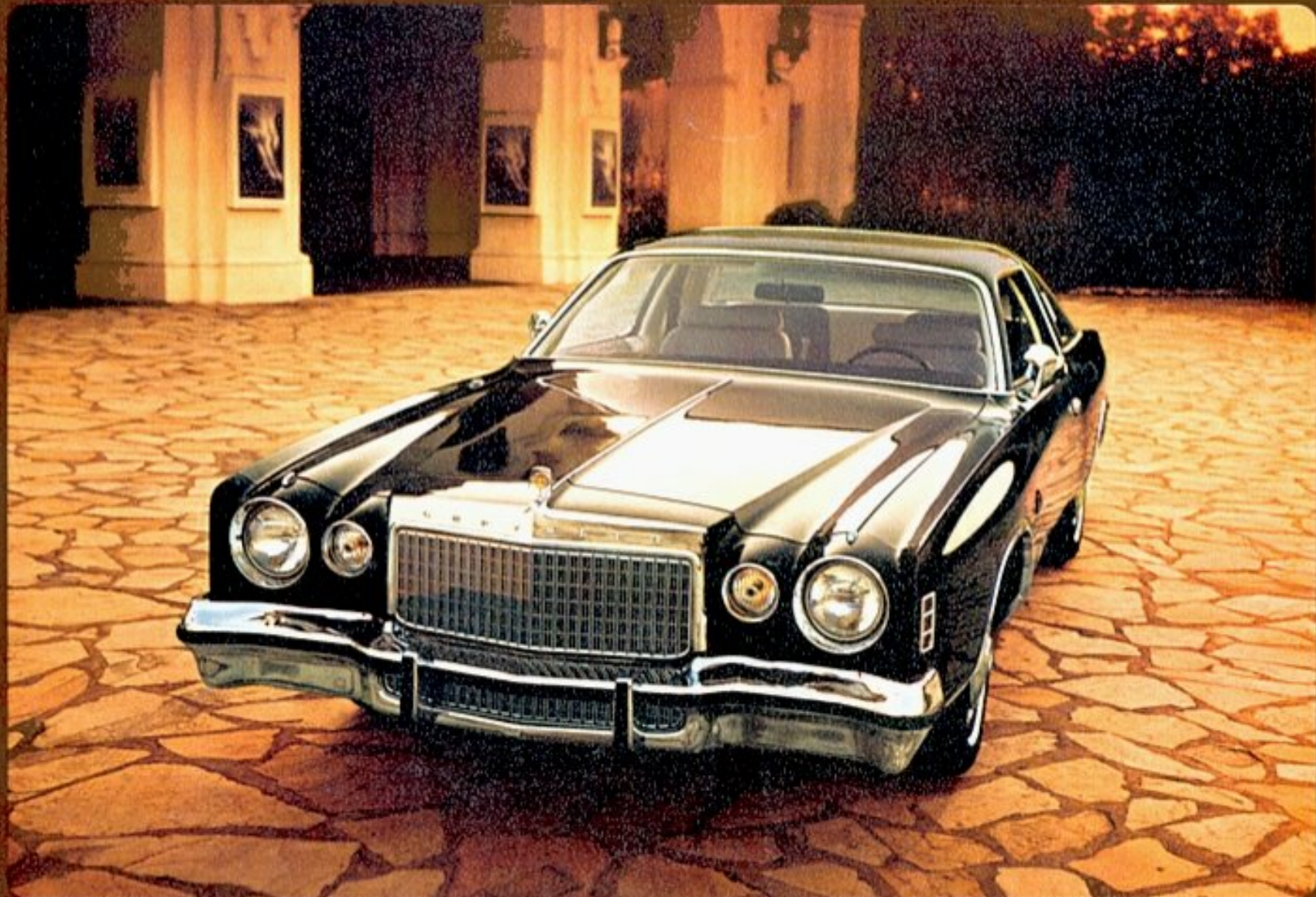


1977 Chrysler Cordoba



Cordoba

Cordoba. A personal automobile of marked distinction and character... fully reflected in Cordoba's sparkling success. In 1977, Cordoba's very attainable price makes it even more satisfying to own. Great comfort awaits you. Thickly cushioned contoured seats, available even in soft Corinthian leather... the satisfaction of knowing your automobile has the handling sense



of a superbly designed road car. The many points of pride in Cordoba... begin with the elegant optional new Crown roof... the dramatic new T-bar roof option with its lift-out tinted glass panels... and the computer-controlled Electronic Lean Bum System. If you seek this rare combination of road-ability, elegance and inherent value, you have it. In a word... Cordoba!



A magnificent option—genuine Corinthian leather bucket seats with center console.



Cordoba with optional Halo roof and chrome-styled road wheels.

Some items pictured on vehicles on this and other pages of this catalog are extra cost options.

With great pride, Chrysler presents Cordoba for 1977.

By nature, a personal automobile must be both personalized to its owner's tastes...and satisfying in its range of equipment and accessories.

Cordoba is such an automobile. It knows what satisfies you. Such as its new classic grille texture and luxury tail lamps. And five interior lights to illuminate your way into this elegant environment. The plush Verdi velour standard cloth-and-vinyl split-bench seat with center armrest. From there, consider the optional Super Soft all-vinyl bench seat with center armrest... or the incredible richness of optional Corinthian leather bucket seats. Also, the optional 60/40 reclining seats with center armrest in Checkmate cloth or Verdi velour. And this year, Cordoba has an optional hand-stitched Corinthian leather-covered rim Tilt steering wheel. Marvelous.

But above all is your choice of unique optional roof treatments avail-

able this year. There's the Crown roof in padded elk-grain vinyl, with unique opera windows and rear window treatment, illuminated by a slender band of light that extends across the roof. Totally distinctive. Then there's the choice of Halo or Landau vinyl roof with elegant opera windows and slender opera lamps. There are two "convertible" treatments—the choice of either a sun roof or the exciting new "T-bar" roof, with lift-out tinted glass panels, for open-air driving pleasure.

Beyond beauty and comfort, there's the magnificent performance of the standard Chrysler 400 V-8* with the computer-controlled Electronic Lean Burn System... to fire precisely, run smoothly and accelerate responsively! And Cordoba has its own quiet way of smoothing roads and softening noise with its Torsion-Quiet Ride.

Dignified, so very satisfying... yet so unexpectedly affordable. In 1977, Cordoba so richly deserves your personal attention.

*Not available in California or at altitudes over 4000 feet.



Optional Checkmate cloth with vinyl accents, 60/40 split-bench seat, folding center armrest, and dual reclining seat-backs with position controls.

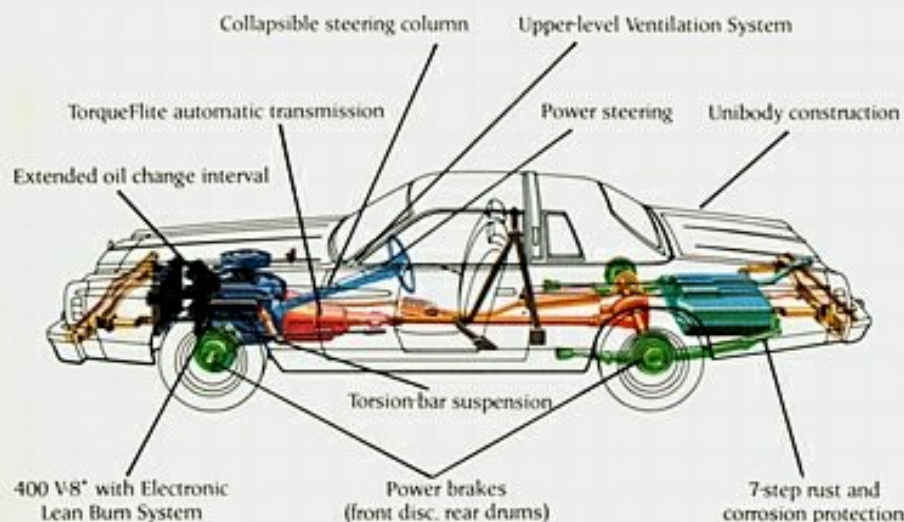


Optional Verdi velour and vinyl 60/40 split-bench seat with folding center armrest and dual reclining seat-backs with position controls.



Cordoba with new optional Crown roof.

Chrysler Engineering



Collapsible Steering Column. A system of slots in the column jacket—for front impact protection.

Upper-level Ventilation System. Sit back and enjoy continuous front-to-back circulation for a refreshing flow of air in front and back seats.

Power Steering. Gives you a fine sense of control—yet works easily. Only 3.5 turns of the steering wheel are needed to move the front wheels from full-left to full-right.

Unibody Construction. This is one of the strong points that Chrysler engineering has built its reputation on! Using more than 4000 welds, body panels and structural members are fused into one unit. It's a totally strong, solid structure.

TorqueFlite Automatic Transmission. Rugged and reliable! And completely maintenance-free under normal driving conditions. No band adjustments, no fluid or filter replacement is recommended.

Torsion Bar Suspension. The underlying reason for Cordoba's fine stability and road sense. Road shocks are absorbed by the twisting action of the torsion bar before they can be transmitted to the car body. And in combination with large rubber iso-clamps and front and rear sway bars, it produces Chrysler's famous Torsion-Quiet Ride.

Power Brakes (front disc, rear drums). Standard on Cordoba. Disc brakes have excellent fade-

resistance. Rear brake drums are self-adjusting. Cordoba has separate hydraulic systems for front and rear wheel brakes. In case of damage to one of the lines, the other line functions independently to bring the car to a stop.

400 V-8* with Electronic Lean Burn System. The famed performance of these engines results from free-breathing carburetion—plus large intake and exhaust systems. And Chrysler's ingenious Electronic Lean Burn System is standard on 400 V-8's...to produce a new level of firing precision and smooth acceleration.

7-Step Rust and Corrosion Protection. Every car body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat all forms of corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked to a glossy, lasting luster.

Extended Oil Change Interval. Your 1977 Cordoba needs even less maintenance, now that the oil change interval has been extended to 7500 miles, or six months of driving. It's another example of how Chrysler engineering is striving to reduce the maintenance on its cars.

*Not available in California or at altitudes over 4000 feet.

Standard Specifications

Engine	400-4, 8-cyl* with Electronic Lean Burn System
Transmission	TorqueFlite automatic
Suspension	Front: Torsion bars; Rear: Asymmetrical leaf springs; Front and rear sway bars
Brakes	Front: power disc; Rear: 11" x 2½" drum
Electrical System	Battery: 325 amp (318 CID), 440 amp (360 & 400 CID); Alternator: 50 amp; Electronic Ignition System; Transistorized voltage regulator
Fuel Tank	25.5 gallons
Trunk Capacity	16.3 cu. ft. with standard Space Saving spare tire; 14.7 cu. ft. with no-cost conventional spare tire.

Engine and Rear Axle Availability

The higher the axle ratio, the better the performance. The lower the ratio, the better the economy. Ask salesman for details.

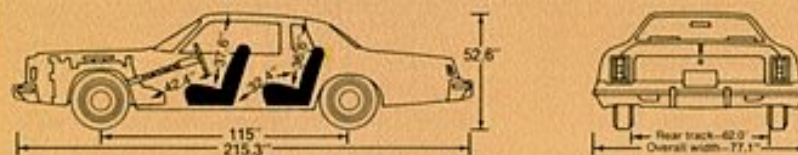
Engine	Transmission	Standard	Optional
All States except California and high altitudes.			
318-2, 8-cyl.	TorqueFlite	2.7	2.9; 3.2 (2.7; 3.2 S.G.)
400-4, 8-cyl*	TorqueFlite	2.4	2.7; 3.2 (2.4; 2.7; 3.2 S.G.)
High Altitude—over 4000' (N96** required) Also available in low altitude areas.			
318-2, 8-cyl.	TorqueFlite	3.2	(3.2 S.G.)
360-4, 8-cyl.	TorqueFlite	3.2	(3.2 S.G.)
California (N95** required) Also available in States other than California.			
318-2, 8-cyl.	TorqueFlite	2.7	2.9; 3.2 (2.7; 3.2 S.G.)
360-4, 8-cyl.	TorqueFlite	2.7	2.4; 3.2 (2.4; 2.7; 3.2 S.G.)

**N95/96 Required emissions control system and testing S.G.—Sure Grip

Wheels and Tires

Tires	Wheels	Availability
GR78 x 15" glass-belted, radial-ply black sidewall	15x5.5J	Standard
GR78 x 15" glass-belted, radial-ply white sidewall	15x5.5J	Optional
GR70 x 15" fiber-belted, radial-ply raised white letters	15x6.5J	Optional
GR78 x 15" steel-belted, radial-ply wider white sidewall	15x5.5J	Optional
HR78 x 15" steel-belted, radial-ply wider white sidewall	15x5.5J	Optional

1977 Cordoba Dimensions



Features and Options



Manually operated sun roof lets the sunshine and moon glow in... then can be closed quickly to keep the showers out.



Standard "Verdi" velour cloth bench seat with vinyl accents and folding center armrest.



Optional Automatic Speed Control lets you select and hold a steady speed for driver ease and, possibly, improved mileage in highway driving.



Optional AM/FM Multiplex stereo radio with push-button Search Tune feature, goes well with Corloba's deluxe insulation system.



Optional Electronic Digital Clock, certified by the Swiss government as a chronometer. It's accurate to within one minute a month.



Optional Long Life Battery with a protecting thermal shield is the most dependable you can buy.



The CB Radio, a dealer-installed option that's got the whole country talking.



Optional 60/40 split-bench recliner seat with folding center armrest. Seat-backs adjust to 14 comfort positions.



Power steering
Power brakes
Power seats
Power windows
Power door locks
Power trunk lid release

Many power options to choose — for your comfort and convenience.



Tilt Steering Wheel shown with padded, hand-stitched, fine Corinthian leather cover — a luxurious new option.

Additional Options



Landau vinyl roof with distinctive opera windows and stylish opera side lamps.



Attractive Halo vinyl roof with opera windows and opera side lamps.



Dramatic new Crown padded elk grain vinyl roof, with unique opera windows and rear window treatment, and distinctive "over-the-top" illuminated lamp band.



Fabulous new "T" bar roof, with lift-out tinted glass panels that open the way to fresh new driving excitement.

Personal Choices

- Air conditioning
- Axle, Sure-Grip differential
- Battery, 500 amp., Long-Life
- Bench seat, 60/40 split, in velour or Checkmate cloth with vinyl trim, and reclining feature on both passenger and driver seats.
- Bench seat, Super Soft all-vinyl with center armrest.
- Bucket seats, genuine Corinthian leather, with center armrest and cushion.
- Bumper protective rub strips, front & rear
- Clock, electronic digital
- Console
- Electric heated defroster, rear window
- Emissions control system & testing, California N95
- Emissions control system, high altitude N96
- Engine: 318 2-bbl. V8, 360 4-bbl. V8
- Fuel pacer system (N/A with N95 or N96)
- Gas cap, locking
- Glass, tinted
- Light package
- Mats, accessory floor
- Mirror, chrome, remote control, left
- Mirror, remote control, left & right (Also dual sport-styled mirrors in chrome or painted)
- Illuminated visor vanity mirror
- Door edge protectors
- Pedal dress-up
- Power bench seat
- Power bucket seat or 60/40 split bench — left
- Power windows
- Power door locks
- Power deck lid release
- Radio — AM or AM/FM
- Radio — AM/FM stereo
- Radio — AM/FM stereo w/ 8 track stereo tape
- Radio — AM/FM stereo w/ search tune
- Rear speaker, single
- Bright or chrome-styled road wheels
- Roofs: "Halo" vinyl roof with opera windows and opera side lamps; "Landau" vinyl roof with opera windows and opera side lamps; "Crown" Landau padded elk-grain vinyl roof with unique opera window & backlite "over-the-top" opera lamp band, unique roof and belt moldings, body side and upper deck accent tape stripe. Also "T" bar roof" with liftout tinted glass panels, or manually operated sun roof.
- Conventional spare tire
- Automatic speed control
- Tilt steering wheel (available Corinthian leather-covered)
- Light- and heavy-duty Trailer-Towing packages
- Heavy-duty shock absorbers
- Heavy-duty suspension
- Tachometer
- Trunk dress-up
- Undercoating (includes hood silencer)
- Wire wheel covers
- Chrome-styled road wheels
- Windshield wipers, deluxe

* Not available with Halo roof



Optional carpeting for trunk includes cover for standard Space Saving spare tire.

Chrysler Electronics

Chrysler Corporation leads the way in electronics for automobiles among all U.S. manufacturers—for reliability and performance.

The computer controlled Electronic Lean Burn System is now standard on Chrysler 400* and 440 V-8's...the engines that think!

This outstanding feature is a totally different approach to engine control. The Electronic Lean Burn System employs a small computer, making it possible to use exceptionally lean mixtures during part-throttle operation—an average 18-to-1 air/fuel ratio for improved firing precision. The precise moment for spark plug firing is determined instantaneously by this Spark Control Computer. This is the brain of the Electronic Lean Burn System. It has sensors that monitor the engine condition and "talk back" to the computer continuously.

Here's how it works:

- responds to throttle position and its rate of change.
 - compensates for air temperature
 - responds to changes in engine speed and in manifold vacuum, such as driving up and down hill.
 - discriminates between highway and city driving and between starting and running conditions.
 - adjusts to engine coolant temperatures.
- Good combustion is achieved within the lean mixture range. Improved performance...responsive acceleration. Electronic Lean Burn's special distributor is designed with two pickup coils that initiate a timing circuit in the Spark Control Computer. One coil determines the

"starting" timing, the other relays engine speed conditions so the computer can adjust the timing with split-second accuracy. Your car reacts with remarkable smoothness and responsiveness.

Electronic Ignition System. The distributor used with the electronic ignition has no points and no condenser. Result: no more ignition tune-ups in normal use. Helps deliver sure starting voltage in any weather. And can increase spark plug life up to 30,000 miles when unleaded fuel is used.

Electronic Voltage Regulator. Maintenance-free! Its electronic circuitry is sealed in tough epoxy—shock-resistant, moisture-resistant and extremely durable.

Long Life Battery. The most dependable battery you can buy. This 500-amp battery requires only that you keep the water at proper level. Its long, reliable service is assured by heavy-duty construction, with a thermally insulated shield to protect against excessive engine heat.

High-Capacity Alternator. Helps prolong battery life by sending a charge to the battery even when engine is idling. High-capacity alternator is included with the optional electrically heated rear window defroster.

High-Speed Starter. For quick, reliable starts, this 1.8 hp. starter motor is standard on the 360, and 400 V-8's. Rubber-isolated clutch contributes to the starter's exceptional durability.

*Not available in California or at altitudes over 4000 feet.

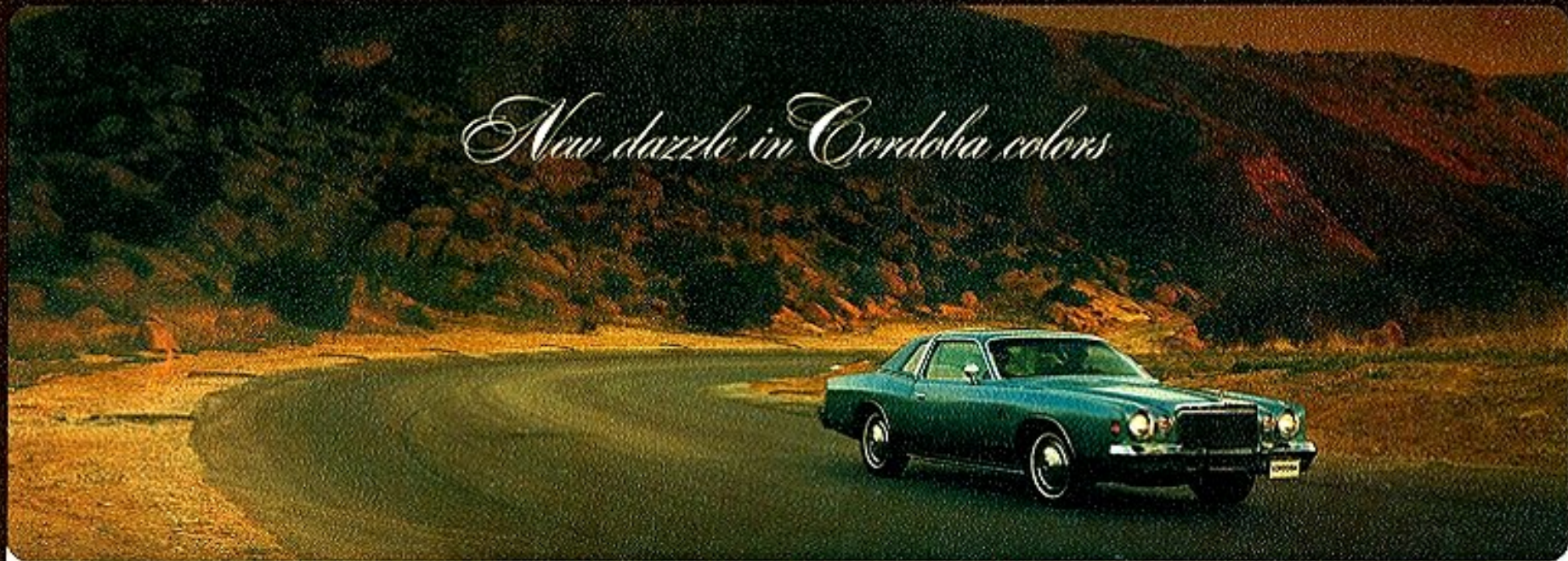


Cordoba's instrumentation with Tilt steering wheel and Cordoba crest, rich rosewood-look inserts and easy-to-read circular dials and gauges.

Cordoba Standard of Quality

- Power Steering
 - Power Brakes: front discs, rear self-adjusting drums
 - 400 cu. in. V-8 with 4-bbl. carburetor¹
 - Torqueflite automatic transmission
 - Catalyst Emission Control System
 - Electronic Lean Burn System
 - 50 amp. alternator
 - 25.5 gallon fuel tank
 - Dual horns
 - Calibrated shock absorbers, computer-selected rear springs, front and rear anti-sway bars
 - 15" wheels with GR78 x 15 fiberglass belted radial-ply black sidewall tires
 - Front and rear bumper guards
 - Hood medallion and deck lid lock cover with unique Cordoba crest
 - Bright moldings at wheel opening sills, windshield, roof rails
 - Formal opera windows with unique side opera lamps
 - 18" wiper blades with wiper-mounted washers
 - Oil pressure, temperature, alternator, fuel gauges, and "Low Fuel" warning light
 - Parking brake warning light
 - 12" inside rearview day/night mirror
 - Inside hood release
 - Upper-level ventilation
 - Luxury 3-spoke steering wheel with Cordoba crest
 - Velour cloth-and-vinyl bench seat with center armrest
 - Luxury padded door trim with carpeted lower panels and seat-backs
 - 22-ounce color-keyed carpeting in passenger compartment
 - Color coordinated passenger restraint system
 - Glove box lock
 - Cigarette lighter
- ¹ Not available in California or at altitudes above 4000 ft.

New dazzle in Cordoba colors



Silver Cloud Metallic



Cadet Blue Metallic



Starlight Blue Sunfire Metallic



Claret Red



Vintage Red Sunfire Metallic



Jade Green Metallic



Forest Green Sunfire Metallic



Burnished Copper Metallic



Russet Sunfire Metallic



Caramel Tan Metallic



H Chestnut Metallic



Coffee Sunfire Metallic



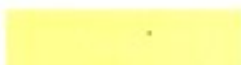
Golden Fawn



Inca Gold Metallic



Spanish Gold Metallic



Jasmine Yellow



Spinner White



Formal Black Sunfire Metallic

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues.

See your Chrysler Dealer for accurate color chips.

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Chrysler Corporation's Limited Warranty Basic Coverage

For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use will be repaired or replaced by the Selling Dealer using new or remanufactured parts. The Selling Dealer will perform any adjustment service required as a result of a manufacturing deficiency during the first 90 days of normal use. The owner is responsible for normal maintenance. See Selling Dealer for more details.



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Plymouth



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