K-cars, Hope for 1981

To meet the challenge of the small foreign import cars, Chrysler Corp. has unveiled its K-cars. This small vehicle (4 cylinders) is expected to compete favorably with the Japanese and German imports, and the X-car series of GM.

DETROIT — Never has such a small vehicle carried such a heavy load as Chrysler's all - new "K" car.

That load is the responsibility placed against the new models, as Chrysler's pace cars in leading the company along the road to profitability and its front runners in the sales race against imports.

And never, can it be recalled, has a new car line received as much pre - introduction attention, interest and publicity as the "K" series, the engineering code letter for the cars before their official introduction October 2 as Plymouth Reliant and Dodge Aries.

Even before the first new model was driven off the Jefferson Assembly Plant line in Detroit August 6 by chairman Lee Iacocca, there were advance orders for more than half of the third and fourth quarter production schedules of 180,000 units.

The original production schedule was increased by 30,000 units, bringing the model year production forecast to a total of a half - million units.

The "K Cars are Coming," is the theme of 1981 model pre - launch advertising. At the Jefferson plant ceremony attended by company, city, state, and federal officials, Iacocca made that message loud and clear to foreign car builders. He declared:

"The message we're sending to the world from this assembly plant today is that Chrysler, Detroit, and the American automobile industry are ready, willing, and able to take on all comers."

DODGE ARIES for 1981 is available with a complete line of optional equipment. It comes in both two - door and four - door models, plus the station wagon.

A New Family

Reliant and Aries are a new family of six - passenger, front - wheel drive, space and fuel - efficient cars. They are new from the wheels up including aerodynamic styling, Chrysler - designed and built four - cylinder engine, transmission, suspension and drive train.

The new models are offered in two and four - door notch - back sedans and five - door station wagons. With standard, transverse - mounted 2.2 liter four - cylinder engine and manual transaxle (the unit attached to the engine which contains both transmission and final drive components), they carry an EPA rating of 41 mpg on the highway and 25 mpg in the city.

Base price of Reliant and Aries is in the $6,000 category and there is a wide range of options.

They replace the compact Plymouth Volare and Dodge Aspen in Chrysler's model lineup and continue the company's experience and leadership in front-wheel drive, following in the highly successful tracks of the Plymouth Horizon and Dodge Omni, which were introduced in 1978.

They're Shorter

The "K" cars are two feet shorter than Volare and Aspen, 800 pounds lighter, and about 25 percent more fuel efficient.

Built on a 99.6 - inch wheelbase, Reliant and Aries are five inches shorter in wheelbase than GM's "X" cars and with an overall length of 176 inches, are a half - foot shorter and slightly wider than the GM cars, which are their chief competitors in this class.

The "K" cars are 68.6 inches wide, slightly over 52 inches high and have 13-gallon fuel tanks, which are mounted beneath the rear seat and forward of the rear wheel centerline for improved impact protection.

Reliant and Aries constitute a total transportation package designed specifically to meet the motoring needs of the 1980s, explained Jerry Pyle, vice - president, U.S. Automotive Sales. He said:

"These all new models integrate the latest technological and design concepts into a total package. These include proper size, roominess, fuel economy, value, dependability, performance, good ride and handling characteristics, ease of maintenance, quality, quietness and comfort, a wide range of options, and outstanding style.

"Reliant and Aries are offered in three price classes and are ideal vehicles for buyers moving down from larger cars or moving up from subcompacts for increased passenger room, or for those looking for an outstanding buy."

Fuel Economy

Chrysler concentrated on aerodynamics in developing excellent performance and fuel economy for its new line.

Over 320 hours of wind tunnel testing using various body designs and shapes to study the effects of aerodynamic drag and wind resistance resulted in a one mpg fuel economy increase over initial designs.

Snug holds loose dentures comfortably tight

Ease sore gums from loose-fitting dentures with soft easy-to-use Snug* Brand Denture Cushions. Snug gives temporary relief until you see a dentist. Now available in the 2-cushion or new 4-cushion economy package.

SNUG

STATION WAGON version of the 1981 Dodge Aries with ample room for six passengers and 34.2 cubic feet of cargo space.

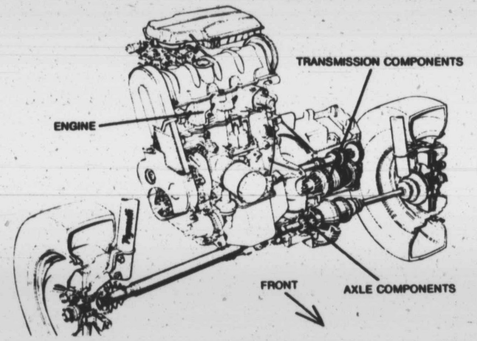
ALL AROUND appeal of the Plymouth Reliant is reflected in its clean design 6 - passenger room, and choice of two fuel - efficient engines.

PLYMOUTH RELIANT is another of the K-car series featuring two or four - door models and choice of 2.2 or 2.6 - liter 4 - cylinder engine.

Standard equipment, in addition to the 2.2 liter engine and manual transaxle, includes rack and pinion steering, Iso-Strut front suspension with anti-sway bar, flex arm beam rear suspension, semi - concealed wiper system, styled steel wheels, bright grilles and headlamp bezels, soft color - keyed bumper fascia with standard rub strips, full - length body side moldings with colored vinyl insert, front disc brakes and rear drum brakes.

On the inside, standard features include cloth and vinyl seats, power ventilation system, steering column - mounted controls for windshield wash - wipe and headlamp dimmer.

There's a wide range of options including many usually associated with larger cars. Offered are automatic transmission, automatic speed control, tilt steering column, digital clock, electric rear defroster, and power options for front disc brakes, steering, seats, door locks, deck lid release, and wagon liftgate release.



CUTAWAY look at the 2.2L engine with manual transaxle which is available on the Plymouth Reliant series.

Air conditioning is another option as are a full radio lineup from AM to AM-FM stereo with stereo cassette and Dolby Sound System, premium speaker - amplifier system, roof racks, flip - up sunroof, Halogen headlamps, and lower body corrosion protection. For wagons, there are also tonneau cover and rear washer - wiper package options.

The Chrysler - built 2.2 engine has a cast iron cylinder block and aluminum head and intake manifold. The engine, which is designed to provide smoothness, performance, and economy, features Chrysler electronics to control ignition and spark timing.

Crosswise Engine

The compactly - designed engine is installed cross - wise up front and provides ease of maintenance for the oil filter, water pump, fuel pump, spark plugs, distributor, alternator, and air conditioning compressor.

An optional 2.6 liter engine built by Mitsubishi Motors Corp. is offered. Available with the automatic transaxle only, the engine features an overhead cam and hemispherical head design.

Other features of the 2.6 are a unique "Silent Shaft" counter - balancing system (dual counter - rotating balance shafts) for smooth performance and the Mitsubishi Clean Air (MCA) Jet system for improved combustion.

The MCA system has a second intake valve in each combustion chamber to take in more air for a leaner air - fuel mixture providing reduced emissions at low speeds.

Another innovative feature of the 2.6 engine option is an "after-run" fan system, which operates the fan for five minutes after the engine is turned off if the fan discharge air temperature is 100 degrees F or higher. The system lowers engine compartment temperatures and minimizes carburetor fuel evaporation.

There is a floor - mounted gear shift for manual transaxles and a steering column - mounted gear selector with the automatics. Optional with automatic transaxles is a console - mounted floor shift.

Standard cloth and vinyl seats are designed to be comfortable, attractive and the frames are of new lightweight steel construction. Bucket seats are optional.

Special seat features include plastic coating on metal parts to reduce noise; an easy - entry, rear seatback pivot design on two-door models and dual-sided inertia latches.

Trunk space on the two and four-door sedans is 15 cubic feet. On station wagons, the rear cargo area offers 35 cubic feet of volume with the rear seat in the up position, 69 cubic feet with the seat folded down.

Wagon options include a cargo cover, which serves as a sight shield for luggage in the cargo area, and a cargo lamp that activates when the cargo door is opened.

Standard Spare

Fiberglass radial tires are

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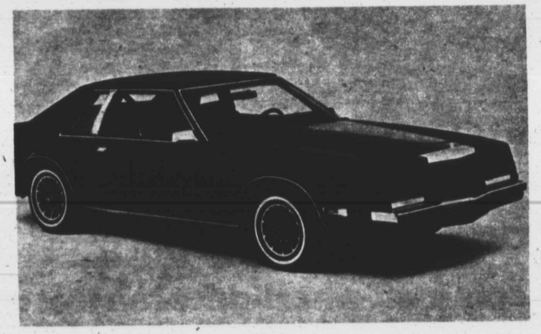

TOP QUALITY and high fashion is the look of the new Imperial which returns to the Chrysler Corporation lineup for the 1981 model year.