

# Chrysler and Plymouth

# The choice is yours.

We're launching the new 1998 model year stronger than ever. With new features and values. This fall, get into the car or minivan you want. The new, improved Plymouth Neon with 40 quality advances. Plymouth Voyager, the lowest-priced minivan you can buy.<sup>1</sup> And Chrysler Town & Country, "America's Most Appealing Minivan" two years in a row—tied in '97. —J.D. Power and Associates<sup>2</sup>

**\$1,500** cash  
back  
or  
**1.9% APR**  
for up to 60 mos. with up to  
**\$2,700** in finance  
savings



1998 Plymouth Neon

**\$17,245**<sup>\*\*</sup>  
after  
**\$750**  
cash back<sup>†</sup>



1998 Plymouth Voyager

**\$1,000**  
cash back<sup>†</sup>



1998 Chrysler Town &amp; Country LXi



**See your local Chrysler and Plymouth dealer.**

<sup>1</sup>Excludes other Chrysler Corporation vehicles. <sup>2</sup>J.D. Power and Associates 1996 and 1997 APEAL studies—Automotive Performance, Execution and Layout Study™. Segment: Compact Van. 1997 Study based on a total of 29,187 consumer responses. <sup>3</sup>On new '98 models. Financing for qualified retail buyers. 60 monthly payments of \$17.48 for each \$1,000 borrowed. <sup>4</sup>Estimated savings when compared to average total monthly payments for Neons financed by CFC for 60 mos. in Sept. '97. <sup>5</sup>MSRP example w/22T pkg. includes destination. <sup>6</sup>Optional 4th door shown \$595. Tax extra. <sup>7</sup>Dealers negotiate own prices. <sup>8</sup>Offer ends Oct. 31, 1997.