

1969 Plymouth Valiant



Look what Plymouth's up to now.



**"It's inexpensive
because it's an
honest compact."**

People who own Valiants say nice things about Valiants. That's because Valiant is still what it started out to be: a good, honest compact. A car that's low cost to buy and run. A car built to U.S. standards of six-passenger room and comfort. A car that sure-foots it through town, rides secure at turnpike speeds, and is a snap to park even for your fair lady.

Used to be, there was a swarm of cars like this around. But you know what happened to them. They got bigger. And gaudier. And more expensive. They tried to steal the thunder from the sports jobs. In short, they lost sight of what you buy a compact for.

**"Valiant
goes you one
better."**

But not Valiant. Valiant's still dedicated to the original compact idea. That is, spend less money to get where you're going so you can spend more money when you get there (or save it). What we have done with Valiant is improve it each year, so there are few nitpicks to bug you. There's no under-powered, noisy rear-engine to bug you either. Instead, Valiant's rear opens to a good sized trunk. You can pile in the snow sleds and things and ride off for fun with a family.

And how quiet she goes. As most Valiant owners will tell you, Valiant really goes you one better. Not only in terms of quiet, but in the solid, secure feel of this totally engineered car. The body, for instance, is one complete unit. Welded, not bolted together. That's about as tight and rattlefree as you can get.

In front, there's torsion-bar suspension, in the rear—symmetrical leaf springs, for a stability some big cars find hard to equal.

But perhaps that which most typifies the quality engineering of Valiant is its big-car transmission. It's not compromised.

And instead of two speeds in the automatic, you get three.

No matter how you look at it, Valiant's a lot of car for a low, compact price. It has a classic look to it, offers 16 exterior color choices, a Six or V-8 engine, plus there's a list of options (including air conditioning) that lets you outfit a Valiant to your needs, tailor it to your tastes.



Optional all-vinyl seats with fold-down center armrest in front.

Valiant WITH 200 DECOR GROUP

Shown here is a good example. Here's an economy plan that starts with a Valiant 100 (2- or 4-door sedan) and ends up a Valiant 200 for just dollars extra.

What you do is order the optional "200" Decor Group. It includes deluxe cloth-and-vinyl or all-vinyl seats. A three-spoke steering wheel with a partial horn ring. Color-keyed floor mats. A cigar lighter. Dual horns. Body side molding. And a Valiant 200 nameplate for the front fender. That's just one way to do up your Valiant. The choices are just beginning.

"Sure little imports are cute, but what do you do with hat boxes, suitcases, tennis racket, typewriter..."

"Valiant... It's got a style you can live with for years."

Our Betty Co-ed is right. If you're heading back to college in a cute little import, where do you put all the paraphernalia?

Tie all the boxes and whatnot to the roof? Drag 'em behind?

Or do you get a full-size car and hang the expenses?

No. You get a Valiant, the best of both worlds. Here's 6-passenger room like the full-size cars, economy like the imports.

Here's roadability and safety of a hefty car, the easy handling of a light car.

Here's to you, Prince Valiant, for keeping the sensible car alive!

Prince Valiant?

Why not?

People who own Valiants think very highly of them. So much so that when trading time comes around, a good percentage of them buy another Valiant.

With loyalty like that, you might guess Valiant resale value would be high, also. And you'd be right.

But hold on a second. Don't get the notion that Valiant owners are all pretty co-eds.

They're pretty people of all ages.

People who drive it as their one and only. People who bring home Valiant as an ideal second car.

People who just plain like a good looking, go-to-school, go-to-church, go-to-work automobile that's ready when they are.

Like this beauty right here.

Our top line Valiant shows a lot of class: bright moldings around upper doors and windows, around wheel openings, front and rear.

Bright moldings around the rear window, on deck lid, and at lower length of body sides. Three-spoke steering wheel with partial horn ring.

There is also a padded instrument panel. Cigarette lighter. Armrests, front.

Armrests with ash receivers, rear. Plus the luxury of wall-to-wall carpeting.

Add in a cushy cloth-and-vinyl interior and the Signet is nifty in standard features alone. Even niftier, is an optional all-vinyl front seat with fold-down armrest. Or sport it up with optional bucket seats.

Signet
2-DOOR



Signet 2-door, Six or V-8





**"Certainly no four-wheel
austerity program."**

**"Air conditioning,
you name it... a
range of options."**

When people say Valiant is no austerity program they're being very objective. They don't buy a fad that's alive today and dead tomorrow.

They're the kind of people who look at styling for what it's worth. It's got to last because Valiant people tend to keep this automobile in the family for years.

They compare interiors for room as well as luxury and durability of fabric.



**"Pound for pound
expensive. Just
fewer pounds."**

Dollar for dollar they stack it up against sedan imports and low-line, "low-price" cars and conclude that Valiant is a very neat auto indeed. More than that, this is the economy car that allows you optional niceties most imports don't.

Like air conditioning. And a vinyl roof covering. Six or V-8 engine. Optional interiors including an all-vinyl one with bucket seats in front (shown at right).

Signet 4-door, Six or V-8

Valiant is no "plain Jane" variety of money-saving transportation. You can order a 2- or 4-door sedan, go over the full list of options, and wind up—if your heart so desires—with a cool, comfortable, "mini" limousine. That's a great way to go when you figure the costs are mini, too. But carry your figuring further. Get behind the wheel and feel the solid quality of ride and handling. Open 'er up to expressway speeds and notice how stable she cruises without strain or fatigue.

Do that and what you will have experienced is a car built to the engineering standards of Chrysler Corporation. A car that pound for pound is as expensive as many luxury cars. There are just fewer pounds, that's all.



Optional all-vinyl bucket seats.

Signet

4-DOOR

You've seen the top-of-the-line Signet 2-door on the preceding spread. This 4-door is its running mate and features the same good things: moldings around rear window, on deck lid and lower length of body sides. 3-spoke steering wheel with partial horn ring. Padded instrument panel. Cigar lighter. Armrests, front. Armrests with ash receivers, rear. Carpeting. An attractive cloth-and-vinyl interior.

Optional interiors include: all-vinyl bench seats, front and rear.

All-vinyl bench seats with individual front seat-backs and center fold-down armrest. All-vinyl bucket seats, front. Now you're ready to start talking colors, other options, and accessories, aren't you?

**"Valiant's
a car for
all people."**

**"Valiant is a Valiant.
Just keeps
getting better
every year."**

... just keeps getting better every year. Valiant! Better built. Better engineered. Styled to go anywhere.

Anywhere? Everywhere. 'Cause that's where Valiant people are.

They owe their soul to four wheels and an engine with a voracious appetite.

For some, their indebtedness to the horseless carriage exceeds the mortgage on the house. But that's life.

Or is it?

Valiant people don't think so. With them, the good life starts with being able to afford it.

It's driving young and at the same time being able to cope with such things as school costs, raising a family.

It's driving middle age and being able to put a little away for retirement.

It's owning a car at any age and not having it own you.

That's Valiant. Still going strong because a compact still makes a lot of sense to a lot of people.

Doesn't it make sense to you?

**"You
own it.
It doesn't
own you."**

Here's power enough, room aplenty. Big self-adjusting brakes. Torsion-bar front suspension. Recommended lubrication interval of 36,000 miles.

A broad selection of colors, options, accessories. Plus the full complement of Chrysler Corporation safety features.

A Valiant is a Valiant. Built to be a compact. Built to be a "keeper."

The Valiant 100, for instance, with 2 or 4 doors. Proof, economy is still in style.

This is economy — plus. Plus good looks. An all-vinyl interior. Padded instrument panel. 3-spoke steering wheel. Sun visors, left and right. A six-cylinder 170 cubic inch engine that's so economical to run you just might not believe it. Plus all the heft and tightness that goes into every Chrysler automobile made.

This is the lowest-priced Valiant? This is your chance to travel in room and style.

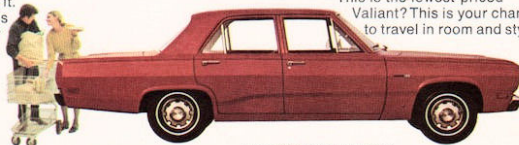
**Valiant
100**

In the city, suburbs, and small towns. On the farm and ranch. On the mountains and plains. Where the climate is cold and where it's hot.

Yes, Valiant people are everywhere, do all sorts of things. They can't be pigeon-holed by "type" ... or even by age group for that matter.

They do have one thing in common: they know a great value when they see it.

However, there is another kind of car buyer. You know 'em.

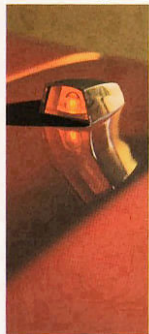


Valiant 100 4-door, Six or V-8

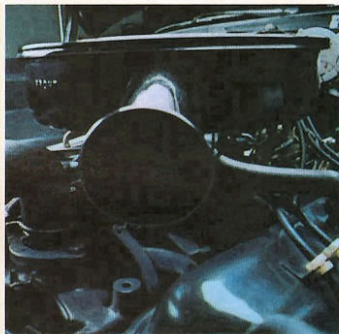


Valiant 100 2-door, Six or V-8

Fender-mounted turn signal indicators. Right there. Out front on top of the fenders where you can see them without taking your eyes off the road. Part of a light package that also includes trunk and glove box lights, ashtray light, ignition switch with time-delay light, and "Headlights-On" warning signal.



Engines? Valiant sensible! Standard in all six-cylinder Valiant models is a 170 cu. in. Six. Want more? Step up to an optional 225 cu. in. Six. Or consider the V-8 models. A 273 cu. in. V-8 is standard, while a 318 cu. in. V-8 is optional. Whatever your choice, it's regular gas all the way.



14" wheel covers, Deluxe. A luxury no matter how you look at them. But the beauty is that these covers are only a few extra dollars!



14" wheel covers, Wire! Here's how to retain the classic Valiant look right down to the road. Wire covers on each wheel. Four for a distinctiveness that sets you apart from the crowd.



Guard your investment with resiliency. For a long-lasting car—rubber inset bumper guards, front and rear. You'll be glad you ordered them when you get into tight spots. Not to mention supermarket parking lots!



Three-spoke padded steering wheel, with full horn ring. Looks like a million. The spokes are faced with foam padding, then covered with grained vinyl for a super-smart appearance.



Front disc brakes. Standard Valiant brakes are the bonded-lining type. They're big with over 153 sq. ins. total lining area. (156.2 sq. ins. on V-8 models.) However if you order the trailer-towing package or just want the ultimate in stopping efficiency, consider front disc brakes.



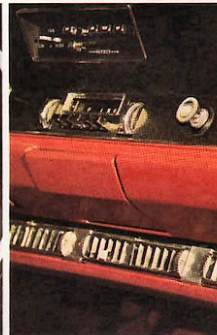
Bucket seats in a four-door sedan? Naturally. Like we've said, Valiant is no ordinary variety of money-saving transportation. Vinyl covered bucket seats are options in both two-door and four-door Signet models.



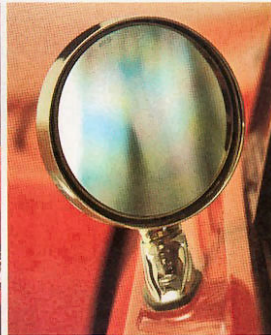
14" wheel covers, Deep-dish. Deep and dimensional. These are the sporty covers you feel good about even when you're washing your Valiant on a Saturday afternoon.



13" wheel covers, Deluxe. These add a luxury touch to your Valiant, just as the 14" Deluxe covers do. The difference: These are designed for tires requiring 13" wheels.



Cool and music. Air conditioning just the way you want it. Dust-free. Trouble-free. Set it and forget it. Include also an all-transistor AM radio, and you'll be so close to being "the driver with everything," you won't believe the low price.



Sideview mirror, remote controlled. Controlled from inside the car. No rolling down the window in the rain to adjust it. And the mirror is recessed in its bright casing for protection against the elements.

Valiant Options & Accessories

Illustrated above are some of the popular options people include on their new Valiants. More are at the right. The list is long so you can live it up a little or a lot without cracking your budget wide open. For other options consult your Plymouth salesman.

And the option list goes on...

- Sure-Grip Differential
- Rear Window Defogger
- Tinted Glass
- Shoulder Belts (rear, left and right)
- Glove Box Lock
- Vinyl Roof (black, white, green or tan)
- Power Steering
- Power Brakes
- Three-Spoke, simulated Wood-grain Steering Wheel
- Trailer-towing Package
- Firm-Ride Shocks
- Two-tone Paint
- Body Side Accent Stripes
- Oversize Tires
- White Sidewall Tires
- Red Streak Tires
- Fiberglass Tires
- Automatic 3-speed TorqueFlite Transmission
- 4-Speed Manual Transmission (V-8 only, floor-mounted shift lever)

VALIANT'S FULL COMPLEMENT OF CHRYSLER CORPORATION SAFETY FEATURES

Standard: Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front • Manual door locks—levers with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Larger cushioned sun visors • Dual braking system with warning light • Side reflex reflectors • Hazard warning flasher system • Windshield wipers, 2-speed, electric • Vinyl-clad, day/night, inside rearview mirror on double-ball-joint mount • Locking latch on all folding front seat-backs • Left outside rearview mirror

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



Valiant Specifications

Engine:	170 cu. in. Six	225 cu. in. Six	273 cu. in. 2-bbl. V-8	318 cu. in. 2-bbl. V-8
Transmission	3-speed man. (S) Automatic (O)	3-speed man. (S) Automatic (O)	3-speed man. (S) 4-speed man. (O) Automatic (O)	3-speed man. (S) 4-speed man. (O) Automatic (O)
Horsepower	115 @ 4400 rpm	145 @ 4000 rpm	190 @ 4400 rpm	230 @ 4400 rpm
Torque, lbs.-ft.	155 @ 2400 rpm	215 @ 2400 rpm	260 @ 2000 rpm	340 @ 2400 rpm
Bore	3.40 in.	3.40 in.	3.63 in.	3.91 in.
Stroke	3.125 in.	4.125 in.	3.31 in.	3.31 in.
Comp. Ratio	8.5 to 1	8.4 to 1	9.0 to 1	9.2 to 1

(S) indicates standard with engine choice (O) indicates optional with engine choice

Dimensions—Signet and Valiant 100

Wheelbase	108.0 in.
Overall length	188.4 in.
Overall width	69.6 in.
Overall height*	
6-cylinder	54.5 in.
V-8	54.0 in.
Track, front wheels	57.4 in.
Track, rear wheels	55.6 in.

*Height dimensions are based on an established five passenger load and standard tires.

Tires and Wheels	6-cyl. engines	V-8 engines
6.50 x 13 (wheel 4 1/2)	Standard	
7.00 x 13 (wheel 4 1/2)	Optional	Standard
6.95 x 14 (wheel 4 1/2)	Optional	Optional
D70 x 14 (wheel 5 1/2)	Optional	Optional
Above available in both black and whitewall.		
E70 x 14 (wheel 5 1/2)		
Red Streak	Optional	Optional
Fiberglass wsw	Optional	Optional
C78 x 14 wsw		
Fiberglass	Optional	Optional

Suspension: Front—Torsion bars, rear—2 1/2 in. outboard-mounted asymmetrical leaf springs. Shock absorbers—Hydraulic-Telescoping type. **Rear Axle:** Hotchkiss drive, hypoid rear axle. Ratios available: 2.76, 3.23 and 3.55. Also available with Sure-Grip in same ratios. A 3.91 ratio is available with Sure-Grip only. **Capacities:** Fuel tank—18 gals. Engine crankcase capacity—4 qts. (5 qts. with filter change). **Electrical System:** 12-volt, 38 amp/hr. battery with 170 cu. in. 6-cylinder engine. 225 cu. in. and all V-8s have 12-volt, 48-amp/hr. battery. Chrysler Corporation alternator, 30 amp/hr. on 6's, 37 amp/hr. on V-8 with high charging rate at low engine speeds. **Brakes:** Drum type; 6-cylinder engine models have 9 in. diameter brakes with total lining area of 153.3 sq. in.; V-8 engine models have 10 in. diameter brakes with total lining area of 156.2 sq. in. Disc brakes: (front) 6-cylinder and V-8 both have 102.3 sq. in. total lining area; rear brake is 10 in. diameter drum type.

The 1969 Plymouths

Fury



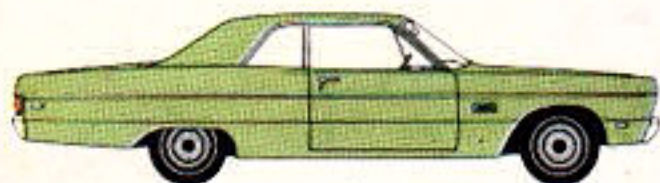
VIP (2- and 4-door Hardtops—V-8s)



Sport Fury (2-door Hardtop and Convertible—V-8s)



Fury III (4-door Hardtop and Convertible—V-8s) (4-door Sedan and 2-door Hardtop—V-8s and 6s)



Fury II (2-door Coupe and 4-door Sedan—V-8s and 6s)



Fury I (2-door Coupe and 4-door Sedan—V-8s and 6s)



Fury Wagons (Sport Suburban, 2- and 3-seat models—V-8s) (Custom Suburban, 2- and 3-seat models—V-8s) (Suburban, 2-seat model—V-8 or 6)

Belvedere



GTX (2-door Hardtop and Convertible—V-8s)



Sport Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s)



Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s and 6s)



Road Runner (2-door Coupe, 2-door Hardtop and Convertible—V-8s)



Belvedere (2-door Coupe, 4-door Sedan—V-8s and 6s)

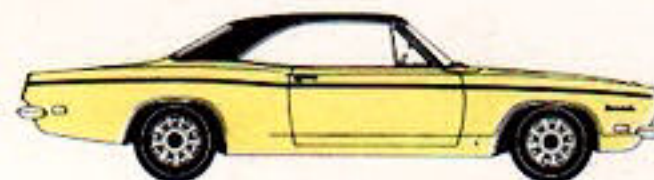


Belvedere Wagons (Sport Satellite, 2- and 3-seat models—V-8s) (Satellite 2- and 3-seat models—V-8s and 6s) (Belvedere, 2-seat model—V-8 or 6)

Barracuda



Barracuda Sports Fastback (V-8 or 6)



Barracuda Sports Coupe (V-8 or 6)



Barracuda Convertible (V-8 or 6)

Valiant



Valiant Signet (2- and 4-door Sedans—V-8s and 6s)



Valiant 100 (2- and 4-door Sedans—V-8s and 6s)

... 64 Plymouth models in all!