

1972 Plymouth

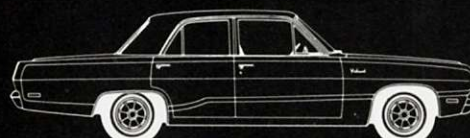
Duster Valiant Barracuda



Duster Valiant Barracuda



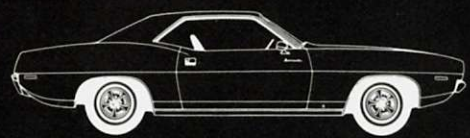
Duster and Duster 340 Pages 4-9



Valiant 4-Door Sedan Pages 6-9



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Barracuda and 'Cuda Pages 10-11

Fold-out back cover for engines, options and colors.

Our Commitment...

Our commitment to you is to design, engineer and build a car with quality. To give you honest value at an honest price. That is our goal. It's a no-nonsense commitment that can make a lot of sense when you buy your next car. We try to give our buyers a car that gets them where they want to go in all types of weather and in all kinds of traffic. People expect value when they invest in a new car—and that's what we expect to deliver.

Sport...

in the economy-sized package.

We've been telling you Duster is the small-enough-but-big-enough car. And that still holds true. And that's the way people apparently want it. You've made Duster our outstanding success car two years running. And we're not about to change a winning formula—except to make it better.

For example, we've got a new thin-back front seat that helps increase rear leg and knee room. We also offer you a choice of four interiors. And every interior comes with a two-quart capacity, reusable litter bag attached to the glove box.

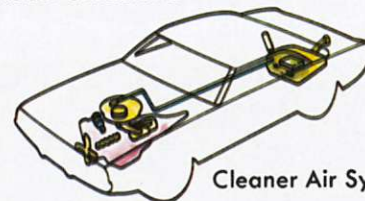


Reusable Litter Bag

Valiant... survival of the fittest.

Ten years ago the Big Three introduced three compacts. Corvair. Falcon. Valiant. Of them, only Valiant survives in its original concept.

Torsion-bar suspension, unibody construction and our dip-and-spray process are some of the reasons why. And now for '72, a system of putting microscopic cracks into such items as chrome door handles, lamps and bumpers will help keep them looking shiny for a long time. We've also continued to make improvements in our Cleaner Air System to help reduce exhaust emissions.



Cleaner Air System

These features are intended to let you enjoy your Plymouth for a long, long time. You can credit them in large part for putting Plymouth Valiant, including Duster, among the leaders of its class in resale value.

The same traditional Valiant value, with 2-door hardtop styling, can be found in Scamp... another Chrysler styling and engineering winner.

Barracuda...

classy looks... sporty appeal.

We're getting it together with two restyled Barracuda models for '72.

Number one is Barracuda. It has such things as hidden wipers, a low-

slung Unibody and torsion-bar suspension—standard. And a choice of either a 225 Six or a 318 V-8. With our many options, it's easy to give it a personality all its own.

Number two is 'Cuda. A fine performance machine. 'Cuda gives you a great way to go: the 340 CID V-8. An optional hood release helps protect your engine goodies.



Inside Hood Release

You also get a standard heavy-duty performance-type handling package including special shocks, rear springs, front torsion bars, front and rear anti-sway bars, bias-belted F70 tires, plus many other features.

More sport in either Barracuda or Duster can be yours with an optional sun roof. Convenient. Practical. Electrically powered for Barracuda; manually operated for Duster.



Sun Roof

The kind of car America wants.

We feel many Americans have undergone a change in their attitude toward cars. Some of them look upon cars as a convenient device to get them from place to place economically. And that's about it. And that's where the Valiant comes in. The Duster will do the same thing only with more style. But for those who want a full measure of sport and fun—along with the pleasure of owning something special—there are Scamp and Barracuda.

The choice is yours. Any way you want it. Plymouth comes through.

Duster, Valiant & Scamp Standard Features

198 CID Six† or 318 CID V-8 engine • Three-speed manual transmission • Torsion-bar suspension • Color-keyed armrests • Swing-

out rear quarter window* • Cleaner Air System • Ventless side glass* • Soft coat hooks • Concealed spare tire • Back-up lights • Anti-theft ignition and steering column lock with ignition warning buzzer • New side marker lights and reflectors • Litter container • Two-door hardtop (Scamp only) • Special new Duster taillights* • Swept-back Duster body styling* • New Duster identification emblems* • Keyless door locking • Hub caps.

†225 CID Six mandatory option for Scamp in California.

*Duster only.

Duster 340 (All of the above features plus these additions and substitutions)

340 CID V-8 engine with Electronic Ignition System • Three-speed full synchro manual transmission with floor-mounted shifter • Accent tape stripes • Roof drip rail molding • Heavy-duty suspension • Special grille • E70 tires • 5½ x 14 wheels • Heavy-duty shock absorbers • 8¾ axle • Dual exhaust.

Barracuda Standard Features

225 CID Six or 318 CID V-8 engine (340 4-bbl. with Electronic Ignition System standard on 'Cuda) • Keyless door locking • Dual horns • Bias-belted tires** • Hub caps (set of 4) • Inside day/night rearview mirror • Outside rearview mirror • Fuel gauge • Temperature gauge • Ammeter gauge • Torsion-bar suspension • Anti-theft ignition and steering column lock with ignition warning buzzer • Bucket seats • Cigar lighter • Ventless side glass • Three-speed all-synchro manual transmission with floor-mounted shifter • Color-keyed headlining and armrests • Chrome wheel lip and sill molding** • Performance hood** • Color-keyed grille and black rear deck panel** • Heavy-duty suspension** • 'Cuda ornamentation* • Litter container • New road-lamp-styled parking lamps • New twin-circular taillights • New side marker lights and reflectors.

**Std. on 'Cuda. ‡In six popular colors.

Standard Safety Features

Fuel-tank impact protection • Turn signal with lane-change feature • Locking steering column • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front, with new 3-point hook-up • Manual inside 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 • Hazard warning lights • Windshield wipers—2-speed, electric • Locking latch on all folding front seat-backs • Left outside rearview mirror • Padded instrument panel.

Exterior Dimensions	Valiant Sedan	Scamp	Duster	Duster 340	Barracuda	'Cuda
Wheelbase	108 in.	111 in.	108 in.	108 in.	108 in.	108 in.
Overall Length	188.4 in.	192.1 in.	188.4 in.	188.4 in.	186.6 in.	186.6 in.
Overall Width	71.0 in.	71.0 in.	71.6 in.	71.6 in.	74.9 in.	74.9 in.
Overall Height—6 cyl.	54.2 in.	52.6 in.	52.7 in.	NA	50.9 in.	NA
—V-8	54.3 in.	52.7 in.	53.1 in.	53.1 in.	50.9 in.	51.3 in.
Track—Front	57.4 in.	57.4 in.	57.5 in.	57.5 in.	59.7 in.	60.2 in.
—Rear	55.6 in.	55.6 in.	55.6 in.	55.6 in.	61.6 in.	60.7 in.

Duster

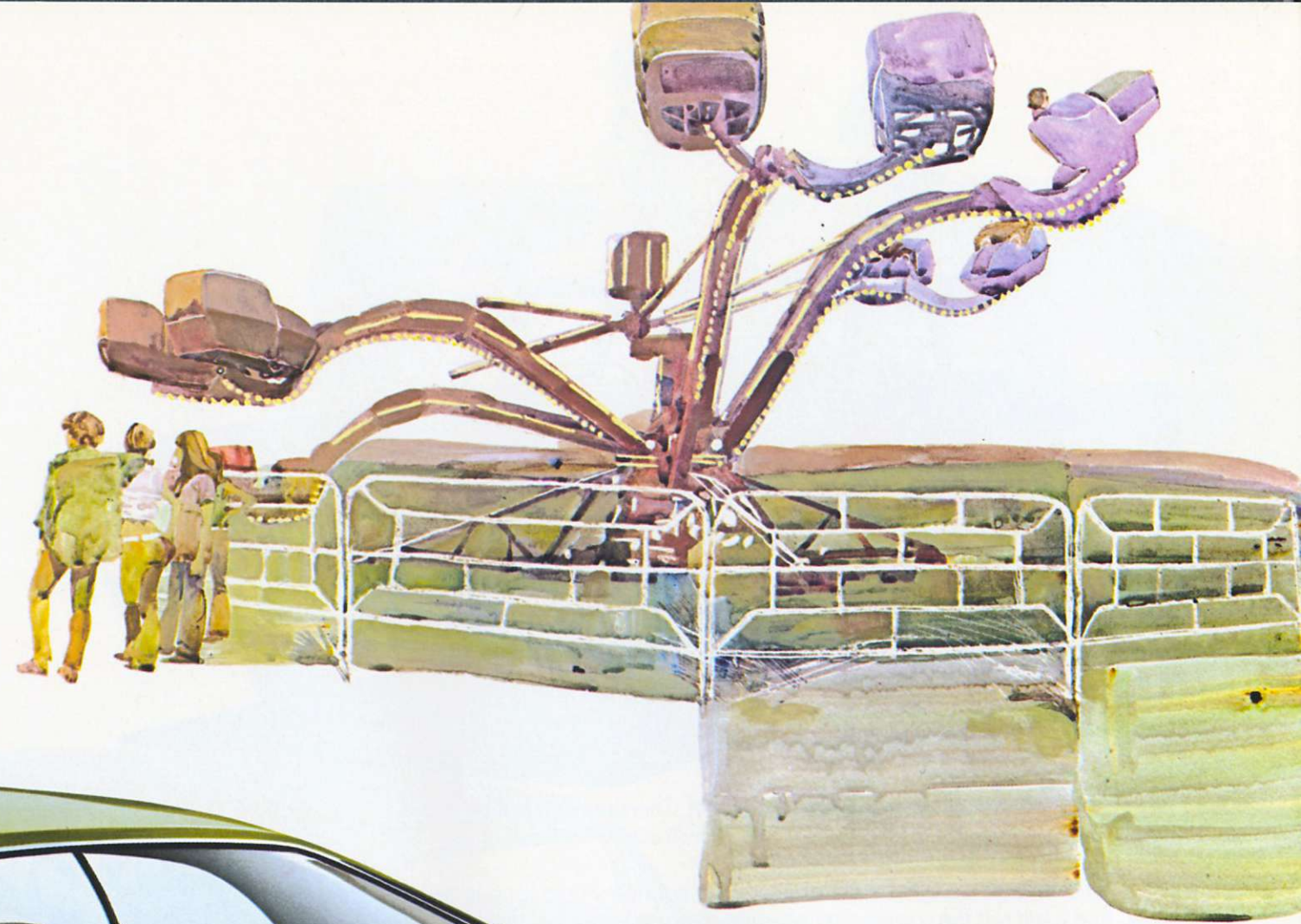
Duster is the big buy in economy cars. Big in front- and rear-seat hip room. Big in that it'll hold a family of five rather than four as many other small cars do. And with a big standard engine. A 198 Six. With the Duster 340, the 340 cu. in. V-8 engine, plus our new Electronic Ignition System, is standard. This new engineering breakthrough practically eliminates ignition tune-ups when low-lead fuel is used.



Duster 340



Duster Coupe





Valiant 4-Door Sedan

Valiant & Scamp

Our Scamp 2-door hardtop is a zippy masterpiece of Chrysler engineering and styling. Like the 4-door sedan, it features unibody construction and torsion-bar suspension.

Our four-door Valiant has been a pacesetter in the economy field for over ten years now. And it still has the roomy interior, rugged construction, and proven economy it's known for.

Options for both include an air conditioner for cool comfort and an AM or AM/FM radio for cool sounds.



Scamp 2-Door Hardtop





Interiors

A. Standard Duster and Duster 340 cloth-and-vinyl split-back bench seat. Available in blue, green, black with white. **B.** Optional Scamp cloth-and-vinyl bench seat with fold-down center armrest. Available in blue, green, black with white. **C.** Optional Duster and Duster 340 all-vinyl bucket seats.

Available in black and white with black. **D.** Optional Valiant cloth-and-vinyl bench seat. Available in blue, green, black with white. **E.** Standard Scamp all-vinyl split-back bench seat. Available in blue, green, black, gold. (Optional for Duster and Duster 340.) **F.** Optional Duster, Duster 340 and

Valiant all-vinyl bench seat with a fold-down center armrest. Duster colors: green, black, gold, white with black. Valiant colors: blue, green, black, gold. **G.** The standard Valiant/Duster/Scamp instrument panel with simulated wood graining tells it like it is with gauges rather than warning lights.





Barracuda & 'Cuda

You're looking at two of the sportiest cars made in America. The Barracuda hardtop—Six or V-8—is the low-cost way to let it all hang out. The 'Cuda is a charter member of the Rapid Transit System. A 340 cu. in. V-8 comes standard. Additional sporty options: stripes, racing mirrors, "Slap-Stick" floor shift. Check the fold for our options list.



'Cuda 2-Door Hardtop

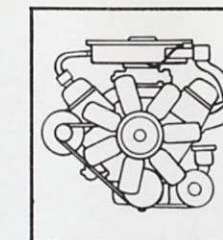
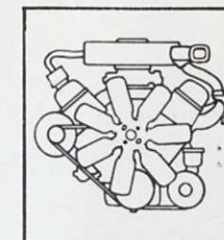
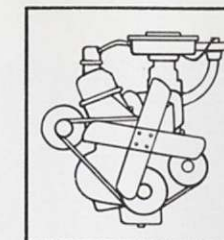
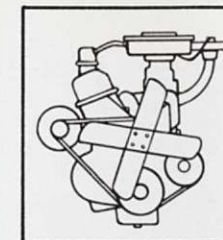


Barracuda 2-Door Hardtop

The Barracuda is sporty inside and out. Take a look at the standard Barracuda all-vinyl bucket seats. Available in blue, green, black, white and gold.



Duster/Valiant/Barracuda Engines



Displacement	Carb.	Comp. Ratio	Air Cleaner	Exhaust System	Valiant	Scamp	Duster	Duster 340	Barracuda	'Cuda
198 "6"	1-bbl.	8.4 to 1	Single Snorkel	Single	Std.	Std.	Std.	—	—	—
225 "6"	1-bbl.	8.4 to 1	Single Snorkel	Single	Opt.	Opt.*	Opt.	—	Std.	—
318 V-8	2-bbl.	8.6 to 1	Single Snorkel	Single	Std.	Std.	Std.	—	Std.	—
340 V-8	4-bbl.	8.5 to 1	Single Snorkel	Dual	—	—	—	Std.	Opt.	Std.

*Mandatory option in California.

1972 Duster/Valiant/Barracuda Options (Check your salesman for additional options and availability.)

Options	Valiant Sedan	Valiant Scamp	Duster	Duster 340	Barracuda	'Cuda
Air Conditioning	O	O	O	O	O	O
AM Radio—Solid State	O	O	O	O	O	O
AM w/Stereo Cassette Tape Player	NA	NA	NA	NA	O	O
AM/FM Monaural Radio	O	O	O	O	NA	NA
AM/FM Multiplex Radio	NA	NA	NA	NA	O	O
Bigger Tires (Set of 5)	O	O	O	S	O	S
Bumper Guards	O	O	O	O	O	O
Carpeting	O	S	O	O	S	S
Console	NA	NA	O	O	O	O
Custom Exterior Group	O	NA	O	O	NA	NA
Deluxe Wheel Covers (Set of 4)	O	O	O	O	O	O
Dual Horns	O	S	O	O	S	S
Electric Clock	NA	NA	NA	NA	O	O
4-Speed Manual Transmission	NA	NA	NA	O	O	O
Heavy-Duty Suspension	O	O	O	S	O	S
Hood Black-Out Treatment	NA	NA	O	O	NA	O
Inside Hood Release	O	O	O	O	O	O
Interior Convenience Group	O	NA	O	O	NA	NA
Interior Decor Package	O	S	O	O	NA	NA

Options	Valiant Sedan	Valiant Scamp	Duster	Duster 340	Barracuda	'Cuda
Light Package	O	O	O	O	O	O
Mirror—Inside, Day/Night	O	O	O	O	S	S
Mirror—Outside, Right	O	O	O	O	O	O
Mirror—Remote, Left	O	O	O	O	O	O
Molding—Protective Side	O	O	O	O	O	O
Power Front Disc Brakes	O	O	O	O	O	O
Power Steering	O	O	O	O	O	O
Rallye Road Wheels (Set of 4)	O	O	O	O	O	O
Rear Window Defogger	O	O	O	O	O	O
Sport Decor Package	NA	NA	NA	NA	O	NA
Sun Roof	NA	NA	O	O	O	O
Sure-Grip Differential	O	O	O	O	O	O
3-Speed Manual Floor Shift	O	O	O	S	S	S
3-Spoke Steering Wheel	O	S	O	O	NA	NA
Tinted Glass	O	O	O	O	O	O
TorqueFlite Automatic Trans.	O	O	O	O	O	O
Tuff Steering Wheel	O	O	O	O	NA	NA
Variable Speed Windshield Wipers	O	O	O	O	O	O
Vinyl Roof	O	O	O	O	O	O

O—Optional S—Standard NA—Not Available

Colors: The key is to color-key. Check salesman to see how you can coordinate optional vinyl roofs and (on some models) racing mirror colors. Vinyl roofs are available in four colors for Duster and Scamp. Three colors for Barracuda and Valiant 4-door sedan.



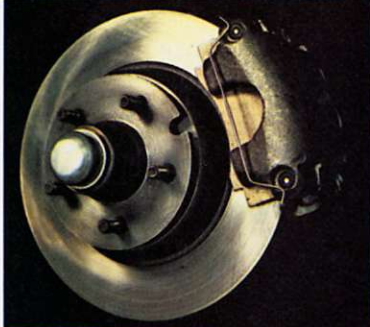
*Optional at extra cost

Options

Air Conditioning* and AM Radio.
Two great comfort and convenience options. (AM/FM also available.)



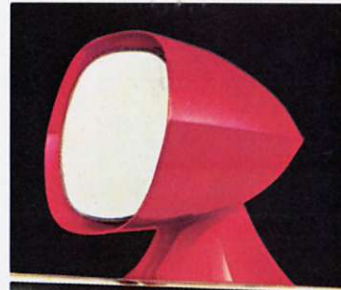
Power Disc Brakes.
Fade-resistant stopping power.



Hurst Shifter.**
Available Barracuda and Duster 340.



Twister Package.
A lot of extras for your Duster including rear quarter panel designation and hood paint treatment. Ask your dealer for details.



Racing mirrors. Your choice of six colors plus chrome. Barracuda and Duster only.



Rallye Instrument Cluster.
What you see is what you get on Barracuda and 'Cuda.



Chrome-Styled Road Wheels. For the enthusiasts. Set of four. Barracuda only.



Deluxe Wheel Covers.**
For extra class. Set of four.



Rallye Road Wheels.
For extra sport. Set of four.



Rear Window Defogger.
Helps keep the rear window clear for better visibility.

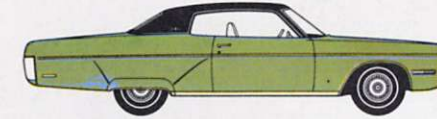
*Valiant option shown.
**Barracuda option shown.

1972 Plymouths

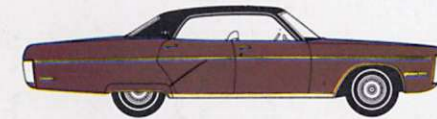


Coming Through with the kind of car America wants

FURY



Gran Coupe (2-door hardtop and formal hardtop—V-8)



Gran Sedan (4-door hardtop—V-8)



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



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

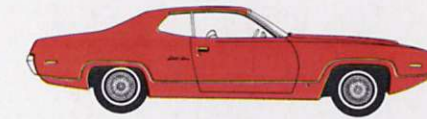


Fury I (4-door sedan—V-8)

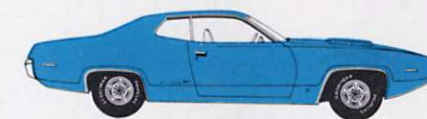


Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2- and 3-seat models—V-8)

SATELLITE



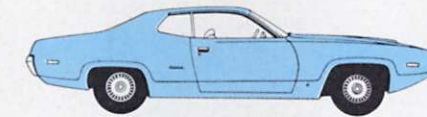
Satellite Sebring (Sebring-Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-8 or Six)



Road Runner (2-door hardtop—V-8)



Satellite Custom (4-door sedan—V-8 or Six; also available Satellite 4-door sedan—V-8 or Six)



Satellite (2-door coupe—V-8 or Six)



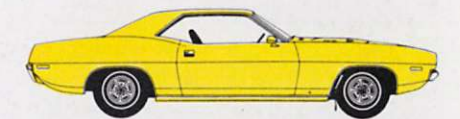
Satellite Wagons (Satellite Regent 2- and 3-seat models—V-8) (Satellite Custom 2- and 3-seat models—V-8) (Satellite 2-seat—V-8)

BARRACUDA



Barracuda (2-door hardtop—V-8 or Six)

'CUDA

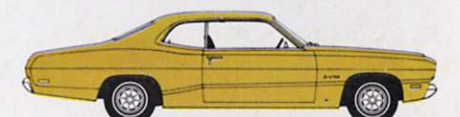


'Cuda (2-door hardtop—V-8)

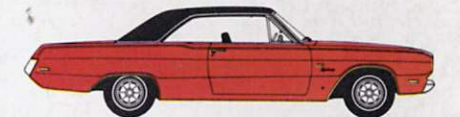
VALIANT



Duster 340 (2-door coupe—V-8)



Duster (2-door coupe—V-8 or Six)



Scamp (2-door hardtop—V-8 or Six)



Valiant (4-door sedan—V-8 or Six)

CRICKET



Cricket (4-door sedan—4-cyl.)

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



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

Plymouth

