



1997 PLYMOUTH

BREEZE

A clever
line
of cars.



And a
very clever
line of
thinking.



Plymouth Neon Coupe



Plymouth Neon Sedan



Plymouth Breeze



Plymouth Voyager



Plymouth Grand Voyager

... can see it. When you look
... the clean, contemporary
... of our new cars and
... vans. You can feel it. When
... visit our dealerships. You
... hear it. When you talk
... anyone associated with
... Plymouth. It's all about our
... dedication to restore
... famous Plymouth make
... one of the world's premier
... automotive nameplates.
... and we're doing it. With
... the clever idea after another.
... Plymouth Breeze. Plymouth
... on Coupe and Sedan.
... Plymouth Voyager and Grand
... Voyager. And the hot roddin'

Plymouth Prowler. They're
innovative, expressive, fun-to-
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.
INTERNET: <http://www.plymouthcars.com>
FAX-ON-DEMAND: 1-800-PLYMOUTH
To get current pricing and
incentives updates, or to locate
the nearest Plymouth Place
mall, call 1-800-PLYMOUTH.



**One clever
idea after
another.**

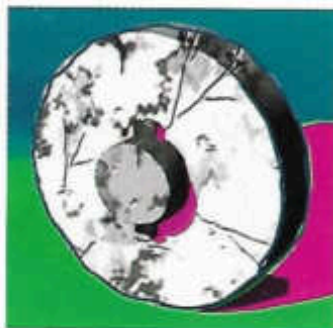
That's Plymouth.



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 another



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



Some of the pricing, some of the information in this catalog may have been updated since for details. Some of the equipment described throughout this catalog is an extra cost.

after another...after another...after another... after



...adjustable column. Breeze's available in-dash six-disc CD changer (B, bottom) plays in concert with the available stereo cassette radio
...ough construction (C) 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.



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

Breeze



er another... after another

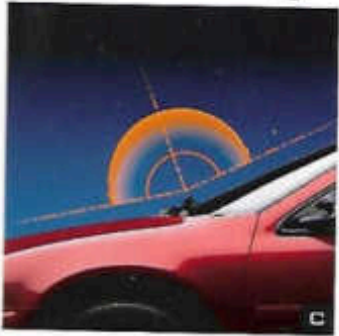
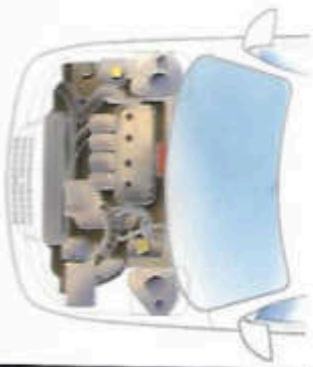


includes standard CFC-free air conditioning and generates an
not (includes fixed rear seatback).

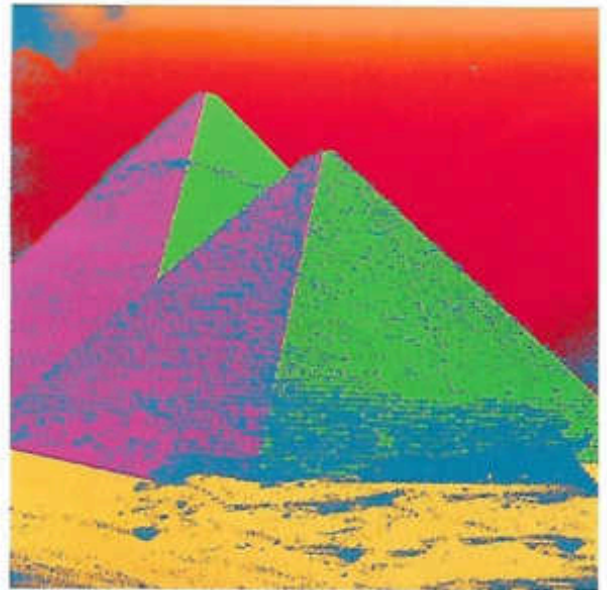


THE ANSWER
IS BLOWIN' IN
THE WIND:
PLYMOUTH
BREEZE.





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



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



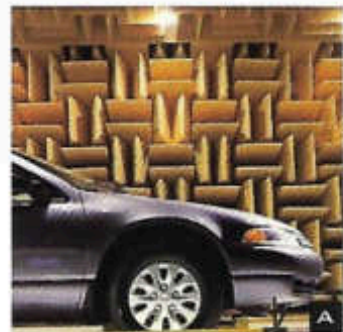


ON THE PLYMOUTH BREEZE ASSEMBLY LINE, ROBOTS MAKE EVERY SINGLE WELD FOR THE HIGHEST LEVEL OF PRECISION.

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 and harshness for **superior quietness**. In addition to robotic welding, Breeze incorporates inventive hydroelastic and polymeric engine mounts, rigid engine blocks, tight door-to-frame gaskets, near-flush window glass and innovative sound absorbers, isolators, deadeners and dampeners. Making for a smooth, peaceful ride. **Sound-chamber certified (A).**



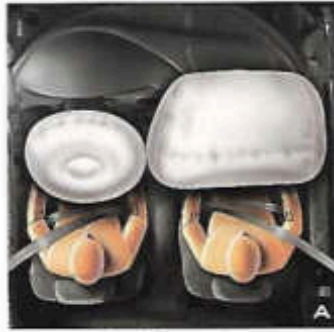
THE REMOVABLE MOPAR ROOF RACK AND BIKE CARRIER (SHOWN IN ACTION) ARE SPORTY OPTIONS ON PLYMOUTH BREEZE.



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 (C), Breeze meets federal dynamic **side-impact protection** standards. Front-wheel drive and all-season 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.

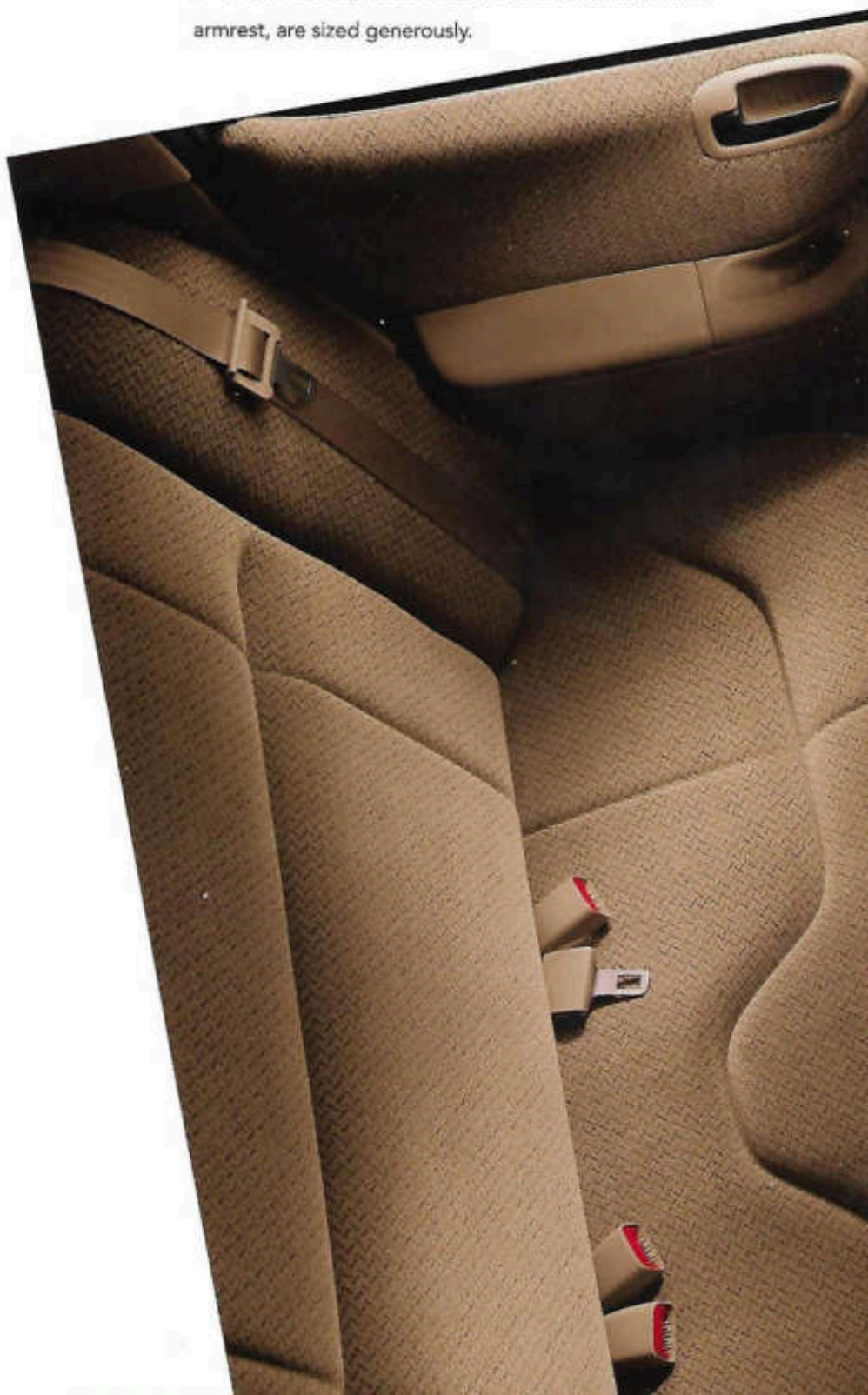




HIGH-PRESSURE POINTS WERE ELIMINATED IN PLYMOUTH BREEZE SEATS, DIMINISHING SQUIRMS THAT MAKE FOR LONG-DISTANCE FATIGUE.



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.



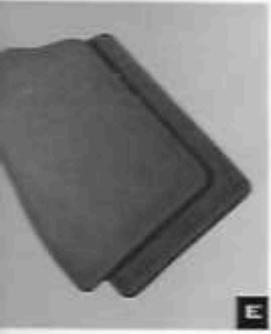




Gauges are big, bright and a breeze to read. Switches, levers and knobs are ergonomically designed and positioned, so they're smooth to the touch and within easy reach. Like the available electronic speed controls (A) on Breeze's steering wheel, which is hooked up with a height-adjustable steering column. 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.



PLYMOUTH BREEZE'S WRAPAROUND COCKPIT
TRACES ITS ROOTS TO ERGONOMIC STUDIES
PIONEERED BY THE U.S. AIR FORCE.





THINK OF PLYMOUTH BREEZE AS A BACKPACK ON WHEELS. SHOULDERING THE LOAD FOR YOU.



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 gotta-get-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.



A

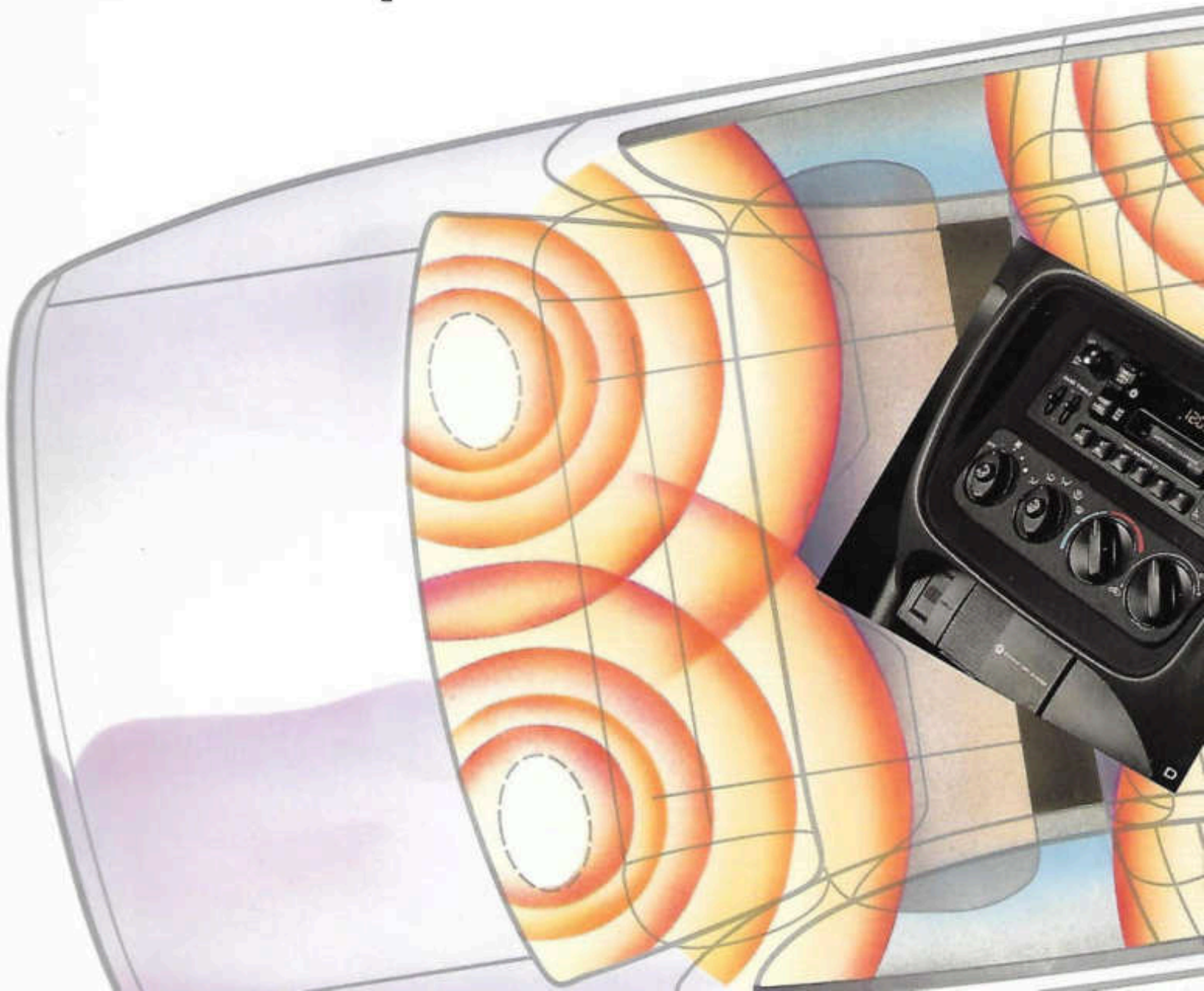


B



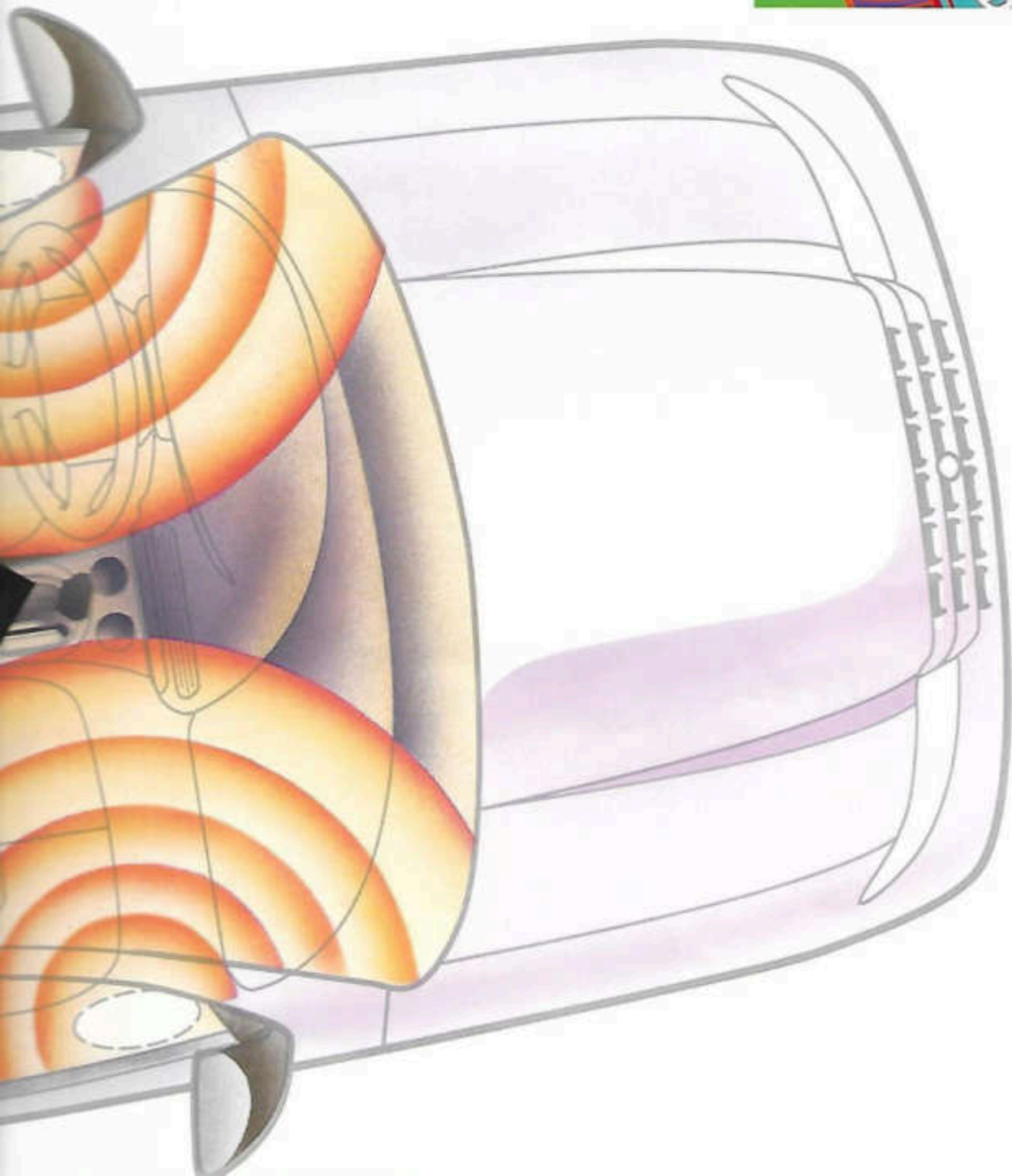
C

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.

speakers (D). System Four: Available AM/FM stereo radio with
in-dash CD changer controls, in-dash six-disc CD changer (shown
below at photo bottom), electronically tuned cassette player,
tape cleaner, 24 station presets
four speakers (D). Or: The six-disc
changer with a handheld
remote (E) is available
as an option or installed from Mopar.

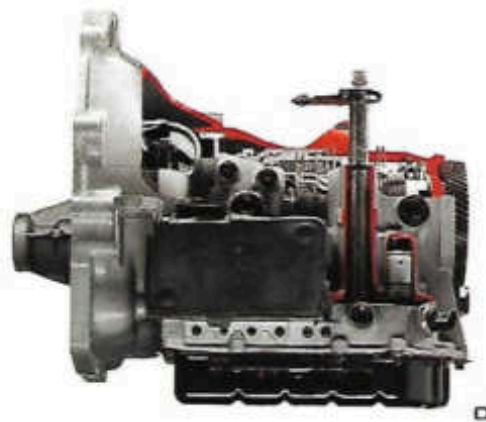




BRIGHT PYLONS ON THE PROVING
GROUNDS STOOD TALL AS PLYMOUTH
BREEZE PASSED TEST AFTER TEST AFTER
TEST, LAP AFTER LAP AFTER LAP.



...for fun and fun for all. Breeze was engineered to
...ave 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
...ding, with a **European bent**. Aided by wide-stance
...forward wheel placement, ensuring straight-line
...ility. Efficiently powered from a 2.0-liter SOHC SMPI
...lve 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**.
...le to stop on a dime with standard disc/drum power-
...ted brakes or available disc/drum antilock brakes.



This chart is designed to assist you in selecting the model and options that best meet your needs. Begin (Step 1) choosing the exterior/interior colors. Next, select the basic equipment (Step 2) you want and determine its availability. Equipment availability is indicated by the letters (S, O, P, etc.). Then, choose the additional equipment you want from either the Customer-Preferred™ Packages (Step 3) or the individual options (Step 4). Bundled options (Step 5) group popular high-value options together and offer savings over the same options listed separately. An experienced salesperson at your dealership can now assist you in the selection of the vehicle that perfectly fits your needs.



BLACK



STONE WHITE™



CANDY APPLE RED METALLIC TINT



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™

Standard with Iris Blue front and rear fascia accent stripes, front badge and Stone White wheel covers.
Available only through early 1997.

YOU'LL DISPLAY A STROKE OF GENIUS
TO PAINT A PERFECT PICTURE ON THE
ROAD WITH THE FABULOUS BREEZE
COLORS AND FABRICS SHOWN ABOVE.



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



CAMEL



MIST GRAY



SILVER FERN

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

EXTERIOR/INTERIOR COLOR COMBOS

Exterior Colors ¹⁾	Interior Colors - Raven Cloth		
	Mist Gray	Silver Fern	Camel
Black	●		●
Stone White ²⁾	●	●	●
Candy Apple Red Metallic Tint	●		●
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	●		

¹⁾All Plymouth models feature a Clear Coat finish.

²⁾Standard with Iris Blue front and rear fascia accent stripes, front badge and Stone White wheel covers.

INTERIOR DIMENSIONS¹⁾

Head Room	
Front	38.1
Rear	36.8
Leg Room	
Front	42.3
Rear	38.1
Hip Room	
Front	52.8
Rear	52.7
Shoulder Room	
Front	55.2
Rear	54.7

¹⁾Inches unless otherwise specified.

EXTERIOR DIMENSIONS¹⁾

Wheelbase	108.0
Overall Length	186.3
Overall Width	71.0
Overall Height	54.1
Front Track	60.2
Rear Track	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

¹⁾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



2 Look Over The Equipment. The letters in the right-hand column indicate the availability of equipment in the left-hand column. S=Standard, P=Included as part of a package, O=Optional.

STANDARD AND OPTIONAL EQUIPMENT	
— Driver and front-passenger	S
— CFC-free refrigerant, manual temperature control	S
— Fixed rear passenger-side	S
— on front doors and trunk lid	S
— on trunk lid	S
— 50-ampers, maintenance-free	S
— Power-assisted front disc/rear drum	S
— Power-assisted front disc/rear drum with antilock	O
— 5-mph, rear	S
— Storage compartment, color-keyed	S
— (2)	S
Control Outlets — Rear, located under front seats	S
— Digital, integral to all radios	S
Locks — Rear (2)	S
Weather Group — Includes engine block and battery heater	O
— Floor, includes cubby box, storage bin with rubber mat and anti-storage armrest with coin and pen holders	S
— Extensive use of galvanized steel, antirip top on all body panels	S
— (2)	S
— (2), stowable	S
— Electric rear window	S
— Front side windows	S
— (2)	P
— (2) protection rear	S
— Side-Impact Protection — Includes steel side-guard beams and structural reinforcements	S
— 2.0-liter SOHC, 16-valve SMPI, 4-cylinder	S
— System — Stainless steel	S
— Front and rear, body-color ¹	S
— Carpeted	S
— Carpeted	P
— 70-gallon	S
— Tinted, all windows including solar-glass windshield	S
— Locking with lamp	S
Cluster — Analog, includes speedometer, tachometer, gauges for odometer, trip odometer, door ajar and electric PRND3L	S
— transaxle only; gauges for fuel level, engine coolant temperature, warning lamps for brake system, ABS, low oil pressure, engine coolant temperature, check engine charging system, low seat belts, air bags, and indicator lamps for high beam headlights, signals, hazard flashers and speed control (automatic transaxle only)	S
— Dual aerodynamic composite halogen headlights, integral park and turn, front and rear side markers; 2-color taillights	S
— Dome, cup holder/ash receiver, glove box, ignition lock with time delay, trunk	S
— Buckets — Front doors	S
— Dual manual remote control, twin-post, black	S
— Power heated, twin-post, black	P
— Rearview day/night	S
— Covered visor vanity	S
Control Levers	S
— Includes controls for turn signals, lane-change assist, headlights, optical horn and instrument panel dimmer	S
— Includes controls for windshield wipers, intermittent mode and mist washers	S
Security Group — Includes remote keyless entry, panic alarm and headlamp time delay	O
— Accessory Outlet — 12-volt, located in instrument panel	S
— Color-keyed, 3-point Unibelt for outboard seating only; includes front outboard height-adjustable shoulder with traveling inboard buckles; lap belt in rear center location	S
— Cloth buckets with 2-way head restraints and sliding seatbacks	S
— Over-side manual seat height adjuster	P
— Cloth bench with folding seatback	S
— Integrated Child Safety Seat ²	O
— Smoker's Group — Includes ash receiver and lighter	O
Systems	S
— AM/FM stereo radio and 4 speakers	S
— AM/FM stereo radio with cassette player and 4 speakers	O
— AM/FM stereo radio with CD player, 3-band graphic equalizer and 4 speakers	O
— Premium AM/FM stereo radio with cassette player, CD changer controls, 6-disc CD changer and 4 speakers	O
Control — Electronic with steering wheel-mounted (automatic transaxle only)	P
— Power-assisted, rack-and-pinion	S
— Height-adjustable	S
— Wheel — Deluxe	S
— Guards — Front wheel wells, black	S

STANDARD AND OPTIONAL EQUIPMENT (CONTINUED)	
Sun Visors	S
— Driver and front-passenger covered vanity mirrors	S
Suspension — Modified double-wishbone	S
— Front, high-arm, double-wishbone with stabilizer bar and gas-charged shocks; rear, low-arm double wishbone multilink with stabilizer bar and gas-charged shocks	S
Tires	S
— P195/70R14 BSW (set of 4)	S
— Spare, compact	S
— Spare, full-size	O
Transaxles	S
— 5-speed manual with overdrive	S
— 4-speed electronically controlled automatic with overdrive and electronic speed control	P
Trunk Lid Release — Remote	S
Wheel Covers — (Set of 4)	S
— 14" Enterprise ³	S
Windows — Power with driver's one-touch-down feature	P
Wiper System — 2-speed with speed-sensitive intermittent mode	S

¹ Always wear your seat belts.
² Includes Iris Blue accent stripe with Stone White exterior color.
³ Includes fixed rear seatback.
⁴ White wheel covers standard with Stone White exterior color.

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

CUSTOMER-PREFERRED TM PACKAGES			
Power Train Availability		Sporty Value	Comfort and Convenience
Engine	Transaxle		
2.0-Liter SOHC	5-Speed Manual	21A	21B
16V 4-Cylinder	4-Speed Automatic with Electronic Speed Control	22A	22B

CUSTOMER-PREFERRED TM PACKAGE CONTENT	
Door Locks — Power	●
Floor Mats — Rear	●
Mirrors — Dual power heated	●
Seat Height Adjuster — Driver's side manual	●
Window — Power with driver's one-touch-down feature	●

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

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

¹ Available only with CPOS Packages 21B or 22B.
² Includes fixed rear seatback.

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 CARETM Plymouth
 Breeze is covered by the 3/36 Customer One Care Plan,⁴ 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 factory-supplied 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 toll-free 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.¹

■ 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 sheet-metal 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.

¹ See your dealer for additional details and a copy of this limited warranty.
² Tires are covered by their own manufacturers' warranty.
³ 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 short-term 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.**

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler 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. See your dealer for the latest information.

Chrysler, Plymouth, Mopar, Customer One and EVS II are registered trademarks, and Breeze and Customer One Care are trademarks of Chrysler Corporation. **Always wear your seat belts.**



Voyager SE with
available Rallye Package

Grand Voyager SE

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.**





Cruiser



Neon Highline Sedan



Neon Expresso Coupe



Breeze

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 new lineup of cab-forward, next-generation automobiles and minivans. That's product.

THE PEOPLE To market these exceptional new vehicles, Chrysler Corporation and its dealer body have revolutionized the way they do business, committing \$45 million annually to training, educating and increasing 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 shopping, 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 regarding cars and minivans. Product workshops impart not only "book" knowledge but also a hands-on "feel" for the vehicle that is gained through on-the-road experience. In-dealership product training includes ongoing monthly meetings designed to provide the facts on competitive cars and minivans to help Sales Advisors help their customers. **Service personnel** undergo similar training programs designed to continually update their skills and keep them abreast of rapidly advancing automotive technology.

THE RESULTS The results of this massive commitment to continuous improvement are reflected in both products and people: outstanding achievements in sales and increasing Sales and Customer Satisfaction Index scores — two highly controlled systems that measure our performance by soliciting your opinion. At Chrysler, we're not just a whole 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.

FOR MORE INFORMATION ON PRODUCTS OR LEASING:
1-800-PLYMOUTH
<http://www.plymouthcars.com>

