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BULLETIN NO. BV-DD
DATE September 30, 1965
REVISED January 1, 1966
REVISED EFFECTIVE CONCURRENT WITH DATE OF EXCISE TAX INCREASE

PLYMOUTH
CONFIDENTIAL PRICE BULLETIN
1966 VALIANT PASSENGER CARS

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TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges; Manufacturer's Suggested Retail Prices, and Miscellaneous Charges for the new 1966 Valiant passenger cars and factory installed options and accessories. The prices shown in the Manufacturer's Suggested Retail Price column will appear on the Price Label that Federal law requires be affixed to each new vehicle. Factory Wholesale Prices to Direct Dealers are based on a 19% discount from Factory Retail Prices of cars.

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE*
<u>"100" SERIES SIX</u>					
VL21	2 DOOR SEDAN	1531.71	1891.00	114.00	2025.00
VL41	4 DOOR SEDAN	1585.98	1958.00	117.00	2095.00
VL45	4 DOOR WAGON - 2 SEAT	1809.54	2234.00	133.00	2387.00
<u>"100" SERIES V-8</u>					
VL21	2 DOOR SEDAN	1629.72	2012.00	121.00	2153.00
VL41	4 DOOR SEDAN	1683.99	2079.00	124.00	2223.00
VL45	4 DOOR WAGON - 2 SEAT	1907.55	2355.00	140.00	2515.00
<u>"200" SERIES SIX</u>					
VH41	4 DOOR SEDAN	1686.42	2082.00	124.00	2226.00
VH45	4 DOOR WAGON - 2 SEAT	1897.83	2343.00	139.00	2502.00
<u>"200" SERIES V-8</u>					
VH41	4 DOOR SEDAN	1784.43	2203.00	131.00	2354.00
VH45	4 DOOR WAGON - 2 SEAT	1995.84	2464.00	146.00	2630.00
<u>SIGNET SERIES SIX</u>					
VH23	2 DOOR HARDTOP	1713.15	2115.00	126.00	2261.00
VH27	CONVERTIBLE	1917.27	2367.00	140.00	2527.00
<u>SIGNET SERIES V-8</u>					
VH23	2 DOOR HARDTOP	1811.16	2236.00	133.00	2389.00
VH27	CONVERTIBLE	2015.28	2488.00	147.00	2655.00

*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New Car Preparation of \$20.00.

Direct Dealers will be paid \$25.00 per car on their wholesale deliveries of Valiant Passenger Cars to their Associate Dealers of record, provided Direct Dealers report such sales monthly on the Affidavit Forms provided for this purpose or such other forms as Plymouth may designate.

All Valiant Passenger Cars delivered at the Factory to Retail Customers, for Direct Dealers or their Associate Dealers, will be given complete new car inspection and servicing, for which a net charge of \$20.00 will be added to the car invoice.

For the convenience of your customers who take delivery of their new Valiants at the Factory, a full tank of gasoline will be supplied in each car. The gasoline will be furnished at current local charges.

A charge of 25 cents per car will be made for preparing and furnishing Manufacturer's Statements or Certificates of Origin on cars shipped into States where this Certificate is required.

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EXCISE TAX INCREASE

PLYMOUTH

CONFIDENTIAL PRICE BULLETIN

1966 VALIANT FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY	FACTORY	E.H. & O.	MANUFACTURER'S	MODEL AVAILABILITY		
		WHOLESALE PRICE	RETAIL PRICE		SUGGESTED RETAIL PRICE *	100	200	SIGNET
<u>ACCESSORY GROUPS</u>								
351	Basic (With 13" Wheels)	62.10	81.80	4.75	86.55	E	E	E
351	Basic (With 14" Wheels)	64.35	84.75	4.90	89.65	E	E	E
359	Sport (6 Cylinder)	78.70	103.85	5.90	109.75	NA	E	E
359	Sport (8 Cylinder) (NA 8 Cylinder Conv. with Air Conditioner)	69.70	92.00	5.30	97.30	NA	E	E
368	Suspension Package	9.75	12.85	.75	13.60	E	E	E
411	AIR CONDITIONER (NA with 170 Cu. In. Eng. or 273 Cu. In. Eng. with 3 Speed Man. Trans.) (Code 487 Req'd. on 100 Models)	229.50	302.00	16.50	318.50	E	E	E
483	BUMPER GUARDS - Front & Rear	12.50	16.45	1.00	17.45	E	E	E
487	CIGAR LIGHTER	2.60	3.45	.25	3.70	E	S	S
486	CONSOLE (With Bucket Seats Only) (NA with 3 Speed Man. Trans.)	35.00	46.10	2.60	48.70	NA	NA	E
408	DIFFERENTIAL - Sure Grip	27.00	35.55	2.05	37.60	E	E	E
<u>CLEANER AIR PKG.</u> (Calif. Only - Mandatory)								
471	6 Cylinder Models	13.55	16.95	1.05	18.00	E	E	E
471	8 Cylinder Models	18.85	23.60	1.40	25.00	E	E	E
646	EMERGENCY FLASHER (Mandatory New York State)	9.00	11.85	.75	12.60	E	E	E
<u>ENGINES</u>								
21	225 Cu. In. - 6 Cyl.	35.00	43.75	2.60	46.35	E	E	E
32	Commando 273-4 BBL - 8 Cyl. (NA Wagons) (NA 3 Speed Man. Trans.)	73.60	92.00	5.30	97.30	E	E	E
628	FAST MANUAL STEERING (NA Code 456)	9.50	12.50	.75	13.25	E	E	E
<u>GLASS - Tinted</u>								
521	All Windows	20.00	26.35	1.55	27.90	E	E	E
522	Windshield Only	10.00	13.20	.85	14.05	E	E	E
416	DELETE HEATER (NA Code 411)	(51.80)	(65.60)	(3.70)	(69.30)	E	E	E
509	LOCK - Glove Box (Std. Conv.)	2.80	3.70	.25	3.95	E	E	E
<u>MIRRORS</u>								
534	Day/Night - Inside Rear View	2.95	3.90	.25	4.15	E	E	E
536	Remote Control - Outside Left	4.90	6.45	.40	6.85	E	E	E
<u>POWER EQUIPMENT</u>								
451	Brakes	30.00	39.50	2.25	41.75	E	E	E
456	Steering	60.75	75.95	4.40	80.35	E	E	E
421	RADIO - Transaudio - AM	41.25	54.30	3.05	57.35	E	E	E
557	SEAT BELTS - Retractable - 2 frt. & 2 rear	6.95	9.15	.50	9.65	E	E	E
551	SEAT CUSHION - Foam Front (NA Bucket Seats)	7.50	9.90	.60	10.50	E	E	E
548	SUN VISORS - Padded	4.50	5.95	.40	6.35	E	E	E
<u>STATION WAGON ITEMS</u>								
461	Power Tailgate Window	23.00	30.30	1.75	32.05	E	E	NA
463	Luggage Rack - Roof	33.50	44.10	2.45	46.55	E	E	NA
467	Wind Deflectors	11.00	14.50	.90	15.40	E	E	NA
573	STEERING WHEEL - 3 Spoke Simulated Wood Grain	12.00	16.00	1.00	17.00	NA	E	E
638	SHOCK ABSORBERS - Firm Ride	2.25	3.00	.25	3.25	E	E	E
<u>TRANSMISSIONS</u>								
393	Manual - 4 Speed (8 Cyl. Only)	132.70	165.90	9.55	175.45	E	E	E
395	Torqueflite (6 Cyl. Only)	127.00	158.75	9.20	167.95	E	E	E
395	Torqueflite (8 Cyl. Only)	134.00	167.50	9.70	177.20	E	E	E
579	UNDERCOATING - With Underhood Pad	11.00	14.50	.90	15.40	E	E	E
<u>WHEEL COVERS - 13" WHEELS</u>								
581	Deluxe	13.00	17.15	1.05	18.20	E	E	E
583	Bolt on Wheel Design	35.00	46.10	2.60	48.70	NA	E	E

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PLYMOUTH

CONFIDENTIAL PRICE BULLETIN

1966 VALIANT FACTORY INSTALLED OPTIONS AND ACCESSORIES

(CONTINUED)

ORDER CODE	DESCRIPTION	FACTORY	FACTORY	E.H. & O.	MANUFACTURER'S	MODEL AVAILABILITY		
		WHOLESALE PRICE	RETAIL PRICE		SUGGESTED RETAIL PRICE*	100	200	SIGNET
<u>WHEEL COVERS - 14" WHEELS</u>								
581	Deluxe	15.25	20.10	1.20	21.30	E	E	E
583	Bolt on Wheel Design	36.80	48.45	2.65	51.10	NA	E	E
<u>PAINT AND TRIM</u>								
708	Paint - Special Buffed	12.00	15.80	1.00	16.80	NA	E	E
292	Paint - Two Tone	13.50	17.80	1.05	18.85	E	E	NA
306-7	Roof - Vinyl (2 Door Hardtop)	54.00	71.10	4.00	75.10	NA	NA	E
	Trim - Vinyl	16.80	22.15	1.25	23.40	NA	E	NA
	Trim - Vinyl Bucket Seats	48.60	63.95	3.55	67.50	NA	NA	E
<u>TIRES - Set of 5-6 Cylinder</u>								
<u>Replaces 6.50 x 13 B.S.W.</u>								
03	6.50 x 13 W.S.W.	20.50	27.00	1.55	28.55	E	E	E
11	7.00 x 13 B.S.W. (a)	9.00	11.85	.75	12.60	E	E	E
13	7.00 x 13 W.S.W.	31.70	41.75	2.30	44.05	E	E	E
16	7.00 x 13-8 PR. B.S.W.-Nylon	42.50	55.95	3.10	59.05	E	E	E
18	7.00 x 13-8 PR. W.S.W.-Nylon	65.20	85.80	4.75	90.55	E	E	E
21	6.95 x 14 B.S.W.	14.40	18.95	1.10	20.05	E	E	E
23	6.95 x 14 W.S.W.	37.10	48.85	2.75	51.60	E	E	E
28	Special Bluestreak (Code 368 Req'd) (NA Wagons)	48.10	63.30	3.55	66.85	E	E	E
<u>TIRES - Set of 5-8 Cylinder</u>								
<u>Replaces 7.00 x 13 B.S.W.</u>								
13	7.00 x 13 W.S.W.	22.70	29.90	1.70	31.60	E	E	E
16	7.00 x 13-8 PR. B.S.W.-Nylon (b)	33.50	44.10	2.45	46.55	E	E	E
18	7.00 x 13-8 PR. W.S.W.-Nylon (b)	56.20	73.95	4.10	78.05	E	E	E
21	6.95 x 14 B.S.W.	5.40	7.15	.45	7.60	E	E	E
23	6.95 x 14 W.S.W.	28.10	37.00	2.10	39.10	E	E	E
28	Special Bluestreak (Code 368 Req'd) (NA Wagons)	39.10	51.45	2.90	54.35	E	E	E

(a) Minimum Size for 6 Cylinder with Air Conditioner

(b) Required size for 8 Cyl. Convertible with Air Conditioner unless Codes 368 Suspension Pkg. & 28 Bluestreak tires are ordered.

E - Extra Cost; E - Standard Equipment; NA - Not Available

* Includes Factory Retail Price and Excise, Handling and Other Charges.

Refer to the 1966 Valiant Order Code List for availability of options within groups, color combinations and trim.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Other Charges or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices (including the Factory Retail Provision for Dealer New Car Preparation) are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

BULLETIN NO. BV-DD
 SUPPLEMENT NO. 2
 DATE September 30, 1965
 REVISED January 1, 1966
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OF EXCISE TAX INCREASE

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1966 VALIANT TRAILER TOWING PACKAGE

TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges and Manufacturer's Suggested Retail Prices for the 1966 Valiant Trailer Towing Package. The prices shown in the Manufacturer's Suggested Retail Price Column will appear on the Price Label that Federal Law requires be affixed to each new vehicle.

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE**	MODEL AVAILABILITY *		
						100	200	Signet
	<u>TRAILER TOWING PACKAGE</u>							
578	6 Cylinder Models	\$ 40.05	\$ 52.70	\$ 3.00	\$ 55.70	E	E	E
578	8 Cylinder Models	26.50	34.90	1.95	36.85	E	E	E

E - Extra Cost

* PLEASE NOTE

The following options and accessories are required with the Trailer Towing Package and must be ordered separately: Torqueflite Automatic Transmission, 7.00 x 13 8 PR Nylon Tires, 225 C.I.D. Engine for 6 Cylinder Models.

Also, the following options and accessories are not available with the Trailer Towing Package: Sport Group, Suspension Package, Disc Brakes.

** Includes Factory Retail Price and Excise, Handling and Other Charges.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Other Charges, or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes, or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

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CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION

BULLETIN NO. BV-DD
 SUPPLEMENT NO. 3
 DATE September 30, 1965
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OF EXCISE TAX INCREASE

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1966 VALIANT DISC BRAKE PACKAGE

TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges and Manufacturer's Suggested Retail Prices for the 1966 Valiant Disc Brake Package. The prices shown in the Manufacturer's Suggested Retail Price Column appear on the Price Label that Federal Law requires be affixed to each new vehicle.

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE**	MODEL AVAILABILITY*		
						100	200	Signet
479	DISC BRAKE PACKAGE	\$ 59.00	\$ 77.65	\$ 4.30	\$ 81.95	E	E	E
	<u>TIRES</u> - Available Only with the Disc Brake Package							
	REPLACES 6.95 x 14 B.S.W.							
23	6.95 x 14 W.S.W.	22.70	29.90	1.70	31.60	E	E	E
28	Special Bluestreak (Code 368 Required) (a)	33.70	44.35	2.45	46.80	E	E	E

E - Extra Cost

* PLEASE NOTE:

The following options and accessories are not available with the Disc Brake Package: Sport Accessory Group, 13" Tires, 13" Wheel Covers, Trailer Towing Package.

(a) Required tires for 8 cylinder convertibles with air conditioner.

** Includes Factory Retail Price and Excise, Handling and Other Charges.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Other Charges, or Destination Charges. The Manufacturer's Suggested Retail Price does not include any State and/or Local Taxes, or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

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CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION