



PLYMOUTH



Plymouth was launched by Chrysler as a ‘low-cost’ brand in 1928. Within four years, Plymouth became America’s number three best seller. The combination of low price, attractive styling and advanced engineering made it ideal for marketing during the depression of the early 1930’s. The cars were constructed entirely of steel (when many cars were based around a wooden frame), they had hydraulic brakes and rubber engine mounts to reduce vibration leading to a smoother ride. Innovations continued through the late 1930’s including coil sprung front suspension, standard safety glass and heater/defroster vents.

After World War II (and following the death of Walter Chrysler in 1940), the 1949 models used more of a box styling, practical but not in keeping with the ‘low & long’ look that was popular at the time. Despite the fuel economy of these cars, they were slow compared to the Oldsmobile Rocket 88 - the car that started the horsepower race. Plymouth responded with a new line-up for 1955 with the introduction of a V-8 and the Plymouth Fury in 1956. By 1966 Plymouth used the Hemi in a limited production of the Belvedere, this became the GTX.

The seventies were not kind to Plymouth, Chrysler amalgamated five divisions into two. Plymouth became the mark for the cheaper end of the market, rapidly eroded by foreign competition. By the end of the 70’s a number of Mitsubishi imports were re-badged as Plymouth. By the mid 80’s the Voyager minivan became a winner and then in 1997 came the Prowler, a retro hot rod that made Plymouth exciting again.

