

# SERVICE BULLETIN



SERVICE DEPARTMENT, Technical Information on  Plymouth  Chrysler  Imperial

September 1, 1965

No. 66-3

All Chrysler Corporation cars for 1966 are finished in high-bake acrylic enamel.

In line with long standing practice, the DuPont company has formulated air dry matches to all of the colors used on new model production. The identifying codes of these colors are shown, together with color chips, in this bulletin.

Lucite<sup>®</sup> acrylic lacquer is available for spot and panel repair of baked acrylic enamel. No Sealer is required prior to application of Lucite<sup>®</sup> color for spot repair.

A complete line of DuPont refinishing materials, including Dulux<sup>®</sup> enamel colors for the current and previous model cars, undercoats, thinners, solvents, compounds and polishes—plus literature concerning their recommended usage—is available from more than three thousand DuPont distributing stock points throughout the country.

## BODY

## STANDARD

## COLORS

ALL

1966

IMPERIAL

CHRYSLER

PLYMOUTH

VALIANT

MODELS

J. W. FARLEY  
Manager-Service  
CHRYSLER-PLYMOUTH DIVISION

Service Mgr.	
Shop Foreman	
Technicians	
Parts Mgr.	
Partsmen	

THIS BULLETIN IS SUPPLIED AS TECHNICAL INFORMATION ONLY AND IS NOT AN AUTHORIZATION FOR REPAIRS

CHRYSLER-PLYMOUTH DIVISION



**CHRYSLER**  
MOTORS CORPORATION



	CHRYSLER	DODGE	IMPERIAL	PLYMOUTH
A	Sliver Mist	Silver	Silver Mist	Silver
B	Formal Black	Black	Formal Black	Black
C	Powder Blue	Light Blue	Powder Blue	Light Blue
D	Crystal Blue	Medium Blue	Crystal Blue	Light Blue
E	Regal Blue	Dark Blue	Regal Blue	Dark Blue
F	Haze Green	Light Green	Haze Green	
G	Sequoia Green	Dark Green	Sequoia Green	Dark Green
K	Frost Turquoise	Medium Turquoise	Frost Turquoise	Light Turquoise
L	Royal Turquoise	Dark Turquoise	Royal Turquoise	Dark Turquoise
P	Scorch Red	Bright Red		Bright Red
Q	Spanish Red	Dark Red	Spanish Red	Red
R	Daffodil Yellow	Yellow	Daffodil Yellow	Yellow
S	Ivory	Cream	Ivory	Soft Yellow
W	Persian White	White	Persian White	White
X	Desert Beige	Beige		Beige
Y	Saddle Bronze	Bronze		Bronze
Z	Spice Gold	Gold		Citron Gold
2				Charcoal
3			Dove Tan	
4	Moss Gold	Sandstone	Moss Gold	
5			Dusty Gold	
6	Lilac	Mauve	Lilac	Light Mauve
7	Ruby	Maroon	Ruby	
8			Deep Plum	

LUCITE® Acrylic Lacquer is recommended for SPOT REPAIR, panel repair and overall refinishing of all original automotive finishes. DULUX® Enamel may also be used for panel repair and overall refinishing.

**NOTE:** It may be necessary, at times, to tint colors to produce a satisfactory match due to normal weathering and changes in color standards.





# 1966 CHRYSLER CORPORATION

CHRYSLER—IMPERIAL—PLYMOUTH—VALIANT—DODGE

DU PONT LUCITE® STOCK AND DULUX® CODE NUMBER

A



4656-L { Silver  
181-97397 }

B



88 { Black  
93-005 }

C



4759-L { Blue  
93-97802 }

D



4758-L { Blue  
181-97801 }

E



4757-LH { Blue  
181-97800 }

F



4762-L { Green  
181-97805 }

G



4517-LH { Green  
181-96960 }

K



4646-L { Turquoise  
181-97387 }

L



4508-LH { Turquoise  
181-96951-H }

P



4770-LH { Red  
93-97813-M }

Q



4661-LM { Red  
181-97417-M }

R



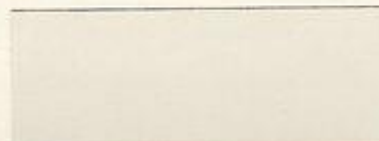
4698-L { Yellow  
93-97768 }

S



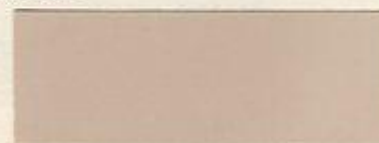
4764-L { Yellow  
93-97807 }

W



4559-L { White  
93-97054 }

X



4766-L { Beige  
93-97809 }

Y



4765-L { Bronze  
181-97808 }

Z



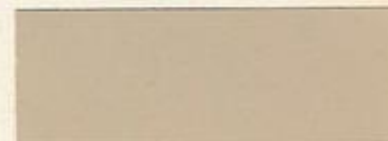
4763-L { Gold  
181-97806 }

2



4773-L { Charcoal  
181-97816 }

3



4772-L { Tan  
93-97815 }

4



4653-L { Sandstone  
181-97394 }

5



4771-L { Gold  
181-97814 }

6



4767-L { Mauve  
181-97810 }

7



4768-LM { Maroon  
181-97811-M }

8



4769-LM { Plum  
181-97812-M }



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