

'67 Plymouth Valiant



Plymouth is out to win you over.





Valiant Signet 2-door Sedan in Dark Green Metallic

**'67 Plymouth Valiant Models**

Signet: V-8 models: 2-door sedan •  
4-door sedan; 6-cylinder models:  
2-door sedan • 4-door sedan

Valiant 100: V-8 models: 2-door sedan  
• 4-door sedan; 6-cylinder models:  
2-door sedan • 4-door sedan

**SIGNET**

**If you think an economy car can't win you over, brace yourself.**

The '67 Valiant Signet is an economy car, sure. But not so you'd notice it.

To begin with, it looks all new. And is. Feels elbow-roomier. And is.

The Signet also looks

longer. But isn't. Maybe it's the curved side glass. Or the trim, sculptured lines.

Whatever, it's only an optical illusion. The only thing longer about the '67 Signet is the wheelbase (which we lengthened to give you a smoother ride).

Overall, Valiant isn't one

iota longer. You can still slip into parking places others have to pass up.



Open the door of a Signet, and suddenly — you forget economy. You're greeted with loop pile carpeting. Cologne-grain vinyl and pleated cloth upholstery in 5 luscious colors. And a custom dash that no red-blooded sportsman could resist. (Its easy-to-read

gauges are recessed. And it's all hooded over by vinyl-covered foam padding.)

Now, about that door handle up there. It's our unique Safety-Action door handle. Works like a seat belt buckle. Helps prevent accidental opening. And, of course, there's one on

each door.

Signet's other standard temptations also include nifty little touches like automatic lights in glove box and trunk. Restrained, elegant exterior trim. And turn signal indicators mounted on the tips of the front fenders.



Valiant Signet 4-door Sedan in Bright Blue Metallic

Signet has other temptations to wear down your resistance. Like the choice of 2 standard engines. A 225 cu. in. engine for 6-cylinder models, and a 273 cubic inch for V-8 Signets.

Still have a little twinge of resistance tucked away



somewhere? Then check these Signet options and accessories — and be prepared to be persuaded.

Start with the 14 in. Mag-type wheel covers above. They'll add a racy touch to your Signet. Or how about the all-vinyl bucket seats? They come with a

custom paint stripe outside — just so people will know how sporty you are inside.

And the option that'll really set your heart throbbing is our 273 cu. in. V-8 — with 4-bbl. carb. of course. Couple it with a 1-2-3-4 floor-mounted stick shift and, presto, you're gone.

If you doubt that you're being won over by an economy car — go price a Signet. Or don't you trust your emotions?

Variant Signet standard features: 225 cu. in. 6-cylinder engine or 273 cu. in. V-8 engine • Cologne-grain vinyl seats with plastic cloth • Loop-in door-to-door scooting • Fender-mounted turn signal indicators • Map and courtesy lights • Glovebox and trunk lights • 2-speed electric windshield wipers • Windshield washers • Energy-absorbing steering column • Front and rear armrests • 3-speed manual transmission • Heater-defroster • Cigarette lighter • Custom padded dash with deluxe aluminum trim and horn ring • Padded sun visors

Popular options include: Vinyl roof covering in black or white • All-vinyl bucket or bench seats • 4-speed floor-mounted stick shift.

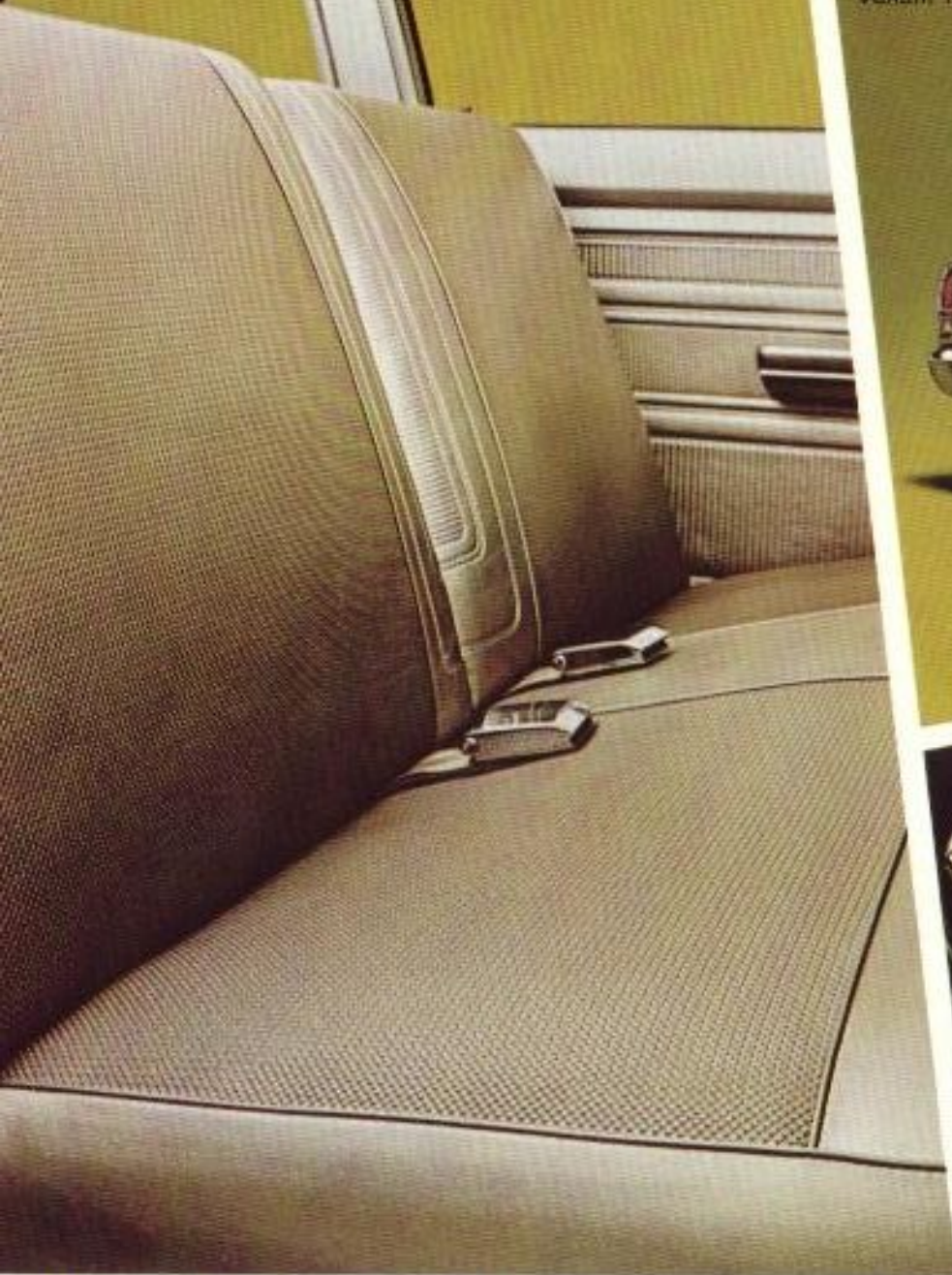
**SIGNET**



Valiant 100 4-door Sedan in Bright Red

**VALIANT 100** Who says a compact has to look like you saved a lot of money? There's no doubt that the '67 Valiant 100 is just about the most economical American car you can buy. But this well-known fact is now almost undetectable with the naked eye.

Valiant 100 2-door Sedan in Light Tan Metallic



Look. The upholstery is Cologne-grain vinyl. Beautiful. Yet, durable. The curved side glass and trim, sculptured lines make Valiant look l-o-n-g (remember?), and conceal the fact that you're driving a bargain.

But a lot of the Valiant

100's winning ways aren't so apparent. A 170 cu. in. engine is standard on all 6-cylinder models. It has been re-engineered to be even stingier with a drop of gas.

Valiant's spare tire is neatly concealed beneath the trunk floor. It allows

extra space for that extra baggage you used to tote in the back seat.

Finally, Valiant door locks — already among the strongest in the industry — are now 50% stronger. And unbelievably quiet.

Sure, this is our lowest priced way to win you over.

But here's a promise: Your Valiant 100 won't constantly remind your friends of the money you saved. Unless you do.

Valiant 100 standard features: Choice between the 170 cu. in. 6-cylinder or the 273 cu. in. 2-barrel V-8 engine • Front and rear armrests on all 4-door models • Front armrests on 2-door models • 2-speed electric windshield wipers • Windshield washers • Energy-absorbing steering column • 3-speed manual transmission • Heater-defroster. Popular options include: TorqueFlite 3-speed automatic transmission • Power brakes • Power steering • Variable-speed electric windshield wipers • The 225 cu. in. 6-cylinder engine • Cigarette lighter • FM/AM radio.

**VALIANT 100**

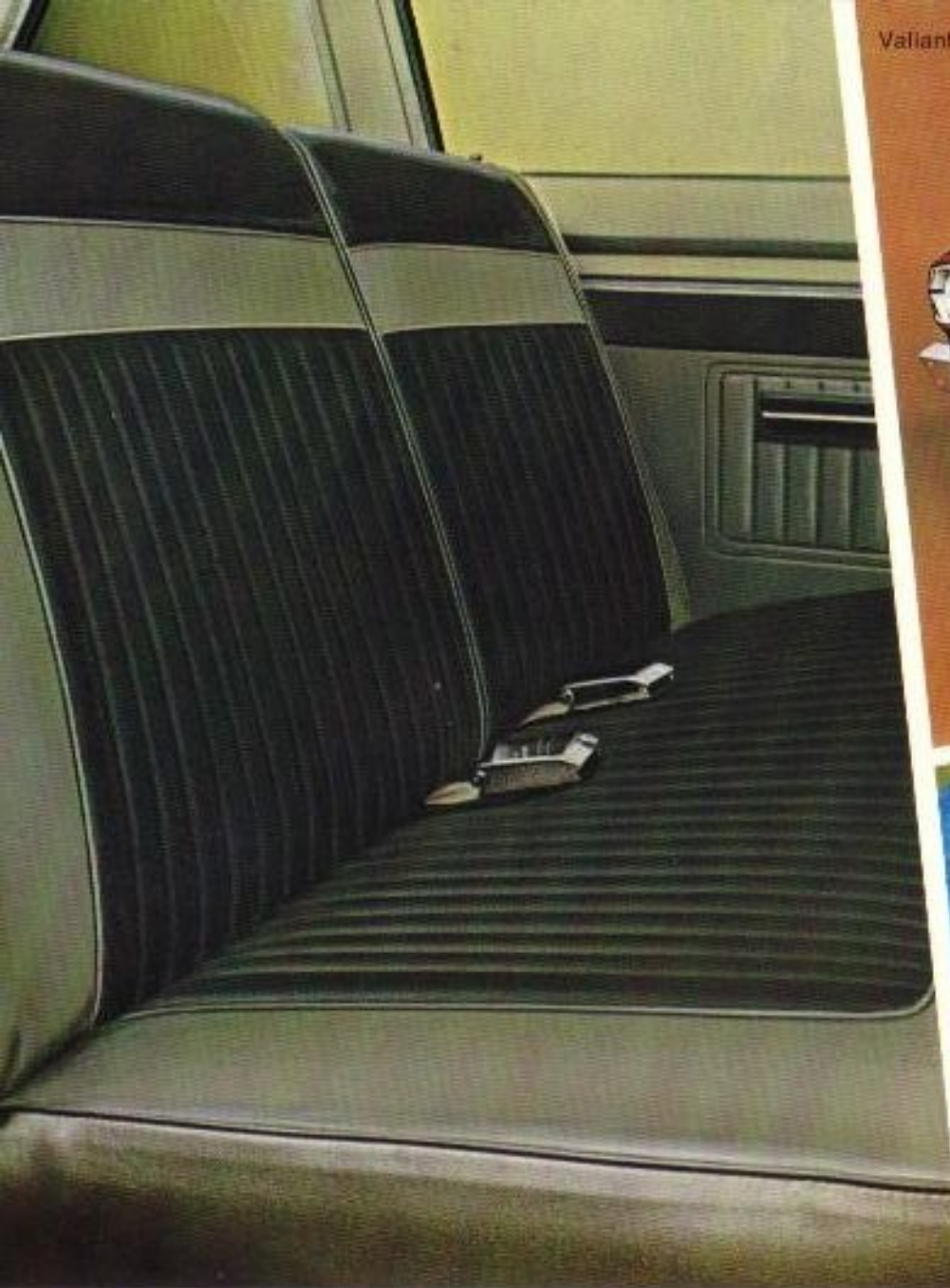


Valiant 100 2-door Sedan with 200 Decor Option in Light Tan Metallic.

**The Valiant 200 Decor Option.**  
When you're economical  
at heart, but can't resist  
a little pampering.



Valiant 100 4-door Sedan with 200 Decor Option in Bright Red



For the small extra cost of this option, your Valiant 100 will look almost extravagant. Make you feel almost extravagant.

And why not? It includes pleated cloth-and-vinyl seats. Special door trim panels (vertically pleated vinyl inserts — the same

ones you'll find in the Valiant Signet). Deluxe rear armrests with ashtrays. Pebble-grain rubber floor covering that's color-keyed to your choice of interior decor. Full length body side moldings. Horn ring. Special Valiant 200 emblem. And a greater exterior

and interior color selection.

You'll have to agree the 200 Decor Option does make a Valiant 100 look richer. So c'mon. Give a little.

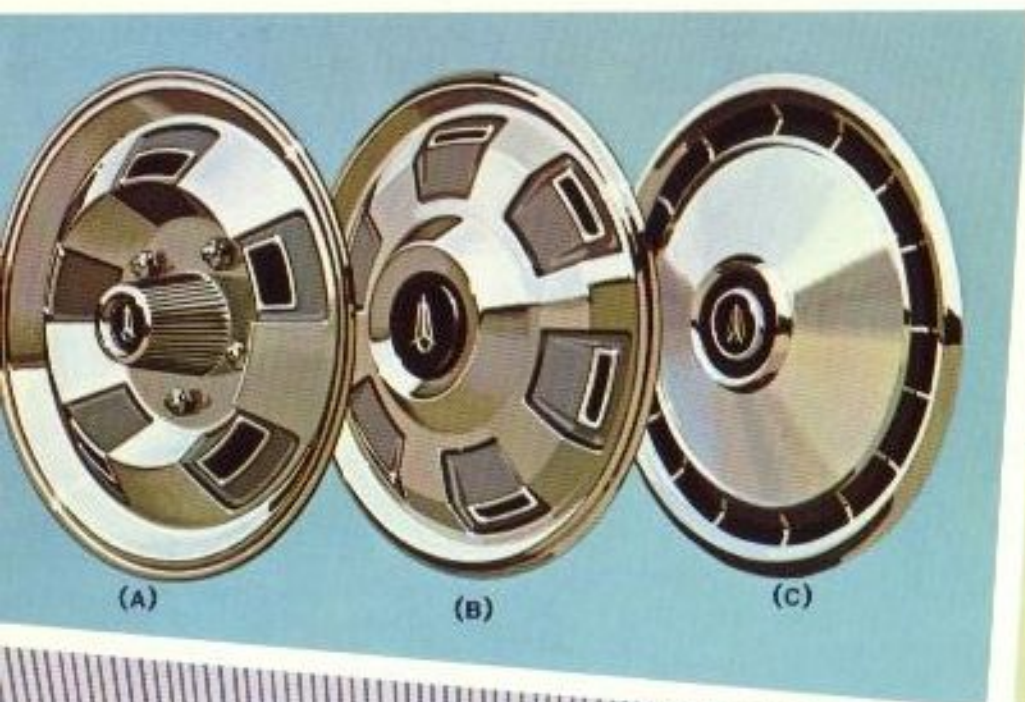
And live a little.

And, now, Valiant's optional persuaders.

**Full dress wheel covers.** The ultimate sporting touches: (A) Signet bolt-on and (B) 14 in. Mag-type wheel covers. For classic simplicity: (C) Deluxe 13 in. wheel covers.

**Bucket seats.** All-vinyl, molded bucket seats — with outside custom pin-striping — are optional on the Signet. Headrests are also available.

**Sport wood-grain steering wheel.** Its simulated wood finish is better than the real thing. Only a woodpecker could tell the difference.



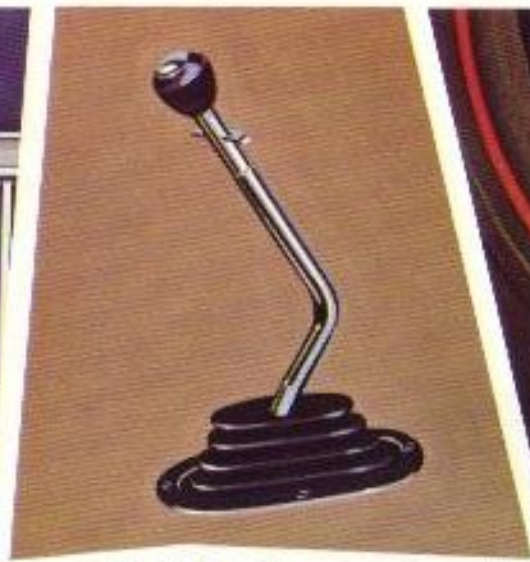
**FM/AM\* or AM Transaudio radios.** Or, the real connoisseur may choose a **Stereo 8 tape cartridge player\*** and rear seat speaker.

**Trailer-towing package.** This package makes towing a trailer or boat easier and more efficient. For complete details, ask your dealer for the special Trailer-Towing Brochure.

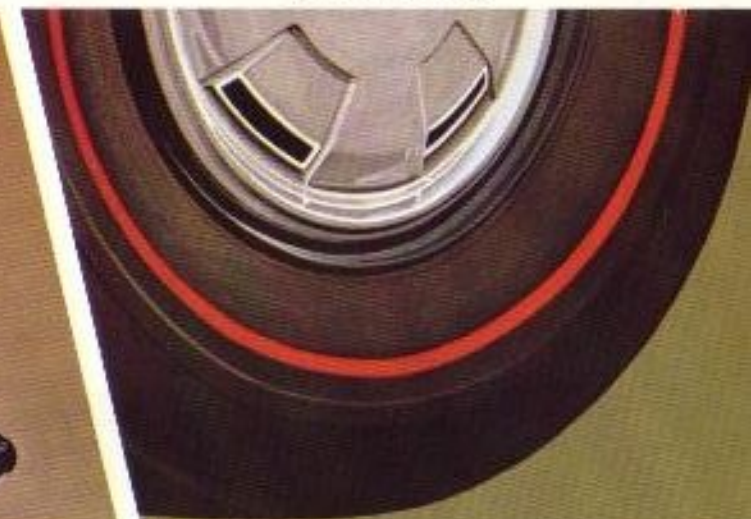
**Air conditioning.** Nobody needs to tell you about its advantages. It's an option more and more Valiant owners are choosing every year.



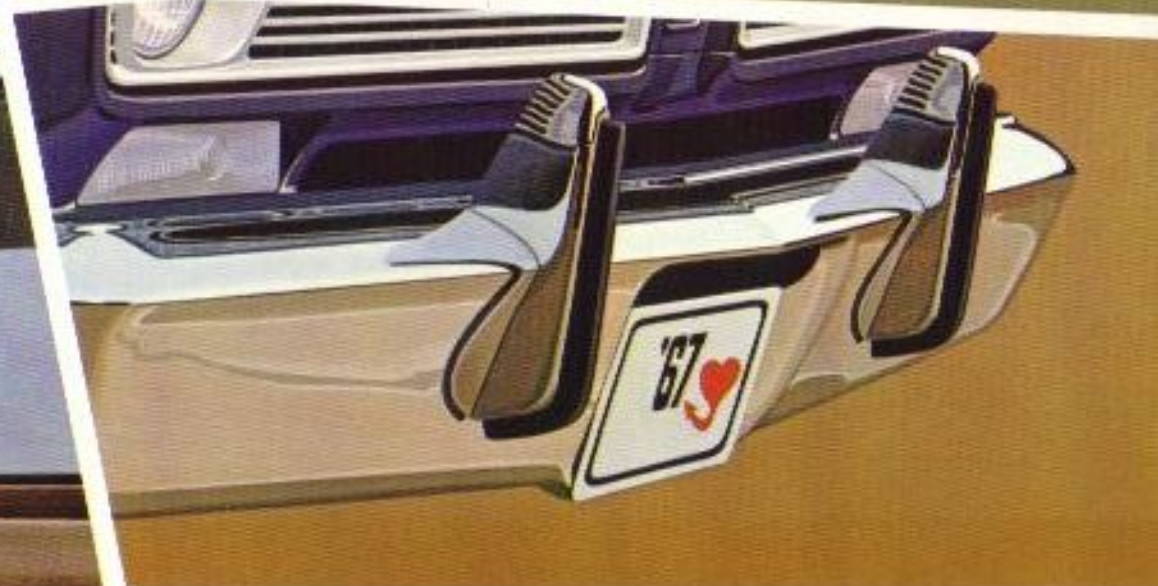
**TorqueFlite 3-speed or 4-on-the-floor.** A durable automatic transmission. Or a 1-2-3-4 stick complete with reverse lock-out. And all forward gears are synchronized.



**14 in. Red Streak Super Wide Oval tires.** This road-holding, corner-hugging tire comes with a heavy-duty 5½ in. wide rim. A high-speed, high-performance tire.



**Solex glass.** Almost as good as wrap-around sunglasses. This heat-reflecting, blue-tinted glass is also available on windshield only.



**Front and/or rear bumper guards with rubber inserts.** The bumper protects your car. The guard protects your bumper. The rubber insert protects the guard.

**Not Shown:** TorqueFlite 3-speed automatic transmission • Power steering • Power brakes • Variable-speed electric windshield wipers • Fast manual steering • All-vinyl bench seat for Signet • Cigarette lighter (standard on Signet) • Glove box lock • Foam seat cushion • Heavy-duty suspension package • Black or white textured vinyl roof for Signet • Full horn ring • Front disc brakes • Sure-Grip differential • Firm-Ride shock absorbers • Special undercoating, including a hood insulator pad • Whitewall tires • Oversize tires • Dealer installed.

Valiant engineers have their winning ways, too.

Engine.....	170 cu. in.	225 cu. in.	273 cu. in. 2-bbl.	273 cu. in. 4-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	180@4200 rpm	235@5200 rpm
Torque, lbs. ft. ....	155@2400 rpm	215@2400 rpm	260@1600 rpm	260@4000 rpm
Bore.....	3.40 in.	3.40 in.	3.63 in.	3.63 in.
Stroke.....	3.125 in.	4.125 in.	3.31 in.	3.31 in.
Comp. Ratio.....	8.5 to 1	8.4 to 1	8.8 to 1	10.5 to 1

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

Here's how Plymouth's 5-year/50,000-mile engine and drive train 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 an Authorized Plymouth (or Imperial, Chrysler or Dodge) Dealer's place of business, without charge for required parts and labor, 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 1967 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.

**Dimensions—Signet and Valiant 100**

Wheelbase .....	108.0 in.
Overall length .....	188.4 in.
Overall width .....	71.1 in.
Overall height*	
6-cylinder .....	53.6 in.
V-8 .....	54.0 in.
Track, front wheels .....	57.4 in.
Track, rear wheels .....	55.6 in.

**Passenger Space**

Effective head room, front seat .....	38.4 in.
Effective head room, rear seat .....	37.3 in.
Effective leg room, front seat .....	40.8 in.
Effective leg room, rear seat .....	35.4 in.
Shoulder room, front seat .....	55.7 in.
Shoulder room, rear seat .....	55.7 in.
Seat height, front seat .....	8.9 in.
Seat height, rear seat .....	11.1 in.
Knee room, rear seat .....	4.2 in.

\*Height dimensions are based on an established full rated load of passengers and luggage.

**Tires and Wheels**

6.50x13 (wheel 4½)  
7.00x13 (wheel 4½)  
6.95x14 (wheel 4½)  
7.00x13 (wheel 4½)  
(8-ply rating)

Above available in both black and whitewall  
Red Streak,  
D70x14 (wheel 5½)

**Suspension**

Front .....

Rear .....

Shock absorbers .....

**Rear Axle**

Type .....

Ratios available: .....

**Capacities**

Fuel tank .....

Engine crankcase requires .....

**6-cyl. engines**

Standard  
Optional  
Optional  
Optional

**V-8 engines**

Standard  
Optional  
Optional

**Electrical System**

Heavy-duty, 12 volt, 38 amp hr. battery with 170 cu. in. 6-cylinder engine, 225 cu. in. and all V-8's have 12-volt, 48 amp hr. battery. Chrysler Corporation alternator 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 153.5 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.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer and safer car. Hence, specifications, equipment, and prices are subject to change without notice. Automobiles pictured, in some cases, show optional equipment, available at extra cost. Product information published in this catalog is subject to change.



We all share in Customer Care

PLYMOUTH DIVISION



CHRYSLER  
MOTORS CORPORATION