Duster

Valiant

Barracuda

Valiant . . . survival of the fittest.

Ten years ago the Big Three introduced three compacts. Corvair, Falcon, Valiant. Of them, only Valiant survives in its original concept.

Torsion-bar suspension, unibody construction and our dip-and-spray process are some of the reasons why. And now for ’72, a system of putting microscopic cracks into such items as chrome door handles, lamps and bumpers will help keep them looking shiny for a long time. We’ve also continued to make improvements in our Cleaner Air System to help reduce exhaust emissions.

Our commitment...

Our commitment 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.

Sport . . .

in the economy-sized package.

We’ve been telling you Duster is the small, enough-but-big-enough car, and that still holds true. And that’s the way people apparently want it. You’ve made Duster our outstanding success car two years running. And we’re not about to change a winning formula—except to make it better.

For example, we’ve got a new thin-back front seat that helps increase rear leg and knee room. We also offer you a choice of four interiors. And every interior comes with a two-quart capacity, reusable litter bag attached to the glove box.

Reusable Litter Bag

Valiant . . . cleanliness of the fittest.

Valiant was the first car to use a sealed, reusable, flush-mounted litter box. And now, as you can see, we’ve taken it a step further

Inside Hood Release

You also get a standard heavy-duty performance-type handling package including special shocks, rear springs, front torsion bars, front and rear anti-sway bars, bias-belted F70 tires, plus many other features.

More sport in either Barracuda or Duster can be yours with an optional sun roof. Convenient, practical. Electrically powered for Barracuda; manually operated for Duster.

The kind of car America wants.

We feel many Americans have undergone a change in their attitude toward cars. Some of them look upon cars as a convenient device to get them from place to place economically. And that’s about it. And that’s where the Valiant comes in.

The Duster will do the same thing only with more style. But for those who want a full measure of sport and fun — along with the pleasure of owning something special — there are Scamp and Barracuda.

The choice is yours. Any way you want it. Plymouth comes through.

Duster, Valiant & Scamp

Standard Features

198 CID 6-cyl. or 318 CID V-8 engine • Three-speed manual transmission • Torsion-bar suspension • Color-coordinated stripes • Swing-out rear quarter window • Cleaner Air System • Ventilus side glass • Soft coat hooks • Concealed spare tire • Back-up lights • Anti-theft ignition and steering column lock with ignition warning buzzer • New side marker lights and reflectors • Litter container • Door-hold (Scamp only) • Special new Duster taillights • Swept-back Duster body styling • New Duster identification embrazora • Keyless door locking • Hub caps.

Duster 340 (All of the above features plus these additions and substitutions) .318 CID V-8 engine with Electronic Ignition System • Three-speed full synchromesh manual transmission with floor-mounted shifter • Automatic temperature control • Brake drum rear parking brake • Rear stabilizer bar • Antitheft ignition and steering column lock with ignition warning buzzer • Bucket seats • Cigar lighter • Ventilus side glass • Three-speed all-synchromesh manual transmission with floor-mounted shifter • Color-keyed headlining • Front and rear seatbelts • Chrome wheellip and hub molding • Performance hood • Color-keyed grille and black rear deck panel • Heavy-duty suspension • Scamp ornamentation • Litter container • New, two-piece, styled parking lamps • New, twin-circular taillights • New side marker lights and reflectors.

Standard Safety Features

fuel tank impact protection • Turn signal with lane-change feature • Locking steering column • Energy-absorbing front seat-back and seatbelt • Seat belts, all seating positions • Shoulder belts, 2 front, with new 3-point hook-up • Manual inside door lock-overs—with non-overide lock feature, except driver’s door • Interlocking door latch • Flap-type inside door release • Cushioned sun visor • Dual braking system with warning light • Hazard warning lights • Windshield washer • Oil pressure gauge • Electric clock • Electric clock • Lockout on all folding front seat-backs • Left outside rearview mirror • Padded instrument panel.

Barracuda . . .

classy looks . . . sporty appeal.

We’re getting it together with two restyled Barracuda models for ’72. Number one is Scamp. It has such things as hidden wipers, a low-slung Unibody and torsion-bar suspension—standard. And a choice of either a 215 or a 318 V-8. With our many options, it’s easy to give it a personality all its own.


Barracuda . . .

our promise is real.

We’ve been telling you Barracuda is the small, enough-but-big-enough car. And that still holds true. And that’s the way people apparently want it. You’ve made Barracuda our outstanding success car two years running. And we’re not about to change a winning formula—except to make it better.

For example, we’ve got a new thin-back front seat that helps increase rear leg and knee room. We also offer you a choice of four interiors. And every interior comes with a two-quart capacity, reusable litter bag attached to the glove box.

Barracuda . . .

“We are Chrysler, Inc., 2500 Monroe Street, Detroit, Michigan 48201. “Duster” is a registered trademark of the Chrysler Corporation.

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.

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Duster
Duster is the big buy in economy cars. Big in front- and rear-seat hip room. Big in that it'll hold a family of five rather than four as many other small cars do. And with a big standard engine. A 198 Six. With the Duster 340, the 340 cu. in. V-8 engine, plus our new Electronic Ignition System, is standard. This new engineering breakthrough practically eliminates ignition tune-ups when low-lead fuel is used.
Valiant & Scamp

Our Scamp 2-door hardtop is a zippy masterpiece of Chrysler engineering and styling. Just like the 4-door sedan, it features unibody construction and torsion-bar suspension.

Our four-door Valiant has been a pacesetter in the economy field for over ten years now. And it still has the roomy interior, rugged construction, and proven economy it's known for.

Options for both include an air conditioner for cool comfort and an AM or AM/FM radio for cool sounds.
Interiors

A. Standard Duster and Duster 340 cloth-and-vinyl split-back bench seat. Available in blue, green, black with white.
B. Optional Scamp cloth-and-vinyl bench seat with fold-down center armrest. Available in blue, green, black with white.
C. Optional Duster and Duster 340 all-vinyl bucket seats.

Available in black and white with black.
D. Optional Valiant cloth-and-vinyl bench seat. Available in blue, green, black with white.
E. Standard Scamp all-vinyl split-back bench seat. Available in blue, green, black, gold (Optional for Duster and Duster 340).
F. Optional Duster, Duster 340 and Valiant all-vinyl bench seat with a fold-down center armrest. Duster colors: green, black, gold, white with black. Valiant colors: blue, green, black, gold.
G. The standard Valiant/Duster/Scamp instrument panel with simulated wood graining tells it like it is with gauges rather than warning lights.
Barracuda & 'Cuda

You're looking at two of the sportiest cars made in America. The Barracuda hardtop—Scat or V-8—on the low-cost way to let it all hang out. The 'Cuda is a shorter member of the Royal Torino System. A 340 cu. in. V-8 comes standard. Additional options include, racing mirrors, "Stop-N-Go!" floor shift. Check the fold for our options list.

Duster/Valiant/Barracuda Engines

<table>
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<th>Displacement</th>
<th>hp</th>
<th>Comb. Ratio</th>
<th>Air Cleaner</th>
<th>Exhaust System</th>
<th>Valiant</th>
<th>SCamp</th>
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<th>Duster 242</th>
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*Standard option in all models.

1973 Duster/Valiant/Barracuda Options (Check your salesman for additional options and availability).

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<th>Options</th>
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Colors: The key is color-key. Check 

Options: Check your salesman for additional options and availability.
Options

Air Conditioning* and AM Radio.
Two great comfort and convenience options. (AM/FM also available.)

Power Disc Brakes.
Fade-resistant stopping power.

Racing mirrors.
Your choice of six colors plus chrome. Barracuda and Duster only.

Hurst Shifter.**
Available Barracuda and Duster 340.

Rallye Instrument Cluster.
What you see is what you get on Barracuda and "Cuda.

Chrome-Styled Road Wheels.
For the enthusiast. Set of four. Barracuda only.

Deluxe Wheel Covers.**
For extra class. Set of four.

Twister Package.
A lot of extras for your Duster including rear quarter panel designation and hood paint treatment. Ask your dealer for details.

Rallye Road Wheels.
For extra sport. Set of four.

Rear Window Defogger.
Helps keep the rear window clear for better visibility.

1972 Plymouths
Coming Through with the kind of car America wants

FURY
- Gran Coupe (2-door hardtop and formal hardtop—V-8)
- Fury III (2-door formal hardtop, 4-door hardtop, 4-door sedan and 2-door hardtop—V-8)

SATELLITE
- Satellite Sebring (Sebring Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-6 or 318)
- Satellite Custom (4-door sedan—V-8 or 318; also available Satellite 4-door sedan—V-8 or 318)
- Satellite (2-door coupe—V-6 or 318)
- Fury I (4-door sedan—V-8)
- Fury Wagon (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2- and 3-seat models—V-6)

'CUDA
- 'Cuda (2-door hardtop—V-8)
- Scamp (2-door hardtop—V-8 or 318)

VALIANT
- Valiant (4-door sedan—V-8 or 318)

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

*Valiant option shown.
**Barracuda option shown.

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