



## **64 Valiant...Best all-around compact**

DOB BEN MOTOR SALES INC.  
270-280 APPLE AVE.  
MUSKEGON, MICH.





Signet 2-door hardtop, shown here in Signet Royal Red.

**The New Valiant for 1964 confidently invites you to compare its looks and liveliness, its ride and roominess—and low, low price tag—with any other compact car you can name—anywhere.**

Just look at this sports-loving compact. Valiant offers you your choice of standard 170-cu.-in. six-cylinder or optional Super "225" engine. Both say—and say it with a response surprising in a low-priced compact—come on, let's go!





Easy to care for, all-vinyl Signet interiors come in your choice of Valiant black (shown here), blue, red, or tan. Bucket seats are standard equipment on Signet.



Signet dash panel gauges show speed, fuel, alternator and engine temperature at a glance. Ash receiver, glove box and lighter, all are within convenient reach.



Signet convertible pictured in Valiant White. Easy to operate manual top is standard. Power-operated top may be ordered, at slight additional cost.



Signet hardtop illustrated in Valiant Red comes in your choice of 12 exciting exterior colors and four beautiful interiors.

The New Valiant Signet Series offers you both a smart-looking new hardtop with bucket

seats, plus a fancy, fun-filled soft top. Both beautifully say: this is the smartest new way to save.

So step inside. Take a long look around you. All-vinyl, king-size bucket seats. Fashionably tailored interior trim. Deep-pile carpeting. Cockpit-type, padded dash panel. All combine to convince you: this low-priced compact can't be matched for value anywhere today!

**Signet standard equipment** □ 101-horsepower six-cylinder engine □ All-vinyl, king-size bucket seats □ Fashionably tailored interior trim □ Color-keyed, deep-pile carpeting □ Back-up lights and rear deck trim □ Deluxe stainless steel wheel covers □ 6-way adjustable front seats □ (Also includes standard equipment items listed for V-200 and V-100.)

**Popular Signet options** □ New "4-on-the-floor" transmission with Hurst linkage □ Air conditioning □ Power steering □ 225-cu.-in. engine □ New Sure-Grip Differential □ Remote-control sideview mirror □ 3-speed TorqueFlite automatic transmission □ (See page 10 for complete option listing.)

**Basic Signet specifications**

Overall length.....	188.2 in.
Overall width.....	70.1 in.
Overall height.....	54.0 in.
Wheelbase.....	106.0 in.
Trunk volume.....	23.6 cu. ft.
Wheel turns, lock-to-lock.....	3.5

(See page 13 for complete specifications)





The V-200 Series has rich-feeling fabrics of distinctive design and appearance.



The V-200 2-door, illustrated in Valiant Black, offers all the luxury of many compact cars costing much more at a price so low it can easily fit most any purse—or person.



In this Valiant Red V-200 convertible you'll never go fishing for compliments.



V-200 station wagon, shown here in Valiant Medium Metallic Turquoise, combines comfort and utility in a way that's hard to match.



V-200 4-door, pictured in Valiant Medium Metallic Blue, offers performance comparable to some full-size cars.

**The New Valiant V-200 Series offers four carefree compacts—including a bright, new, low-priced convertible. They're among the hottest compacts around at about the lowest price in town.**

But for all its pep, the new Valiant still puts plenty of miles between the gas pumps. In cross country runs and controlled track competitions, Valiant is a proven leader in gasoline economy. Whatever the driving conditions, Valiant saves you money every mile!

**Valiant V-200 standard equipment** □ 101-horsepower six cylinder engine □ Pleated fabrics and full floor carpeting □ Color-keyed vinyl door paneling □ Front and rear armrests (ashtray in rear armrest) □ Courtesy or map lights □ Deluxe stainless steel covers □ (Also includes standard equipment items listed for V-100).

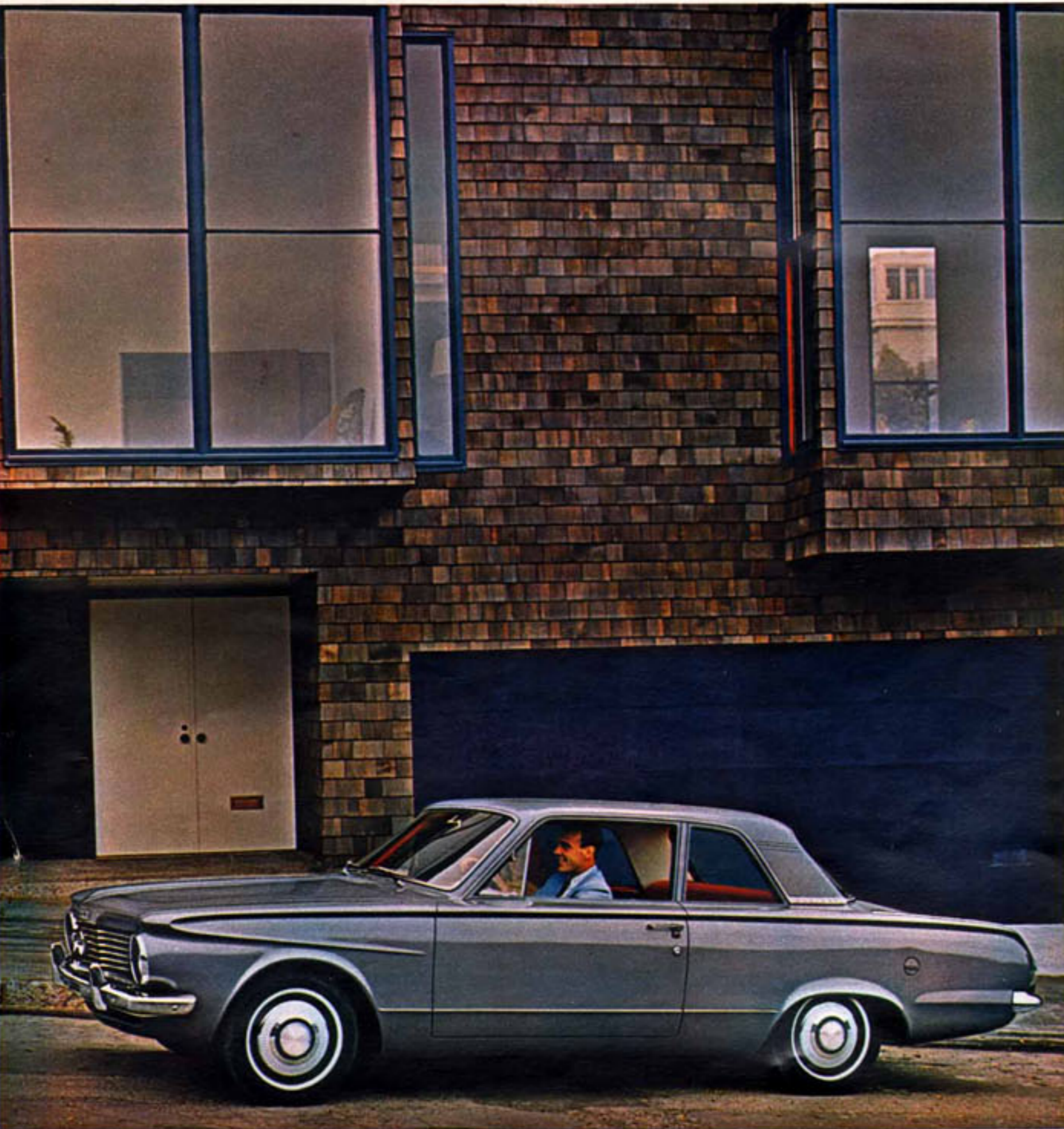
**Popular V-200 options** □ 3-speed TorqueFlite automatic transmission □ New Sure-Grip Differential □ "4-on-the-floor" transmission with Hurst linkage □ Variable-speed windshield wipers □ Bumper guards □ Push-button radio and heater □ Back-up lights □ Undercoating with hood silencer □ (See page 10 for complete option listing.)

**Basic V-200 specifications**

Overall length.....	188.2 in.
Overall width.....	70.1 in.
Overall height.....	53.4 in.
Wheelbase.....	106.0 in.
Trunk volume.....	23.6 cu. in.
Wheel turns, lock-to-lock.....	3.5

(See page 13 for complete specifications)





This V-100 2-door sedan, shown in Valiant Medium Metallic Gray, offers economical power at a low, low price you have to see to believe.



Get behind the wheel of this V-100 4-door, shown here in Valiant Dark Metallic Blue. For ride, roominess and performance you can't beat it.



V-100 station wagon, illustrated in Valiant Light Blue, provides comfortable touring space for six passengers, roof-top luggage rack option. Inside the V-100 Series, a vinyl strip accents rich tones of the color-keyed body cloth pattern.



**The New Valiant V-100 Series offers you three of America's lowest-priced cars. That's the beautiful thing about these V-100's—they're pretty enough for a party—and priced to fit any purse.**

And speaking of economy... at the new Valiant's starting price you could do an awful lot of looking around and never do better. Add it up: for styling, performance, economy, and quality—you just have to call the '64 Valiant, the Best All-Around Compact!

**Valiant V-100 standard equipment** □ 101-horsepower six cylinder engine □ Color-keyed vinyl and cloth interiors □ Vinyl headlining and rubber floor mats □ Safety-lock door latches □ Directional turn signals □ Electric windshield wipers □ Cigarette lighter.

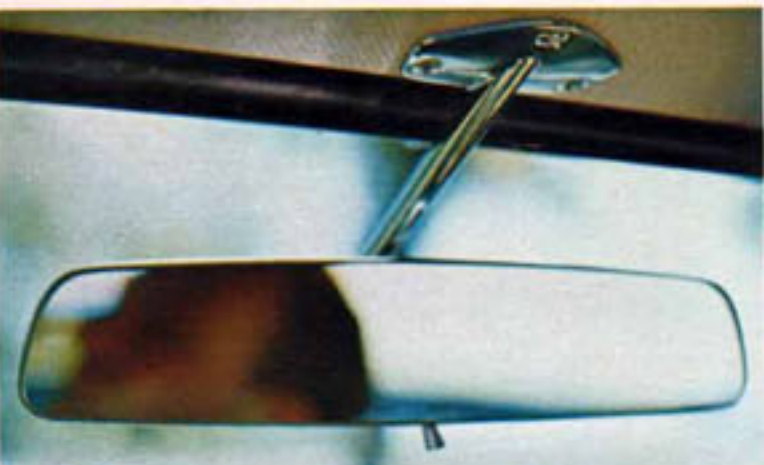
**Popular V-100 options** □ Push-button radio □ Heater-defroster □ Tinted Solex glass windshield □ New "4-on-the-floor" transmission with Hurst linkage □ Deluxe stainless steel wheel covers □ White-wall tires □ Windshield washers □ Day/night rearview mirror □ (See page 10 for complete option listing.)

**Basic V-100 specifications**

Overall length.....	188.2 in.
Overall width.....	70.1 in.
Overall height.....	53.4 in.
Wheelbase.....	106.0 in.
Trunk volume.....	23.6 cu. in.
Wheel turns, lock-to-lock.....	3.5

(See page 13 for complete specifications)





Convenient day/nite rearview mirror allows you to "turn off" annoying headlight glare from behind during nighttime driving.



Automatic 3-speed TorqueFlite transmission shifts for you at precisely the proper engine speeds. Automotive engineers call this the finest in the industry.



Full-time power steering practically turns corners and parks for you. And it works for you—all the time.



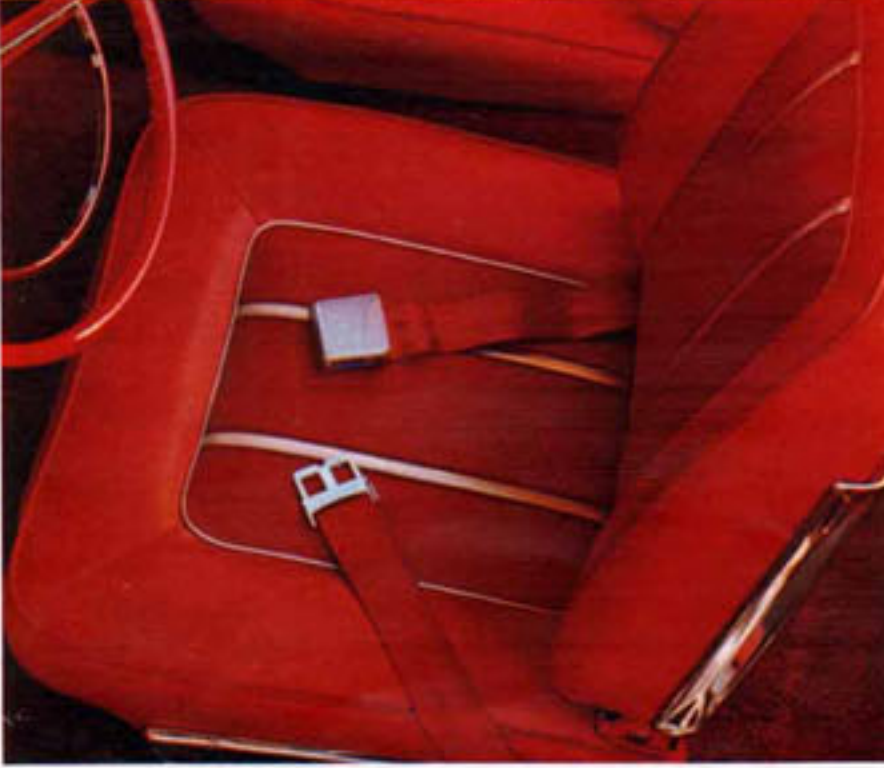
Luggage rack provides added carrying space—lets you keep more of the interior room to yourself. Adds a distinctive styling note to your station wagon, too.



Back-up lights combine illumination and a practical warning device for you and others.



Super 225 cu. in. engine transforms your Valiant into a real tiger without the sacrifice of fuel economy.



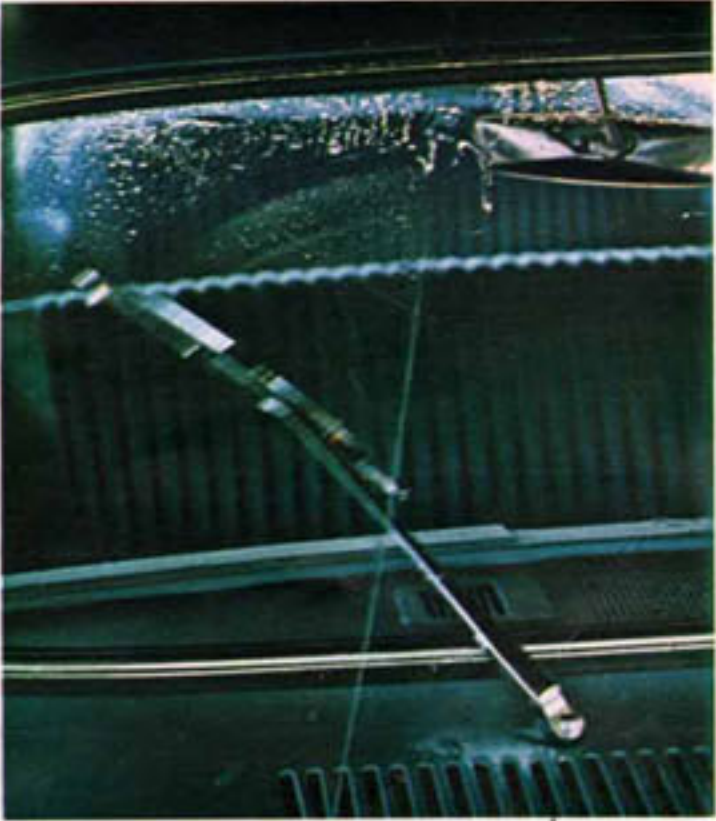
A "Margin of Safety"; these Valiant safety seat belts are color keyed to match your choice of beautiful Valiant interiors.



Deluxe wheel covers (standard on V-200) add a distinctive custom look to the Valiant V-100 of your choice.



All-vinyl textured roof gives a custom look to your Signet hardtop. Available in black or white, it provides an attractive two-tone effect.



Twin-jet windshield washers teamed with Valiant's variable speed electric wipers sweep windshield free of road grime within seconds.



Bumper guards, front and rear, protect your Valiant's grille and rear deck, while adding a touch of style.



Push button radio is fully transistorized for longer trouble-free operation. Provides instant sound at the touch of your fingertip.



Remote control outside mirror with control lever located on inside door panel, driver can conveniently adjust mirror for best vision.



Enjoy the clean, healthy, quiet atmosphere provided by Valiant air conditioning regardless of weather.

The New Valiant offers you a wide choice of extra-value comfort and convenience options and accessories that add to your driving pleasure.

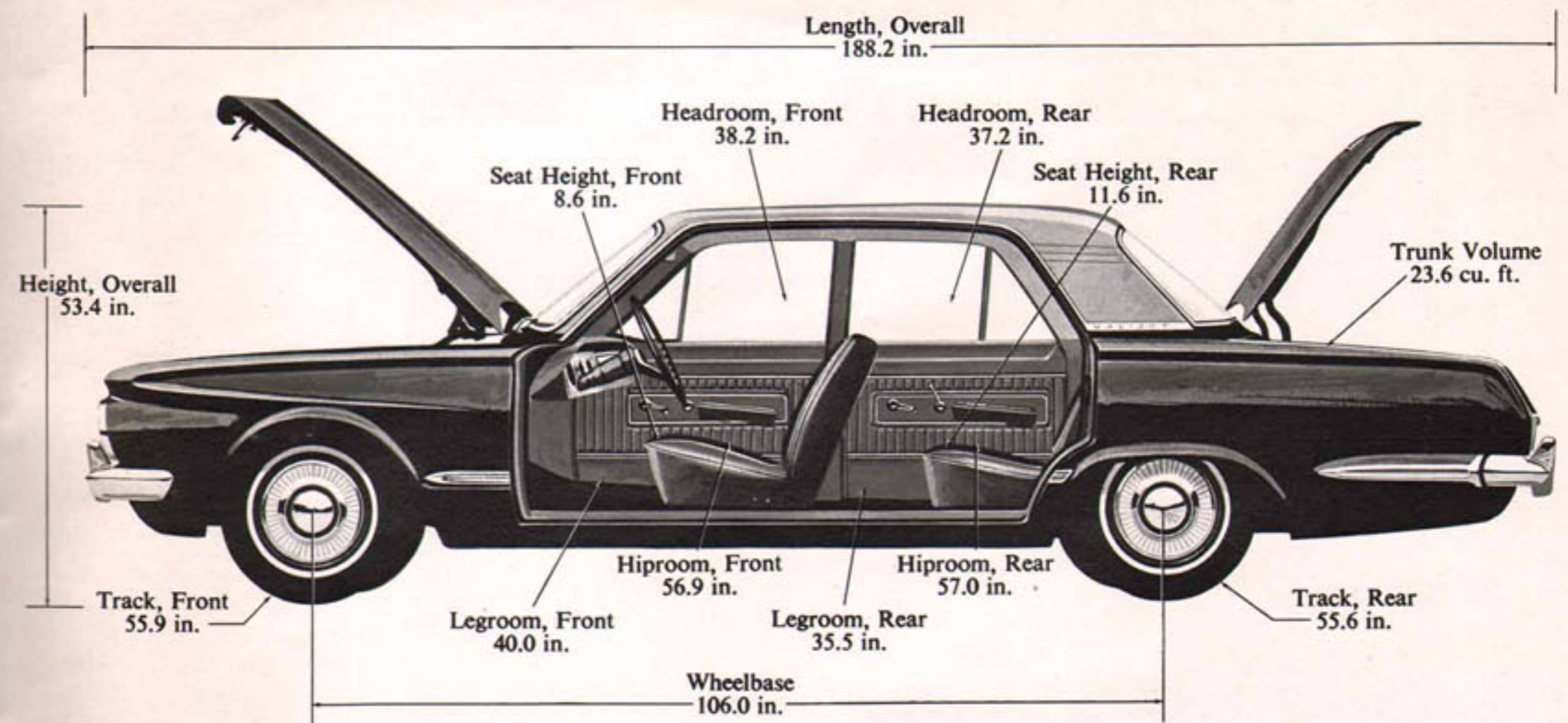
Other accessories available but not shown are: □ New "4-on-the-floor" transmission with Hurst linkage □ New Sure-Grip Differential □ Undercoating □ power convertible top □ super-foam front seat cushion □ outside mirror □ Solex glass □ padded instrument panel □ Also, wind deflectors and electric remote-control tailgate window for station wagons only.



TWO-TONE COLORS (EXTRA COST) TOP COLOR/BASIC COLOR □ Light Blue/Med. Blue Metallic □ Med. Blue Metallic/Light Blue □ Med. Blue Met./Dark Blue Met. □ White/Med. Blue Metallic □ Light Turquoise/Med. Turquoise Met. □ Med. Turquoise Met./Light Turquoise □ White/Med. Turquoise Metallic □ White/Red □ Light Tan/Medium Tan Metallic □ Med. Tan Metallic/Light Tan □ White/Med. Tan Metallic



The New Valiant offers an array of exciting colors, inside and out.



**1964 Valiant Specifications**

Interior Dimensions	Sedans	Station Wagons
Headroom, Front*	38.2 in.	38.2 in.
Headroom, Rear*	37.2 in.	37.6 in.
Legroom, Front	40.0 in.	40.0 in.
Legroom, Rear	35.5 in.	35.5 in.
Hiproom, Front	56.9 in.	56.9 in.
Hiproom, Rear	57.0 in.	57.0 in.
Seat Height, Front	8.6 in.	8.6 in.
Seat Height, Rear	11.6 in.	11.6 in.
Kneeroom, Rear	4.2 in.	4.2 in.
Trunk Volume—Sedans		23.6 cu. ft.

\* Includes cushion deflection due to passenger weight according to A.M.A. standards of measurement.

Exterior Dimensions	Sedans	Station Wagons
Wheelbase	106.0 in.	106.0 in.
Tread, Front	55.9 in.	55.9 in.
Tread, Rear	55.6 in.	55.6 in.
Length, Overall	188.2 in.	188.8 in.
Width, Overall	70.1 in.	70.1 in.
Height, Overall	53.4 in.	53.1 in.

**Brakes**  
 Four-wheel hydraulic, internal expanding, duoservo with self-energizing shoes. Molded asbestos lining, bonded shoes. Size: 9 x 2 1/2 inches, 9 x 2 inches in rear. Lining area: 153.5 square inches.

**Suspension**  
 Front.....torsion bars and ball joints  
 Rear...2 1/2-inch outboard-mounted asymmetrical leaf springs  
 Shock absorbers.....Oriflow type

**6-Cylinder Engine**

Horsepower.....	101 at 4400 rpm
Torque, Lbs.-Ft.....	155 at 2400 rpm
Compression Ratio.....	8.5 to 1
Bore, Inches.....	3.40
Stroke, Inches.....	3.125
Displacement, Cubic Inches.....	170

**Electrical System**

Heavy-duty, 12-volt, 38-ampere-hour battery. Chrysler Corporation alternator with high charging rate at low engine speeds.

**Rear Axle**

Type.....	Hotchkiss drive, hypoid rear axle
Ratio with manual transmission.....	3.23 to 1
Ratio with automatic transmission.....	3.23 to 1

**Tires and Wheels**

Safety-Rim wheels with low-pressure tubeless tires. Wheels are 13 x 4 1/2 inches with 6.50 x 13 tires standard on all models.

**Capacities**

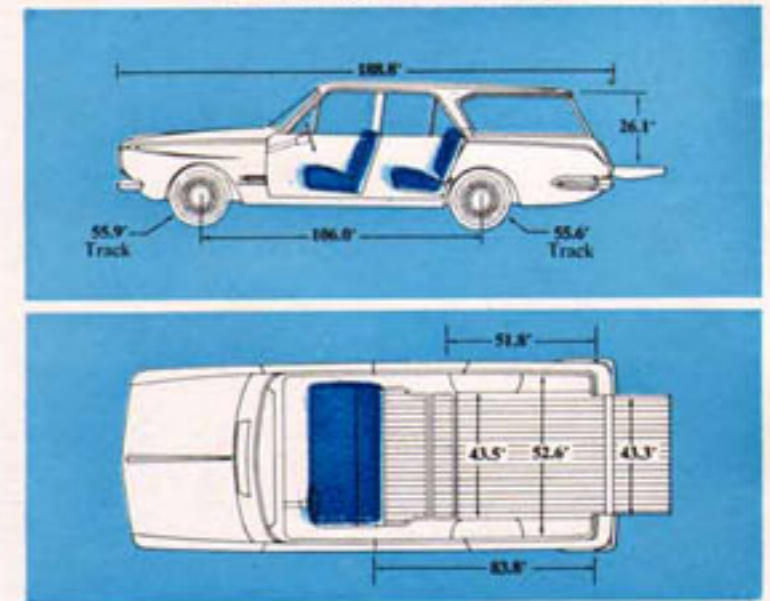
Fuel tank.....	18 gallons
Cooling system.....	11 quarts
Engine crankcase.....	4 quarts

**Station Wagon Cargo Compartment Dimensions**

Length—rear seat up, tailgate up.....	51.8 in.
Width max.....	52.6 in.
Between wheel housings.....	43.5 in.
Height max.—floor to ceiling.....	30.4 in.
Rear opening width—max.....	43.3 in.
Rear opening height.....	26.1 in.
Length, rear seat flat, tailgate up.....	71.4 in.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. Automobiles pictured show optional equipment items. Product information published herein, while correct at time of publication, is subject to change. Competitive product comparisons, while valid at the time of this printing, may also change in the course of the model year.

The New Valiant  
 Quality-Engineered by Chrysler Corporation



What's more, Valiant offers you nearly as much riding room as some cars costing lots more.





Signet 2-door hardtop, shown here in Signet Royal Red.

**The New Valiant will still be inviting you to reflect upon the smartness of your choice when you are a long time and a lot of miles away. Now isn't this the kind of car you're looking for?**

America's first 5-year/50,000-mile warranty\* comes with your 1964 Valiant. A warranty is a manufacturer's belief in his product and knowledge of how it will perform. Valiant is the only compact available today, anywhere in America, which offers this kind of backed-in-writing quality! Remember: Valiant goes a whopping 32,000 miles before you need lubrication of major chassis points, and 4,000 miles between oil changes. With Valiant, you get—as standard equipment—a battery-saving alternator, electrically operated windshield wipers, torsion-bar suspension, Unibody construction, a 13-step dip and spray process designed to inhibit rust, and a wide choice of colors in Super enamel finish to top it all off for maximum satisfaction.

\*HERE'S HOW VALIANT'S 5/50 WARRANTY PROTECTS YOU: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.



PLYMOUTH DIVISION



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