PLYMOUTH ANNOUNCES 3 NEW SPRING CAR COLORS



READ THIS IMPORTANT LETTER

CHRYSLER MOTORS CORPORATION
Subsidiary of Chrysler Corporation

General Sales Office:
P. O. Box 857
Detroit 31, Michigan

March 17, 1959

To all Plymouth dealers:

SUBJECT: Plymouth Spring Colors

To add even more sparkle to Plymouth we are making available three new Spring colors; Caribbean Blue, Apple Green and Turquoise. These brilliant colors are new and fresh and should have excellent appeal. They offer you a new approach to buyers and prospects who are particularly color conscious.

New Caribbean Blue, Apple Green and Turquoise will be available with April 20th production and will replace Starlight Blue, Daffodil Yellow, and Gold. To make certain that we schedule to your requirements, I wish you would submit orders to your Regional Office.

If you have any questions, you may wish to contact your District Manager or Regional Office. We feel that there will be an outstanding spring selling season and that these new colors, available on Plymouth, will help make it productive and profitable for you.

Very truly yours,

E. C. Quinn

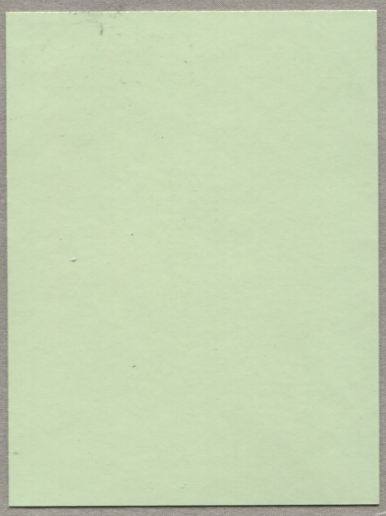
E. C. Quinn
General Manager

Here are Plymouth's Fresh-as-Spring New Colors!

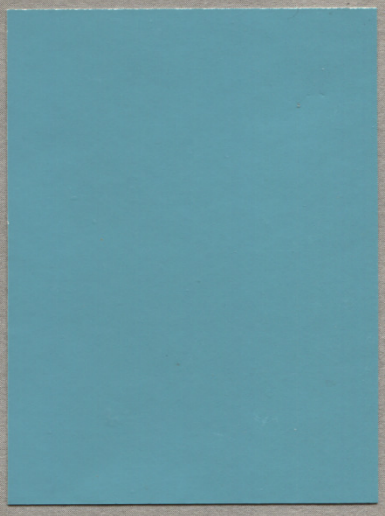
CARIBBEAN BLUE (CODE D)



APPLE GREEN (CODE G)



TURQUOISE (CODE J)



Another Plymouth Big Difference!
Three carefree spring colors your prospects will like!
Specially selected to whet new car appetites of Spring buyers!

CARIBBEAN BLUE

an unusually attractive blue, clean and clear and altogether new!

APPLE GREEN

a soft and stylish shade . . . fresh, lovely and different!

TURQUOISE

cool and inviting . . . particularly popular in the feminine world this Spring!

Here is color *newness* to catch a prospect's fancy! Caribbean Blue, Apple Green, and Turquoise —available in time for your Spring selling season.

These three new colors replace Starlight Blue, Daffodil Yellow and Gold.

Now's the time to take advantage of this latest Plymouth Big Difference . . . 3 new colors! The color chips on this page tell you you've got a fresh new selling tool this Spring!

The new colors will go into production April 20th. So, order today and be sure of getting the colors and the models you want in time for the best seasonal selling.

Here are the Interior Trim, Two-Tone and Convertible-Top Options with the New Spring Colors

Note: Delete Daffodil Yellow, Starlight Blue and Gold from your Code Sheet.

INTERIOR TRIM AVAILABILITY

	Savoy	Deluxe Suburban	Belvedere	Belvedere Conv. Custom Sub.	Fury 4-dr. Sedan	Fury 2-dr. & 4-dr. Hardtops and Sport Suburban	Sport Fury
Caribbean Blue	303	513	311	501	401	321	341
Apple Green	303	513	313	503	403	323	Apple Green and Turquoise not available on Sport Fury due to conflicting trim colors.
Turquoise	303	513	313	503	403	323	

TWO-TONE AVAILABILITY

Basic Car Color & Code	Solid Color Code	Two-tone roof and basic body color					
		Jet Black A	Powder Blue B	Caribbean Blue D	Apple Green G	Turquoise J	Iceberg White X
B. Powder Blue	*			DB			
D. Caribbean Blue	DD		BD				XD
G. Apple** Green	GG	AG					XG
J. Turquoise**	JJ	AJ					XJ
X. Iceberg White	*			DX		JX	

**Refer to code sheet.* ***Do not order for Sport Fury models.*

CONVERTIBLE TOP OPTIONS

Body Color	Top Options
Caribbean Blue	White (322) Black (321)
Apple Green	White (322) Black (321)
Turquoise	White (322) Black (321)

(Note: Blue or Green convertible top not available with these three new colors)

SELL ANOTHER PLYMOUTH BIG DIFFERENCE THIS SPRING— NEW COLORS!

LITHO IN U.S.A.

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