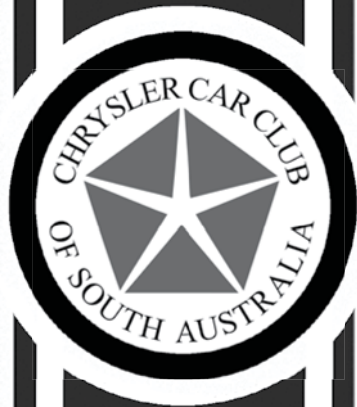




Torqueback

OFFICIAL MAGAZINE OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA

OTHER MOPARS



President
Andrew Radloff

Vice President
Hugh Mortimer

Secretary
Di Hastwell

Treasurer
Greg Helbig

Events Coordinator
Jason Rowley

Historic Registrar
Stuart Croser

Inspectors

North
John Eckermann
Jason Rowley

South
Chris Hastwell
Charles Lee

Central
Rob McBride
Andrew Kloot

Minutes
Iain Carlin

Club Library
Iain Carlin

Editorial / Design
Dave Heinrich

Webmasters
Iain Carlin
Dave Heinrich

Photography
Damian Tripodi
Lesley Little
Iain Carlin
Mary Heath
John Antinow
Darren Gerlach
Goran Mrkic
Lynton Emerson
Garth Earle

Contributors
Iain Carlin
Jason Rowley

Enquiries

Club Mobile

0412 426 360

www.cccsa.net.au

**[facebook/
chryslerclubofsa](https://www.facebook.com/chryslerclubofsa)**

CHRYSLER CAR CLUB OF SOUTH AUSTRALIA INC

Torqueback

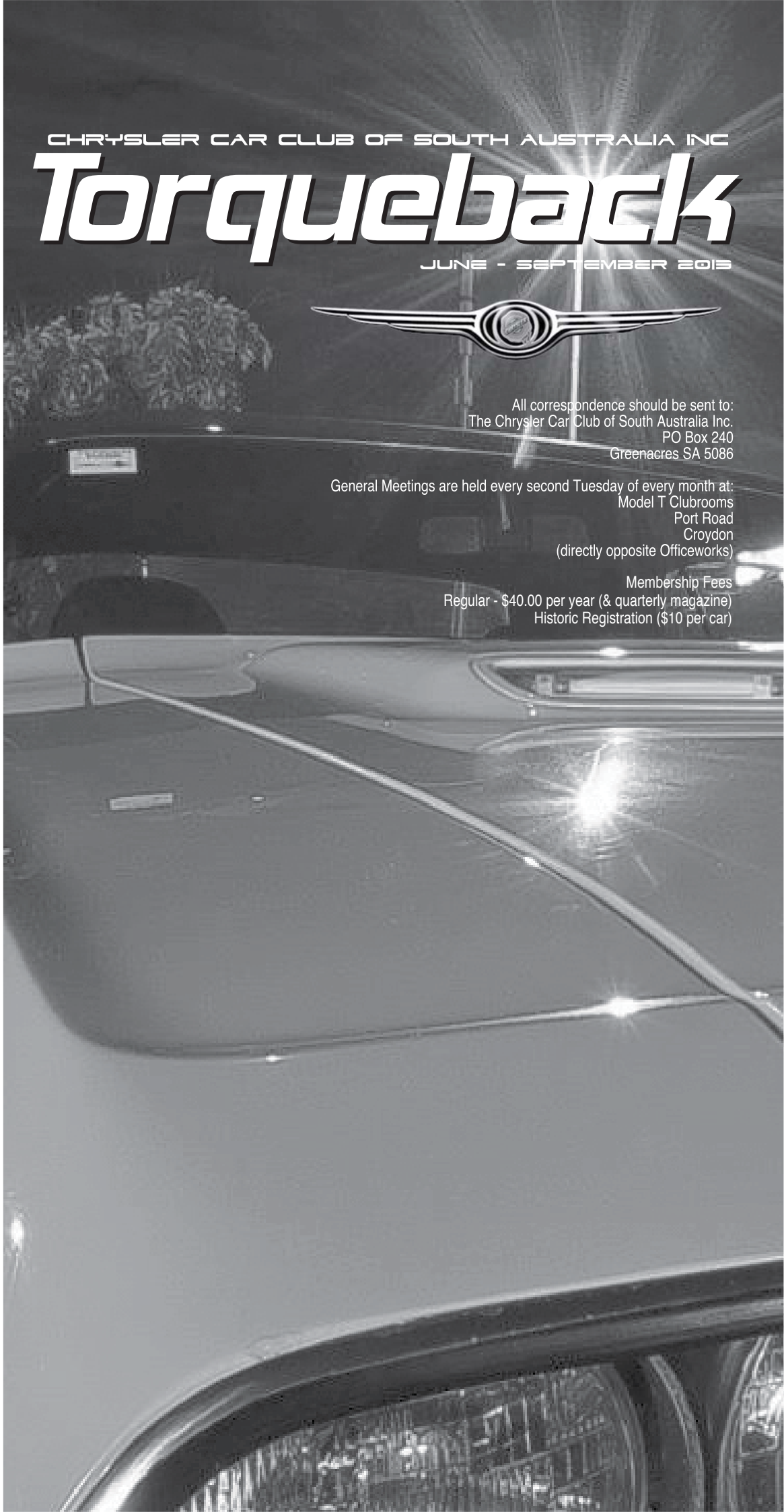
JUNE - SEPTEMBER 2013



All correspondence should be sent to:
The Chrysler Car Club of South Australia Inc.
PO Box 240
Greenacres SA 5086

General Meetings are held every second Tuesday of every month at:
Model T Clubrooms
Port Road
Croydon
(directly opposite Officeworks)

Membership Fees
Regular - \$40.00 per year (& quarterly magazine)
Historic Registration (\$10 per car)



G'day. Welcome to Issue 17 of the 'new' Torqueback, the "Other Mopars" issue. All about the Family Tree.

Yes my friends, there is much more to Chrysler than our humble garden-variety **Valiant**, so I hope to show you in this overview of all the marques that are non-Chrysler Mopar. Myself, I've never known anything more than late model Valiants and their contemporary US muscle cars. But after researching for this issue I'm actually quite surprised we're not called The **Dodge** Car Club of SA, that **Plymouth** is now extinct, **DeSotos** are extremely rare, and I can't answer a potentially controversial question – is an **AMC** a Mopar?

But first a story...

In its oddly beautiful 1961 dealer brochure for the last DeSoto, Chrysler made one final, rambling plea:

"For 1961, DeSoto proudly presents a fine new car. It is a car rich in traditional DeSoto quality, fresh in the way it looks and performs. It puts into your hands the most all-around value in its price class. The 1961 DeSoto is not a former middle priced car scaled down in any way to attract the mass of low priced car buyers. Nor is it for those who are willing to pay a premium for a status symbol. Rather, the 1961 DeSoto has been deliberately designed for a particular kind of person who appreciates the additional roominess, the distinctive refinements and the reassuring "feel" of an automobile in DeSoto's class. It offers all these things, in superior measure, at a price you will find surprisingly low. Surely, the 1961 DeSoto has much to offer you. In this brochure, you will find some of the reasons you should look into this new car. Your Plymouth-DeSoto dealer will show you many more."

Then there was silence.

After 32 years, DeSoto production came to a halt November 30, 1960. Dealers were notified by telegram. But some people still wanted DeSotos.

In New Jersey, nine DeSoto dealers, angered by DeSoto's sudden cancellation, filed suit against Chrysler Corporation for breach of the Direct Dealer Agreement and malicious interference with a business

relationship. Years later, the DeSoto dealers won their case.

In Idaho, a man bought one of the last 1961 DeSotos left in stock. His father had always bought DeSotos, and now was the son's last chance to carry on the tradition. He still has it.

Long before **Henry Ford** dreamt up the assembly line which led to the rise of 'the Big Three', the early automotive industry preWWII started out with lots of small companies doing specialised things – like building engines or fabricating bodies, and for each other. Even in Adelaide, former coachbuilders like **TJ Richards** or **Holden's**, were soon assembling imported knock-downs. Eventually there were common transmissions, shared staples in brake design, and even off-the-shelf products like carburetors.

It's fascinating to track how many of these small companies then evolved or were taken over by bigger players – and just as names like **Mercury** and **Lincoln** were claimed by **Ford**, and **GM** annexed **Chevrolet**, **Buick** and **Cadillac**, some of these old marques also gravitated to Walter P. over time, both in America and England.

So, is **AMC** a Mopar?

I think some may default it to be a Mopar simply because it is definitely not GM or Ford, so it just must be 'that third brand'. *Javelins* and *Hornets* appear in **Chrysler Action** magazine, yet recently at **Historic Registration Day** when I asked **Jaf** if he considered his **Hudson** to be a Mopar, he was absolutely definitive it was not. Even though I always love seeing it at **All Chrysler Day**.

My thinking being that the Hudson was inherited by AMC which one day became part of Chrysler. But did it become part of Chrysler? Hudson and **Nash** were never sold by a Chrysler dealer. Only two brands of the AMC stable, **Jeep** and **Eagle**, survived when Chrysler took over American Motors. And if you follow this logic to the letter, is a Chrysler a **Mercedes Benz** then? Hell, no! And would my Valiant now feature as an ancestor in a Wiki about **Fiat**? Of course not! When does a marque actually technically end and begin?



You could argue American Motors' first link with Mopar didn't actually begin until the sixties, when they first adopted Mopar parts such as the Torqueflite auto tranny. But eventually, this connection would grow as the two bodies continued to swap parts, tooling, research and development, and even staff. Although separate entities for so long, AMC and Chrysler shared designers and perhaps – the same destiny. The mutual benefits ultimately the saviour of Chrysler in 1987 – with AMC retrospectively sometimes 'adopted' now as a Mopar by default.

Well, the AMC car clubs in America are quite clear about this. They hate it when their cars are referred to as 'Mopars', although they laugh that maybe Chrysler folks sympathise that there wouldn't be a big turnout at any elusive **All AMC Day!**

I dunno.

What exactly is the qualification?

Then again, does it really matter?

Well, I reckon they deserve some space in our club book anyway – they're cool cars so I've included them and their history as an adopted alternative marque. I'll let you decide.

Cheers,

Dave H





I'm excited!

You see, it's a once in a lifetime celebration. A huge milestone, that the CCCSA have the pleasure in marking the special occasion of the **100th anniversary of the Dodge!**

Let's make this a big one. The All Chrysler Day sub committee have voted to change the date to the end of March in the hope that the weather will be more comfortable for the older cars and owners. There has been a number of people who have suggested that the date be changed, so we will give it a go in 2014

The committee are considering approaching the Chrysler Restorers Club of SA as a partner, to invite them to assist with some areas of the **All Chrysler Day 100 years of Dodge** show because we want to create a memorable event. We will let you know the outcome once we have had a chance to meet with them.

Friday night is possibly going to be a meet and greet at our favourite watering hole – the **Chrysler Bar**. This is still to be confirmed and we will still need to talk to the management at the **Tonsley Hotel** yet, but stay tuned. This will be a great place for the interstate guests to stay, especially!

So I urge all of the members of this wonderful car club to get talking amongst your mates, promote the event from now on and also encourage the owners of cars that may be in the build process to get them completed in time for this huge event. I will be trying everything to get one, two or even three of my Dodges to the event, even if not finished.

I am honoured to be a part of this occasion and I know that the Sub Committee and the General Committee are all behind this event with all their heart. I am particularly looking forward to hearing about members and the Dodges that are in the build.

Perhaps we can have a little section of the next few issues devoted to dodges in progress to build the excitement. (Actually, there will even be a Dodge special issue later this year just before *All Chrysler Day* - Ed.).

Cheers,
Raddy



Originally badged as a Valiant in Oz, the Galant, Lancer and Colt are now Mitsubishi paragons; the only surviving direct descendants of a small Dodge.

adrian brien automotive

PRINCIPLE SPONSOR OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA

Hi all, time again for my *Dialog*.

It has been such a busy year so far and we are only halfway through. We had our **ACD 2013** which had approximately 290 vehicles in attendance, including the VIP park. A great weekend for all those who participated.

In March, **Jason and Karen** (in their newly restored Challenger); **Robin and Marg**; **Richard and Ming**; **Rob and Jenny**; **Deb, Steve and Kate** with **Regan and Cody**; **Tim, Stuart, Dion and Glenda**; **Donna and Ashley** with **Karalee and Kynan**; and **Chris** and myself, all met at Caltex Bolivar around 10 o'clock to head over the boarder to Mildura. We arrived at the motel and as soon as we were all organised and rooms sorted, some of us sat around the pool enjoying a swim and a drink, while others did some mechanical repairs to Jason's fuel system on the Challenger. A big THANKYOU to **Paul and his crew at North Star Motors** for the use of his workshop. With the Challenger back on track we went looking for a place to have dinner and a few beers/reds. After tea we headed back to the motel to get ready for an early start in the morning to head off to Albury/Wodonga for the mighty **Chryslers on the Murray**.

The **All Seasons** caravan park was a great place to stay, as the little units were perfect. Saturday morning a few went to the swapmeets while others went shopping and took a look around the township. It's quite a lovely town. In the afternoon the **Albury/Wodonga Chrysler Car Club** organised a photo shoot for all VE-VF-VG Valiants, as this was the 2013 theme. We organised a barby for tea under the pergola area overlooking the in-ground pool. Sunday morning we all headed to the oval for the show and shine day – never seen so many Vals all in the one spot – it was "spectacular". There was just about every model made, and a quite a few of the latest model Chryslers too. Just so much to see, an enjoyable day for all who went.

Monday morning we headed back to Adelaide with a stopover at Mildura. Funnily enough we stayed at a place called **the Commodore** but our Chryslers gave it some real class for the evening. Tuesday morning we all said our goodbyes, heading for home. It was a great weekend.

At the end of April, the **Classic and Vintage** at McLaren Vale was held. Chris and myself – along with Stuart; Dion and Glenda; Richard and Ming, Robin and Marg; **Andy and Sarah**; **Rob; Terry; Peter; Iain and Kim**; Jason and Karen; and **Vicki and Phil**; all met up at the shopping centre before heading off to **Serafino's Winery**. Where vehicles assembled in readiness for the cruise down the main street of McLaren Vale, before turning off to the **Maxwell Winery** where we stopped for lunch and a taste of the local wines. We were joined by the **R & S Valiant Club**, the **Zephyr and Zodiac Club** and the **Historic Motor Vehicles Club**. There was a range of interesting vehicles, good company and perfect weather.

Our **Volunteer Dinner** was held on Saturday May 18th at **Squizzies** in North Adelaide, which was a thankyou for all the sponsors and members who volunteered for our 2013 **All Chrysler Day** – another good evening had by all.

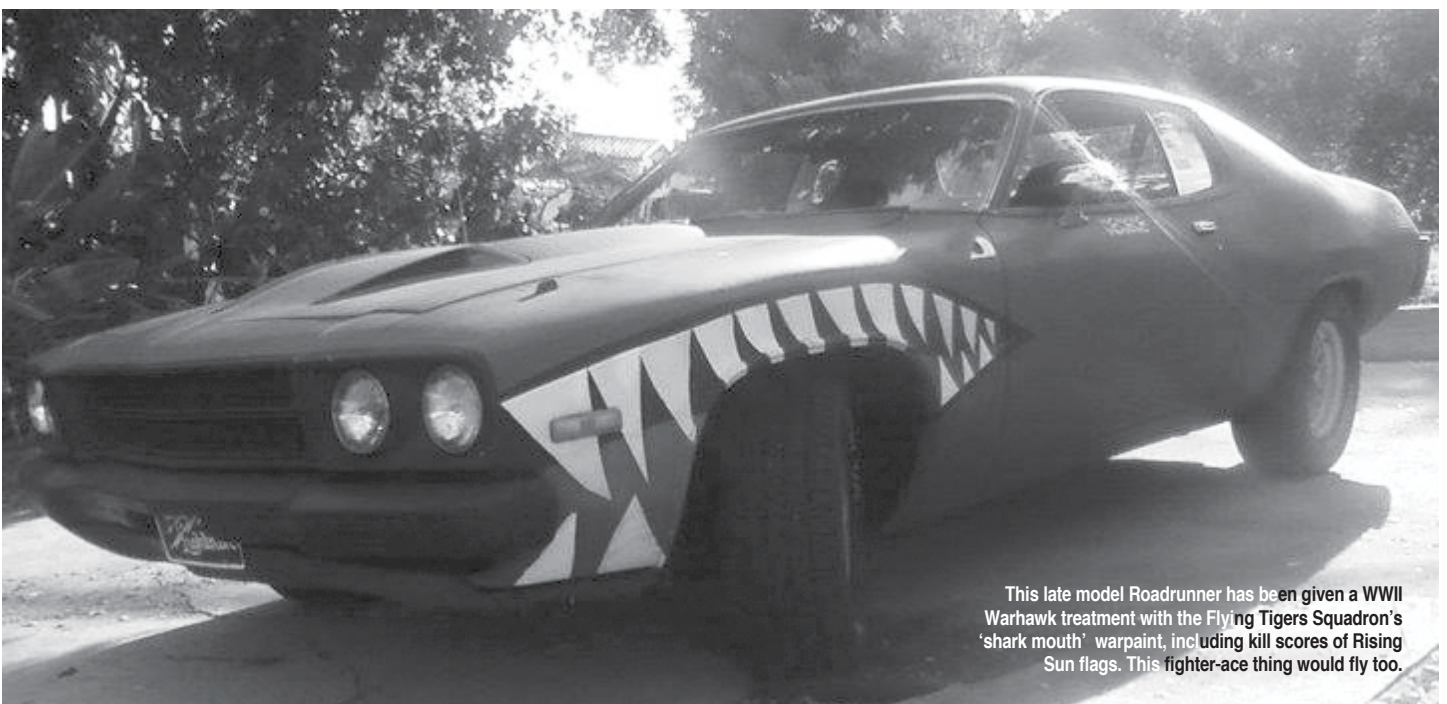
May was Kernewek Lowender's **Copper Coast Classic Cavalcade of Cars**. Once again we travelled to the **Caltex at Bolivar** where we met up with all the usual suspects plus **Robin and Susan**. Saturday morning we went to **Kadina Festival** which was held in the main street. There they had maypole dancing by the children and all sorts of stalls with lots of goodies. Saturday night we had tea at the **Copper Bar** where we also met up with **John and Julie**, Iain & Kim with **Melanie and Daniel**, for a very good meal. Sunday morning up bright and early we all met at the foreshore of Wallaroo with **Lesley and Wynonna** and **Savannah** joining us, then off to the **Wallaroo**



Holding Yards for and an egg and bacon roll for breaky. Approximately 600 vehicles gathered of all makes and models – some restored, some original, even some towing caravans of the era. The cruise left at ten and the route took us through the Copper Triangle, while people gathered by the side of the roads to spectate with a champagne breakfast. We finished at Kadina Oval for a "Cornish Pasty" where we found **Charles** and **Marilyn**. After a busy day we headed for home and organised a barby with a few salads, beers/reds for tea, and a yummy desert made by Kim. Monday came around too quick and it was time to head home, another great weekend on the Copper Coast.

By the time you receive this TORQUEBACK we will have had our **membership renewal/historic inspection day**, but the committee is currently planning our **Mid-year Dinner** for late August and our **Xmas Run** late November early December. For all other club events stay tuned to the events calendar for the remainder of the year.

That's all from us now! Safe and happy Moparring.
 – Cheers Di



This late model Roadrunner has been given a WWII Warhawk treatment with the Flying Tigers Squadron's 'shark mouth' warpaint, including kill scores of Rising Sun flags. This fighter-ace thing would fly too.

THE FIRST AND OLDEST

Either you've just crawled out from under a rock or have arrived from an alien planet, if you didn't quite know already that **Dodge** is a brand of car, van, and SUV manufactured by **Chrysler**. Older than, and perhaps equal to the name Chrysler – certainly as synonymous with the banner of **Mopar**. The Mopar family tree actually begins with Dodge.

Dodge vehicles currently include the lower-priced badge variants of Chrysler-badged vehicles, as well as performance cars, though for much of its existence Dodge was Chrysler's mid-priced brand above **Plymouth**. It might be surprising to realise that Dodge have been around in Australia longer than the **Valiant** – and indeed any other make of car, including the **Ford** or **Holden**.

Founded as the **Dodge Brothers Company** by brothers **Horace Elgin Dodge** and **John Francis Dodge** in the US in 1900, Dodge was originally a supplier of parts and assemblies for a number of Detroit car-makers. The company was incorporated on July 17, 1914 and they made their own first vehicle on November 14, 1914 – predating the founding of **Chrysler** itself. The Dodge brothers died suddenly in 1920 and the company was sold to **Dillon, Read & Co.** in 1925, before being sold to Chrysler in 1928.

Dodge vehicles then mainly consisted of trucks and full-sized passenger cars right through to the 1970s, though it did make some inroads into the small car market after this time. The 1973 oil crisis and its subsequent impact on the American auto industry led Chrysler to develop the K platform of compact to midsize cars for the 1981 model

year. This K platform and its derivatives are now credited with reviving Chrysler's business in the 1980s.

The Dodge brand has withstood the multiple ownership changes at Chrysler from 1998–2009, including its short-lived merger with **Daimler-Benz AG** from 1998–2007, its subsequent sale to **Cerberus Capital Management**, its 2009 bailout by the United States government, and its subsequent Chapter 11 bankruptcy and recent acquisition by **Fiat**.

Later this year there will be a dedicated issue of *Torqueback* entirely to the Dodge line in celebration of our participation in next year's centenary with the **Dodge Nationals**, and the theme for **All Chrysler Day** "100 years of Dodge". So stay tuned for a more detailed history then.

DODGE IN AUSTRALIA

As you'd assume, Dodge's first appearance in Australia was at **TJ Richards & Sons** in Adelaide, which essentially would one day become **Chrysler Australia**.

In 1920, this young company – which had evolved from a blacksmith shop, wheel wright and coach builder in the previous century – had just moved to the corner of Anzac Highway at Keswick, to assemble knock-down kits of imported cars. At this time, before the "Big Three", the vintage automotive world was first populated by many smaller independent car-makers. Richards & Sons' first mechanical body press was installed

in 1924 and an assembly line was established shortly after this. Bodies were then produced for various overseas makes including **Bianchi**, **Citroën**, **Fiat**, **Maxwell**, **Oakland**, **Overland**, **Armstrong-Siddeley**, **Austin**, **Hupmobile**, **Berliet**, **Durant**, **Amilcar**, **Rover** and **Rolls-Royce**.

In 1928, an additional factory was established at Mile End. In the same year Richards and Sons forged a relationship with the fledgling Chrysler Corporation who had just annexed the Dodge company, and subsequently the production of bodies for **Chrysler**, **DeSoto**, **Plymouth** and **Dodge** cars became the company's main activity. In 1936 the recently formed Australian company **Chrysler Dodge Distributors Limited** then purchased a controlling interest of TJ Richards & Sons. In 1941 TJ Richards & Sons was renamed to **Richards Industries Limited** and during World War 2 production changed to munitions and aircraft components.

The Richards family sold their remaining stake in the company to **Chrysler Dodge Distributors Limited** in 1946 and the name was changed to **Chrysler Dodge DeSoto Distributors Limited**. While the parent company also changed its name, to **Chrysler Dodge Distributors (Holdings) Pty Ltd**. In 1951, the **American Chrysler Corporation** bought 85% of Chrysler Dodge Distributors (Holdings) Pty Ltd and renamed it to **Chrysler Australia Ltd**. What we call **CAL** today.

Of course, two cars in particular, epitomise CAL – Chrysler's **Valiant** and Dodge's **Phoenix**.



DODGE IDENTITY

(From top left to right to right bottom);

1. Dodge Brothers emblem circa 1910, removed from the gate of the Dodge Main plant before its 1981 demolition; 2. the Jewish star Dodge Brothers logo used from 1914 to 1927 – although the word "Brothers" was dropped from the name for trucks in 1929 and cars in 1930, the DB star remained on the cars until the 1939 models were introduced; 3. Although in the US for some time the original Fargo truck brand survived as an individual Chrysler marque on its own, in Australia the Fargo was a subspecies of Dodge made at Mile End; 4. Virgil Exner's radical "Forward Look" redesign of Chrysler Corporation's vehicles for the 1955 model year was emphasised by the adoption of a logo by the same name, applied to all Chrysler Corporation vehicles. The Forward Look logo consisted of two overlapped boomerang shapes, suggesting space age rocket-propelled motion. This logo was incorporated through to September 1962; 5. Dodge's logo from September 1962 through 1981 was a fractured deltoid composed of three arrowhead shapes forming a three-pointed star. The logo first appeared on the 1962 Polara 500 and the mid-year 1962 Custom 880. One of its designers came up with the meaningless name Fratzog for the logo, which ultimately stuck; 6. From 1982 to 1995, Dodge used Chrysler's Pentastar logo on its cars and trucks to replace the Dodge crest, although it had been used for corporate recognition since late 1962. In advertisements and on dealer signage, Dodge's Pentastar was red, while Chrysler-Plymouth's was blue; 7. Dodge reintroduced the vintage ram's head hood ornament on the new 1973 Dodge Bighorn heavy duty tractor units. Gradually the ram's head began appearing on the pickup trucks as Dodge began to refer to their trucks as Ram. The present iteration of the Ram's-head logo appeared in 1993, standardising on that logo in 1996 for all vehicles except the Viper which is using the Viper's Head; 8. Crosshairs and shield logo on the steering wheel are used on all models starting 2011 year (with the exception of the 2011-12 Caliber and Nitro having the Ram logo); 9. The latest quite controversial minimalist red-stripe design.



DODGE PHOENIX

Perhaps just as famous as its indigenous cousin the Chrysler Valiant, the Dodge Phoenix was produced by Chrysler Australia from 1960 to 1973.

The Phoenix was introduced in May 1960 as an Australian assembled version of the American Dodge Dart, positioned above the locally developed Chrysler Royal as Chrysler Australia's luxury model.

It borrowed its name from the top Dart, the Dodge Dart Phoenix, but unlike its American namesake it was offered only as a four-door sedan and only with a 318 V8.

The Phoenix was subsequently restyled in line with the 1961 and 1962 Dodge Dart. For 1963 the new TD2 series Phoenix was derived from the US Dodge 440, and for 1965 and beyond the Phoenix was based on the Canadian Plymouth Fury III. Like the 1965 Fury, the 1965 Phoenix featured vertically stacked headlights. A four-door hardtop body-style joined the sedan in 1967. The hardtop was fitted with a 383 V8 engine whilst the sedan continued with the smaller 318 V8. The two body styles continued to be offered until the final Aussie Phoenix was built in 1973.

Although the 1965 and later Phoenixes were basically Furys, they did feature the North American style full size Dodge Polara instrument panel (adapted for right hand drive).

DODGES FROM VALIANTS

The VE Valiant was an all-new design introduced in October 1967. The bonnet and guards were shared with the also-new 1967 US Dodge Dart, and styling cues were taken from other updated US models. The VE was built on the US Valiant's 2.7m wheelbase. The body was slightly larger and there was more interior space than its VC predecessor. The roofline was also flattened out and the rear window was given a concave profile.

The Dodge VE ute was first introduced as a lower-priced version of the VE Valiant ute. The Dodge name was then used on all base model Valiant utes, from the VC through to the VJ. All VK Valiant utes were badged as "Dodges" up to 1976, before the Dodge name was dropped in the CL ute range. Dodge cars had now finally disappeared from Oz.

The Australian developed Chrysler by Chrysler inherited the role of the top level luxury model from the Phoenix (and later VIP) in Chrysler's Australian range. Its wraparound bumper and

ornate taillights restyling a regular VH to VK Valiant is quite often described as a "Dodge treatment" – and obviously this is definitely an homage to the B-Body musclecar, in shape too.

Dodge re-entered the Australian market in 2006 with the Caliber, their first offering since the AT4 and D5N trucks before 1979, and the first Dodge passenger car to be marketed in Australia since the Phoenix sedan was discontinued in 1973. The second model to be introduced was the Nitro, while the Avenger and Journey followed. Dodge chose not use the full model lines and engines available to them, however they did introduce diesel engines in all their cars.

Following the Global Financial Crisis, Chrysler introduced the facelifted model of the Caliber and discontinued the Avenger imports. From early 2012 on, only model year 2010 cars were available. By early 2012 no new cars were being brought into Australia aside from the new facelifted 2012 Journey. There are now rumours that Dodge cars will be rebadged as **Fiats** in the Australian market as has happened in Europe. In contrast, recent speculation has suggested that the Dodge nameplate would continue on until at least 2015, due to consistent sales of the Journey.





DODGE

Current Lineup

Avenger (1995–2000, 2008–present)
 Caravan and Mini-Ram Van (1984–present)
 Challenger (1970–1974, 1978–1983 as rebadged Mitsubishi Galant, 2008–present)
 Charger (1966–1978, 1983–1987, 2006–present, see also Dodge Super Bee)
 Dart (1960–1976, 2013–present)
 Durango (1998–present)
 Journey (2009–present)
 Viper (1992–present)

United States models

Many of these have been sold in other countries, of course, but this list represents the history of Dodge production for the main US market.

330 (1963–1964)
 400 (1982–1983)
 440 (1963–1964)
 600 (1983–1988)
 880 and Custom 880 (1962–1965)
 A100 (1964–1970)
 Aries (1981–1989)
 Aspen (1976–1980)
 Caliber (2007–2012)
 Colt (1971–1994 as rebadged Mitsubishi Galant, Mirage and Lancer models)
 Conquest (1984–1986 as rebadged Mitsubishi Starion)
 Coronet (1949–1959, 1965–1976, see also 1955–1957 Dodge and Dodge Super Bee)
 Custom (1946–1948)
 Custom Royal (1955–1959)
 D50 (Ram 50) (1979–1993)
 Daytona (1984–1993)
 Deluxe (1946–1948)
 Demon (1971–1972)
 Diplomat (1977–1989)
 Durango (1998–present)
 Dynasty (1988–1993)
 Eight (1930–1933)
 Fast Four (1927–1928)
 Intrepid (1993–2004)
 Lancer (1961–1962, 1985–1989)
 Magnum (1978–1979, 2005–2008)
 Matador (1960)
 Meadowbrook (1949–1954)
 Mirada (1980–1983)
 Model 30 (1914–1922)
 Monaco and Royal Monaco (1965–1978, 1990–1992)
 Neon (1995–2005, see also Dodge SRT-4)
 Nitro (2007–2012)
 Omni (1978–1990, see also Dodge 024)
 Polara (1960–1973)
 Raider (1987–1989 as rebadged Mitsubishi Pajero)
 Ramcharger (1974–1993)
 Royal (1954–1959, see also 1955–1957 Dodge)
 Senior (1927–1930)
 Series 116 (1923–1925)
 Series 126 (1926–1927)
 Shadow (1987–1994)
 Sierra and Suburban (1957–1959, see also 1955–1957 Dodge)
 Six (1929–1949)
 Spirit (1989–1995)
 Standard (1928–1929)
 Stealth (1991–1996 as rebadged Mitsubishi GTO)
 Stratus (1995–2006)
 St. Regis (1979–1981)
 Victory (1928–1929)
 Venom (1994)
 Wayfarer (1949–1952)

Other North American models

As sold in Canada, Mexico or other locations outside the United States.

Crusader (Canada 1951–1958)
 Kingsway (Canada 1946–1952)
 Mayfair (Canada 1953–1959)
 Regent (Canada 1946–1959)
 Viscount (Canada 1959)

International models

Models sold in locations outside North America. This list should include only vehicles sold under the Dodge nameplate (as opposed to rebadged Dodges sold under the Chrysler nameplate).

A variety of Dodge vans and SUVs, including many of these same models, have been sold overseas as well. Most times, this was under the Fargo or DeSoto names. This list is probably far from complete, especially in regards to medium- and heavy-duty models. Also note that from 1927 to 1928, all trucks built by Dodge were actually sold under the Graham name, as that company held the marketing rights at that time.

1500 (Colombia, rebadged Hillman Avenger, 1973–1978)
 1800/Polara (Brazil, rebadged Hillman Avenger, 1973–1981)
 Alpine (Colombia, rebadged Simca 1307, 1977–1982)
 AT4 and D5N Trucks (1959–1979)
 Canter (Australia only 1970–1979, in partnership with Mitsubishi)
 Coronet (Colombia, rebadged Dodge Diplomat, 1978–1982)
 Fargo (1930–1972)
 Fuso (Australia only 1970–1979, in partnership with Mitsubishi)
 Dart (Brazil, 1970–1981)
 Dart (Colombia, rebadged Dodge Aspen, 1976–1982)
 1500 (Argentina, rebadged Hillman Avenger, 1971–1980)
 Polara and Coronado (Argentina, 1968–1980)
 Dart (Spain, 1965–1970)
 3700 (Spain, 1971–1978)
 Phoenix (Australia, 1960–1973)
 Polara (Colombia, rebadged Hillman Avenger facelift, 1978–1980)
 Dodge Utility - Based on the Chrysler Valiant (Australia, 1967–1976)
 Husky - Based on the Hillman Hunter (South Africa)

FROM ECONOMY TO CONCEPT

Plymouth was a marque chiefly for America, produced by the **Chrysler Corporation** and its successor **DaimlerChrysler**. Sadly, production of this historically famous car suddenly ended on June 29, 2001.

THE EARLY YEARS

The first Plymouth car was introduced in 1928. It was Chrysler Corporation's first entry in the low-priced field, which at the time was already dominated by **Chevrolet** and **Ford**. Plymouths were actually priced slightly higher than their competition, but offered all standard features such as internal expanding hydraulic brakes that the competition did not provide. Plymouths were originally sold exclusively through Chrysler dealerships. The logo featured a rear view of the ship **Mayflower** which landed the Pilgrims at Plymouth Rock. However, the Plymouth brand name actually came from Plymouth Binder Twine, chosen for its popularity among farmers – a common and successful household tie.

The origins of Plymouth can be traced back to the **Maxwell** car. When **Walter P. Chrysler** took over control of the troubled **Maxwell-Chalmers** car company in the early 1920s, he inherited the Maxwell as part of the package. After he used the company's facilities to help create and launch the Chrysler car in 1924, he decided to create a lower-priced companion car. So for 1926 the Maxwell was reworked and rebadged as the low-end Chrysler '52' model. In 1928, the '52' was once again redesigned to create the Chrysler-Plymouth **Model Q**. The "Chrysler" portion of the nameplate was dropped with the introduction of the Plymouth **Model U** in 1929.

While the original purpose of the Plymouth was to serve the lower-end market, during the Great Depression of the 1930s, the marque helped significantly in ensuring the survival of the Chrysler Corporation in a decade when many other car companies failed. Beginning in 1930, Plymouths were sold by all three Chrysler divisions (Chrysler, **DeSoto**, and **Dodge**). Plymouth sales were a

bright spot during this dismal automotive period, and by 1931 Plymouth rose to the number three spot among all cars.

In 1931 with the **Model PA**, the company introduced floating power and boasted, "The economy of a four; the smoothness of a six." In 1933, Chrysler decided to catch up with Ford and Chevrolet with respect to engine cylinder count. The 190ci version of Chrysler's flathead-6 engine was equipped with a downdraft carburetor and installed in the new 1933 Plymouth **PC**, introduced in late 1932. However, Chrysler had reduced the PC's wheelbase from 112 in (284.5 cm) to 107 in (271.8 cm), and the car sold poorly. By April 1933, the Dodge division's **Model DP** chassis, with a 112 in (284.5 cm) wheelbase, was put under the PC body with DP front fenders, hood, and radiator shell. The model designation was advanced to PD and the car was marketed as the 'DeLuxe' 1933 Plymouth. This car sold very well and is the 1933 model most commonly found in collections. The PC became the 'Standard Six'. It had been the 'Plymouth Six' at introduction, and was sold through to the end of 1933, but in much lower numbers. It is consequently in the minority in collectors' hands today.

In 1937, Plymouth (along with the other Chrysler makes) added safety features such as flat dash boards with recessed controls and the back of the front seat padded for the rear seat occupants. The PC was shipped overseas to Sweden, Denmark, and the UK, as well as Australia where it was assembled by **TJ Richards & Sons**. The flathead 6 which started with the 1933 Model PC stayed in the Plymouth until the 1959 models.

In 1939 Plymouth produced 417,528 vehicles, of which 5,967 were two-door convertible coupes with rumble seats. The 1939 convertible coupe was prominently featured at Chrysler's exhibit at the 1939 New York World's Fair, advertised as the first mass-production convertible with a power folding top. It featured a 201ci, 82 hp version of the flathead six engine.

For much of its life, Plymouth was one of the top-selling American automobile brands; together with Chevy and Ford were commonly referred to as the "low-priced three" marques in the American market. Plymouth almost surpassed Ford in 1940 and 1941 as the second most popular make of car in the US. Through 1956, Plymouth vehicles were known for their durability, affordability, and engineering.

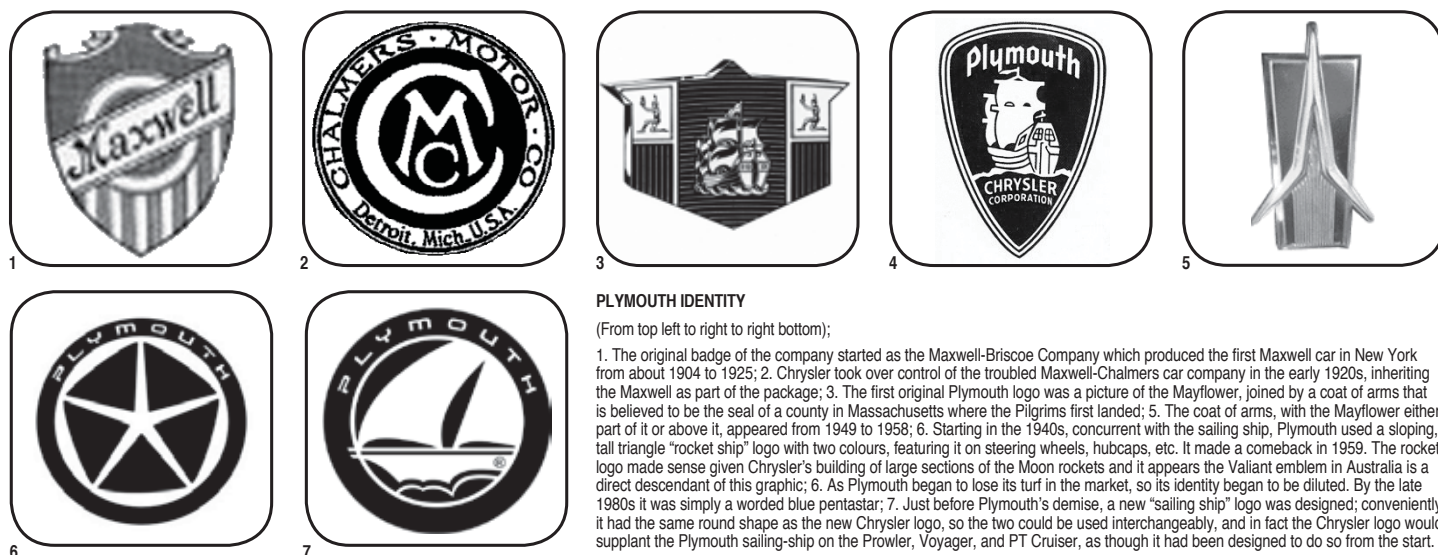
In 1957, Virgil Exner's new **Forward Look** design theme, advertised by Plymouth with the tagline "Suddenly, it's 1960", produced cars with much more advanced styling than the bow-tie or henry. 1957 total production soared to 726,009, about 200,000 more than 1956, and the largest output yet for Plymouth. However, the 1957–1958 Forward Look models suffered from poor materials, spotty build quality and inadequate corrosion protection; they were rust-prone and greatly damaged Chrysler's reputation.

In 1954, Chrysler began its decade-long unsuccessful attempt to develop and market a viable car powered by a turbine engine, when it installed an experimental turbine they had developed specifically for vehicles in a Plymouth.

THE FINAL YEARS

Most Plymouth models offered from the late 1970s onward, such as the **Volare**, **Acclaim**, **Laser**, **Neon**, and **Breeze**, were badge engineered versions of Chrysler, Dodge, or **Mitsubishi** models. By the 1990s, Plymouth had lost much of its identity, as its models continued to overlap in features and prices with Dodges and **Eagles**.

In an attempt to fix this, Chrysler tried repositioning Plymouth to its traditional spot as the automaker's entry-level brand. Part of this marketing strategy included giving Plymouth its own new sailboat logo and advertisements that focused solely on value. However, this only further narrowed Plymouth's product offerings and buyer appeal, and sales continued to fall.





Chrysler considered giving Plymouth a variant of the highly successful new-for-1993 full-size LH platform, which would have been called the **Accolade**, but decided against it. By the late 1990s, only four vehicles were sold under the Plymouth name: the **Voyager / Grand Voyager** minivans, the Breeze mid-size sedan, the Neon compact car, and the **Prowler** sports car, which was to be the last model unique to Plymouth, though the Chrysler **PT Cruiser** was conceived as a concept unique to Plymouth before production commenced as a Chrysler model.

After discontinuing the Eagle brand in 1998, Chrysler was planning to expand the Plymouth line with a number of unique models before the corporation's merger with Daimler-Benz AG. The first model was the Plymouth Prowler, a hot rod styled sports car. The PT Cruiser was to have been the second. Both models had similar front-end styling, suggesting Chrysler intended a retro styling theme for the Plymouth brand. At the time of Daimler's takeover of Chrysler, Plymouth had no unique models besides the Prowler not also available in the Dodge or Chrysler lines.

From a peak production of 973,000 for the 1973 model year, Plymouth rarely exceeded 200,000 cars per year after 1990. Even the Voyager

sales were usually less than 50% that of Dodge Caravan. In Canada, the Plymouth name was defunct at the end of the 1999 model year. Consequently, DaimlerChrysler decided to drop the make after a limited run of 2001 models. This was announced on November 3, 1999.

The last new model sold under the Plymouth marque was the second generation Neon for 2000–2001. The PT Cruiser was ultimately launched as a Chrysler, and the Prowler and Voyager were absorbed into that make as well. Following the 2001 model year, the Neon was sold only as a Dodge in the US, though it remained available as a Chrysler in Canadian and other markets. The Plymouth Breeze was dropped after 2000, before Chrysler introduced their redesigned 2001 Dodge **Stratus** and Chrysler **Sebring** sedan.

Plymouth also built various trucks and vans over the years, mainly rebadged Dodge or Chrysler vehicles. Early utes, delivery trucks and other commercial trucks were available, and later an SUV, full size vans and mini-vans. Plymouth had supplied components to the **Fargo** vehicles, another member of the Chrysler family, but entered the commercial market in 1937 with the **PT50**.

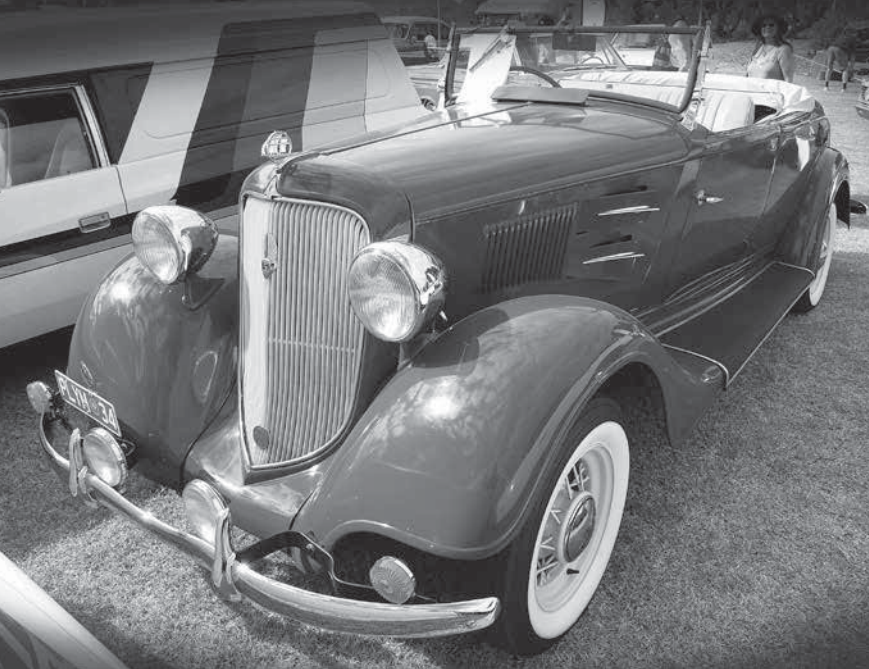
AUSTRALIA: FROM PLYMOUTH TO VALIANT

When the Chrysler **Valiant** was introduced here by CAL in 1962, it was initially a rebadged locally assembled Plymouth **Valiant** from the US, to be sold throughout Australia and New Zealand as well as South Africa. Smaller numbers were also exported to the UK and Southeast Asia.

The first Valiant to arrive in Australia was a single American QX1, imported for evaluation. The main problem with the Q was the difficulty in converting the American version to right-hand drive, because the slant of the engine prohibited a simple steering box move. Soon after, the first locally assembled Valiant was released — the now legendary R Series.

After the Plymouth Valiant turned out to be a success in the United States (starting with its 1959 introduction), Chrysler released Australia's first locally assembled Valiant, the RV1 (R-series). It was officially unveiled by South Australia's Premier, **Sir Thomas Playford**, in January 1962 and was assembled at Chrysler's Mile End facility.

Of course we all now know, the RV1 (or R Series) Valiant was an instant success.





PLYMOUTH

Passenger Cars

Acclaim (1989–1995)
 Arrow (1976–1980, rebadged Mitsubishi Lancer Celeste)
 Arrow Truck (1979–1982, rebadged Mitsubishi Forte)
 Barracuda (1964–1974)
 Belvedere (1954–1970)
 Breeze (1996–2000)
 Caravelle (1985–1988)
 Champ (1979–1982, rebadged Mitsubishi Mirage)
 Colt (1983–1994, rebadged Mitsubishi Mirage)
 Conquest (1984–1986, rebadged Mitsubishi Starion)
 Cranbrook
 Cricket (1971–1975, rebadged Hillman Avenger)
 Duster (1970–1976)
 Fury (1956–1978)
 Gran Fury (1975–1977, 1980–1989)
 Grand Voyager (1987–2000)
 GTX (1967–1971)
 Horizon (1978–1990)
 Laser (1990–1994, rebadged Mitsubishi Eclipse)
 Neon (1995–2001)
 Plaza (1954–1958)
 Prowler (1997–2001)
 Reliant (1981–1989)
 Road Runner (1968–1980)
 Sapporo (1978–1983, rebadged Mitsubishi Galant)
 Satellite (1966–1974)

Savoy (1951–1965)

Scamp (1971–1976, Cuda)
 Sundance (1987–1994)
 Suburban
 Superbird (Roadrunner, 1970)
 TC3 (1979–1982)
 Trailduster (1974–1981)
 Turismo (1983–1987)
 Valiant (1960–1976)
 VIP (1966–1969)
 Volare (1976–1980)
 Voyager (1974–2000)

Concept cars

XX-500 (1951)
 Belmont (1954)
 Explorer (1954)
 Cabana (1958)
 XNR (1960)
 Asimmetrica (1961)
 Valiant St. Regis (1962)
 Satellite II (1964)
 V.I.P. (1965)
 Barracuda Formula SX (1967)
 Duster I Road Runner (1969)
 Rapid Transit System 'Cuda 440 (1970)
 Rapid Transit System Road Runner (1970)
 Rapid Transit System Duster 340 (1970)

Concept Voyager II (1986)
 Slingshot (1988)
 Speedster (1989)
 X2S (1989)
 Voyager III (1990)
 Breeze
 Prowler (1993)
 Expresso (1994)
 Backpack (1995)
 Pronto (1997)
 Pronto Spyder (1998)
 Howler (1999)
 Voyager XG (1999)

Trucks

PT-50 pickup truck
 PV-Sedan Delivery
 PT-50
 PT-57
 PT-81
 PT-105
 PT-125
 P-14-S

What would've been the last Plymouth, the 1979 Arrow.



HOWARD CUNNINGHAM'S RIDE

You might remember the TV show *Happy Days* where Richie's dad drove what Richie and Fonzie considered a "very conservative" and "boring old bloke's car" during the late 1950s (a time rife with hotrodding), the **DeSoto**. One night, the teens secretly borrow the old man's 'ugly barge' and swap the standard donk in it for a killer racing motor, so Richie can sneak out to win a drag race. Of course today we see this car very differently. Isn't it funny how values can change!

DeSoto was a brand of Mopar based mainly in the US from 1928 to 1961. The logo featured a stylised image of the Spanish explorer **Hernando de Soto** who **Walter Chrysler** named the car after. Chrysler founded the DeSoto make on August 4, 1928, and introduced it for the 1929 model year. The marque was officially dropped on November 30 1960, with over two million vehicles built since 1928.

Chrysler wanted to enter the brand in competition with its arch-rivals **General Motors**, **Studebaker**, and **Willys-Knight**, in the mid-price class. Shortly after DeSoto was introduced, however, Chrysler completed its purchase of the **Dodge Brothers** firm, giving Mopar two mid-priced makes. Initially, the two-make strategy was relatively successful, with DeSoto priced below Dodge models. Despite the economic times, DeSoto sales were relatively healthy. In fact, when DeSoto first came out in 1929, it broke the record for first-year sales record and was not beaten until 1960 by the **Ford Falcon**.

However, in 1933, Chrysler reversed the market positions of the two marques in hopes of boosting Dodge sales. By elevating DeSoto, it received Chrysler's streamlined 1934 *Airflow* bodies. But, on the shorter DeSoto wheelbase, the design was a disaster and was unpopular with consumers. Unlike Chrysler, which still had more traditional models to fall back on, the DeSoto was hobbled by the *Airflow* design until the 1935 *Airstream* arrived.

Aside from its *Airflow* models, DeSoto's 1942 model is probably its second most memorable model from the pre-war years, when the cars were fitted with powered pop-up headlights, a first for a North American mass-production vehicle.

DeSoto marketed the feature as "Air-Foil" lights "Out of Sight Except at Night".

After wartime restrictions on production ended, DeSoto returned to civilian car production when it reissued its 1942 models as 1946 models, but without the hidden-headlight feature, and with fender lines extending into the doors, like other Chryslers of the immediate postwar period.

Until 1952, DeSoto used the *Deluxe* and *Custom* model designations. In 1952 DeSoto added the *Firedome* with its 276ci Hemi. However, in 1953, DeSoto dropped the Deluxe and Custom names and designated its six-cylinder cars the 'Powermaster' while its V8 car remained a 'Firedome'.

At its height, DeSoto's more popular models included the *Firesweep*, *Fireflite* and *Firedome*. The *DeSoto Adventurer*, introduced for 1956 as a high-performance hardtop coupe (similar to Chrysler's *300*), became a full-range model in 1960.

In 1955, along with all Chrysler models, De Sotos were redesigned with Virgil Exner's **Forward Look**. DeSotos sold well through the 1956 model year. For the 1956 update, Exner gave the DeSoto soaring tailfins fitted with triple taillights, and consumers responded by buying record numbers.

The 1957 had a well integrated design, with two variations: the smaller *Firesweep*, on the concurrent Dodge chassis with Dodge front fenders; and the *Firedome* and *Fireflite* based on a larger wheelbase chassis shared with Chrysler. As was conventional in the era, subsequent years within the typical three-year model block were distinguished by trim, bumper, and other low cost modifications, typically by adding bulk to bumpers and grilles, taillight changes, colour choices, instrumentation and interior design changes and often additional external trim.

The 1958 economic downturn hurt sales of mid-priced makes across the board, and 1957 would be DeSoto's worst year since 1938. Also Ford had introduced a new mid-price competitor for the 1958 model year called the *Edsel*. As sales

continued to fall, the 1959 and 1960 models were almost the same as the concurrent Chryslers, so rumours began to circulate DeSoto was going to be discontinued.

By the time the 1961 DeSoto was introduced in late 1960, the whispers of doom were further fuelled by a reduction in model offerings for the 1960 model year. The promotion of the lower priced *Newport* to the upscale Chrysler brand probably spelt the end for the DeSoto, which was very similar in size, styling, price, and standard features. For 1961, DeSoto lost its series designations entirely, and it was considered ugly. Hence that context in *Happy Days*. Again, based on the shorter Chrysler *Windsor* wheelbase, the DeSoto featured a two-tiered grille (each tier with a different texture) and revised taillights. Only a two-door hardtop and a four-door hardtop were offered. The cars were trimmed similarly to the 1960 *Fireflite*.

The final decision to close DeSoto was announced on November 30, 1960, just forty-seven days after the 1961 models were introduced. At the time, Chrysler warehouses contained several million dollars in 1961 DeSoto parts, so the company ramped up production in order to use up the stock. Chrysler and Plymouth dealers, which had been forced to take possession of DeSotos under the terms of their franchise agreements, received no compensation from Chrysler for their unsold DeSotos at the time of the formal announcement. Making matters worse, Chrysler kept shipping the cars through December, many of which were sold at a loss by dealers eager to be rid of them. After the parts stock was exhausted, a few outstanding customer orders were filled with Chrysler *Windsors*.

Despite being a successful mid-priced line for Chrysler for most of its life, DeSoto's failure was due to a combination of corporate mistakes and external factors beyond Chrysler's control. The Chrysler brand essentially moved from a luxury carmaker to a mid-priced manufacturer when Chrysler launched the **Imperial** brand in 1954 for the 1955 model year. Most DeSoto models were merged into the new Chrysler *Newport* in 1961.



DESOTO IDENTITY

(From left to right):

1. The original DeSoto logo is believed to be Hernando DeSoto's coat of arms. DeSoto was a 16th century Spaniard who discovered the Mississippi River and had covered more North American territory than any other early explorer (although the Chrysler people were probably not aware that DeSoto was also a brutally ruthless conqueror, who ethnic-cleansed thousands of native American Indians). Anyway, as a moniker, DeSoto reinforced the Americana theme sounded by Chrysler's other new brand, "Plymouth" - with towns, cities, and counties named DeSoto spread across the southeastern US; 2. While the lettering of the word "DeSoto" changed from model to model, the coat of arms remained fairly consistent, although more ornamental, through the 1930s and '40s; 3. A portrait of Hernando against a circular 'sombbrero' shape appeared in the early fifties before a brief attempt at a different stylized logo showed up in the middle of the 1958 *Adventurer* wheel cover and later on the front bumper, bootlid and steering wheel centre of the entire 1959 DeSoto line; 4. There are two or three slight variations of this graphic, an abstract figure that looks somewhat like an eagle with a conquistador's helmet; 5. The conquistador motif continued to appear in a number of different badgings, in conjunction with a complete revisit to the coat of arms, through the late fifties. Although it was diluted more and more until, by the end in 1961, it was reduced to just a cross mark in the middle of the 1960-1961 wheelcover.



It was Chrysler's own brand management in the 1950s, which pitted each of the five marques (Plymouth, Dodge, DeSoto, Chrysler and Imperial) against one other, that did the greatest damage to DeSoto and, ultimately, to the company itself in long-range product planning. Rather than carefully managing the market relationship to specific price points for all consumers, as GM had done so successfully, Mopar allowed its own divisions to develop products targeting markets covered by their own sister divisions. Dodge was, by far, the most successful when it introduced the lower-priced Dodge Dart in 1960. While Dart sales soared in 1960, they did so at the expense of Plymouth, which lost sales to the Dart. Plymouth, traditionally one of the "low priced three" fell out of third place, only to regain it twice (1971 and 1974) before its own demise in 2001.

Dodge moved upmarket with the *Custom Royal* in the mid-1950s which cut into and eroded DeSoto's market. The introduction of the 1957 DeSoto Firesweep, a model that used the Dodge engine, chassis, front fenders and hood, pushed DeSoto down into Dodge territory

competing directly against the Custom Royal. The Firesweep sold well, but at the expense of the higher priced Firedome and Fireflite models. And the DeSoto began looking like a Chrysler with a different grille and taillights. In an era of strong make identification, DeSoto styling was a recipe for disaster.

When Chrysler marketing showed that consumers were likelier to buy an entry-level Chrysler than a DeSoto, Chrysler introduced the Chrysler Newport as a 1961 model, selling more than 45,000 units in its first year. At less than \$3,000, the Newport covered the same price range as the 1961 DeSoto, which had sold 3,034 units total. Thus the DeSoto was dropped and replaced by Chrysler Newport.

Going in the opposite direction, Chrysler pushed into the luxury market by marketing the luxury 'Imperial' as a separate make and division starting in 1955. To make room for the new make, Chrysler Division began expanding downward, while Dodge Division began expanding upward, with larger and more luxurious models. Both

Chrysler and Dodge began eating into DeSoto's already small market; and Chrysler's upper management did nothing to stop them.

DESOTO TRUCKS

Chrysler Corporation introduced the DeSoto brand of trucks in 1937 to provide a greater number of sales outlets overseas for the American-built Dodge and Fargo commercial vehicles. Fargo was bound for Oz.

The DeSoto brand was badge engineered sporadically on Dodge trucks made in Australia, Argentina, Spain, Turkey, and the UK. DeSoto trucks were built here at Mile End, although after World War 2, the Fargo and DeSoto brands were phased out to be completely replaced by their contemporary, Dodge.

While Chrysler ended its truck operations in international markets, both the DeSoto and Fargo brands continue to be used on trucks made by Askam in Turkey. In 1978, Chrysler sold its share in the Askam venture to its Turkish partners.



IMPERIAL

The *Imperial* was Chrysler's luxury automobile brand between 1955 and 1975, with a brief reappearance in 1981 to 1983.

The Imperial name had been used since 1926, but was never a separate make, just the top-of-the-line Chrysler.

However, in 1955, the company decided to spin **Imperial** off as its own make and division to better compete with its rivals, **Lincoln** and **Cadillac**. Imperial would see new body styles introduced every two to three years, all with V8 engines and automatic transmissions, as well as technologies that was supposed to filter down to Chrysler corporation's other models.

The shortlived Imperial marque originally drew from the same styling and tooling of the DeSoto, which ultimately damaged its lesser cousin irreversibly.

DeSoto would never recover. Chrysler made this mistake of having too many models for too few market shares yet again. Neither marque benefitted.



DESOTO

Adventurer (1956–1960)

Airflow (1934–1936)

Airstream (1935–1936)

Custom (1946–1952)

Diplomat (Export)

Deluxe (1946–1952)

Firedome (1952–1959)

Fireflite (1955–1960)

Firesweep (1957–1959)

Powermaster (1953–1954)

Series K-SA (1929–1932)

Series SC-SD (1933–1934)

DeSoto Series S (1937–1942)
(S-1 through S-10, except the
Airstream and Airflow)



The 1962 DeSoto, never made.

Jeep

1941 -

GO ANYWHERE, DO ANYTHING...



Jeep is a marque of Chrysler Group LLC, which became a consolidated subsidiary of Italian multinational automaker Fiat. The former Chrysler Corporation acquired the Jeep brand, along with the remaining assets of its owner American Motors, in 1987. Jeep's line of vehicles consists solely of sport utility vehicles and off-road vehicles but has also included utility trucks in the past.

THE COUPE OR THE JEEP

The **Willys-Overland Motors** company came of age with the *Americar* from 1937 to 1942, either as a sedan, coupe, station wagon or ute. The coupe version is now a very popular hot rod choice, either as a donor car or as a fibreglass model.

Only the 1941-1942 models were called "Americar" (441 and 442 models respectively), following the patriotic trend of the time. It sold 22,000 units in 1941 and 7,000 more in 1942. Its price was about ^{US}\$630. As war broke out, civilian production was abandoned by all US motor companies in order

to assist the military – and the *Americar* was no exception. However Willys was one of the companies awarded a contract to produce the highly successful Jeep. After the end of the war they managed to secure the trademark on the Jeep name, and the much higher sales of its civilian CJ version kept the firm from resurrecting any prewar models, sealing the fate of the *Americar*. Despite failed attempts in 1940 and 1945, the 1942 *Americar* would be Willys-Overland final "civilian" passenger car model until the Willys *Aero*, a decade later.

The first Willys MB Jeeps were produced in 1941 with the first civilian models in 1945, making it the oldest off-road vehicle and sport utility vehicle (SUV) brand. It inspired a number of other light utility vehicles, such as the **Land Rover** which is the second oldest 4-wheel-drive brand. The Germans even tried to copy the concept with **Volkswagen's Kubelwagen**. The original Jeep vehicle that first appeared as the prototype **Bantam BRC** became the primary light 4-wheel-drive vehicle of the US Army and Allies during World War II, as well as the postwar period. Many Jeep variants serving similar military and civilian roles have since been created in other nations.

Many explanations of the origin of the word *jeep* have proven difficult to verify. The most widely held theory is that the military designation GP (for Government Purposes or General Purpose) was slurred into the word Jeep in the same way that the contemporary HMMWV (for High-Mobility Multi-purpose Wheeled Vehicle) has become known as the humvee.

Another well-documented explanation refers to soldiers at the time were so impressed with the

new vehicles that they informally named it after **Eugene the Jeep**, a character in the **Popeye** comic strip and cartoons created by **E. C. Segar**, as early as mid-March of 1936. Eugene was Popeye's magic and wise "jungle pet" who was "small, able to move between dimensions and could solve seemingly impossible problems."

Early in 1941, Willys-Overland demonstrated the vehicle's off-road capability by having it driven up the steps of the United States Capitol by a test driver who had recently heard soldiers at Fort Holabird calling it a "jeep." When asked by a journalist what it was called, Irving answered, "It's a jeep." A tagline we all now know so well.

Although the term was also military slang for vehicles that were untried or untested, this exposure caused all other jeep references to fade, leaving the 4x4 with the name.

TRADE NAME

As it was once used also as a generic term with a lowercase j (jeep) for any vehicles that were suitable for use on rough terrain (inspired by the Jeep), in February 1943 Willys-Overland filed an application for the original brand-name trademark. As the only company that continually produced Jeep vehicles after the war, in June 1950 Willys-Overland was granted the privilege of owning the name "Jeep" as a registered trademark.

THE BANTAM RECONNAISSANCE CAR

When it became obvious that the United States was eventually going to become involved in the war raging in Europe, the US Army contacted 135 companies asking for working prototypes of a four-wheel-drive reconnaissance car. Only two companies



1



2



3



4



5



6



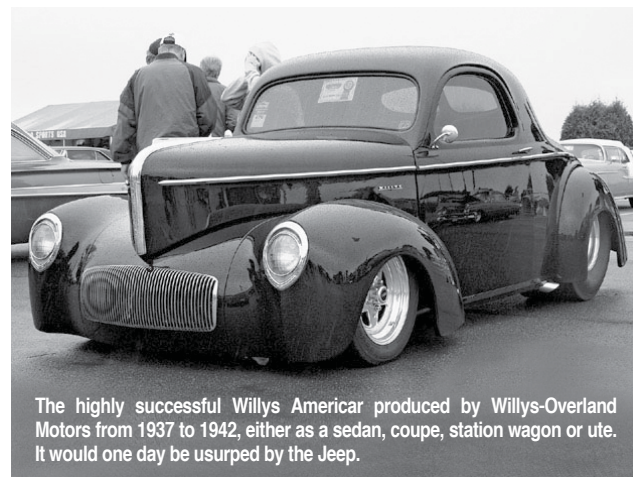
7



8

JEEP IDENTITY
(From left to right):

1; In 1908, John Willys bought the Overland Automotive Division of **Standard Wheel Company** and in 1912 renamed it **Willys-Overland Motor Company**. 2; From 1912 to 1918, **Willys** was the brand name used by Willys-Overland Motors, the second largest car maker in the US after **Ford**. 3; In 1913, Willys acquired the Charles Knight's sleeve-valve engine which it used in cars bearing the **Willys-Knight** nameplate. Later they acquired the **Russell** and the **Durant**. In the mid-1920s, under the leadership of Walter P. Chrysler, Willys also acquired the **F.B. Stearns Company** of Ohio and assumed continued production of the **Stearns-Knight** luxury car as well. 4; **Kaiser Jeep** took over the Willys legacy; 5: **AMC** then purchased Kaiser's Jeep utility vehicle operations in 1970 to complement their existing passenger car business. 6; The **Jeep/Eagle** division of **Chrysler Corporation** was formed from the remains of AMC after Chrysler's 1987 buyout. 7; The seven slot grill is emblematic as it distinguishes the Willys/Mopar jeep from all other jeeps. 8; Today, **Jeep** is probably the strongest Mopar brand in its own right.



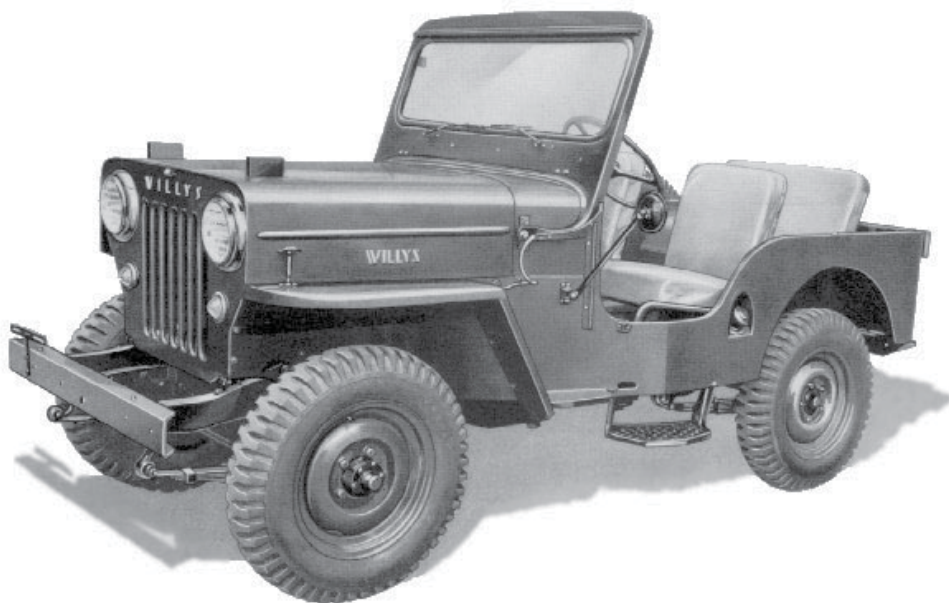
The highly successful Willys American produced by Willys-Overland Motors from 1937 to 1942, either as a sedan, coupe, station wagon or ute. It would one day be usurped by the Jeep.

responded to the request, The **American Bantam Car Company** and Willys-Overland. The Army had set what seemed like an impossible deadline of 49 days to supply a working prototype. Willys asked for more time but was refused.

The US Army hired designer **Karl Probst** for a prototype, known as the *BRC* or *Bantam Reconnaissance Car*, in just two days, working up a cost estimate the next. Much of the vehicle could be assembled from off-the-shelf automotive parts, custom four-wheel drivetrain components were to be supplied by **Spicer**. The first hand-built prototype completed met all the Army's criteria except its engine torque requirements.

THE FORD PYGMY AND THE WILLYS MB

The Army felt that the Bantam company was too small to supply the number of vehicles it needed, so it also supplied the Bantam design to Willys and **Ford** who were encouraged to make their own changes and modifications. The resulting *Ford Pygmy* and *Willys Quad* prototypes looked similar to the Bantam *BRC* prototype and **Spicer** supplied very similar four-wheel drivetrain components to all three manufacturers.



Inheriting the success and tradition of the famous design classic, the Willys jeep (above) in WWII, AMC Jeep established itself by dominating the off-road and 4WD vehicle market (below left) with innovation. However in 1983, AMC (thereafter known for their courageous diversification) came out with the Grand Cherokee (below right), a luxury mid-size SUV. While some other SUVs were manufactured with body-on-frame construction, the Jeep Grand Cherokee has always used a unibody chassis. It has since evolved into one of the world's most prestigious modern cars – and is by far Chrysler's best seller for the past decade.



Jeeps were used by every service of the US military in WWII. An average of 145 were supplied to every Army infantry regiment. Jeeps were used for many purposes including cable laying, saw milling, as firefighting pumpers, field ambulances, tractors and, with suitable wheels, would even run on railway tracks. An amphibious jeep, the model GPA, or "seep" (Sea Jeep) was built for Ford in modest numbers but it could not be considered a huge success—it was neither a good off-road vehicle nor a good boat. As part of the war effort, nearly 30% of all Jeep production was supplied to Great Britain and to the Soviet Red Army.

POSTWAR JEEPS

The Jeep has been widely imitated around the world, including in France by **Delahaye** and by **Hotchkiss et Cie** and in Japan by **Mitsubishi**

Motors and **Toyota**. The utilitarian good looks of the original Jeep have been hailed by industrial designers and museum curators alike. The Museum of Modern Art described the Jeep as a masterpiece of functionalist design, and has periodically exhibited the Jeep as part of its collection.

Jeeps became even more famous following the war, as they became available on the surplus market. Some ads claimed to offer "Jeeps still in the factory crate." This legend persisted for decades, despite the fact that Jeeps were never shipped from the factory in crates.

A *Jeepney* is a unique type of taxi or bus created in the Philippines. The first Jeepneys were military-surplus left behind in the war-ravaged country following World War II and Filipino independence. Jeepneys were built from Jeeps

by lengthening and widening the rear "tub" of the vehicle, allowing more passengers to ride. Over the years, Jeepneys have become the most ubiquitous symbol of the modern Philippines, even as they have been decorated in more elaborate and flamboyant styles by their owners. Most Jeepneys today are scratch-built by local manufacturers, using different powertrains. Some are even constructed from stainless steel.

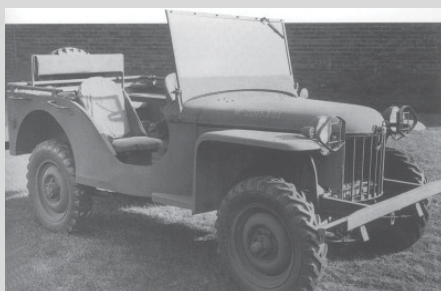
In the United States military, the jeep was only recently supplanted by the **Humvee** in the 1990s.

Chrysler acquired American Motors in 1987 purely for the Jeep line, in particular the rights to develop the eventual *Grand Cherokee*. Today, the Jeep Grand Cherokee is probably Chrysler's most successful model ever all around the world (including Oz), virtually keeping Mopar alive during recent financial crises.

HURRY UP!

American Bantam came up with the first jeep prototype in September of 1940 (pictured here). By late 1941, the jeep as we now know it was coming together. However, Bantam was the only automaker that could meet the Army's ridiculous proposal of having a running prototype ready in 49 days. The reason for this was the singular effort of Karl Probst – who was brought in to ready Bantam's pilot.

While all this was going on, the Army asked Bantam to build the remaining 69 cars from their original bid – including eight with four-wheel steering – without seeing the finished prototype. By confirming their order in advance, the Army did two things. First, this single act cut the silhouette of the original jeep, before Willys or Ford even had a chance to show their prototypes. More importantly, it forced Willys and Ford to get moving on their pilots lest they be left out of the process completely.



JEEP

CJ; Willys Universal (1945–1949)
Willys Wagon (1946–1965) Willys
Pickup (1947–1965)
VJ; Willys Jeepster (1948–1950)
DJ; AMC Dispatcher (1955–1982)
FC; AMC Forward Control trucks
(1956–1965)
FJ; AMC Forward Control trucks
(1961–1965)
SJ;
Wagoneer (1963–1983)
J-series (1963–1988)

Super Wagoneer (1966–1969)
Cherokee (1974–1983)
Grand Wagoneer (1984–1991)
C101; Jeepster Commando
(1966–1971)
C104; Commando (1972–1973)
XJ;
Cherokee (1984–2001)
Wagoneer Limited (1984–1990)
MJ; Comanche (1986–1992)
YJ; Wrangler (1987–1996)

ZJ;
Grand Cherokee (1993–1998)
Grand Wagoneer (1993)
TJ; Wrangler (1997–2006)
WJ; Grand Cherokee (1999–2004)
KJ; Liberty (2002–2007)
WK; Grand Cherokee
(2005–2010, Australia - present)
XK; Commander (2006–2010)
JK; Wrangler (2007–present)
MK; Compass/Patriot (2007-present)
KK; Liberty (2008-present)



Dane Milos

1967 DODGE PHOENIX



THE ROOTES GROUP AND SIMCA

The **Rootes Group** was a British carmaker. Rootes was the parent company of many well-known British marques, including **Hillman**, **Humber**, **Singer**, **Sunbeam**, **Talbot**, **Commer** and **Karrier**. At its height, Rootes had plants all over England and Scotland. The company no longer exists, having been taken over in stages by **Chrysler**, and subsequently sold to **Peugeot** and, in part, **Renault**.

CHRYSLER EUROPE (1967-78)

It has been suggested that the demise of Rootes began with losses due to industrial relations problems, with knock-on problems down the supply chain. By the mid-1960s, Rootes was progressively taken over by the Chrysler Corporation, following huge losses amid the commercial failure of the troubled Hillman *Imp*. Chrysler was also only too keen to take control of the struggling firm as it wished to have its own

wholly independent European subsidiaries like arch rivals **Ford** and **GM**. Chrysler took over **Simca** of France and **Barreiros** of Spain at the same time, merging it with Rootes (temporarily renamed "Chrysler UK") to create **Chrysler Europe**.

The Rootes name had largely vanished by 1971, and soon its other brand names were progressively phased out as the 1970s progressed. Only Hillman was left by 1977, when it, too, was shelved in favour of the Chrysler name.

The Commer name was also phased out in the 1970s, the group's van and truck models mostly assuming the **Dodge** nameplate by 1976.

Lee Iacocca was disparaging of the Rootes operation, writing that Chrysler should never have bought it. Chrysler UK continued with a range of increasingly outmoded rear-wheel-drive family cars such as the Hillman *Avenger* (introduced

in 1970) and Hillman Hunter (introduced in 1966), while the Imp – which by now had most of its teething problems ironed out – was largely ignored by the new management.

In the late 1960s, Chrysler endeavoured to market the Rootes cars in the US. These efforts proved unsuccessful. Marketing in the US was impeded by an inability to offer cars for sale during part of 1968, as the Rootes cars could not comply with exhaust emission requirements.

The Hillman Avenger first was produced between 1970 and 1981. In the early 1970s, with the rise of interest in small cars, Chrysler offered the Hillman Avenger in North America as the **Plymouth Cricket**. This attempt was aborted after only two years. At the same time, Chrysler's Dodge Division offered the Dodge *Colt* as its "subcompact" – sourced from **Mitsubishi** in Japan. The Colt proved a popular and reliable car, hastening the Cricket's demise.



CHRYSLER EUROPE IDENTITY

(From top left to bottom right):

1; **Humber** is a dormant British marque which dates back to **Thomas Humber**'s bicycle company founded in 1868. Following their involvement in Humber through Hillman in 1928 the Rootes brothers acquired a controlling interest and joined the Humber board in 1932 making Humber part of their Rootes Group. The range focused on luxury models, such as the Humber *Super Snipe*. 2; **Singer Motors Limited** was founded in 1874 as a bicycle manufacturer in England. From 1901 the company also made cars – the first manufacturer to make a small economy car that was a replica of a large car, showing a small car was a practical proposition. With a four-cylinder ten horsepower engine the *Singer 10* was launched at the 1912 Motor Show. **William Rootes**, Singer apprentice and salesman, contracted the entire first year's supply. It became a best-seller. Ultimately Singer's business was acquired by his **Rootes Group** in 1956, which continued the brand until 1970. 3; **Sunbeam** was a marque registered by **John Marston Co.** in 1888. The company first made bicycles, then motorcycles and cars from the late 19th century until about 1936, and applied the marque to all three. The company went into receivership in 1935 and was purchased by the Rootes Group, which continued to use the Sunbeam brand. 4; **Talbot** was an automobile marque that existed from 1903 to 1992, with a hiatus from 1960 to 1978, under different owners, latterly **Peugeot**. Originally a British importer of French **Clément-Bayard** cars, Talbot assembled French-made parts in London to sell under the name Talbot. 5; **Automobiles Darracq S.A.** was a French motor vehicle manufacturing company founded in 1896 by **Alexandre Darracq** after selling his *Gladiator Bicycle* company. By 1905 it established branches in the UK, Spain and Italy and then expanded into both cars and aviation engines. In 1920 the British arm became the majority shareholder in **Sunbeam-Talbot-Darracq (STD Motors)** which was sold to the Rootes group in 1935 such that Darracq ceased to be a distinct marque, instead becoming a badge-engineered Sunbeam. 6; **Hillman** is a British marque created by the Hillman Motor Car Company, founded in 1907. Before 1907 the company had built bicycles. Although the Hillman company was acquired by Humber in 1929, Hillman was used as the primary marque of the Rootes Group from 1931, following its acquisition of Humber, until 1967 when Chrysler in turn took over Rootes. The marque continued to be used under Chrysler until 1976. 7; **Karrier** is a marque of car and commercial vehicle, the origins of which can be traced back to **Clayton and Co.** in 1904. In 1908, they started making Karrier cars and in 1920 changed the company name to Karrier Motors Ltd. although it became renowned for its buses and trams. After takeover bids in 1934, the Rootes Group acquired Karrier which was eventually dissolved into Sunbeam during the late 1940s and by 1970, **Dodge**. 8; **Commer** was a British manufacturer of commercial vehicles from 1905 until 1979. Commer made vans, light trucks, medium to heavy commercial trucks, military vehicles and buses. In Australia it became a Dodge. 9; **Barreiros** was a Spanish manufacturer of engines, trucks, buses, tractors and automobiles founded in 1954 as **Barreiros Diesel S.A.** The company then expanded to make commercial vehicles, licensing with French **Berliet** (truck cabs), British **AEC** (buses and coaches), and Germans **Hanomag** (agricultural tractors) and **Vidal & Sohn Tempo-Werke GmbH** (light vans and trucks), all of them driven by Barreiros's own engines. A pay-in-kind contract with Polish **Star** also was active in the late fifties, by which engineless Star chassis-cab trucks were exported to Spain, while Barreiros engines were sent to Poland; the whole resulting in Barreiros-engined Star tractors being sold in China (and Polish trucks in Spain). Later on Barreiros branched out into the production of passenger cars by means of cooperation (and capital links) with the Chrysler Corporation – and in 1963 they built the Dodge *Dart* for Europe. As the 1960s progressed, the range was extended with some smaller models from Chrysler's French subsidiary, **Simca**. 10; **Simca** (**Société Industrielle de Mécanique et Carrosserie Automobile**) which translates as the "Industrial Society of Mechanical and Automotive Body" was a French automaker, founded in 1934 by Fiat. After Simca bought Ford's French branch, in 1970 Simca became a subsidiary and brand of Chrysler Europe, ending its period as an independent company. Simca's history ended in 1978, when Chrysler divested its European operations to another French automaker, **PSA Peugeot Citroën**. PSA replaced the Simca brand with Talbot and for a short period some models were badged as **Simca-Talbots**. 11; The **STD Motors** conglomerate revived the original lion motif of the Sunbeam identity in the 1920s. 12; Originally founded in 1913 by William Rootes as a car sales company, by 1924 Rootes was the largest truck and car distributor in the UK. 13; Rootes grew and took over other companies, and became one of the earliest advocates of the policy of "badge engineering". Among take-overs were **Thrupp & Maberly** (1926); Hillman, Humber and Commer in 1929; Karrier in 1934; **Clement**, Talbot and Sunbeam in 1935, and **British Light Steel Pressings** (1937). 14; By the mid-1960s, Rootes was progressively taken over by the Chrysler Corporation. Chrysler then spent much of the 1970s unsuccessfully trying to integrate its Rootes and Simca ranges into one, coherent whole. Despite government assistance, Chrysler Europe collapsed in 1977, leading to the company's 1978 takeover by PSA Peugeot-Citroën.



Sydney's complete CHRYSLER range

Buying a commercial vehicle?
Best move is to Ruslit—Sydney's largest specialised truck sales and service centre. Ruslit have them all—Commer, Dodge and Valiant. Prime Movers, Trucks, Vans, Utilities—and, a wide selection of warranted used vehicles.
Ruslit Motors' spacious truck centre at Auburn has been designed exclusively for the truck operator. Access is wide and easy, parking ample for the largest rig. Workshops are fully equipped with specialty truck tools, staffed by skilled 'truck' mechanics and are open from 8.00 a.m. until 11.30 p.m. 16 hours a day, to bring you big time and money saving advantages.
Trade-ins? With customers waiting to buy good used vehicles we can afford to trade higher. Come and prove it.

RUSLIT MOTORS LTD.
191 7 PARRAMATTA ROAD, AUBURN. Ph. 648-0551

POST THIS COUPON FOR FURTHER DETAILS
NAME _____
ADDRESS _____

Clockwise: The Humber Armoured Car was instrumental in the Allied victory in the North African desert during WWII; The Hillman Minx were made en masse at their height; Once upon a time you would see the Commer van everywhere – usually a government commercial, on any city street. Long replaced by Dodge, they are now a curiosity of a bygone era.

However, Chrysler of Argentina commenced manufacturing the Hillman Avenger based Dodge **1800**, and this car continued in production until 1990. In its last 10 years of production it was badged as a **Volkswagen** after that firm acquired Chrysler's Argentine business. There was also a Brazilian variant until 1980.

Chrysler UK introduced several new models in the 1970s: a British-assembled Chrysler **Alpine** (sold in France as the **Simca 1307/1308**) was introduced in 1976, and the Avenger-based Chrysler **Sunbeam** 2-door hatchback was introduced in 1977. Also, Chrysler UK made a significant contribution to the design of Chrysler's European range. As well as the Alpine and Sunbeam, there was the saloon derivative of the Alpine, the Talbot **Solara**, and Chrysler/Simca **Horizon**. Both of these cars were awarded *European Car of the Year* awards, and the Horizon was the basis for the US Plymouth **Horizon** and Dodge **Omni**, which were very successful for Chrysler.

The Chrysler Sunbeam kept the company buoyant in the 1970s. The Imp was finally discontinued in 1976, and the Hunter followed it three years later (although it continued to be produced in Iran).

Only the Avenger-based Chrysler Sunbeam hatchback, launched in 1977 kept the Rootes lineage alive, although the Alpine name was still in use and later Alpine and Solara special edition

models were given the old Rootes model names, **Minx** and **Rapier**. The rights to the Rapier name remained with the successors of the company, and were eventually resurrected again on a few limited edition Peugeot models. There was also a special **Sceptre** edition of the 205, 405 and the 605 SRi models. This used a black plastic badge with the chrome effect Sceptre cursive script similar to that on the sideflashes of the '60's saloons. In the case of the Peugeot cars, the Sceptre badging was applied to the bootlid and lower aft part of the front wing.

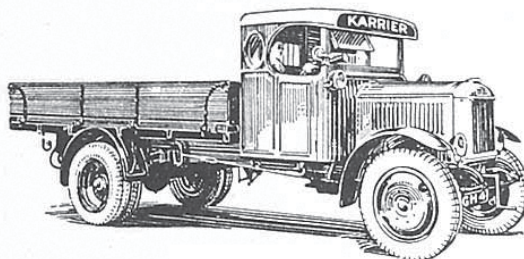
SIMCA

Simca (Société Industrielle de Mécanique et Carrosserie Automobile) (Industrial Society of Mechanical and Automotive Body) was a French automaker, founded in November 1934 by Fiat and directed from July 1935 to May 1963 by Italian **Henri Théodore Pigozzi**. Simca was affiliated with **Fiat** and subsequently, when Simca bought **Ford's** French branch, became increasingly controlled by the Chrysler Group. In 1970 Simca became a subsidiary and brand of Chrysler Europe, ending its period as an independent company. Simca's history ended in 1978, when Chrysler divested its European operations to another French automaker, **PSA Peugeot Citroën**. PSA replaced the Simca brand with Talbot and for a short period some models were badged as **Simca-Talbots**.

During most of its post-war activity, Simca was one of the biggest automobile manufacturers in France. The Simca **1100** was for some time the best-selling car in France, while the Simca **1307** and Simca **Horizon** won the coveted *European Car of the Year* title in 1976 and 1978, respectively – these models were badge engineered as products of other marques in some countries. For instance the Simca 1307 was launched in Britain as a Chrysler Alpine, while the Horizon was sold as a Chrysler in Britain.

Simca vehicles were also manufactured by **Simca do Brasil** in Brazil, and **Barreiros** (another Chrysler subsidiary) in Spain. They were also assembled in Chile, Colombia and the Netherlands during the Chrysler era.

The most successful pre-Chrysler Simca models were the **Aronde**, the Simca **1000** and the **1100** compact car. During the late 1970s Chrysler era, Simca produced the new **160/180** saloon, **1307** range (Chrysler Alpine in the UK) and later the Horizon (Dodge Omni and Plymouth Horizon in the USA), both of which were European Car of the Year on their launch. However, Chrysler's forced marriage of Simca and Rootes was not a happy one. Chrysler Europe collapsed in 1977 and the remains were sold to Peugeot the following year. The Rootes models were quickly killed off, and the Simca-based Alpine/1307 and Horizon soldiered



Clockwise: Hillman Hunters had grunt; Jason Rowley's Hillman Imp is a regular combatant in Targa competition; the first Karrier light truck; the Chrysler Centura was actually a Simca. Designed in France, the Centura (which apparently was a nightmare to work on the assembly line) was based on Chrysler Europe's Chrysler 180 model, but with a larger Australian-made Hemi Six powering it. 19,770 Centuras were built. The designer of the Chrysler 180, on which the Centura was based was Tony Wheeler, the founder of the *Lonely Planet Guides*.

on through the first half of the 1980s using the resurrected Talbot badge. The last car to carry the Simca badge was the 1980 *Solara*, a 1307 with a boot, but by 1981 this had become a Talbot, thus ending the Simca marque entirely.

The traditionally engineered, rear wheel drive cars of the British division had limited appeal outside the UK, although the Avenger and Hunter – the first locally assembled car to reach a total of 30,000 units sold in its 12-year lifespan – were both relatively successful in New Zealand. Hunter production continued there and in Ireland until 1979, and it was built in Iran for many years more.

Unfortunately, with its problems in the US, Chrysler did not have the capital to invest in refreshing their entire product range, and sales of the older designs stagnated in the face of more modern competition. Also, the production facilities were outmoded, industrial relations problems were persistent, and the products had a poor reputation for quality.

In the face of massive losses, and the risk of significant unemployment if the factories closed, there were frequent government bail-outs.

But despite the government assistance, the weight of problems bearing on Chrysler Europe resulted in its collapse in 1977, leading to the company's 1978 takeover by PSA Peugeot-Citroen.

The Rootes Group was sold for a ridiculous \$1.00 US to Peugeot.

PSA soon wielded the axe in Scotland, and exhumed the Talbot marque from the pages of Rootes' history to re-badge the former Chrysler models. PSA took little interest in the heavy commercial vehicles and the former Commer/Dodge/Karrier truck and van factory was run in conjunction with the trucks division of **Renault**. After the withdrawal of the last Dodge-derived trucks (latterly badged as Renaults) it became a production plant for engines for **Renault Véhicules Industriels**.

CHRYSLER EUROPE DOWN UNDER

Rootes Australia was the Australian affiliate of the Rootes Group. The company was formed immediately after WWII initially operating as an importing and distribution firm. It began assembling Hillman Minx vehicles at Port Melbourne in Victoria in 1946 – the first instance of a British motor manufacturer establishing a production line in Australia.

By 1954 the company had gained a 5.4% share of the local market and subsequently announced plans to create a full local manufacturing facility. A 35-hectare site was acquired for this purpose at Noble Park in Victoria. However, the proposed plant was never built.

Hillman, Humber and Singer models were assembled successfully for a number of years. The company also produced models which were hybrids of the three makes. By the mid-1960s, falling sales and an ageing model line-up meant the Rootes Group was in trouble both in Britain and Australia.

The Simca **90A Aronde** had been produced in Australia from 1956 by **Northern Star Engineering** which, along with **Continental and General Distributors**, had been contracted to assemble the model from CKD kits, using local content. In July 1959, Chrysler Australia announced that future production of the Aronde would be undertaken at its factories in Adelaide. In late 1959 the **P60** was introduced, selling alongside the 90A well into 1960, and a five-door P60 station wagon was introduced in late 1961. The wagon, which was unique to Australia, was based on the four-door sedan and featured an extended roof-line and a tail-gate fitted with a wind-down window. Australian production of the Aronde ceased in 1964.

In December 1965, Rootes Australia was merged with Chrysler Australia and all assembly was gradually moved from Port Melbourne to Adelaide, where Chrysler was quick to phase out the Humber brand. However, new Hillman **Arrow** and **Hunter** models were introduced. But Chrysler Australia finally ceased production of all Hillmans in 1973.

CHRYSLER EUROPE AUSTRALIA

Hillman Minx – assembled from 1946.
Humber Super Snipe – assembled from 1953.
Sunbeam Mk III – assembled circa 1955

Sunbeam Alpine – assembled circa 1955
Humber Hawk – assembled to 1964
Singer Gazelle – assembled from 1957 to 1961

Hillman Super Minx
Humber Vogue – assembled from 1962 to 1965
Hillman Imp – from 1964

Simca Aronde 1956-1964
Simca Vedette 1956-1964
Simca Volare 1956-1964

THE ADOPTED ORPHAN

AMERICAN MOTORS

The **American Motors Corporation** or **AMC**, was a US car company formed in 1954 by the merger of **Nash-Kelvinator Corporation** and **Hudson Motor Car Company**. At the time, it was the largest corporate merger in US history.

George W. Mason was the architect of the merger to reap benefits from the strengths of the two firms to battle the much larger "Big Three" automakers (**General Motors**, **Ford**, and **Chrysler**). Mason also entered into plans for AMC to buy transmissions and V8 engines from the new **Studebaker-Packard Corporation (S-P)** when **Packard** acquired **Studebaker** in that same year in 1954. A new 320 cu in (5.2 L) Packard V8 engine and Packard's **Ultramatic** automatic transmission were given to AMC for its 1955 **Nash Ambassador** and **Hudson Hornet** models. AMC combining the **Nash** and **Hudson** product lines under a common manufacturing strategy.

American Motors' first link with Mopar didn't actually began until the sixties, when they first adopted Mopar parts such as the **Torqueflite** auto tranny. But eventually, this connection would grow as the two bodies continued to swap parts, tooling, research and development, and even staff. Although separate entities for so long, AMC and Chrysler shared the same destiny. The mutual benefits ultimately the saviour of Chrysler in 1987 – with AMC retrospectively becoming an 'adopted' Mopar by default, to some.

When Mason died in 1954, **George W. Romney** succeeded him. Within a year he reorganised the company to focus on a new small car line - the **Rambler**. As the Packard engines and transmissions became comparatively expensive and S-P were no longer buying parts from AMC in return, AMC began developing its own V8 motor. In mid-1956, the 352 cu in (5.8 L) Packard V8 and **TwinUltramatic** transmission was phased out and replaced by AMC's own new V8 donk, as well as **GM's Hydra-Matic** and **Borg-Warner** trannies.

By the end of 1957 the original Nash and Hudson brands were completely phased out. The company struggled at first, but sales of the Rambler unexpectedly took off to reach the third highest figures in 1960 and 1961. In the mid-1960s, under **Roy Abernethy's** leadership, AMC focused on larger and more profitable car lines to move away from a perceived negative compact car image.

By 1966, Studebaker production in the US had ended, and its Canadian operations ceased in 1966. The Big Three, plus the smaller AMC, **Kaiser-Jeep** (formerly **Willys Overland**), **International Harvester**, **Avanti**, and **Checker** companies were the only remaining North American car makers. Yet, before World War Two the industry had been populated by so many more smaller independent car-makers.

In the face of deteriorating financial and market positions, **Roy D. Chapin, Jr.**, took charge to revitalise the company. He offloaded **Kelvinator**, the famous electronics and

whitegoods subdivision of Nash-Kelvinator in 1968 to **White Consolidated Industries** (later part of **Electrolux**) and hired former Chrysler star designer **Richard A. Teague** – who saved money by developing several vehicles from common stampings.

Chapin also championed more innovative marketing ideas, such as making air conditioning standard, and from 1968 entered AMC as a big player into the decade's muscle car boom – with most notably the **AMX**; while the **Javelin** served as the company's entrant into the sporty "pony car" market created by the **Ford Mustang**.

Chapin expanded the AMC product line in 1970 through the purchase of the Kaiser-Jeep Corporation. This added the iconic **Jeep** brand of light trucks and SUVs, as well as Kaiser-Jeep's lucrative government contracts – namely military and postal jeeps – to complement their existing passenger car business. AMC also expanded its international network - including Australia.

In the early 1970s, AMC moved towards all-new compact car designs based on the **Hornet** (a name harking back to Hudson), including the Hornet itself and the **Gremlin**. Other new models in the 1970s included the **Matador** and **Pacer**. As costs mounted, AMC reduced their overall line and began to focus almost exclusively on their Hornet-based cars and the Jeep line. While the new lines of the late 1970s, such as the **Spirit** and **Concord**, were variations on the Hornet's platform, the company continued with innovations



AMERICAN MOTORS IDENTITY

(From top left to right to right bottom);

1: The Nash Motors Company was a manufacturer based in Wisconsin in the US from 1916 to 1937. From 1937 to 1954, Nash Motors was the automotive division of the Nash-Kelvinator Corporation. 2: The Hudson Motor Car Company made the Hudson and other brands in Detroit from 1909 to 1954. 3: In 1954, Hudson merged with Nash-Kelvinator Corporation to form the American Motors Corporation, or American Motors for short. The Hudson and Nash names were continued through to the 1957 model year, after which they were dropped. 4: American Motors was also often referred to as AMC, which it finally embraced with its marketing in the 1970s. 5: Just as the indigenous Chrysler in Oz would take its name from a US model (Valiant) of another marque (Plymouth), the AMC marque here would be named after the Rambler model in the US. 6: When AMC bought out Kaiser-Jeep to secure its Jeep, they were soon coveted by Chrysler. 7: So much so, that Mopar was even prepared to take Eagle with it. 8: The Jeep/Eagle division of Chrysler Corporation was formed from the remains of AMC after Chrysler's 1987 buyout.





1973 Rambler Hornet (Australian)



1974 AMC Javelin AMX



1967 Rambler Rebel



1976 AMC Matador



1975 AMC Pacer

to existing designs: the 4-wheel-drive **AMC Eagle**, introduced in 1979, was one of the first true crossovers.

From 1980, AMC partnered with France's **Renault** to help finance their manufacturing operations, obtain much-needed capital, and source subcompact vehicles. By 1983 Renault had a controlling interest in AMC. Production was discontinued for all AMC cars except the all-wheel-drive Eagles, to focus on a new small-car line.

Following an arrangement between Chrysler and AMC in 1985, under which AMC would produce M-body chassis rear-drive large cars for two years from 1986–88, rumours began to abound that Chrysler was about to buy AMC.

In 1986, Renault's CEO **Georges Besse**, was assassinated by a terrorist group in France, in retaliation for having sacked thousands of workers from the French aluminium producer **PUK-Péchiney** and from Renault. The company was left in chaos both organisationally and financially when in 1987 – even after Richard Teague again was brought in to further the new vehicle development – Renault suddenly offloaded AMC to Chrysler. The AMC and Renault brands were then discontinued in the US. The **Jeep/Eagle** division of Chrysler was formed from the remains of AMC after Chrysler's 1987 buyout, with Jeep and Eagle vehicles picked up by former AMC dealers to market, now as Chrysler dealers.

The driving force behind Chrysler's buyout of AMC was the **Jeep Grand Cherokee**. Chrysler boss **Lee Iacocca** just wanted the design. Mopar completed its development and released it to the public in late 1992, and continues to use the nameplate today.

The purchase of AMC was crucial to Chrysler staying afloat itself, even though it was a big and risky undertaking. While the initial goal was to obtain the Jeep brand, the decision to buy AMC turned out to be a gold mine for Chrysler. At that time, Chrysler's management was attempting to find a model to improve structure and operations. Many of the staff who had left Chrysler for AMC had now come back. Mopar inherited AMC's knack of innovation and diversification, which had seen it survive as an independent alongside and compete successfully against the Big Three for so long.

From 1970, the acronym AMC which had always been an informal name, became the official brand used for any and all American Motors cars; and all vehicles from that date bore the AMC name and the new corporate logo. However, the names "American Motors" and "AMC" were used interchangeably in corporate literature well into the 1980s. The branding issue was further complicated when the company's **Eagle** all-wheel drive passenger cars were marketed as the "American Eagle" in the 1980s.

The **Rambler** name was a model name completely dropped after the 1969 model year in North America, although it continued to be used in several overseas markets as either a model or brand name, with the last use in Mexico in 1983. Of course Rambler would be AMC's brand and marque for Australia.

AMC BY AMI

Australian Motor Industries (or **AMI**) was an assembly firm significant in the early history of the car industry in Australia. Much like **TJ Richards** was with the early **Dodge** in Adelaide.

AMI started out as a small coach-builder named **Eclipse Motors** in Melbourne by **J.F. Crosby** in 1926. Import tariffs on vehicles had encouraged the growth of the Australian vehicle body building industry from the early 1920s. The tax concessions varied with the degree of local content. By 1929 the company had secured the Victorian agency for England's **Standard Motor Company** cars, becoming **Talbot and Standard Motors**, before a steady period of expansion with the **Standard** marque throughout the 1930s.

With the demise of the smaller body builders, in 1952 the Crosby family formed a holding company, **Standard Motor Products**, in co-operation with the parent company in the UK, to assemble all Standard cars for Australia at their new large assembly plant in Port Melbourne.

In 1958 Standard Motor Products negotiated an agreement with **Daimler-Benz** to assemble and distribute **Mercedes Benz** vehicles in Australia. In recognition of this new agreement the company was renamed **Australian Motor Industries** and a new subsidiary company was formed to handle the Mercedes Benz franchise.

Through its long association with the Standard Motor Company, AMI also held the franchise for **Triumph** cars and assembled **Ferguson** tractors through another subsidiary company of the group, **British Farm Equipment**. An extensive dealer network throughout NSW and Victoria saw Standard cars and Ferguson tractors sold side by side in country areas. The most popular car sold was the **Vanguard**. Another deal with **Fiat** was also planned to replace the Ferguson tractors as Standard had sold their tractor facility to a new **Massey Ferguson** to focus on making cars.



In October 1960, AMI signed an agreement with the internationally expanding AMC to assemble the Rambler range of cars from complete knock down (CKD) kits. AMI assembled a broad range of AMC models with right-hand drive. This meant that Australians could purchase a **Rambler Javelin**, or its TransAm racing version of it called the **AMX**, the now-legendary **Hornet**, and the **Matador**, long after the Rambler name had been dropped by AMC in the states.

AMI ran into financial trouble during the Australian credit squeeze of 1961 and the company was forced to sell off many assets and vehicle stock to remain solvent. Part of the restructure resulted in the sale of their share in the Mercedes Benz franchise back to the German parent company.

AMC DOWN UNDER

By 1965, the demise of the flagship Standard Vanguard and the loss of assembly rights for Mercedes-Benz vehicles left AMI with more time and space to assemble Rambler, Triumph and Toyota models. Complete knock down kits continued to be shipped in from AMC's Wisconsin plant but the Australian cars were assembled with a percentage of "local content" to gain tariff concessions. This was done using parts and components (such as seats, carpet, lights, and heaters) from local Australian suppliers including Chrysler Australia. AMI specified what parts were not to be included in the unassembled kits sent by AMC. The door tag on an AMI assembled car has no trim number because AMC did not know in advance how it would be trimmed inside. The colour selection was limited in Australia because the bodies were painted at the body plant just like all the bodies going for final assembly in the US. Specific colours had to be ordered by AMI in advance and there was only had a limited supply of each in Australia. The body had the engine, trans, front suspension, and rear axle installed (as well as a few other parts such as door latches), and then was pulled from the line in Kenosha, Wisconsin. Other necessary parts specified by the assembler were boxed and shipped inside the car 'shell' for assembly at the final destination in Australia.

In 1968, a new **Javelin** cost \$7495, almost twice the price of a 327 **GTS Monaro Coupe** (\$3790) and a lot more than you paid for an **XT GT Falcon** (\$4200). You didn't get much in the way of options, as the Javelin was already fully loaded with all of the luxuries of the day. It came with

a 280 bhp AMC 343 ci V8 engine, three speed "Shift Command" automatic transmission and "Twin Grip" limited slip differential as standard equipment. They were basically the top of the line American model.

A total of 24 exotic AMXs, all 1969 models were built here by AMI between August, 1969 and July, 1970. Differences to the RHD two-seater AMXs compared to the US model included swapping the power brake booster and heater motor on the firewall, and although the power steering pump remained in its usual left location, the rest of the steering components were reconfigured to the right side of the cars. All of the Australian AMX interiors were finished in black featuring a unique RHD dashboard with a wood-grained instrument cluster in front of the driver. While the AMX was marketed in the States as a performance car – which could be optioned, the Australian AMX was marketed here as a personal luxury car – with all the goodies already added.

One **AMC Gremlin** was also assembled at AMI in Port Melbourne for evaluation purposes and branded as a "Rambler Gremlin". The car features the standard 232 cu in (3.8 L) I6 with three-speed manual transmission, as well as right-hand drive and the mandated percentage of locally produced content. It didn't take off, though.

From 1971, Australian assembled **AMC Matadors** were equipped with standard column shift automatic transmissions, power steering, power windows, air conditioning, and an AM radio. The engine in the later years was AMC's 360 cu in (5.9 L) V8. Options included exterior sunvisor, vinyl roof cover, towbar, and mudflaps. Registrations for AMC vehicles dropped after 1974. A total of 118 Hornets and 145 Matadors (118 sedans, 27 wagons) were sold during 1974. Registrations for 1975 were 136 Hornets and 118 Matadors (85 sedans 33 wagons). In 1976 there were 88 Matadors (78 sedans, 10 wagons), while 1977 saw just 24 Matador sedans and 3 wagons. Additionally, Matador coupe CKD kits arrived in late-1974, and the assembly of 80 cars began in 1976. One fully assembled **AMC Pacer** (a small car with no relation to the Valiant variant) was imported for evaluation purposes.

American Motors cars were assembled in Port Melbourne by AMI up to 1978. The company retained a niche market as the sole US sourced cars available in the Australian marketplace. For

example, the Government of New South Wales selected the **Rambler Rebel** and the Matador as official vehicles in the 1970s.

A total of 1,825 Hornets were built at Port Melbourne in Victoria by AMI between 1970 and 1975. The Hornet was sold in Australia as the Rambler Hornet, in four-door sedan form only. It was fitted with either a 232 cu in (3.8 L) or 258 cu in (4.2 L) six-cylinder engine and with automatic transmission. While the Hornet was the cheapest Rambler model in America, here the Hornet was a luxury model, with high levels of trim, carpet, tyres and accessories. These included high-back seats, fully lined boot and covered spare wheel. The Hornet used a PBR fully assisted dual braking system, and front disc brakes from the Javelin Trans Am. The Hornet sold for \$3999 in 1970, with 407 cars being sold in Australia in that year.

Rambler was basically killed off in Australia by Toyota in 1977. The first Toyota car ever built outside Japan was assembled by AMI in April 1963, the Toyota **Tiara**. The AMI production of Toyotas soon exploded in the 1960s to also include the **Crown**, **Corona**, and **Corolla** assembled at AMI's Port Melbourne factory. Toyota Motor Corporation of Japan took a controlling interest in AMI in 1968 as their contract with **British Leyland** ended. Toyota also purchased an importer of light commercial vehicles, now **Thiess Toyota**.

Recognising the majority owner of the company and the products that it manufactured and marketed, AMI renamed itself as **AMI Toyota Ltd** in 1985.

As AMC was absorbed by Chrysler in the US, the Japanese parent company then amalgamated AMI with its other Australian operations in 1989 to form two new arms – **Toyota Motor Corporation Australia** (responsible for passenger vehicles) and **Toyota Motor Sales Australia** (responsible for both Toyota commercial vehicles and **Hino** trucks.)

Toyota vehicle production was transferred from the historic Port Melbourne factory to the company's new Altona plant in Victoria in 1994. Ironically, the Australian facility now exports CKD kits back to assembly plants in Asia.

And of course, the only remnant of AMC that survives today is **Jeep**, at Chrysler.

SO LONG, TONSLEY PARK...



After the acquisition by parent company Chrysler of a 15 percent interest in **Mitsubishi Motors Corporation** in 1971, Chrysler Australia began building Mitsubishi-designed Chrysler-branded vehicles, namely the **Chrysler Valiant Galant** (later called just the Chrysler Galant), based on the 1972–1977 Mitsubishi Galant and the **Chrysler Sigma**, a variant of the 1977–1985 Mitsubishi Galant. Over the next

decade, the Mitsubishi Galant was branded a Valiant, the new Sigma and Colt carried a Chrysler badge, while the last CM Valiant was built in 1981 in a factory now called Mitsubishi.

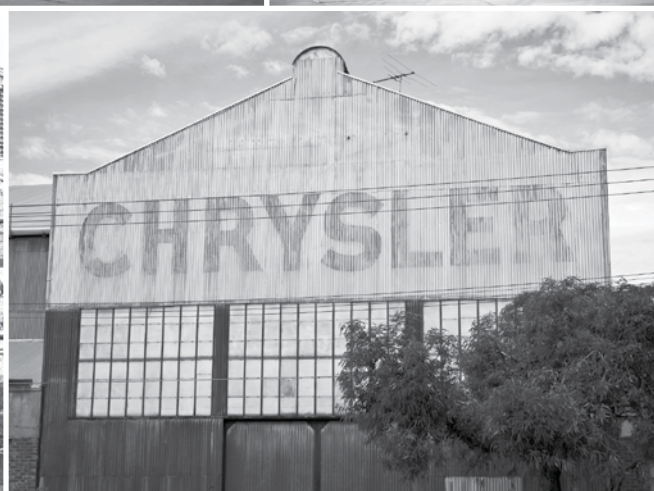
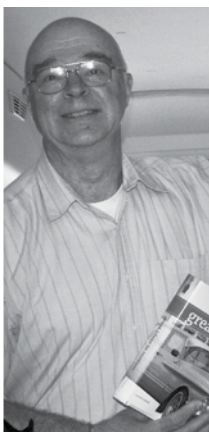
In 1979, Mitsubishi Motors Corporation and its parent Mitsubishi Corporation reversed the roles – by each acquiring a one sixth equity in Chrysler Australia – and then in 1980 the two companies purchased the remaining shares in the company from the US Chrysler Corporation. The company name was changed to **Mitsubishi Motors Australia Limited** in October 1980. Production of the popular Sigma range of vehicles continued under the Mitsubishi name until 1987 with its eventual replacement, the **Magna**, having been released in 1985. **Colt** production, which had commenced in 1982, ended in 1990, with no locally manufactured replacement.

On Sunday May 5 earlier this year, the CCCSA and CRCSA recently went on a Chrysler History tour, bussing around the sites of Chrysler Australia in Adelaide. (From top left to bottom right): A 'hybrid' 1978 Chrysler *Sigma Scorpion*; renown local automotive historian Gavin Farmer, author of the book *Great Ideas In Motion* was our 'guide' for the tour; the shell of Tonsley just before it is to be demolished; the melt area at Keswick; the front face of Lonsdale; the core room of the Lonsdale foundry; our history buffs; and the engine shop at Keswick.

The Magna, like its forebear the Sigma, was based on the Galant. Several model refreshes during the 1990s kept the Magna – which had expanded to include the luxury **Verada** – updated. However, by the early 2000s, it was clear that the Magna/Verada line, now in its third iteration had aged considerably. A facelift to the Magna/Verada line in 2003 failed to lift sales. Approval for construction of a new vehicle was gained from Mitsubishi Motors Corporation, and funding was provided to re-engineer the Tonsley Park plant with the result that a new vehicle, the Mitsubishi **380**, was delivered to the market in late 2005.

On February 5 2008, it was announced that MMAL would cease production of the 380 at the Tonsley Park plant, effective at the end of March 2008. The two-page statement released announced they would pursue a "full import strategy" for the Australian market due to unviable 380 sales. The last Mitsubishi 380 sedan left the production line on 27 March 2008. Coinciding with the last vehicles to leave the line was the redundancy of about 500 workers, with another 430 staying for another 12 months. Those remaining decommissioned the plant and produced a stockpile of spare parts destined to last ten years.

By late 2009, MMAL had removed the last piece of manufacturing equipment from the Tonsley Park assembly plant. Ownership of the plant was handed over to the Government of South Australia on 16 December 2009. Today, Flinders University begins to transform the site for their new tenancy – a technology precinct.



BARE METAL



Long ago, I first met Kel at art school where we became good friends. We lost touch after uni, before I caught up with her again one day completely out of the blue, at of all places – *All Chrysler Day* – in 2006. While I'd gone off in a more commercial art direction to become a cartoonist, unbeknown to me Kelly had become a very successful fine artist. I was stoked to discover nothing had really changed between us – but I was really blown away by her paintings of skies and seascapes. I also didn't realise she was into cars too!

Although she maintains that first and foremost she is a painter, Kelly has probably become

more renown in recent years for her outdoor sculpture. She is represented in prestigious collections around the country such as at the **Print Council of Australia** in Melbourne, while her art also graces private collections throughout Adelaide, Sydney, Melbourne and as far away as Croatia. Currently showing in exclusive national exhibitions *The Hidden Show* and *In Situ 13* over in Sydney, Kelly recently was awarded with a professional residency at the **Newington Armoury** in the harbour city. Possibly the biggest opportunity yet of her career.

Anyway, with a rare XB GS Fairmont in the shed awaiting a full resto "and a big block, one of these days", Kelly never drives anything but a Ford as her everyday. But her ultimate Mopar would be a '69 Dodge Charger (or she'd take a Ford Torino, or a Ford Marauder, or any other big, stainless steel covered American vehicle). She loves the adrenalin of a muscle car – and she finds "these species very sexy". Then again, who doesn't?

So as part of the Glenelg component of the **SA Living Artists' Festival** – tagged *Love Where You Live* – Kelly will be exploring this love in an upcoming solo exhibition entitled **Bare Metal**.

Almost ten years in the making, *Bare Metal* will be on display from August 2nd, Monday to Sunday, between midday and 9pm on the walls of the fantastic **Souvlaki Brothers** restaurant in Moseley Square (her take-away of choice – "their souvlaki is to die for"). This will be one of Kelly's last official appearances before she heads interstate.

In her paintings for *Bare Metal*, a series of ten oils on canvas about 30 cm square, Kelly will be expressing her obsession with classic autos. These pictures are painterly, sketchy depictions of great cars in broad brushstrokes – of instantly recognisable icons like the Phoenix, Barracuda and Roadrunner, along with views of more exotic beasts like **Mad Max's** XB interceptor or a Mercury Marauder coupe. So this show will be easily accessible for any viewer – whether you understand art or not, and even if you're just a revhead.

"Anyone looking at these pictures has to understand that I'm an artist, and we interpret things..." Kelly says, "I'm taking a great object, a V8 and putting it into a meaningful Kel-interpretation/image. Of course they are not exact realism," she adds, "...if that was the aim, I would put down the brushes and just take (sic) photos..." So they're simply some of her favourites, and she just likes their forms - so she's capturing them in a loose, spontaneous way.

All works will be for sale, and Kelly is available for private commissions. Meanwhile get along to see *Bare Metal* and contact Kelly on 0447772249 or k.milton1@bigpond.com for a one-off rendition of the love of your life!

– Dave H

"Bare Metal" Exhibition
'Love Where You Live' SALA Festival 2013
August 2 – 25
Souvlaki Bros, Moseley Square, Glenelg

Kelly Milton is an accomplished South Australian artist from Glenelg-way who simply loves cars, "as long as they aren't coloured Plum Crazy" she clarifies.

The daughter of **John Milton**, a well-known local collector and former member who still regularly attends *All Chrysler Day*, Kelly grew up alongside her old man tinkering with Buicks and Plymouths – and currently the full resto of a Dodge Dart. In fact, she's been surrounded by classic rides all her life, hanging out with her cousins who were also always building and restoring BMW, Indian, Ariel, Norton and Triumph motorcycles. "Many family celebrations ended up in the shed, characterised by stripping and rebuilding fast objects from bare metal..." So the culture is strong in this lady.



22 Donegal Road
Lonsdale SA
5160

Phone (08) 8326 1711
Andy 0408 821 608

- Automotive Repairs
- Servicing
- All Makes & Models
- Classic to Late Model Vehicles
- Performance Vehicles



Historic Rego Day

SUNDAY JULY 8



HYKA[®]

TECHNOLOGY

24A Hindmarsh Avenue, Welland 5007

PH: 08 8340 3338 • FAX: 08 8340 3337
Email: salessa@hyka.com.au • w: www.hyka.com.au

CONTACT US FOR A DEALER NEAR YOU

HYKA is involved in computer distribution, importation, supplies and service.
We have many retail outlets around Adelaide and rural areas.
So we can direct you to a dealer near you.

SPEED
Authorised Dealer

The **Kernewek Lowender** (Cornish Festival or **Pastie Run** as we like to refer to it) is held biennially in May. Members of CCCSA have been attending regularly since the early 2000s. It is a weekend of celebrating the Cornish traditions of the 'Iron Triangle' and includes a 'Cavalcade of Cars', held on the Sunday. This year over 800 cars and bikes over 30 years old formed up for a leisurely drive between Wallaroo, Moonta and Kadina, culminating in a show and shine at the oval. A huge variety of makes and models converge on the towns from all over the state. CCCSA was well represented with around 12 of our members' cars participating. Around 30 of us got together on the Saturday night for a terrific dinner at the Wallaroo Marina Hotel. It's a great weekend away, put it in your diary for 2015!

— Iain



**first
national**
REAL ESTATE

Schinellas

*First Impressions
First in Customer Service
First National Real Estate Schinellas*

1/234 Brighton Road
Somerton Park SA 5044
Phone 8294 4484
www.schinellas.com.au

Pat Schinella 0412 909 095
DeArna Schinella 0412 959 944
Mary Schinella 0421 204 611
Emma Wingard 0401 484 894



VALIANT RESTORATION SERVICES

- Consoles • Exterior Trim • Badges
- Emblems • Instrument Bezels
- Parts Search Service

NIGEL EATE 0417 803 374
Restoring A Marque In History



Swift Cleaning & Restorations

0414 226 332

Office (08) 83472244 Fax (08) 83450707

W: www.swiftrestorations.com.au

W: www.swiftcarpetcleaners.com.au

E: admin@swiftrestorations.com.au

Pat McGrath
Plumbing Services

Specializing in major installations, such as storm-water and sewer drainage, hot & cold water systems. For new homes, building additions or bathroom renovations.

Backhoe and Mini-excavator hire service, with good rates by the half or full day

Licensed gas plumbing contractor

0409 404 940



For a limited time we are selling our 'Charger Lager' a filtered premium beer with iconic style and magnificent flavour.



BREWBOYS based in Adelaide SA, are craft brewers of ales, lagers and stouts which have won many international awards.

Contact us via our website to order directly, or to find your closest stockist.

WWW.BREWBOYS.COM.AU

151 Regency Rd, Croydon Park, SA 5008
PH. (08) 8346 5200

ALL GASSED UP
Diecast and Collectables

Sally-Ann and Grant Bradford

67 Warren Road

Parkdale VIC 3195

sales@allgassedupdiecast.com.au

03 9580 5134

GRASCO
AUTO PARTS

**13 Prince Albert St,
Albert Park**

p: (08) 8445 6311

CARS FOR SALE

1968 Dodge Polara
4 door pillarless hard top 383, needs resto
Shannon (Kadina) 0417 818 424

VJ Hardtop, yellow with black vinyl roof.
Matching numbers, reconditioned 265 motor and
transmission. Good condition minimal rust interior
OK \$15,700
Scott 0437 433 705

AP6 Station Wagon
\$1,450
Mick 0427 249 076

Valiant VE Regal Sedan
Suzannah 0421 899 704

VH Hardtop for sale.
No motor, 727 trans tricked up for Ford 9" diff.
0433 755 132 Offers considered

CARS WANTED

VH Hardtop
Peter Silver 0427 171 215

PARTS FOR SALE

Centura Dash (instrument cluster) \$30

VH-CH front windows with ¼ vent \$70
Scott 0437 433 705

727 trans, stage 2 shift kit, 2200 stall converter
\$2000 neg.
VH aftermarket rear indicator lenses. Price neg.
Mitsubishi Magna door locks x 4 with key also key
and ignition barrel with wiring. Price neg.
Ford 9" diff 1:3:7 ratio, Moser axles, custom disc
brakes, custom driveshaft to suite also. Window
winders set of 4 ex cond \$35.
CxC single electric switch for window & main
drivers side 4 button switch. Excellent cond. \$120.
CxC side light fixtures chrome without lenses rear.
Price neg.
PT Cruiser scissor hinges \$900.
PT Cruiser King Springs \$250
Cathy Groot, 0433 755 132

VJ tail light \$50;
VH tail light set & surround \$60 (1 lens cracked); VH-
CM dash gauge surround \$100
& plenty more parts.
Nick Majcen 0423 167 338

Some R & S Series bits to get rid of.
Denis 8382 4540 or Jay 81867192

Wrecking AP-CM valiants.
John 0419 146 294
or email karndakorunye@bigpond.com

PARTS WANTED

Used standard size 360 piston(s)
Charles 0438 702 625

Alloy head cover for Hemi 6-like sixpack
Damian 0412 693 213

Lefthand and righthand gutter mouldings (wide)
to suit AP6 V8
Steve Tabaka 0412 802 948


Rear passenger side door handle
for 1972 Chrysler By Chrysler
ph 0439 883 923
VH to CM donor car, want complete but will
consider any condition
Steve 0418 176 473

Steering wheel for 1970 Dodge Phoenix
Darrel McLean 0417 815 995


Oil cooler in bottom tank of radiator for a Galant.
CL V8 Radiator; brake booster and offset bracket;
318 engine; manual 4 speed bell housing
Suzannah 0421 899 704

MISCELLANEOUS

All Chrysler Weekend official DVD
for sale (2013 & 2012) \$12 each.
Contact **Nick Majcen 0423 167 338**
or www.majcenfilms.com



STALLARD & POTTER
PRINTERS OF DISTINCTION



SMART ROAD AUTO WRECKERS

Ph: 8396 2599 • 8265 4114
156 Smart Rd., St. Agnes 5097

**ALWAYS
BUYING
CASH PAID**

**SPECIALISING
IN BUYING
& SELLING**

**CHRYSLER
VALIANT
HOLDEN
FORD**



Austrahose (SA) Pty Ltd
9-11 Endeavour Drive, Port Adelaide SA 5015
Ph: (08) 8240 2222, Fax: (08) 8240 5656
Email: hose@hose.net.au
Web: www.hose.net.au

INDUSTRIAL HOSE
CAMLOCKS
DUCTING
HOSE CLAMPS
VALVES & FITTINGS
LAYFLAT
MINING EQUIPMENT
FIRE EQUIPMENT
INSERTION RUBBER
FUEL EQUIPMENT
MOUNTINGS
FUEL WATER SEPARATORS



Preserving the History Of Chryslers In Australia

BILL PAPANICOLAOU
0418 661 124
www.valiantinfobase.com

JJEM Finance Solutions

Home Loan Finance
Business Loan Finance
Vehicle and Equipment Finance

John Koznedelev
Director
Mobile: 0432 687 837
Email: john@jjemfinancesolutions.com
www.jjemfinancesolutions.com

Australian Credit Licence Number 406716

The
MOULARAS GROUP
Incorporating
MOULARAS BUILDING DESIGNERS

Event	Date/Time	Location
CCCSA Monthly Meeting <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly.</i>	Tuesday September 10th 7:30 pm	Model-T Club rooms, centre of Port Road, Croydon
CCCSA Annual General Meeting and CCCSA Monthly Meeting	Tuesday August 13th 7:30 pm	Model-T Club rooms, centre of Port Road, Croydon
Willunga Swapmeet	Sunday August 18th 7:00 am	Willunga
Classic Targa Adelaide <i>Targa Prologue event with full competition sprints around the Showgrounds and massive multi-Club display, including our MoPars. Over 15,000 people attended in 2012 ! More facilities and viewing points this year. Call Jason on 0413 426360 to register, display cars enter 4pm.</i>	Wednesday August 21st 4:00 pm	Adelaide Showgrounds
Mid Year Dinner <i>The CCCSA Annual mid-year dinner - celebrate the End of Winter and start of Cruise season ! Limited to 40 people, must RSVP, call 0413 426360. Dinner only \$25/head, includes choice of 3 Mains + Dessert. Meet in the Chrysler Bar from 6pm, seated at 7pm.</i>	Saturday August 31st 6:00 pm	Tonsley Hotel, South Rd
Bay to Birdwood Classic <i>Entry date extended to Fri 9th August ! Enter at www.baytobirdwood.com.au . Meet at Maccas HarbourTown 7:00am to enter as a group, take the grand tour via Freeway, Hahndorf, Woodside to Birdwood Nat Motor Museum for the Day. Bring a picnic lunch!</i>	Sunday September 29th 7:00 am	West Beach to Birdwood
Christmas Run & overnite stay <i>Around 150km run to family-friendly accommodation & a Xmas dinner on the Sat night. Always great fun!</i>	Saturday November 30th 12:00 am	TBA



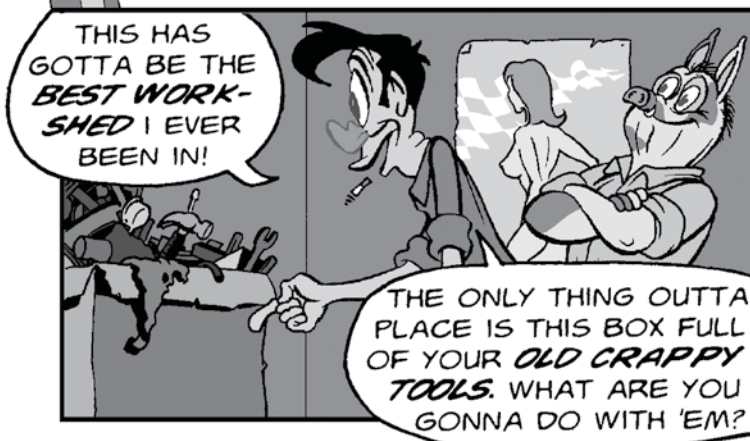
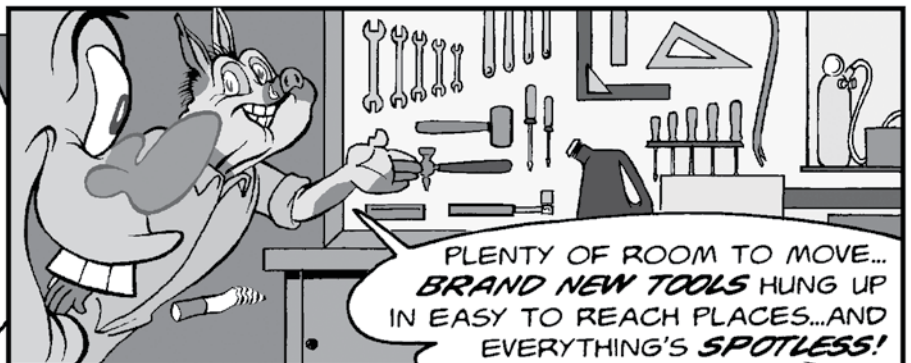
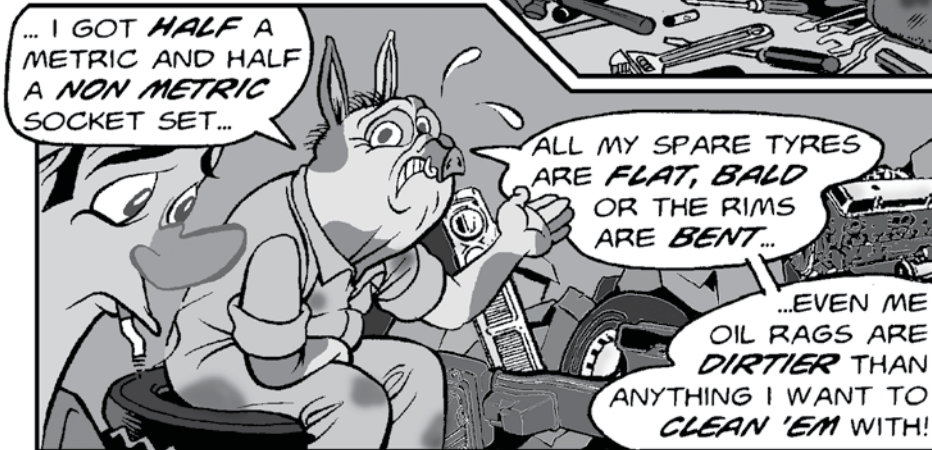
Combined cruise with SMASSA, Saturday May 25, 2013


precision
all your engine needs

Call one of our
Rev Heads for the
best engine parts
and advice.

www.precisionintl.com

Call 1300 364 350 Victoria • New South Wales • Queensland • Western Australia • South Australia



"If it can be done inside a car, Willshire can do it for you"



Classic Car Specialists

Full Re-Trims,
Softtops, Tonneaus,
Carpets & More.



Seat Belts &
Child Restraints

Largest range of
Aftermarket Seat
Belts & Child
Anchor Points.



Vehicle Interiors
& Soft-tops

Leather Upholstery or Trim
Kits & Custom Work, Hood
Linings, Soft Tops, Carpets,
Door Trims, Windows & Zips,
Full Vehicle Re-Trims & More.



Extra Seating

Station Wagon
& 4WD
Van & Bus Seating
Recaro Seats.



4 Deacon Avenue, Richmond SA 5033

P: 8292 2500 F: 8292 2555 E: sales@willshire.com.au



Your car. Your car club. Share your passion with Shannons.



SHARE THE PASSION

That's why Shannons have Motor, Bike and Home insurance for the real enthusiast, club members just like you. Our Motor insurance policy offers all the features you want;

- ▶ Agreed value ▶ Choice of repairer ▶ Lifetime guarantee on repairs ▶ Multi vehicle discount
- ▶ Laid up cover ▶ Limited usage cover ▶ Club plate rates ▶ Pay by the month premiums

Add Shannons Home & Contents insurance and receive a **10% Multi-Policy discount** with **\$10,000 worth of Enthusiast cover** included. So call Shannons today on **13 46 46** and talk to an enthusiast just like you.

INSURANCE FOR MOTORING ENTHUSIASTS | CALL 13 46 46 FOR A QUOTE | SHANNONS.COM.AU

Shannons Limited is an authorised representative of Australian Alliance Insurance Company Limited, the issuer of this product. Refer to the Product Disclosure Statement by calling 13 46 46.

Adrian Brien



Jeep



DODGE



Adrian Brien is proud to sponsor the
Chrysler Car Club



**EXPERIENCED SALES CONSULTANTS &
SRT PERFORMANCE SPECIALISTS**

**15 MINUTES SOUTH
OF ADELAIDE'S
CBD**

**1305 SOUTH ROAD ST MARYS SA 5042
PH (08) 8374 5444 AH: Matt 0412 698 955
www.adrianbrien.com.au**