



Above: The \$3115/\$3216 Fury III topped Plymouth's station wagon line—20,125 six- and nine-passenger versions were built. In the mid-size line, the \$2986/\$3087 Belvedere II wagon (right) appealed to 13,393 buyers.



## 1966 Production

<b>Chrysler</b>	
Newport	167,671
300	49,598
New Yorker	47,579
Total	264,848

<b>Dodge</b>	
Dart	75,990
Dart 270	69,996
Dart GT	30,041
Coronet	66,161
Coronet 440	128,998
Coronet 500	55,683
Charger	37,344
Polara	107,832
Monaco	49,773
Monaco 500	10,840
Total	632,658

<b>Imperial</b>	
Crown	11,864
LeBaron	1,878
Total	13,742

<b>Plymouth</b>	
Valiant 100	78,656
Valiant 200	43,929
Valiant Signet	15,552
Barracuda	38,029
Belvedere I	48,644
Belvedere II	102,480
Satellite	38,158
Fury I	61,926
Fury II	73,817
Fury III	146,747
Sport Fury	35,941
VIP	incl with Fury III
Total	683,879

<b>Imports*</b>	
Simca 1000	NA
Simca 5	NA

\* Estimated sales: 12,900

## 1966 Engine Availability

Chrysler				Plymouth			
No.	Disp.,			No.	Disp.,		
Cyl.	cid	bhp	Availability	Cyl.	cid	bhp	Availability
V-8	383.0	270	S-Newport	I-6	170.0	101	S-Valiant
V-8	383.0	325	S-300; O-Newport	I-6	225.0	145	S-Barracuda, Fury sdns/wgns; O-Valiant
V-8	440.0	350	S-NY	V-8	273.5	180	S-Satellite; O-Valiant, Barracuda, Belvederes
Dodge				V-8	273.5	235	O-Valiant exc wgns, Barracuda
No.	Disp.,			V-8	318.0	230	S-VIP, Spt Fury, Fury II wgns, Fury III cvt/ h/wgn; O-Belvederes, Fury
Cyl.	cid	bhp	Availability	V-8	361.0	265	O-Belvedere, Satellite
I-6	170.0	101	S-Dart I-6	V-8	383.0	325	O-VIP, Belvedere, Satellite, Furies
I-6	225.0	145	S-Coronet I-6; O-Dart I-6	V-8	426.0	425	O-Belvedere, Satellite exc wgns
V-8	273.5	180	S-Coronet V-8, Dart V-8	V-8	440.0	365	O-VIP, Furies
V-8	273.5	235	O-Dart V-8	<b>Imports</b>			
V-8	318.0	230	S-Charger, Polara 318 sdn; O-Coronet V-8	No.	Disp.,		
V-8	361.0	265	O-Charger, Coronet V-8	Cyl.	cid	bhp	Availability
V-8	383.0	270	S-Polara/500, Monaco;	I-4	57.6	50-52	S-Simca 1000
V-8	383.0	325	O-Monaco 500	I-4	78.7	65	S-Simca 5
V-8	426.0	425	S-Monaco 500; O-all exc Dart				
V-8	440.0	350	O-Charger (max perf cam avail) O-Polara/500, Monaco/500				
Imperial							
No.	Disp.,						
Cyl.	cid	bhp	Availability				
V-8	440.0	350	S-all				

Chrysler Corporation enjoys another good selling season; market share grows

Dodge reaches fifth place in the production race, with a record number of cars built

Plymouth output sinks, despite a broad range of models

To counter Ford's LTD and Chevy's Caprice, Plymouth debuts the Fury VIP

Sales soar for Chrysler's non-letter 300 series

Dodge's new Charger is a fastback Coronet with hidden headlamps and bucket seats—both front and rear

Performance-oriented ads promote the "Dodge Rebellion"

A 440-cid V-8 is now standard in the New Yorker and Imperial, and optional in the big Dodge/Plymouth; it's the largest Chrysler-built engine ever

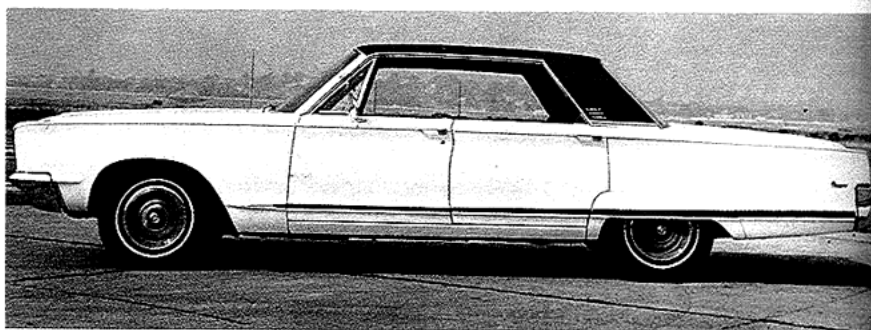
The 425-horsepower "Street Hemi" becomes available in mid-size Dodges and Plymouths

It's the final year for separate body-on-frame Imperials

Show cars include the 300X with lever steering and the "Mobile Executive" limo from Stageway

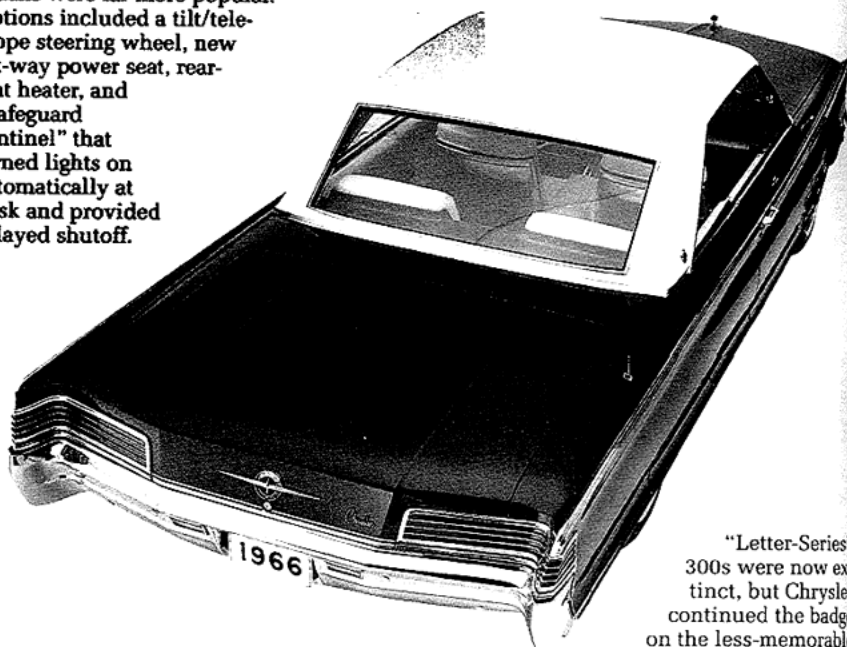
Arkansas-based Stageway produces a few long-wheel-base Chryslers

Led by Richard Petty, Plymouth cops 16 NASCAR Grand National victories



Chrysler's four series got new rooflines, plus individualized grilles, hoods, and trim. A new 350-bhp, 440-cid V-8 was standard in the \$4233 New Yorker hardtop sedan (top), which found 26,599 buyers. Powered by a 383-cid V-8, the \$3190 Newport hardtop sedan (above) sold 24,966 copies, but pillared

sedans were far more popular. Options included a tilt/telescope steering wheel, new six-way power seat, rear-seat heater, and "Safeguard Sentinel" that turned lights on automatically at dusk and provided delayed shutoff.



"Letter-Series" 300s were now extinct, but Chrysler continued the badge on the less-memorable "300" series, offered in four body styles with a 383 V-8. Output nearly doubled, to 49,598 units.