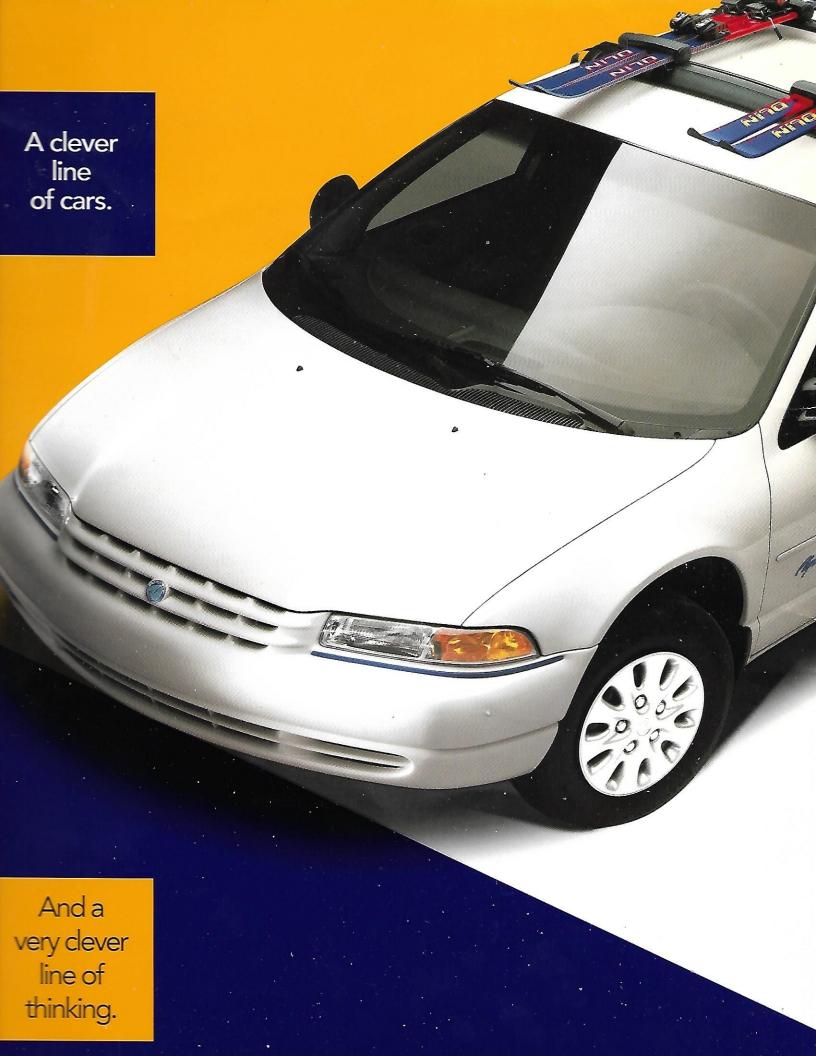


1997 PLYMOUTH

BREZE





incan see it. When you look the clean, contemporary ing of our new cars and inans. You can feel it. When wisit our dealerships. You hear it. When you talk myone associated with mouth. It's all about our and dedication to restore famous Plymouth make one of the world's premier omotive nameplates. It we're doing it. With a clever idea after another. Inouth Breeze. Plymouth on Coupe and Sedan.

drive, and loaded with quality, value and a youthful flair. In our dealerships, you can expect a high level of assistance and service. And in addition to the dealership, we've created Plymouth Place. A pressure-free, traveling showroom appearing at malls, plazas and local events. Where an on-site advisor will answer all your questions. Where you can use an interactive computer to select and personalize the Plymouth you want. It's simple, convenient, hassle-free and quite clever. Equally clever is how you can also obtain



information on new Plymouth products via the Internet and fax. Or speak with a knowledgeable advisor at toll-free 1-800-PLYMOUTH.

Clever ideas that are helpful.

Just the way things ought to be. From Plymouth. You'll like what you see, feel and hear.

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mall, call 1-800-PLYMOUTH.



Plymouth Neon Coupe



Plymouth Neon Sedan



Plymouth Breeze



Plymouth Voyager



Plymouth Grand Voyager



One clever idea after another.

That's Plymouth.





Plymouth Breeze.

Ingenuity. It takes many different forms. From the wheel, the compact disc and the fan to the railroad, the suspension bridge and the safety pin. Clever ideas abound. Take the sporty Plymouth Breeze. It's not just stand-apart-from-the-crowd cab-forward architecture that makes this car clever. For there are countless ingenious components: Meaningful innovations. From headlight to taillight, Plymouth Breeze is loaded with clever ideas. Like those previewed here. Which makes Breeze a downright terrific value. Priced very smartly. You get the idea.

One clever idea after anoth





Breeze's steering wheel (A) houses available speed controls and is connectairflow massive enough to cool or warm an area the size of a small house. Breeze's



and proving, some of the information that can be made and the capabilities for details. Some of the equipment and bed throughout this catalog is the cost.

after another...after another...after another...afte









ugh construction (D) is of the same solid-strength variety found on premium Lexus models. Breeze's fully independent modified double-wishbone



ther... after another... after another... after another









Is featuring built-in CD changer controls, an automatic tape head cleaner, 24 station presets and four super-sounding speakers. Breeze's climate of the curves as well as it smoothes the rough spots. Breeze's available Integrated Child Safety Seat (F) folds out when needed and folds of the curves as well as it smoothes the rough spots. Breeze's available Integrated Child Safety Seat (F) folds out when needed and folds of the curves as well as it smoothes the rough spots.



r another... after another



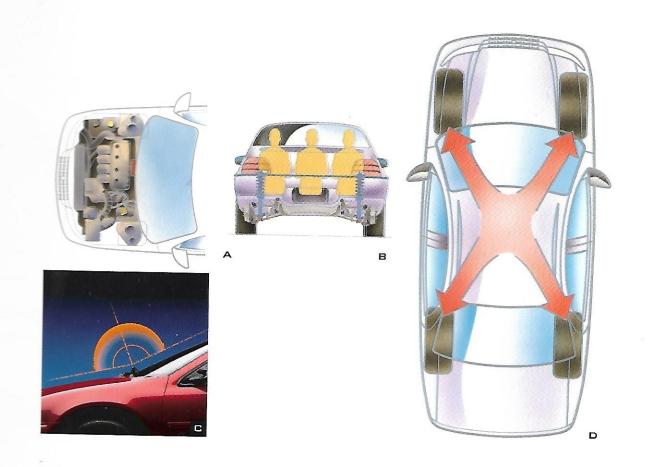


includes standard CFC-free air conditioning and generates an not (includes fixed rear seatback).



THE ANSWER
IS BLOWIN' IN
THE WIND:
PLYMOUTH







a breath of fresh air, Breeze is invigorating. Clever cabward architecture shapes it. Streamlining the exterior for ind-cheating, noise-silencing travel. Minimizing engine partment space (A) for maximum interior living space Stanting the windshield dramatically (C) for exceptional rodynamics and panoramic visibility. Moving all four wheels toward the corners of the car (D) for a stable stance, de door openings, and lots of hip and shoulder room.



PLYMOUTH
BREEZE'S
UNIQUE CABFORWARD
ARCHITECTURE
IS DESIGNED TO
BE AS ARRESTING
TOMORROW
AS THE SHAPE
OF THE GREAT
PYRAMIDS
IS TODAY.





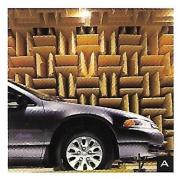


ON THE
PLYMOUTH
BREEZE
ASSEMBLY LINE,
ROBOTS MAKE
EVERY SINGLE
WELD FOR THE
HIGHEST LEVEL
OF PRECISION.

Research and development. Considerable amounts of which went into the creation of Plymouth Breeze. To get the workings of the entire car just right. Some **studies focused** on the unmet needs of car owners. Others on how car owners interact with their autos: such as parking and loading their vehicles at shopping centers. Engineers chalked up **2.6-million** quality-proving miles in test cars and even tore apart competitive makes. Analyzing every bolt, switch and fastener. More than



product-excellence benchmarks were set. Ensuring Breeze sound fundamentals. As in the reduction of noise, vibration disastences for superior quietness. In addition to robotic liding, Breeze incorporates inventive hydroelastic and stomeric engine mounts, rigid engine blocks, tight doorme gaskets, near-flush window glass and innovative ulators, isolators, deadeners and dampeners. Making for a both, peaceful ride. Sound-chamber certified (A).



THE REMOVABLE MOPAR ROOF RACK AND BIKE CARRIER (SHOWN IN ACTION) ARE SPORTY OPTIONS ON PLYMOUTH BREEZE.



Driver and front-passenger air bags* (A) on Breeze will deploy faster than the blink of an eye upon a frontal barrier impact. 14-inch antilock brakes are available to prevent lockup during an emergency stop and help maintain steering control on wet or slippery surfaces. Windshield wipers are speed-sensitive and variable intermittent. An optional Integrated Child Safety Seat[†] (B) secures toddlers ages one year or older and weighing from 20 to 66 pounds. It cleverly folds away when not in use. Using ultra-high-strength steel side-guard door beams and structural reinforcements (a), Breeze meets federal dynamic side-impact protection standards. Front-wheel drive and allseason steel-belted radial tires help maintain Breeze's traction in snow, rain and mud. Child-protection rear door locks prevent doors being opened by curious hands from inside. An available Personal Security Group (D) features remote keyless entry, illuminated entry, a panic alarm and headlamp time delay. Mopar's EVS II® Electronic Vehicle Security Plus system includes remote keyless entry, a panic alarm and a passive, self-arming car alarm. The optional Cold Weather Group (E) contains engine block and battery heaters. Available dual power heated mirrors (F) and the standard rear window defroster clear things in a jiffy.

* Always wear your seat belts.

Includes fixed rear seatback.







PHPRESSURE POINTS WERE ELIMINATED IN PLYMOUTH EEZE SEATS, DIMINISHING SQUIRMS THAT MAKE FOR NO DISTANCE FATIGUE.









Breeze's cab-forward architecture provides plenty of room for five inside. Nearly **96 cubic feet** worth. Made more inviting with an available height-adjustable driver's seat (A) controlled by a unique telescoping lever. Climate control outlets under the front seats ensure rapid **rear-passenger contentment**. Front shoulder belts (B) are height-adjustable in five positions. And new rear cup holders (C), back of the new center armrest, are sized generously.







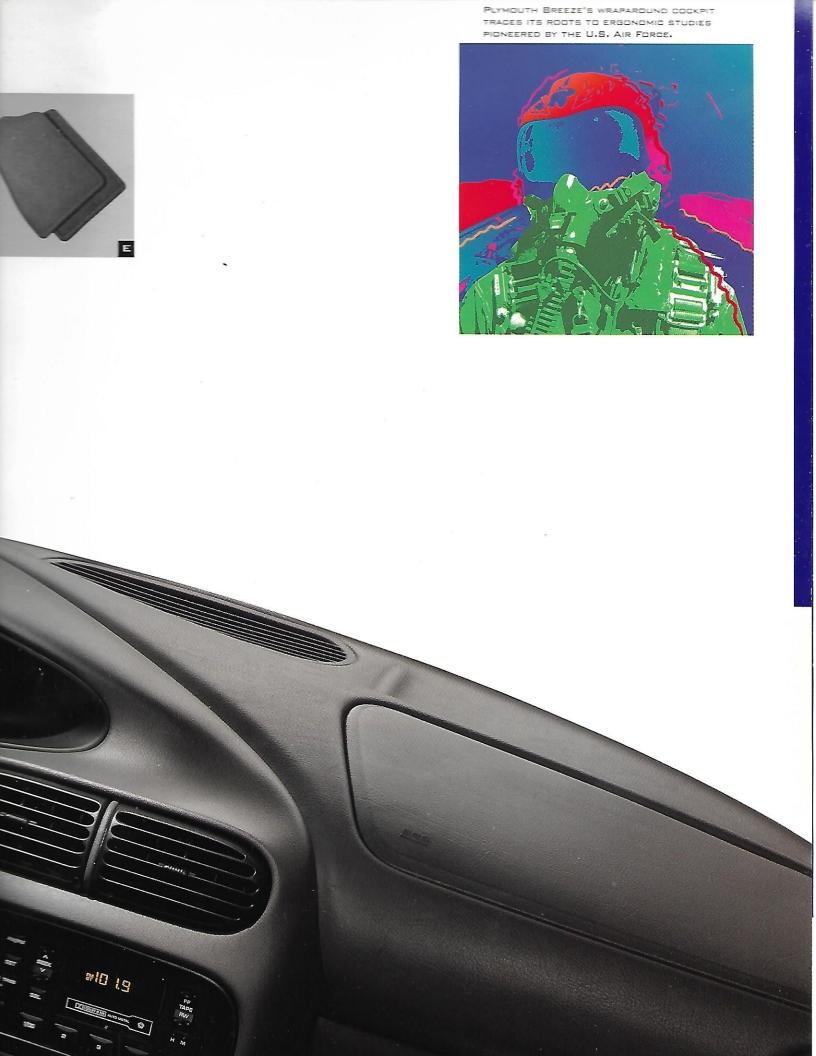




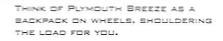


Gauges are big, bright and a breeze to read. Switches, levers and knobs are **ergonomically designed** and positioned, so they're smooth to the touch and within easy reach. Like the available electronic speed controls (A) on Breeze's steering wheel, which is hooked up with a height-adjustable steering column. Ozone-friendlier CFC-free **air conditioning** (B), full instrumentation, an AM/FM stereo radio (C) with four speakers, covered visor vanity mirrors (D) and custom-fit front floor mats (E) come standard.



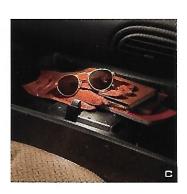
















Accommodating. Breeze's **folding** rear seatback makes for a nifty pass-through trunk, expanding cargo-carrying capacity enormously. Perfect for a holiday at the beach or any number of gottaget-it-all-there hauls. For greater ease, the locking seatback can be accessed from either the interior — through wide-opening, aircraft-patterned doors — or the big trunk (A). The balanced trunk lid incorporates a spring-powered hinge and gas struts so it raises with little effort. Well out of your way during loading and unloading. An adjustable cargo tray and cargo net (B) are available from Mopar for trunk tidiness. The **lighted**, **locking** glove box (C) and front door map pockets (D) keep things close at hand. A handy new center floor console is standard, adding a storage bin with an antirattle rubber mat, two front and two rear cup holders, and an **armrest** (E) with covered storage for CDs, cassettes, coins, tissues, pens, etc.





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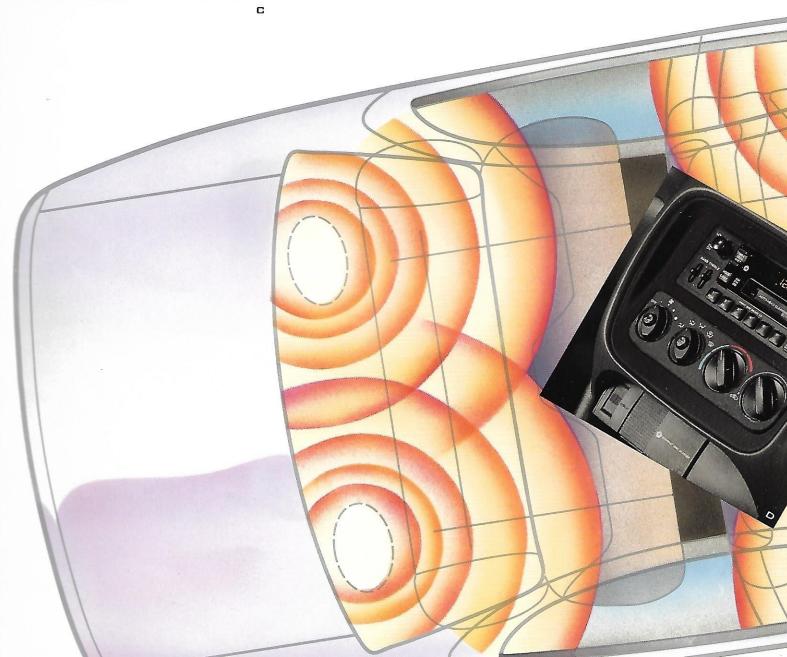


Breeze resonates with an array of solid-state audio equipment.

Laboratory and over-the-road tested. All four systems feature a digital clock and up-and-down seek. System One: Standard AM/FM stereo radio with 20 station presets and four speakers (A).

System Two: Available AM/FM stereo radio with full logic cassette player, 20 station presets and four speakers (B).

System Three: Available AM/FM stereo radio with CD player, three-band graphic equalizer, 20 station presets and four



DRANK UP THE JAMS, BECAUSE PLYMOUTH BREEZE'S AUDIO SOUNDS SWEET PLAYED LOUD.

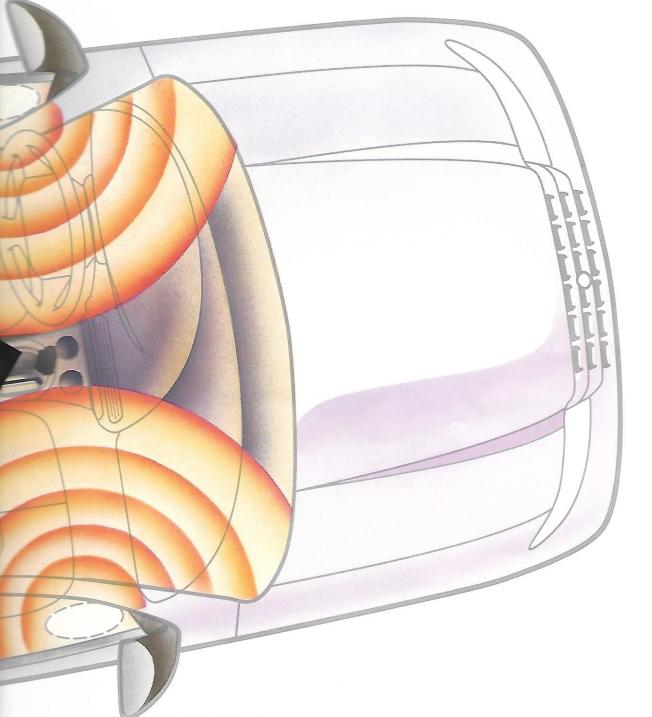


in CD changer controls, in-dash six-disc CD changer (shown led at photo bottom), electronically tuned cassette player,

tape cleaner, 24 station presets four speakers (D). Or: The six-disc hanger with a handheld

roller (E) is available







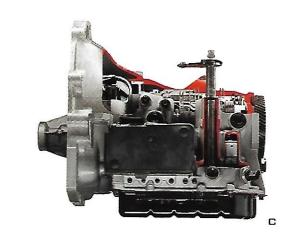
BRIGHT FYLONS ON THE PROVING BROUNDS STOOD TALL AS PLYMOUTH BROEZE PASSED TEST AFTER TEST AFTER TEST, LAP AFTER LAP AFTER LAP.



or fun and fun for all. Breeze was engineered to we with sporty flair. Its fully independent modified ble-wishbone suspension (A) is equipped with qual length control arms, gas-charged shocks and lizer bars — front and rear — for responsive road ling, with a European bent. Aided by wide-stance forward wheel placement, ensuring straight-line Efficiently powered from a 2.0-liter SOHC SMPI alve engine (B), corralling 132 horses underhood. ned with a slick-shifting five-speed manual or an able electronically controlled four-speed automatic combining a nice balance of performance and nomy. Developed around rail-through construction Two underbody rails of high-strength steel running the front of the car uninterrupted to the rear, creating ptional body stiffness. Solid feel. Hushed ride. e to stop on a dime with standard disc/drum powerted brakes or available disc/drum antilock brakes.









dhart is designed to assist you in selecting the model and options that best meet your needs. Begin (Step 1) hoosing the exterior/interior colors. Next, select the basic equipment (Step 2) you want and determine its lability. Equipment availability is indicated by the letters (S, O, P, etc.). Then, choose the additional pment you want from either the Customer-Preferred™ Packages (Step 3) or the individual options (Step 4). laged cotions (Step 3) group popular high-value options together and offer savings over the same options ered separately. An experienced salesperson at your dealership can now assist you in the selection of the icle that perfectly fits your needs.

DARK ROSEWOOD PEARL COAT®

DEEP AMETHYST PEARL COAT

LIGHT SILVER FERN PEARL COAT

FOREST GREEN PEARL COAT

MEDIUM FERN PEARL COAT

LIGHT IRIS PEARL COAT(2)

and with Iris Blue front and rear fascia accent stripes,

U'LL DISPLAY A STROKE OF GENIUS PAINT A PERFECT PICTURE ON THE AD WITH THE FABULOUS BREEZE LORS AND FABRICS SHOWN ABOVE.

nd badge and Stone White wheel covers.



HAVE PLYMOUTH BREEZE YOUR WAY WHEN YOU ORDER FROM AMONG ALL THESE TRIMMINGS THAT CATER TO





SILVER FERN



YOUR PERSONAL TASTE.



MIST GRAY

Select Your Colors. Match your STEP 1 favorite exterior color with an interior hue.

Exterior Colors(1)	Interior Colors - Raven Cloth			
Exterior Colors	Mist Gray	Silver Fern	Came	
Black	•		•	
Stone White ⁽²⁾	0	•	• '	
Candy Apple Red Metallic Tint	0		•	
Dark Rosewood Pearl Coat	0			
Deep Amethyst Pearl Coat	9			
Light Silver Fern Pearl Coat		•		
Forest Green Pearl Coat			•	
Medium Fern Pearl Coat		•		
Light Iris Pearl Coat	0			

All Plymouth models feature a Clear Coat finish.
 Standard with Iris Blue front and rear fascia accent stripes, brand badge and StoneWhite wheel covers.

INTERIOR DIMENSIONS(1)		
Head Room		S TIME
Front	38.1	
Rear	36.8	
Leg Room		
Front	42.3	
Rear	38.1	
Hip Room		
Front	52.8	
Rear	52.7	
Shoulder Room		0.5
Front	55.2	
Rear	54.7	

EXTERIOR DIMENSIONS®		
108.0		
186.3		
71.0		
54.1		
60.2		
60.2		

(1) Inches unless otherwise specified.

MISCELLANEOUS SPECS	
Curb Weight ⁽¹⁾ (lb)	2,931
Fuel Tank Capacity (gal)	16.0
Turning Diameter (ft)	37.0
Trunk Volume (cu ft)	15.7
Total Interior Volume (cu ft)	95.9
Coefficient of Drag (Cd)	0.30
Meight with standard power train	

Weight with standard power train.

ENGINE SPECS	
2.0-Liter SOHC SMPI 16-Valve	4-Cylinder
Horsepower (SAE net @ rpm)	132 @ 6,000
Torque (lb-ft @ rpm)	129 @ 5,000
Bore x Stroke	3.44" x 3.24"
Compression Ratio	9.8:1
Valve Train	4 Valves Per Cylinder, Single Overhead Cam



nt in the left-hand column.

land. P=Included as part of a package.

Frant and rear, body-color ²⁰ S flats unit: Carpeted S	andard. P=Included as part of a package. Iptional.	
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P Coth bench with folding seatback S Coth bench with cassette player and 4 speakers S Coth bench with CD player, 3-band graphic	Cloth buckets with 2-way head restraints and	ç
Child Safety Seat® Ors Group — Includes ash receiver and lighter Ossessor radio and 4 speakers Same radio with cassette player and 4 speakers Ossessor radio with CD player, 3-band graphic	mer-side manual seat height adjuster	Р
Group — Includes ash receiver and lighter O State oradio and 4 speakers S State oradio with cassette player and 4 speakers O State oradio with CD player, 3-band graphic	ar Cloth bench with folding seatback	
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Commod — Electronic with steering wheel-mounted	Control — Electronic with steering wheel-mounted	
Be automatic transaxle only) P - Po ar-assisted, rack-and-pinion S	Boundary and pinion	
Column — Height-adjustable S		
g Mheel — Deluxe S	ng Wheel Deluxe	S
Guards — Front wheel wells, black	Guards — Front wheel wells, black	S

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Includes fixed rear seatback

STEP 3 Select A Package. First decide whether you want to travel automatically or manually, then pick a package. • = Package only.

Power Train A	vailability	Sporty	Comfort and
Engine	Transaxle	Value	Convenience
2.0-Liter SOHC	5-Speed Manual	21A	21B
16V 4-Cylinder	4-Speed Automatic with Electronic Speed Control	22A	22B
CUSTOMER-PRE	FERREDSM PACKAGE CON	TENT	
Door Locks — Pov	ver		•
Floor Mats — Rea			•
Mirrors — Dual po	wer heated		•
Seat Height Adjus	ter — Driver's side manual		•
Window — Power down feature	with driver's one-touch-		•

STEP 4 Select Freestanding Options. You may choose individual options. O=Optional.

CUSTOMER-PREFERRED™ OPTIONS	
14" disc/drum antilock brakes	0
Cold Weather Group, includes engine block and battery heater	0
Emissions, required in California, Massachusetts and New York	0
Emissions, available in Maine and states bordering California, Massachusetts and New York	0
Personal Security Group, includes remote keyless entry, illuminated entry, panic alarm and headlamp time delay ⁽¹⁾	0
Integrated Child Safety Seat ⁽²⁾	0
Smoker's Group, includes ash receiver and lighter	0
AM/FM stereo radio with cassette player and 4 speakers	0
AM/FM stereo radio with CD player, 3-band graphic equalizer and 4 speakers	0
AM/FM stereo radio with premium cassette, CD changer controls, 6-disc CD changer and 4 speakers	0
Full-size spare tire	0

⁽¹⁾ Available only with CPOS Packages 21B or 22B.

For further assistance in selecting your vehicle or additional information, see your salesperson or call 1-800-PLYMOUTH and speak to an advisor.

CUSTOMER ONE CARE™ Plymouth Breeze is covered by the 3/36 Customer One Care Plan,* which includes:

- A 3-year or 36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factorysupplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.†)
- Roadside Assistance for 3 years or 36,000 miles which provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide tollfree number. Roadside Assistance covers items not included in the 3/36 warranty: lockout, jump start, out-of-gas, flat tire repair and towing. Except for jump start and towing, there will be a \$25.00 per use customer fee.‡
- The 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the cost of all parts and labor needed to repair exterior sheetmetal panels perforated by corrosion. The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

*See your dealer for additional details and a copy of this limited warranty.

'Tires are covered by their own manufacturers' warranty. *Roadside Assistance services are provided by Cross Country Motor Club, Inc. (in California, Cross Country Motor Club of California, Inc.).

SERVICE CONTRACTS Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts ... the only Extended Warranty backed by Chrysler Corporation. These service plans are available in a variety of time and mileage combinations to meet your particular driving needs. Ask your dealer for more information or call 1-800-442-2666.

CHRYSLER FINANCIAL Chrysler Financial offers a broad range of traditional automotive financing plans and flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. To make your new vehicle even more affordable, you may want to consider Gold Key Lease and Gold Key Plus shortterm financing. Our College Graduate Plans, for example, are especially attractive to those just beginning their careers.

AUTOMOBILITY PROGRAM Cash reimbursement is available for qualified adaptive driving devices. Ask your dealer to provide you with more information or call the Automobility Program Headquarters at 1-800-255-9877.

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Always wear your seat belts.
 Includes Iris Blue accent stripe with Stone White exterior color.

⁽⁴⁾ White wheel covers standard with Stone White exterior color.

Includes fixed rear seatback.



The vitality of clever ideas. It started with the friendly "Hi!" and warm smile of Plymouth Neon. And it continues with a true factory hot rod that's an engineering tour de force. Leading edge technology that embodies Plymouth's very clever line of thinking with a clever line of cars. It's called Prowler. And if variety is the spice of life, this roadster is hot-peppered excitement with an exotic dash of technical excellence. Look at Prowler as the ultimate freedom machine. But also look at it as an example of the clever thinking and innovation that's building a new car company. A beacon for the revitalization of Plymouth.

From Neon to Voyager to Breeze. Plymouth's clever ideas have pushed beyond the envelope of conventional thinking. You can see it. And drive it. There's a little bit of Prowler in every Plymouth.



THE OWNERSHIP PROMISE

A product can be no better than the willingness of its maker to stand behind it. That's why Chrysler Corporation, through its Customer One Care program, promises its owners a satisfying experience at the dealership and long after they drive their new cars from the showroom. Included in that promise: bumper-to-bumper protection for three years or 36,000 miles; 24-hour-a-day roadside assistance for the same period; a five-year or 100,000-mile assurance against sheet-metal rust-through; a variety of flexible plans for financing, leasing and extended service. All of these customer support programs are detailed on page 25. Customer One Care ... the Chrysler promise you can live with. For years.

CUSTOMER ONE®

Chrysler's Investment in Your Satisfaction

THE PRODUCT Chrysler Corporation has created a revolutionary

THE PRODUCT Chrysler Chrysler

THE PEOPLE To market these exceptional new vehicles, Chrysler Coporation and its dealer body have revolutionized the way they do usiness, committing \$45 million annually to training, educating and measing the awareness of dealership sales staff and service personnel. That's people.

THE GOAL Together, product and people form a synergistic network dedicated to one goal: exceeding your expectations throughout the shoping, buying and ownership experience. Sales Advisors are trained to guide you to the car or minivan that precisely fits your lifestyle.

Customer One Product Training provides detailed, in-depth information earling cars and minivans. Product workshops impart not only "book" nowledge but also a hands-on "feel" for the vehicle that is gained to undergo experience. In-dealership product training includes and minivans to help Sales Advisors help their customers. Service personnel undergo similar training programs designed to continually undate their skills and keep them abreast of rapidly advancing tomotive technology.

THE RESULTS The results of this massive commitment to continuous improvement are reflected in both products and people: outstanding adversements in sales and increasing Sales and Customer Satisfaction of the scores — two highly controlled systems that measure our performance by soliciting your opinion. At Chrysler, we're not just a shole new family of cars, but an entirely new corporate culture dedicated to satisfying your every automotive desire.

LEASING FOR TODAY'S LIFESTYLES

Leasing is becoming a very popular way to drive a new vehicle. In fact, one out of every four vehicles is leased rather than purchased and the trend is growing. There is nothing confusing or complicated about leasing a vehicle at your dealership. Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of getting the type of vehicle you really want, more often, and paying less for it sounds great, ask about Gold Key Lease.

THE GOLD KEY DIFFERENCE

Because you only pay for the portion of the vehicle's life you'll use, a Gold Key Lease can offer many great advantages, all of which help you drive the vehicle you've always wanted.

- Lower Monthly Payments Gold Key Lease payments are typically lower than conventional finance payments. In fact, your payments on a 24-month lease are roughly the same as financing for 60 months.
- Shorter Term With a Gold Key Lease, you can drive a brand-new vehicle as often as every 24 months.
- Flexibility Gold Key Lease terms and payments can be tailored to fit your driving habits and lifestyle.
- Three Great Options A Gold Key Lease offers you three great options at lease end: 1) Turn the vehicle in and lease a new one. 2) Buy the vehicle and keep it. 3) Buy it, then sell it for a possible profit, and lease a new vehicle.

AUTO-PAY OPTION

Gold Key Lease customers have the option of participating in Auto-Pay – a convenient system that electronically deducts your monthly lease payment from your checking or savings account.

