Meet the cars that reflect good taste...and make good sense for '77.

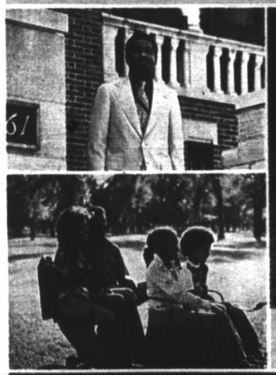
Plymouth Volaré. The small car that can carry your not-so-small family. Large, comfortable seats for long trips and a ride you only dreamed possible in a large car. No wonder more and more families are discovering Volaré is just the right size automobile.

Dodge Street Van. Get some friends together, pack a picnic, and head for the football stadium. No other van comes with all our special standard features. And with the optional Customizing Kit, no other van will suit your personal tastes so well.

Dodge Charger Special Edition. Drive one down your block and your neighbors can't help but notice. Because people respond to Charger Special Edition's tasteful, clean lines. Now it's available with Chrysler Corporation's revolutionary, computerized Electronic Lean-Burn System.*

Plymouth Fury. If you're looking for excitement, look at Fury. Fury's comfort and full-size trunk space are wrapped with dashing good looks. And this year you can add Chrysler Corporation's ingenious Electronic Lean-Burn System.*

Dodge Aspen Wagon. When your needs say big-car and your budget says small-car, satisfy them both. Haul around the neighborhood scout troop, backpacks and all and still get the advantages of a small car. It's unbelievable!



Dodge Royal Monaco. Royal looking, especially in the six, new Sunfire metallic colors. Plenty of good sense is packed into this full-size car with traveling room for kids, pets, golf clubs, and as much luggage as you need. Options like our Electronic Lean-Burn System make travel all the better.*

Chrysler New Yorker Brougham. The very essence of good taste. We think you'll appreciate the exquisite, traditional styling outside, keen attention to details inside. Like the crushed velour interior which now comes standard. And we think you'll find New Yorker's luxury sensibly affordable.

Chrysler Cordoba. Whether you're taking clients to lunch or your wife to dinner, you'll find Cordoba remarkably elegant. And now it's available with the optional new Crown roof.

Plymouth Volaré Wagon. It's a small wagon with the cargo capacity that approaches that of bigger wagons. And with its tasteful styling, you'll feel as comfortable taking Volaré to the theatre as the supermarket.

Dodge Aspen. When you really want small-car advantages but don't want to give up your favorite, big-car options, you really want Aspen. It has the smooth, quiet ride of Chrysler Corporation's isolated transverse suspension. And now you can dress up your Aspen in eight new exterior colors including 4 vibrant Sunfire metallics.

*Lean Burn engine not available in California and high altitude areas.

Dodge · Dodge Trucks · Chrysler · Plymouth

The cars from Chrysler Corporation reflect good taste...and make good sense.

CHRYSLER CORPORATION