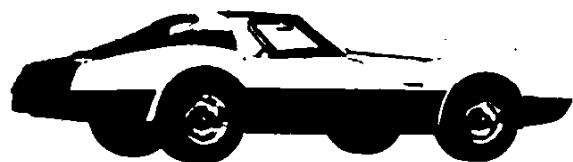


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What's new, con't.

CHRYSLER CORPORATION

Chrysler is now in an advantageous position. The Plymouth and Dodge compacts that were such a big hit last year are again available in '75.

It would seem natural then, for Chrysler to give these cars even more attention in this year of staggering prices, but this isn't exactly what they seem to have in mind.

Instead, Chrysler has decided to put their money into two new "personal luxury car" offerings from Chrysler and Dodge.

This market has been around since '70, and the crest may have been reached in '73, but Chrysler is entering the market in '75. Only time will tell if this decision will be proved right or wrong.

Chrysler in '75 has catalytic converters and electronic ignitions, going along again with the rest of the industry. Chrysler has a new comprehensive warranty program for '75 that includes fixing anything during the first 12 months of operation (excluding tires) free of charge, regardless of mileage.

Chrysler's big cars have minor changes only in '75. Chrysler's money is in the Cordoba and Charger SE for '75, the new "personal luxury car" entries. These two cars have all the luxury and comfort options common with other vehicles in the class.

In other changes the Dodge Monaco and Dart have minor alterations, while the Cornet receives a new body for '75. Plymouth has dropped the Satellite name and replaced it with the Fury, Gran Fury, and Gran Fury Brougham.

Valiants are improved with an improved three-speed transmission and an overdrive option for the manual transmission.

Chrysler will rely on fuel economy, the Valiant and Dart, and a new warranty for '75. Chrysler will also be hoping that the "personal luxury car" market will be around at least one more year.

(Turn to page 12 for photo)