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## **Plymouth Brand Time Line**

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1928

Chrysler Corporation creates a new division to compete with Chevrolet and Ford in the "entry-level" car market. The division's name recalls Plymouth Rock and first Pilgrim colony; Mayflower ship is stamped on radiator.

First Plymouth is publicly shown at Madison Square Garden, offering many features of the more expensive Chrysler models, including available four-wheel hydraulic brakes and full-pressure engine lubrication.

1929

Chrysler completes the Detroit Lynch Road factory for Plymouth production, making it the largest auto assembly plant in the world at the time.

1931

Plymouth surpasses Buick to become the third best selling car in the nation in only its fourth year on the market.

1932

Plymouth PA Series makes its debut as the most advanced low price car with "Floating Power", a new engine mounting system that substantially reduces the vibration of four-cylinder motors.

1932

Plymouth PB is the last four-cylinder model built.

1933

Six-cylinder PC is introduced via nationwide live radio program.

1934

Plymouth builds its one-millionth automobile, captures 25 percent of the low priced car market.

1939

Plymouth introduces the first power-operated convertible top in the U.S.

1941

Plymouth production reaches the four-million mark.

1942 - 1945

The war effort: Plymouth's Evansville, Indiana plant makes bullets, shells, and other munitions. Plymouth's Lynch Road plant in Detroit contributes to the Manhattan Project (A-bomb technology).

1949

Plymouth P-18 DeLuxe Suburban debuts as the first all-steel passenger car-based station wagon. Plymouth is the first low-priced car to offer turn-key ignition.

1954

Plymouth is the test platform for the first gas-turbine powered Chrysler car.

1955

First Plymouth V-8. First Virgil Exner-designed "Forward Look" Plymouth.

1956

Plymouth introduces the Plymouth Fury – one of the most celebrated Exner "Forward Look" cars.

1957

Plymouth regains third place position in industry sales with dramatic Exner 'Flite-Sweep' styling, the second generation 'Forward Look'.

1959

The Valiant is introduced as a 1960 model. Under its skin are two Chrysler firsts - the legendary Slant Six engine and one of the most significant advances in automobile history – the electric alternator.

1964

Plymouth responds to the boom in the personal sporty car market with the Barracuda, a fastback version of the Valiant. Richard Petty leads a 1-2-3 Plymouth win at the NASCAR Daytona 500 in a Hemi-powered Fury.

1965

The Belvedere, Plymouth's newest entry in the growing "intermediate-size" car market is introduced.

1968

Plymouth introduces the Road Runner – the brand's muscle car icon – a powerful but "no frills" muscle car based on the Belvedere.

1970

Plymouth introduces the Superbird, an even more outlandish version of the Road Runner with a high rear wing and aerodynamic nose. More than 1,900 were built to qualify for NASCAR.

1973

The 1973 Plymouth Duster Coupe helps propel Plymouth to its greatest sales year ever.

1976

The all-new Volare compact introduced to replace the Valiant is named Motor Trend's Car of the Year.

1978

The Plymouth Horizon and Dodge Omni are introduced as America's first domestically-produced front-drive sub-compacts - and named Motor Trend's Car of the Year.

1981

Plymouth introduces the Reliant, its version of the famed front-drive 'K' cars charged with helping Chrysler avert bankruptcy, which also wins the prestigious Motor Trend Car of the Year award.

1983

The Plymouth Voyager Minivan debuts as a 1984 model, inventing a new market segment.

1987

Plymouth Sundance sub-compact is introduced.

1988

The popularity of the Plymouth Voyager minivan leads to the introduction of the Grand Voyager, a long-wheelbase version.

1989

The Plymouth Acclaim sedan is introduced as the eventual successor to the Reliant 'K' car.

1990

The Plymouth Laser Coupe is introduced.

1994

The all-new Plymouth Neon bows as a 1995 model, giving the brand a stylish, domestically made sub-compact with unprecedented interior room.

1995

A unique vehicle shopping concept called 'Plymouth Place' brings the showroom to shopping malls with touch screen kiosks and trained advisors.

1995

The Plymouth Breeze, a large compact sedan based on the Chrysler Cirrus and Dodge Stratus, is added to the Plymouth lineup as a 1996 model.

1996

The Plymouth Prowler roadster – the most aluminum-intensive car built in North America – debuts as a 1997 model.

2001

As brands are consolidated, the Plymouth division ends production.

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