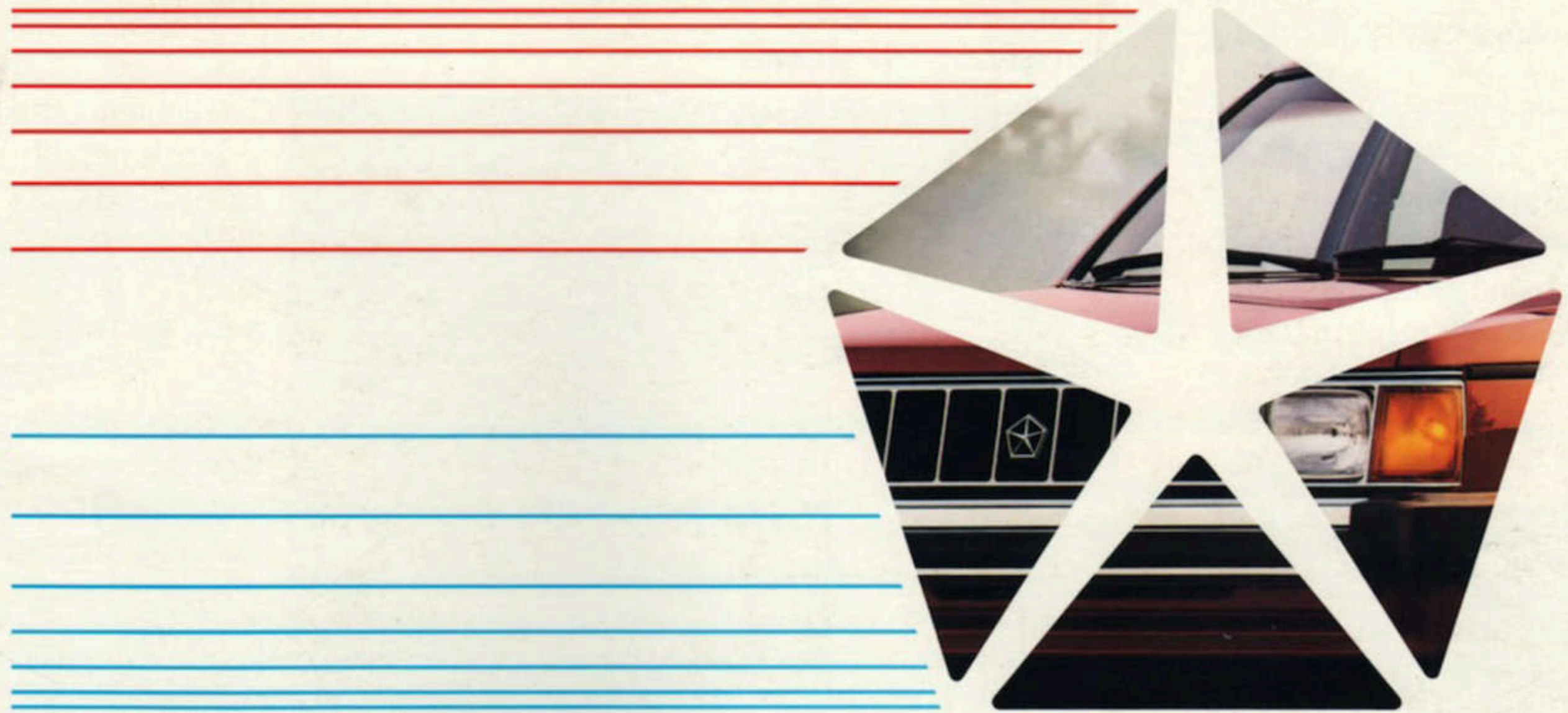


1988 PLYMOUTH HORIZON AMERICA



THE PRIDE'S INSIDE.

There's a new spirit driving Plymouth.

A spirit that's reflected not only in contemporary styling, but also in state-of-the-art engineering and solid construction.

Plymouth offers vehicles you can believe in and a tradition of value that goes back sixty years. They're honest, affordable and come well-equipped with dozens of standard features. The kind you want. We build them with integrity. And we back them with a quality commitment, one of the best in the business—the 7/70 Limited Warranty.*

In short, The Pride's Inside. You have my word on it.

Lee A. Iacocca

**See inside back cover for details.*

Plymouth designed Horizon America to give you the most for your investment. That means

value. Horizon America offers over fifty standard features. Liftgate convenience.

Loads of cargo space. Four-door comfort.

Front-wheel drive. And more. With the Transaxle Discount Packages you'll find

the most requested equipment grouped for easy ordering and savings. And Horizon America's new standard 2.2-liter engine now includes electronic fuel injection for more precise performance. Value for your dollar.

Comfort. And responsive drive time. That's the 1988 Horizon America. From Plymouth.



The center console is available in both Transaxle Discount Packages and includes a coin holder, cubby box, cup holder, and a lighted ash receiver.

Also available in both Transaxle Discount Packages, the high-back sport bucket seats feature reclining seatbacks and increased lateral support for firm comfort. Shown in Red.





Horizon America, shown in Charcoal Gray Clear Coat.



Horizon America offers standard low-back reclining cloth with vinyl trim seats. Shown in Silver.



Easy-to-read, informative analog instrumentation keeps you in touch. Includes tachometer, and engine coolant temperature, oil pressure, and electrical system voltage gauges.

The deluxe variable intermittent windshield wipers are a standard Horizon convenience.



Horizon's wide liftgate opens to 33 cubic feet of cargo space with the rear seat-back folded down. Plenty of room for whatever you want to take along.

Another unexpected Horizon convenience: the standard passenger side visor vanity mirror.



| HORIZON AMERICA PACKAGES¹ | BASIC PACKAGE | MANUAL TRANSAXLE DISCOUNT PACKAGE | AUTOMATIC TRANSAXLE DISCOUNT PACKAGE |
|---|----------------------|--|---|
| Automatic Transaxle: with lockup torque converter | • | | • |
| AM Stereo²/FM Stereo Radio: electronic tuning; with integral digital clock and two-speaker system (upgrade available) | | • | • |
| Cargo Compartment Dress-Up: includes carpet for cargo floor area, lower deck trim panel, and wheelhouse trim panels | | • | • |
| Center Console: with shift lever housing; includes coin holder, cubby box, cupholder, and lighted ash receiver | | • | • |
| Seats: sport high-back buckets with reclining seatbacks and increased lateral support; cloth with vinyl trim | | • | • |
| Steering: power-assisted | • | • | • |

¹Items listed are available in package only.

²Some AM stereo broadcasting may not be compatible with this radio.



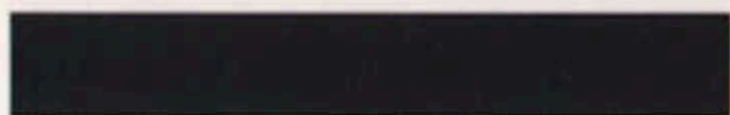
New for 1988, Horizon America's standard 2.2-liter engine features electronic fuel injection for more precise, responsive performance.



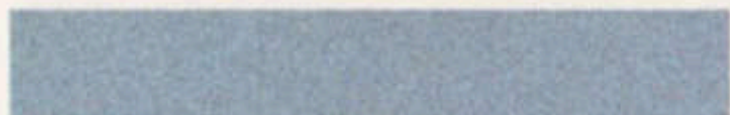
COLORS



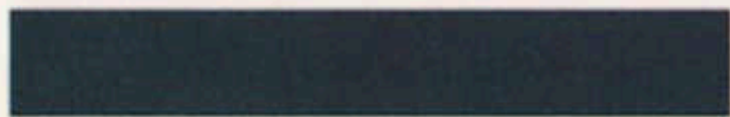
Garnet Red Clear Coat



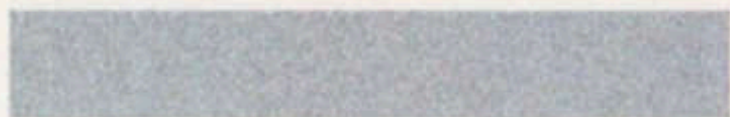
Classic Black Clear Coat



Ice Blue Clear Coat



Charcoal Gray Clear Coat



Radiant Silver Clear Coat



Bright White Clear Coat

NOTE: Due to printing limitations, the colors shown will vary slightly from actual hues. See your Plymouth dealer for accurate color chips. Clear Coat finish is standard on every 1988 passenger car built by Chrysler Motors.

Horizon America's easy-to-choose available Discount Packages offer select equipment options that make your road-time more enjoyable.

Air conditioning* keeps you cool with a four-speed blower switch and upper-level ventilation. This option requires one of the optional Horizon America Transaxle Discount Packages.

The AM stereo[†]/FM stereo radio with cassette tape player and integral digital clock features electronic tuning with seek-and-scan, Dynamic Noise Reduction[‡], automatic reverse, and

even more features. This system is available only with the Transaxle Discount Packages as an upgrade to the stereo radio included in the package.

*There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.

[†]Some AM stereo broadcasting may not be compatible with this radio.

[‡]Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.

Certain models, packages, and options are subject to specific restrictions, requirements, and late availability. Consult your dealer for current ordering information.

In 1987, Plymouth redefined the meaning of automotive value with the Horizon America, a completely equipped car for an incredibly low price. In 1988, Horizon America returns, better than ever, ready to meet your needs.



Horizon America, shown in Garnet Red Clear Coat.

About this catalog. We have tried to make this catalog as complete as possible. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details, and you should ask him for current information before ordering.

Some of the equipment shown or described throughout this catalog is available at extra cost.

Now, more completely equipped with electronic fuel injection, 1988 Horizon America continues to fulfill Plymouth's commitment to the American car buyer. Horizon America. A car for the times with you in mind.

1988 HORIZON AMERICA STANDARD FEATURES

FUNCTIONAL

Alternator—90-ampere
 Battery—430-ampere, maintenance-free
 Brakes—Power-assisted; dual system, split diagonally, with dual proportioning valve: front disc, self-adjusting rear drum
 Corrosion Protection—Lower bodyside panel urethane protective coating; extensive use of galvanized steel
 Defroster—Rear window: electric
 Electronic Fuel Injection
 Electronic Ignition and Voltage Regulator
 Electronic Spark Control
 Engine—2.2-liter EFI
 Exhaust System—Stainless steel
 Front-Wheel Drive
 Fuel Tank—13-gallon (49-liter)
 Headlights—Halogen: two
 Steering—Manual: rack-and-pinion (22:1 ratio)
 Suspension—Front: Iso-Strut and coil springs with antisway bar; rear: semi-independent trailing arms with shock absorbers and coil springs
 Tire—Spare: P165/75D13 limited service
 Tires—P165/80R13 steel-belted radial black sidewall (set of four)
 Transaxle—Manual: close-ratio five-speed with overdrive
 Wheels—Rallye: 13-inch steel with bright lug nuts, hub cover and trim ring; painted argent color (set of four)

EXTERIOR

Bumpers—Front and rear: bright with black protective rub strips and black bumper end extension
 Front License Plate Bracket—Standard where front plate is required
 Fuel Filler Cap—Tethered
 Glass—Tinted: all windows
 Insulation Pad—Hood
 Mirror—Exterior, left remote control: black
 Moldings—Belt, rear window, windshield: black
 Moldings—Bodyside, liftgate: black
 Tape Inserts—Exterior door handles: black

INTERIOR

Armrest—Door: includes integral door pull
 Ash Receiver—Front
 Buzzer—Warning: fasten seat belt; key in ignition
 Cargo Compartment—Floor mat
 Cigar Lighter
 Door Trim—Deluxe
 Headliner—Cloth-covered: color-keyed
 Heater and Defroster—With upper level ventilation
 Hood Release—Inside
 Horn—Single: low note
 Instrument Panel Top—Padded: color-keyed
 Instrumentation—Rallye type: includes speedometer, tachometer, odometer, trip odometer; gauges for electrical system voltage, engine coolant temperature, engine oil pressure, fuel level; warning lights for brake system and low oil pressure
 Light—Luggage compartment
 Lights—Dome light with front door switches; parking brake warning; side marker lights
 Lock—Glove box (includes cassette tape rack)
 Mirror—Interior, passenger side visor vanity
 Mirror—Interior, rearview: day/night
 Multifunction Control Lever—Steering column-mounted: controls for turn signals with lane-change feature, headlight dimmer, intermittent windshield wiper/washer
 Seat Belts—Unibelt, with automatic tension reliever/retractor on front seats; lap belt rear seats: color-keyed
 Seats—Low-back bucket with dual seatback recliners and adjustable head restraints: cloth with vinyl trim
 Shelf Panel—Rear, security: folding type
 Steering Wheel—Sport, four-spoke: color-keyed
 Windshield Wiper/Washer—Deluxe: two-speed with variable intermittent wipe feature
 Wiper/Washer—Rear window

HORIZON AMERICA POWER TRAIN CHART¹

| Type | Displacement | Bore & Stroke | Compression Ratio | Horsepower | Torque | Transaxle Availability |
|--------------------------|---------------------|---------------|-------------------|-------------------|-----------------------|--|
| | | | | SAE Net @ RPM | @ RPM | |
| 4-cylinder EFI: standard | 2.2-liter (135 CID) | 3.44" x 3.62" | 9.5:1 | 93 hp @ 4,800 rpm | 122 lb-ft @ 3,200 rpm | 5-speed manual overdrive (2.55 OTGR): standard 3-speed automatic (2.78 OTGR): optional ² |

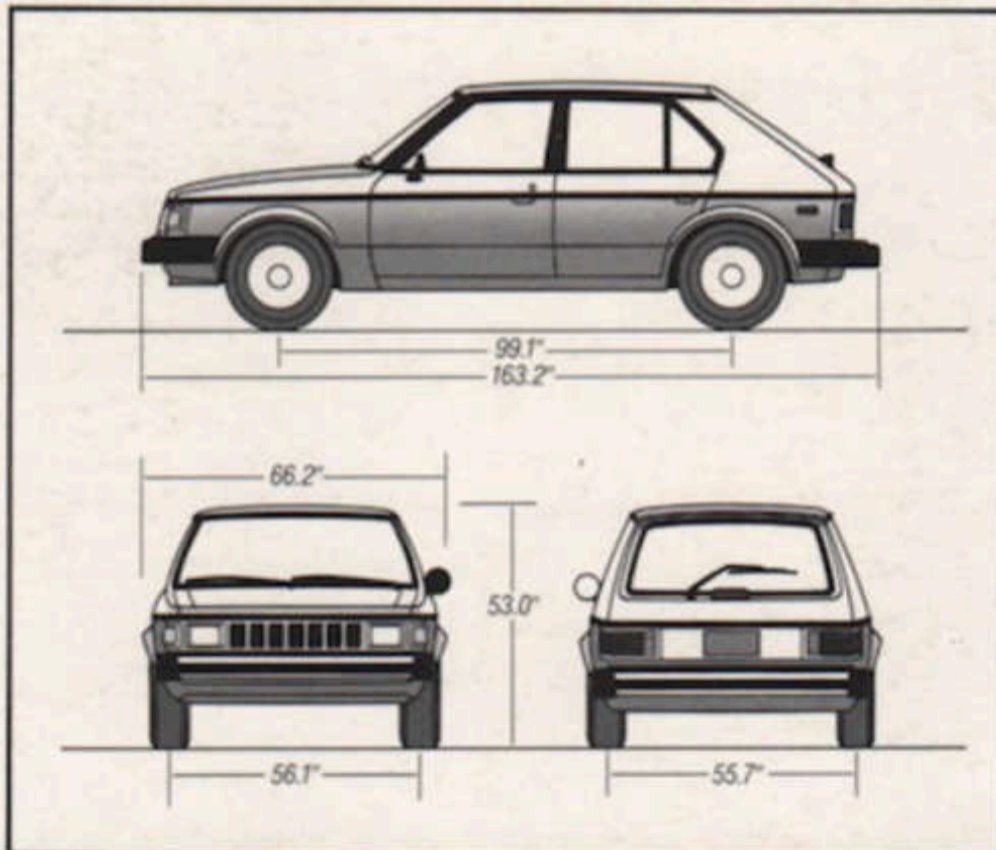
OTGR—Overall top gear ratio.

¹California emissions controls are required at extra cost on all vehicles registered in California; not available otherwise. ²Basic or Automatic Transaxle Discount Package required.

HORIZON AMERICA SPECIFICATIONS

| | |
|---------------------------------|---------------------------|
| Length | 163.2" |
| Width | 66.8" |
| Height | 53.0" |
| Wheelbase | 99.1" |
| Turning Diameter (curb to curb) | 37.2' left 39.1' right |
| Curb Weight (est) | 2,259 lb |
| Cargo Capacity | |
| —with rear seatback raised | 10.5 cu ft |
| —with rear seatback lowered | 33.0 cu ft ¹ |
| Passenger Capacity | 5 |
| Fuel Capacity | 13 gal |

¹With standard low-back bucket seats; 36.6 with optional high-back bucket seats.



Additional Options • Air conditioning—manual with upper level ventilation (Manual or Automatic Transaxle Discount Package required) • Emissions controls and testing—required at extra cost on all vehicles registered in California; not available otherwise • Radio—premium AM stereo[†]/FM stereo, electronically tuned; with memory scan, up-and-down seek-and-scan, Dynamic Noise Reduction[‡]; electronic cassette tape player with automatic reverse, true fast-forward and rewind, automatic metal tape sensor, tape program music search, joystick balance/fader speaker control, and Chrysler two-speaker system; integral digital clock (Manual or Automatic Transaxle Discount Package required)

*There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.

[†]Some AM stereo broadcasting may not be compatible with this radio.

[‡]Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.

Horizon America Optional Packages

Basic Package* • Automatic transaxle with lockup torque converter • Power-assisted steering

Manual Transaxle Discount Package* • AM stereo[†]/FM stereo radio—electronic tuning; with integral digital clock and two-speaker system (upgrade available) • Cargo compartment dress-up—includes carpet for cargo area floor, lower deck trim panel and wheelhouse trim panels • Center console—with shift lever housing; includes coin holder, cubby box, cupholder and lighted ash receiver • Power-assisted steering • Sport high-back bucket seats with reclining seatbacks and increased lateral support: cloth with vinyl trim; Available in Red, Blue, and Silver.

Automatic Transaxle Discount Package* • Automatic transaxle with lockup torque converter • AM stereo[†]/FM stereo radio—electronic tuning; with integral digital clock and two-speaker system (upgrade available) • Cargo compartment dress-up—includes carpet for cargo area floor, lower deck trim panel and wheelhouse trim panels • Center console—with shift lever housing; includes coin holder, cubby box, cupholder and lighted ash receiver • Power-assisted steering • Sport high-back bucket seats with reclining seatbacks and increased lateral support: cloth with vinyl trim; Available in Red, Blue, and Silver.

*Items listed are available in package only.

[†]Some AM stereo broadcasting may not be compatible with this radio.



7/70 Power Train Limited Warranty

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles, whichever comes first. A deductible applies. See your dealer for a copy of the warranty. Government, law enforcement, limousine, taxi and export vehicles excluded.

7/100 Anti-Corrosion Limited Warranty

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles, whichever comes first. See your dealer for a copy of the warranty.

Optional Service Contract Coverage

Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

Consider Leasing

More consumers are considering leasing as an alternative to buying. Leasing a new Plymouth Horizon America usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new car purchase. Ask your dealer for details.



MOPAR parts are engineered by Chrysler Motors for use in your new Plymouth Horizon America. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors 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.

Certain models, packages and options are subject to specific restrictions, requirements, or late availability. See your dealer for the latest ordering information.

Buckle up for safety.



THE PRIDE'S INSIDE.