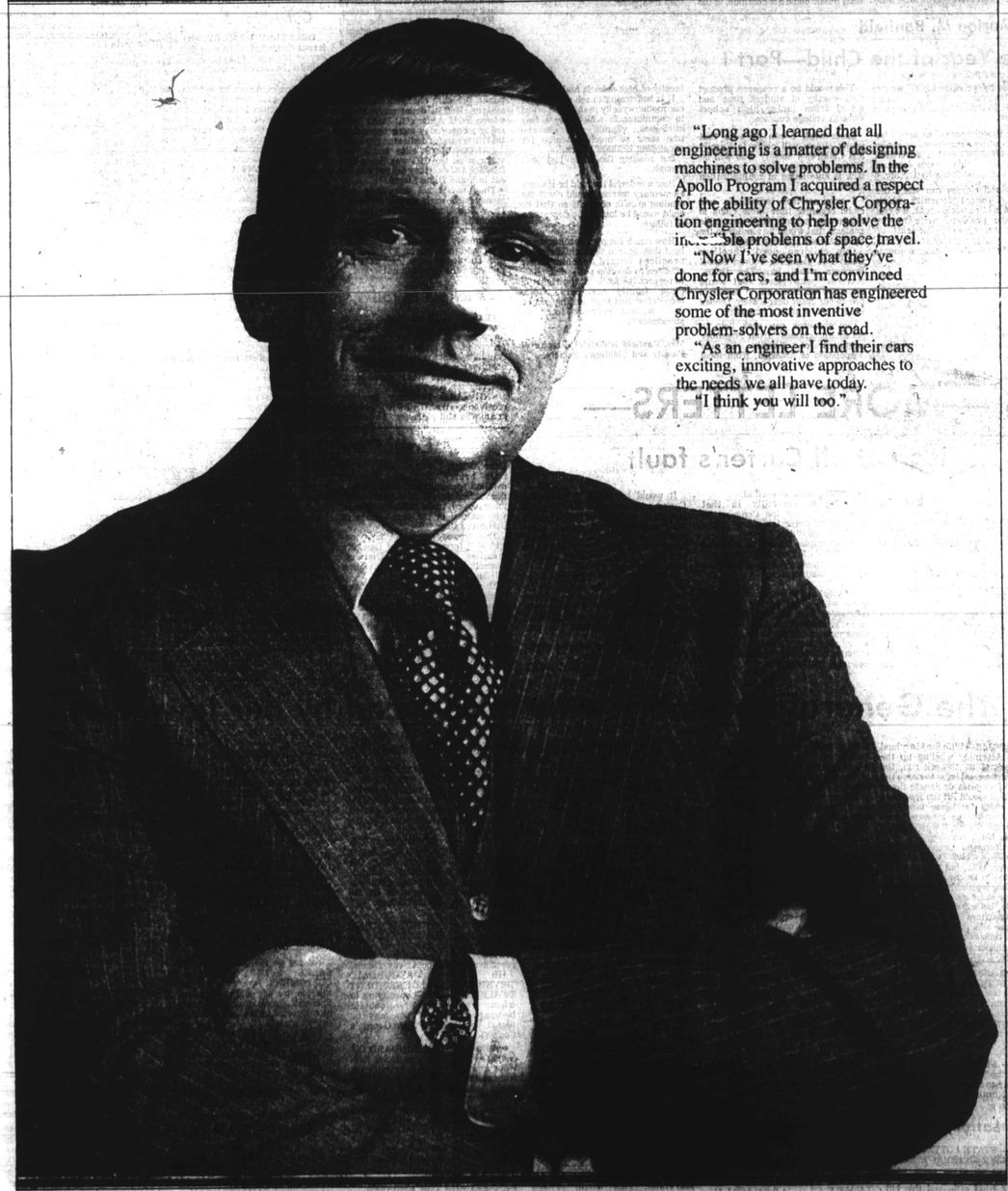
"What I Learned About Chrysler Corporation Engineering Could Change Your Mind About The Car You Buy."

Neil Armstrong



"Long ago I learned that all engineering is a matter of designing machines to solve problems. In the Apollo Program I acquired a respect for the ability of Chrysler Corporation engineering to help solve the incredible problems of space travel.

"Now I've seen what they've done for cars, and I'm convinced Chrysler Corporation has engineered some of the most inventive problem-solvers on the road.

"As an engineer I find their cars exciting, innovative approaches to the needs we all have today.

"I think you will too."

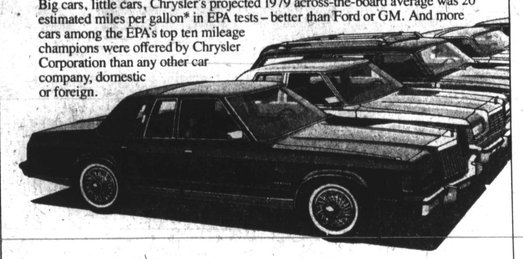
Chrysler LeBaron 2-Door

Chrysler uses galvanized steel for protection against rust and corrosion.

Chrysler attacks rust the way rust attacks your car: from the inside out. Many key parts are made of galvanized steel. And every car we make here goes through a 7-step dip and spray process for rust protection.

Chrysler has the best average gas mileage of the Big Three.

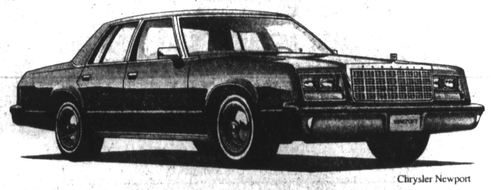
Big cars, little cars, Chrysler's projected 1979 across-the-board average was 20 estimated miles per gallon* in EPA tests – better than Ford or GM. And more cars among the EPA's top ten mileage champions were offered by Chrysler Corporation than any other car company, domestic or foreign.



Dodge Omni 024

Chrysler's new sport coupes are the first from America with front-wheel-drive. And what mileage!

Dodge Omni 024 and Plymouth Horizon TC3. Like no American sport coupe you ever drove. Front-wheel-drive *pulls* you through curves, through snow, through crosswinds. Remarkable mileage (25 est. mpg*). Two of the most aerodynamic American-built sport coupes, and, comparably equipped, they have a lower sticker price than Mustang.



Chrysler Newport

Chrysler redesigned the full-size car – and gave it 17 est. miles per gallon*.

Chrysler started with a clean slate, made full-size cars that are smaller outside, and still roomy enough for six inside. Designed to perform efficiently on a fuel-saving 6. With a unique automatic transmission torque converter with V8 engines that improves fuel economy.

Dodge Colt Custom Hatchback

Chrysler offers more cars under $5,000 than Toyota and Datsun combined.

Compare base sticker prices. Chrysler offers everything from the first American-built front-wheel-drive 4-passenger economy car, to some of the most sophisticated imports on the road today, including Dodge Colt Hatchback and Plymouth Champ, with 32 est. mpg* and a unique twin-stick transmission for power to pass.

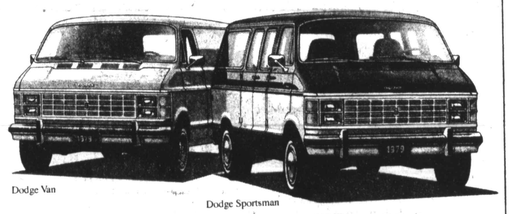
Chrysler offers the only twin-stick economy cars with power to pass.

Dodge Colt Hatchback and Plymouth Champ: 32 est. mpg* *plus* a unique dual-range stick-shift – one range for economy, the other for power to pass.

Chrysler built the first front-wheel-drive 4-passenger economy cars in America.

Front-wheel-drive is such a good idea that GM uses it in Eldorado, Toronado and Riviera, for $10,000 and up. Dodge Omni and Plymouth Horizon have front-wheel-drive in an American-made 4-passenger economy car sticker-priced under $5,000.

Dodge Omni 4-Door Hatchback



Dodge Van Dodge Sportsman

Chrysler sold more van-type vehicles than anybody else in the past 5 years.

Vans are America's last true custom cars, and Chrysler offers more ways to customize them than anybody outside a custom shop: beds, tables, skylights, towing packages – all available right from your dealer.

*EPA est. mpg. Use this number for comparisons. Your mileage may differ depending on speed, trip length and weather.

Chrysler. Dodge. Plymouth. We've Sized Up What America Needs.