

BULLETIN NO. AV-DD
 DATE September 25, 1964
 REVISED November 2, 1964
 REVISED January 4, 1965
 REVISED February 16, 1965
 To be effective with production of
 April 1, 1965
 REVISED April 21, 1965
 REVISED - EFFECTIVE CONCURRENT WITH
 EFFECTIVE DATE OF EXCISE
 TAX REDUCTION LEGISLATION

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1965 VALIANT PASSENGER CARS

TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges; Manufacturer's Suggested Retail Prices, and Miscellaneous Charges for the new 1965 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 19% discount from Factory Retail Prices of cars.

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE*
<u>"100" SERIES SIX</u>					
V11	2 DOOR SEDAN	1493.64	1844.00	116.00	1980.00
V13	4 DOOR SEDAN	1547.10	1910.00	120.00	2050.00
V56	4 DOOR WAGON - 2 SEAT	1761.75	2175.00	135.00	2330.00
<u>"100" SERIES V-8</u>					
V11	2 DOOR SEDAN	1591.65	1965.00	123.00	2108.00
V13	4 DOOR SEDAN	1645.11	2031.00	127.00	2178.00
V56	4 DOOR WAGON - 2 SEAT	1859.76	2296.00	142.00	2458.00
<u>"200" SERIES SIX</u>					
V31	2 DOOR SEDAN	1585.98	1958.00	123.00	2101.00
V33	4 DOOR SEDAN	1637.01	2021.00	126.00	2167.00
V35	CONVERTIBLE	1819.26	2246.00	138.00	2404.00
V76	4 DOOR WAGON - 2 SEAT	1848.42	2282.00	140.00	2442.00
<u>"200" SERIES V-8</u>					
V31	2 DOOR SEDAN	1683.99	2079.00	130.00	2229.00
V33	4 DOOR SEDAN	1735.02	2142.00	133.00	2295.00
V35	CONVERTIBLE	1917.27	2367.00	145.00	2532.00
V76	4 DOOR WAGON - 2 SEAT	1946.43	2403.00	147.00	2570.00
<u>SIGNET SERIES SIX</u>					
V42	2 DOOR HARDTOP	1746.36	2156.00	133.00	2309.00
V45	CONVERTIBLE	1912.41	2361.00	145.00	2526.00
<u>SIGNET SERIES V-8</u>					
V42	2 DOOR HARDTOP	1844.37	2277.00	140.00	2437.00
V45	CONVERTIBLE	2010.42	2482.00	152.00	2654.00
<u>BARRACUDA SERIES SIX - 225 C.I.D. ENGINE</u>					
V89	2 DOOR SPORTS HARDTOP	1856.52	2292.00	141.00	2453.00
<u>BARRACUDA SERIES V-8</u>					
V89	2 DOOR SPORTS HARDTOP	1918.89	2369.00	146.00	2535.00

*Includes Factory Retail Price, Excise, Handling and Other Charges, 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. AV-DD
 DATE September 25, 1964
 REVISED November 2, 1964
 REVISED January 4, 1965
 REVISED February 16, 1965
 To be effective with
 production of April 1, 1965
 REVISED April 21, 1965
 REVISED - EFFECTIVE CONCURRENT
 WITH EFFECTIVE DATE OF EXCISE
 TAX REDUCTION LEGISLATION

PLYMOUTH

CONFIDENTIAL PRICE BULLETIN

Page 2

1965 VALIANT FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E. H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE*	MODEL AVAILABILITY			
						100	200	SIGNET	BARRACUDA
321	BASIC GROUP	59.45	78.35	4.50	82.85	E	E	E	E
322	FORMULA "S" PACKAGE (8 Cylinder Only)	185.30	239.10	13.65	252.75	NA	NA	NA	E
324	WAGON GROUP	67.50	88.90	5.10	94.00	E	E	NA	NA
325	PERFORMANCE GROUP (NA Wagons or 6 Cylinder)	113.35	144.35	8.30	152.65	E	E	E	E
333	SPORT GROUP (6 Cylinder Only)	67.50	89.10	5.15	94.25	NA	E	NA	NA
333	SPORT GROUP (6 Cylinder Only)	56.30	74.75	4.30	79.05	NA	NA	E	E
333	SPORT GROUP (8 Cylinder Only)	69.70	92.00	5.30	97.30	NA	E	NA	NA
333	SPORT GROUP (8 Cylinder Only)	58.50	77.65	4.45	82.10	NA	NA	E	E
401	AIR CONDITIONER (Code 436 required)	229.50	302.00	16.50	318.50	E	E	E	E
462	AIR FOAM CUSHION - Front	7.50	9.90	.60	10.50	E	E	S	S
571	BATTERY - 48 AMP (170 Engine Only)	5.30	7.00	.45	7.45	E	E	E	NA
493	BUMPER GUARDS - Front and Rear	8.00	10.55	.70	11.25	E	E	E	E
436	CIGAR LIGHTER	2.60	3.45	.25	3.70	E	S	S	S
592	DIFFERENTIAL - Sure Grip	27.00	35.55	2.05	37.60	E	E	E	E
604	DISC BRAKES (NA 6 Cyl. Models) (Code 50, 52 or 322 Req'd.)	70.00	92.15	5.15	97.30	E	E	E	E
<u>ENGINES</u>									
20	225 Cu. In. - 6 Cyl. (Over 170 Cu. In. Engine)	35.00	43.75	2.60	46.35	E	E	E	S
31	Commando 273 - 8 Cyl. (Over 273 Cu. In. 8 Cyl. 2 Bbl. Engine) (NA Wagons)	73.60	92.00	5.30	97.30	E	E	E	E
696	FAST MANUAL STEERING (NA Power Steering)	9.50	12.50	.75	13.25	E	E	E	E
<u>GLASS TINTED</u>									
541	All Windows	20.00	26.35	1.55	27.90	E	E	E	E
542	Windshield Only	10.00	13.20	.85	14.05	E	E	E	E
406	HEATER - Delete (NA with Code 401)	(51.80)	(65.60)	(3.70)	(69.30)	E	E	E	E
465	INSTRUMENT PANEL PADDED	11.50	15.15	.90	16.05	E	E	E	E
473	LIGHTS - BACK-UP	7.50	9.90	.60	10.50	E	NA	E	E
473	LIGHTS - BACK-UP - With Applique	9.50	12.50	.75	13.25	NA	E	NA	NA
<u>MIRRORS</u>									
511	Outside Left - Manual	3.50	4.65	.30	4.95	E	E	E	E
512	Outside Left - Remote Control	8.40	11.10	.70	11.80	E	E	E	E
522	Day/Night - Inside Rear View	2.95	3.90	.25	4.15	E	E	E	E
<u>PAINT</u>									
704	Special Buffed Paint	12.00	15.80	1.00	16.80	NA	NA	E	E
282	Two-Tone (NA Convertibles)	11.00	14.50	.90	15.40	E	E	NA	NA
284	Racing Stripes	22.00	28.95	1.70	30.65	NA	NA	NA	E
<u>POWER ASSISTS</u>									
411	Brakes	30.00	39.50	2.25	41.75	E	E	E	E
410	Steering	60.75	75.95	4.40	80.35	E	E	E	E
420	Convertible Top Lift	38.05	50.10	2.85	52.95	NA	E	E	NA
441	RADIO - Transaudio	41.25	54.30	3.05	57.35	E	E	E	E

PLYMOUTH
CONFIDENTIAL PRICE BULLETIN
1965 VALIANT FACTORY INSTALLED OPTIONS AND ACCESSORIES
(CONTINUED)

Page 3

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E. H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE*	MODEL AVAILABILITY			
						100	200	SIGNET	BARRACUDA
	<u>STATION WAGON ITEMS</u>								
421	Luggage Rack	33.50	44.10	2.45	46.55	E	E	NA	NA
424	Wind Deflectors	11.00	14.50	.90	15.40	E	E	NA	NA
425	Luggage Rack and Wind Deflectors	44.50	58.60	3.35	61.95	E	E	NA	NA
417	Power Tailgate Window	23.00	30.30	1.75	32.05	E	E	NA	NA
	<u>SEAT BELTS</u>								
478	Custom Retractable-2 Front and 2 Rear (NA Code 326)	6.95	9.15	.50	9.65	E	E	E	E
326	Rear Seat Belts-Delete	(10.90)	(13.80)	(.75)	(14.55)	E	E	E	E
464	STEERING WHEEL - 3 Spoke Simulated Wood Grain	12.00	16.00	1.00	17.00	NA	E	E	E
630	SHOCK ABSORBORS AND SUSPENSION PACKAGE	12.00	15.85	1.00	16.85	E	E	E	E
634	SHOCK ABSORBORS - Firm Ride	2.25	3.00	.25	3.25	E	E	E	E
639	SUSPENSION PACKAGE	9.75	12.85	.75	13.60	E	E	E	E
468	TACHOMETER (8 Cyl. only)	35.00	46.10	2.60	48.70	E	E	E	E
	<u>TIRES - Set of 5</u>								
03	6.50 x 13 WSW (6 cyl. only) (NA Code 401 with Code 20)	20.50	27.00	1.55	28.55	E	E	E	E
10	7.00 x 13 BSW (Std. 8 Cyl.)	9.00	11.85	.75	12.60	E	E	E	E
12	7.00 x 13 WSW (6 Cyl. Only)	31.70	41.75	2.30	44.05	E	E	E	E
12	7.00 x 13 WSW (8 Cyl. Only)	22.70	29.90	1.70	31.60	E	E	E	E
50	6.95 x 14 BSW (6 Cyl. Only)	14.40	18.95	1.10	20.05	E	E	E	E
50	6.95 x 14 BSW (8 Cyl. Only)	5.40	7.15	.45	7.60	E	E	E	E
52	6.95 x 14 WSW (6 Cyl. Only)	37.10	48.85	2.75	51.60	E	E	E	E
52	6.95 x 14 WSW (8 Cyl. Only)	28.10	37.00	2.10	39.10	E	E	E	E
	<u>TRANSMISSIONS</u>								
363	Manual - 4 Speed - 6 Cyl.	132.70	165.90	9.55	175.45	NA	NA	NA	E
363	Manual - 4 Speed - 6 Cyl. Includes Code 20 (NA 170 Cu. In. Engine)	137.95	172.45	9.90	182.35	E	E	E	NA
363	Manual - 4 Speed - 8 Cyl.	132.70	165.90	9.55	175.45	E	E	E	E
365	Torqueflite - 6 Cyl.	127.00	158.75	9.20	167.95	E	E	E	E
365	Torqueflite - 8 Cyl.	134.00	167.50	9.70	177.20	E	E	E	E
611	UNDERCOATING - With Under- hood Pad	11.00	14.50	.90	15.40	E	E	E	E
	<u>WHEEL COVERS 13" WHEELS</u>								
481	Deluxe	11.20	14.75	.90	15.65	E	E	S	S
485	Custom - With Spinners	20.00	26.35	1.55	27.90	NA	E	NA	NA
485	Custom - With Spinners	8.80	11.60	.70	12.30	NA	NA	E	E
488	Sports - Bolt On Design	35.00	46.10	2.60	48.70	NA	E	NA	NA
488	Sports - Bolt On Design	23.80	31.75	1.75	33.50	NA	NA	E	E
	<u>WHEEL COVERS 14" WHEELS</u>								
481	Deluxe	13.00	17.15	1.05	18.20	E	E	S	S
488	Sports - Bolt On Design	36.80	48.45	2.65	51.10	NA	E	NA	NA
488	Sports - Bolt On Design	25.60	33.70	1.90	35.60	NA	NA	E	E
	<u>VINYL ROOF</u>								
	VINYL ROOF (2 Door Hardtop)	45.00	59.25	3.35	62.60	NA	NA	NA	E
	VINYL TRIM (4 Doors and Wagons)	54.00	71.10	4.00	75.10	NA	NA	E	NA
		14.00	18.45	1.10	19.55	NA	E	NA	NA
539	WINDSHIELD WASHER AND VARIABLE SPEED WIPERS	11.75	15.50	.90	16.40	E	E	E	E
616	POSITIVE CRANKCASE VENT SYSTEM (Calif.Only-Mandatory)	3.50	4.65	.30	4.95	E	E	E	E

E - Extra Cost; S - Standard Equipment; NA - Not Available
* Includes Factory Retail Price and Excise, Handling and Other Charges.

Refer to the 1965 Valiant or Barracuda 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, Excise, Handling and Other 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. AV-DD

An allowance of 2% of the Factory Retail Price of each Valiant car (not including Miscellaneous Charges, Optional Equipment and Accessories, Excise, Handling and Other 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 1965 Model Year. You, in turn, will be expected to pay the 2% allowance to your Associate Dealers for all 1965 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 style:

<u>Body Type Code</u>	<u>Model</u>	<u>Factory Retail Price</u>	<u>% of Allowance</u>	<u>Amount of Allowance</u>
	<u>"100" Series Six</u>			
V11	2 Door Sedan	\$1830.00	2	\$36.60

BULLETIN NO. AV-DD
 SUPPLEMENT NO. 2
 DATE September 25, 1964
 REVISED - EFFECTIVE CONCURRENT
 WITH EFFECTIVE DATE OF EXCISE TAX
 REDUCTION LEGISLATION

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1965 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; Excise, Handling and Other Charges and Manufacturer's Suggested Retail Prices for the 1965 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	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE **	MODEL AVAILABILITY *			
						100	200	Signet	Barracuda
625	Trailer Towing Package	\$ 26.50	\$ 34.90	1.95	36.85	E	E	E	E

E - Extra Cost

* PLEASE NOTE

The following options and accessories are mandatory with the Trailer Towing Package and must be ordered separately: Torqueflite Automatic Transmission, 7.00 x 13 Tires (6 Cyl. Only), Heavy Duty Brakes on 6 Cylinder Models.

** Includes Factory Retail Price and Excise, Handling and Other Charges.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Other 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 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.

CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION