

BULLETIN NO. VV-00
 DATE SEPTEMBER 20, 1963
 REVISED OCTOBER 10, 1963
 REVISED NOVEMBER 15, 1963
 REVISED DECEMBER 9, 1963
 REVISED JANUARY 1, 1964
 REVISED APRIL 15, 1964**

1562
 164
 53
 1779
 231
 2010

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1964 VALIANT PASSENGER CARS

1418
 53
 150
 1621

1621
 58
 46
 1725

1479
 150
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 60
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 7800

TO ALL PLYMOUTH DIRECT DEALERS:

FOLLOWING ARE THE FACTORY WHOLESALE PRICES AT FACTORY, DETROIT, MICHIGAN; FACTORY RETAIL PRICES AT FACTORY, DETROIT, MICHIGAN; DISTRIBUTION, EXCISE AND HANDLING CHARGES; MANUFACTURER'S SUGGESTED RETAIL PRICES, AND MISCELLANEOUS CHARGES FOR THE NEW 1964 VALIANT PASSENGER CARS AND FACTORY INSTALLED OPTIONS AND ACCESSORIES. THE PRICES SHOWN IN THE MANUFACTURER'S SUGGESTED RETAIL PRICE COLUMN WILL APPEAR ON THE PRICE LABEL THAT FEDERAL LAW REQUIRES BE AFFIXED TO EACH NEW VEHICLE. FACTORY WHOLESALE PRICES TO DIRECT DEALERS ARE BASED ON A 1% DISCOUNT FROM FACTORY RETAIL PRICES OF CARS.

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	DISTRIBUTION, EXCISE AND HANDLING CHARGE	MANUFACTURER'S SUGGESTED RETAIL PRICE*
<u>"V-100" SERIES SIX</u>					
111	2 DOOR SEDAN	\$1418.31	\$1751.00	\$150.00	\$1921.00
113	4 DOOR SEDAN	1471.77	1817.00	155.00	1992.00
156	4 DOOR WAGON - 2 SEAT	1682.37	2077.00	176.00	2273.00
<u>"V-100" SERIES V-8</u>					
V11	2 DOOR SEDAN	1516.32	1872.00	160.00	2052.00
V13	4 DOOR SEDAN	1569.78	1938.00	165.00	2123.00
V56	4 DOOR WAGON - 2 SEAT	1780.38	2198.00	186.00	2404.00
<u>"V-200" SERIES SIX</u>					
131	2 DOOR SEDAN	1510.65	1865.00	159.00	2044.00
133	4 DOOR SEDAN	1561.68	1928.00	164.00	2112.00
135	CONVERTIBLE	1739.88	2148.00	181.00	2349.00
176	4 DOOR WAGON - 2 SEAT	1769.04	2184.00	184.00	2388.00
<u>"V-200" SERIES V-8</u>					
V31	2 DOOR SEDAN	1608.66	1986.00	169.00	2175.00
V33	4 DOOR SEDAN	1659.69	2049.00	174.00	2243.00
V35	CONVERTIBLE	1837.89	2269.00	191.00	2480.00
V76	4 DOOR WAGON - 2 SEAT	1867.05	2305.00	194.00	2519.00
<u>SIGNET "200" SERIES SIX</u>					
142	2 DOOR HARDTOP	1670.22	2062.00	174.00	2256.00
145	CONVERTIBLE	1833.03	2263.00	190.00	2473.00
<u>SIGNET "200" SERIES V-8</u>					
V42	2 DOOR HARDTOP	1768.23	2183.00	184.00	2387.00
V45	CONVERTIBLE	1931.04	2384.00	200.00	2604.00
<u>BARRACUDA SERIES SIX</u>					
**149	2 DOOR HARDTOP	1752.03	2163.00	182.00	2365.00
<u>BARRACUDA SERIES V-8</u>					
**V49	2 DOOR HARDTOP	1850.04	2284.00	192.00	2496.00

*INCLUDES FACTORY RETAIL PRICE, DISTRIBUTION, EXCISE AND HANDLING CHARGE, AND FACTORY RETAIL PROVISION FOR DEALER NEW CAR PREPARATION OF \$20.00.

DIRECT DEALERS WILL BE PAID \$25.00 PER CAR ON THEIR WHOLESALE DELIVERIES OF VALIANT PASSENGER CARS TO THEIR ASSOCIATE DEALERS OF RECORD, PROVIDED DIRECT DEALERS REPORT SUCH SALES MONTHLY ON THE AFFIDAVIT FORMS PROVIDED FOR THIS PURPOSE OR SUCH OTHER FORMS AS PLYMOUTH MAY DESIGNATE.

ALL VALIANT PASSENGER CARS DELIVERED AT THE FACTORY TO RETAIL CUSTOMERS, FOR DIRECT DEALERS OR THEIR ASSOCIATE DEALERS, WILL BE GIVEN COMPLETE NEW CAR INSPECTION AND SERVICING, FOR WHICH A NET CHARGE OF \$20.00 WILL BE ADDED TO THE CAR INVOICE.

FOR THE CONVENIENCE OF YOUR CUSTOMERS WHO TAKE DELIVERY OF THEIR NEW VALIANTS AT THE FACTORY, A FULL TANK OF GASOLINE WILL BE SUPPLIED IN EACH CAR. THE GASOLINE WILL BE FURNISHED AT CURRENT LOCAL CHARGES.

A CHARGE OF 25 CENTS PER CAR WILL BE MADE FOR PREPARING AND FURNISHING MANUFACTURER'S STATEMENTS OR CERTIFICATES OF ORIGIN ON CARS SHIPPED INTO STATES WHERE THIS CERTIFICATE IS REQUIRED.

BULLETIN NO. VV-DD
 DATE September 20, 1963
 REVISED October 10, 1963
 REVISED November 15, 1963
 REVISED December 9, 1963
 REVISED January 1, 1964
 REVISED APRIL 15, 1964 **

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN

1964 VALIANT FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	DISTRIBUTION, EXCISE AND HANDLING CHARGE	MANUFACTURER'S SUGGESTED RETAIL PRICE*	MODEL AVAILABILITY				
						V-100	V-200	SIGNET 200	BARRACUDA	
322	BASIC GROUP	\$ 67.75	\$ 89.30	\$ 7.00	\$ 96.30	E	E	E	E	
323	BASIC RADIO GROUP	111.95	147.50	11.50	159.00	E	E	E	E	
325	DELUXE GROUP	30.20	39.80	3.20	43.00	E	NA	NA	NA	
325	DELUXE GROUP	21.00	27.65	2.20	29.85	NA	E	NA	NA	
<u>AIR CONDITIONING</u>										
381	Single Unit With Heater (NA with 322 or 323)	257.00	338.20	25.80	364.00	E	E	E	E	
383	Single Unit without Heater	204.50	269.10	20.50	289.60	E	E	E	E	
412	AIR FOAM SEATS - Front	7.50	9.90	.80	10.70	E	E	NA	NA	
517	ANTI-FREEZE (6 Cyl.)	2.75	3.65	.30	3.95	E	E	E	E	
517	ANTI-FREEZE (8 Cyl.)	3.95	5.20	.40	5.60	E	E	E	E	
423	BACK-UP LIGHTS	7.50	9.90	.80	10.70	E	NA	NA	E	
423	BACK-UP LIGHTS - With Applique	9.50	12.50	1.00	13.50	NA	E	S	NA	
578	BATTERY - 48 Amp (170 Engine only)	5.30	7.00	.60	7.60	E	E	E	E	
443	BUMPER GUARDS - Front and Rear	8.00	10.55	.90	11.45	E	E	E	E	
522	DIFFERENTIAL - SURE GRIP	27.00	35.55	2.80	38.35	E	E	E	E	
02	ENGINE - 225 Cu. In. (6 Cyl. only)	35.00	43.75	3.60	47.35	E	E	E	E	
<u>GLASS - TINTED</u>										
431	All Windows	20.00	26.35	2.10	28.45	E	E	E	E	
432	Windshield Only	10.00	13.20	1.10	14.30	E	E	E	E	
385	HEATER - with Defroster	52.50	69.10	5.30	74.40	E	E	E	E	
<u>MIRRORS</u>										
481	Outside Left - Manual	3.50	4.65	.40	5.05	E	E	E	E	
482	Outside Left - Remote Control	8.40	11.10	.90	12.00	E	E	E	E	
492	Day/Nite - Inside Rear View	2.95	3.90	.30	4.20	E	E	E	E	
415	PADDED DASH	11.50	15.15	1.20	16.35	E	E	E	E	
282	PAINT - Two-Tone (NA Convertibles)	11.00	14.50	1.20	15.70	E	E	NA	NA	
*516	POSITIVE CRANKCASE VENT SYSTEM (CALIF. ONLY)	3.50	4.65	.40	5.05	E	E	E	E	
<u>POWER ASSISTS</u>										
406	Convertible Top Lift Actuator	38.05	50.10	3.90	54.00	NA	E	E	NA	
351	Steering	60.75	75.95	6.10	82.05	E	E	E	E	
355	Tailgate Window Lift (Wagons only)	23.00	30.30	2.40	32.70	E	E	NA	NA	
352	Brakes	30.00	39.50	3.10	42.60	E	E	E	E	
361	RADIO - Transaudio	41.25	54.30	4.20	58.50	E	E	E	E	
<u>STATION WAGON ITEMS</u>										
393	Roof Luggage Rack	33.50	44.10	3.40	47.50	E	E	NA	NA	
403	Wind Deflector	11.00	14.50	1.20	15.70	E	E	NA	NA	
*414	STEERING WHEEL (3-SPOKE WOOD GRAIN)	12.00	16.00	1.30	17.30	NA	NA	NA	E	
419	SEAT BELTS - Retractable - 2 Front	4.95	6.55	.50	7.05	E	E	E	E	
<u>TIRES - SET OF 5</u>										
12	6.50x13 WSW (6 Cyl. only)	20.50	27.00	2.10	29.10	E	E	E	E	
11	7.00x13 BSW (Standard 8 Cyl.)	9.00	11.85	1.00	12.85	E	E	E	E	
13	7.00x13 WSW (6 Cyl. only)	31.70	41.75	3.20	44.95	E	E	E	E	
13	7.00x13 WSW (8 Cyl. only)	22.70	29.90	2.30	32.20	E	E	E	E	
<u>TRANSMISSIONS</u>										
343	Manual - 4 Speed - 6 Cyl. INCLUDES Code 02 (a)	137.95	172.45	13.80	186.25	E	E	E	E	
343	Manual - 4 Speed 8 Cyl.	132.70	165.90	13.30	179.20	E	E	E	E	
345	Torqueflite 6 Cyl.	127.00	158.75	12.60	171.55	E	E	E	E	
345	Torqueflite 8 Cyl.	134.00	167.50	13.50	181.00	E	E	E	E	
611	TRIM - ALL VINYL (4 Door Sedans & Wagons only)	14.00	18.45	1.50	19.95	NA	E	NA	NA	
695-696	UNDERCOATING (with Underhood Pad)	9.00	11.85	1.00	12.85	E	E	E	E	
451	WHEEL COVERS - Deluxe	11.20	14.75	1.20	15.95	E	S	S	S	
*457	WHEEL COVERS - SIMULATED SOLY ON	23.80	31.75	2.40	34.15	NA	NA	NA	E	
428	WINDSHIELD WASHER - Dual Jet	8.25	10.90	.90	11.80	E	E	E	E	
429	WINDSHIELD WIPERS - Variable Speed	3.50	4.65	.40	5.05	E	E	E	E	

E - Extra Cost; S - Standard Equipment; NA - Not Available.
 *Includes Factory Retail Price and Distribution, Excise and Handling Charges.
 (a) Not available with Standard 170 C.I.D. Engine.

Refer to the 1964 Valiant Order Code List for availability of options within groups, color combinations and trim.
 The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Distribution, Excise and Handling Charges or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes or Destination Charges.
 ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.
 We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.
 The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices (including the Factory Retail Provision for Dealer New Car Preparation) are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

TO: ALL PLYMOUTH DIRECT DEALERS

SUBJECT: SUPPLEMENT TO CONFIDENTIAL PRICE BULLETIN NO. VV-DD

An allowance of 2% of the Factory Retail Price of each Valiant car (not including Miscellaneous Charges, Optional Equipment and Accessories, Distribution, Excise and Handling Charges, Dealer New Car Preparation, and Destination Charges) will be made to the Direct Dealer purchasing the car from Chrysler Motors Corporation. All such allowances will be accrued and paid to Direct Dealers on an annual basis. A single payment, which will cover all Valiant Passenger Car shipments will be made after the end of the 1964 Model Year. You, in turn, will be expected to pay the 2% allowance to your Associate Dealers for all 1964 Valiant cars you deliver to them.

The following example will illustrate the method by which you can determine the exact amount of the allowance by body styles:

<u>Body Type Code</u>	<u>Model</u>	<u>Factory Retail Price</u>	<u>% of Allowance</u>	<u>Amount of Allowance</u>
	<u>"V-100" Series</u>			
111	2 Door Sedan	\$1751.00*	2	\$35.02*

P-5439

CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION

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PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1964 VALIANT TRAILER TOWING PACKAGE

TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Distribution, Excise and Handling Charges and Manufacturer's Suggested Retail Prices for the 1964 Valiant Trailer Towing Package. The prices shown in the Manufacturer's Suggested Retail Price Column will appear on the Price Label that Federal Law requires be affixed to each new vehicle.

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	DISTRIBUTION, EXCISE AND HANDLING CHARGE	MANUFACTURER'S SUGGESTED RETAIL PRICE **	MODEL AVAILABILITY*		
						V-100	V-200	SIGNET 200
927	Heavy Duty Package	\$ 19.50	\$ 25.70	\$ 2.00	\$ 27.70	E	E	E

E - Extra Cost
 * PLEASE NOTE

The Valiant Trailer Towing Package is not available on 3 Cylinder Models. The Valiant Trailer Towing Package is available on 6 Cylinder Models only with Torqueflite Automatic Transmission, oversize 700 x 13 tires and Power Brakes, which must be ordered separately.

** Includes Factory Retail Price and Distribution, Excise and Handling Charge.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Distribution, Excise and Handling Charges, or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes, or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

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P-69

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CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION