

Simca 1000

Standard

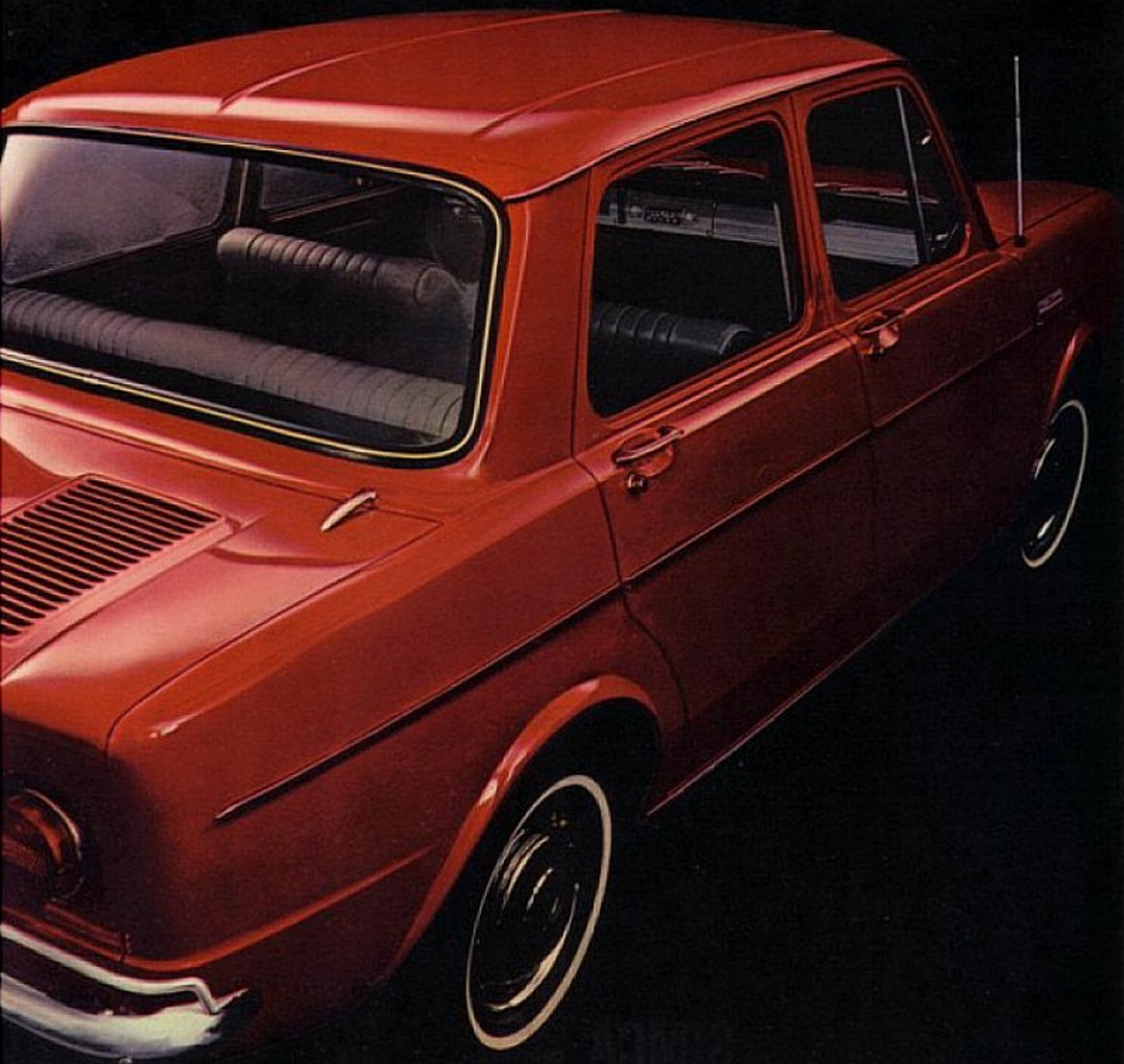
Deluxe

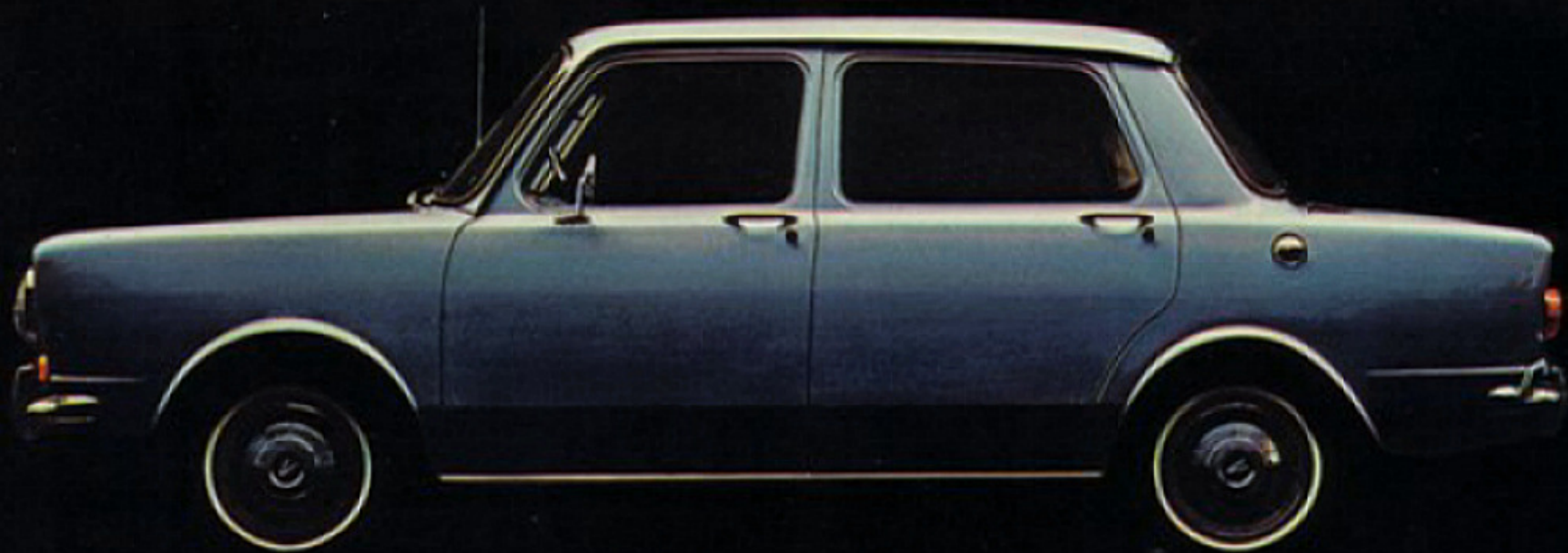
GLS





on cover, Simca GLS in Estoril Blue. Shown here (from left to right), Simca GLS in Murphy Grey, Simca Deluxe in Turner Red and Simca 1000 in Montreux Blue.





Simca GLS standard features:

- Reclining bucket seats (available in gold, silver, red or blue depending on exterior color)
- Pleated all-vinyl basket-weave interior trim
- 4-speed fully synchronized transmission
- Deluxe wheel covers
- Temperature gauge
- Twin rear-seat ashtrays
- Luggage compartment mat
- Glove box door
- Built-in front vent windows
- Chrome hood, side and sill moldings
- Padded dash, upper and lower
- Padded sun visors, right and left
- Front and rear armrests
- 2-speed heater/defroster (hot water)
- Windshield washer
- 2-speed electric windshield wipers
- Turn signals
- Courtesy light
- Back-up lights
- Hazard warning flasher
- Fuel gauge with warning light
- Deluxe bumper guards with rubber inserts, front and rear
- Bumper guard rails, front and rear
- Dual braking system with warning light
- Outside left rearview mirror
- Front seat lap belts
- Horn ring

Simca Deluxe standard features:

- Bucket seats (available in grey, red or blue depending on exterior color)
- Pleated all-vinyl interior trim
- 4-speed fully synchronized transmission
- Deluxe wheel covers
- Glove box door
- Built-in front vent windows
- Chrome side molding
- Padded dash, upper and lower
- Padded sun visors, right and left
- Front and rear armrests
- 2-speed heater/defroster (hot water)
- Windshield washer
- 2-speed electric windshield wipers
- Turn signals
- Courtesy light
- Back-up lights
- Hazard warning flasher
- Deluxe bumper guards with rubber inserts, front and rear
- Bumper guard rails, front and rear
- Fuel gauge with warning light
- Dual braking system with warning light
- Outside left rearview mirror
- Front seat lap belts

Simca 1000 standard features:

- Bucket seats (available in grey, red or blue depending on exterior color)
- All-vinyl interior trim
- 4-speed fully synchronized transmission
- Padded dash, upper and lower
- Padded sun visors, right and left
- Front and rear armrests
- 2-speed heater/defroster (hot water)
- Windshield washer
- 2-speed electric windshield wipers
- Turn signals
- Courtesy light
- Back-up lights
- Hazard warning flasher
- Fuel gauge with warning light
- Deluxe bumper guards with rubber inserts, front and rear
- Bumper guard rails, front and rear
- Dual braking system with warning light
- Outside left rearview mirror
- Front seat lap belts

Pug nose. Square deck. Up-and-down sides. This is Simca—the Chrysler-backed import with all the right angles.

When Chrysler engineers set out to build Simca, they decided to fulfill a very basic need: getting you from point A to point B as cheaply as possible without sacrificing any of the nice things that make driving fun.

So they designed a practical vehicle that could hold four in comfort . . . five in a pinch. (Let's not kid ourselves, nobody makes an economy import with limousine-size interiors.)

They gave it a 55-hp engine that moves you around pronto . . . on the lowest-priced gasoline you can buy. They built it strong and quiet with a 5-bearing crankshaft, married it to a tough 4-speed fully synchronized trans-axle, and placed it in the rear to give you positive traction on wet or slippery streets. They included all around for better ventilation and



They made the bucket seats removable just in case you have something bulky to lug around. And they covered them with the best washable vinyl—fade resistant, of course—so they'll look great for years.

They included a real Americanized instrument panel, padded top and bottom, then rounded out the interior with the same type of safety features you find on American cars.

They designed a big solid hood and squared off the nose so there's more room underneath to tuck things away.

They tossed in high-strength steel bumpers, chromed them, protected them with bumper guards and then protected the guards with rubber inserts. For more protection, chrome tube-steel bumper rails were added fore and aft.

They engineered the underbody for toughness and quietness, then made everything easy to get to for service.

Finally, they polished Simca off with a long-lasting bright finish (12 colors in all, depending on model selected) and wrapped it up with the best warranty in import cars—Chrysler's.

All in all, we packed as much value as we could into a small area and then added a big bag of comfort and convenience items without jacking up the price.

We think a sensible car should carry a sensible price. So Simca does.

Don't quit now. Read what else makes Simca the one you'll want to drive.

Dimensions:

Exterior—Wheelbase 87.4"
Overall length 149.5"
Overall width 58.5"
Overall height 52.4"

Interior—Headroom, front
37.4"; rear 36.6"
Legroom, front 39.8";
rear 35.9" (minimum).

Usable Luggage Space:

5.1 cu. ft. (based on A.M.A.
standard of measurement).

Curb Weight:

1605 lbs.

Turning Radius:

14.7 ft.

Body:

Fully unitized. Body and frame
welded into a single tight unit.
Strong. Quiet. Four wide
opening doors. Roll-down
windows, front and rear.

Engine:

4-cylinder in-line. Rear
mounted. Overhead valves.

5-bearing crankshaft. Water
cooled. Replaceable full-flow
oil filter cartridge.
Clean air package.
Displacement 57.6 cu. in. or 944
cc. Bore 2.68 in. Stroke 2.56 in.
Compression ratio 9.1:1
Horsepower 55 @ 5600 rpm.
Maximum torque 57 lbs. ft. @
3300 rpm.

Trans-axle:

Clutch—single dry plate
hydraulically actuated.
Gearbox—mechanical with
constant mesh gears. All 4
forward speeds synchronized.
Shift lever floor-mounted
between bucket seats.

Suspension:

Front—independent transverse
leaf springs and upper
control arms.
Rear—independent trailing
swing arms and coil
springs. Hydraulic, double-
acting shock absorbers at
all four wheels.

Steering:

Gemmer worm and roller type
with shock absorber to dampen
road vibrations transmitted to
the steering wheel. Steering
gear ratio—13.2:1.

Brakes:

4-wheel hydraulic, internal
expanding. Drum diameter 8.5".
Effective braking area 79.1 sq.
in. Molded linings. Parking
brake hand-controlled, cable
operated off rear brakes.

Capacities:

Fuel 9.5 gal. Oil 2.6 qts. Radiator
5.8 qts. with heater.

Options and Accessories:

Deluxe pushbutton radio
Whitewall tires 5.60 x 12
Cigarette lighter
Ventilated seat cushion
Color-keyed floor mats,
front and rear
Vanity mirror
Glove box light
Engine and luggage
compartment lights
Locking gas cap
Engine compartment lock
Inlet air baffle
Wind deflector package
Chrysler alternator
adaptor package
Accessory junction package
License plate frame
Litter basket
Curb signals

Passenger Car Warranty Advertising Disclosure, 5/50 and 12/12 Warranty—Chrysler Motors Corporation warrants to the first registered owner only: the engine block, head and internal parts, intake manifold, water pump, Trans-Axle case and internal parts (excluding manual clutch) and rear wheel bearings of its 1968 model Simca 1000 passenger cars for 5 years or 50,000 miles, whichever occurs first, and warrants to the first and second registered owners the entire vehicle (excluding tires) for 12 months or 12,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Authorized Simca Dealer's place of business. Maintenance such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: change engine oil and re-torque cylinder head at 600 miles, thereafter, change engine oil every 3 months or 4,000 miles, whichever occurs first; replace oil filter every second oil change; check operation of crankcase ventilator valve every 6 months and replace ventilator valve every 12 months or 12,000 miles, whichever occurs first; clean carburetor air filter every 6 months and replace every 12 months or 12,000 miles, whichever occurs first; change the Trans-Axle lubricant every 6 months or 8,000 miles, whichever occurs first; re-torque cylinder head and adjust tappets every 12,000 miles; and every 12 months (A) have an Authorized Chrysler Motors Corporation Dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing 12-month or 12,000-mile warranty coverage, the second registered owner must have an Authorized Chrysler Motors Corporation Dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

The policy of Simca is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications and equipment are subject to change without notice.