

1971 Plymouth Duster & Valiant



**Coming
Through.**

Duster. And Valiant. Come through for you in 1971.



Duster and Duster 340 . . . Pages 4-5



Valiant 4-door sedan . . . Pages 6-7



Valiant Scamp . . . Pages 6-7

Fold out back cover for:
Engines, Options, Colors

Still small enough. Still big enough. With plenty of room. With powerful engines. With solid, long-lasting value. Last year's success car is better than ever.

Coming through with new features. New Scamp added to Valiant line • New Duster 340 front-end treatment • Backed up by the new Duster 340 tape treatment • Comfortable, color keyed new interiors • 12 new colors • An optional Stereo Tape Cassette System with the ability to record off the radio plus a microphone for dictation • And much more.

Room for one more.

Most economy cars have room for only four. But our comfortable interiors have room for five passengers. Plus everything they want to take along. The spare tire fits neatly beneath the trunk to increase picnic-packing room.

You're in a powerful position.

With the economical power of the 198 or 225 cubic inch Six, or the 318 V-8. These are spirited engines with the power you need for freeway passing. And the economy to pass up the gas stations. Or choose the power of the Duster 340 4-barrel. If you're going places, this is the engine that will get you there in a hurry. And we're still leading in the development of cleaner air devices for our engines. In fact, more of our engines than ever before run on regular gas.

You control the power with the standard and smooth three-speed manual transmission. If you like your power automatically, choose Torque-Flite. And if you're going the Duster 340 route take along our optional four-speed. The power you need, the transmission you want. Right here.

The great Duster and Valiant just got better.

With a new look. And with a brand-new two-door hardtop, the Valiant Scamp. Wherever you go, you'll go in

style. Start with the newly designed Duster 340 grille. Follow through with swept-back styling. And finish with the new Duster 340 rear panel tape treatment. The economy cars, with the more expensive look.

Color your Duster any of 18 calm to colorful ways, 12 are new for '71. How about optional Tor-Red or Sassy Grass Green? Pick the color that suits you. Duster takes all these features with a jaunty, sporty personality, and the look of a hardtop. The Duster 340 takes them all and more, in a hurry. With the 340 4-barrel and performance package.

Our '71 Valiants with a style all their own. In the new two-door Valiant Scamp hardtop; and convenient four-door Valiant sedan.

Solid value.

Duster and Valiant come through with a lot more than most other economy cars. Compare Duster and Valiant with the others around. You'll see that the big difference between economy cars isn't the price, it's the features. And we've got the features.

Take our main competitor for example. Last year Duster offered a larger standard engine, a bigger trunk, bigger brakes and room for five, compared to the four-passenger competitor. Those are the facts. And they haven't changed that much this

year. And they're facts you'll appreciate every time you take a ride.

Facts you'll appreciate at trade-in time, too. Giving you the high resale value that has become a Valiant tradition.

Plymouth puts all these features together. With torsion-bar suspension. With unibody construction. Thousands of welds to keep your Plymouth tight and solid. With a 7-step dip-and-spray treatment to guard against rust.

Plymouth is offering you features you can enjoy. Put together so you enjoy them for a long time.

The big enough cars with the small enough prices.

That's the story. Room. Features. And a look that says everything but economy. The 1971 Duster. And Valiant. Coming through for you.

Duster & Valiant Standard Features

198 CID Six or 318 CID V-8 engine • Three-speed manual transmission • Front door color-keyed armrests • Rear door color-keyed armrests (Valiant 4-door only) • Swing-out rear quarter window* • Self-adjusting brakes • Clean Air System • Ventless side glass* • Coat hooks • Concealed spare tire • Directional signals with lane-change feature • Roadside warning flashers • Padded instrument panel • Back-up lights • Anti-theft lock and ignition warning

buzzer • Two-speed electric windshield wipers • Hardtop styling** • Special Duster taillights* • Swept-back total body styling • Duster identification emblems* • Keyless door locking

Duster 340 (All of the above features plus the following)

340 CID V-8 engine • Three-speed, full synchro, floor-mounted manual transmission • Unique grille • Accent tape stripes • Cigar lighter • Roof drip rail molding • Special instrument panel • Heavy-duty suspension

*Duster only **Not available in 4-door sedan

Standard Safety Features

Large rear reflectors and lights • Fuel-

tank impact protection • Lane-change turn signal • Locking steering wheel • Superior seat belt anchorage • Energy-absorbing instrument panel • Energy-absorbing steering column • High-strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front • Manual door lock-levers with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Cushioned sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers—2-speed, electric • Locking latch on all folding front seat-backs • Left outside rearview mirror

	Valiant Sedan	Valiant Scamp	Duster	Duster 340
Exterior Dimensions				
Wheelbase	108 in.	111 in.	108 in.	108 in.
Overall Length	188.4 in.	192.1 in.	188.4 in.	188.4 in.
Overall Width	71.1 in.	69.7 in.	71.6 in.	71.6 in.
Overall Height—6-cyl. V-8	54.0 in.	52.6 in.	52.6 in.	NA
	54.0 in.	52.7 in.	52.8 in.	52.9 in.
Track—Front Rear	57.4 in.	57.4 in.	57.5 in.	57.5 in.
	55.5 in.	55.5 in.	55.5 in.	55.5 in.
Interior Dimensions				
Head Room—Front Rear	38.4 in.	37.3 in.	37.2 in.	37.2 in.
	37.3 in.	36.7 in.	36.5 in.	36.5 in.
Leg Room—Front Rear	41.6 in.	41.6 in.	41.6 in.	41.6 in.
	34.6 in.	31.7 in.	29.6 in.	29.6 in.
Shoulder Room—Front Rear	55.4 in.	55.4 in.	55.4 in.	55.4 in.
	55.5 in.	55.2 in.	55.1 in.	55.1 in.
Useable Truck Capacity	14.0 cu.ft.	14.9 cu.ft.	15.9 cu.ft.	15.9 cu.ft.

Duster

Dusters, coming through and lookin' good. And in comparison with other economy cars they look even better. Big difference between the Duster and the Duster 340 is the size of the engine. And since that's a pretty big difference, we also gave the Duster 340 cloth-and-vinyl seats with room for five passengers, and special tape stripes. Standard.

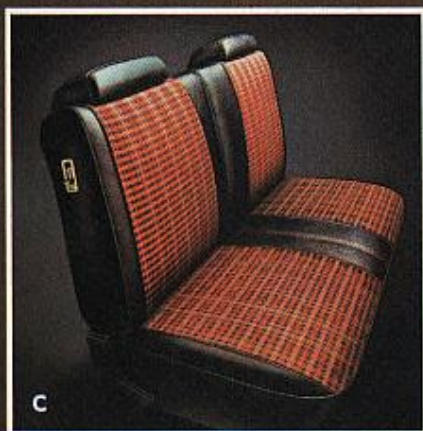


Duster 340



Duster

A. Duster 340 control panel. Clean. Masculine. A sports car feel with dials that help you keep track of what's going on. B. Your Duster 340 comes dressed up with the standard body side tape stripes. Lets everyone know what engine you've got going for you. C. Check out the plaid cloth-and-vinyl interior. It's standard on the Duster 340. (And a plus option for the Duster.) D. The standard Duster seat. Solid all-vinyl comfort in your choice of 3 colors. Makes other economy cars harder to take.





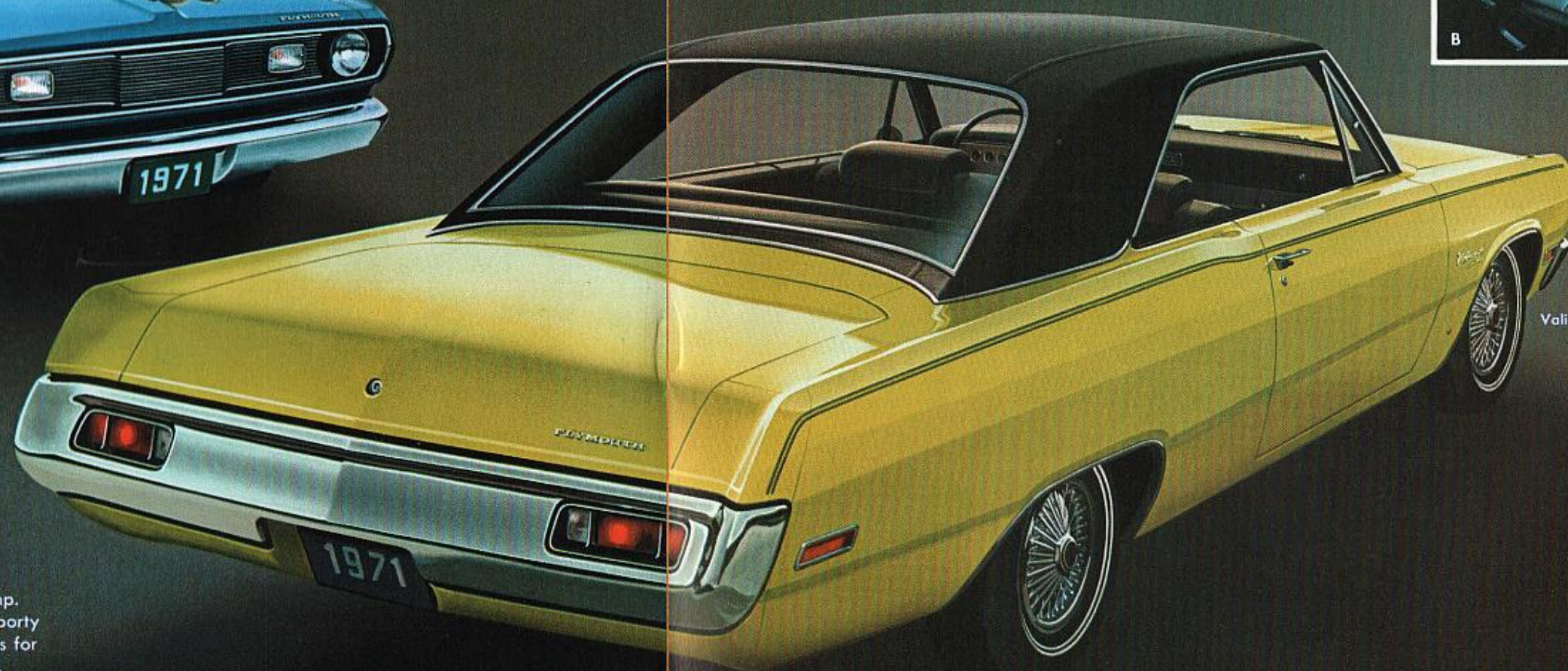
Valiant 4-Door Sedan

Valiant

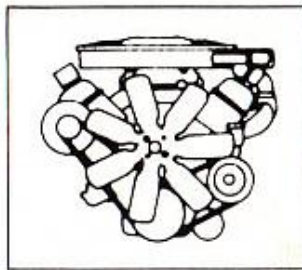
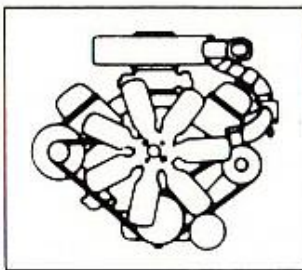
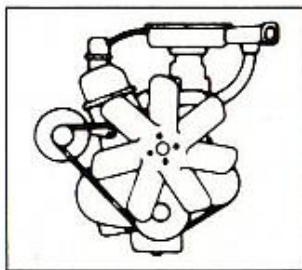
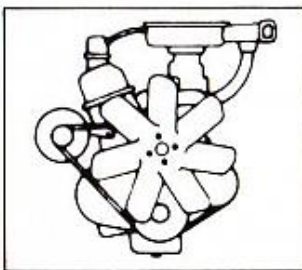
The new look of value. The two-door Valiant Scamp. A new hardtop model, with a look all its own. A sporty new way to go economically. Or choose four-doors for easy entry and quick exits. Both with the economy, solid construction, roominess and trade-in value that are a Valiant tradition.



A. An instrument panel that resists scarring and nicks. B. Our cloth-and-vinyl bench seat. It's comfortable and easy to keep clean, optional on Valiant 4-door models. An all-vinyl bench seat is standard for Duster and Valiant.



Valiant Scamp 2-Door Hardtop



Displacement	Carb.	Horsepower Rating		Comp. Ratio	Air Cleaner	Exhaust System	Valiant	Scamp	Duster	Duster 340
Gross		Net*								
198 "6"	1-bbl.	125	105	8.4 to 1	Silenced	Single	Std.	Std.	Std.	—
225 "6"	1-bbl.	145	110	8.4 to 1	Single Snorkel	Single	Opt.	Opt.	Opt.	—
318 V-8	2-bbl.	230	155	8.6 to 1	Single Snorkel	Single	Std.	Std.	Std.	—
340 V-8	4-bbl.	275	235	10.3 to 1	Dual Snorkel	Dual	—	—	—	Std.

*Installed

1971 Valiant Options

Options	Valiant Sedan	Valiant Scamp	Duster	Duster 340
Power Brakes	O	O	O	O
Power Steering	O	O	O	O
TorqueFlite Automatic Transmission	O	O	O	O
4-Speed Manual Transmission	NA	NA	NA	O
3-Speed Manual Floor Shift	O	O	O	S
Vinyl Roof	O	O	O	O
Carpeting	O	S	O	O
Console	NA	O	O	O
Air Conditioning	O	O	O	O
Solid State—AM Radio	O	O	O	O
Tape Cassette with Recorder	O	O	O	O
Rallye Road Wheels (Set of 4)	O	O	O	O
Deluxe Wheel Covers (Set of 4)	O	O	O	NA
Wire Wheel Covers (Set of 4)	O	O	O	NA
Heavy-Duty Suspension	O	O	O	S

O—Optional S—Standard NA—Not Available

Options	Valiant Sedan	Valiant Scamp	Duster	Duster 340
Tachometer	NA	NA	NA	O
Basic Group	O	O	O	O
Light Package	O	O	O	O
Sport Trim Package	NA	NA	O	NA
Interior Decor Package	O	S	O	O
Mirror—Outside, Right	O	O	O	O
Mirror—Remote, Left	O	O	O	O
Mirror—Inside, Day/Night	O	O	O	O
Variable Speed Windshield Wipers	O	O	O	O
Dual Horns	O	S	O	O
Tinted Glass	O	O	O	O
Rear Window Defogger	O	O	O	O
Bumper Guards	O	O	O	O
Sure-Grip Differential	O	O	O	O
Firm-Ride Shock Absorbers	O	O	O	S
3-Spoke Steering Wheel	O	S	O	O
Tuff Steering Wheel	O	O	O	O
Bigger Tires (Set of 5)	O	O	O	O

COLORS. The key is to color-key. Check salesman to see how you can match optional vinyl roofs, protective vinyl side moldings, and with some models, racing mirror colors so they all match. Vinyl roofs are available in black, white, green and gold.



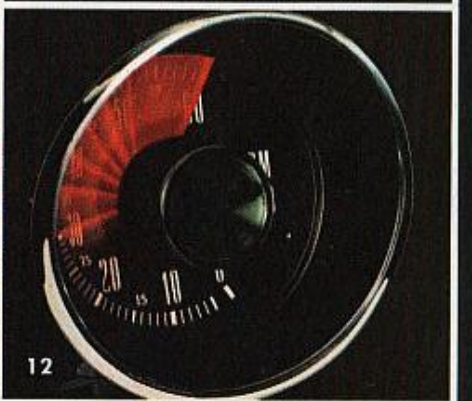
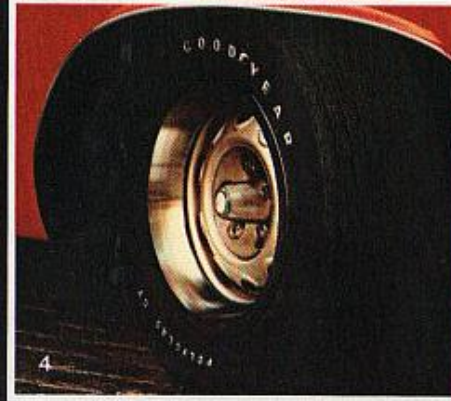
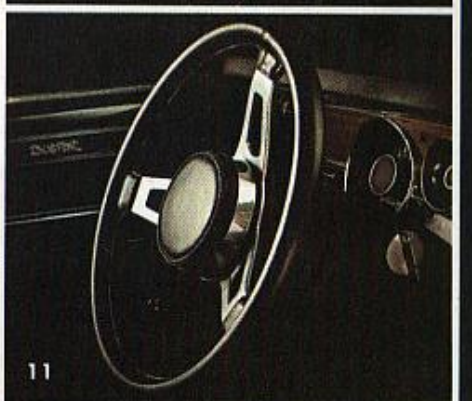
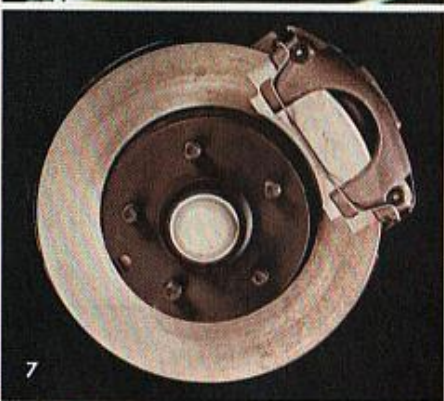
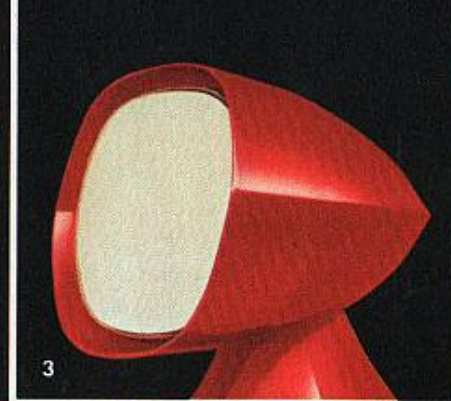
*Optional at extra cost

Options

1. Radio Tape Cassette. With the ability to record off the radio plus a microphone for dictation. **2. Air Conditioning.** **3. Remote Control Mirror.** Adjusts from the inside. **4. Rallye Road Wheels.** A stylish addition for Dusters and Valiants.

(Set of four.) **5. Wheel Covers.** Styled from stainless steel. (Set of four.) **6. "340" Hood with Lockable Hood Pins.** Looks great, protects your power. **7. Disc Brakes.** The super-stoppers. **8. Rear Spoiler.** Puts the wind to work.

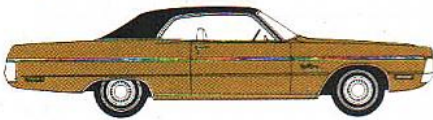
9. Deluxe Wire Wheel Covers. Chromed for lasting beauty. (Set of four.) **10. Bucket Seats with Console.*** Sporty options for those on the go. **11. Tuff Steering Wheel.** All-new look and feel. **12. Tachometer.** The measure of a great engine.



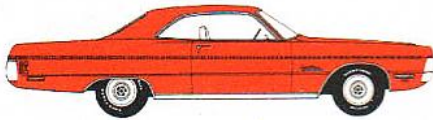
*Available Duster and Duster 340 as shown.

1971 Plymouths

FURY



Sport Fury (4-door sedan and hardtop, 2-door hardtop and formal hardtop—V-8)



Sport Fury GT (2-door hardtop—V-8)



Fury III (2-door formal hardtop, 4-door hardtop—V-8; 4-door sedan and 2-door hardtop—V-8 or Six)



Fury II (2-door hardtop and 4-door sedan—V-8 or Six)



Fury I (2-door coupe and 4-door sedan—V-8 or Six)

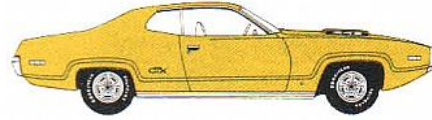


Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2- and 3-seat models—V-8)

SATELLITE



Satellite Sebring (Sebring-Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-8 or Six)



GTX (2-door hardtop—V-8)



Road Runner (2-door hardtop—V-8)



Satellite (2-door coupe—V-8 or Six)



Satellite Brougham (4-door sedan—V-8) (Satellite Custom 4-door sedan—V-8 or Six) (Satellite 4-door sedan—V-8 or Six)



Satellite Wagons (Satellite Regent 2- and 3-seat models—V-8) (Satellite Custom 2- and 3-seat models—V-8 or Six) (Satellite 2-seat—V-8 or Six)

BARRACUDA



Barracuda Gran Coupe (2-door hardtop—V-8)



Barracuda (convertible, 2-door hardtop—V-8 or Six) (Barracuda 2-door coupe—V-8 or Six)



'Cuda (convertible, 2-door hardtop—V-8)

VALIANT



Duster (2-door coupe—V-8 or Six) (Duster 340 2-door coupe—V-8)



Scamp (2-door hardtop—V-8 or Six)



Valiant (4-door sedan—V-8 or Six)

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Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth Dealer.

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