

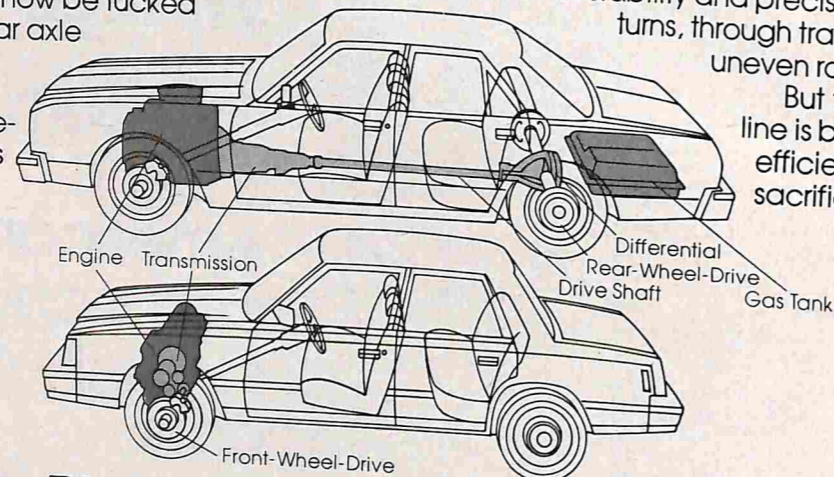
Why has front-wheel-drive become the wave of the future?

Fuel-efficiency. The new front-wheel-drive technology mounts the engine sideways over the front drive wheels for direct power.

Then it takes the bulky transmission, drive shaft and rear differential out of the way of the passenger compartment. And moves them all up front with the engine to form a single compact power train unit.

The gas tank can now be tucked safely in front of the rear axle and out of the way of the trunk.

This simple, space-efficient design allows



a roomy passenger and luggage compartment in a smaller high-mileage car.

That's not all. With the weight of engine and power train directly over the front drive wheels, you get better traction in snow, rain and on slippery surfaces.

And because front-wheel-drive pulls a car rather than pushes it from behind, you get a great sense of stability and precision around turns, through traffic and over uneven road surfaces.

But the bottom line is better fuel-efficiency without sacrifice of room.

Why Plymouth front-wheel-drive?

Plymouth advanced, state-of-the-art, front-wheel-drive technology is acknowledged throughout the industry. We've had the benefit of over 11 billion miles of owner experience with fuel-efficient front-wheel-drive cars in America. That's more than Ford or GM. More than Datsun or Toyota. And we're just warming up.

Plymouth now has more different kinds of high-mileage front-wheel-drive cars than any other nameplate.††

Foreign or domestic.

Most of the cars we sell today are high-mileage front-wheel-drive. The new Trans-4 engines, standard in most of our domestic front-wheel-drive cars, are specifically designed and engineered for front-wheel-drive. This not only makes them exceptionally fuel-efficient, it also makes them wonderfully easy to service because most things are up-front, on-top where you can easily reach them.

Plymouth front-wheel-drive cars share in our

new mileage breakthrough—an advanced electronic fuel-control system that continuously monitors and adjusts engine timing and air/fuel ratio for optimum efficiency. Result: Plymouth is the mileage leader in more classes than any other nameplate.†† American or import.

Plymouth front-wheel-drive cars are designed and engineered so carefully that they have traditional resale leadership.

In fact, our Horizon has the highest resale record of any car built in America, based on recent Automotive Market Reports of 1979 models with automatic transmissions.

Plymouth has been able to achieve all this and still maintain competitive prices. In fact, Plymouth has more of America's lowest-priced front-wheel-drive cars than anyone else.

And think about this. If everyone drove a Plymouth front-wheel-drive car, America wouldn't have to import one drop of OPEC oil for gasoline.†††



The American Way To Beat The Pump.

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Next Week

THE GREENING OF THE BROWNS is nearly complete as Cleveland now leads Pittsburgh and Houston in the AFC Central. Paul Zimmerman checks out the Browns against the Jets after scouting the Steelers-Oilers game on Thursday night.

SOME BIG CATS from Kentucky, heavy favorite in the SEC, challenge a pair of Big Ten basketball powers, Ohio State and Indiana. Curry Kirkpatrick will be on hand for the big interleague showdowns in Lexington, Ky. and Bloomington, Ind.

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