\*Use the EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than the highway estimate.



Horizon E-Type in Graphic Red.



# 1982 PLYMOUTH TC3



TC3 Custom with Two-Tone Paint Package in Pearl White and Morocco Red.

## TC3 Custom. It Turns Heads as Effectively as It Turns Corners.

Here's the sleek front-wheel-drive hatchback that's as practical and efficient as it is sporty. With its rear seat up, TC3 Custom seats five. Put it down and you can carry 33.9 cubic feet of cargo.

TC3 Custom's sporty updated styling catches the eye, while its front-wheel-drive maneuverability and peppy four-cylinder engine put the fun back into driving.



TC3 Miser in Graphic Red.

Plymouth Turismo in Formal Black.



## Plymouth Turismo. Exciting, Exhilarating and Efficient.

Want proof? Just check these numbers: 0-50 MPH in 6.68<sup>†</sup> seconds with the optional

performance exhaust system... (26) EPA EST MPG, 41 estimated highway\*. That's Turismo's standard 2.2-liter engine with 3.13 overall top gear ratio in action!

## TC3 Miser. (34) EPA EST MPG, 51 Estimated Highway.\*

Miser's specially calibrated 1.7-liter four-cylinder engine delivers enough pep through its four-speed manual transaxle to satisfy almost any driver. Standard features include a full-width rear hatch, soft vinyl high-back bucket seats, locking glove box, remote outside driver's mirror and your choice of 13 exterior colors. Looks like our low-priced, American-built Miser could be your most sensible buy of the year!

\*Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than the highway estimate. Turismo California mileage ratings: (24) EPA EST MPG, 36 estimated highway.

<sup>†</sup>Based on tests conducted by the National Hot Rod Association.

# 1982 PLYMOUTH IMPORTS



Plymouth Sapporo in Corsica Brown.



Plymouth Champ four-door Hatchback shown in Taupe Metallic.



Champ Custom in Dark Red.

*\*Use EPA EST MPG number for comparison. Your mileage may differ depending upon speed, weather and trip length. Actual highway mileage will probably be lower than highway estimate. California mileage ratings: (38) EPA EST MPG, 47 estimated highway.*

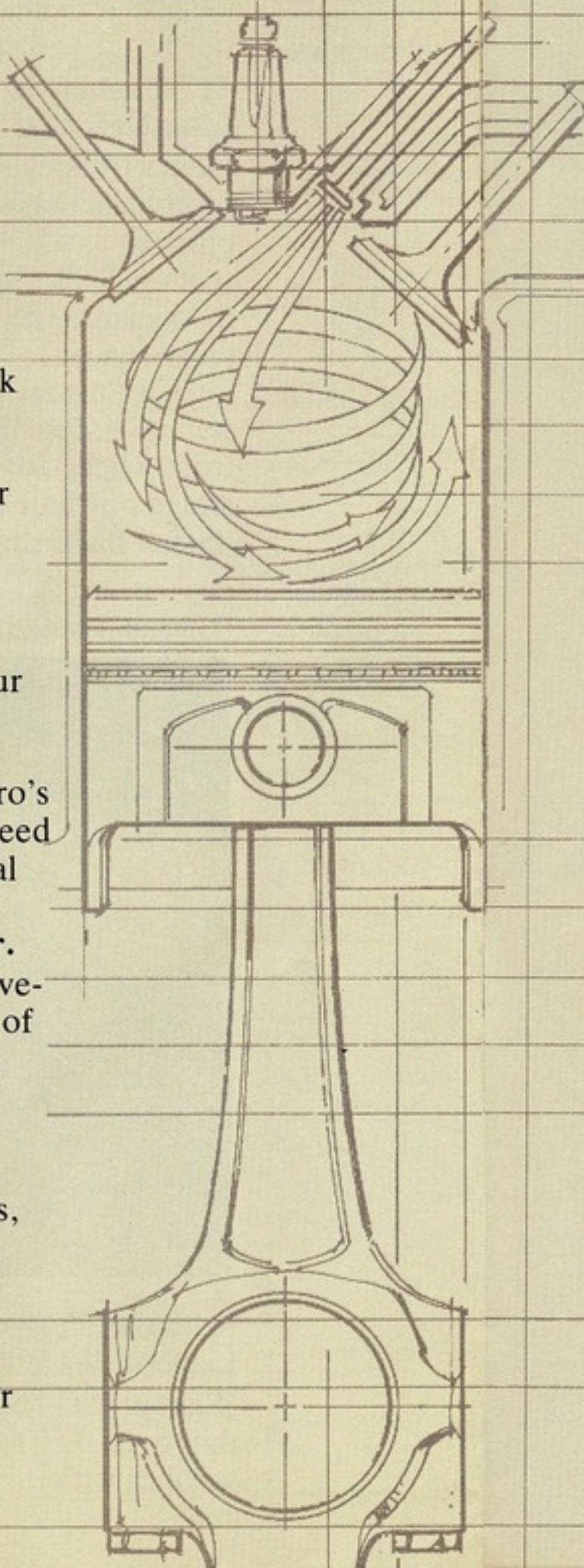
## Plymouth Sapporo. At the Top of Its Class.

Your initial reaction to Sapporo may be purely physical. That's understandable, because on the surface Sapporo is such a beautifully proportioned and exquisitely appointed Euro-style sport coupe.

But you won't want to overlook Sapporo's interior. The reclining cord velour cloth-and-vinyl front bucket seats that feature a lumbar support and a new driver's-side adjustable seat cushion. The standard AM/FM four-speaker stereo system and Rallye instrument cluster that add to your driving pleasure.

And you can't overlook the performance provided by Sapporo's standard 2.6-liter engine, five-speed manual transmission and optional four-wheel disc brakes.

**Plymouth Champ. A Real Winner.** Champ's the front-wheel-drive five-passenger hatchback with plenty of standard features and impressive mileage estimates: (39) EPA EST MPG, 51 estimated highway.\* Champ Deluxe offers extra standard features like tinted glass, bright trim and more. Champ Custom spoils you even further, especially when you order the plush, yet practical, LS Package which includes new striped velour cloth-and-vinyl seats, a two-tone exterior and cast aluminum road wheels.



# 1982 CHRYSLER NEW YORKER AND CORDOBA



New Yorker Fifth Avenue Edition in Nightwatch Blue.

## New Yorker. When the Best Is Good Enough.

Chrysler engineers have given you the advantages of traditional New Yorker values in a brand-new, trimmer automobile. With a re-engineered platform as the basis, the New Yorker attains a power-to-weight ratio that produces good response from its standard six-cylinder engine. Order the famed Fifth Avenue Edition and get the kind of standard luxury items you would expect to find in the "Ultimate New Yorker."

**Cordoba. The Sophisticated One.** The 1982 Cordoba is a formal, yet contemporary specialty car with classic good looks and flawless good taste, a luxurious interior and a smooth, quiet ride. Inside, there is the comfort of new 60/40 cloth-and-vinyl seating. Outside, a new padded vinyl landau roof. Underneath, added corrosion protection.

**Cordoba LS. The Affordable One.** Cordoba LS could fool you. So much Chrysler at such a reasonable price. What a surprise. There are others. An optional cabriolet roof featured here. You probably thought it was a convertible.



Cordoba in Charcoal Gray Metallic.



Cordoba LS in Pearl White with Optional Cabriolet Roof.

That's so typical of Cordoba LS. The sporty, youthful, unexpected Chrysler.

# 1982 PLYMOUTH VOYAGER AND ARROW PICKUP

## 1982 Plymouth Voyager. Room with a View.

Actually, there are three Voyager models to choose from: the basic 109.6-inch wheelbase Voyager, the 127.6-inch wheelbase model and the super-hauler Maxiwagon. Each offers plenty of living room, with comfortable seating for five, standard. Or you can have optional 8-12- or 15-passenger seating depending on the model you choose. The three-passenger bench seats are easily removable, of course, to give you a cargo-carrying area that no passenger-car wagon can begin to match. If you need a dependable trailer-towing vehicle, team your Voyager with Plymouth's optional factory-installed Heavy-Duty Trailer-Towing Package. And while you are building your dream wagon, take a look at all the elegant exterior and plush interior combinations that are available for Voyager. Items like the elegant high-back Quad-Command Bucket Seat Package on Voyager Sport and Premier.



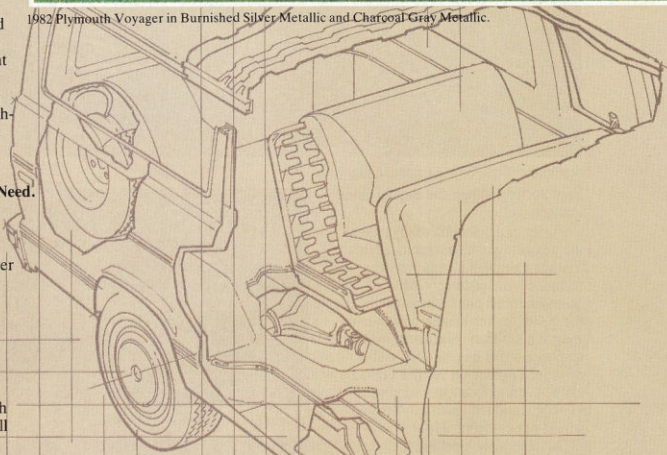
1982 Plymouth Voyager in Burnished Silver Metallic and Charcoal Gray Metallic.

## Arrow Pickup. It's Got What You Need.

Wanted: A good-looking, sporty pickup that is strong, reliable and built to last. Comfortable for long hauls, yet small enough to maneuver easily around town and efficient enough to avoid frequent stops at those "fill 'er up" stations.

You've got it: Plymouth

Arrow pickup. Built in Japan by Mitsubishi, the Arrow is a mighty handsome playmate and a mighty hard worker, boasting a big enough payload to fulfill almost every small pickup need.



1982 Plymouth Arrow Custom in Light Tan.



A PRODUCT OF  
THE NEW CHRYSLER  
CORPORATION

