

HORIZON expands your ideas about small-car performance

In every way HORIZON is a winner.

It's a bright and beautiful car, that's just right for running around town, but has the room and ride to make it comfortable on long trips, too. When you choose Horizon you profit by Chrysler's billions of kilometres of front-wheel-drive experience. You experience exceptional road-hugging ability plus the outstanding fuel economy of Horizon's transverse-mounted 1.7-litre 4-cylinder engine.

Horizon's five-door hatchback model features high-back vinyl bucket seats, custom door trim panels, plus much more—all as standard equipment.

Basic Horizon . . . quality made . . . easier to buy . . . and operate. The model name, "MISER", says a lot about the list price and economy of operation. Modifications have been made to reduce car weight and increase the power train efficiency. The result? You can buy an Horizon for less and get better fuel efficiency.

Horizon Euro-Sedan model features all the basic beauty of the standard Horizon plus cast aluminum road wheels, black sidewall radial tires, a Rallye instrument cluster, and special exterior trim. It's a spirited performer that looks as sensational as it goes!



Plymouth Horizon with Premium Exterior Package (foreground) and Custom Exterior Package (background)



Plymouth Horizon "Miser"



HORIZON Euro Sedan has the performance look of the Rallye and sport steering wheel. The black contrasts strikingly with the light finish.