

OFFICIAL RESULTS RETURN TO RIVERSIDE



CHEVROLET? FORD? PLYMOUTH?

A year ago, in early 1962, Plymouth asked an independent testing company to set up and conduct a series of impartial tests designed to answer one question . . .

Based on a head-to-head comparison of performance, handling, economy, safety and durability, which car could clearly be called the best buy in its price class—Ford, Chevrolet or Plymouth?

When the dust had settled on this Showdown at Riverside, the question mark had been erased.

Plymouth had won eight of the ten independently conducted, rigidly controlled tests!

But times change, and so do cars.

With the introduction of the 1963 models, Plymouth people wondered if the record would hold. Would Plymouth's clearcut superiority in '62 continue in 1963? Just how good were the new models of Ford, Chevrolet and Plymouth?

The answer to these and other questions are provided by this report on the Return to Riverside . . .

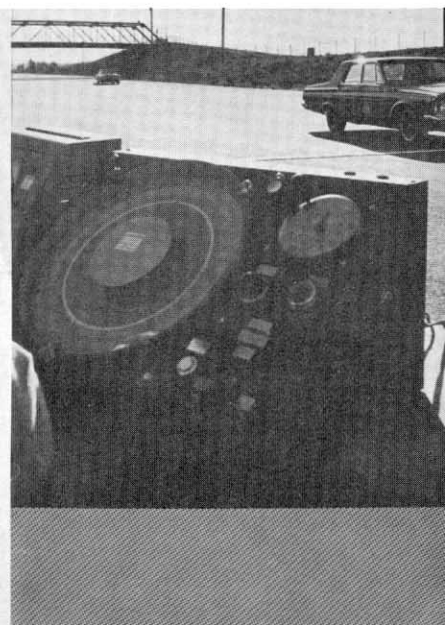
Once again, Plymouth sought out a qualified third party to set up, conduct and sanction the competition. Nationwide Consumer Testing Institute

(NCTI) agreed to supervise the entire program, providing they exercised complete control.

They purchased the test cars direct from dealer showrooms just as you would. Each was equipped with lowest-priced automatic transmission, standard V-8 engine, power steering, radio, heater, and safety belts. In other words, the cars were at showroom strength—in no way souped up.

NCTI also hired the drivers, all professionals. For the front line they chose Roger McCluskey, who led last year's Indianapolis "500" until a radiator failure took him out of the race; Clem Proctor, whose 12 years of driving includes two Grand Prix events and the Darlington 500; and Leroy Neumeier, who has set a total of 16 separate American and International track records. Plus, John Rutherford, J. L. Henderson and Bobby Spere.

NCTI stipulated that each event be run three times, with the drivers switching cars, to eliminate the human element. Results for each event were arrived at by averaging the three heats. Then, NCTI ran all three cars at once and the results were exactly the same. Now, let's Return to Riverside.



ZERO-TO-SIXTY DRAG This is a recognized test of acceleration from a standing start. For split-second accuracy, a light is attached to the roof of each car as shown in the photo below. Because of the variance in speedometers, a central electronic device is used to gauge the speed of each car. As the car reaches a speed of 60 miles per hour, the light blinks and elapsed time is recorded automatically. The cars competed one at a time, with a different driver in each car each time. Look at the

official average NCTI results: Plymouth beat Chevrolet by almost 2 seconds, Ford by more than 6 seconds. That's the kind of response any driver who has ever had to accelerate out of a tight spot for safety's sake can appreciate.

OFFICIAL RESULTS

PLYMOUTH.....	11.99 sec.
CHEVROLET.....	13.64 sec.
FORD.....	18.01 sec.



QUARTER-MILE RUN Here the tempo picks up. Another test of acceleration from a standing start, but this time over a longer stretch. A car needs more than quick response here; it needs stamina as well. Electronic equipment is ready on the backstretch. As each car crosses the finish line, the electric eye blinks and elapsed time is recorded automatically. Again, each car is run individually. Again, the three drivers get a crack at each car. Again, Plymouth comes home first,

demonstrating not only its superiority in safe, sure response but its overall ruggedness as well. The official average results show Chevrolet second, Ford third. The results show Plymouth is not only a quick car but a strong car.

OFFICIAL RESULTS

PLYMOUTH.....	18.04 sec.
CHEVROLET.....	18.99 sec.
FORD.....	20.53 sec.



KILOMETER RUN Here the Return to Riverside shifts into high gear, literally. Experts consider the Kilometer—equal to about five-eighths of a mile—a supreme test of the total car, engine, transmission, shaft, axles and suspension. The starter's flag drops. The cars are off! Look at that Plymouth, with its 3-speed TorqueFlite transmission, surge to the front. And here they come . . . at the electronic test table there is an audible click as each car cuts the electric eye beam. After three such

runs, the winner: Plymouth, quality-engineered to stand up best to the miles and months ahead. Official average results place the Impala second, over 1 second behind Plymouth, and the Galaxie third by more than 4 seconds.

OFFICIAL RESULTS

PLYMOUTH.....	33.43 sec.
CHEVROLET.....	34.44 sec.
FORD.....	37.59 sec.



CITY PASSING As occasions for passing in city traffic increase, the conditions can become increasingly challenging. How many times, for instance, have you followed a slow-moving truck or bus for blocks because of a lack of response to pull out and around safely? Then too, consider . . .

HIGHWAY PASSING Here again, a quick, powerful response at expressway speed is essential for safety. Here's how Chevrolet, Ford and Plymouth were tested for their passing ability in

both city traffic and highway situations. For both tests, a chalk line is laid down the track to serve as a lane divider. Next, the front end of a pace truck is mounted with a pole extending one full car length. For the City Passing Test, each test car follows the pace truck at a speed of 35 miles per hour. At a signal from an official in the truck, the car pulls out, passes, and cuts back in as quickly as possible. To arrive at the final results, NCTI officials measure the distance between the tire marks on



the chalk line for each car. The same procedure is followed for the Highway Passing Test, except that this time the test cars must pass the pace truck traveling at 55 miles per hour. In both passing tests, the cars were run individually with the drivers once again rotating to eliminate the human element. As you can see from the official average results, Plymouth won both passing tests, demonstrating a remarkable combination of immediate response and positive handling so necessary for

safety under today's driving conditions. It's the result of Plymouth's cunning combination of superior engine and 3-speed TorqueFlite transmission which delivers a smooth, surging response through all speed ranges.

OFFICIAL RESULTS

	35 MPH	55 MPH
PLYMOUTH.....	278 ft.....	462 ft.
CHEVROLET.....	279 ft.....	516 ft.
FORD.....	305 ft.....	554 ft.



GO-STOP-PARK To this point in the competition, Plymouth has demonstrated superior performance and safety characteristics both in flatout sprints and under simulated passing conditions. Now the test cars were to undergo a severe test of maneuverability over an elaborate obstacle course. A row of barrels is set up hardly a car's length apart. There are pylons to dodge at every turn, along with cramped parking spaces and traffic lights all along the way. NCTI officials record all

errors at key points. The cars run through the course one at a time, and each time with a different driver. The car negotiating the course in the quickest possible time, adjusted for errors, would be the winner. And the best handling!

OFFICIAL RESULTS

PLYMOUTH.....	2:32 min.
FORD.....	2:44 min.
CHEVROLET.....	2:57 min.



EMERGENCY STOP This is a test of braking ability. Each car races down the backstretch until it reaches a speed of 60 miles per hour. At that instant, the driver hits the brakes. NCTI officials arrive at the results by measuring the skid marks from one end to the other. After three runs for each car, with a different driver at the wheel for each run, the official average figures give Ford its

first victory, with Plymouth second by less than a fender's length, and Chevrolet third.

OFFICIAL RESULTS

FORD.....	120 ft.
PLYMOUTH.....	125 ft.
CHEVROLET.....	133 ft.



ECONOMY RUN Now it's time to put a price on all this performance. First, the gas is drained from each test car. Then, exactly two liters of regular gasoline (slightly more than half a gallon) are poured into a bottle for each car, and fed to the fuel pump through a hose. The drivers are instructed to maintain an average speed of 45 miles per hour, which means well over 60 mph on the straightaways to compensate for reduced speeds on the turns. As each car's engine dies, the driver

signals and NCTI officials mark the position on the track. After three runs for each car, the distances are calculated and averaged to arrive at the final results. In spite of superior performance, Plymouth also proves the most economical.

OFFICIAL RESULTS

PLYMOUTH.....	18.77 mpg.
CHEVROLET.....	17.04 mpg.
FORD.....	16.14 mpg.



HILL CLIMB For this next event, the test cars move off the asphalt of the track to the base of a steeply inclined, dirt-covered hill. (NCTI officials calculated the grade at 12%.) With the cars at the bottom of the hill and the timing equipment at the top, the object is to roar to the top of the slope in the quickest possible time. Once again, the cars are run individually and drivers rotated. When the

dust settles, Chevrolet has its first victory, with Plymouth a close second, and Ford third.

OFFICIAL RESULTS

CHEVROLET.....	15.00 sec.
PLYMOUTH.....	15.44 sec.
FORD.....	**16.00 sec.

**Incomplete third heat



3¼-MILE CLASSIC This last event is a total and final test of response, handling and stamina. A complete lap around the 3¼-mile Riverside course. It is a test against time . . . of acceleration from standing start . . . of handling through "S" curves and around the hairpin turns . . . of reserve power down the straightaways. The car home first here is unquestionably a lot of car. Once more, the drivers rotate until each has driven the Impala, the Galaxie and the Fury the full circuit. Official

average results show Plymouth finished up the way it began, first. Chevrolet was second, and Ford a distant third. Victory in the Classic offers final and conclusive proof of Plymouth's overall safe performance superiority in its league.

OFFICIAL RESULTS

PLYMOUTH.....	2:51.74 min.
CHEVROLET.....	2:55.67 min.
FORD.....	3:04.89 min.

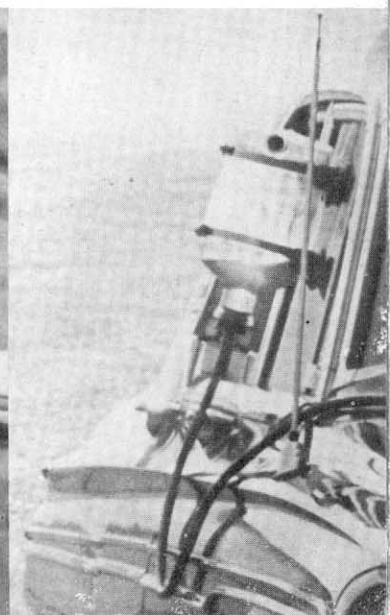


People tend to compare Chevrolet, Ford and Plymouth for price and value. Actually, Plymouth is generally priced lower model for model than its chief competitors. As for value, you just can't ignore the results of this Return to Riverside. They're decisive. The Plymouth Fury won eight of the ten events; Chevrolet Impala won one; Ford Galaxie won one. Nor were these pie-in-the-sky tests, but rather tests of things most people buy a car for. Safety, performance, handling ease, reliability and gasoline economy.

Yet reasons for owning a 1963 Plymouth certainly wouldn't be complete without a mention of Plymouth's new 5-year/50,000-mile warranty*.

It's there because product quality is there. Product quality so high that you'll probably never have to use the warranty, which will suit you—and the people at Plymouth—just fine.

Safe performance, proven economy, guaranteed quality, and let's not forget clean new styling. These are the reasons Plymouth's on the move. And the reasons you ought to own one.



FALCON? CORVAIR? VALIANT? CHEVY II?

The Return to Riverside didn't just compare full-size cars. Compacts are swapping claims, too. Here was an opportunity to test those claims. Falcon, for instance, refers to itself as the "economy champ." Corvair, the "performance champ." And Valiant, "the best all-around compact."

The procedure was identical to that followed for the big cars, except that the compacts competed in seven events rather than ten. Nationwide Consumer Testing Institute once again purchased the test cars direct from dealer showrooms: a Falcon, Corvair and Valiant V-100 with standard 6-cylinder engines, and, as added starters, a Chevy II with 6-cylinder engine and a Valiant V-200 with optional 225-cubic-inch "6". Five compacts in all.

The same drivers were used and the same rules applied: three heats for each event, with the drivers switching cars each time. And, of course, the final results were arrived at by averaging the scores for the three heats for each car.

The events and the results of this unique compact competition are listed here. They show that the Valiant V-100 took 7 out of 7 events from Falcon and 6 out of 7 from Corvair. They show that Valiant beat the so-called "economy champ" at economy; they show that Valiant beat the so-called "performance champ" in every test of performance.

Looking at the results for the Chevy II and the Valiant "225", you see a 6 out of 7 victory for Valiant.

Valiant's claim as "the best all-around compact" looks pretty good against these results. What looks even better is Valiant's price tag. And remember, Valiant carries the same 5-year/50,000-mile warranty that Plymouth offers.

Ask your Plymouth-Valiant Dealer for full details.

ZERO-TO-SIXTY DRAG

VALIANT.....	17.61 sec.
CORVAIR.....	24.25 sec.
FALCON.....	26.39 sec.

VALIANT "225".....	15.26 sec.
CHEVY II.....	16.76 sec.

QUARTER-MILE RUN

VALIANT.....	21.08 sec.
CORVAIR.....	22.69 sec.
FALCON.....	23.41 sec.

VALIANT "225".....	19.58 sec.
CHEVY II.....	20.45 sec.

KILOMETER RUN

VALIANT.....	37.03 sec.
CORVAIR.....	40.13 sec.
FALCON.....	41.92 sec.

VALIANT "225".....	35.72 sec.
CHEVY II.....	37.57 sec.

HIGHWAY PASSING

VALIANT.....	511 ft.
FALCON.....	596 ft.
CORVAIR.....	601 ft.

VALIANT "225".....	463 ft.
CHEVY II.....	506 ft.

CITY PASSING

VALIANT.....	292 ft.
FALCON.....	320 ft.
CORVAIR.....	324 ft.

CHEVY II.....	301 ft.
VALIANT "225".....	303 ft.

ECONOMY RUN

CORVAIR.....	23.27 mpg.
VALIANT.....	20.88 mpg.
FALCON.....	20.24 mpg.

VALIANT "225".....	19.58 mpg.
CHEVY II.....	18.69 mpg.

3/4-MILE CLASSIC

VALIANT.....	2:58.69 min.
FALCON.....	3:13.39 min.
CORVAIR.....	3:13.56 min.

VALIANT "225".....	2:54.13 min.
CHEVY II.....	2:58.19 min.



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VALIANT? FAIRLANE? PLYMOUTH?

The Return to Riverside keeps right on going with the spotlight turning now to the Ford Fairlane. Fairlane is not a compact, nor is it a full-size car. Yet, as an "intermediate," it claims to offer many of the benefits of both. Plymouth decided to find out.

They asked Nationwide Consumer Testing Institute to purchase a Fairlane "500" V-8 with automatic transmission, and run it first against the Valiant V-100 with standard six-cylinder engine, and then against the Plymouth standard V-8. Two separate competitions.

The official results of both competitions are combined below. They show that Fairlane does not offer the benefits of a compact, for the smaller Valiant beat it in 4 events out of 5—including three performance events and the gasoline economy test. And the results certainly show that Fairlane does not offer the benefits of a full-size car. The surprise here is Plymouth's victory in the gasoline economy test. After winning every test of performance by a wide margin, the Plymouth beat the Fairlane by

over 2 miles per gallon. One other consideration: Fairlane costs a lot more than Valiant and not very much less than Plymouth. Need we say more?

ZERO-TO-SIXTY DRAG

PLYMOUTH "8"	11.99 sec.
VALIANT "6"	17.61 sec.
FAIRLANE "8"	17.80 sec.

QUARTER-MILE RUN

PLYMOUTH "8"	18.04 sec.
FAIRLANE "8"	20.91 sec.
VALIANT "6"	21.08 sec.

KILOMETER RUN

PLYMOUTH "8"	33.43 sec.
VALIANT "6"	37.03 sec.
FAIRLANE "8"	37.41 sec.

3¼-MILE CLASSIC

PLYMOUTH "8"	2:51.74 min.
VALIANT "6"	2:58.69 min.
FAIRLANE "8"	3:00.71 min.

ECONOMY RUN

VALIANT "6"	20.88 mpg.
PLYMOUTH "8"	18.77 mpg.
FAIRLANE "8"	16.66 mpg.





SHOWROOM VS. SHOWROOM

Return to Riverside climaxed with one of the most exciting, and possibly most unusual automotive events ever conducted: a showroom against showroom Relay in which all nine test cars competed.

Here's how it worked. Falcon, Corvair and Valiant V-100 ran the first leg, a full lap around the 3¼-mile course. As the cars neared the finish line, the drivers hit the brakes, leaped out of the first set of cars and into the second set already placed on the line. Chevy II "6", Fairlane V-8 and Valiant "225" ran the second leg. Once again, the drivers went around the course, braked to a halt at the finish line and jumped into the waiting Impala, Galaxie "500" and Fury V-8's for the third and final leg.



We said that it was exciting and unusual. The official results of the Relay show it was one other thing; it was conclusive. The Plymouth team finished ahead of the Chevrolet team by over twenty-six seconds, and the Ford team by more than thirty-six seconds. Count that many seconds to yourself, and you get some measure of this Plymouth-Valiant victory. It's exactly the difference between "best" and "second-best."

RELAY

VALIANT V-100.....	} 9:19.55 min.
VALIANT "225".....	
PLYMOUTH FURY.....	
CORVAIR.....	} 9:45.60 min.
CHEVY II "6".....	
CHEVROLET IMPALA.....	
FALCON.....	} 9:56.34 min.
FAIRLANE "8".....	
FORD GALAXIE "500".....	



SUMMARY

That's the story of Return to Riverside. While it was a many-sided competition—possibly the most ambitious program of automotive tests in history—it was also one-sided. Both Plymouth and Valiant came away decisive winners over their respective competition. The people who build and sell these

two fine automobiles were not among those (and there were many) surprised at the results. We suspect Plymouth and Valiant owners weren't too surprised either. See the man who can make you a Plymouth or Valiant owner—your Plymouth-Valiant Dealer. Right now is a good time!

PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION

*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, without charge for required parts or labor, 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 covers), 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.