

THE ACTION CARS FROM

CHRYSLER CORPORATION FOR 1962



You get a lot more action on a lot less gas

You'll like what's happened to the 1962 Chrysler Corporation cars.

The reason is Chrysler engineers have achieved a rare thing in a modern-day

passenger car—they've increased performance and economy at the same time.

Our engineers call it "fat-free performance."

Acceleration is up as much

as 10% . . . gas mileage is improved as much as 7%.

These cars are sleek-muscled and lively. There's plenty of headroom and legroom—even in the compacts.

And they're tough.

But you're going to have to drive one to see what an action car is like. Until then, here's a taste of new driving pleasure to come . . .



PLYMOUTH
... the greatest *Plymouth*
ever built

This is the Plymouth Fury. It gives you sports car gumption in a family-sized car. The electric clock, back-up lights and deep-pile carpeting are standard equipment. In the Plymouth line, engines range from the 145-hp Economy Slant Six to powerful V-8's offering 230 to 305 horsepower. And Plymouth offers you 10 sedans, 7 wagons, 6 hardtops and two convertibles.

NEW DESIGN

New looks

NEW QUALITY

New rugged- ness

This is Plymouth '62—the greatest Plymouth ever built—the completely new car in the low-price field. No matter which make of car you're driving, you owe it to yourself to take a look. And when you look you'll find . . .

NEW DESIGN

An entirely new automotive design concept that combines full-size comfort with new ease of handling—new performance—and new gas savings. Then you'll discover . . .

NEW LOOKS

Plymouth's beautiful interiors have won a styling citation from the National Society of Interior Designers. The handsome fabrics display unmistakable good taste and the good sense to give years of wear. And in most Fury models, you can order an elegant all-vinyl interior (it's optional). In front of you: a clean instrument cluster with big, easy-to-read



New Weather-Jet heater-ventilator keeps you warm in winter, cool in summer—even when you're stopped at a traffic light. The reason is, a new axial blower system—works full-power, full-time—delivers 225 cu. ft. of air a minute. And it uses 25% less current.

dials. Around you: new quality, for Plymouth means . . .

NEW QUALITY STANDARDS

Chrysler Corporation and engineering excellence have long been synonymous. This year, production standards and quality controls are more exacting than ever for Plymouth. Devotion to detail and careful workmanship are obvious in the way everything looks, works and lasts because of . . .

NEW RUGGEDNESS

Plymouth is built more rock-solid against miles and years than any car in its price class ever was before. Big claim? Big fact. Take Plymouth's Unibody. Beam strength has been increased 30%—and torsional rigidity is nearly twice that of its two major competitors last year.

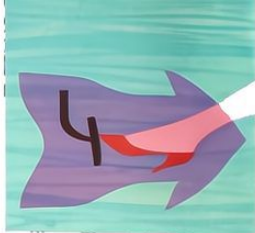
Plymouth's new redesigned instrument panel. Dials are round, easy to read. Optional TorqueFlite automatic transmission shifts through all drive gears automatically, or lets you shift gears (first, second and drive) with the personal control of a stick shift.



In every way, Plymouth is engineered to repay you while you drive, and repay you at trade-in. Meanwhile, thrill to . . .

REMARKABLE NEW PERFORMANCE

When you put your foot down in the new Plymouth, you know you're going some place. You surge to cruising speed as much as 10% faster than last year. And, with Plymouth's new, improved center-of-balance, Torsion-Aire Ride and new low-friction steering gear, you get where you're going with a lot more comfort and a lot less effort.



The brakes adjust themselves. Just back up, step on the brakes and they automatically adjust themselves. What's more, there's a huge 195 square inches of bonded brake area that outlasts the riveted kind by thousands of miles.

IMPORTANT NEW MONEY SAVINGS

Plymouth, 1962 means gas mileage—fewer "gasoline breaks" than the 1961 Plymouth took (and remember a

Plymouth prices start at \$2,206*.



Plymouth Savoy 2-dr Sedan



Plymouth Savoy 4-dr Sedan



Plymouth Belvedere 2-dr Sedan

Plymouth '62 scored higher than any other full-size car in the 1961 Mobilgas Economy Run).

And gas money isn't all you save. You get a new 32,000-mile lube cycle on major chassis points, 4000-mile oil change, self-adjusting brakes. The battery-saving Alternator (still exclusive as standard equipment on all Chrysler Corporation cars). 7-socket rustproofing. And a new faster-starting reduction gear starter helps even more to keep more life in the battery.

Yes, you obviously owe it to yourself to look at Plymouth and its new low prices—more closely than ever before. There's never been a car like this on your block or anywhere else. Look at Plymouth . . . the greatest Plymouth ever built!



The new Plymouth Sport Fury

A distinctive, limited edition model with racy lines, vinyl bucket seats and 230 HP V-8 engine as standard equipment. Available in 2 dr. hardtop or convertible models.



Plymouth Belvedere 4-dr Sedan



Plymouth Fury Convertible



Plymouth Belvedere 2-dr Hardtop



Plymouth Sport Fury 2-dr Hardtop



Plymouth Fury 4-dr Sedan



Plymouth Fury 4-dr Hardtop

See Plymouth station wagons
on pages 28-29

THE GREATEST PLYMOUTH EVER BUILT

*Manufacturer's suggested retail price for Plymouth Savoy 2 door sedan, exclude destination charges. White sidewalls, wheel covers optional, extra



VALIANT
Nobody beats Valiant
for value

How come nobody beats Valiant for value? One reason is the Signet 200 in the picture. It's America's lowest-priced hardtop with bucket seats. There's a cockpit type dash, all-vinyl upholstery, deep-pile carpeting—and fresh, sporty lines that won the Society of Illustrators 1962 Styling Award. Two- and four-door sedans and station wagons are also available with 101-hp. engines standard, 145-hp. engines with aluminum cylinder block optional.



DODGE DART

*... sized right in the middle of
the big and the little*

Here you see the 1962 Dodge Dart 440—the best you can buy with the dependable Dodge Dart name. It's a man-sized car that combines good looks, comfort and get-up-and-go at a new low price. In addition to the Dart 440 in the picture, Dodge Dart offers 2- and 4-door sedans, 2-door hardtops, 4-door hardtops, a convertible and 6- and 9-passenger wagons.

You're going to like driving the NEW DODGE DART



Now the seats are convertible, too. Standard equipment in every Dodge 440 is a center armrest. With the armrest down, you get the security and comfort of a bucket seat. Push it up again, there's all the room you need for six.

This automobile is probably unlike any you have ever driven, seen or read about.

It's two feet shorter than America's longest car and two feet longer than America's shortest car. It's right in the middle.

For a fact it's one of the quickest cars going. You can feel the difference instantly. Feel it in the powerful Slant Six or V-8 engines.

Yet for all its zip and snap, it doesn't backslide from economy one inch.

While acceleration is up as much as 10%, gas mileage is improved as much as 7%.

Dodge Dart is more fun to drive for 1962. It's easier to

handle and easier to park. And, with Dodge's new low-friction steering gear, you get the easiest turn this side of power steering. Even a 98-lb. woman can now drive without extra stress or strain.

Inside the new size Dart—room. Plenty of headroom and legroom for a family of six. And plenty of comfort any way you mix them. In the Dart 440, the center armrest folds down and gives you the security of a bucket seat. Need more room? Fold it up again.

YOU'LL KNOW IT'S A DODGE WHEN YOU TRY TO WEAR IT OUT



Dodge 880—4-dr Sedan



Dodge 880—4-dr Hardtop



Dodge Polara 500—4-dr Hardtop



Dodge Polara 500—2-dr Hardtop

Bodies are fully unitized and rustproofed, inside and out. (For extra protection, galvanized steel is used in critical areas.) You'll go 32,000 miles on one grease job, 4,000 miles before you change the oil. Dodge brakes adjust themselves automatically every time you back up and step on them.

The Torsion-Aire suspen-

sion system (rated by the experts as the finest in any American car) has been further improved to protect the car from body-wearing bumps and jolts—gives you even smoother handling on rough roads and curves.

The Alternator charges at all speeds, even at idle. Makes the battery last longer, keeps it up to snuff



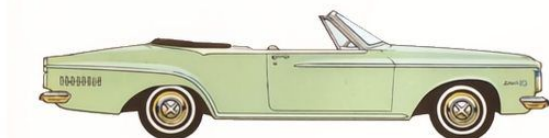
Dodge 880—2-dr Hardtop



Dodge 880—2-dr Convertible



Dodge Dart 440—2-dr Hardtop



Dodge Dart 440—Convertible

NEW! THE BIG DODGE CUSTOM 880

—custom made for the big car man. It's the longest, roomiest, most luxurious Dodge. Over-all length is almost 18 feet. The long wheelbase and perfectly balanced torsion bar suspension gives you a remarkably smooth and stable ride. Available in six models—2- and 4-door hardtops, 4-door sedan, convertible, 6- or 8-passenger wagons.



Dodge Dart 440—4-dr Sedan



Dodge Dart 330—4-dr Sedan



Dodge Dart 330—2-dr Hardtop



Dodge Dart 330—2-dr Sedan



Dodge Dart 4-dr Sedan

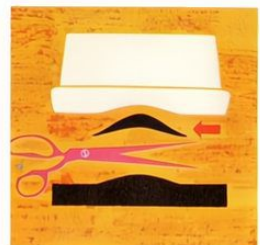


Dodge Dart 2-dr Sedan

Dodge prices start at \$2,241*.

for quick starts. A reduction gear starter starts faster, using less "juice." You may not

have time to wear out a new Dodge. But think of the fun you'll have trying.



There's more room for your legs. The toe-board has been pushed forward and the transmission is smaller, so there's less hump. You get more stretch-out room for your legs whether you move them from side to side or out in front.



No squeaks, rattles . . . or headaches. Every inch of Unibody is welded safe, solid and tight—rustproofed top to bottom. And there's increased torsional rigidity . . . 30% greater beam strength than last year.

DODGE Polara 500

This special edition, full-size Dodge is not for everybody. It's got a whopping 361 cubic in. V-8 engine, with four barrel carburetor, special camshaft, and dual exhausts. It comes as a convertible (shown left) or as a 2- or 4-door hardtop. The interior is unadulterated luxury. Saddle-grain vinyl throughout. Adjustable bucket seats in the convertible and 2-door hardtop have pleated inserts. Thick rugs. The works.

pick a size ★★ pick a price ★★
PICK A DODGE!

See Dodge station wagons on pgs. 28-29

*Manufacturer's suggested retail price for Dodge Dart 2-door sedan, exclusive of destination charges. White sidewalls, wheel covers optional, extra.





LANCER

This compact packs

a big car wallop ■

We call this two-door hardtop the Lancer GT—an abbreviation of the Italian term, Gran Turismo. Translated in English it means a smallish, fast car for touring in a grand manner. In plain American, it means hot! If you like your get-up-and-go in a two-door or four-door sedan, or in a station wagon, we think you'll like our other Lancers, too.

This year,

LANCER

**is livelier
than ever**



The fun car for five. The Lancer GT 2-door hardtop is for people who want a few kicks along with their economy. The pleated bucket seats are standard. So's the vinyl interior, sill-to-sill carpeting and padded dash panel.

These '62 Lancers are real going machines . . . proof that dependability doesn't have to be dull.

Here's how we know.

We pounded them over thousands of miles, through countless stops, starts and acceleration trials, all the while keeping tabs on performance and economy. Without exception, our '62 Lancers outdid their '61 counterparts.

We could actually feel better acceleration, and the stop watches proved it. And model for model, gas mileage was consistently better under all driving conditions.

There are several reasons for these improvements—new gear ratios . . . a lighter and stronger transmission . . . "ventilated" ignition points . . . a total of 57 improvements over our '61 models.

Lancer's every part and every line serves reason. We call it sensible. You may prefer sensational. As you'll find out, this compact likes to get out and go.

Lancer's standard engine—the 101 hp Slant Six—gives you a lot more gump-tion than you ever expected in a car of this size. (Other low-price compacts offer 80-85.) Want even more power? Order optional 145 hp Super

225 with lightweight aluminum block—it will sock you back in your seat.

A NEW LANCER FOR PEOPLE WHO LIKE TO DRIVE

We gave you a preview of the Lancer GT on the previous page, but there's much more to the story. It's the sportiest, *friskiest* Lancer we make.

The bucket seats are standard. So is the pleated vinyl, the sill-to-sill carpeting, and padded instrument panel.

With Chrysler Corporation's exclusive Torsion-Aire Ride it will corner level, stop fast, and give you an unusually comfortable ride. Obvi-



More sense to the dash. Instruments are in the clear, easy to read. Pushbuttons control optional 3-speed transmission, heater-defroster and radio. And, you'll notice, electric windshield wipers come as standard equipment, won't fade on acceleration, keep vision clear of rain and snow.

ously, this two-door hardtop costs a little more than other Lancers. But it's worth every penny . . . if you're the kind of person that goes for extra snazz and snap.

Lancer prices start at \$1,951*



Lancer 170-2-dr Sedan



Lancer 170-4-dr Sedan



Lancer 770-2-dr Sedan



Lancer 770-4-dr Sedan

See Lancer station wagons
on pages 30-31



LANCER

'62 style Action & Economy



You've never made an easier turn. Of course, you can add power steering at slight extra cost if you want it. But you won't really need it. The reason is Lancer's new low-friction steering gear. There's new freedom from road shock at the wheel. And with the easy touch these cars require for control, you'd think they all had power steering.

*Manufacturer's suggested retail price for the Lancer 170 2-door sedan, exclusive of destination charges. White sidewalls, wheel covers optional, extra.



Lancer doesn't treat your family like a mob. Some compacts live up to their name inside. Not Lancer. There's room for the family. And the upholstery is "kid-proofed" with stain-resisting fabrics that come clean, last longer with a minimum of care. Shown here are the bucket seats in the Lancer GT.



CHRYSLER

*This year featuring a
new 300 sports series ■*

This is the new Chrysler 300. The full-sized, high-performance series that's a blood brother to the famous 300-H. It gives you a choice of hot engines plus new sports-minded lines and a rich sports interior with bucket seats. And it's priced just above the modestly priced Newport. Choose from four Chrysler series in 4-door sedans, 2- and 4-door hardtops, 4-door hardtop wagons and convertibles.

Again no jr. editions

These are the big, fast powerful cars that made Chrysler engineering famous. Once again, there are no junior editions to compromise your investment or your pride of ownership.

NEW CHRYSLER 300 SERIES—A HOT NEW CAR WITH A HOT RECORD BEHIND IT

For the past 8 years, the Chrysler 300 has been a very special automobile sold on a limited basis to red-blooded men who were willing to pay extra for the privilege of driving it.

It has been a consistent winner at the Daytona Beach Performance Trials, with a race-bred heritage that extends from the Pan American Road Race to the Le Mans and Watkins Glen road events. In short it has been

and will continue to be, a very hot automobile.

This year you can own the blood brother to this famous car in a new sports-series at hundreds of dollars less than the 300 ever cost before. And, you'll be able to customize it to your liking with engines, transmissions and tires of any combination.

CHRYSLER NEWPORT—AGAIN, THE PRICE SURPRISE OF THE YEAR

Newport's surprisingly low price* has caused thousands of smart car shoppers to move up to Chrysler.

It's no wonder. Because Chrysler builds only full-size cars, your new car investment is fully protected. No small cars steal the thunder from the Chrysler name. The Newport is 214.9 inches of pure-bred Chrysler with full-size comfort and full-size performance from a 265 hp engine.



Convenient pushbutton control for optional TorqueFlite automatic transmission**, transistor-powered radio, heater and air conditioner.

CHRYSLER NEW YORKER—PRIDE OF THE CHRYSLER LINE

If you value an automobile with self-assurance and superiority, you'll like the New Yorker. The lines are clean, carefully designed with rich, good taste. And inside—nylon jacquard fabrics with subdued patterns, thick, rich-looking vinyls, and deep-pile carpeting, all set in a spacious passenger compartment.

YOU GET ALL THIS IN ALL MODELS

The battery-saving Alternator. A new reduction gear starter that starts fast in coldest weather. A 32,000-

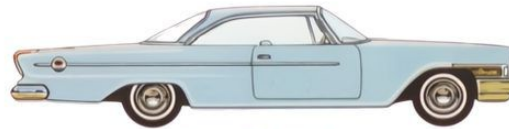
mile major lubrication cycle, 4,000-mile oil change. Solid, silent all-welded Unibody Construction that reduces metal bulk—makes it more comfortable for the passengers. 7-soak rustproofing that goes deep to protect new car shine. And famous Torsion-Aire suspension, still rated by the experts as the finest on any American car.

CHRYSLER 300-H—AMERICA'S MOST POWERFUL PRODUCTION CAR

It's the eighth generation of America's leading full-size high performance car, creator



Chrysler 300—4-dr Hardtop



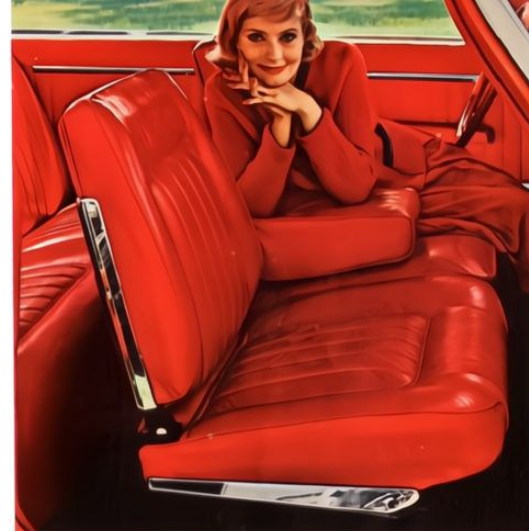
Chrysler 300—2-dr Hardtop



Chrysler 300-H Convertible



Chrysler 300-H 2-dr Hardtop



Bucket seats are full-contour design, cradle you in thick foam rubber cushions and genuine leather. Standard in 300 convertible, optional, extra, in hardtop models. Four individual bucket seats are standard on 300-H models.



Chrysler Newport—Convertible Coupe



Chrysler Newport—2-dr Hardtop



Chrysler Newport—4-dr Hardtop



Chrysler New Yorker—4-dr Hardtop



Chrysler New Yorker—4-dr Sedan

of the great 300 tradition.

The FirePower 380 engine has dual four-barrel carburetors, dual low-restriction air cleaners, special intake manifold, high performance camshaft, valve springs and dampers, mechanical tappets.

In addition the 300-H has four individual bucket seats in genuine leather.



Custom styled interiors—in most models, rich nylon fabrics, thick wear-retarding vinyls and deep-pile carpeting in smart, coordinated colors.



Chrysler Newport: again the price surprise of the year at \$2,964*, and a full-size Chrysler in every sense of the word

See Chrysler station wagons on pgs. 28-29



Newport

300

NEW YORKER

300-H


*Manufacturer's suggested retail price, for Chrysler Newport 4-door sedan exclusive of destination charges. White side walls, wheel covers, optional, extra.
**Standard on most models.



Total-Contact power brakes take almost all of the effort out of stop-and-go driving—bring you to safe, quick stops with the gentlest touch of your toe. Optional in most models.



IMPERIAL

America's most carefully built car 

Above is the most luxurious car we make, the Imperial LeBaron. No one in the country makes one plusher. The hand-finished leathers and broadcloths are expensive and they look it. It is truly America's most carefully built car.

There's no other American automobile quite like it

Something happens to a man when he drives an Imperial. We know a little of what it is, and all of why it happens. After you read the copy that follows, you'll know most of the "why," too . . . the "what," you'll have to find out by driving the car yourself.

STYLING

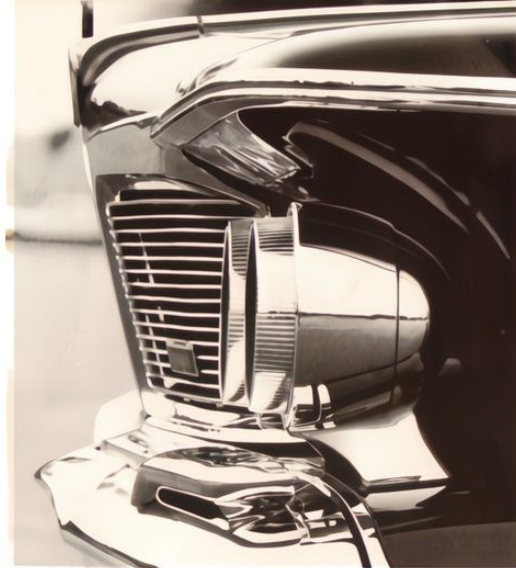
Imperial resists change for the sake of change. We believe a car of its value should be designed to maintain an owner's investment. *You can't buy an Imperial without some mileage on it, every Imperial is road-tested.*

FINISH AND TRIM

A special 7-soak rustproofing process goes deep to protect against rust. Then two primer coats are wet-sanded by hand to give a glass-smooth finish to long-wearing enamel final coats. Chrome plating is applied over heavy nickel layers for a brighter, longer lasting life. *Imperial wheels and wheel covers are slotted to increase cooling air flow across brake drums.*

HEAVIER BODY SHEET METAL

To make Imperial sturdy, silent and impact resistant,



Free standing headlights add a look of traditional distinction.

the body is fabricated from much heavier metal than is ordinarily used in fine cars. *Imperial body seams are filled with rustproof lead, then buffed smooth so they can't be detected.*

INTERIORS

Seat backs are formed of full-volume foam rubber up to six inches thick. Fabrics

have a high content of nylon blended with other fibers—offer about three times the wear life of the finest upholstery materials, yet they all have a luxurious feel. Leathers are the finest available in the world and hand-worked to exacting standards. The floors are covered in deep-pile carpeting that has been tested to give twice



Imperial Crown Convertible



Imperial Crown—Southampton 2 dr Hardtop



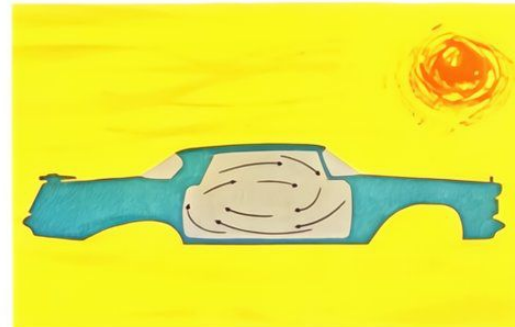
Imperial Crown—Southampton 4 dr Hardtop



Power windows and vents controlled by switches on driver's door. Power windows are standard on Crown. Power windows and vents standard on Le Baron.



Premium grade top-grain leathers in Imperial convertible interiors are the finest obtainable—yet about a quarter of each hide is discarded as being unsuitable.



Pushbutton heater and air conditioner thermostatically maintains constant temperatures winter and summer—cools and dehumidifies.

the wear of usual coverings. *Imperial upholstery is shrink-fitted to seats with live steam to eliminate wrinkles.*

SOUND INSULATION

The Imperial passenger compartment is unbelievably quiet. In all, more than a hundred pounds of sound-absorbing materials are used to eliminate the slightest bit of sound from any part of the car. *The ceiling is acoustically perforated vinyl—most other cars use only cloth.*

THE IMPERIAL ENGINE

Its 340 horsepower provides more sheer moving force than any other fine car. Cylinder blocks and heads are machined in soluble oil for greatest accuracy and fine finish. After machining, oil galleries in each engine block are flushed out, air-blasted and probed with powerful magnets so that any metal particles are removed. Each crankshaft is thoroughly tested for evidence of flaws or malfunctions. *There are 15,000 parts in an Imperial—every one is inspected before it is used.*

CARBURETION

The Imperial four-barrel carburetor has a special two-stage "step-up" jet for re-

markably precise metering of fuel vapor at cruising speeds. The needle valve is rubber-tipped for firm seating even though microscopic specks may lodge in the valve seat. A further refinement is an auxiliary fuel filter which traps any particle over six ten-thousandths of an inch, virtually eliminating flooding due to dirt in the carburetor.

BRAKES

The brakes on Imperial are the largest in the fine car field, with 251 square inches of lining area. They are the only brakes in the field with

bonded linings. There are no rivet holes to gather grit, no rivets to score the drums. The emergency brake is independent of the regular

driving brake system for an added measure of control.

Imperial prices start at \$4,920*.



Imperial Custom—Southampton 2 dr Hardtop



Imperial Custom—Southampton 4 dr Hardtop

IMPERIAL

America's most carefully built car



Crisp, uncluttered lines flow front to back—terminate in Imperial's distinguishing gun-sight taillight.

The most costly in the world, Le Baron interiors are crafted of fine leathers and rich heavy broadcloths. Sharply contrasting colors are avoided, for the whole theme of Le Baron decor is expressive understatement.

*Manufacturer's suggested retail price, for Imperial Custom Southampton 2-dr. hardtop exclusive of destination charges. White sidewalls optional, extra



Wagons left to right: 1962 Dodge Wagon—4 series, 9 body styles • 1962 Chrysler Town & Country—2 series, 4 body styles • 1962 Plymouth Wagon—3 series, 7 body styles

The action wagons from Chrysler Corporation.

You get a lot more action on a lot less gas

There's no law that says a station wagon *has* to be sluggish and hard to handle. Or that it has to squeak, rattle and use a lot of gas.

Chrysler Corporation wagons aren't and they don't.

The secret is live weight. With this new engineering ingredient you get a smart-working wagon that gives you a lot more action on a lot less gas. Every one of our wagons has welded Unibody Con-

struction to get rid of the cause of most squeaks and rattles.

You also get: Torsion-Aire Ride, battery-saving Alternator electrical system, 32,000-mile major chassis lubrication, 7-soak rust pro-

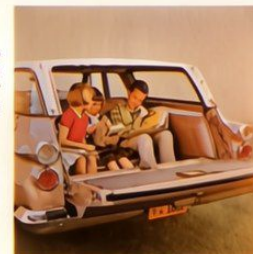
tection, up to 4,000 miles between oil changes.

Your dealer will be happy to let you take a drive and see for yourself what the action wagons from Chrysler Corporation have to offer.



One-piece tailgate is easy to open. The rear window rolls down with a safe outside crank or optional control on the dash.

Rear-facing third seat (9 passenger models) makes it easier to get in and out—no crawling over or around. Kids go for this "observation seat" in a big way.



In some wagons there's a hidden luggage compartment with an optional lock to protect your valuables when you're out of the car.



1962 Lancer Wagon—2 series, 2 models

**And there's a pair
of compact money-savers to go with them**



1962 Valiant Wagon—2 series, 2 models

What makes a compact Valiant or Lancer so easy on the budget? Just this. Most compact wagons are able to squeeze more value from a dollar . . . until you load up the family (and all the gear they can carry) and head for the open road. That's when

their feet drag and economy passes you by.

We think you'll find the 1962 Valiant or Lancer wagon different. The Economy Slant-Six engines have been built to get more mileage and "go" out of a gallon of gas. And the bodies have been

designed so you can take all the people and cargo you'd ever want comfortably inside.

They offer a standard 101-hp. or optional 145-hp. Slant Six. Carry six nicely. Make room for 72 cubic-feet of cargo area—and as many apples and oranges as the

full-sized wagons of a few years ago.

For a complete description of Valiant and Lancer see pages 8 through 11 and 16 through 19.



Dodge Trucks left to right:

Dodge Sweptline Half-ton Pickup

Dodge Diesel Cab Forward

Dodge Delivery Van

Dodge Light-duty Stake Truck

Simca 5—4-dr Sedan

Dodge Trucks

In 1962, Dodge builds 'em tough to give you more payload muscle whatever your job

Whether it's a dependable half-ton Sweptline pickup or a heavy-duty model that does its work on or off the road, Dodge '62 builds 'em tough to put more pay in the payload.

New panels, pickups and stake models combine new cab comfort with new road and load handling ease. New economy-minded package-delivery models put more go

into stop-and-go driving. New medium-duty diesels offer outstanding economy for city and suburban delivery service. And new gas or diesel powered heavy-duty cab-forwards stretch out fuel costs and load capacity in the 25,000 GVW through 76,800 GCW range. See the tough, dependable Dodge Trucks for '62.

Simca "5" for '62

If you're one of those who likes continental flair and frugality, but would like a little gumption too—you'll like Simca! It's got economy and power. What gives the Simca "5" the two-way edge? As any mechanic will tell you, it's Simca's new fire-bearing crankshaft. The kind used in sports and racing

cars from the Grand Prix to Indianapolis. But never in a car priced as low as Simca. This new crankshaft takes Simca's 65 horses and turns them into a smooth-running engine that (without rattle or wheeze) turns out top performance on a minimum of gas.

Price? \$1,650*.

Chrysler Corporation's French cousin with 36% more power than last year—50% more power than its biggest economy car competitor

10 good reasons why Simca "5" gives you more run for the money

	SIMCA "5"	VOLKS- WAGEN	RENAULT GORDINI
Horsepower	65	40	40
Main Bearings	5	3	3
Effective brake area	121 sq. in.	96.1 sq. in.	81.6 sq. in.
Centrifugal oil filter	Yes	No	No
Number of doors	4	2	4
Electrical system	12-volt	6-volt	12-volt
Unit body	Yes	No	Yes
Compression ratio	8.5:1	7:1	8:1
Weight	2020	1631	1455
Overall length	164.9 in.	160.6 in.	156 in.

*Manufacturer's suggested retail price, East coast POE, Simca 5 4-door sedan exclusive of destination charges. White sidewalls optional, extra.

Practical features

that make a car from Chrysler Corporation

a lot more fun to live with



The "Economy" in the Economy Slant Six name isn't there for looks. Thanks to a number of improvements you'll get a lot more action (5% better acceleration than last year) on a lot less gas. Example: a 1961 Economy Slant Six got 26.13 miles per gallon in the Mobilgas Economy Run—and this year this engine does even better. Available in most models.



Standard equipment in every Chrysler Corporation car is the amazing Alternator that keeps sending current to the battery as long as the engine's idling. A new reduction gear starter starts faster in coldest weather—uses less "juice".



It won't take hours to check your electrical system. A central fuse box and multi-circuit wiring connector allow spot-checking of complete electrical system in seconds.



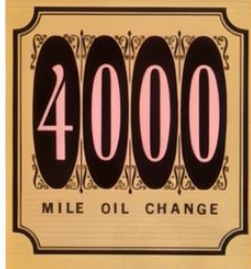
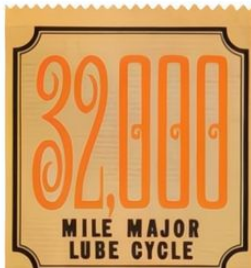
You watch the road, it watches your speed. The optional Auto-Pilot for Chrysler and Imperial maintains the speed you select automatically without your foot on the gas. Tap the accelerator pedal and the Auto-Pilot is disengaged.



Protects the body where old-man weather does his worst. Famous 7-soak rustproofing process goes deep to reach hidden metal surfaces where other methods can't reach. Protects the car's new car shine (and your pride) years longer.



A lot less dead weight, a lot more space. Solid, silent all-welded Unibody Construction eliminates useless overhang and metal bulk that can make a car hard to handle—provides more room and comfort for passengers.



32,000-mile major lubrication cycle . . . up to 4,000 miles between oil changes. If you're an average driver, that's only once in three years for a major lube job, only about twice a year for an oil change.



Full-time power steering never cuts off as some systems do. This Chrysler Corporation option works full time so you scarcely have to work at all—yet keeps the safe, secure feeling of the road in your hands.



The experts haven't changed their minds about Torsion-Aire. This further improved suspension system for 1962 is still rated tops over any American car—in the way it corners, controls, starts and stops, and smooths the ride.

Advanced Engineering news

from Chrysler Corporation



Plymouth Turbo Fury



Dodge Turbo Dart

The remarkable new GAS TURBINE passenger car

Once again, Chrysler breaks ground for the future—this time with its gas turbine passenger car! The most successful car of its kind ever road-tested, the Turbo Car is now undergoing final tests in the long-range program that may lead to limited production in 1963-64.

The highlights at right give you some idea of what's to come with the gas turbine car. It marks the most dramatic advance in automotive power since the internal combustion engine . . . as significant to passenger cars as the jet was to air travel and the diesel was to the railroads.

Chrysler's research, engineering and styling staffs are now at work developing a car especially designed to take advantage of the inherent features of the gas turbine engine.

The car of the future is almost here!

IMAGINE A CAR THAT:

1. runs on almost any fuel that will flow through a pipe, from kerosene to diesel fuel, from gasoline to furnace oil—yet with fuel economy as good or better than you now get in a piston engine of equal performance.
2. has an engine that weighs 240 lbs. less than a conventional V-8—yet the 140 horsepower it

delivers to the driveshaft is equal in performance to a 200-hp piston engine.

3. is air cooled so you never have to worry about filling the radiator (there isn't one) or anti-freeze (none is needed).

4. has only one spark plug and only about 1/5 as many moving parts as conventional engines—think what that can mean in reduced maintenance, tune-up and repair costs.

5. starts instantly, even in the coldest weather, and needs no warm-up.

Chrysler Corporation's Turbo Car will offer all these advantages, and many more.

The remarkable new booster for free man's exploration of outer space

This is the Saturn C-1, blasting off on its first test flight from Cape Canaveral last October 27. It marked the first step in America's big reach for the Moon.

Late last year, we were honored when the National Aeronautics and Space Administration se-

lected Chrysler Corporation to build 20 giant boosters for the Saturn C-1.

Since 1952, Chrysler Corporation has been working closely with military and government scientists on America's first and most successful family of rockets and missiles. As prime contractor

for the Redstone and Jupiter systems, we have participated from initial concept to the launching pad . . . and beyond.

Chrysler engineering leaves its mark in many areas . . . including America's exploration of space.



CHRYSLER CORPORATION

Where engineering puts something extra into every car

PLYMOUTH ■ VALIANT ■ DODGE ■ DART ■ LANCER ■ CHRYSLER
IMPERIAL ■ DODGE TRUCKS

SIMCA CARS • MOPAR • REDSTONE • JUPITER • AIRTEMP • AMPLEX • CYCLEWELD • MARINE AND INDUSTRIAL ENGINES
