A model difference.
Chrysler Corporation has pioneered the concept that two basic body types (sedans and hardtops) deserve two entirely different kinds of engineering and styling.

Take a good look at the Satellite

• Sedans and hardtops. You'll see that they are distinctly different in style. Even the grilles are individually designed to match the individual themes.

Our extra care in engineering results in two looks, two feels for the sedans and hardtops. Each one just right for its own particular needs. No compromising between the two. Each emerging with its best proportions intact.

Where the inches add up.
Any adult who has had the experience of being in the back seat of a car for a day-long trip knows something the cramping feel of astronauts undergo. Not so in a Satellite. For example, last year a Satellite hardtop gave you .7 inches more leg room and .5 inches more head room than some design compromises did. Models. With the sedan the numbers were .3 in. and 1.8 in. respectively. Those figures may not seem whoppingly great — until you have to put some adults in the back. Then they become pluses beyond measure.

A better start. Only one of our many outstanding features. A new, solid-state, transistorized electronic ignition system, standard on Satellites equipped with a 340, 400 4-bbl. or 440 4-V-8, delivers more complete and consistent starts and is virtually maintenance free. In fact, with this new system tune-up intervals will concern you less often.

There are no points to be replaced. There is no condenser. And spark plug life is significantly increased when low-lead gas is used.

In step with the times.
Chrysler is concerned about the same thing most Americans are concerned about.

We've been a leader in emissions control for over ten years. And our efforts to improve our Cleaner Air System have continued for 1972. There's also a new reusable litter bag conveniently attached to the glove box. It'll hold up to two quarts. More and more people have told us they want real value in the cars they buy. With Satellite, you not only get value but a car that is good-looking, good-handling, roomy and functional as well.

That's not only being in step with the time...but maybe even a jump in front.

Satellite Standard Features
225 cu. in. Six or 318 cu. in. V-8 • Three-speed fully synchronized manual transmission IV-4-oilty • Color-keyed rubber floor covering (Satellite Coupe and Sedan only) • Front armrest with bright faces 4-door models, except Satellite • Rear seat armrest with bright bases and armrests 4-door models, except Satellite • Cigar lighter (except Satellite Coupe) • Glove box lock • Dome light • Transistorized voltage regulator • Hubcaps • Cleaner Air System • Soft coat hooks • Heater and defroster • Dual horns (except Satellite) • Inside, rearview, day/night mirror (except Satellite Coupe) • Bias belted tires.

Our Commitment...
Our commitment to you is to design, engineer and build a car with quality. To give you honest value at an honest price. That is our goal.

It's a no-nonsense commitment that can make a lot of sense when you buy your next car. We try to give our buyers a car that gets them where they want to go in all types of weather and in all kinds of traffic. People expect value when they invest in a new car — and that's what we expect to deliver.

Receivable Litter Bag

Road Runner Standard Features
(Ballistic standard features plus these additions and substitutions!)
400 cu. in. 4-bbl, V-8 • Three-speed manual fully synchronized floor-mounted transmission • Heavy-duty suspension • Heavy-duty brakes • Front and rear sway bars • Deep pile carpet • Performance hood • Low restriction dual exhaust system • "Beep-Beep" horn • Rallye instrument cluster with 150 mph speedometer • 170 x 14 white sidewall tires • Road Runner trim and instrumentation.

Standard Safety Features
New large rear reflectors and lights • Fuel tank impact protection • Lane-change turn signals • Locking steering column • Energy-absorbing instrument panel, front seat-back and armrests • Seat belts, all seating positions • 3-point hook-up arrangement on seat belts • Shoulder belts, front • Manual inside door locks — lever with non-overide lock feature, except driver's door • Keyless door locking • Cushioned armrests with dual supports • Dual braking system with warning lights • Side marker lights and reflectors • Hazard warning light system • Back-up lights • Windshield wipers, 2-speed electric • Head restraints, 2 front • Latch lock on all folding front seatbacks • Left outside rearview mirror • Dual action safety hood latches • Parking lights that illuminate with headlights • Electric window wipers • Electric washer washers • Energy-absorbing steering column • Safety door latches and hinges • Thick-laminated safety glass windshield • Glove box door latch • Safety skirt-type windshield header • Roll-over-protection roof structure • Rearce door handles • Inside rearview mirror.

Satellite (8-cylinder) Dimensions

Wheelbase 115 in. 117 in.
Overall length 203.0 in. 204.6 in.
Overall Width 79.1 in. 78.6 in.
Overall Height 52.2 in. 54.0 in.
Track, Front 58.7 in. 59.7 in.
Track, Rear 62.0 in. 62.0 in.
Shoulder Room (Front) 68.9 in. 69.2 in.
Shoulder Room (Rear) 57.8 in. 59.3 in.
Head Room (Front) 37.3 in. 38.5 in.
Head Room (Rear) 36.4 in. 37.3 in.

Hardtop Sedan
Satellite Sebring-Plus

The car you're looking at is the most luxurious mid-size hardtop we make. Satellite Sebring-Plus. And that plus stands for things like a 318 cu. in. V-8 that runs on regular, low-lead gas. Bias-belted tires. All-vinyl bucket seat interiors. New body side molding and argent-paint treatment. And a lot more standard items. For options, how about a canopy or full-vinyl roof? Or the enjoyment of a power-operated sun roof!
Satellite Sebring and Coupe

Two beautiful ways to illustrate our new car idea. One for the show: Satellite Sebring. One for the money: Satellite Coupe. Both have a full measure of style, performance and comfort... inside and out... plus new taillights and new side marker lights/reflectors. Both are big enough for the road; practical enough for the city.
Satellite Interiors

Satellite puts it all together in handsome interiors that look good, are comfortable and roomy. True appreciation only comes by test-driving one of them.

A. Standard Sebring Plus all-vinyl bucket seats with integral head restraints. Available in blue, green, gold, black and white with black. (Console optional. Automatic transmission selection on the floor can be ordered if desired.)

B. Standard Sebring cloth-and-vinyl split-back bench seat. Available in blue, green, black and gold. (Also standard on Satellite Custom.)

C. Optional Sebring Plus cloth-and-vinyl split-back bench with fold-down center armrest. Available in blue, green, gold and black.

D. Optional Satellite Sebring all-vinyl bench seat. Available in blue, green, tan, gold, black and white with black. (Also available on Road Runner with Decor Group.)

E. The Satellite Sebring instrument panel has simulated wood-tone highlights and gauges, rather than warning lights, tell you what's going on under the hood.
Road Runner

The bird is on the wing again. Flying better than ever. With a new deep-throated grille. Standard equipment is the type all Road Runner fanciers appreciate: four-cylinder, 4-bbl. V-8 engine. Three-speed, all-synchronesh, manual floor-mounted transmission. Heavy-duty suspension. Heavy-duty brakes. Front and rear sway bars. F70 x 14 WSW tires. "Beep-Beep" horn. And a performance hood. Dress up your Road Runner even more with an optional tape treatment for the hood and deck. (Also available for all other 2-door models.)

Or go all the way with the GTX engines which include a 440 4-bbl. or 6-bbl. V-8 and special designations on sides and deck lid.
Road Runner Interiors

You can make your Road Runner interior just about as plush as you want.

A. Optional Road Runner all-vinyl bucket seats. Pleated. With integral head restraints. Available in blue,
Satellite Custom

Big luxury in a mid-size car is yours with the Satellite Custom. There's four-door convenience and ride with room for six adults. Head, shoulder and leg room are enough to make back seat driving a pleasure. For an even bigger helping of luxury choose the Brougham option with its super plush interior and special designation.
Satellite Sedan

Our lowest-priced four-door Satellite sedan provides you with the engineering and design expertise Chrysler Corporation is known for. A 117-inch wheelbase aids in parking and maneuverability. Yet the interior is spacious enough for six adults. The list of standard features stretches from here to Sunday. And you can personalize from dozens of options.
1972 Plymouths

Coming Through with the kind of car America wants

**FURY**
- Gran Coupe (2-door hardtop and formal hardtop—V-8)
- Air Grabber Hood. Tops off your Road Runner.
- Inside Hood Release. Extra protection for your engine compartment.
- Deluxe Wheel Covers. Extra class. Set of four.
- Wire Wheel Covers. Extra glamour. Set of four.
- Power Front Disc Brakes. Fade-resistant stops.

**SATELLITE**
- Satellite Sebring (Sebring-Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-8 or Six)
- Satellite Custom (4-door sedan—V-8 or Six; also available Satellite 4-door sedan—V-8 or Six)
- Satellite Wagons (Satellite Regent 2- and 3-seat models—V-8) (Satellite Custom 2- and 3-seat models—V-8) (Satellite 2-seat—V-8)
- Barracuda (2-door hardtop—V-8 or Six)

**'CUDA**
- 'Cuda (2-door hardtop—V-8)

**VALIANT**
- Duster 340 (2-door coupe—V-8)
- Duster (2-door coupe—V-8 or Six)
- Scamp (2-door hardtop—V-8 or Six)

**BARRACUDA**
- Barracuda (2-door hardtop—V-8 or Six)

**CRICKET**
- Cricket (4-door sedan—4-cyl)

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Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth Dealer.