

DISCOVER A NEW HORIZON.

PLYMOUTH
Horizon



NEW CONFIDENCE. NEW COMFORT. A NEW KIND OF CAR FOR AMERICA.

Here's a new answer for a changing America. A breakthrough in American automobiles. A new car just on time to handle the kind of driving you're going to be doing.

**RAIN.
SNOW.
WIND.**



Introducing Plymouth Horizon. It's an amazing new kind of car that will take you where you want to go . . . with new confidence and comfort.

Confidence because you can drive Horizon hundreds of miles through wind, rain, sleet and snow, over all kinds of road conditions, and you'll discover outstanding traction, stability and handling.

It's the result of a remarkable engineering combination of front-wheel drive, rack and pinion steering, radial tires and a "tuned" suspension system.

You go with new comfort, too. Horizon is surprisingly roomy. Four big people can relax in quiet comfort. With bucket seats, cut-pile carpeting, cheerful, color-coordinated interiors, four doors, a fifth (liftgate) door, and a luggage compartment that's big on usable space.

**LONG
TRIPS.**

But that's not all. The ride is remarkably smooth and stable. And to make it quieter, Plymouth has incorporated extensive use of

sound-deadening material.

The styling is crisp and attractive, with the accent on function and efficiency.

One great advantage is your vast array of choices. You can mix and match to your heart's content — until you have the Horizon that's just right for you.

Horizon doesn't offer models as such; you order the trim level you desire in packages — exterior and interior.

For the exterior, there's a Premium package, a Custom package and a basic Horizon that includes such standard features as white-stripe tires, vinyl side moldings, and bright front and rear

**CURVES.
BUMPS.
RUTS.**



window moldings. There is also a Premium woodgrain package. You can choose your Horizon in solid colors, or in optional two-tone or

with our optional sporty stripes and blackout paint treatment.

Inside, you have a choice of an optional luxurious Premium trim, an optional Custom trim, or the basic Horizon trim that includes such standard

features as AM radio, cigarette lighter, door dome light switch, and folding rear shelf panel.

There's a wide range of individual options, too — all geared to the tastes of the American car buyer. Which means the accent is on convenience and comfort. They include: stereo radio, power steering, automatic transmission, roof rack, left and right (remote-controlled) rearview mirrors. And many, many more.

Horizon's engine is a transverse-mounted 104.7 cu. in./1.7 L 4-cylinder overhead cam power plant. With either the manual or optional automatic transmission, it develops responsive acceleration and strong performance.



**SPACE.
COMFORT.
LUXURY.**

Fuel economy? You bet. Based on EPA estimates, Horizon equipped with manual transmission, is rated at 39 mpg, highway, 25 mpg, city. Your actual mileage may differ, depending on how and where you drive, the condition of your car and its optional equipment. California mileage is lower.

ECONOMY
39 MPG HWY **25** MPG CITY

New confidence. New comfort. Discover it for yourself. There's a new Horizon for America. New Plymouth Horizon.

**RELAX.
PLYMOUTH HORIZON
CAN HANDLE IT.**



Some of the features pictured on this page and other pages of this ad are not standard equipment.

Horizon with Premium exterior trim.

RAIN. SNOW. WIND.

In Horizon you can drive with confidence in all kinds of weather — rain, snow and wind. The front wheels both steer *and* drive and, with the weight of the engine over the



front wheels, you get good traction — good handling, good control, good stability. You get the idea. When the weather gets tough, relax. Plymouth Horizon can handle it.

Horizon with optional rallye wheels.

Horizon with Custom exterior trim and optional luggage rack.



RELAX. PLYMOUTH HORIZON CAN HANDLE IT.



Horizon with Premium exterior trim.

LONG TRIPS.

How you feel at the end of a long trip tells you a lot about your car. In Horizon, you can travel a long distance in comfort. The front-wheel drive provides you with good traction and directional stability. Rack and pinion steering



Horizon with Premium woodgrain trim and optional luggage rack.

is precise and also contributes to directional stability. Anti-sway characteristics in the suspension give good handling and control. *All* contribute to your comfort and confidence. So when you've got a long way to go, this is the car to go in.

Four people travel long distances in relaxed comfort.



RELAX. PLYMOUTH HORIZON CAN HANDLE IT.



Horizon with Premium woodgrain trim and optional luggage rack.

CURVES. BUMPS. RUTS.

Bring on your bad roads, your ruts, bumps and washboards. Bring on your unexpected curves and sharp corners. Relax. Horizon can handle it. There's ample suspension travel to absorb bumps, rubber bushings to cushion



them, coil springs to soak up road shocks. An anti-sway bar in the front suspension, anti-sway characteristics in the rear and standard glass-belted radial tires all contribute to Horizon's remarkable control and stability.

Horizon smooths out bumps and ruts.



Horizon with Premium woodgrain trim and optional luggage rack.

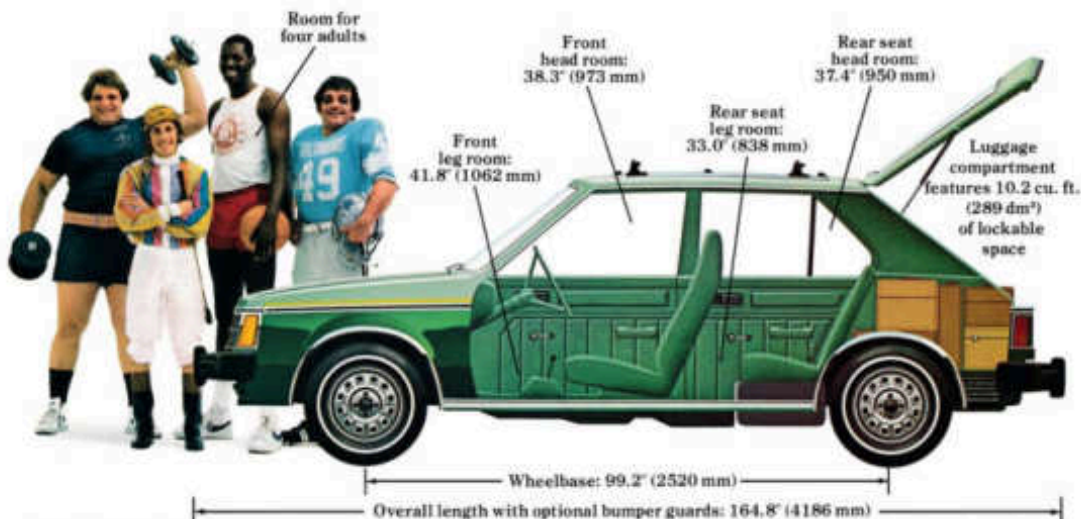
RELAX. PLYMOUTH HORIZON CAN HANDLE IT.



Horizon with Custom exterior trim and optional sport stripes.

SPACE. COMFORT. LUXURY.

You'll be amazed at all the space and comfort in Horizon. See below and on page 14. But cold statistics can't tell you how great it feels to have all that head room and leg room. Six footers can sit up straight in front with their hats on. In back, they can sit up straight — hats off! And there's stretch-out room for legs and knees, in the back as well as front. The seating is pure comfort. Full bucket seats in front are standard. They're individually adjustable to suit the short, medium and tall — bless 'em all. As for luxury? Look across the page. Even the basic Horizon starts at an attractive level — and you can upgrade from there to the optional Custom or Premium interior trims. Pure elegance!



RELAX. PLYMOUTH HORIZON CAN HANDLE IT.



Fold-down rear seat. You can easily make your Horizon a quick-change artist by folding down the two-passenger rear seat. Presto — from sedan to wagon-like carrier. Expands your luggage area from 10.2 cu. ft. to an incredible 35.8 cu. ft. Rear side doors and liftgate make cargo area easily accessible.

Premium optional interior package with optional cloth-and-vinyl trim. (All-vinyl is standard with Premium package.) Features low-back bucket seats with adjustable headrests and reclining seat backs, Premium door trim panels with soft garnishes and integral-with-the-door "hockey-stick" armrest, luxury woodgrained steering wheel and instrument panel applique, color-keyed shift-lever console, visor vanity mirror, and glove box lock.



Custom optional interior package with standard all-vinyl trim. (Cloth-and-vinyl option available with Custom package.) Features Custom door panels trimmed in vinyl, Custom vinyl seat trim and woodgrain applique on instrument panel, and glove box lock.



Base Horizon standard all-vinyl trim. (Cloth-and-vinyl option available.) Attractive interior styling in a choice of four basic colors: black, tan, red and blue. The optional cloth-and-vinyl available in red and black.

PACKAGES AND OPTIONS.

One of the real advantages of buying a new Horizon is that you can mix and match — exterior and interior trim packages — plus you can order individual options to suit your pleasure. You end up with a car that meets your needs — and your budget.

Below are the packages you can order. And a helpful checklist of individual options. For more information, the person to see is your Plymouth Sales Representative. That's what he's there for — to help you.

Custom interior package.

Custom vinyl bucket seats and door trim (cloth-and-vinyl seats are optional) • Woodgrain instrument panel • Glove box lock.

Custom exterior package.

Hood and fender moldings • Drip trough moldings • Wheel lip moldings • Bright sill moldings.

Premium interior package.

Premium vinyl bucket seats with recliners and door trim panels (cloth-and-vinyl seats optional) • Woodgrain instrument panel • Shift lever console • Luxury steering wheel • Visor vanity mirror • Glove box lock.

Premium exterior package.

Hood and fender moldings • Drip trough molding • Wheel lip moldings • Sill molding • Upper door frame moldings • Belt moldings • Body side and liftgate panel moldings • Bright rallye hubs and lug nuts.

Premium woodgrain exterior package.

Hood and fender moldings • Woodgrain body side and lower liftgate panel • Drip trough moldings • Sill molding • Body side and liftgate moldings • Upper door frame moldings • Belt moldings • Bright rallye hubs and lug nuts.

Popular equipment group.

Wheel trim rings • Remote control mirror — left • Power steering • Dual horns • Light package.

Light package.

Fender mounted turn signal indicators • Ashtray light • Glove box light • Headlights-on warning buzzer • Ignition switch light with time delay • Luggage compartment light • Map/courtesy light.

Horizon options.

Air conditioning • Bumper protection: bumper guards — front and rear • Cargo compartment carpet and sound insulation • Consoles: front storage module; shift lever console with auxiliary storage and rear ashtray • Electric clock and trip odometer • Electrically heated rear window defroster (includes 65-amp alternator and tinted rear glass req'd N. Y. state) • Emissions control system and testing — N96 (Calif.) • Gas cap — locking • Glass — tinted — all windows (recommended with air conditioning) • Glass — tinted — windshield only • Horns — dual • Lock — glove box • Luggage rack • Mats — accessory floor, color-keyed • Mirror — day/night — inside • Mirror — remote control — left • Mirror — remote control — left and right • Moldings: belt, door edge protectors, drip trough sill, upper door frame, wheel lip, (many of these moldings are included in Custom and Premium or Premium Woodgrain exterior packages) • Power front disc brakes • Power steering • Radio — AM/FM • Radio — AM/FM stereo (includes left and right front door-mounted speakers) • Spare tire — conventional • Steering wheel — luxury • Multicolor "Sport" Stripe — with lower body blackout paint treatment • Suspension — Sport • Two-tone paint package • Undercoating • Vinyl roof (full-style) • Wheel dress-up: wheel trim rings, rallye wheels (includes bright hubs, lug nuts and trim rings), rallye hubs — bright (includes bright lug nuts) • Wiper/washer — rear window • TorqueFlite automatic transmission.

AM/FM multiplex stereo. Tune in the world with Horizon's top-of-the-line optional radio. Featuring superb sound and convenient controls, it's mounted in the instrument panel with antenna mounted in the front fender and speakers located in the doors. Also available for your enjoyment: an AM/FM monaural radio. (AM radio is standard.)



Air conditioning. Horizon offers air conditioning with a new type of smooth-running compressor that's compact and light in weight. Rapid cool down and excellent air circulation are important features of Horizon's air conditioning system.



Rear window defroster and wiper. To keep Horizon's large rear window clean and clear, you can order an optional wash and wiper system, with washer nozzle mounted in the liftgate above the window and a wiper mounted below it. An optional defroster is also available to clear away any fog and frost, help prevent the build up of snow and ice.



Luggage rack. An option that adds to Horizon's impressive and versatile carrying capability. Roof-mounted and multi-purpose, with a capacity of 150 lbs., it's good for skis, bicycles, a canoe, camping equipment, luggage*... whatever. It's also easily demountable. So you can put the rack up, take it off as you wish. *Special equipment adapters or luggage covers are available from your Plymouth Dealer.



Transmission console.

With either your manual or automatic transmission, you can order a color-keyed, woodgrain-trimmed console that surrounds the housing for the shift lever and extends rearward; it includes a storage compartment on top and an ash receiver at the rear. Also available: a roll-top storage compartment mounted on the floor under the instrument panel — to give you even more space for glasses, maps and things.



Rallye wheel. Here's a handsome, sporty option to dress up your Horizon — an argent-silver painted wheel with rallye hub and trim ring.



Carpet dress-up package. Shown above is the standard luggage compartment security panel with the optional carpet dress-up. Here's an important security feature. The hinged panel closes over the luggage compartment to hide your valuables from view. The optional carpeting has sound-densifying qualities and also adds to the good looks of your Horizon.



Instrument panel. Horizon's instrument panel is shown with the woodgrain applique and luxury steering wheel, available as part of the optional Premium interior packages. The instrument cluster sits in a prominent position ahead of the driver. Instrument gauges are conveniently centered and include: speedometer in both kilometers and miles per hour; ammeter, optional clock and trip odometer (shown), temperature and fuel gauges. Reminder lights on the left, warning lights on the right.

Stylish full vinyl roof. Available in seven popular colors. Not available with Premium woodgrain trim, two-tone paint, or sport stripes.



Remote-controlled outside rearview mirrors. Left and right. It's a great convenience to be able to adjust your mirrors with levers inside the passenger compartment. And an added safety feature having a mirror on the right hand side.



RELAX. PLYMOUTH HORIZON CAN HANDLE IT.

ENGINEERING AND SPECS.

ECONOMY
38* MPG HWY 25* MPG CITY

California: 33 MPG Hwy., 24 MPG City. Mileage Figures are EPA estimates with manual transmission. Your mileage could differ, of course, depending on your driving habits, the condition of your car and its optional equipment.

*These mileage figures approach those shown elsewhere on this page.

1978 Horizon Standard Features

Front-wheel drive • 104.7 cu. in./1.7 L 4-cylinder engine with Electronic Lean Burn • 4-speed synchromesh manual transmission • Rack and pinion steering • "Iao-Strut" coil spring front suspension with sway bar • Front disc brakes • Argent styled sport road wheels • Glass-belted radial tires with white sidewalls • Electronic Ignition System • Electrical system diagnostic plug • AM radio • Cigarette lighter • Two-speed electric windshield wipers and washers • Ammeter • Temperature gauge • Heater and defroster • Inside hood release • Dome light with right and left front door switch • Steering column multi-function lever • Color-coordinated interior • Door trim panels with front and rear armrests • Sun visors • Coat hooks • Molded headlining • Cut-pile carpeting • Bin-type glove box • Unique 3-spoke steering wheel • Full volume foam vinyl-covered high-back bucket seats • Rear bench seat with fold-down back feature • Folding rear security shelf • Upper level ventilation • Roll-down rear door windows • Easy storage access liftgate • Extensive use of galvanized steel for added corrosion resistance • The Weekend Mechanic Service Booklet • Pull-up parking brake lever between front seats • Low mileage 2-ply spare tire • Sound insulation material • Bright anodized aluminum front and rear bumpers with hydraulic energy absorbers • Protective bumper strips • Bright grille, headlight and taillight accents • Bright windshield moldings, front and rear • Black vinyl side molding • Stainless steel engine exhaust pipe.

Standard Safety Features

Unibolt restraint system • Hazard warning flasher • Turn signals with lane change feature • Side marker lights and reflectors • Back-up lights • Disc brakes • Dual braking system with warning light • Dual throttle return springs • Circuit breakers for wipers and washers • Electric windshield wipers and washers • Energy absorbing steering wheel • High penetration resistant windshield • Padded instrument panel, sun visors, and top on front seat back • Double ball joint mounted rearview mirror with soft rim • Side door guard beams • Folding seat back latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Interior lock buttons override inside door release lever • Fire retardant interior trim materials • Left outside rearview mirror • Safety rim wheels.

Engine and Drive Train Availability

Engine	Transmission	Standard Gear Ratio
All states except California		
104.7 CID (1.7L) 4-cylinder*	4-speed manual floor shift	3.3
	TorqueFlite automatic	3.4
California (2096 required**). Also available in states other than California		
104.7 (1.7L) 4-cylinder*	4-speed manual floor shift	3.5
	TorqueFlite automatic	3.7

*Electronic Spark Advance **Exhaust emissions control system and testing

Standard Specifications

Engine	104.7 CID (1.7L) 2-bbl. 4-cylinder with Electronic Spark Advance
Transmission	4-speed manual, fully synchromeshed
Suspension	Front: Iao-Strut independent with sway bar. Rear: independent trailing arm with integral anti-sway control.
Brakes	Front: disc, Rear: drum
Electrical System	Battery, 325 amp; alternator, 60 amp; Electronic Ignition System.
Fuel Tank	13 gallons (49 L)
Cargo Capacity	35.8 cubic feet (1014 dm ³)
Trunk Capacity	10.2 cubic feet (289 dm ³)
Curb Weight	2337 pounds (1063 kg)

1978 Horizon Dimensions

Wheelbase	99.2" (2520 mm)	Overall length	163.2" (4146 mm)
Front track	55.5" (1419 mm)	Overall width	66.2" (1681 mm)
Rear track	55.1" (1400 mm)	Overall height	58.4" (1486 mm)
Front leg room	41.8" (1062 mm)	Front shoulder room	51.7" (1314 mm)
Rear leg room	33.0" (838 mm)	Rear shoulder room	51.5" (1309 mm)
Front head room	38.7" (979 mm)	Front hip room	52.6" (1336 mm)
Rear head room	37.4" (950 mm)	Rear hip room	52.4" (1330 mm)

Tire Availability

P 155/80R x 13 glass-belted radial	White Sidewall	Standard
160/75 x 13 glass-belted radial*	White Sidewall	Optional
160/75 x 13 steel-belted radial	White Sidewall	Optional

*Minimum size required with air conditioning

1. Front-wheel drive. Many American drivers have never experienced front-wheel drive before. What's so good about it?

First, the front wheels on Horizon both steer and drive. This coupled with the weight of the engine over the front wheels helps account for Horizon's outstanding traction and stability.

Interior room is another advantage. The floor tunnel is significantly smaller than on conventional rear-wheel drive cars. The result is more usable space and comfort for passengers.

There's no need, either, for a conventional rear axle with differential housing. That means the rear floor is lower, creating more luggage room.

2. Front suspension. For comfort and roadability, Horizon offers a fully independent Iao-Strut front suspension with durable, low-rate coil springs, shock-absorbing strut units, compliant rubber bushings and an anti-sway bar.

3. Rear suspension. For stability, Horizon offers a trailing arm independent rear suspension with integral anti-sway control. The steering and roll characteristics of the front and rear suspensions are "balanced", which gives you a combination of good riding quality and control.

4. Rack and pinion steering. Commonly available on sports and racing cars, rack and pinion steering is standard on Horizon. It offers you ease in turning, good returnability and directional stability. (An

optional power steering unit is available for finger-tip ease in parking.)

5. Radial tires. Contributing to Horizon's superior traction, handling and stability are its standard glass-belted radial tires.

6. Horizon's engine. Horizon achieves spirited performance from its transversely-mounted, four-cylinder overhead camshaft power plant with a cast-iron cylinder block and aluminum cylinder head. It's easy to service, with such things as distributor, plugs and oil dipstick mounted on the forward side of the engine. Oil change interval is 7,500 miles or six months. A new resilient

"Square X" type of engine mount is used which effectively reduces power plant vibration.

7. Electronic Lean Burn. Horizon features Chrysler's exclusive Electronic Lean Burn which helps promote smooth engine performance during warm-up, good acceleration, good engine performance and smoothness throughout the speed range. It helps control engine emissions—even before they reach the exhaust system. The

heart of the system is the new "second generation" Electronic Spark Control Computer, which computes the vital information for controlling the ignition system.

8. Transmission. Horizon gives you the choice of either four-speed floor-shift transmission (standard) or an optional floor-mounted, smooth-shifting TorqueFlite automatic transmission.

9. Alternator. Horizon offers standard, a 60-amp

alternator. A 65-amp alternator is available when optional electrical equipment requires added capacity.

10. Unibody construction. The Horizon body and frame are joined by thousands of welds to form one single, solid, rigid structure—a structure that's long-lasting and designed to free the car from shakes and rattles. This efficient unit-body construction offers the strength and integrity advances of much larger, heavier unit-body cars. All four Horizon side doors

contain roll-formed, ultra-high strength steel reinforcing beams. And the roof structure is supported by no less than six steel pillars which help keep the body from twisting and bending on even the roughest roads. A strong car. That's Horizon!

11. Thorough rustproofing. Extensive use of corrosion-resistant materials make Horizon a car that will maintain its appearance and usefulness for years to come. Horizon makes

generous use of one- and two-sided galvanized steel body panels in critical areas. But that's not all. There's Chrysler's famous 7-step rust and corrosion protection, with every car thoroughly cleaned and coated with special chemicals. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, two coats of acrylic enamel are baked to a lasting, glossy luster. Horizon: It's designed for the long run.

12. Comfortable seating. Horizon offers full bucket seats in front, standard. They are individually adjustable, to suit both tall and short people. The seat

backs are gently curved to give you added body support. Reclining backs are available in the Premium interior trim package.

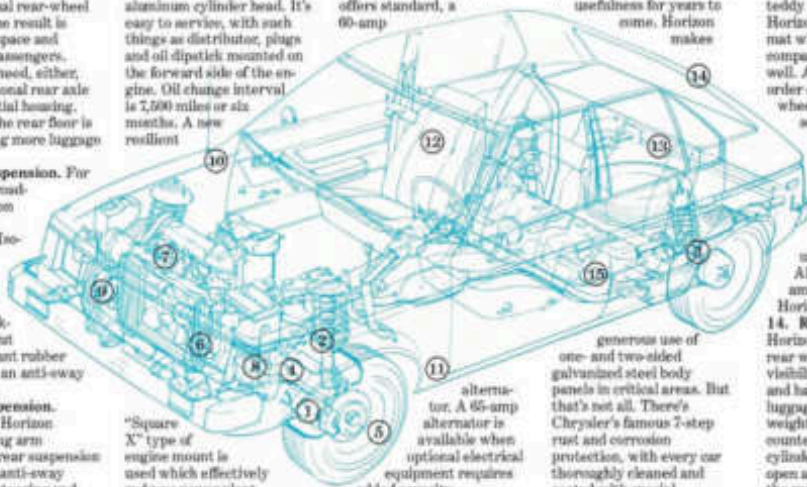
13. Luggage compartment. Horizon's efficient design has created a luggage compartment with the emphasis on usable space. Here's what you can pack in it: Two-golf bags, one men's 2-suit, two ladies' overnight suitcases, two ladies' train cases, seven shoe boxes and a cozily teddy bear. The base

Horizon offers a felt floor mat which covers the rear compartment and spare tire well. As an option, you can order carpet-covered rear wheel-house panels with sound-deadening material, along with carpeting and sound-deadening material on the floor. (The spare tire is mounted out of the way under the trunk mat.)

All in all, you'll be amazed at how much Horizon can carry.

14. Rear liftgate. With Horizon's liftgate and big rear windows, you get good visibility and a high, wide, and handsome access to the luggage compartment. The weight of the liftgate is counterbalanced by two gas cylinders to make it easier to open and raise. It locks in the rear with a central-mounted lock. This liftgate is a "fifth door," greatly expanding Horizon's versatility and use.

15. Fuel tank. 13 gallons capacity. And thanks to the design of Horizon's rear suspension, the gas tank is located forward of the rear suspension cross-member for your added safety.



NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Plymouth Dealer for accurate color chips.

RELAX. PLYMOUTH HORIZON CAN HANDLE IT.



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Plymouth