

# The Plymouth Clever Idea Department proudly presents...




## Plymouth. Clever Ways To Save.

The Plymouth Clever Idea Department has been on a roll.

First, they developed the car with a big personality—Plymouth

Noon. Then came the award-winning Voyager and Grand

Voyager, the Next Generation of Minivans, chock-full of clever


ideas like  Easy Out Roller Seats<sup>®</sup> and an available  
driver's-side sliding door. And now, the newest Clever Idea, a

sedan with a unique combination of size, features, handling,  
power and value, the new 1996 Plymouth Breeze. So we threw

'em another challenge. Come up with clever ways to save.

They responded. Now choose from low APRs, cash back or

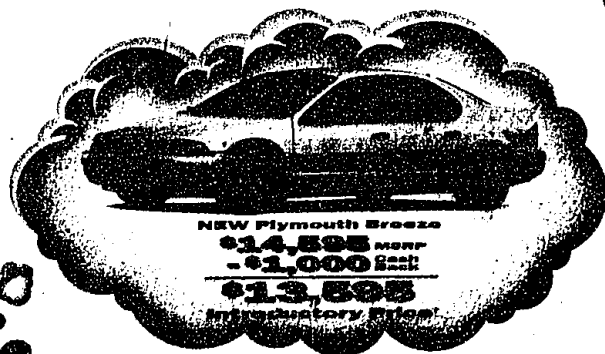
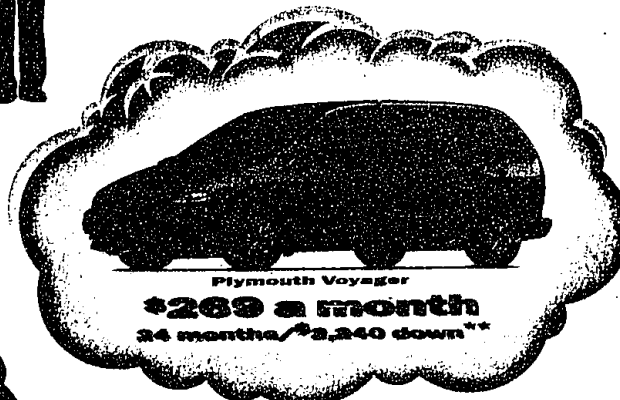
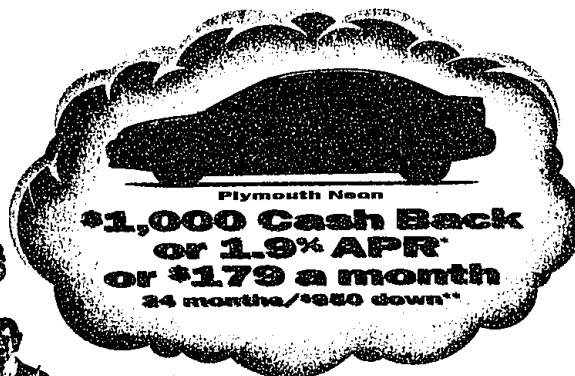
great leases on Plymouth Noon; drive Plymouth Voyager for

a special low lease rate; or blow into  the nicely  
equipped Plymouth Breeze for a special introductory price.

Just see one of the clever sales associates at your local dealer;

they'll give you all the details. What does all this cleverness

mean? It means now's a great time to meet Plymouth.



**One clever idea after another.  
That's Plymouth.**

\*Short-term rate for qualified buyers. APR & cash back incentives end 2/15/96. \*\*For qualified lessees. Based on MSRP of Voyager LE/27T and Noon Coupe with 230 hp. Assumes dealer participation of \$600 (Voyager) or \$255 (Noon). Tax, lic. & ins. extra. Actual participation may reflect final price. (Lease: Pay direct payment of \$2,240 (Voyager) or \$900 (Noon) plus 1st mo's prc. & discount of \$275 (Voyager) or \$200 (Noon). Monthly price: total \$4,454 (Voyager) or \$4,304 (Noon). Pay for excess wear & \$0.15/mi. over 24,000 mi. if vehicle returned at end of term. Offer ends 2/15/96. Cannot be used in conjunction with other offers. †Based on MSRP of Breeze. Excludes destination fee & \$1,000 rebate. The price. Actual price may vary. Dealer model may be different. Always wear your seat belt.