

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.¹ And Chrysler Town & Country, "America's Most Appealing Minivan" two years in a row (tied in '97). —J.D. Power and Associates²

\$1,500 cash
back

or

1.9% APR

for up to 60 mos.³ with up to
\$2,700⁴ in finance
savings



1998 Plymouth Neon

\$17,245⁵

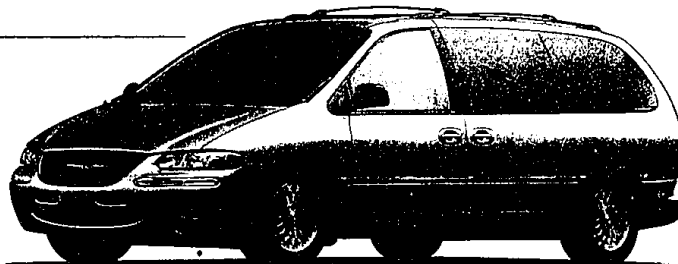
after

\$750
cash back⁶

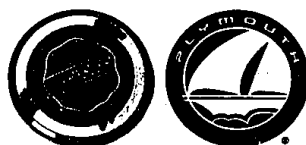


1998 Plymouth Voyager

\$1,000
cash back⁷



1998 Chrysler Town & Country LXi



See your local Chrysler and Plymouth dealer.

¹Excludes other Chrysler Corporation vehicles. ²J.D. Power and Associates 1996 and 1997 APEAL studies—Automotive Performance, Execution and Layout Study. ³Segment: Compact Van. 1997 Study based on a total of 29,187 consumer responses. ⁴On new '98 models. Financing for qualified retail buyers. 60 monthly payments of \$17.48 for each \$1,000 borrowed. ⁵Estimated savings when compared to average total monthly payments for Neons financed by CFC for 60 mos. in Sept. '97. ⁶MSRP example w/221 pkg. Includes destination. Optional 4th door shown \$595. Tax extra. ⁷Dealers negotiate own prices. ⁸Offer ends Oct. 31, 1997.