

THE 1968 VALIANTS

Compact cars sure were a good idea.
Valiant still is, and nobody beats Valiant for value.
The Plymouth win-you-over beat goes on.





Valiant sticks to the original compact car idea: skip the doodads and concentrate on more car for less money.

A true compact is like an astronaut's capsule. Every bit of space is put to the best use. More precisely, it's a car big enough for six, yet compact enough not to eat up the whole garage. Heavy enough for safety at expressway speeds, but light enough for scooting around town.

A compact is thrifty enough to save you gas money . . . tough enough to take a beating . . . and, maybe most important, priced for the buyer who still believes that living within a budget is a good thing.

How does Valiant live up to these standards? Very well, thank you. Read on, and we'll prove it.

Last year a 1967 Valiant 100 won class "A"—for six cylinder compacts—in the Mobil Economy Run. What's more, it had the best mileage of any car in the Run. This year, both the standard 170 cu. in. six, and the optional 225 cu. in. six have been improved to give even better gas mileage.

And despite the fact that this year more legroom has been added up front, Valiant's overall length remains the same. You can still shoehorn into parking places others have to pass up.

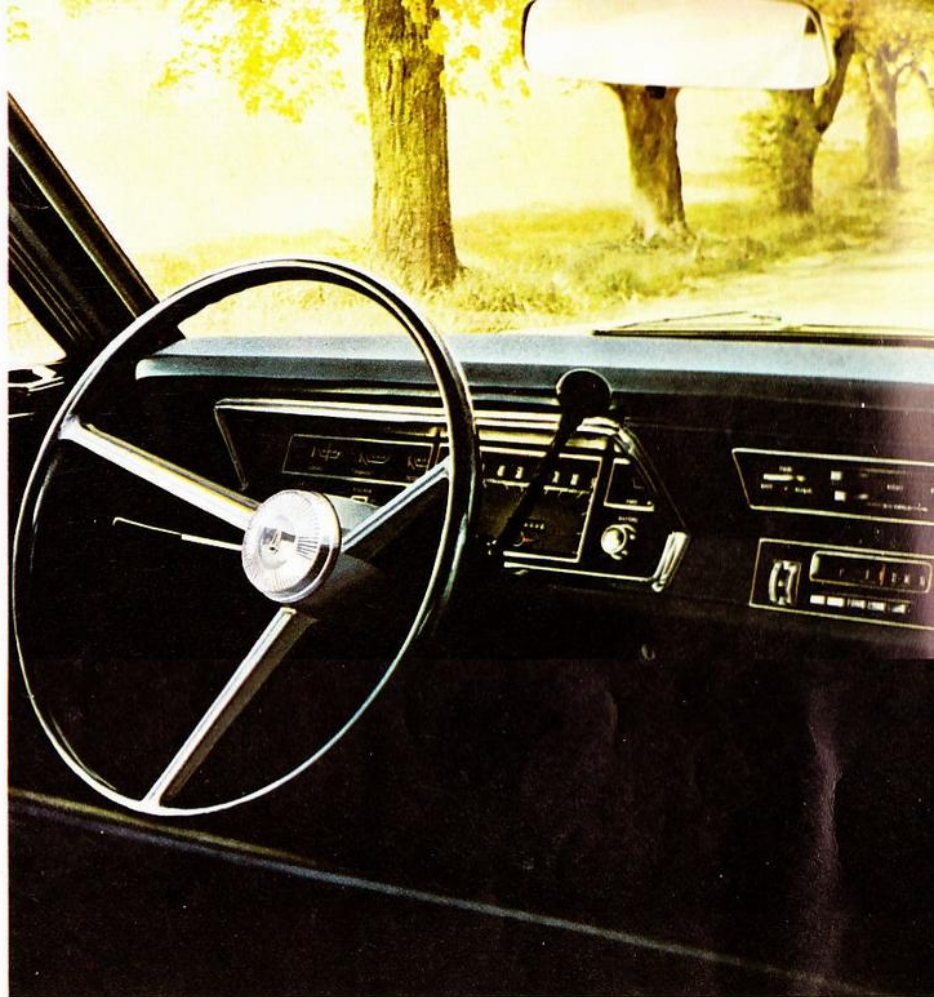
Valiant takes full-size people, six at a time. Features a rugged all-vinyl interior. And carries a load of luggage that many full-sized cars can't handle. The spare tire is concealed in the trunk floor.

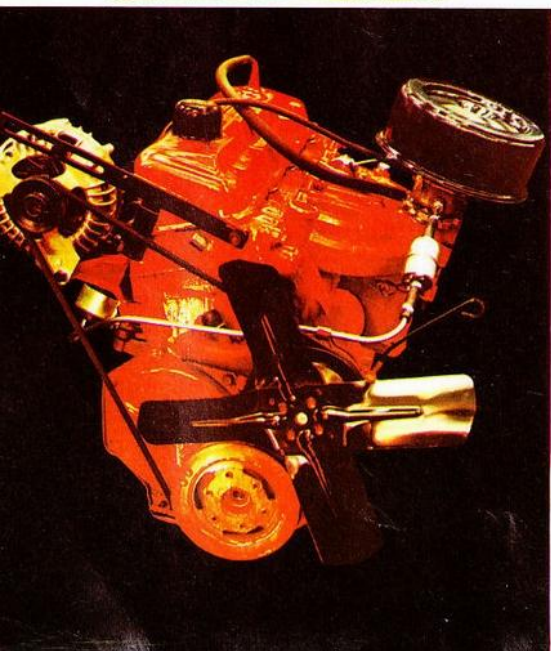
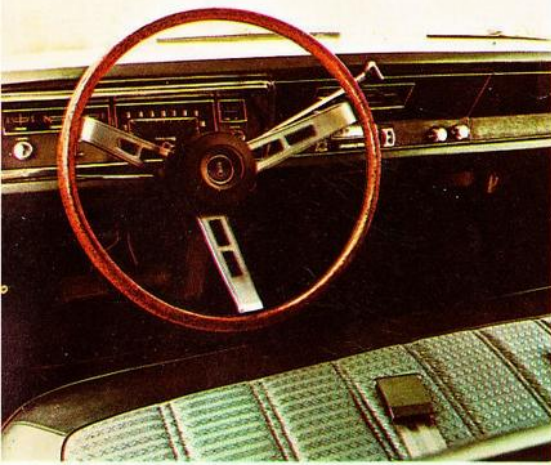
And what's more practical than safety? Standard features include a padded dash (upper *and* lower areas). Side marker lights. Front and rear seat belts. Four-way emergency flasher. Energy-absorbing steering column. Plus many more safety and convenience features that leave no doubt: Valiant is a compact built to win you over . . . for good.

Oh yes, Valiant also boasts the highest percentage of repeat owners of any North American compact.

Think they might know something?

(Models illustrated are 100 series)





And how do we introduce our high line after all that economy compact talk?

Easy. Introducing **Valiant Signet**—Canada's true compact plus.

Plus body and wheel lip mouldings for one. And a cushier cloth-and-vinyl interior for another. Carpeted floors. Nice little touches that aren't essential, but they're . . . well—"nice." Basically, though, Signet sticks to the compact idea. Easy to manoeuvre. Easy on your budget.

The first of our V8's has a displacement of 273 cu. in. A real performer that operates on regular gas and very little of that.

This is the engine that took Class "B" in the Mobil Run. If you want even more power under the hood, try the 318 cu. in. V8, optional for '68.

You can even go sport with Signet. Add wire wheel type wheel covers. And vinyl bucket seats. And a 1-2-3-4 floor-mounted stick shift. Rally-proven, and plenty of fun to operate.

Another feature, standard on all Valiants, is the self-adjusting brake mechanism. You get straight stopping, with constant pedal travel, for the life of the linings. And chassis lubrication is recommended only every 36,000 miles.

And the beat goes on.

(Models illustrated are Signets)





"200" Decor Group

This dress-up option is available on the Valiant 100 only. It includes deluxe cloth-and-vinyl or all vinyl bench seats. Colour-keyed rubber floor mats. Dual horns. Cigar lighter. A three spoke steering wheel with a partial horn ring. Body side moldings. And a "Valiant Two Hundred" nameplate for the front fender. It all costs extra, but not much extra.

OPTIONS

Valiant is a low-price car, but with a few low-priced options, nobody would ever guess.

Two slick, sporty sets of wheel covers add a lot of class at very little cost. Wire wheel or Mag-type. The choice is yours.

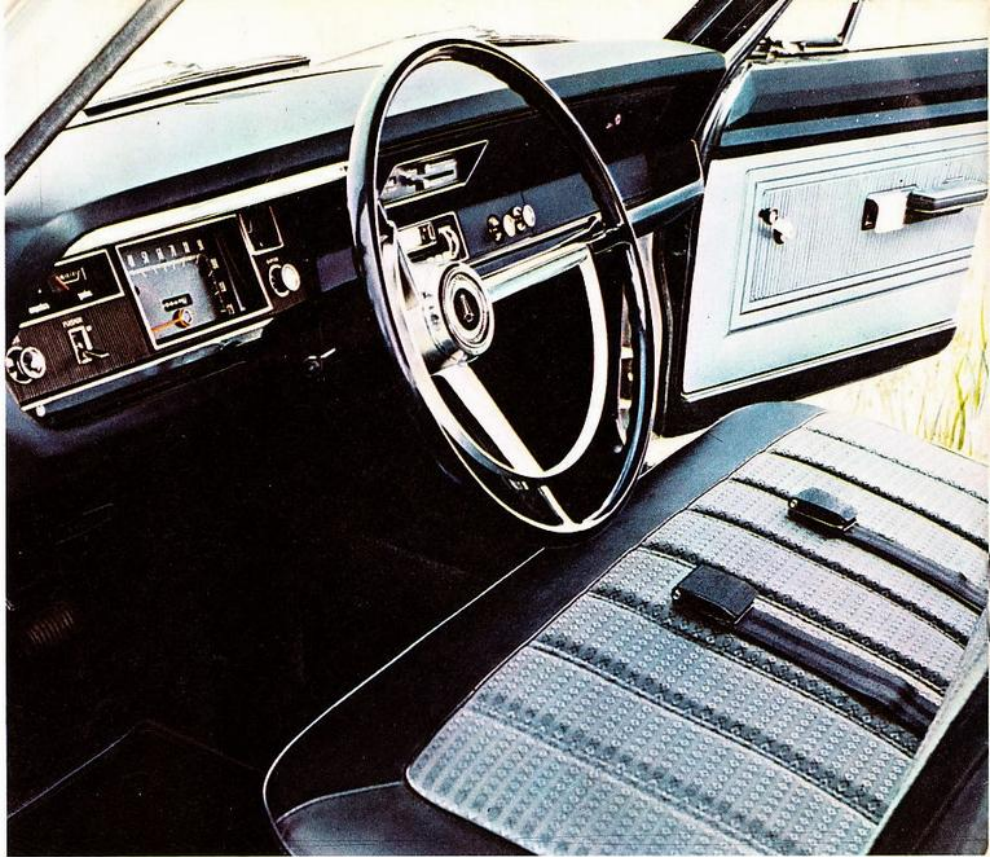
An impact absorbing steering column is standard on all Valiants, but take a look at the steering wheel on the right. It sets you apart from the crowd. It's our wood-grain steering wheel. Available on all Valiant models.

Parking lots are notorious for bumper scratchers. Chrome costs money to replace. Solution? Bumper over-riders, front and back. Beside saving wear and tear on the bumpers, they look pretty good, too.

Headrests—for the passenger seat and for the driver's seat. Coverings to match your upholstery, naturally. They adjust to suit the individual's height. Very relaxing. And a useful safety item if you have the bad luck to get bumped from behind.

You should have music wherever you go. So... how about an AM radio? Or an AM/FM Stereo Multiplex radio? Both optional with Valiant. And those thumbwheel rocker switches are another Valiant safety feature for 1968.

And the Plymouth win-you-over beat goes on.



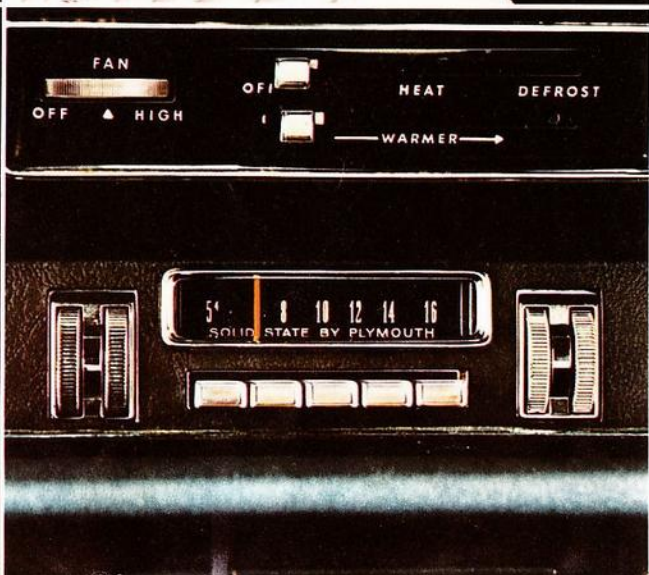
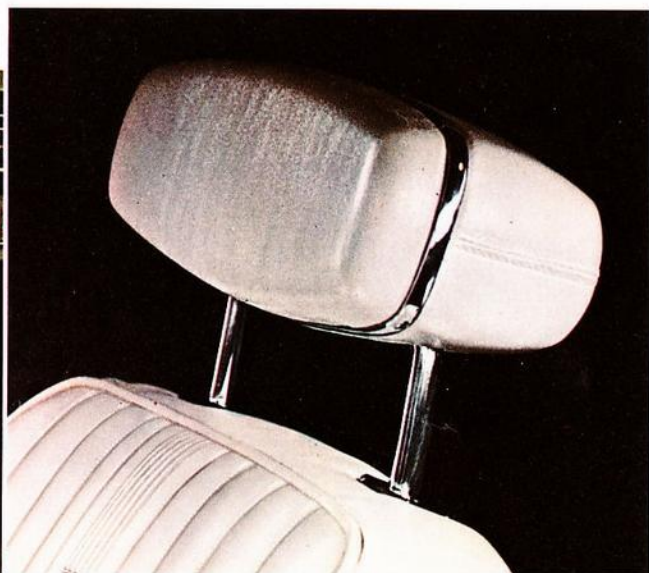
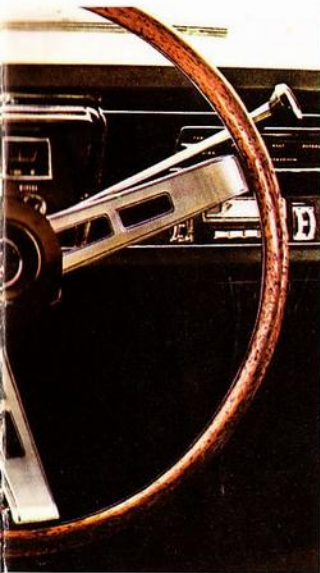


200 2 Door Sedan

SAFETY FEATURES

Standard on all 1968 Valiant models

- Vehicle side marker lights
- Folding-seat back latches
- Instrument panel padding (upper and lower areas)
- Recessed instrument panel knobs and switches
- Breakaway instrument panel ash trays
- Energy absorbing front-seat back tops
- Safety arm rests
- Improved fuel tank retention
- Heavy laminate windshield glass
- Non-over-ride inside door locks
- Soft window crank knobs
- Anti-glare windshield garnish mouldings
- Outside left rear view mirror
- Energy absorbing steering column
- Dual brake system with warning light
- Emergency flashers
- Swing-away inside prismatic day/night mirror
- Seat belts (2 front, 2 rear)
- Padded sun visors
- 2 speed windshield wipers with washers
- Dull-finish windshield wiper arms and blades, horn ring, steering wheel hub, inside rear view mirror frame and bracket, turn signal and gear shift levers
- Safety action inside door handles
- Safety rim wheels
- And the Plymouth win-you-over beat goes on.



SPECIFICATIONS

Valiant engineers have their winning ways, too.

Engine.....	170 cu. in.	225 cu. in.	273 cu. in. 2-bbl.	318 cu. in. 2-bbl.
Transmission.....	3-speed manual (S) Automatic (O)	3-speed manual (S) Automatic (O)	3-speed manual (S) 4-speed manual (O) Automatic (O)	4-speed manual (O) Automatic (O)
Horsepower.....	115 @ 4400 rpm	145 @ 4000 rpm	190 @ 4400 rpm	230 @ 4400 rpm
Torque, lbs.-ft.....	155 @ 2400 rpm	215 @ 2400 rpm	260 @ 2000 rpm	340 @ 2400 rpm
Bore.....	3.40 in.	3.40 in.	3.63 in.	3.91 in.
Stroke.....	3.125 in.	4.125 in.	3.31 in.	3.31 in.
Comp. Ratio.....	8.5 to 1	8.4 to 1	9.0 to 1	9.2 to 1

(S) indicates standard with engine choice (O) indicates optional with engine choice

Dimensions—Signet and Valiant 100

Wheelbase.....	108.0 in.
Overall length.....	188.4 in.
Overall width.....	71.0 in.
Overall height*	
6-cylinder.....	53.7 in.
V-8.....	54.0 in.
Track, front wheels.....	57.4 in.
Track, rear wheels.....	55.6 in.

*Height dimension based on a five passenger load

Tires and Wheels

6.50 x 13 (wheel 4½)
7.00 x 13 (wheel 4½)
6.95 x 14 (wheel 4½)
D70 x 14 (wheel 5½)
Above available in both black and whitewall
E70 x 14 (wheel 5½)
Available with red or white streak

6-cyl. engines

Standard
Optional
Optional
Optional

V-8 engines

Standard
Optional
Optional

Suspension

Front.....	Torsion bars
Rear.....	2½ in. outboard-mounted asymmetrical leaf springs
Shock absorbers.....	Oriflow type

Rear Axle

Type.....	Hotchkiss drive, hypoid rear axle
Ratios available.....	2.76, 2.93, 3.23, 3.55 and 3.91

Capacities (Imperial Measure)

Fuel tank.....	15 gals.
Engine crankcase capacity.....	3.25 qts.

Electrical System

12-volt, 48 amp/hr. battery all models. Chrysler Corporation alternator, 30 amp/hr. on 6's, 37 amp/hr. on V-8, with high charging rate at low engine speeds.

Brakes

Drum type 6-cylinder engine models have 9 in. diameter brakes with total lining area of 153.3 sq. in. V-8 engine models have 10 in. diameter brakes with total lining area of 156.2 sq. in. Disc brakes (front) 6-cylinder and V-8 both have 102.3 sq. in. total lining area; rear brake is 10 in. diameter drum type.

1968 VALIANTS



NOTES

WARRANTY

Here's how Chrysler's Customer Care Warranty protects you: Chrysler Canada Ltd. warrants against defects in materials and workmanship and will repair or replace without charge for parts or labour at a Chrysler Canada Ltd. authorized dealer's place of business, the engine block, head and all internal engine parts, intake manifold, water pump, transmission case and all internal transmission parts, torque converter (if so equipped), drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 Chrysler-built automobiles for 5 years or 50,000 miles and all other parts for 24 months or 24,000 miles, whichever occurs first, excluding only tires, normal maintenance replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change, clean carburetor air filter every 6 months and replace every 2 years, lubricate front suspension ball joints and tie rod ends at 3 years, or 36,000 miles, whichever occurs first; check operation of crank case ventilator valve and clean oil filter cap every 6 months and replace the ventilator valve every year; and every 12 months have a Plymouth or Dodge dealer certify (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage. (This warranty will not apply to any passenger car on which the odometer mileage has been altered so that the vehicle's actual mileage cannot be determined.)

Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.



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