



**simca 1000**

**Chrysler's all-new economy car**

**simca 1000** Every five or ten years or so, one car comes along that makes everyone sit up and take notice.

That's just what's happening this year, this month, today. The cause of all the excitement is Chrysler's all-new economy

car, Simca 1000. ■ It started in Poissy, near Paris. Here in the Simca home factory, designers were given a free hand.

Engineers were told to start with a clean slate. This would be an all-new car. ■ So it is. New performance in an economy

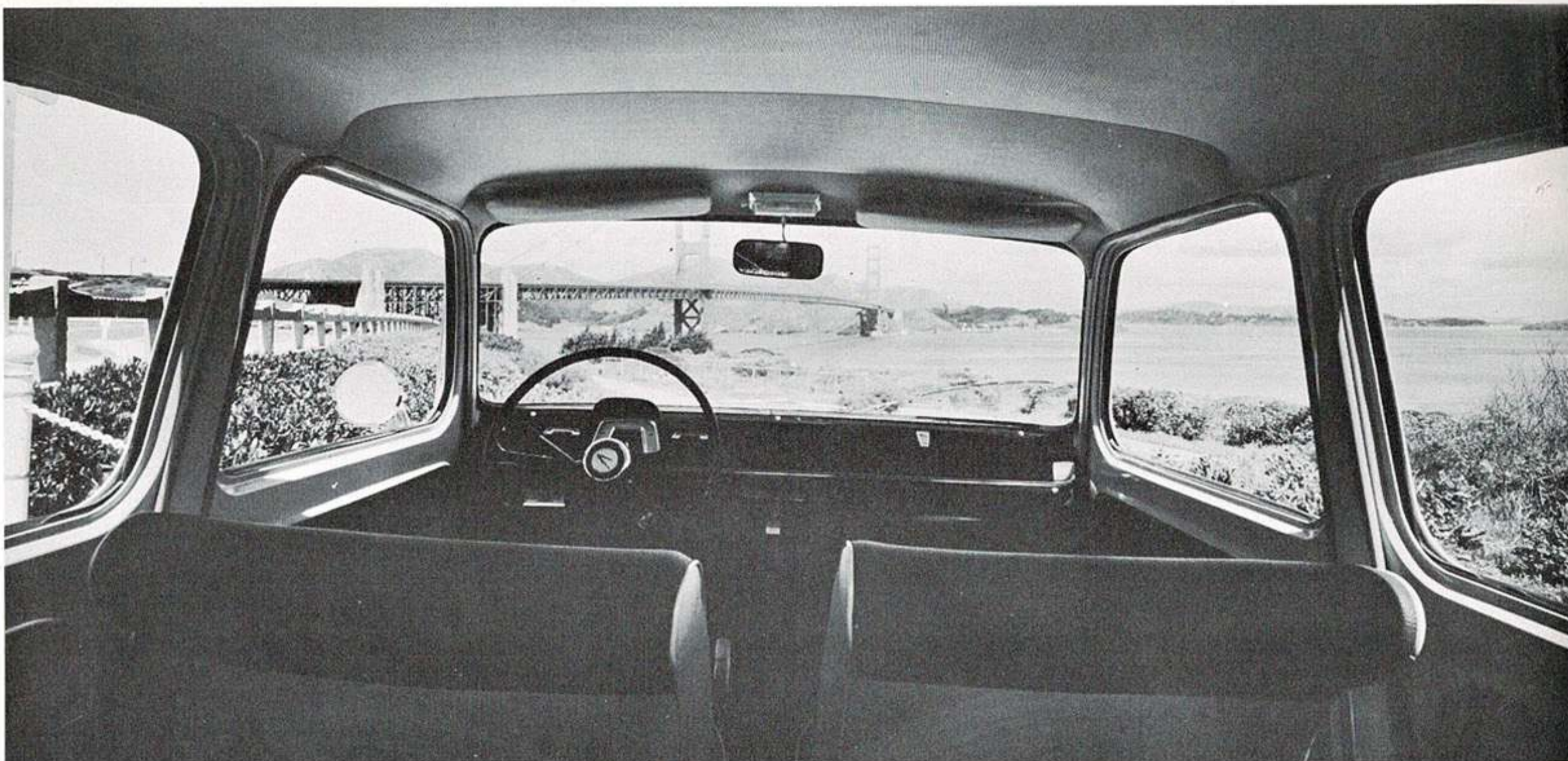
car. New protection in an economy car. ■ As soon as the 1000 was introduced, it scored a sweet success. France loved it.

West Germany loved it. Italy loved it. ■ In the United States, it's the same story. First the test drive reports by the car

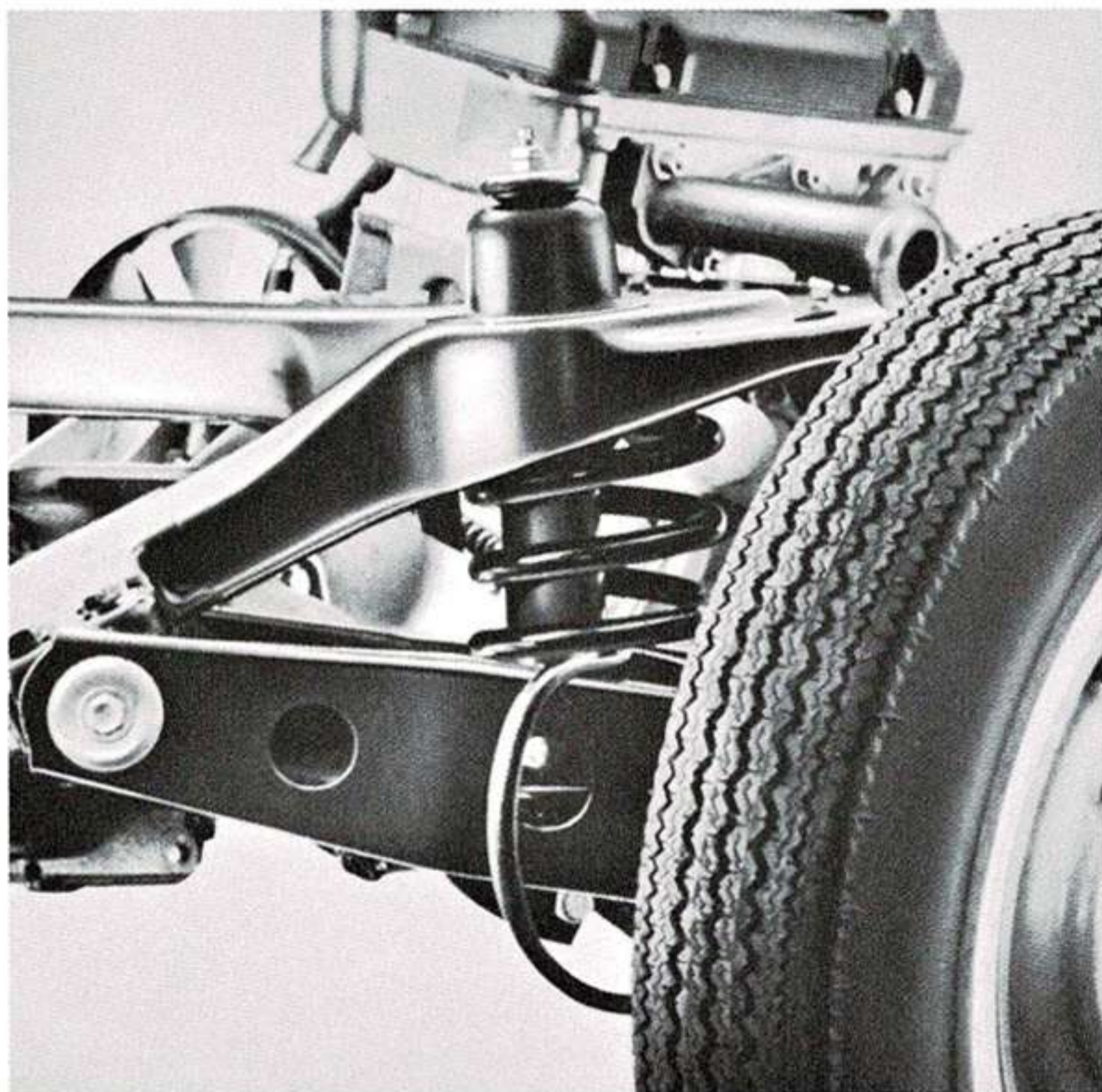
magazines. Verdict: Bravo! Then the rallies, the trophies, and more "firsts" than you could shake a stick shift at. Word is

getting around fast. There's something special about Simca 1000. How so? Read on.

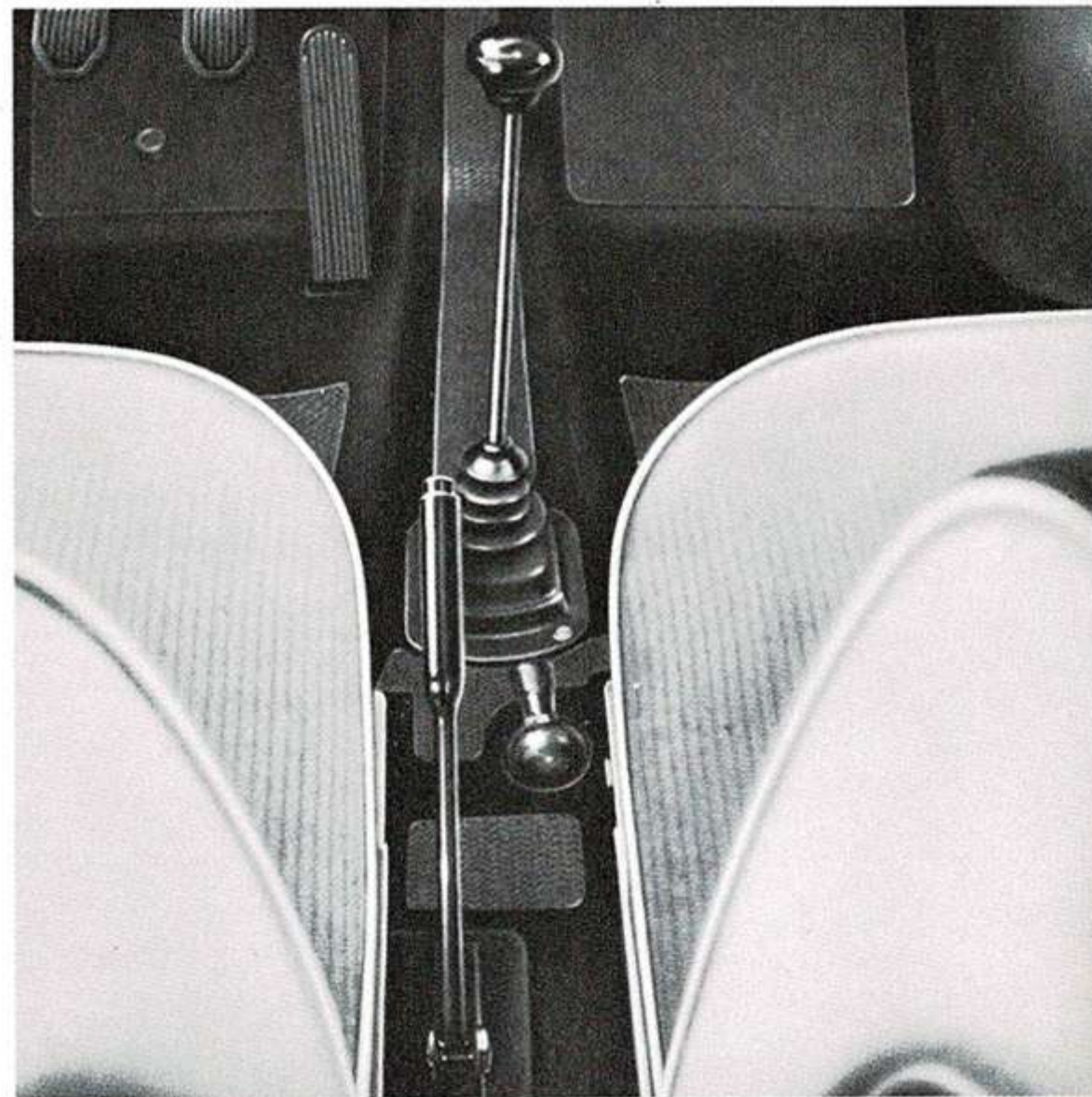




Big surprise: the greenhouse view. Note cruiser-type bucket seats up front.



Independent suspension, front and rear.



4-speed stick shift, comfortably placed.



## Best seat on the road: the car with 2600 square inches of windows

Glass, glass all around. A greenhouse view with you in the front row. Take it all in. No other economy import gives you this much window space. Or this much comfort space. Sit tall. Stretch your legs. Spread your elbows. Up front: adjustable bucket seats. In back: a living room couch. There's more

inside space here than you'll find in some cars three feet longer on the outside. ■ The engine is all-new: in the rear so you ride away from the noise; water-cooled so you're sure to get fast heat at all speeds; a full 50-hp strong so you've got extra power in reserve when you need it. ■ Independent suspension: all four wheels have it. For defying bumps. Hugging turns. New shifting ease: a floor-mounted stick shift, so conveniently placed you can almost forget it's there. And to stifle the slightest vibration: a 5-bearing crankshaft. ■ The 1000 has four forward speeds, all synchronized with Porsche synchronizers. You've got it made in stop-and-go traffic. On a steep hill you can go right into first without coming to a stop.



**After you ogle it—compare it and size it up, then sit yourself behind the wheel, head for the open road, and go!**

Okay, so it looks great in the showroom window. Where do you go from there? Go after the facts. Find out how Simca 1000 stacks up against other economy imports. ■ Here are some facts you should know before you set foot in any economy import. ■ Only Simca 1000 has Porsche synchronizers. And, of course, all four speeds synchronized; not just the top three. ■ Only Simca 1000 combines European flair with Chrysler service. ■ Only Simca 1000 backs up its quality control with the extensive protection described on page 15. ■ Only Simca 1000 turns in such a small circle, gives you so much window space. ■ Now you're ready for a test drive. From now on it's you and Simca 1000. Take on a steep hill. Corner at a brisk clip. Head for the thick of traffic and see how easily you stop and go. This is driving. This is Simca 1000: more fun—and more protection in the bargain.



Hill challenger. Simca 1000 takes them all. Porsche synchronizers on all 4 speeds make standing starts smooth and easy.



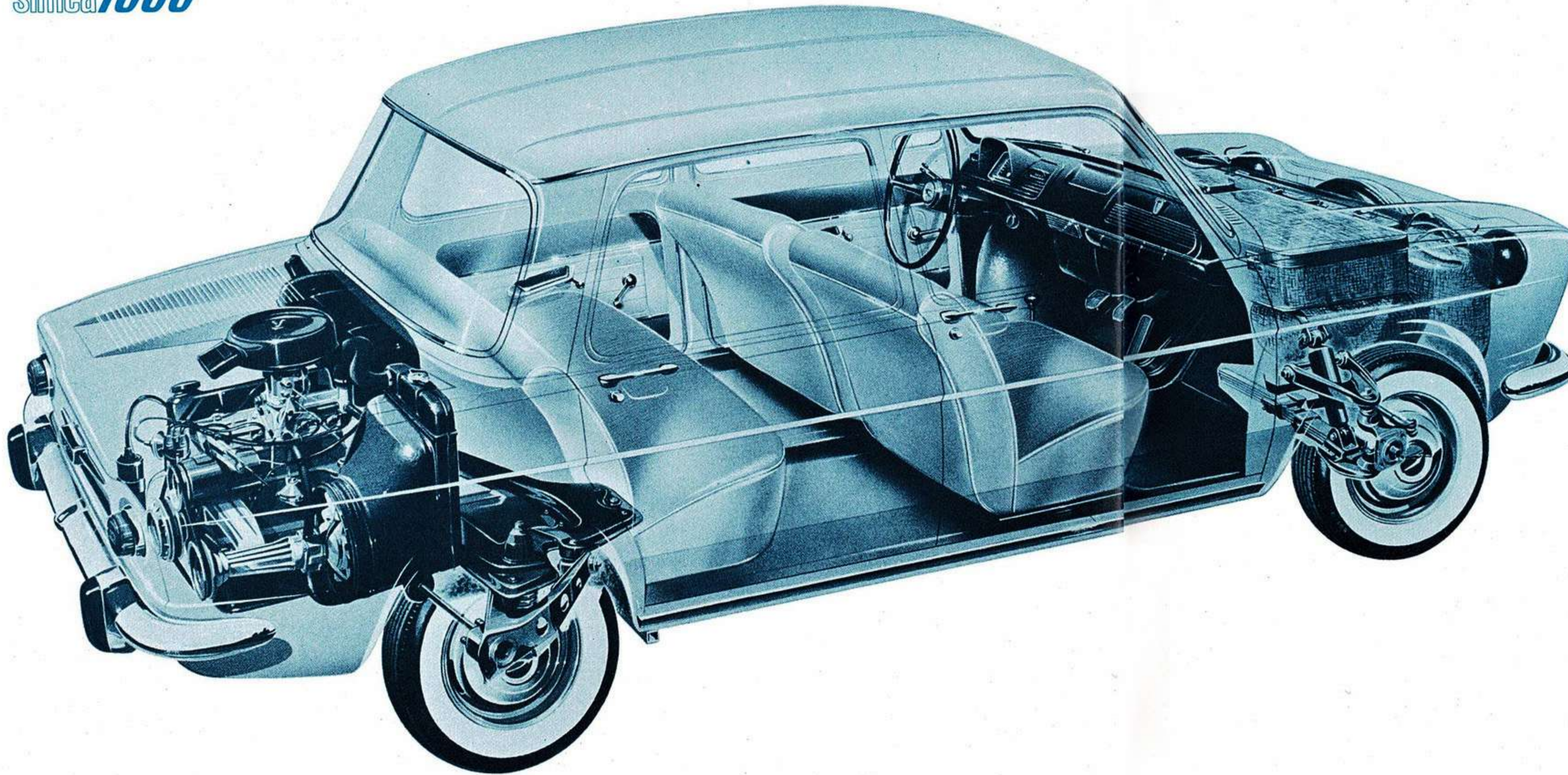
## Words of praise from some people who should know

The experts who test drive new cars for automotive magazines are a pretty hard-to-please group. They've had their say about Simca 1000. Here are a few comments:

**MOTOR SPORT ILLUSTRATED:** "Simca 1000 is one of the most engaging, amiable and drivable cars to come down the pike in a long time. It seems to fulfill every aim of its design and ranks, in our opinion, with the best-seller in its class. It could only be described as a "goer". . . An excellent handling automobile judged by any standards. Brakes are easily the best drum type we have encountered on an economy car." **MOTOR TREND:** "It's cute, fun to drive, well built, and takes five a long way on a gallon of gas." **ROAD & TRACK:** "The car performs well under a surprising number of conditions and uses." **FOREIGN CAR GUIDE:** "A soundly designed automobile with many, many features of particular interest..." Sports car enthusiast, Martin Caidin of Plainview, New York: "You have a real piece of going machinery here. Congratulations!"

Nice words, all of them. But why should you take anyone's word for what it's like behind the wheel? Do it yourself... just for the fun of it! Shifting is so smooth you'll want to show off. (Some other nice tricks you can easily do: park in only 149.2 inches. Turn in a 29.5 ft. circle.) Many of these features you'd never expect to find in an economy car. Simca 1000 lets you take them for granted. And more: day-in, day-out economy. Chrysler engineers averaged 33 mpg on regular gas (they scored 48.9 mpg at a constant 20 mph, 37.6 at a constant 50). And most important of all: the best protection. It's the Simca 1000 ace in the hole. See page 15 for the full story.





**STANDARD EQUIPMENT** The following items—optional at extra cost on most other cars—are standard on the Simca 1000:

- |                                     |                                   |                                 |
|-------------------------------------|-----------------------------------|---------------------------------|
| 1. Heater/defroster                 | 6. Directional signals            | 11. Anti-glare panel            |
| 2. Windshield washers               | 7. Rubber bumper guards           | 12. Instrument panel safety pad |
| 3. Electric windshield wipers       | 8. Twin sun visors                | 13. Permanent oil filter        |
| 4. Vinyl upholstery and door panels | 9. License plate brackets (front) | 14. Cruiser-type bucket seats   |
| 5. Vinyl roof liner                 | 10. Rear license plate light      | 15. Arm rests                   |

Everything, actually, except whitewalls and radio!

## SPECIFICATIONS

### 1. GENERAL MAKE-UP

One-piece, low slung chassis with unitized pressed steel body. Engine in rear on the car's longitudinal axis.

### 2. DIMENSIONS AND WEIGHTS

Wheelbase . . . . . 87.3"	Overall Height . . . . . 54.8"
Overall Width . . . . . 58.2"	Turning Radius . . . . . 14.7"
Overall Length . . . . . 149.2"	Weight of vehicle fully equipped . . . . . 1609 lbs.*

\*(with tools, spare wheel and tire, oil, water, and gasoline)

### 3. ENGINE

Internal combustion, four stroke, 4 cylinders in line. Overhead valves operated by rocker arms and push rods, chain-drive camshaft. 5-bearing crankshaft, centrifugal oil filter.

Bore: . . . . . 2.68"	Fuel tank capacity: 9.5 gallons, placed behind rear seat.
Stroke: . . . . . 2.56"	Rate of engine rotation for maximum horsepower: 5200 rpm.
Compression ratio: 8.2:1	Engine, water-cooled. Radiator placed at right side of engine, fan-cooled.
HP rating: . . . . . 50 HP	
Displacement: 57.6 cu. in.	

### 4. TRANS-AXLE

Clutch: Single dry plate hydraulically operated.  Gearbox: Mechanical with sliding gears; 4 forward speeds, all 4 synchronized. 1 reverse speed. Floor control lever. Final drive ratio 4.38 to 1.

### 5. SUSPENSION

Front suspension: Independent suspension by transverse leaf springs and upper control arms. Shock absorbers front and rear: Hydraulic, telescopic double-acting.  Rear suspension: Independent suspension with trailing swinging arms and coil springs.

### 6. STEERING

Gemmer cam and roller type. Overall gear ratio: 13:1. Turning radius: 14.7'. Steering Damper.

### 7. BRAKES

Service brakes: 4 wheel hydraulic, internal expanding. Drum diameter: 9.1". Effective braking area: 84.3 sq. inches. Moulded linings. Parking brake: Hand-controlled, cable operated, rear brakes.

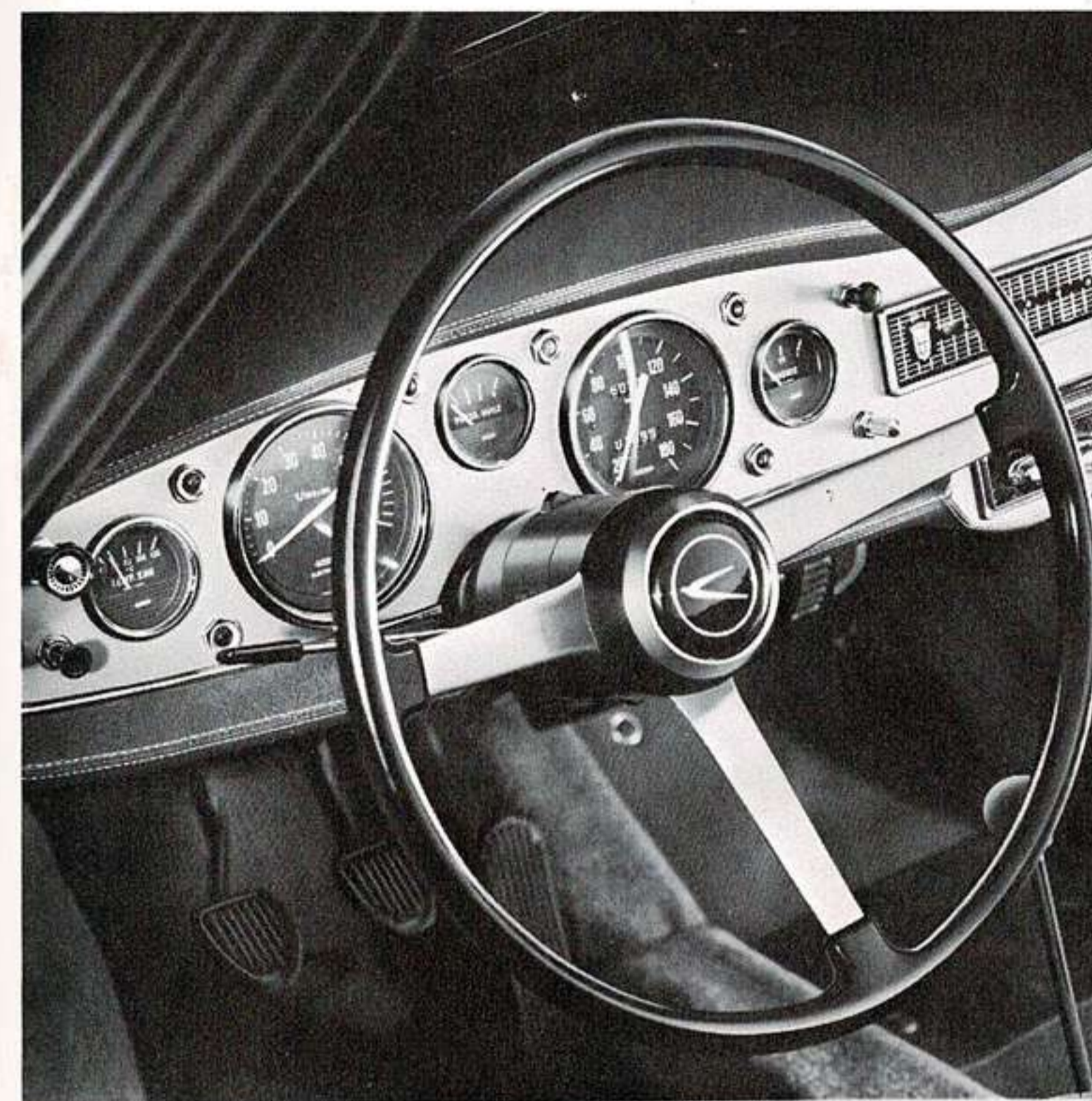
### 8. BODY

Doors: 4, wide opening, front-hinged; left front door locked by key from outside, the 3 others from inside. Laminated glass windshield, side and rear windows approved under the ASA code for safety glass.



## For sports car buffs who want the real thing: Simca 1000 Coupe, Body by Bertone

No sports car ever had it so good. The Simca 1000 Coupe has a body by Bertone, master coachbuilder of Italy. Lines are lean, low, racy. From the clean-cut grille to the tapered fast-back. This is a car from the drawing board of a genius. ■ Behind all the dazzle, good solid engineering features. Take the brakes. Each wheel has big discs. When you hit them, there's no fade, no pull. Stops are more even. Faster and straighter. ■ The floor-mounted stick shift is placed for silk-smooth shifting. Not too far forward. Just where you want it. ■ And, of course, all four speeds are synchronized. Surprise: they're Porsche synchronizers. Wait till you shift for yourself. Effortless. Sure. Crunch-proof. Why, you can even shift into 1st gear without coming to a complete stop. Don't say we didn't tell you. ■ Independent suspension lets each wheel take its own bumps in stride. In front and rear: hydraulic, telescopic double-acting shock absorbers. They cushion your ride. You'll hardly know you're on wheels. ■ A powerful 52-hp rear engine gives you up to 88 mph. ■ Even at top speeds your ride is quiet: a 5-bearing crankshaft muffles vibrations (and adds years to the engine life). ■ Take the wheel. You'll see how the Simca 1000 Coupe moves out smartly,



Instrument panel features speedometer with trip set.

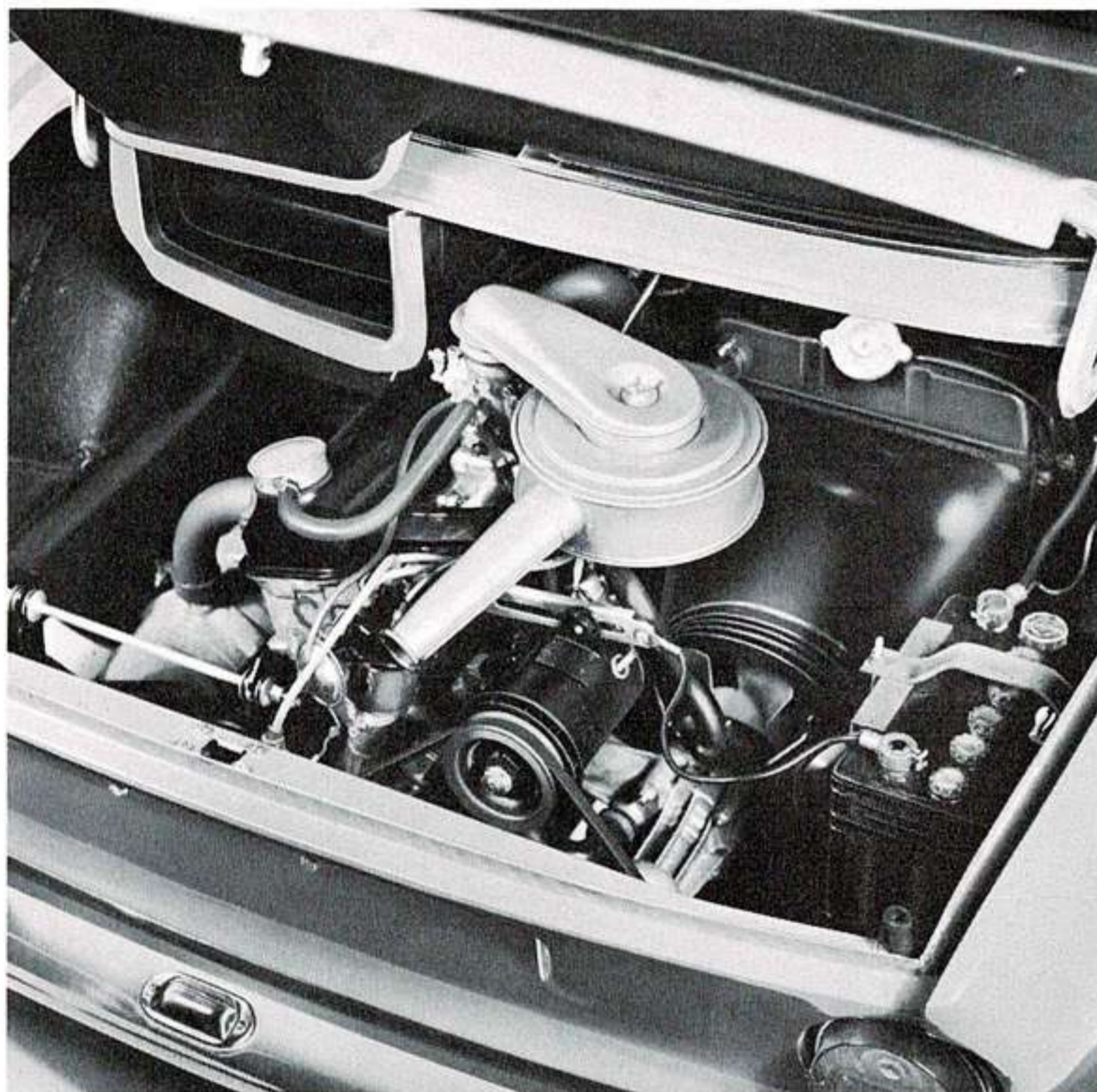
corners neatly, takes the curves in style. You couldn't ask for a more responsive machine. ■ Inside, little luxuries keep you sitting pretty. Adjustable bucket seats up front. A rear seat that folds forward to give you an interior luggage compartment (this in addition to the roomy trunk up front). An elaborate instrument panel including a Jaeger electric tachometer and a speedometer with trip set. The upper dash covered in rich, supple leather. Vent wings in the front doors. Plush fabric seats. Two-speed wipers. And a long list of sports car extras. ■ Step inside and be comfortable. Go for a spin. This is the life. Simca 1000 Coupe, Body by Bertone.



A spacious five feet from door to door.



Disc brakes on each wheel for extra safety and balance.



The engine: in the rear, water-cooled, with 52 hp.



The profile: every inch a thoroughbred.

## SIMCA 1000 COUPE, BODY BY BERTONE

**SPECIFICATIONS** One-piece, low-slung, unitized pressed steel body. Engine in rear on the car's longitudinal axis.

### 2. DIMENSIONS AND WEIGHTS

Wheelbase . . . . . 87.7"	Overall Height . . . . . 49.5"
Ventilated Wheels . . 13"	Turning Radius . . . . . 15.1"
Overall Width . . . . . 60"	Weight of vehicle fully equipped . . 1750 lbs.*
Overall Length . . 154.5"	*(With tools, spare wheel & tire, oil, water, gasoline)

### 3. ENGINE

Internal combustion, four stroke, 4 cylinders in line. Overhead valves operated by rocker arms and push rods, chain-driven camshaft. 5-bearing crankshaft, centrifugal oil filter.

Bore: . . . . . 2.68"	Fuel tank capacity: 9.5 gallons, placed behind rear seat.
Stroke: . . . . . 2.56"	Rate of engine rotation for maximum horsepower: 5400 rpm.
Compression ratio: 9.0:1	Engine, water-cooled. Radiator placed at right side of engine, fan-cooled.
HP rating: . . . . . 52 HP	
Displacement: 57.6 cu. in.	

### 4. TRANS-AXLE

Clutch: Single dry plate hydraulically operated. Gearbox: Mechanical with sliding gears, 4 forward speeds; all 4 synchronized. 1 reverse speed. Floor control lever. Final drive ratio 4.38 to 1.

### 5. SUSPENSION

Front suspension: Independent suspension by transverse leaf springs and upper control arms. Shock absorbers front and rear: Hydraulic, telescopic double-acting. Rear suspension: Independent suspension with trailing swinging arms and coil springs.

### 6. STEERING

Gemmer cam and roller type. Overall gear ratio: 13.2:1. Steering damper.

### 7. BRAKES

Disc on all four wheels. Parking brake: Hand-controlled, cable operated, rear brakes.

### 8. BODY

Doors: 2, wide opening, front-hinged; both doors locked by key from outside.

### 9. INSTRUMENTATION

Oil pressure gauge; engine temperature gauge; fuel gauge; engine tachometer; speedometer with trip set.

## Ace in the hole: a 5-year/50,000-mile warranty\* on vital moving parts.

Both models carry it. Simca 1000 and Simca 1000 Coupe, Body by Bertone. ■ The warranty comes from Chrysler Motors Corporation. It's the same kind of warranty that covers the vital moving parts on Plymouth, Dodge, Valiant, Chrysler and Imperial. ■ No other economy import carries a warranty on these parts for even half as long. The warranty on Volkswagen is for 6 months or 6,000 miles. Warranties on Renault, Fiat and MG-Sedan are for 12 months or 12,000 miles. The warranty on Opel is for 24 months or 24,000 miles. None of these so-called "economy cars" can touch the length of the Simca warranty. No other import can, regardless of price. ■ The Simca 1000 warranty covers vital engine and drive train parts. It pays for replacement costs and labor. In full. It helps cut down on major repair bills. You have assurance in black and white that your economy car will stay an economy car longer. And when the time comes to trade or sell, unused years or mileage on the warranty transfers right along with the car, adding extra value to your Simca 1000. ■ Simca 1000 and Simca 1000 Coupe, Body by Bertone: best protected, best performing.

#### \*HERE ARE THE FACTS:

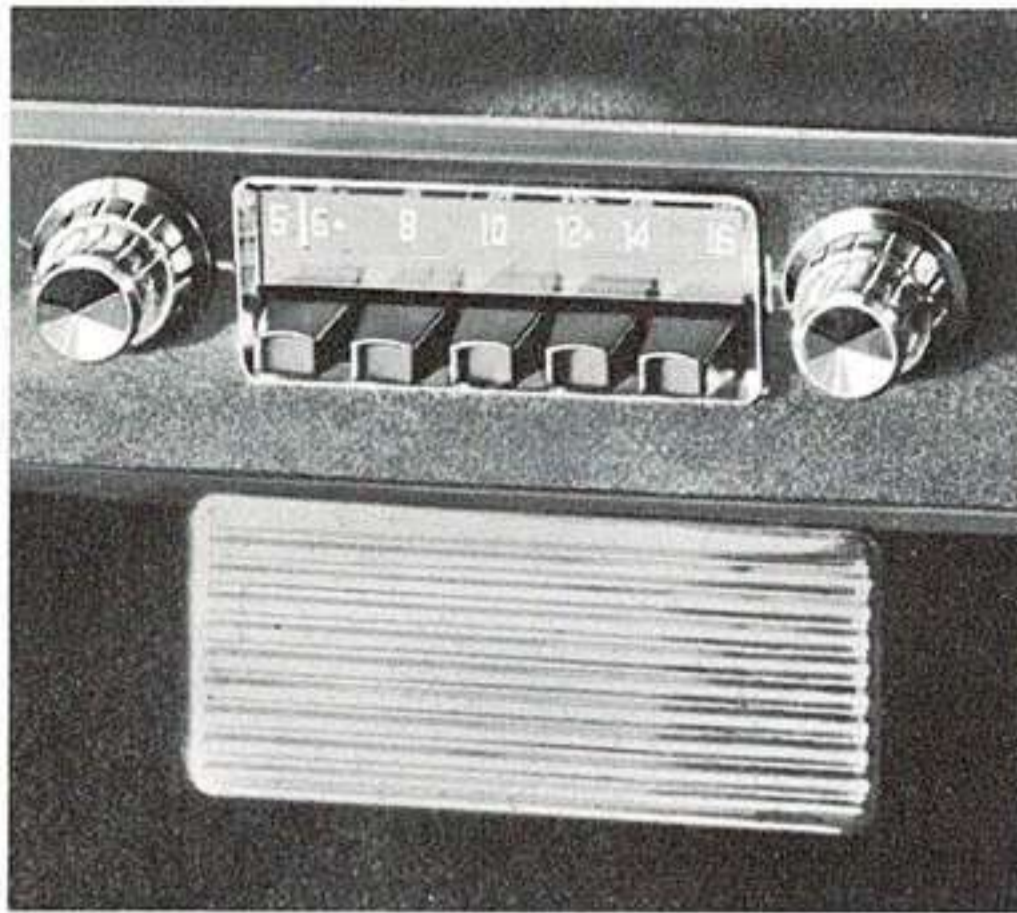
Chrysler Motors Corporation warrants all of the following vital parts of the Simca 1000 for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material or workmanship will be replaced or repaired at an authorized Simca Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, water pump, intake manifold, Trans-Axle parts and rear wheel bearings.

#### HERE'S ALL YOU MUST DO:

Give your car this normal care—change oil and

retorque the cylinder head at first 600 miles and thereafter change engine oil every 3 months or every 4,000 miles, whichever comes first; clean oil separator every 6 months (spring and fall); clean carburetor air filter every 6 months and replace it every 2 years; and clean the crankcase ventilator valve oil filler cap and change Trans-Axle lubricant every 6 months, or 8,000 miles, whichever comes first; AND every 6 months furnish evidence of this required service to an Authorized Simca Dealer or other Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.

**simca 1000** accessories, all optional, at extra cost



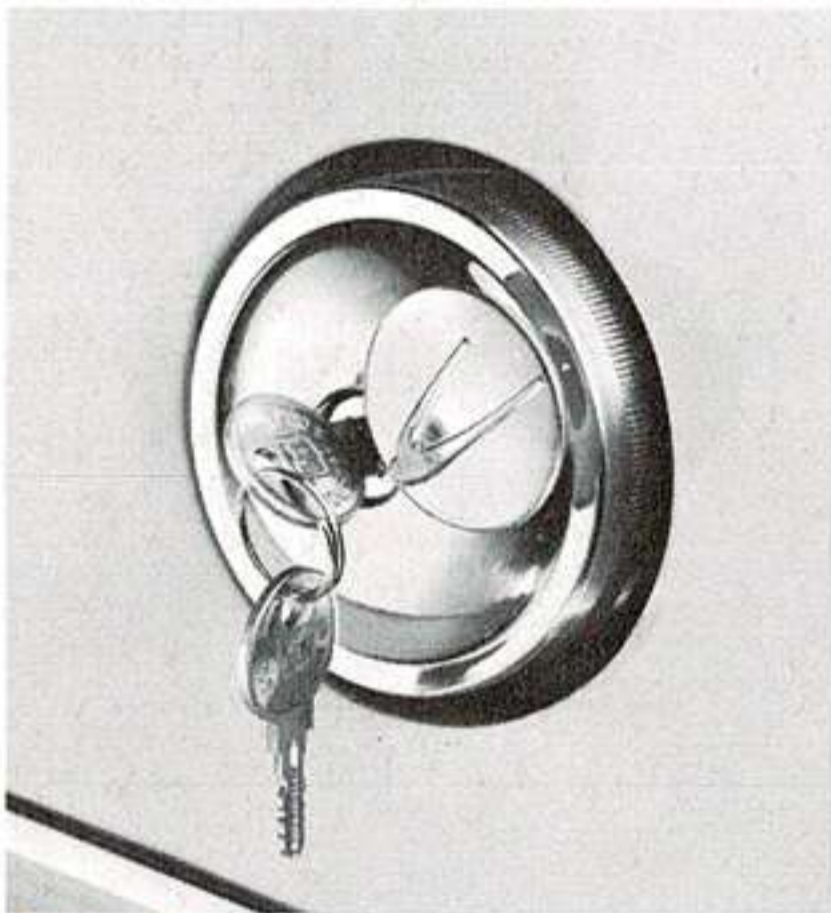
1. Radio (push-button)



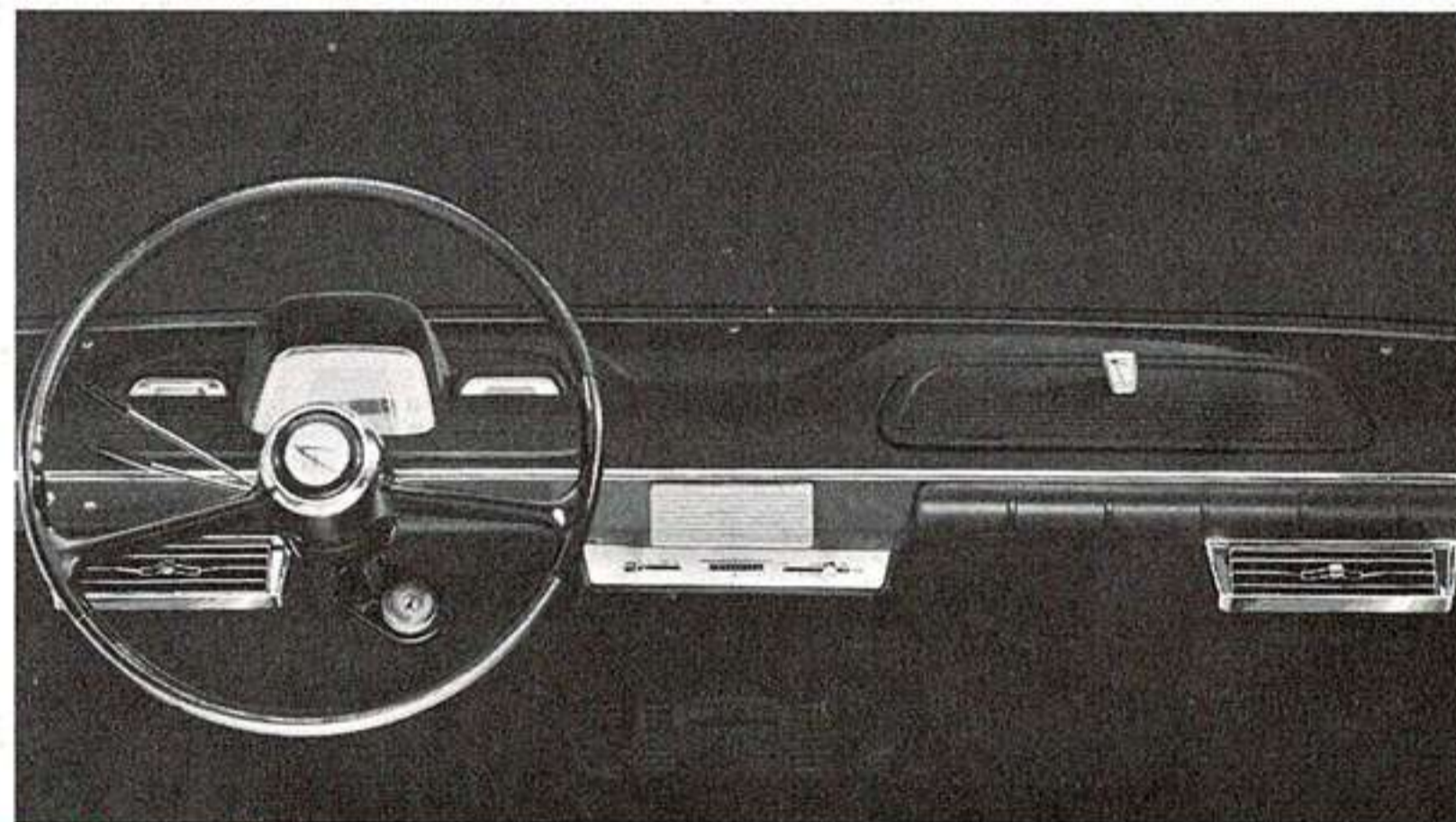
2. Luggage rack



3. Luggage compartment mat



4. Locking gas cap



5. Air conditioner



6. Wind deflector package

- 7. Curb signals
- 8. License plate frame
- 9. Litter basket
- 10. Ventilated seat cushion  
(regular or jumbo sizes; your  
choice of four Simcolors: red,  
blue, brown, black)

- 11. Floor mat in front and rear  
(in red, blue, dark blue, brown,  
black, white, dark tan)
- 12. Viewmaster outside rear  
view mirror
- 13. Vanity mirror

- 14. Safety seat belt
- 15. Seat belt retractors
- 16. Electric windshield washer
- 17. Cigar lighter
- 18. Accessory junction package
- 19. Chrysler alternator adaptor  
package

- 20. Inlet air baffle
- 21. Remote fender mirror
- 22. Glove box light
- 23. Engine and luggage  
compartment light
- 24. Engine compartment lock
- 25. Pentastar ignition key

SIMCA DIVISION  CHRYSLER  
MOTORS CORPORATION

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