



THE FIRST
PLYMOUTH'S
OF THE '90s



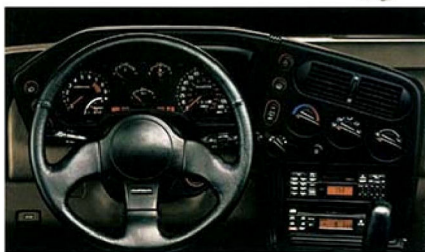
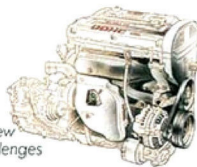
PLYMOUTH LASER

Hot!

Exciting looks. Electrifying performance. That's the all-new 1990 Plymouth Laser. A sophisticated and sporty car that challenges your senses and puts excitement in your driving.

Laser RS Turbo's exhilarating driving begins with a powerful 2.0-liter DOHC 16-valve intercooled turbocharged MPI engine that lets you glide through traffic with cat-like grace. Other power trains include a responsive 1.8-liter SOHC MPI engine, or the Laser RS* aggressive 2.0-liter DOHC 16-valve MPI engine.

Laser RS and RS Turbo cockpit, shown in Buckskin, envelops you in sporty comfort. Every indicator, switch, and gauge* has been designed for maximum driving efficiency and convenience. A leather-wrapped steering wheel and shifter, standard on Laser RS Turbo, add a touch of luxurious sportiness.



New available flip-up/removable sunroof includes air deflector, sunshade, vinyl protection storage bag, and cargo compartment tie-down straps. (Late availability.)



Relax and enjoy the crisp, clear sound of the available **Compact Disc player**. Includes premium electronically tuned AM stereo/FM stereo radio, integral digital clock, cassette tape player, three-band graphic equalizer, and six-speaker sound. (CD player available in Deluxe Equipment Package with CD on Laser RS and RS Turbo.)

*Turbo boost gauge shown applies to RS Turbo model only.

†Some AM stereo broadcasting may not be compatible with this system.

Plymouth Laser RS Turbo, shown in Flash Red Clear Coat, has a futuristic aero shape.



"Nowhere else can the buyer get this level of overall technical sophistication, refinement, performance, and value for the dollar."

— Christopher A. Sawyer —
AUTOWEEK Magazine

Plymouth Laser RS Turbo, shown in Warm Silver Metallic Clear Coat.

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information.
Some of the equipment shown or described throughout this catalog is available at extra cost.

PLYMOUTH ACCLAIM

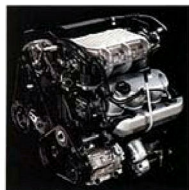
Style

Plymouth Acclaim delivers the qualities American drivers want most in a midsize car: front-wheel drive, optional V-6 power, sophisticated styling, exceptional comfort and available room for six, advanced safety engineering, and a high level of standard features. The smartest buy in a family sedan from America or Japan is Plymouth Acclaim.



Center console with covered storage bin holds cups, garage door opener, cassette tapes, and coins. (Acclaim LE interior shown in Medium Quartz.)

Powerful 3.0-liter V-6 MPI engine* is standard on Acclaim LX, optional on Acclaim and Acclaim LE, and features high-tech light-al-



loy aluminum cylinder heads. A responsive 2.5-liter EFI engine is standard on Acclaim and Acclaim LE. Add the available 2.5-liter turbocharged MPI engine or a three-speed automatic transaxle for even greater performance.†



Acclaim LX instrument panel, shown in Medium Quartz, puts all controls at your fingertips for maximum driver convenience. Includes features such as electric speedometer, tachometer, trip odometer, new steering wheel with integral air bag system, and optional Infinity II radio.



Plymouth Acclaim LE, shown in Platinum Silver Metallic Clear Coat, features standard seating for five, tilt steering, tinted glass, and rear window defroster.

*Manufactured by Mitsubishi Motors Corporation.
†Late availability.

"...the Acclaim is more powerful and more fun to drive than any of its competition..."

— MOTOR TREND —

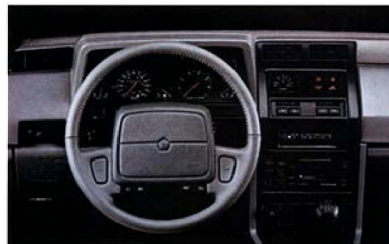


Plymouth Acclaim LX, shown in Black Clear Coat, offers a standard 3.0-liter V-6 MPI engine and Ultradrive, the world's first electronic fully adaptive four-speed overdrive automatic transaxle.

PLYMOUTH SUNDANCE

Sporty

If it's fun you're seeking, the sporty 1990 Plymouth Sundance will take you to new heights. Experience its precision handling, exceptional comfort, and quick performance with your choice of a standard 2.2-liter EFI engine, an available 2.5-liter EFI dual balance-shaft engine or a 2.5-liter SMPI Turbo engine. When you combine fun-to-drive excitement with our 7/70 limited warranty protection, Sundance becomes an even more intelligent choice. Keep the sun shining with Sundance's available flip-up/removable sunroof. Includes new reflective finish that helps reduce interior heat, cargo area tie-down straps, and a vinyl protective storage bag.



Plymouth Sundance RS instrument panel, shown in Medium Quartz, puts all controls at your fingertips for minimum distraction from the road. Includes standard leather-wrapped luxury steering wheel with air bag restraint system. For maximum enjoyment, add the optional Chrysler Infinity I sound system that features premium electronic AM stereo*/FM stereo radio with cassette player, integral digital clock, and eight speakers in four locations. New for 1990 is an available steering wheel-mounted speed control to reduce driver fatigue and help improve fuel economy.

*Some AM stereo broadcasting may not be compatible with this system.



Plymouth Sundance RS four-door with available Turbo Engine Package, shown in Aquamarine Blue Metallic Clear Coat/Platinum Silver Metallic Clear Coat.

Plymouth Sundance RS two-door with available Turbo Engine Package, shown in Exotic Red Clear Coat/Platinum Silver Metallic Clear Coat.



PLYMOUTH VOYAGER

Winner

Plymouth Voyager is an American original and since its introduction in 1984, has become the Gold Standard of mini vans. According to the latest J.D. Power and Associates survey,* Chrysler Motors' mini vans have the highest Customer Satisfaction Index Rating of any domestic mini van for the third consecutive year. Voyager offers versatile passenger and cargo-carrying capability, along with superior handling and excellent maneuverability. For even more roominess and cargo capacity, there's the extended wheelbase Grand Voyager model.

Grand Voyager SE and LE's new standard 3.3-liter MPI V-6 engine develops 150 horsepower at 4,800 rpm, and delivers more power for passing, towing, or climbing steep grades. Includes standard Ultradrive, the world's first electronic fully adaptive four-speed overdrive automatic transaxle.

Convenient overhead console on LE models features a compass, digital outside temperature readout, map/reading lights and two storage compartments.

Comfortable and accommodating seven-passenger seating offers generous leg room and 30 cubic feet of cargo capacity behind the rear seat on Grand Voyager models. (Seven-passenger seating standard on Voyager LE and Grand Voyager SE and LE.)

Plymouth Grand Voyager LE with woodgrain trim, shown in Dark Suede Metallic Clear Coat, provides extra room for passengers and cargo.

*J.D. Power and Associates 1987-1989 Light Duty Truck CSI—customer satisfaction with product quality and dealer service on 1986-1988 models.



"...stepped up as the benchmark in this class, and nothing's come close since."

— MOTOR TREND —



Plymouth Voyager LE with woodgrain bodyside applique, shown in Claret Red Pearl Coat.

PLYMOUTH HORIZON

Smart

With its high level of standard features and truly affordable value, Horizon America is a smart choice for economical, versatile, and proven transportation. New for 1990 are standard console, steering wheel air bag, and outboard rear passenger shoulder belts.



Newly designed instrument panel includes easy-to-reach controls and driver-side padded knee bolsters for added safety.



Horizon America interior with available high-back sport bucket seats features reclining seat-backs and dual-latch seat track adjusters.



Plymouth Horizon America, shown in Light Spectrum Blue Metallic Clear Coat, offers a standard 2.2-liter EFI engine, front-wheel drive, and much more.

PLYMOUTH IMPORTS



Plymouth Colt DL 4WD Wagon.



Plymouth Colt Vista 4WD.

Plymouth Colt Imports are loaded with value, versatility, and fun-to-drive excitement.

Colt DL 4WD Wagon offers five-passenger seating, room for cargo, and a long list of desirable standard features.

Colt Vista 4WD delivers outstanding flexibility with seven-passenger seating and a whopping 78 cubic feet of cargo space with the rear seats folded down. (Both Colt wagons are also available in sure-footed front-wheel-drive versions.)

Colt GT, Colt GL, and Colt are distinctive front-wheel-drive three-door hatchbacks that offer high style without a high price. For excitement, add the available Performance Package or the Sport Appearance Package to Colt GT. Attractive styling and peppy performance make Colts as practical as they are fun to drive.

Kicks



Plymouth Colt GT with available Performance and Sport Appearance Packages includes 1.6-liter 16-valve DOHC MPI engine, sport suspension, four-wheel disc brakes and more, shown in Bright Red.



The name Plymouth will always stand for quality, plenty of standard features, and honest value. But today, car shoppers have a lot of choices. So we'd better have some darn good reasons for you to pick the new Plymouth...and we do. Plymouth for the '90s means contemporary styling, advanced technology, solid dependability, and safety-minded engineering innovations.

Our commitment to our customer is underscored by the latest J.D. Power survey,* which put Chrysler Motors ahead of all other domestic manufacturers in Customer Satisfaction for the third year in a row. Even more satisfying, Plymouth's full line of vehicles increased its ranking more than any other brand, import or domestic. Plymouth believes every American has the right to friendly treatment, honest service, and competent repairs. That's the mission of our 7/70 Limited Warranty, and it's part of our Corporate philosophy. So, while there are many cars you could choose to own, Plymouth for 1990 has more of what you're looking for.

*J.D. Power and Associates 1989 passenger car Customer Satisfaction Index of 1988 models.



Quality Worth Backing

All Chrysler Motors domestically built automobiles and light trucks now benefit from the 7/70 Power Train Limited Warranty. Upon expiration of the 12-month or 12,000-mile Basic Limited Warranty, coverage is extended on power train components to seven years or 70,000 miles.* This represents one of the most comprehensive original limited warranties available on cars and trucks built and sold in the United States, and points out Chrysler Motors' pride in building and backing its products the right way.

In addition to the 7/70 Power Train Limited Warranty described above, all domestically built Chrysler Motors automobiles offer the 7/100 Anticorrosion Limited Warranty. Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. See your dealer for a copy of the limited warranties.

*A deductible applies.

See your dealer concerning warranty information on all Colt models.



Plymouth and the U.S. Forest Service
Proud Partners in the National Forest Scenic Byways Program.

Plymouth

