

We proudly present The New Valiant...



Best all-around compact anybody has come up with yet!

The tired and dirty Valiant pictured on the cover is one of our test cars that went through, beg pardon, hell and high water to make sure The New Valiant would be as trouble-free as a car can be!

Until now, you had to settle for less of this to get more of that in any compact car you chose.

Not any more!

It's like this: Some compacts are good at economy. Some

feature performance. Some offer luxury. But we've designed The New Valiant to do everything well. That's what we mean when we say . . . Best all-around compact anybody has come up with yet!

With its 33 value features, The New Valiant is the first compact to make a significant change in design. Competitive compacts will get around to their big changes someday. Valiant brings you its big change today!





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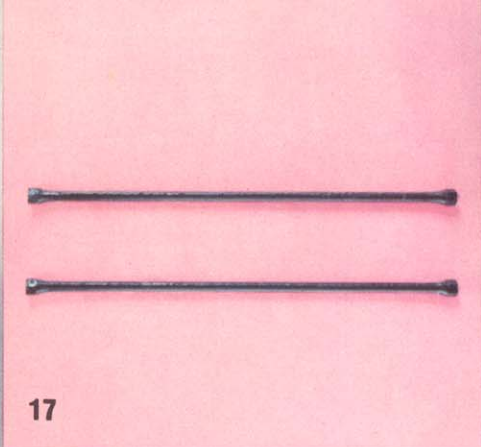
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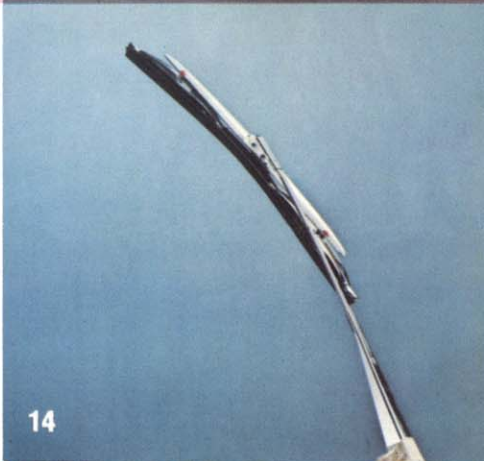
Some of the 33 features that make The New Valiant the best all-around compact anybody has come up with yet!

31. PEACE PIPE: Valiant's aluminized muffler and tailpipe. Quiet. Aluminizing inhibits rust. Cuts replacement costs. One more way Valiant's built to stay on the road and out of the repair shop. Standard feature. **12. COMMAND POST:** Valiant's Signet 200 series boasts bucket seats. Commanding. Individually adjustable—for your personal comfort. All-vinyl. **33. REDUCING PLAN:** Valiant's low price tag. Next to its lively new look, it's probably Valiant's most attractive fea-

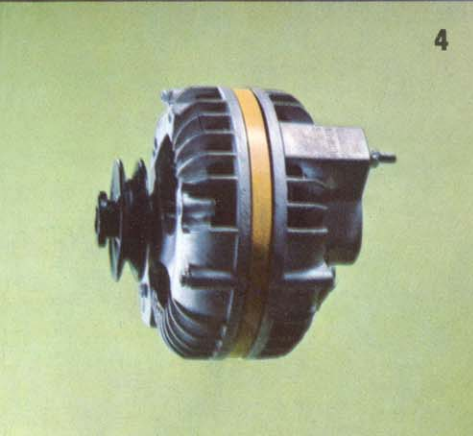
ture. Nice to know that for all its extra value Valiant is still a compact that fits any purse. **21. QUICK-CHANGE ARTIST:** Valiant's optional automatic TorqueFlite transmission. Smooth. 3-speed. Steps away from stop lights like a jackrabbit. **17. TWIST EXPERTS:** Valiant's front torsion bars help give this car the smoothest ride going. They get their spring action through a twisting action. **4. LIFE PRESERVER:** Valiant's alternator. An ingenious battery-saving device,

pioneered by Valiant in 1960, that delivers current, even at idle, to extend battery life. Standard equipment. **19. SOFT TOUCH:** Valiant's optional power steering. Some compacts can't spare the power for it. Valiant can. **9. BARGAIN COUNTER:** Valiant's odometer reminds you of the many miles you roll up between pit stops. 4,000 miles between oil changes. 32,000 miles between lube jobs on major chassis points. **6. SECRET WEAPON:** Valiant's armed with a hot

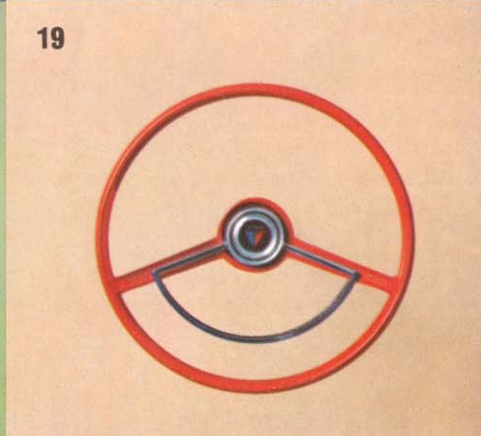
101-hp engine. Standard equipment. Plus, there is our optional Super 225 power plant. Hotter than the proverbial hinges of you know where. **26. WEATHERMAN:** This fan is the heart of Valiant's optional heater. Lets you warm up the weather inside your Valiant within minutes after the car is started. **14. GAY BLADES:** Valiant's tandem-action, electric wipers. They happily handle that annoying center blind spot. A standard equipment feature.



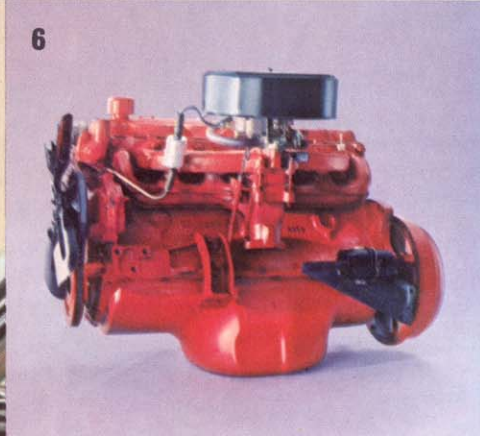
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AMERICA'S FIRST FIVE-YEAR OR 50,000-MILE WARRANTY*

Some compacts stress economy. Others pride themselves on performance. The 1963 Valiant combines the best of both. To prove it, Chrysler Corporation has expressed the highest confidence in product quality known to the industry with America's first 5-year or 50,000-mile warranty. Small wonder we call The New Valiant the best all-around compact anybody has come up with yet.

*Your Authorized Plymouth-Valiant Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust cover), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Plymouth-Valiant Certified Car Care schedules. Factory-approved remanufactured parts may be used for replacement.

THANK YOU FOR VISITING OUR DISPLAY

Now may we invite you to drive this great new car one day soon at your Plymouth-Valiant Dealer's showroom. Looking at it is exciting. Reading about its many advantages in this folder is informative. But only behind the wheel do you really begin to understand what a truly exceptional automobile this quality-engineered product of Chrysler Corporation is. So, before you select any 1963 automobile, come do yourself the favor of driving the New Valiant. See why we call it . . . the best all-around compact anybody has come up with yet!