

SERVICE BULLETIN



SERVICE DEPARTMENT, Technical Information on Plymouth Chrysler Imperial

The 1966 Imperial, Chrysler, Plymouth, and Valiant cars are painted with a high baked Acrylic Enamel finish developed for the ultimate in color retention and durability. Representative color chips for all of the exterior colors of these cars are shown on the attached sheets.

While Acrylic Enamel color finishes can be repaired with customary refinishing products, Rinshed-Mason Chemists learned from practical exposure tests that customary refinishing products lose gloss and color by comparison to the original Acrylic Enamel finishes.

Therefore, a completely new repair finish was developed. Rinshed-Mason's new finish recommended for the repair of all 1966 cars is "Alpha-Cryl." These Alpha-Cryl colors are matched to production standards and produce the same desirable properties of long life, gloss and color retention which are built into the original Acrylic Enamel finishes.

RECOMMENDED ALPHA-CRYL REPAIR SYSTEM (Only Full Panel Refinishing is recommended with Alpha-Cryl)

1. Clean with #900 Pre-Kleano.
2. Sand the entire panel with #400 paper and water.
3. Treat bare metal areas with #801 Metal Conditioner.
4. Build up bare metal areas with APS Universal Undercoat in desired color.
5. Apply PS-6 Feather Seal according to directions.
6. Apply Alpha-Cryl color according to directions.

All orders for R-M refinishing materials and colors listed in this bulletin should be sent to your nearest Rinshed-Mason jobber or to the Rinshed-Mason Company, 5935-71 Milford Avenue, Detroit, Michigan 48210; Rinshed-Mason Company, 1244 North Lemon Street, Anaheim, California 92803.

A handwritten signature in cursive script that reads "J. W. Farley".

J. W. FARLEY
MANAGER-SERVICE
CHRYSLER-PLYMOUTH DIVISION

September 1, 1965

No. 66-4

BODY

STANDARD

COLORS

1966
IMPERIAL
CHRYSLER
PLYMOUTH
VALIANT
MODELS

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



1966 CHRYSLER-IMPERIAL

RINSHED-MASON AUTOMOTIVE COLORS

DETROIT, MICHIGAN • ANAHEIM, CALIFORNIA • WINDSOR, ONT., CANADA
PARIS, FRANCE • WOLVERHAMPTON, ENGLAND

CODE

CODE

CODE



A SILVER MIST IRID.
A-1760



P SCORCH RED
A-1836R (Chrysler only)



Z SPICE GOLD IRID.
A-1834 (Chrysler only)



C POWDER BLUE
A-1831



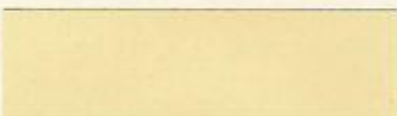
Q SPANISH RED IRID.
A-1766R



3 DOVE TAN
A-1841 (Imperial only)



D CRYSTAL BLUE IRID.
A-1830



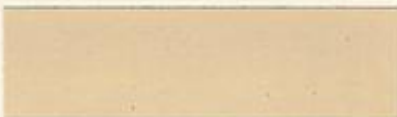
R DAFFODIL YELLOW
A-1778



4 MOSS GOLD IRID.
A-1763



E REGAL BLUE IRID.
A-1829



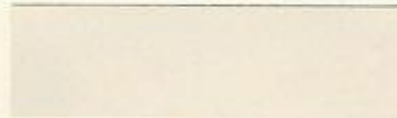
S IVORY
A-1832



5 DUSTY GOLD IRID.
A-1840 (Imperial only)



F HAZE GREEN IRID.
A-1837



W PERSIAN WHITE
A-1682



6 LILAC IRID.
A-1833



G SEQUOIA GREEN IRID.
A-1670



X DESERT BEIGE
A-1843 (Chrysler only)



7 RUBY IRID.
A-1838M



K FROST TURQUOISE IRID.
A-1757



Y SADDLE BRONZE IRID.
A-1835 (Chrysler only)



8 DEEP PLUM IRID.
A-1839 (Imperial only)



L ROYAL TURQUOISE IRID.
A-1659

CODE B: FORMAL BLACK A-946

1966
CHRYSLER &
IMPERIAL

(OVER)

1965 IMPERIAL

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	FORMAL BLACK
C	A-1749	ICE BLUE
E	A-1755	NAVY BLUE IRIDESCENT
F	A-1748	MIST BLUE IRIDESCENT
G	A-1670	SEQUOIA GREEN IRIDESCENT
L	A-1659	ROYAL TURQUOISE IRIDESCENT
N	A-1760	SILVER MIST IRIDESCENT
R	A-1754	SIERRA SAND
T	A-1766R	SPANISH RED IRIDESCENT
V	A-1765	CORDOVAN IRIDESCENT
W	A-1682	PERSIAN WHITE
Z	A-1757	FROST TURQUOISE IRIDESCENT
2	A-1758	SAGE GREEN IRIDESCENT
3	A-1751	PINK SILVER IRIDESCENT
5	A-1759	BLACK PLUM IRIDESCENT
6	A-1762	MAUVE IRIDESCENT
7	A-1768	PATRICIAN GOLD IRIDESCENT
8*	A-1778	DAFFODIL YELLOW

*SEE 1966 CHRYSLER-IMPERIAL CARD FOR COLOR CHIP

1965 CHRYSLER

Code	R-M Alpha-Cryl Stock No.	Color
A	A-1769	REGAL GOLD IRIDESCENT
B	A-946	FORMAL BLACK
C	A-1749	ICE BLUE
D	A-1668	NASSAU BLUE IRIDESCENT
E	A-1755	NAVY BLUE IRIDESCENT
F	A-1748	MIST BLUE IRIDESCENT
G	A-1670	SEQUOIA GREEN IRIDESCENT
K	A-1756	PEACOCK TURQUOISE IRIDESCENT
L	A-1659	ROYAL TURQUOISE IRIDESCENT
M	A-1767	CHARCOAL IRIDESCENT
N	A-1760	SILVER MIST IRIDESCENT
S	A-1753	FRENCH IVORY
T	A-1766R	SPANISH RED IRIDESCENT
V	A-1765	CORDOVAN IRIDESCENT
W	A-1682	PERSIAN WHITE
X	A-1752	SANDUNE BEIGE
Y	A-1681	SABLE TAN IRIDESCENT
Z	A-1757	FROST TURQUOISE IRIDESCENT
2	A-1758	SAGE GREEN IRIDESCENT
3	A-1751	PINK SILVER IRIDESCENT
4	A-1763	MOSS GOLD IRIDESCENT
8*	A-1778	DAFFODIL YELLOW

*SEE 1966 CHRYSLER-IMPERIAL CARD FOR CHIP

1964 IMPERIAL

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	FORMAL BLACK
C	A-1672	WEDGEWOOD
D	A-1668	NASSAU BLUE IRIDESCENT
E	A-1684	MONARCH BLUE IRIDESCENT
F	A-1660	PINE MIST IRIDESCENT
G	A-1670	SEQUOIA GREEN IRIDESCENT
K	A-1661	SILVER TURQUOISE IRIDESCENT
L	A-1659	ROYAL TURQUOISE IRIDESCENT
M	A-1665	MADISON GRAY IRIDESCENT
N	A-1662	CHARCOAL GRAY IRIDESCENT
O	A-1679	ROSEWOOD IRIDESCENT
R	A-1676R	ROYAL RUBY IRIDESCENT
S	A-1666	IVORY
T	A-1675R	ROMAN RED IRIDESCENT
W	A-1682	PERSIAN WHITE
X	A-1663	DUNE BEIGE
Y	A-1681	SABLE TAN IRIDESCENT

1964 CHRYSLER

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	FORMAL BLACK
C	A-1672	WEDGEWOOD
D	A-1668	NASSAU BLUE IRIDESCENT
E	A-1684	MONARCH BLUE IRIDESCENT
F	A-1660	PINE MIST IRIDESCENT
G	A-1670	SEQUOIA GREEN IRIDESCENT
K	A-1661	SILVER TURQUOISE IRIDESCENT
L	A-1659	ROYAL TURQUOISE IRIDESCENT
M	A-1665	MADISON GRAY IRIDESCENT
O	A-1679	ROSEWOOD IRIDESCENT
R	A-1676R	ROYAL RUBY IRIDESCENT
T	A-1675R	ROMAN RED IRIDESCENT
W	A-1682	PERSIAN WHITE
X	A-1663	DUNE BEIGE
Y	A-1681	SABLE TAN IRIDESCENT
Z	A-1564	EMBASSY GOLD IRIDESCENT
22-1 or 22-9*	A-1760	PALE SILVER IRIDESCENT (Silver Mist Irid.)

*REFER TO CODE "N" 1965 CHRYSLER-IMPERIAL CARD FOR CHIP

1963 IMPERIAL

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	FORMAL BLACK
C	A-1544	GLACIER BLUE
D	A-1545	CORD BLUE IRIDESCENT
E	A-1573	NAVY BLUE IRIDESCENT
H	A-1549	FOREST GREEN IRIDESCENT
K	A-1558	HOLIDAY TURQUOISE IRIDESCENT
L	A-1559	TEAL IRIDESCENT
M	A-1575	ALABASTER
N	A-1578	MADISON GRAY IRIDESCENT
O	A-1557	CHARCOAL GRAY IRIDESCENT
R	A-1562	MAYAN GOLD IRIDESCENT
S	A-1561	IVORY
T	A-1560R	CLARET IRIDESCENT
W	A-1462	OYSTER WHITE
X	A-1576	FAWN
Z	A-1555	MAHOGANY IRIDESCENT

1963 CHRYSLER

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	FORMAL BLACK
C	A-1544	GLACIER BLUE
D	A-1545	CORD BLUE IRIDESCENT
E	A-1573	NAVY BLUE IRIDESCENT
G	A-1574	SURF GREEN IRIDESCENT
H	A-1549	FOREST GREEN IRIDESCENT
K	A-1558	HOLIDAY TURQUOISE IRIDESCENT
L	A-1559	TEAL IRIDESCENT
M	A-1575	ALABASTER
N	A-1578	MADISON GRAY IRIDESCENT
P	A-1264R	FESTIVAL RED
T	A-1560R	CLARET IRIDESCENT
U	A-1564	EMBASSY GOLD IRIDESCENT
W	A-1462	OYSTER WHITE
X	A-1576	FAWN
Y	A-1577	CYPRESS TAN IRIDESCENT

1966 CHRYSLER AND IMPERIAL

(Space below intended for insertion of any changes or additions to 1966 Color Specifications)

Comb. No.	R-M No.	NAME OF COLOR



1966 PLYMOUTH-VALIANT

RINSHED-MASON AUTOMOTIVE COLORS

DETROIT, MICHIGAN • ANAHEIM, CALIFORNIA • WINDSOR, ONT., CANADA
PARIS, FRANCE • WOLVERHAMPTON, ENGLAND

CODE

CODE

CODE



A SILVER IRID.
A-1760



L DARK TURQUOISE IRID.
A-1659



X BEIGE
A-1843



C LIGHT BLUE
A-1831



P BRIGHT RED
A-1836R



Y BRONZE IRID.
A-1835



D LIGHT BLUE IRID.
A-1830



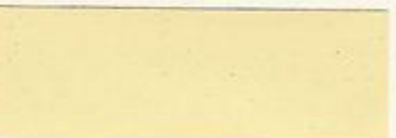
Q DARK RED IRID.
A-1766R



Z CITRON GOLD IRID.
A-1834



E DARK BLUE IRID.
A-1829



R YELLOW
A-1778



2 CHARCOAL IRID.
A-1842



G DARK GREEN IRID.
A-1670



S SOFT YELLOW
A-1832



6 LIGHT MAUVE IRID.
A-1833



K LIGHT TURQUOISE IRID.
A-1757



W WHITE
A-1682

CODE B: A-946 BLACK

1966
PLYMOUTH &
VALIANT

(OVER)

1965 PLYMOUTH-VALIANT

Code	R-M Alpha-Cryl Stock No.	Color
A	A-1769	GOLD IRID.
B	A-946	BLACK
C	A-1749	LIGHT BLUE
D	A-1668	MEDIUM BLUE IRID.
E	A-1755	DARK BLUE IRID.
H	A-1764	COPPER IRID.
J	A-1750	LIGHT TURQUOISE
K	A-1756	MEDIUM TURQUOISE IRID.
L	A-1659	DARK TURQUOISE IRID.
N	A-1760	BARRACUDA SILVER IRID. (Barracuda only)
P	A-1264R	RUBY
S	A-1753	IVORY
T	A-1766R	MEDIUM RED IRID.
W	A-1682	WHITE
X	A-1752	LIGHT TAN
Y	A-1681	MEDIUM TAN IRID.

1964 PLYMOUTH-BARRACUDA

Code	R-M Alpha-Cryl Stock No.	Color
A	A-1769	GOLD IRID. (Barracuda only)
B	A-946	EBONY
C	A-1658	LIGHT BLUE
D	A-1669	MEDIUM BLUE IRID.
E	A-1685	DARK BLUE IRID.
H	A-1674	SANDALWOOD IRID.
K	A-1671	TURQUOISE IRID.
L	A-1683	DARK TURQUOISE IRID.
M	A-1556	SILVER GRAY IRID.
P	A-1264R	RUBY
V	A-1680	CHESTNUT IRID.
W	A-1682	WHITE
X	A-1667	LIGHT BEIGE
Y	A-1681	MEDIUM BEIGE IRID.

1964 VALIANT

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	VALIANT BLACK
C	A-1658	VALIANT LIGHT BLUE
D	A-1669	VALIANT MEDIUM BLUE IRID.
E	A-1685	VALIANT DARK BLUE IRID.
J	A-1664	VALIANT LIGHT TURQUOISE
K	A-1671	VALIANT MED. TURQUOISE IRID.
M	A-1556	VALIANT MED. GRAY IRID.
P	A-1264R	VALIANT RED
T	A-1673R	SIGNET ROYAL RED IRID.
W	A-1682	VALIANT WHITE
X	A-1667	VALIANT LIGHT BEIGE
Y	A-1681	VALIANT MED. TAN IRID.

1963 PLYMOUTH

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	BLACK
C	A-1544	LIGHT BLUE
D	A-1572	MEDIUM BLUE IRID.
E	A-1546	DARK BLUE IRID.
F	A-1547	LIGHT GREEN
G	A-1548	GREEN IRID.
M	A-1552	LIGHT BEIGE
P	A-1264R	RED
R-1	A-1563	COPPERTONE IRID.
W	A-1462	ERMINE WHITE
X	A-1553	MEDIUM BEIGE
Y	A-1554	METALLIC BROWN

1963 VALIANT

Code	R-M Alpha-Cryl Stock No.	Color
B	A-946	VALIANT BLACK
C	A-1544	VALIANT LIGHT BLUE
D	A-1572	VALIANT MED. BLUE IRID.
E	A-1546	VALIANT DARK BLUE IRID.
F	A-1547	VALIANT LIGHT GREEN
G	A-1548	VALIANT MED. GREEN IRID.
M	A-1552	VALIANT ALABASTER
N	A-1556	VALIANT SILVER GRAY IRID.
P	A-1264R	VALIANT RED
W	A-1462	VALIANT WHITE
X	A-1553	VALIANT LT. TAN
Y	A-1554	VALIANT MED. TAN IRID.

1966 PLYMOUTH AND VALIANT

(Space below intended for insertion of any changes or additions to 1966 Color Specifications)

Comb. No.	R-M No.	NAME OF COLOR