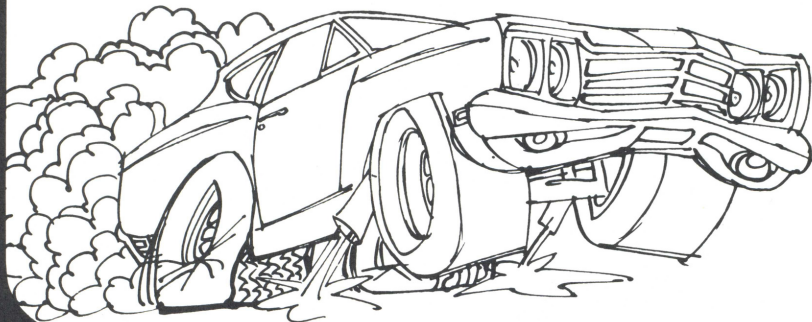


MASTER  
TECHNICIANS  
SERVICE  
CONFERENCE

MEETING  
GUIDE **69-12**

**PERFORMANCE  
IS THE  
NAME OF THE GAME**



PLYMOUTH  
DODGE  
CHRYSLER  
IMPERIAL  
DODGE TRUCK



## *that's go biz*

This month's session is about performance cars and the performance engines offered by Chrysler Corporation. You've probably noticed that the title of this month's film is **PERFORMANCE IS THE NAME OF THE GAME**. Well, performance cars may be a game or a fun thing to the owners; but to you and your crew, it can be big business. And performance is growing bigger every day.

Until recently, servicing high-performance cars has been a pretty specialized field. Not many factory-built performance cars were available; and most performance cars were built or modified *after* they left the showroom floor. Usually, these cars were serviced by the owners themselves or by the mechanics around town who specialized in this type of work.

Chrysler now offers a wide variety of performance cars to the buying public. The 1969 model lineup had the greatest selection of youth appeal cars and the largest offering of performance models yet. This year's performance sales are the highest ever and sales for 1970 promise to be even better.

Here's what this means to you and your technicians. Buyers of performance models expect, demand, and should get the same service as other owners. These buyers are paying a premium for their cars and in most cases will also pay for extra service or special equipment to get a little more "go" out of their car. There is nothing radically different about a performance engine, servicing just requires a little more attention to detail and a little extra knowledge of what parts and procedures can be applied to give the customer the performance he desires.

This month's film and reference book will give your Master Technicians the basic scoop on servicing a performance car for maximum stock performance, or what to suggest in the way of minor modifications to the guy who wants to get there a little bit quicker than the rest. So, on with the show.

## *get ready!*

I'm sure that you've seen performance cars come and go in your service area but maybe you didn't bother to pay any special attention to them. However, it would be a good idea to acquaint yourself with the performance cars and engine options that are currently offered by Chrysler Corporation. They're all mentioned in the film so why not have a personal preview screening before showing it to your Master Technicians. As a matter of fact, this is a good opportunity to get the Sales Department into the act. Have the Sales Manager or one of his salesmen preview the film with you. If you have the time, read the Reference Book, too. You should know from past experience that it usually goes into a little more detail than we have time for in the film.

## *get set!*

Pick your meeting date and send out the invitations. This is one session that should interest *everyone* in the dealership; so why not invite both the Sales and Parts Departments.

Sales of performance cars affect the entire dealership. Everyone will find the session enlightening and it will be very helpful if they know what is happening and are prepared to use performance lingo with prospective customers and owners.

It may also be a good idea to provide those in attendance with a little extra reading material.

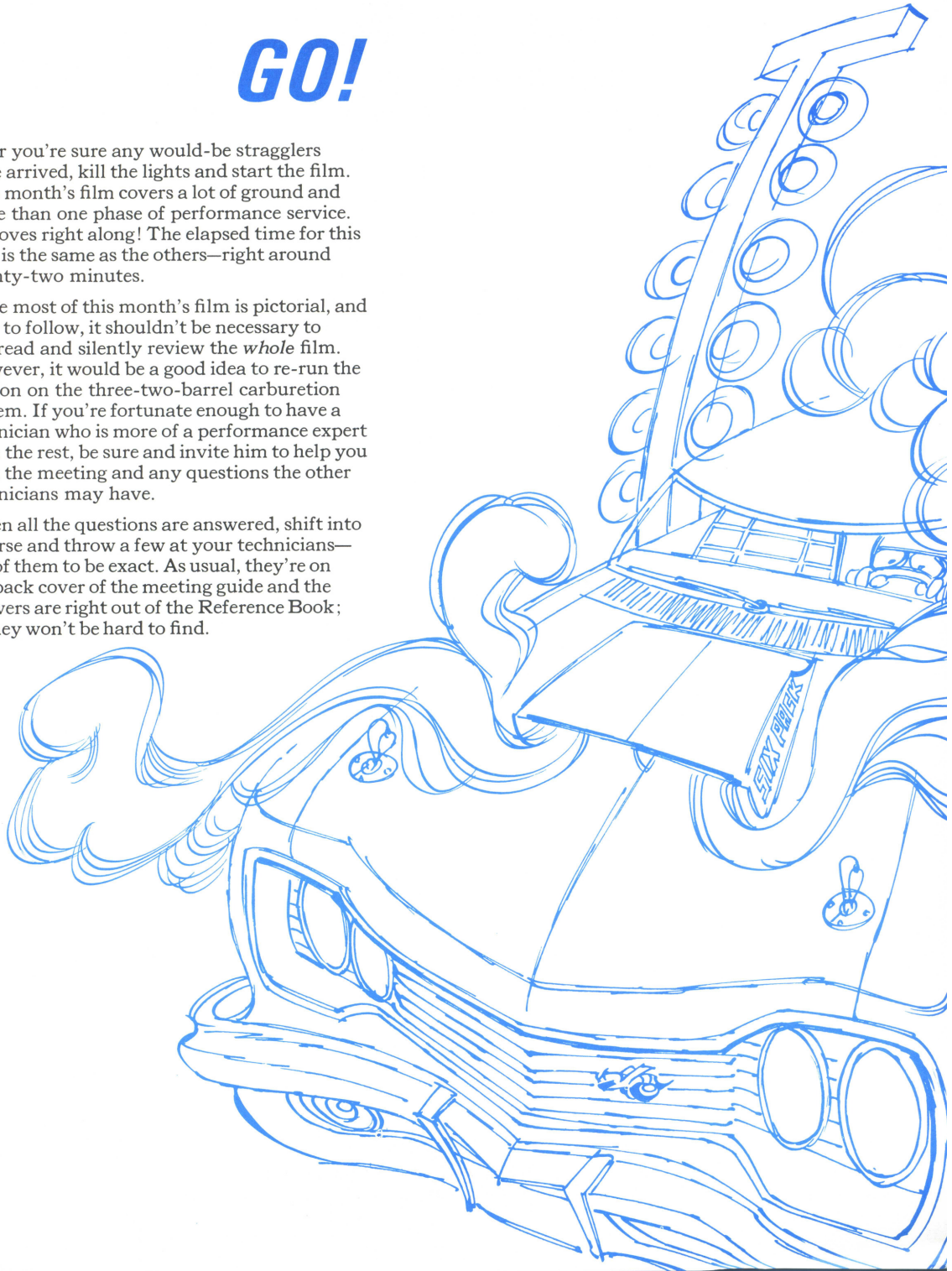
If possible, take a little extra time and round up copies of current "hot rod" type periodicals and any literature regarding performance cars or options which Chrysler Corporation divisions have published.

# GO!

After you're sure any would-be stragglers have arrived, kill the lights and start the film. This month's film covers a lot of ground and more than one phase of performance service. It moves right along! The elapsed time for this film is the same as the others—right around twenty-two minutes.

Since most of this month's film is pictorial, and easy to follow, it shouldn't be necessary to rethread and silently review the *whole* film. However, it would be a good idea to re-run the section on the three-two-barrel carburetion system. If you're fortunate enough to have a technician who is more of a performance expert than the rest, be sure and invite him to help you with the meeting and any questions the other technicians may have.

When all the questions are answered, shift into reverse and throw a few at your technicians—ten of them to be exact. As usual, they're on the back cover of the meeting guide and the answers are right out of the Reference Book; so they won't be hard to find.



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- 1.** There are a few precautions that you should take when installing spark plugs.

*RIGHT . . . When installing the plugs, make sure the gasket, if required, is properly seated and always torque the plugs to the correct specs. Use a torque wrench with a proper plug socket to eliminate the possibility of cracking the insulator. (Page 3)*
- 2.** Changing the size of the carburetor jets and accelerator pump stroke won't require any distributor change.

*WRONG . . . You'll need more spark advance with the richer mixture that will result from the bigger jets and long pump stroke. The reason is that a rich mixture burns slower and must be ignited sooner. (Page 4)*
- 3.** When you install solid-wire ignition cables you will also have to change the type of plugs.

*RIGHT . . . When installing solid-wire ignition cables, always install resistor plugs along with them. If you don't, your customer may be unhappy because of radio interference from the cables. (Page 5)*
- 4.** If a performance car owner asks you whether racing will affect his warranty, you can tell him that he has nothing to worry about.

*WRONG . . . In regards to racing, you better tell your customers like it is. For all practical purposes, racing or participating in other competitive speed events voids the warranty. (Page 6)*
- 5.** The transistorized ignition system does not require a new distributor unit.

*RIGHT . . . It is a modification kit which is easily installed. The transistorized ignition kit consists of a transistor amplifier and heat sink, special ignition coil, ballast resistor, and all the necessary wiring to complete the installation. (Page 8)*
- 6.** The torque-drive fan does not use horsepower normally required to turn it at high speeds.

*RIGHT . . . The silicone fluid drive unit allows the fan to be driven in a normal manner at low engine speeds while limiting the top speed of the fan at higher engine speeds. (Page 9)*
- 7.** On the three-two barrel carburetor system, the end carburetor throttle valves open by vacuum and close mechanically.

*RIGHT . . . The slotted throttle lever of the center carb allows the throttle valves to open on the end carburetors as the vacuum requires, and close mechanically with the controlling center carburetor. (Page 10)*
- 8.** Servicing the Holley two-barrel carburetors shouldn't present too much difficulty to you if you have worked on the four-barrels.

*RIGHT . . . Basically, the center carb is the same as the primary side of the Holley four-barrel carburetor. The end carbs are the same as the secondary portion of the Holley four-barrel. (Page 10)*
- 9.** After adjusting the end carburetor throttle rods to synchronize with the center carburetor, you'll have to readjust the fast curb idle speed.

*RIGHT . . . The fast curb idle speed adjusting screw is above the fast curb idle speed solenoid. For automatic transmissions, adjust to nine hundred r.p.m. and one thousand r.p.m. for manual transmissions. (Page 11)*
- 10.** If you have any questions regarding performance, you're on your own to find the answers.

*WRONG . . . Don't be afraid to ask your factory Service Rep any questions you may have regarding performance. The factory Service Rep is there to help you with your problems as well as the owner. (Page 13)*

**Make sure that your men receive credit for this session. Fill out and return the PARTICIPATION REPORT which replaces the individual questionnaires.**