

1994 PLYMOUTH

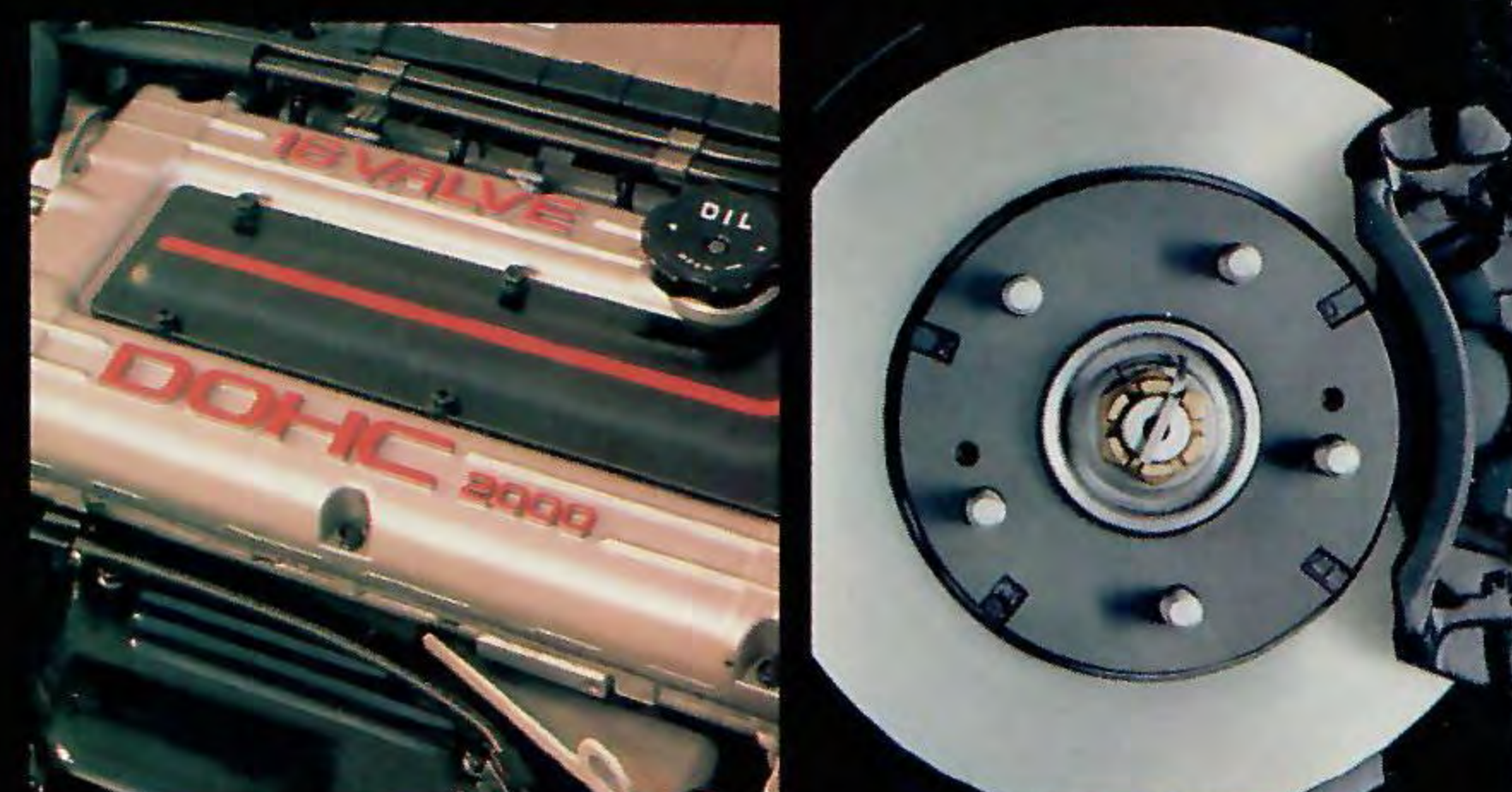
L A S E R





"...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

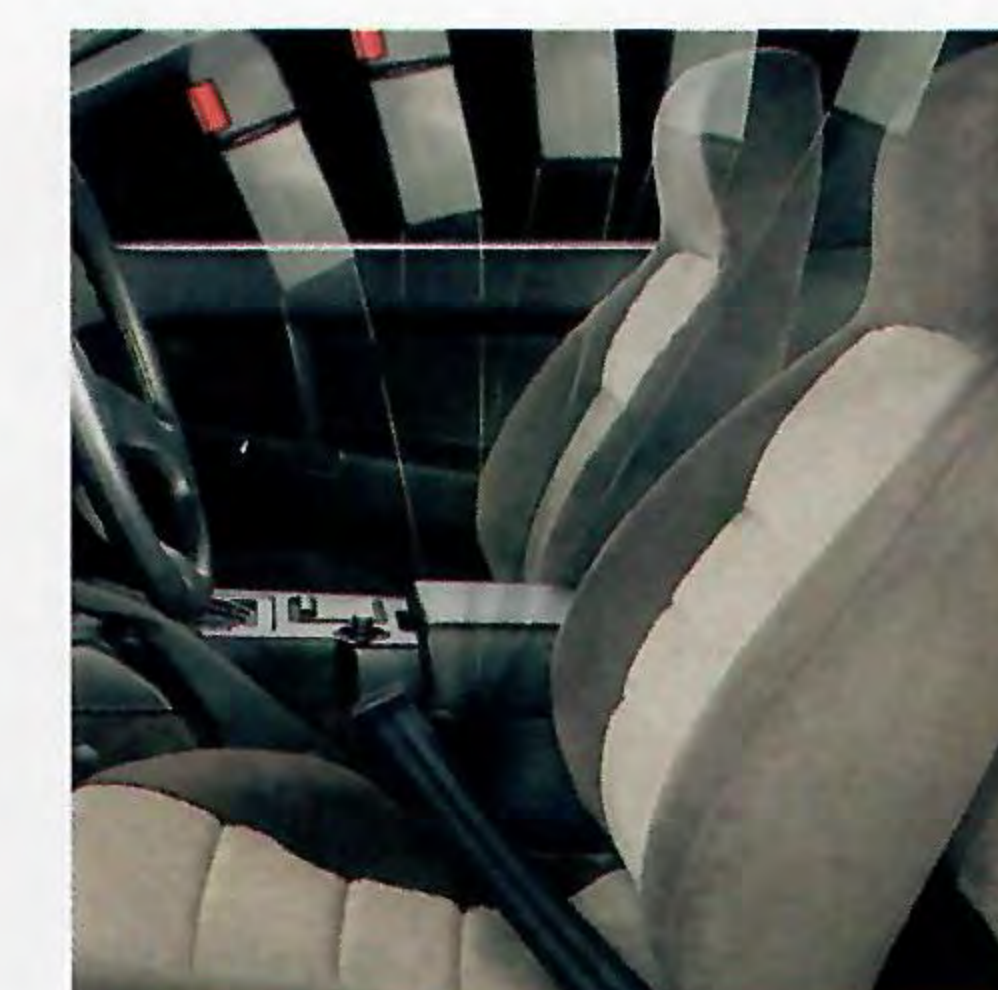
Some of the equipment shown or described throughout this catalog is available at extra cost.

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



- ▲ 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.



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.

Standard and Optional Equipment

	LASER RS TURBO AWD			
	LASER RS TURBO			
	LASER RS			
	LASER			
FUNCTIONAL				
Alternator—Heavy-duty	NA	O	S	S
Antilock Brake System—Electronically controlled	NA	O	O	O
Battery—Maintenance-free, 12-volt, 430 cold cranking amps	S	S	S	S
Brake—Parking: hand-operated, center console	S	S	S	S
Brakes—Four-wheel disc, vented front/solid rear: power-assisted.	S	S	S	S
Emissions Controls and Testing—Required at extra cost on all vehicles registered in California and New York (not available otherwise)	O	O	O	O
Engine—1.8-liter SOHC MPI, five-speed manual	S	NA	NA	NA
Engine—2.0-liter, 16-valve DOHC MPI, five-speed manual	NA	S	NA	NA
Engine—2.0-liter, 16-valve DOHC turbocharged and intercooled MPI, five-speed manual	NA	NA	S	S
Exhaust System—Performance-tuned with dual bright tips	NA	S	S	S
Exhaust System—Stainless steel	S	S	S	S
Front-Wheel Drive (All-Wheel Drive on AWD model)	S	S	S	S
Fuel Tank—15.8-gallon with tethered gas cap	S	S	S	S
Jack—Scissors-type	S	S	S	S
Starter—Standard	S	NA	NA	NA
Starter—Heavy-duty	NA	S	S	S
Steering—Rack-and-pinion (23.8:1): manual	S	NA	NA	NA
Steering—Rack-and-pinion (15.8:1): power-assisted	P	S	S	S
Suspension—Front: MacPherson-type struts with coil springs and stabilizer bar				
—Sport	S	NA	NA	NA
—Performance	NA	S	S	NA
—Enthusiast (upgraded springs, struts and stabilizer bar)	NA	NA	NA	S
Suspension—Rear: Rigid axle with trailing arms, coil springs	S	S	S	NA
—Double wishbone independent with upgraded springs and stabilizer bar	NA	NA	NA	S
Tire—Spare: compact, limited service	S	S	S	S
Tires—P185/70R14 black sidewall, all-season (set of four)	S	NA	NA	NA
Tires—P205/55R16 black sidewall all-weather performance-handling (set of four)	NA	S	NA	NA
Tires—P205/55R16 black sidewall all-weather performance-handling speed-rated (set of four)	NA	NA	S	S
Transaxle—Five-speed manual with clutch interlock	S	S	S	S
Transaxle—Four-speed automatic with economy/power mode switch and shift lock	P	P	P	P
EXTERIOR				
Bumpers—Impact-resistant	S	S	S	S
Corrosion Protection—Extensive use of galvanized steel and lower body antichip coating	S	S	S	S
Fascias—Front and rear: body color	S	S	NA	NA
Fascias—Two-tone appearance	NA	NA	S	S
Fog Lights	NA	P	P	P
Glass—Tinted, all windows with windshield sunshade band	S	S	S	S
Headlights—Halogen: aerotype with headlight/parklight "ON" reminder chime	S	S	S	S
Hood—Power dome	S	S	S	S
Mirrors—Dual manual remote control: black	S	NA	NA	NA
Mirrors—Dual power remote control: body color	NA	S	S	S
Molding—Bodyside: 360° protective	S	S	S	S
Roof—Body color	S	NA	NA	NA
Roof—Black with body color targa band	NA	S	S	S
Sill Applique—Gray metallic	NA	P	S	S
Spoiler—With integral center stoplight	P	S	S	S
Sunroof—Removable, flip-up: includes air deflector, sunshade, cargo compartment tie-down straps, and vinyl storage bag	O	O	O	O
Wheel Covers—Deluxe 14-inch (set of four)	P	NA	NA	NA
Wheel Covers—Turbine 16-inch (set of four)	NA	S	S	NA
Wheels—Seven-spoke 16-inch alloy (set of four)	NA	O	O	S
Wheels—Styled-steel 14-inch (set of four)	S	NA	NA	NA

S = Standard. O = Optional. Some items may also be available in Customer-PreferredSM Packages. See Customer-PreferredSM Packages and "Available Options" for availability. P = Package only. See Customer-PreferredSM Packages for availability. NA = Not available. ¹There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details. ²Panasonic is the warrantor and services this product. Restrictions apply. Ask your dealer for details and a copy of the limited warranty. ³Some AM stereo broadcasting may not be compatible with this radio. ⁴Always wear your lap belt.

	LASER RS TURBO AWD			
	LASER RS TURBO			
	LASER RS			
	LASER			
INTERIOR				
Air Conditioning ¹ —Manual with two-position compressor operation	P	P	P	P
Carpeting—Passenger and cargo area	S	S	S	S
Cellular Phone ² —Portable or Mobile; dealer-supplied	O	O	O	O
Clock—Digital (integral with radio)	S	S	S	S
Coat Hooks—Dual, rear seat	S	S	S	S
Compact Disc Player System—Includes AM stereo ³ /FM stereo cassette and premium audio system	NA	O	O	O
Console—Full center with storage bin and coin holder	S	NA	NA	NA
Console—Full center with armrest cover and storage bin	NA	S	S	S
Cup Holders—Located on console	P	P	P	P
Defroster—Rear window: electric (required on all passenger vehicles registered in New York State)	O	S	S	S
Demisters—Side window	S	S	S	S
Door Trim—Deluxe, soft-feel	NA	S	S	S
Floor Mats—Front	P	P	P	P
Fuel Door Release—Cable-operated remote control	S	S	S	S
Glove Box—Locking	S	S	S	S
Heater and Defroster—With dual mode bi-level ventilation	S	S	S	S
Hood Release—Cable-operated remote control	S	S	S	S
Horn—Single-note	S	NA	NA	NA
Horn—Dual-note	NA	S	S	S
Instrument Cluster—Analog speedometer; electromechanical: tachometer, odometer, trip odometer; gauges for engine coolant temperature, engine oil pressure, fuel level, and turbo boost gauge (if equipped); warning lights, and symbols for speed control “on,” overdrive “off” (auto. transaxle only), door/liftgate ajar, turn signal indicator arrows, high beams “on,” brake system failure, parking brake “on,” ABS warning (if equipped), check engine, low coolant level, electrical system, low fuel level, and seat belt reminder	S	S	S	S
Liftgate Release—Cable-operated remote control	S	S	S	S
Lighter—Console-mounted for power accessories	S	S	S	S
Lights—Cargo area; cigar lighter, glove box, ignition, illumination delay interior, overhead console	S	S	S	S
Map Pocket—Driver's door (when power windows and locks are ordered)	NA	P	P	P
Mirror—Rearview: day/night	S	S	S	S
Multifunction Control Lever—Left: includes controls for turn signals with lane change feature, headlight dimmer, day/night flash/pass feature	S	S	S	S
Multifunction Control Lever—Right: includes controls for wiper/washer and speed control (if so equipped)	S	S	S	S
Power Windows/Locks—Also includes map pocket	NA	P	P	P
Radio—AM/FM stereo: electronically tuned; four-speaker sound; integral digital clock	S	NA	NA	NA
Radio—AM/FM stereo: electronically tuned; cassette tape player; six speakers; integral digital clock	O	S	S	S
Radio—Compact disc player, premium AM stereo ³ /FM stereo: electronically tuned; cassette tape player; eight speakers in six locations; integral digital clock	NA	O	O	O
Radio—Premium AM stereo ³ /FM stereo: electronically tuned; seven-band graphic equalizer; cassette tape player with logic-controlled transport; eight speakers in six locations; integral digital clock	NA	P	P	P
Restraint System—Front motorized passive shoulder belts with active lap belts ⁴ ; rear three-point active shoulder and lap belts ⁴	S	S	S	S
Seats—Front, high-back reclining bucket: cloth; rear, split-folding: cloth and vinyl trim	S	NA	NA	NA
Seats—Front, high-back reclining bucket with driver-side adjustable lumbar support: cloth; rear, split-folding: cloth	NA	S	S	S
Shift Lever—Leather-wrapped	NA	NA	S	S
Speed Control	P	P	P	P
Steering Column—Tilt	S	S	S	S
Steering Wheel—Three-spoke, soft-feel	S	S	NA	NA
Steering Wheel—Three-spoke, leather-wrapped	NA	NA	S	S
Sun Visor—Dual vanity mirrors with covers	S	S	S	S
Tape Stripe—Mid-body	P	P	NA	NA
Tape Stripe—Sill	NA	NA	P	P
Tonneau Cover	P	S	S	S
Windshield Wipers—Deluxe: with variable intermittent wipe	S	S	S	S
Wiper/Washer—Liftgate	NA	P	P	P

Customer-PreferredSM Packages

ENGINES		TRANSAXLES		LASER									
1.8L SOHC	5-Speed Manual	A	T	B	C	D	LASER RS				RS T/C		
1.8L SOHC	4-Speed Automatic		T	B	C	D	E	F	G	H	RS T/C	AWD	
2.0L DOHC	5-Speed Manual										G	H	M
2.0L DOHC	4-Speed Automatic											H	Q
2.0L DOHC Turbo	5-Speed Manual												Q
2.0L DOHC Turbo	4-Speed Automatic												

All the above letter designations represent package group codes.

PACKAGE CONTENTS													
Air Conditioning ¹		•		•	•		•	•	•		•		•
Console Cup Holder			•	•	•		•	•	•		•		•
Defroster ² —Rear window			•	•	•	S	S	S	S	S	S	S	S
Fog Lights										•	•	•	•
Mats—Floor		•	•	•	•		•	•	•	•	•	•	•
Power Steering	•	•	•	•	•	S	S	S	S	S	S	S	S
Power Windows/Locks ³										•	•	•	•
Radio—AM/FM cassette with six speakers				•	•	S	S			S		S	
Radio—AM/FM cassette with equalizer								•	•		•		•
Sill Molding—Two-tone										S	S	S	S
Speed Control				•	•			•	•		•	•	•
Spoiler			•	•	•	S	S	S	S	S	S	S	S
Tape Stripe—Mid-body			•	•	•		•	•	•				
Tape Stripe—Sill											•		•
Tonneau Cover		•	•	•	•	S	S	S	S	S	S	S	S
Wheel Covers		•	•	•	•	S	S	S	S	S	S		
Wiper/Washer—Liftgate								•	•		•		•

AVAILABLE OPTIONS													
Antilock Brakes	—	—	—	—	—	O	O	O	O	O	O	O	O
California Emissions ⁴	O	O	O	O	O	O	O	O	O	O	O	O	O
Compact Disc Player	—	—	—	—	—	—	—	—	O	—	O	—	O
Decor Package: Gold wheels, stripe, badges	—	—	—	—	—	—	O	O	O	—	O	—	O
Defroster ² —Rear window	O	O	P	P	P	S	S	S	S	S	S	S	S
New York Emissions ⁴	O	O	O	O	O	O	O	O	O	O	O	O	O
Radio—AM/FM cassette with six speakers	—	—	O	O	P	—	S	S	S	S	S	S	S
Sunroof	—	—	O	O	O	—	O	O	O	—	O	—	O
Wheels—Alloy	—	—	—	—	—	—	O	O	O	—	O	S	S

S = Standard. • = Included in package. O = Optional. Available only when corresponding Customer-PreferredSM Package is ordered. P = Included in Customer-PreferredSM Package listed above. ¹There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details. ²Required on all passenger vehicles registered in New York. ³Includes driver-side map pocket. ⁴Required on all vehicles registered in California or New York. Not available otherwise. ⁵Fog lights not available in Package 26Q.

Wheels/Covers

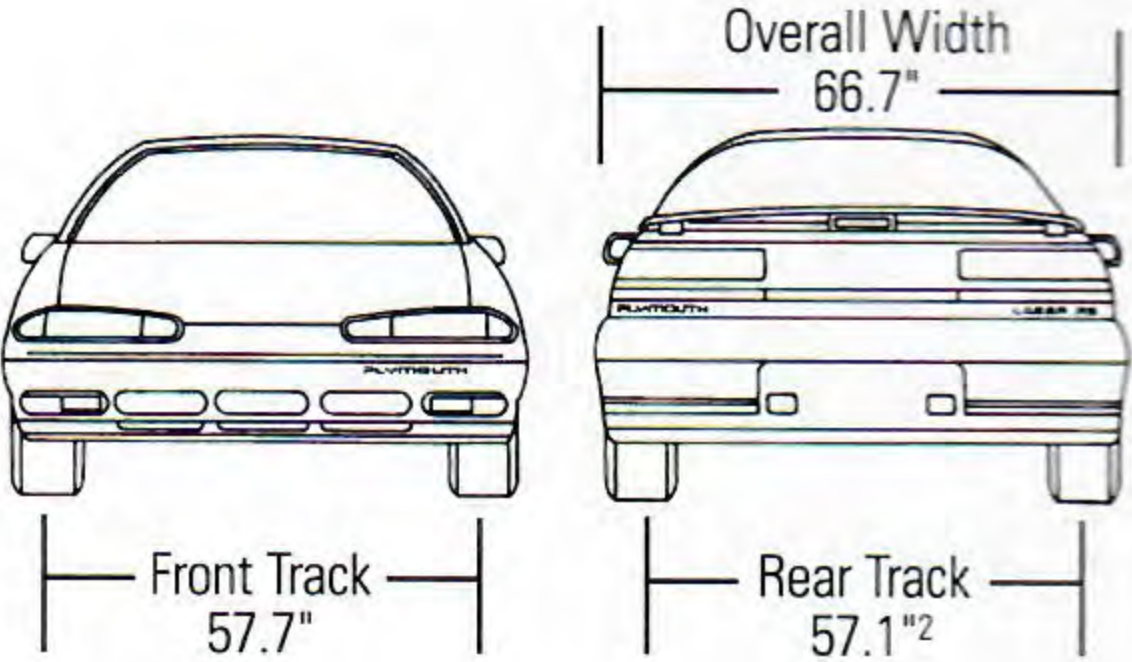
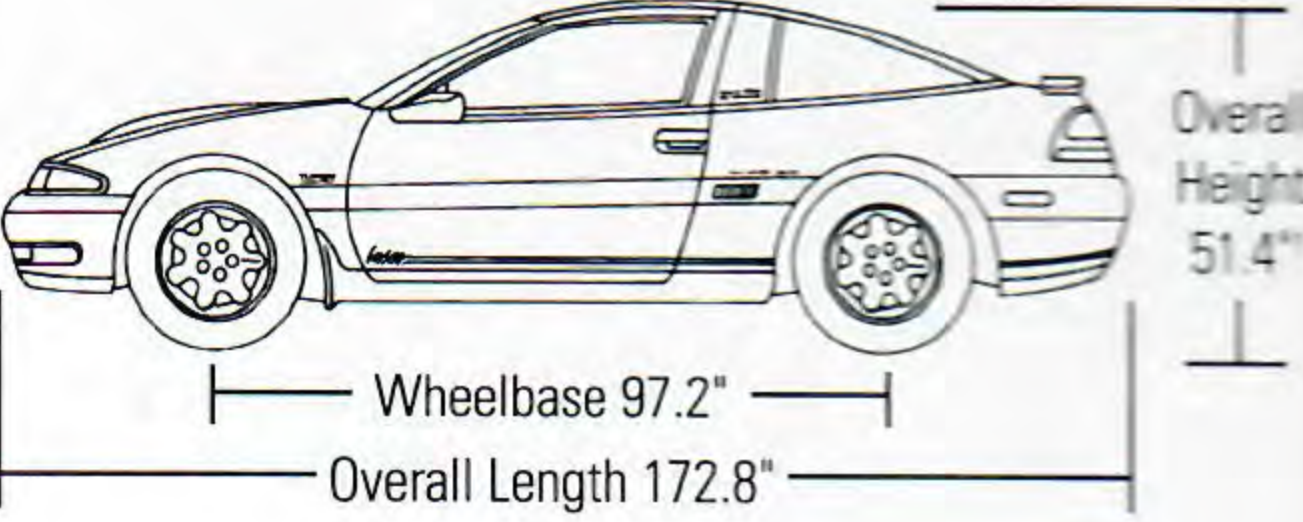
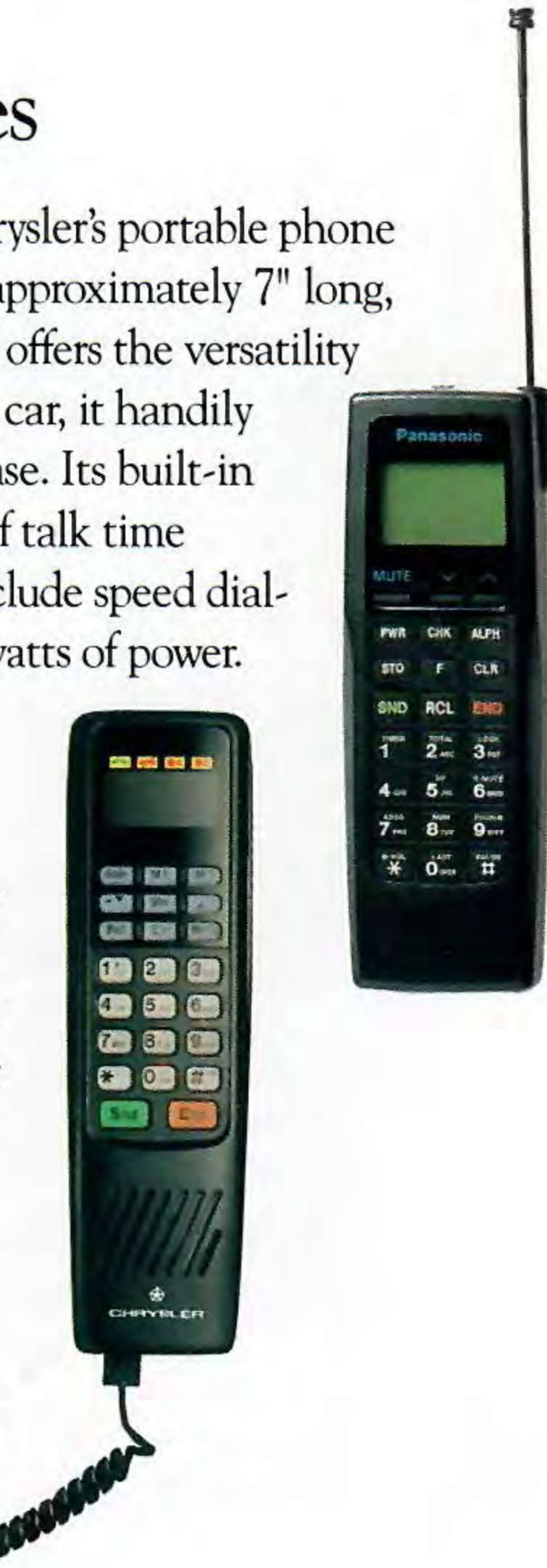


*Set of four. See Standard and Optional Equipment Chart (page 6) for specific model availability.

Cellular Phones

Portable Cellular Phone Chrysler's portable phone is compact and lightweight (approximately 7" long, weighing just 13 ounces) and offers the versatility to use anywhere. Outside the car, it handily slips into a pocket or a briefcase. Its built-in battery provides 90 minutes of talk time between charges. Features include speed dialing, automatic redial and .6 watts of power.

Mobile Cellular Phone Mobile phones require installation, which your Plymouth dealer can perform. They use the vehicle's battery for power and require an externally mounted antenna. Chrysler mobile phones feature all of today's most popular technology, including one-touch dialing, automatic redial and a full three watts of power.



Dimensions

EXTERIOR		
Overall Height (in.)		51.4 ¹
Overall Width (in.)		66.7
Overall Length (in.)		172.8
Wheelbase (in.)		97.2
Front Track (in.)		57.7
Rear Track (in.)		57.1 ²

¹AWD model is 52.0
²AWD model is 57.3

INTERIOR		
Head Room	— Front (in.)	37.9
	— Rear (in.)	34.1
Leg Room	— Front (in.)	43.9
	— Rear (in.)	28.5
Shoulder Room	— Front (in.)	53.9
	— Rear (in.)	52.4
Hip Room	— Front (in.)	55.1
	— Rear (in.)	45.7

Engines

1.8L SOHC MPI	
92 hp @ 5,000 rpm	
105 lb-ft of torque @ 3,500 rpm	
2.0L DOHC MPI	
135 hp @ 6,000 rpm	
125 lb-ft of torque @ 5,000 rpm	
2.0L DOHC MPI Turbo (FWD and AWD)	
195 hp @ 6,000 rpm (w/man. trans.)	
203 lb-ft of torque @ 3,000 rpm	
180 hp @ 5,500 (w/auto. trans.)	
195 lb-ft of torque @ 3,000 rpm	

Specifications

Turning Diameter (curb-to-curb)	
—Base Laser (ft)	
(manual steering)	34.1
—Laser RS, RS Turbos (ft)	
(power steering)	35.4
Curb Weight (lbs)	
(with standard transaxle)	
—Laser	2,531
—Laser RS	2,690
—Laser RS Turbo	2,756
—Laser RS Turbo AWD	3,073

Mileage*

23 EPA est. city mpg, 32 EPA est. hwy. mpg
*Mileage figures based on 1993 Laser base model with standard engine and five-speed manual overdrive transaxle.

Colors

EXTERIOR



Black



Bright White



Radiant Red



Deep Green Pearl Coat



Medium Red Pearl Coat



Electric Blue Metallic



Medium Quartz Metallic



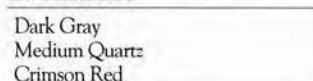
Silver Mint Metallic



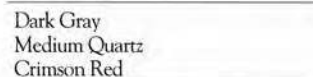
Turquoise Metallic

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

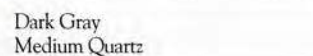
INTERIOR



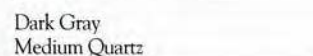
Dark Gray
Medium Quartz
Crimson Red



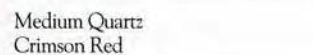
Dark Gray
Medium Quartz
Crimson Red



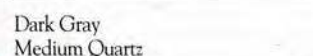
Dark Gray
Medium Quartz



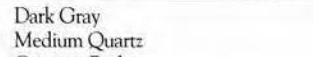
Dark Gray
Medium Quartz



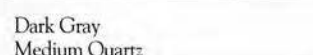
Medium Quartz
Crimson Red



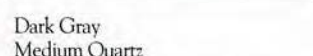
Dark Gray
Medium Quartz



Dark Gray
Medium Quartz
Crimson Red



Dark Gray
Medium Quartz



Dark Gray
Medium Quartz

Fabrics

Jasper*



Crimson Red
(also in Dark Gray)

Gemini/Bishop



Dark Gray

Gemini/Bishop



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.

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



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.