

1994 PLYMOUTH

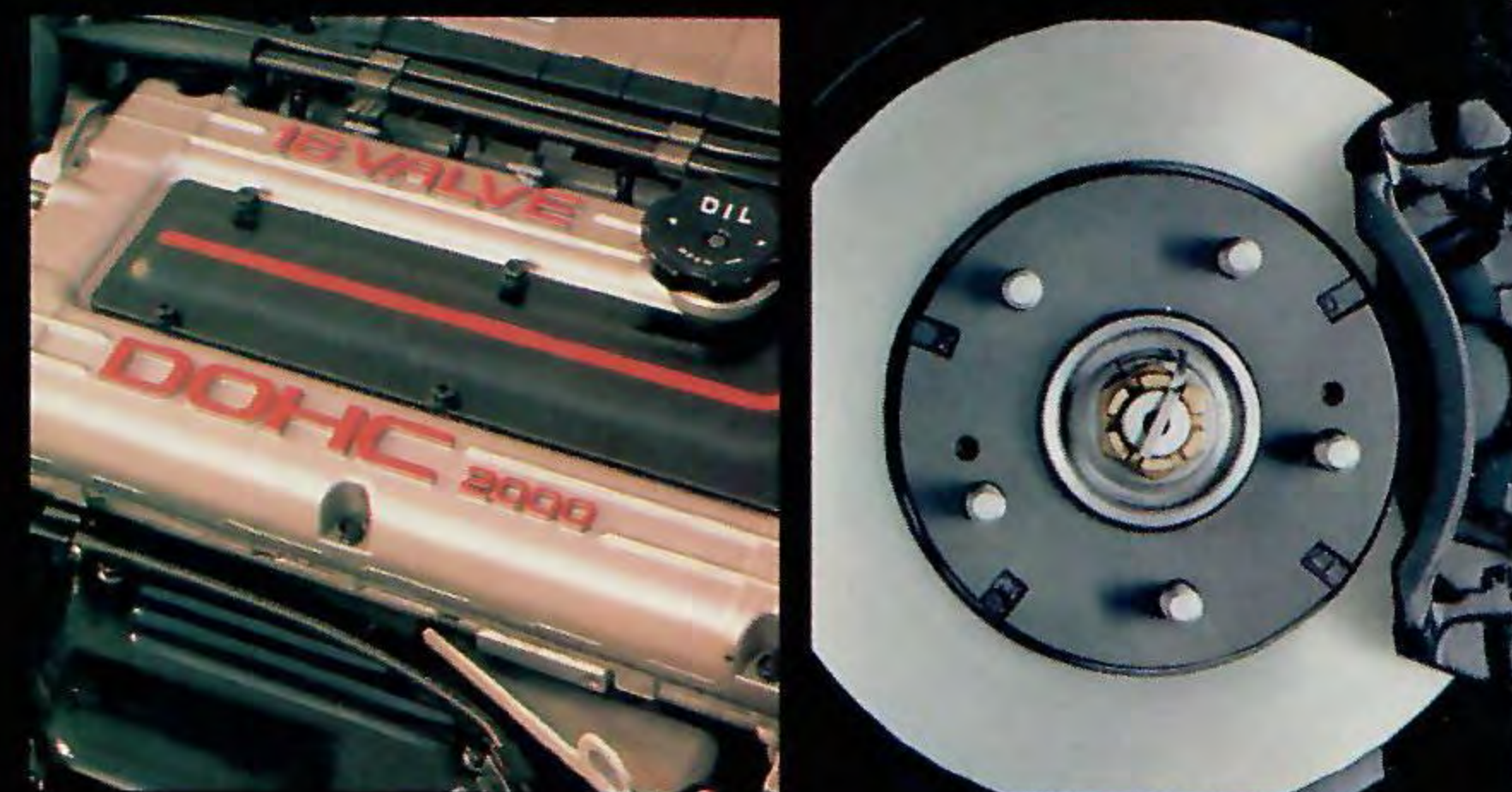
L A S E R





“...an honor earned by giving the enthusiast as fine a combination of value, good looks, and tummy-tightening performance as could be found anywhere at any price.”

Since its radiant debut, the Plymouth Laser has racked up an impressive list of buff-book accolades. *Car and Driver* tagged Laser one of the “Ten Best Cars” an unprecedented four years in a row: '89, '90, '91, '92. Laser was declared the clear winner in *Road & Track's* challenging “Performance Cars '90 Comparison Test.” Along with proclaiming Laser the 1992 “Bang for the Buck” victor and a “Top Ten Performance Car” in 1990, *Motor Trend* also hailed Plymouth Laser as the top-rated “Best Buy” in the GT/Sport Coupe class for the '90, '91, '92 and '93 model years.



There's no magic formula for Laser's phenomenal track record — *the difference is in THE DETAILS*. A trio of advanced power plants; the straight-and-true stopping power of available four-wheel antilock disc brakes; and four pulse-racing models — including an all-wheel-drive 195-hp intercooled turbocharged version that bolts from 0 to 60 mph in little more than six ticks of the clock. With all that and more going for it, Laser is certainly deserving of the praise it receives. The 1994 Plymouth Laser. *Exceeding expectations.*



Laser RS Turbo



Laser RS



Laser RS Turbo All-Wheel Drive

Some of the equipment shown or described throughout this catalog is available at extra cost.

About this catalog. Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details.



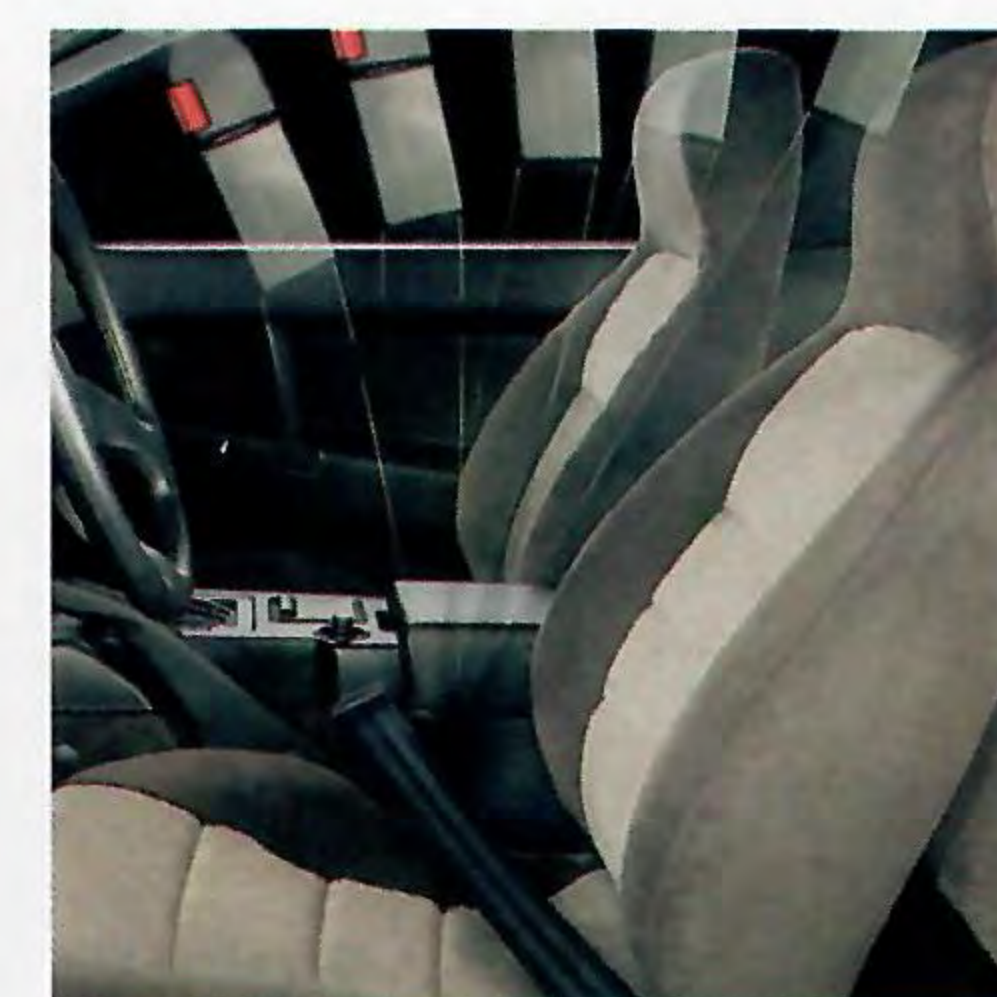
Laser's ergonomically designed cockpit sports a unique, canted instrument pod with all controls angled toward the driver.

The white-on-black



tachometer and 145-mph speedometer are oversized and easily viewed through the height-adjustable, beefy steering wheel. Precision-feel rotary heating/cooling knobs are conveniently lighted and the ventilation

system includes a special driver-side lap outlet. For an extraordinary sound effect, the available premium stereo radio trumpets music through eight speakers and features a logic-control transport cassette player.



- ▲ Front motorized passive restraints include active lap belts\* emergency locking retractors and dashboard knee bolsters.
- ▲ A leather-wrapped steering wheel, leather-bound ergonomic shifter and driver-side adjustable lumbar support come standard on turbo Lasers equipped with high-performance transaxles.
- ▲ The Electronic Vehicle Security system (EVS II) is available with last-door arming and automatic re-arming for additional peace of mind.



▲ Take advantage of Laser's lift-gate versatility. More than 25 (21.7 on AWD model) cubic feet of lighted cargo room can be easily accessed when the split-folding rear seats are lowered forward.



▲ Laser's available mobile cellular phone features complete hands-free operation, or you can opt for the available portable phone ▶ that's only slightly bigger than a dollar bill (See back cover for more details).

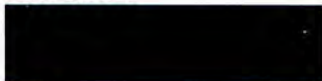
\*Always wear your lap belt.





# Colors

## EXTERIOR



Black



Bright White



Radiant Red



Deep Green Pearl Coat



Medium Red Pearl Coat



Electric Blue Metallic



Medium Quartz Metallic



Silver Mint Metallic



Turquoise Metallic

## INTERIOR

Dark Gray  
Medium Quartz  
Crimson Red

Dark Gray  
Medium Quartz  
Crimson Red

Dark Gray  
Medium Quartz

Dark Gray  
Medium Quartz

Medium Quartz  
Crimson Red

Dark Gray  
Medium Quartz

Dark Gray  
Medium Quartz  
Crimson Red

Dark Gray  
Medium Quartz

Dark Gray  
Medium Quartz

NOTE: Clear Coat finish is standard on every 1994 Plymouth Laser.

## Fabrics



Crimson Red  
(also in Dark Gray)



Dark Gray



Medium Quartz  
(also in Crimson Red)

\*Base Laser only available with Jasper interior.

NOTE: Due to printing limitations, the colors shown will vary slightly from actual hues. See your dealer for accurate color chips.



## THE OWNER'S CHOICE PROTECTION PLAN

Now you have a choice of protection plans to suit your needs. When you purchase a new 1994 Plymouth Laser, you can choose either of the two limited warranty plans described below.



**3/36 BUMPER-TO-BUMPER LIMITED WARRANTY** The three-year or 36,000-mile Basic Bumper-to-Bumper Limited Warranty includes a five-year or 60,000-mile Power Train Limited Warranty (excludes adjustments, tires, normal wear items and maintenance). No deductible applies. Restrictions apply. See your dealer for a copy of these limited warranties.

**OR... 7/70 POWER TRAIN LIMITED WARRANTY** Upon expiration of the 12-month or 12,000-mile Basic Limited Warranty, coverage is extended on power train components to seven years or 70,000 miles. No deductible applies. Restrictions apply. See your dealer for a copy of these limited warranties.

**7/100,000 ANTICORROSION LIMITED WARRANTY** In addition, all Chrysler Corporation vehicles are covered by the 7/100,000 Outer Panel Anticorrosion Limited Warranty. Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. No deductible applies. See your dealer for a copy of the warranty.



Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.



**Chrysler Credit Financing** Chrysler Credit offers a variety of finance programs that can help make your new Plymouth Laser even more affordable. These flexible finance programs can be tailored to suit your budget and your lifestyle. They include Gold Key Plus, College Graduate Plans, Gold Key Lease, Retail Financing and other special payment plans. Ask your salesperson for details.



**MOPAR parts** are engineered by Chrysler Corporation for use in your new Plymouth Laser. When replacement is necessary, be sure to specify MOPAR parts. Used by professional automotive technicians worldwide.

**MOPAR ACCESSORIES** Here is a list of the more popular Mopar accessories available for Plymouth Laser. See your dealer for a complete list and availability by model.

- EVS II/Keyless Entry (See page 4)
- Vinyl Front End Cover
- Ski Carrier/Bike Carrier
- Compact Six-Disc Changer
- Molded Splash Guards



**Buy your phone where you buy your car** For 1994, Chrysler will be offering a selection of dealer-installed/supplied cellular phones in several models to enhance the available optional equipment list. Ask your dealer for details. Panasonic and OKI® are the warrantors and service these products. Restrictions apply. Ask your dealer for details and a copy of the limited warranties.



**Physically Challenged Assistance Program** Cash reimbursements are available for qualified adaptive driving devices on the 1994 Plymouth Laser. Ask your dealer to provide you with more information or call the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Plymouth and MOPAR are registered trademarks, and Laser is a trademark of Chrysler Corporation. Laser built by Mitsubishi Motors Corporation for Chrysler Corporation. Sold and serviced by more than 2,900 Plymouth dealers. **Always wear your seat belts.**

## Customer One

Futuristic design. Innovative engineering. Quality production. All are embodied in Plymouth Laser. But to you, the car buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a problem, but to respond personally to every owner.

That's the new Chrysler culture: new ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.

## Safety Features

- Antitheft trunk lock and door lock inner guards
- Backup lights
- Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied)
- Double ball-joint rearview mirror mount
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Dual outside rearview mirrors
- Electric windshield washers
- Energy-absorbing front and rear bumpers
- Energy-absorbing front seatbacks

- Energy-absorbing instrument panel and sun visors
- Energy-absorbing steering column
- Fade-resistant four-wheel disc brakes
- "Flash-to-Pass" optical horn
- Front seat head restraints
- Glare reduction measures for instrument panel, steering wheel and windshield wipers
- Hazard warning flasher system
- Ignition and steering column lock
- Impact-actuated fuel supply shutdown relay
- Inside day/night rearview mirror
- Interlocking door latches with driver manual override feature
- Key-left-in-ignition reminder
- Non-override passenger door lock

- Recessed inside door release handles
- Reinforced windshield header and roof
- Remote hatch release
- Resilient window crank knobs
- Safety-Rim wheels
- Seatback latches on folding front seats
- Seat belt reminder system
- Shatter-resistant glass
- Side door beams
- Side marker lights and reflectors
- Turn signals with lane-change feature
- Two-point motorized passive restraint system with color-keyed lap belt on driver and front-passenger seats; three-point shoulder/lap belts for rear outboard passenger seats