

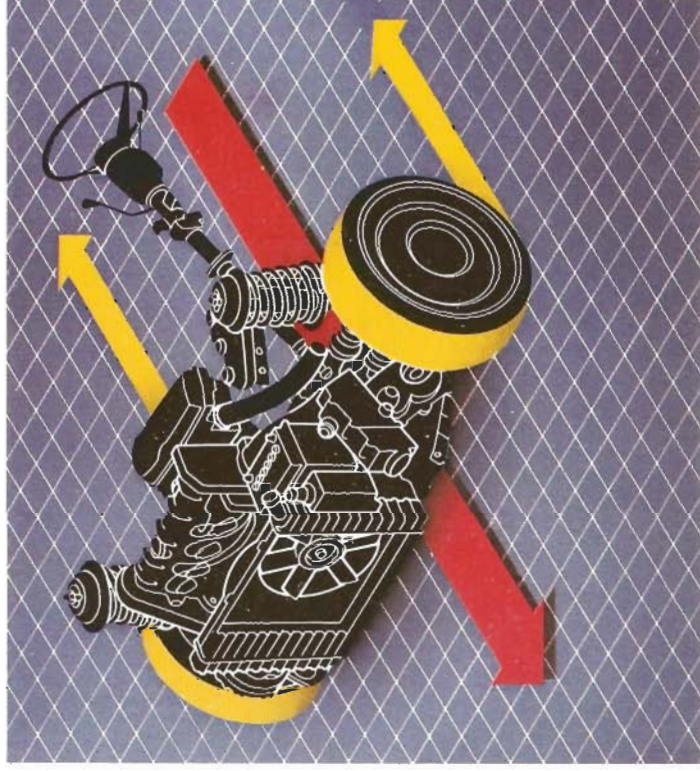
THE NEW CHRYSLER CORPORATION

FRONT-WHEEL DRIVE BUYER'S GUIDE

THE
NEW CHRYSLER
CORPORATION

For additional copies of "The Front Wheel Drive Buyer's Guide" write to: Buyer's Guide, 35000 Industrial Road, Livonia, Michigan 48150.

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Front-Wheel Drive: The way America is going.

There's a new wave of American enthusiasm for smaller FWD cars. Smaller cars that are fuel and space efficient, relatively inexpensive to own and operate, and fun to drive as well. The simplicity of front-wheel drive makes it a system right for the times. The front-wheel drive concept sets off a chain of opportunities that permits the building of a more efficient automobile than the front-and-rear power train system we are used to. Better weight efficiency. Space efficiency. Power efficiency. And better resultant fuel economy. All this with outstanding ride and control.

Chrysler was one of the first major American manufacturers to recognize the concept of front-wheel drive as the new wave of automotive efficiency. In fact, by 1985 Chrysler

will be the first all front-wheel drive American car company.

Most Americans, we feel, do not yet completely understand the front-wheel drive concept. Therefore, we have prepared this booklet to tell you, the American car buyer, the history of front-wheel drive and the many benefits and advantages it offers. After you have read it we think you'll be a front-wheel drive convert. And you'll know all you need to know about our front-wheel drive products to buy them.

Front-wheel drive. The New Chrysler Corporation believes in it.

Lee A. Iacocca

LEE A. IACOCCA
Chairman.

The New Chrysler Corporation

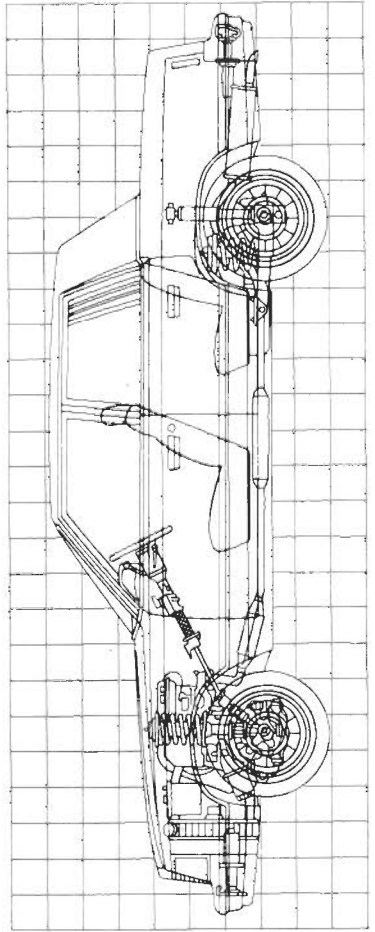


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THE STORY OF FRONT-WHEEL DRIVE

Front-wheel drive (FWD) is as old as the car itself. Nicholas Cugnot's three-wheel steam tractor of 1769, the first motor vehicle, had front-wheel drive with a single front wheel. Dr. Ferdinand Porsche's first cars (circa 1900) had FWD. In Porsche's biography, he is quoted as saying: "The suitability of the front wheels, both steering and driving, eliminates in one fell swoop the unpleasantness of the vehicle with rear-wheel drive which is pushed, whereas front-wheel drive plus steering is identical with horse propulsion in that the vehicle is being drawn, and when a corner is taken, is pulled always and immediately in the new direction."

As cars became more sophisticated, automotive design

evolved into four basic categories—front engine/front-wheel drive, front engine/rear drive, rear engine/rear drive, and mid-engine/rear drive. Controversy arose concerning the superiority of one design over the others. Front-wheel drive builders continued to argue that no one in his right mind would put the horse behind the cart.

This kind of thinking made sense to nearly everyone except engineers, whose lack of enthusiasm for front-wheel drive was due to the fact that universal joints, needed to transmit power

and steering control from the engine to the drive wheels, were at that time unreliable for FWD service.

During the late 1920's, when universal joints of satisfactory durability had been perfected, engineers took another look at FWD. In Europe, the narrow, winding roads generated the demand for smaller cars with maximum handling ability. From this modest beginning, the front-wheel drive wave began to grow.

As car manufacturing progressed in America, the most generally used drive train was

rear-wheel drive. There was no need for compactness or fuel economy. Big powerful machines were what people wanted. And they could afford them. From force of habit or for reasons of cost, the rear-wheel drive car has remained standard in America.

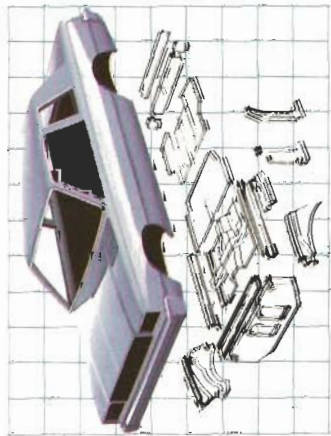
In Europe, on the other hand, front-wheel drive afforded design engineers unique possibilities in creating small and medium-sized cars that offered compactness, comfort, large interior space, load-carrying ability and superior road handling. Both American and European engineers saw the inherent advantages of FWD, but European designers pursued its possibilities more diligently simply because they had a greater need for it.



The engineering of Front-Wheel Drive

BODY

Theoretically, front-wheel drive gives the body designer greater freedom of expression. A lower floor pan made possible by the elimination of transmission hump and drive shaft tunnel permits lower bodies without sacrificing headroom. It also permits moving the fuel tank ahead of the rear wheels to enhance protection in event of a rear-end collision. And it allows a large trunk capacity. Frameless body construction also becomes possible, allowing even further reductions in overall height. What's more, it allows the installation of deeper seat cushions because humps and tunnels are almost removed from the



floor. The flatter floor, moreover, provides more room and comfort for the passengers. All that FWD vehicles require in the rear is a simple beam axle or independent trailing arms that reduce trunk intrusion to a minimum. And with a flatter floor without a drive-shaft tunnel, the underbody aerodynamics can be improved. Because driving thrust is not transmitted through the rear portion of the FWD car frame, lighter sections can be used; the only prerequisite is that enough strength be provided for body rigidity and the absorption of possible rear bumper impact. All drive components can be contained in the front, combining the engine, transmission and final drive (transaxle) into a single unit that makes a compact power package.

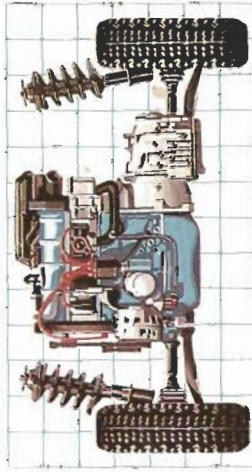
DRIVE TRAIN

With the entire power package in a single unit, front-wheel drive offers definite advantages over the rear-drive system. Because everything is up front and in one place, a few light alloy castings can

wheel turns may be necessary to correct rear skid on a RWD vehicle. Some FWD advocates mention the "arrow principle" in explaining the good straight-line or cross-wind stability of FWD. To illustrate their point, they suggest that it is harder to hit a target with a thrown dart if you throw the feathered end first. While there is a more complex explanation than this "logic" the fact remains that a FWD does offer unusually stable behavior in a crosswind or when buffeted by the turbulent air of a passing truck.

RIDE

Front-wheel drive can contribute to great ride comfort. This is because it opens the way for independent suspension at little or no extra cost. It eliminates the conventional rear axle with its



gearing, the biggest mass of unsprung weight in a conventional car and one of the enemies of a smooth ride. (Unsprung weight is the weight of components, such as wheels, tires and axles, that is not supported by the springs.) The rear wheels can be mounted on a lightweight axle, needing only a simple attachment because it's free of driving torque and thrust load. Softer, longer springs can be used to further improve the ride.



house the entire power train unit, giving rigidity and alignment that are not possible with rear-drive arrangements. The final drive is close to the transmission, not divorced from it by a long propeller shaft. Noises from the transaxle and drive shaft are minimized in the passenger compartment, and soundproofing the passenger compartment is simplified.

HANDLING

Directional stability, the ability to stay on course, is something that a driver always wants when cruising along the highway or climbing a slippery grade. When partial wheelspin sets in on a rear-wheel drive car, the tail end will often drift sideways. The FWD car keeps the same heading because its rear wheels are free of torque loads and side forces. They do not influence the car's steering operation. Any lateral drift at the front end of a FWD car can be corrected with a minimum of wheel movement while many

A close look at how FWD saves space and weight.

The size and weight of an automobile is governed to a great degree by the type of engine/power train arrangement it uses. See how FWD saves space and weight when compared to the conventional front-engine/rear-drive system.



1. In order to have a reasonably sized passenger compartment and trunk area in this rear-wheel drive design, it is obvious that the car is going to have to be rather long. And as a general rule, that means more weight.

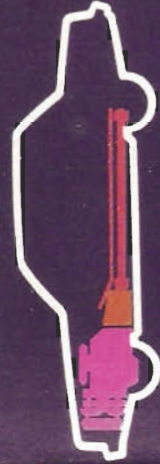


4. ... or behind the differential where it can rob trunk space.

Now...let's get rid of the drive shaft and differential and reposition the fuel tank and see what happens in the FWD car.



7. Net result? Seating area comparable to a larger rear-drive car... with a minimum hump to steal foot room from passengers. This, plus good trunk space. And all in less overall length than a rear-wheel drive vehicle.



2. In this conventional design passengers must sit between the engine in the front and the high differential in the rear. The fuel tank has to go somewhere...



3. ... either in front of the differential where it encroaches upon an already crowded passenger compartment...



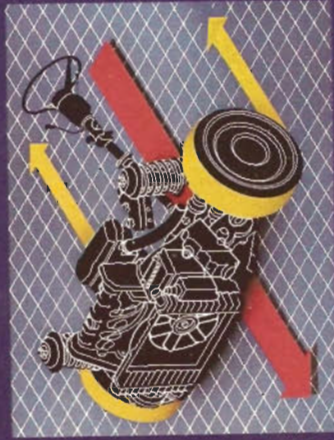
5. With the front wheels driving the car we can shorten the engine compartment. First, we mount the engine transversely. Then, because a transaxle feeds power directly to the front wheels, the transmission hump is virtually eliminated. This also saves space and weight.



6. With the drive shaft, rear differential, and high drive shaft tunnel gone, passengers sit comfortably. The fuel tank is moved forward... still maintaining good trunk space even though the rear end is shortened.

Reduction in length means a substantial reduction in body weight. The small transaxle and the elimination of the long drive shaft and bulky rear differential provide a further weight reduction. And because of this total weight reduction, a large displacement heavy engine isn't required to move the

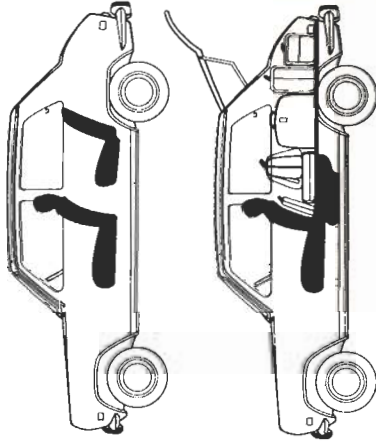
car. Consequently, the engine needed can be smaller, lighter, and more fuel efficient. In the battle for fuel economy, the name of the game is weight reduction, and that means front-wheel drive!



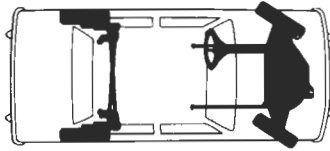
FWD

is the wave of the future.

Chrysler engineers have long been aware of the many advantages that a front-wheel drive system can offer. Chrysler has had a continuing interest in FWD dating back more than 50 years. Before World War II several FWD programs were developed and discarded due to lack of technology and reliable materials. After World War II, Chrysler engineers briefly studied an experimental front-wheel drive

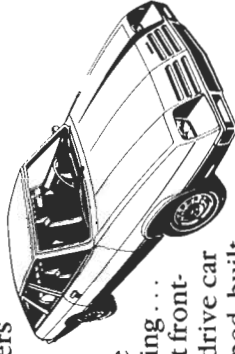


car coded A-227. While it didn't prove practical, the A-227 did teach valuable lessons on packaging efficiency, traction and directional stability.



In 1958 Chrysler bought into the French Simca Company. In early 1961 Simca started a

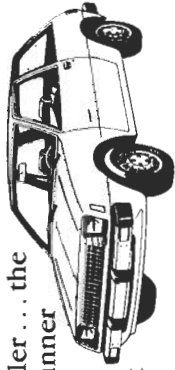
development program that in 1964 resulted in the production of the front-wheel drive Simca 1100. And Chrysler engineers



were a part of it. This was the beginning... the first front-wheel drive car developed, built, and sold by a Chrysler-controlled company, under Chrysler leadership. The Simca 1100 was built in France and Spain and sold all over the world.

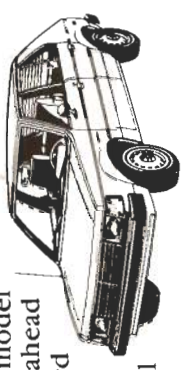
Other front-wheel drive Simcas were developed and built. When Simca merged with the British Rootes group the Simca nameplate was phased out and

the Simca FWD became a Chrysler... the forerunner of the FWD Talbot that is sold in England today.

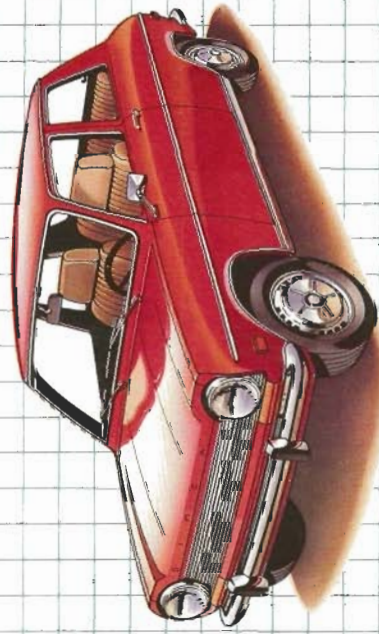


In the 1970's, Chrysler's European operations produced more than two and one-half million front-wheel drive cars! Also in the '70s, Chrysler introduced the Omni/ Horizon four-door sedans, the 024/TC3 sport coupes and the Mitsubishi-built Champ/Colt sub-compact FWD cars to American drivers. The popularity of these cars is a matter of record. The fact is,

Chrysler introduced front-wheel drive to American-built small cars three model years ahead of Ford and two model years ahead of GM. Chrysler has more than 17 years and 11 billion estimated miles of experience with front-wheel drive and has sold more front-wheel drive cars in America than Ford, GM, Datsun or Toyota. That's experience!

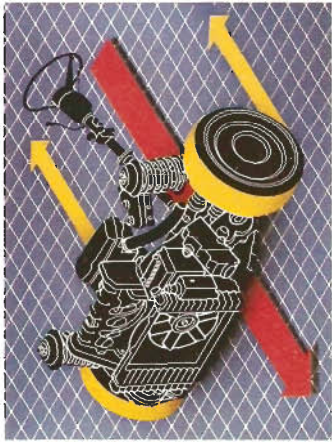


THE FRENCH CONNECTION



“Chrysler... more than 11 billion estimated miles of front-wheel drive experience...”

Front-Wheel Drive:



Historically, the most successful foreign FWD cars were small. They answered the requirements of European drivers, but fell far short of American standards of space, comfort and performance. Many lacked automatic transmissions and air conditioning, for example. The Omni/ Horizon FWD cars were the first American small cars to combine the efficiency of FWD with the attributes that American drivers demanded.

Without our front-wheel drive experience with our L cars, Omni, Horizon, 024 and TC3, there never would have been a Dodge Aries or Plymouth Reliant K Car. From the very beginning we were determined to apply the technological expertise of front-wheel drive used in our smaller L cars to the next logical step, the six-passenger family car. And just as Chrysler was first to build America's first compact and sporty

subcompacts with FWD, we are the first to build a whole new generation of six-passenger mid-size family cars with FWD and good fuel efficiency. Cars that were to be fuel efficient like the Omni/ Horizon cars, but roomier... smoother riding and quieter like our smaller FWD cars, yet still maneuverable and easy to drive. We also knew that the weight-space-power efficiencies of our original small car FWD design would serve us well in the larger size K Cars, the universal American car.

Millions of dollars and countless man-hours resulted in the development of The New Chrysler Corporation's special interpretation of the front-drive concept. The direct "on-the-road" exper-

ence with the Omni/ Horizon cars helped finalize Chrysler's FWD concepts. The result was the Direct Power system, in which the engine's power goes directly to the drive assembly to maximize efficiency. And that's what makes our new Reliant and Aries K Cars functional as well as efficient. Here are the facts.

FACT: The Mid-Size FWD cars are different than the compact FWD Omni/ Horizon.

The principle of FWD is the same in our compact and mid-size cars, but the cars are very different. Everything in the K Cars is new—the engine, the transmission, the suspension, even the door latches. We took advantage of all our experience and our knowledge in front-wheel drive technology to produce a totally new car designed from the ground up. The all-new Chrysler-built 2.2-liter Trans-4 engine is an American-made engine designed especially for front-wheel drive. Some of this new technology was also applied to the Omni/ Horizon. The new engine (the 2.2 Trans-4) is available as an option in these cars. Suspension development on the K Car even resulted in refinements to the L car—Iso-Struts, control arms, ball joints, and sway bar attachments. All this results in product improvement for both FWD car lines.

FACT: FWD Cars are designed to be safe cars.

The very latest design technology and experience with our smaller FWD cars were used to make K Car

safer. This involved everything from the energy-absorbing body design to the central placement of the fuel tank. The brake hydraulic system is diagonally divided so that, in event of a partial hydraulic system failure, the driver can still stop the car quickly and safely. A pressure switch is installed in the system to warn the driver of a hydraulic system problem by means of an instrument panel warning lamp.

FACT: FWD Cars are designed to be comfortable.

For all their improvements in fuel economy and space efficiency, Aries and Reliant are not stripped-down conventional cars. They are roomier than comparably sized RWD vehicles, with more shoulder room, and more head and leg room in the rear compartment of the two- and four-door models. The trunk volume is 15.1 cubic feet. All the convenience Americans are used to is there. A full complement of options includes air conditioning, speed control, power steering, power seats, electric door locks, and a wide range of sound systems. And the 2.2-liter Trans-4 engine, designed for front-wheel drive, is able to handle these options with a minimum loss of performance.



The heart and soul of our new K Cars.

By H. K. Sperlich
Executive Vice President,
Engineering and Product
Development

WHAT FWD MEANS IN DOLLARS AND SENSE.

Chrysler Front-Wheel Drive Gives You More ... For Less.

Q. Is FWD worth the extra cost?

A. FWD represents a whole new kind of technology for America. By 1985 all Chrysler cars will be FWD. The resale retained value of our Omni/Horizon cars was very high. In fact, some year-old models were worth more money than their sticker price when they were new!

As time goes by, a FWD car may be worth more than a RWD vehicle of similar size and age because of the "State of the Art" advantages it offers.

Q. OK, assuming that front-wheel drive is a more efficient way to go, why does Chrysler think its system is one of the best?

A. The Chrysler front-wheel drive cars are not a warmed-over version

of another car. Chrysler started from scratch and built a new family of cars around front-wheel drive. These cars offer excellent fuel economy and impressive comfort, handling, ride, quality, quietness and serviceability. They are efficient cars.

Q. Specifically, what makes Chrysler FWD efficient?

A. In regard to the K Cars, Chrysler developed Reliant and Aries to use the economical four-cylinder engine only—the new short, light Trans-4 and optional (Mitsubishi-built) 2.6-liter four-cylinder. Because these engines are mounted transversely, we get a bonus in interior space.

Q. How does Chrysler's space-saving K Car stack up against the competition?

A. Very well. The Reliant/Aries K Car is 5.3 inches shorter in wheelbase and 138 pounds lighter than Chevy Citation, yet seats six to Citation's five. Neither Citation nor any of the GM FWD cars offers an all-new engine design.

K Car is over five inches shorter in wheelbase and 178 pounds lighter than Buick Skylark, yet seats six to Skylark's five and offers more trunk space.

Since Ford has no FWD car in the mid-size range, we have to compare K Car to Fairmont/Granada which are well engineered RWD cars. In comparison, the base K Car has a decided fuel economy advantage (see chart, page 17). K Car is a six-passenger car versus five for Fairmont. And, of course, Fairmont lacks FWD technology.

The K Car wagon is 19.3 inches shorter and 422 pounds lighter than Ford Fairmont wagon, yet it seats six to Fairmont's five and offers 87 percent as much cargo volume. It offers 69.2 cubic feet of cargo space vs. 41.5 cubic feet of cargo capacity for the Chevy Citation 4-door Hatchback.

Compared with a Toyota Celica GT Sport Coupe, the K Car is 158 pounds lighter and only 5 inch longer, yet it seats six to Celica's four and offers 5.8 cubic feet more trunk space. Again, it features FWD versus Celica's rear drive.

Q. You mentioned an all-new engine, the Trans-4. How does it contribute to the total efficiency of the K Cars?

A. The engine was designed specifically for front-wheel drive application. Incorporating the latest in Chrysler engineering know-how, it is compact, responsive and unusually quiet for a four-cylinder engine. The Trans-4 uses an electronic fuel control system.

Q. Which means?

A. Seven sensing devices feed a mini-computer that, in turn, adjusts spark timing and fuel-to-air mixture via four mechanical assemblies. Technical but effective.

Q. How about ride? I'm used to a big-car ride.

A. Contrary to popular opinion, a heavy car is not necessarily smoother riding than a light car. Ride comfort is determined more by the

suspension system and the way it is integrated into the total concept of the car. Chrysler front-wheel drive cars use (1) front and rear long travel suspension; (2) front anti-sway bar; (3) low rate springs for a smooth ride; (4) Iso-Strut front suspension angled to reduce ride friction; (5) negative-scrub-radius steering geometry, resulting in low road shock transmitted to the steering wheel.

Q. I hear that front-wheel-drive cars are harder to service. True?

A. Not true, especially when the car was designed to be easy to service. In Chrysler K Cars all components are mounted where they can be serviced easily—fuses, spark plugs, instrument lights, oil filter, distributor, drive belts and power steering pump can all be reached and serviced with ease.

Q. Do FWD cars lose traction going up a hill?

A. The weight distribution of our FWD cars is about 65 percent front, 35 percent rear. The best RWD ratio is about 50-50. As you go up a hill the FWD seldom loses more than 5 percent and RWD seldom gains more than 5 percent, so there still is more weight over FWD front wheels than over RWD rear wheels (60 percent FWD, compared to 55 percent RWD).

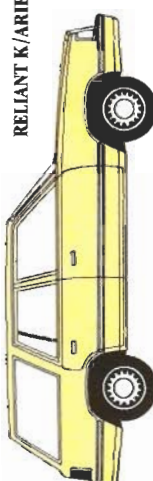
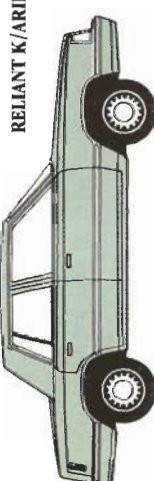
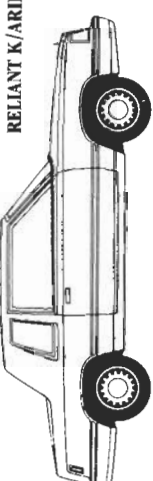
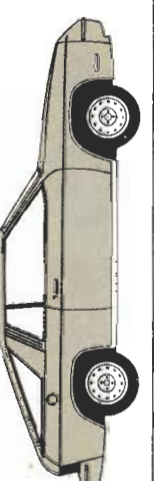
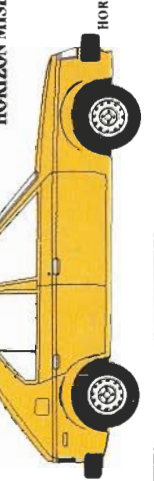

Q. Is the engine in the K Cars big enough to handle power options?

A. The 2.2-liter engine is standard in the K Cars and is capable of handling power options and air conditioning. It has 33 $\frac{1}{2}$ percent more power than the 1.7-liter engine that is standard in the Omni and Horizon. A bigger Mitsubishi-built 2.6-liter engine option is also available in K Cars.

Q. Is there anything else I should know about front-wheel drive?

A. Yes, it has to be experienced to really be appreciated. Any Dodge or Plymouth dealer will be happy to give you a revealing test drive. We suggest you see a dealer soon.

The New Chrysler Corporation High Mileage, Front-Wheel Drive Cars Invite Comparison.

 <p>RELIANT K/ARIES K 4-DOOR WAGON</p> <p>40 EST. HWY. EPA EST. MPG*</p> <p>24 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 2.2-liter OHC transverse engine • Electronic combustion computer • AM radio • Glass-belted radial black sidewall tires • Manual front disc brakes • Vinyl-side molding & rub strips
 <p>RELIANT K/ARIES K 4-DOOR SEDAN</p> <p>41 EST. HWY. EPA EST. MPG*</p> <p>25 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 2.2-liter OHC transverse engine • Electronic combustion computer • AM radio • Glass-belted radial black sidewall tires • Manual front disc brakes • Vinyl-side molding & rub strips
 <p>RELIANT K/ARIES K 2-DOOR COUPE</p> <p>41 EST. HWY. EPA EST. MPG*</p> <p>25 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 2.2-liter OHC transverse engine • Electronic combustion computer • Glass-belted radial black sidewall tires • Manual front disc brakes • Vinyl-side molding & rub strips • 4-speed overdrive manual transaxle
 <p>024/TC3</p> <p>41 EST. HWY. EPA EST. MPG*</p> <p>27 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 1.7-liter transverse engine • Electronic combustion computer • AM radio • Tinted glass on all windows • Glass-belted radial black sidewall tires
 <p>HORIZON MISER**/OMNI MISER**</p> <p>50 EST. HWY. EPA EST. MPG*</p> <p>30 EPA EST. MPG**</p> <p>43 EST. HWY. EPA EST. MPG*</p> <p>28 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 1.7-liter transverse engine • Electronic combustion computer • 4-speed manual transmission • Glass-belted radial black sidewall tires • Fold down rear seat
 <p>CHAMP/COLT 2-DOOR SEDAN</p> <p>50 EST. HWY. EPA EST. MPG*</p> <p>37 EPA EST. MPG**</p>	<p>STANDARD EQUIPMENT</p> <ul style="list-style-type: none"> • 1.4-liter MCA-JET engine • Electronic ignition • Power front disc brakes • Steel-belted radial whitewall tires • Folding rear seat

CHRYSLER	CHEVROLET	FORD	TOYOTA	DATSUN	VW	HONDA
PLYMOUTH RELIANT K DODGE ARIES K CUSTOM WAGON 40 24 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 4-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA	DATSUN	VW VW JETTA 4-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH RELIANT K DODGE ARIES K CUSTOM 4-DOOR 41 25 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH RELIANT K DODGE ARIES K COUPE 41 25 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH TC3/DODGE 024 41 27 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH HORIZON DODGE OMNI MISER 43 28 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH HORIZON MISER DODGE OMNI MISER 50 30 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*
PLYMOUTH CHAMP/DODGE COLT 50 37 EST. HWY. EPA EST. MPG*	CHEVROLET CITATION 2-DOOR HRK 5-PASSENGER 35 22 EST. HWY. EPA EST. MPG*	FORD FORD ENEMY HORIZON 4-DOOR 4-PASSENGER 44 28 EST. HWY. EPA EST. MPG*	TOYOTA TOYOTA TERCEL 2-DOOR 5-SPR 4-PASSENGER 47 36 EST. HWY. EPA EST. MPG*	DATSUN DATSUN 310 HRK 4-PASSENGER 42 32 EST. HWY. EPA EST. MPG*	VW VW JETTA 2-DOOR 4-PASSENGER 40 25 EST. HWY. EPA EST. MPG*	HONDA HONDA PRELUDE 4-PASSENGER 36 27 EST. HWY. EPA EST. MPG*

* Use the EPA EST. MPG numbers for comparison. Your mileage may vary depending on speed, weather and trip length. Actual highway mileage will probably be lower than the highway estimates. California mileage lower.

** These EPA figures are for Misers built after approximately December 1, 1980, (and later in California).

Horizons/Omnis with the optional 2.2-liter engine and manual transaxle have an EPA estimated rating of 25 EST MPG/41 Est. Hwy.*

Reliants/Aries with the optional Mitsubishi-built 2.6-liter engine and automatic transmission have an EPA estimated rating of

25 EST MPG/31 Est. Hwy.*

No One Offers More Front-Wheel Drive Cars Than Chrysler.

ARIES K/RELIANT K

TWO-DOOR. The front-wheel drive car for people who want handsome two-door styling, full six-passenger seating and a roomy 15.1-cubic-foot trunk. Available in three trim levels and with many popular options to complement its long list of standard features which include rack-and-pinion steering, front disc brakes, radial tires, vinyl body-side protective moldings, AM radio (optional on base 2-door) and more. Radio may be deleted for credit on factory orders.

FOUR-DOOR. Our front-wheel drive mid-size family sedan. Four doors for extra convenience. A roomy trunk for extra gear. Direct Power front drive for good trac-

tion in rain and snow. Available with such popular big car options as six-way power seats, power door locks, air conditioning, automatic speed control, stereo sound systems, power steering and brakes, an automatic transaxle and more.

WAGON. Our most versatile front-wheel drive mid-size. Seats six adults and carries up to 34 cubic feet of cargo at the same time. With the rear seat down, our K wagon will handle three adults and 69.2 cubic feet of cargo. Available with special station wagon options such as a liftgate glass wash/wipe system, power liftgate release, roof rack, and a cargo compartment security cover.



Dodge Aries K Special Edition Two-Door.



Plymouth Reliant K Special Edition Four-Door.



Plymouth Reliant K Special Edition Wagon.



Plymouth Horizon with Custom Exterior Package.

HORIZON/OMNI

Our proven front-wheel drive four-door, five-passenger compact for people who like big doses of practicality in a smaller package. Trim on the outside for easy handling. Big on the inside, thanks to front-wheel drive technology. A convenient rear hatch leads to 10.5 cubic feet of concealed cargo space that becomes 35.8 cubic feet of storage area when you fold the rear seat down. Rack-and-pinion steering, an Iso-Strut front suspension, four-speed manual trans-axle and a 1.7-liter overhead cam

engine are all standard for a surprising combination of handling, performance and economy. With a new Chrysler designed and built 2.2-liter Trans-4 engine and automatic transaxle available as options. The 2.2 liter engine offers a third more horsepower with very little difference in fuel economy. Omni and Horizon are also available in high-mileage, low-cost Miser models and with sporty Euro-Sedan Packages for econo-car enthusiasts.



Dodge Omni with Custom Exterior Package.



Dodge 024 with Sport Appearance Package.

024/TC3

People who want the sporty approach to front-wheel drive practicality will find Dodge 024 and Plymouth TC3 the perfect cars for them. Their sleek, aerodynamic styling is not only pleasing to the eye but also helps add to their overall efficiency by reducing wind drag that wastes fuel. Their front-wheel drive system provides good traction on slippery surfaces while adding to overall handling ease. The rear hatch opens wide to accommodate 33.9 cubic feet of cargo with the rear seat folded down.

With the rear seat up, there's room for five adults and 10.7 cubic feet of cargo. 024's and TC3's sporty looks are enhanced by comfortable front bucket seats, sport four-spoke steering wheel, floor-mounted four-speed and a multi-function control switch inside; steel Rallye wheels, driver's side sport mirror and lowered rear quarter window appliques outside. For the sports car enthusiast there are the Turismo and DeTomaso Packages with the all-new 2.2-liter Trans-4 engine for extra power.



Plymouth TC3 with Sport Two-Tone Paint Package.

When it comes to Quality Chrysler Leads the Way!

There's a new commitment to quality at the New Chrysler Corporation. It starts right in the factory, where quality specialists test 1981 Chryslers and Plymouths every single working day. They check selected cars for fit, function and appearance. They make sure that doors, hoods, and deck lids or liftgates fit properly, that standard features and options work right, and that cars look as good as they should.

In surveys conducted by a leading independent research firm, Chrysler Corporation vehicles show vastly improved quality ratings:

Category	'79 Leader	'80 Leader
Overall Opinion	GM	Chrysler
Quality of Workmanship	GM	Chrysler
Delivery Condition	GM	Chrysler
Appearance of Paint Job	GM/Ford	Chrysler
Absence of Water Leaks	GM	GM
Absence of Wind Noise	GM/Ford	Chrysler
Fit of Doors	GM	GM
Fit of Body Panels	GM	Chrysler
Lack of Squeaks & Rattles	GM	GM
Fit of Chrome & Moldings	GM	Chrysler
Value for the Money	GM/Ford	Chrysler

1981 promises to be even better! Chrysler Corporation has invested over \$1 billion in upgrading plants and installing the most sophisticated electronic technology available.

Our Belvidere, Jefferson and Newark Assembly Plants—are among the most advanced technology and quality control assembly plants in the world. For example, 98% of 3,000 plus welds are now made by computer-controlled welders—the most in the industry.

Our all-new 2.2L engine must pass a unique Chrysler-developed hot test covering 54 steps.

Here's something else Chrysler has—a commitment to become the first American manufacturer to convert to all fuel-efficient front-wheel drive cars by 1985. So we can offer Americans a complete lineup of models for their future driving needs.

For the 1981 model year we plan to build and sell over one million front-wheel drive cars... the kind of cars Americans want and need to "beat the pump"... fuel-efficient cars that give The New Chrysler Corporation a projected 1981 Corporate Average Fuel Economy (CAFE) of 25.5 mpg. That's better than GM's or Ford's projected CAFE ratings!

And we back what we build with a 24 Month/24,000 Mile Power Train Limited Warranty.

Dodge 1981 model cars built in North America now carry a 24 month or 24,000 mile (whichever comes first) limited warranty on the engine, transmission and drive axle. See your dealer for all the details.

There is one more thing . . .

With all the complex inspections and rigorous testing our products are subjected to, the most severe test is yet to come. It is your test. Only you can determine whether our quality surpasses Ford and GM. Only you can make the final evaluation of quality. And you can do this through a demonstration test drive of the car of your choice at your nearby dealer. Come in and make your evaluation soon. That's the ultimate proof.

Dodge Colt Custom with RS Package

COLT/CHAMP

Our highest mileage front-wheel drive cars are built in Japan by Mitsubishi Motors Corporation and include some of the most technologically advanced features available in their class. Features such as the unique Twin-Stick transmission and MCA-JET Engine System. Champ and Colt are each

available in four trim levels, plus special luxury/performance packages. Standard features on all models include front bucket seats, electronic ignition, rack-and-pinion steering, front disc brakes, rear hatch, folding rear seat, five-passenger seating and more.



Plymouth Champ Custom with LS Package.