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THE 1972 PLYMOUTH CAB STORY

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VISION
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COOL COMFORT

GLASSES FITTED · CONTACT LENSES

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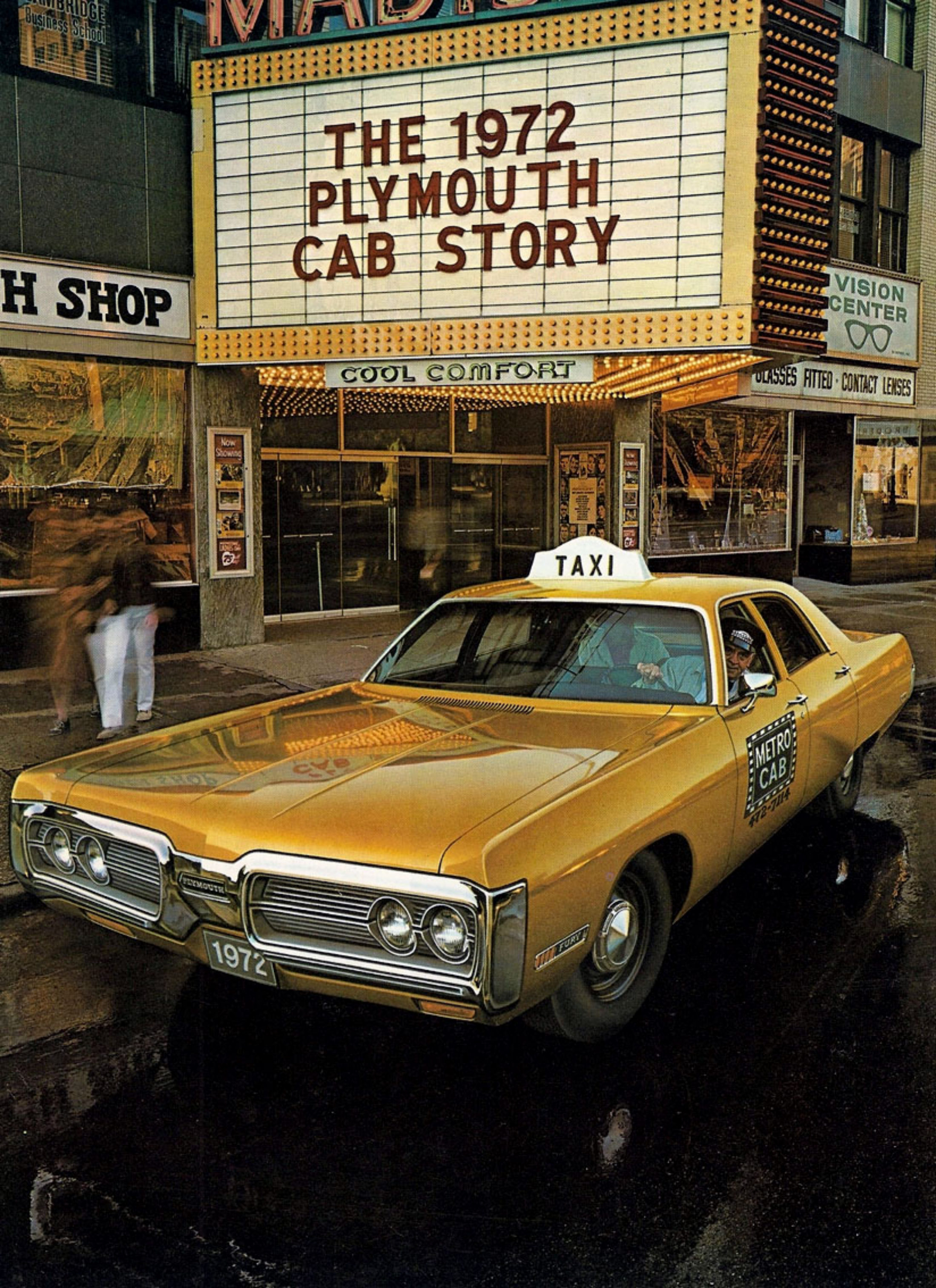
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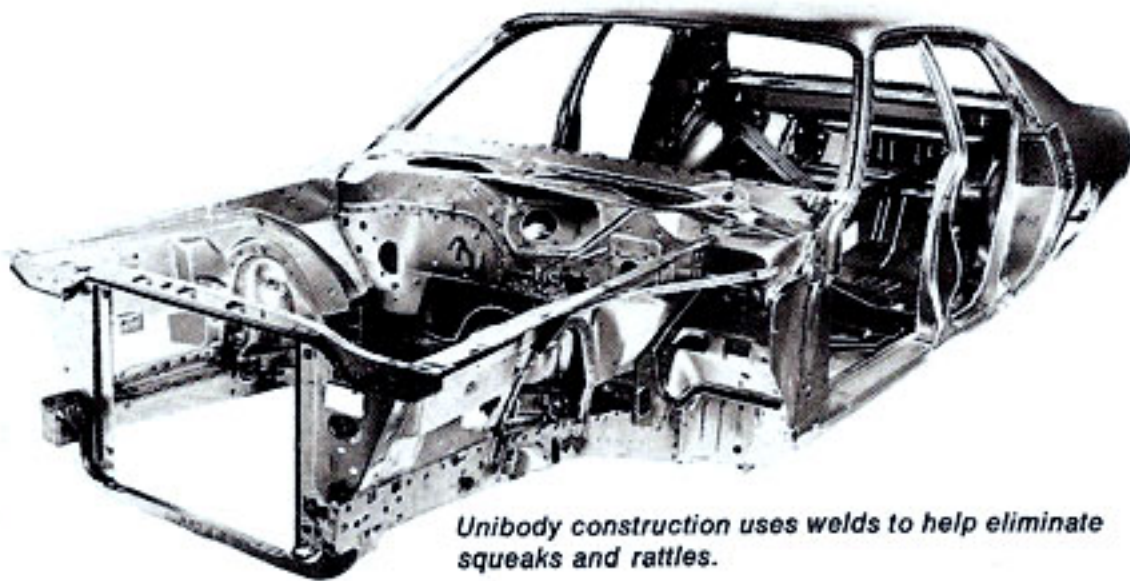
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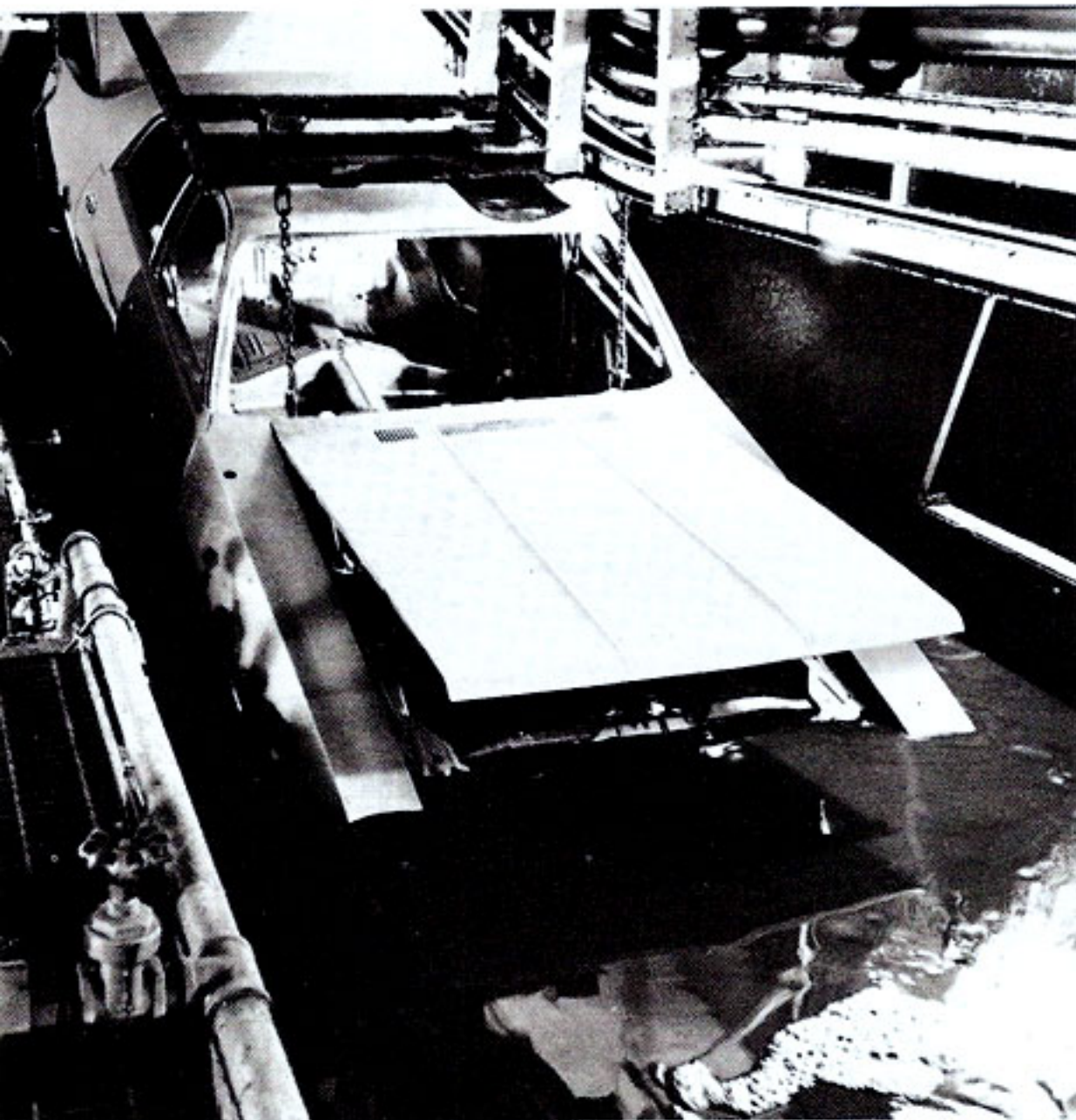


The 1972 Plymouth Cab Story

by Chrysler-Plymouth



Unibody construction uses welds to help eliminate squeaks and rattles.



Every Plymouth taxi body is put through a 7 step dip-and-spray process to help retard rust.

You cab owners and operators are economy minded. You think a lot of quality, durability, dependability and low-cost operation. Cabs can't pay their way when they're tied up for service. That's why you look for features that mean less service.

You're interested in figures. Black ones on white paper that tell you your cabs are lasting longer, requiring fewer repairs and less maintenance. All these things mean your operating costs aren't soaring out of sight.

Let us tell you about Plymouth—its popularity among taxi owners and drivers probably is our strongest argument for convincing you about our cabs. In any case, read over this catalog. Get familiar with Plymouth cabs and their penny-pinching longevity. You'll find out we're coming through with the kind of cab you want.

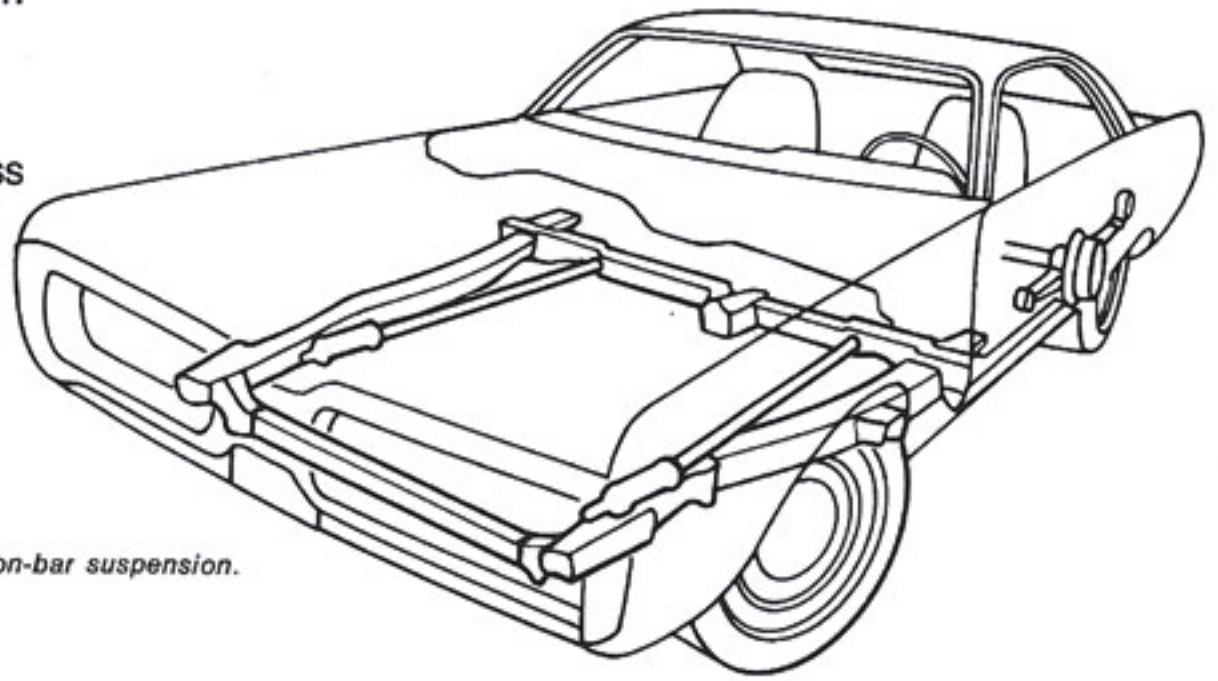
Unibody construction is one of the first things you should know about. No other car in Plymouth's class has it. Unibody is our word for a construction process that welds body structural members together in one rigid unit. Over 4,000 individual spot welds there. We do it to help eliminate squeaks and rattles. What's in it for you? Durability.

Some other things you should know about: oversize heavy-duty brakes that have more lining area than some other cars to handle the repeated stops your cabs will make and a rugged suspension that includes heavy-duty shock absorbers and springs. Wheels on Plymouth cabs are even different. We make them a half-inch wider than normal to handle the bigger, stronger tires that taxi use may require.

A lot of people will be getting in and out of your cabs. That's why we put an all-vinyl interior there. Vinyl wears longer than a lot of fabrics and it's easier to clean. By all-vinyl, we mean just that. The headliner is vinyl, the door panels are vinyl, the instrument panel padding cover is vinyl. Cab floors take a

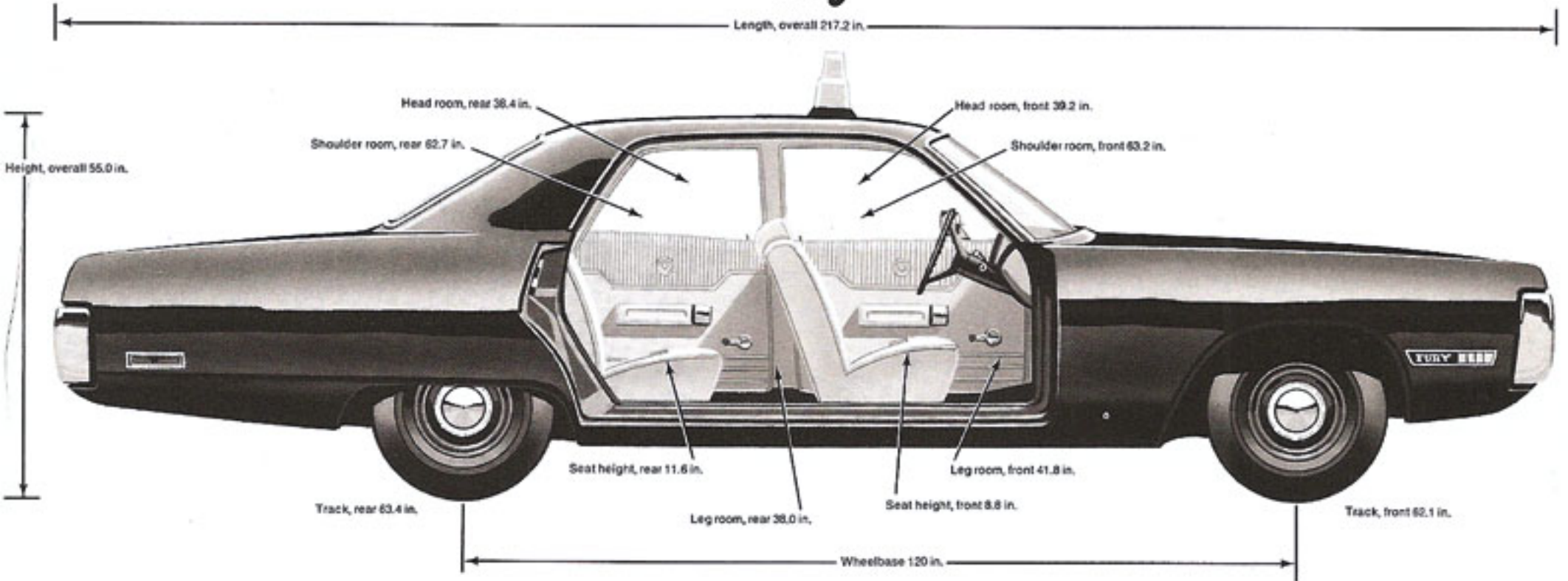
beating. We have paid some extra attention to ours so you won't have to. We put $\frac{3}{4}$ " of under-padding over the steel to help deaden sound. Then we put down an extra-thick layer of rubber.

About the finish: ours starts with each body going through a dip-and-spray process that helps prevent rust. This is intended to keep your cabs looking good for a long time. If your cabs stand out when standing, more people will use them. And maybe you'll use more Plymouths.

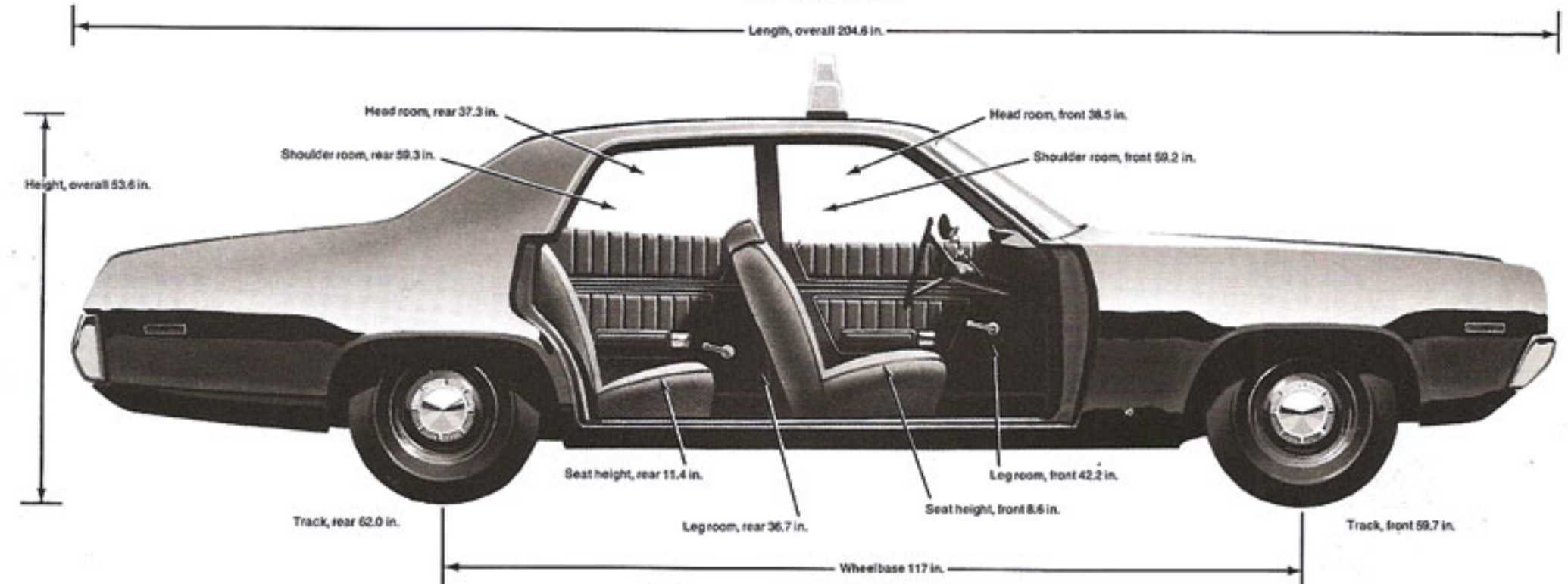


Plymouth taxis feature torsion-bar suspension.

Fury



Satellite



The Plymouth Fury Taxi

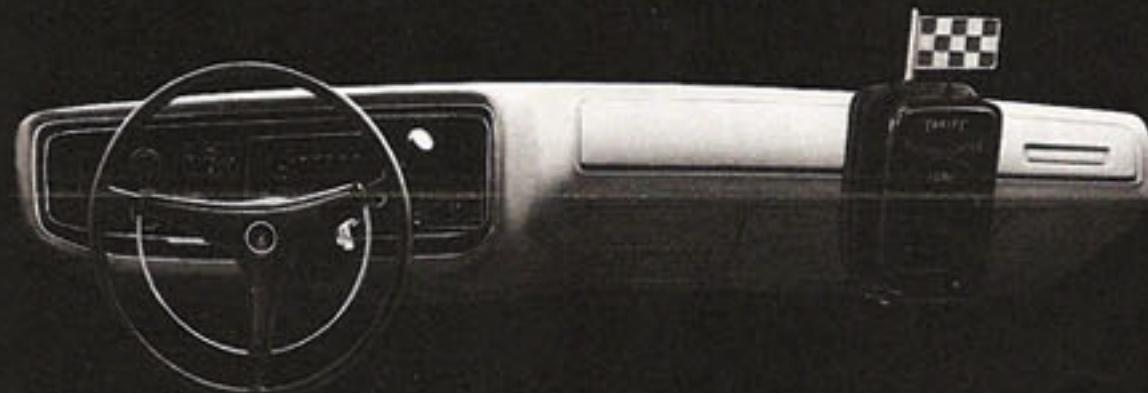
Fury has some special qualities that make it the ideal flagship of any taxi fleet. First, there's Fury's Torsion-Quiet Ride. It uses torsion bars in front instead of coil springs. These rugged torsion bars twist and flex as the car moves over the road surface to help absorb jolts and bounces. It also provides excellent handling, an important consideration for cab drivers and passengers.

Then there's the eight rubber sound isolators placed between body structural members to help cushion out

road shock. You might be interested in the 38 pounds of sound deadening material we add to every Fury cab to help fight noise.

Inside Fury, we've used a vinyl specially chosen for its ability to resist wear and dirt. Rear seat corners are beveled for easier exits and entrances.

Some extra-special taxi things: Fury's speedometer cable is two-piece to make meter hookup easy. Rear shock absorbers are mounted with reinforced structures and a 60 ampere alternator is standard.



Drivers will find the instrument panel places switches, gauges and lights for quick viewing and use.



Fury interiors are designed to be roomy and durable.

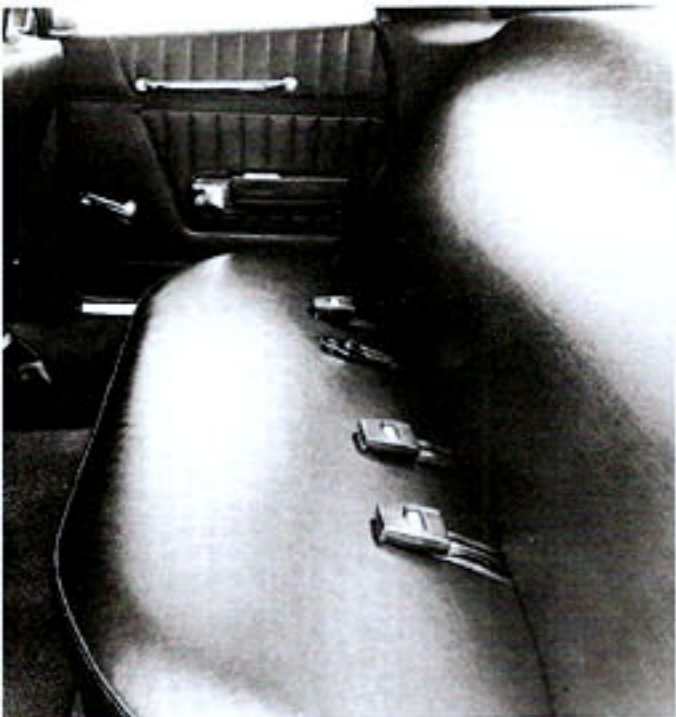
The Plymouth Satellite Taxi

Size is Satellite's special attribute that makes it a top candidate as a crowded city cab. Satellite's mid-sized 117-inch wheelbase makes it highly maneuverable, able to fit into crowded taxi stands. Yet there is no compromise on room, thanks to Satellite's unique design concept of a four-door sedan designed as a four-door sedan, not just a stretched out two-door.

And Satellite doesn't compromise on features either. It has the same heavy-duty automatic transmission as standard equipment that is featured on

Fury. And the same basic engines, super economical 225 Six or 318 V-8.

Satellite interiors are in tan or black vinyl. That's all-vinyl, including padded armrests on all doors. Other interior features include front and rear ashtrays, left and right padded sun visors. You can make Satellite fit your special requirements with options like universal key system that allows one key to be used throughout your fleet, remote control trunk release, front disc brakes, 5" or 6" spotlights and maximum cooling package.



Interior materials are heavy-duty to stand up to heavy wear.



Satellite's instrument panel is designed to provide driver convenience.



Chassis:

Engines: 6-cylinder model, 225 cu. in.; 8-cylinder model, 318 cu. in. V-8. Engine mounting restraint on 6-cylinder and 8-cylinder Satellites and on 8-cylinder Fury.

Carburetor: Special taxi economy carburetor on 6-cylinder models.

Oil Filter: Full-flow throwaway type.

Cooling System: High-capacity radiator on all models. Seven-blade fan and shroud on 8-cylinder models.

Transmission: Heavy-duty Torque-Flite three speed automatic.

Heavy-duty Suspension: Includes front torsion bars, heavy-duty rear leaf springs and heavy-duty shock absorbers, front and rear. Rear shock absorber crossmember reinforcement.

Heavy-duty Brakes: 11 x 3 front, 11 x 2.5 rear, manual adjusting. Front and rear brakes have special long-wearing taxi lining. Dual Master Brake Cylinder.

Tires: Bias-belted tubeless blackwalls. Satellite tires are E78 x 14. Fury tires are F78 x 15 (G78 x 15 minimum size required with air conditioning).

Wheels: Extra-width 14 x 5½JJ on Satellite. Extra-width 15 x 6JJ on Fury.

Electrical:

60 Ampere High-capacity Chrysler Alternator with transistorized regulator on Fury. 50 Ampere High-capacity Chrysler Alternator with transistorized regulator on Satellite.

Some convenience items and profit stretchers to think about.

Air Conditioning: Chrysler Airtemp, available on 8-cylinder Furies and Satellites and 6-cylinders without the California Emissions Package.

Alternator: 60 ampere heavy-duty Chrysler with transistorized regulator on Satellite, 65 ampere Leece-Neville heavy-duty with dual belt drive, 7020 Series with 5013 transistorized regulator. (N.A. with power steering or air conditioning on 6-cyl.) (N.A. with air conditioning on 8-cyl. Satellite.)

Brakes: Front Power Disc.

Deck Lid: Exterior manual release

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler-Plymouth Division 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.

Standard Equipment

70 Ampere/Hour Battery.

Battery Heat Shield.

Safety Link in Charging Circuit.

Horns: Dual on Fury; single on Satellite.

Fresh Air Heater with Defroster.

Dome Light Switches: All doors with manual control switch on instrument panel.

Open-door Warning Light: Located on instrument panel, lights when any door is open.

Electric Windshield Washers.

Dual Back-up Lights.

Heavy-duty Stoplight Switch.

Wiring for Taxi Roof Sign: Includes 3 wires and roof hole located 16" to rear of windshield molding and 4" to passenger side of center.

Parking Brake Warning Light.

Side Marker Lights and Reflectors: Front and rear.

Body:

All-Vinyl Interior Trim: High-grade vinyl seat covering, headlining and door trim panels.

Colors: Tan or black.

Front Seat-back: Supported by hard-board kick panel.

Heavy-duty Front and Rear Seats: With foam seat cushions, front and rear.

Armrests: Front and rear.

Heavy-duty Black Rubber Floor Mats: Front and rear.

Ashtrays: Front and rear.

Right Rear Door Pull Handle.

Safety Padded Instrument Panel.

Head Restraints: Front—left and right.

Special Rear-seat Construction: For easier rear passenger entrance. Fury.

Special Notched Front Seat-back: For more rear passenger knee room. Satellite.

Paint: Any solid color, owner's specifications.

Standard safety features on every 1972 Plymouth Taxi: Energy-absorbing steering column and wheel

• Energy-absorbing instrument panel

• High-strength windshield • Energy-absorbing front seat-back and armrests

• Seat belts, all seating positions

• Shoulder belts, 2 front • Manual door locks—levers with non-override lock feature (except driver's door) • Interlocking door latches • Flush-type inside door release levers • Large cushioned sun visors • Dual braking system with warning light • Side markers • Hazard warning light system

• Windshield wipers, 2-speed, electric

• Vinyl-clad, day/night, inside rearview mirror on double-joint mount • Left outside rearview mirror.

Optional Equipment

knob or remote-control electric release with instrument panel control.

Fan: 7-blade high-capacity (standard on 8-cylinder).

Maximum Cooling Package: Includes maximum-capacity radiator and coolant recovery system on 8-cylinder and

fan shroud on 6-cylinder.

Fast Idle Throttle Control: Manual.

Keys: Single key system for all locks on car. Different key for each car. Or single key system in which all cars in fleet use the same key.

Oil Filter: Replaceable type.

Oil Pressure Gauge: Fury only.

Radio Suppression Package.

Front Suspension Anti-sway Bar.

Spotlight: 5" either pillar. 6" either pillar.

Tires: G78 x 14 or G78 x 15 bias-belted tubeless blackwall for Satellite, G78 x 15 or H78 x 15 bias-belted tubeless blackwall for Fury.

Coming through with the kind of car America wants.



Plymouth

