

1937 plymouth business coupe

1937 plymouth business coupe stands as a remarkable example of American automotive design and engineering from the late 1930s. This vintage vehicle is celebrated for its distinctive style, robust performance, and practical features that catered to business professionals and automobile enthusiasts alike. The 1937 Plymouth Business Coupe combined elegance with functionality, making it a sought-after classic car among collectors today. This article delves into the historical background, design characteristics, mechanical specifications, and restoration insights related to the 1937 Plymouth Business Coupe. Additionally, it explores the cultural significance and market value of this iconic model, providing a comprehensive overview for enthusiasts and researchers. Readers can expect an informative journey through the legacy of one of Plymouth's most enduring automobiles.

- Historical Context of the 1937 Plymouth Business Coupe
- Design and Styling Features
- Mechanical Specifications and Performance
- Interior and Comfort Elements
- Restoration and Maintenance Considerations
- Collectibility and Market Value

Historical Context of the 1937 Plymouth Business Coupe

The 1937 Plymouth Business Coupe was introduced during a period of significant change in the automotive industry, as manufacturers sought to balance affordability with innovation. Plymouth, a division of the Chrysler Corporation, positioned this model to appeal specifically to business owners and professionals who required a reliable yet stylish vehicle for daily use. The late 1930s were marked by economic recovery efforts following the Great Depression, and Plymouth aimed to offer vehicles that combined durability with modern design. The business coupe variant provided a two-door configuration optimized for practicality and ease of maneuvering in urban environments. This model helped cement Plymouth's reputation as a manufacturer of dependable and accessible automobiles.

Plymouth's Market Position in 1937

In 1937, Plymouth was competing vigorously against other American automotive brands such as Ford and Chevrolet. The company's focus on producing vehicles with advanced engineering features at competitive prices allowed it to gain market share. The Business Coupe was part of Plymouth's strategy to diversify its lineup and appeal to specific customer segments, particularly small business owners who needed a dependable car with sufficient cargo space and comfort.

Economic and Social Impact

The introduction of the 1937 Plymouth Business Coupe coincided with a growing demand for vehicles that could serve both personal and professional purposes. This car symbolized progress and mobility for many American families and entrepreneurs. Its affordability and quality contributed to making car ownership more accessible during a time of economic recovery, supporting the broader social mobility of the era.

Design and Styling Features

The 1937 Plymouth Business Coupe showcased design elements typical of the Art Deco influence prevalent in the late 1930s automotive industry. Its streamlined body, rounded fenders, and chrome accents contributed to a sophisticated yet functional aesthetic. Plymouth emphasized aerodynamics and visual appeal, making the Business Coupe stand out among its contemporaries.

Exterior Design Highlights

The vehicle featured a sleek two-door body style with a sloping roofline and a distinctive grille design that became a signature for Plymouth models of the era. The headlights were integrated into the front fenders, which was a modern design approach at the time. Chrome trim surrounded the windows and accentuated the bumpers, enhancing the vehicle's upscale appearance.

Color Options and Customization

Buyers of the 1937 Plymouth Business Coupe could choose from a variety of factory paint colors, including deep blues, rich greens, and classic blacks. The availability of multiple color schemes allowed customers to personalize their vehicles while maintaining the model's professional image. Optional accessories such as exterior mirrors and wheel covers were also offered to enhance both style and functionality.

Interior Design and Layout

The interior was designed with comfort and utility in mind, featuring durable upholstery materials and a simple but effective dashboard layout. The two-door coupe configuration provided ample front-seat space, while the rear area was optimized for cargo or additional seating as needed, making it particularly useful for business applications.

Mechanical Specifications and Performance

The 1937 Plymouth Business Coupe was equipped with mechanical components designed to deliver reliable performance and ease of maintenance. It featured a robust engine and a chassis built to endure the varied driving conditions of the time.

Engine and Powertrain

This model typically housed a 201 cubic inch (3.3L) inline-six engine, producing approximately 82 horsepower. The engine was known for its smooth operation and dependable power output, which made it suitable for both city driving and longer journeys. The Business Coupe utilized a three-speed manual transmission, providing drivers with control and efficiency.

Suspension and Handling

The suspension system included solid front and rear axles with leaf springs, providing a balance between ride comfort and durability. Although not designed for high-speed performance, the chassis offered stable handling and dependable road manners, which were essential for daily business use.

Braking and Safety Features

Braking was managed by mechanical drum brakes on all four wheels, a standard configuration for the era. While safety technology was limited compared to modern standards, the 1937 Plymouth Business Coupe incorporated design elements that enhanced driver visibility and vehicle control.

Interior and Comfort Elements

The interior environment of the 1937 Plymouth Business Coupe was tailored to meet the needs of its target market, balancing comfort with practicality. Although modest by modern standards, the cabin was thoughtfully arranged to support driver convenience and passenger comfort.

Seating and Upholstery

The front seats were typically bench-style, upholstered in durable cloth or leatherette materials designed to withstand frequent use. Rear seating was either a small bench or omitted entirely in business coupe versions, allowing for additional cargo space. The upholstery colors often complemented the exterior paint, contributing to a cohesive design.

Dashboard and Instrumentation

The dashboard featured a straightforward layout with essential instruments such as a speedometer, fuel gauge, and ammeter. Controls were logically positioned to facilitate ease of use. The steering wheel was large and provided good leverage for maneuvering, consistent with vehicles of its time.

Heating and Ventilation

Heating systems in the 1937 Plymouth Business Coupe were basic, typically relying on engine heat circulation. Ventilation was provided through adjustable windows and occasionally through vent windows in the front doors, helping to maintain cabin comfort without the advanced climate control

systems found in later models.

Restoration and Maintenance Considerations

Restoring and maintaining a 1937 Plymouth Business Coupe requires attention to detail and knowledge of vintage automobile mechanics. Enthusiasts and collectors often face challenges related to sourcing original parts and preserving the vehicle's authenticity.

Common Restoration Challenges

Due to the vehicle's age, rust and corrosion are common issues that must be addressed during restoration. Mechanical components such as the engine, transmission, and braking system often require rebuilding or replacement. Original paint colors and interior materials may be difficult to replicate, necessitating specialized suppliers or custom fabrication.

Maintenance Tips for Longevity

- Regular lubrication of engine components and chassis parts to prevent wear.
- Routine inspection of the braking system to ensure safety.
- Use of quality replacement parts compatible with the original specifications.
- Proper storage conditions to minimize exposure to moisture and temperature fluctuations.
- Periodic tuning of the engine and carburetor for optimal performance.

Availability of Parts and Resources

Several specialized suppliers and vintage car clubs provide access to reproduction parts and expert advice for the 1937 Plymouth Business Coupe. Documentation such as original manuals and blueprints can assist restorers in maintaining historical accuracy and mechanical integrity.

Collectibility and Market Value

The 1937 Plymouth Business Coupe enjoys a respected status among classic car collectors due to its historical significance, distinctive design, and relative rarity. Its value in the collector market has been influenced by factors such as condition, originality, and provenance.

Factors Affecting Collectibility

Cars that retain original components and exhibit minimal restoration tend to attract higher interest. Limited production numbers and the vehicle's association with the pre-war automotive era enhance its desirability. Well-documented ownership history and participation in classic car shows can also increase a vehicle's collectible appeal.

Current Market Trends

Prices for the 1937 Plymouth Business Coupe vary widely depending on condition and originality. Restored examples in excellent condition can command premium prices, while vehicles requiring significant work are priced more modestly. The classic car market's fluctuating nature means values are subject to change based on collector demand and economic factors.

Investment and Ownership Considerations

- Potential for appreciation in value over time with proper care.
- Costs associated with restoration and maintenance should be factored into ownership decisions.
- Participation in vintage car clubs and events can enhance ownership experience.
- Insurance considerations specific to classic and antique vehicles.

Frequently Asked Questions

What are the key features of the 1937 Plymouth Business Coupe?

The 1937 Plymouth Business Coupe featured a stylish two-door body, a 6-cylinder engine, hydraulic brakes, and a streamlined design typical of the late 1930s, making it popular for both business and personal use.

What engine did the 1937 Plymouth Business Coupe have?

The 1937 Plymouth Business Coupe was equipped with a 3.6-liter (217 cubic inch) inline 6-cylinder engine that produced around 82 horsepower.

How much did a 1937 Plymouth Business Coupe cost when new?

When new, the 1937 Plymouth Business Coupe was priced approximately around \$600 to \$700,

making it an affordable and practical vehicle for business owners.

What distinguishes the Business Coupe from other Plymouth models in 1937?

The Business Coupe was designed primarily for commercial use, featuring a two-door configuration with no rear seat or limited rear seating, providing extra storage space for business purposes.

Is the 1937 Plymouth Business Coupe considered a collectible classic car?

Yes, the 1937 Plymouth Business Coupe is considered a classic car and is sought after by vintage car collectors, especially those interested in pre-war American automobiles.

What type of transmission was available in the 1937 Plymouth Business Coupe?

The 1937 Plymouth Business Coupe typically came with a 3-speed manual transmission, which was standard for many cars of that era.

How does the 1937 Plymouth Business Coupe compare to other cars of its time?

The 1937 Plymouth Business Coupe was competitive in terms of price, reliability, and style compared to other mid-range American cars, offering good performance and durability.

What restoration challenges are common with the 1937 Plymouth Business Coupe?

Restoration challenges include finding original parts, addressing rust and corrosion, and maintaining the authenticity of the engine and interior materials.

What is the fuel economy of the 1937 Plymouth Business Coupe?

The fuel economy of the 1937 Plymouth Business Coupe is estimated to be around 15 to 20 miles per gallon, typical for vehicles with inline 6-cylinder engines of that period.

Where can I find parts for restoring a 1937 Plymouth Business Coupe?

Parts for the 1937 Plymouth Business Coupe can be found through classic car restoration shops, online vintage car parts suppliers, Plymouth enthusiast clubs, and automotive swap meets.

Additional Resources

1. *The 1937 Plymouth Business Coupe: A Classic American Icon*

This book explores the history and design of the 1937 Plymouth Business Coupe, highlighting its significance in the automotive industry during the late 1930s. It covers the car's engineering innovations, styling cues, and its role in American culture. Enthusiasts will appreciate detailed photographs and restoration tips included throughout the volume.

2. *Restoring the 1937 Plymouth Business Coupe: A Step-by-Step Guide*

A comprehensive manual for classic car restorers, this book breaks down the restoration process of the 1937 Plymouth Business Coupe into manageable steps. From sourcing original parts to repainting and engine tuning, it offers practical advice and expert techniques. It's an essential resource for anyone aiming to bring this vintage vehicle back to its former glory.

3. *American Automobiles of the 1930s: Spotlight on the Plymouth Business Coupe*

This book situates the 1937 Plymouth Business Coupe within the broader context of 1930s American automobiles. It compares design trends, technological advancements, and market competition of the era. Readers gain insight into how Plymouth positioned its Business Coupe to appeal to working professionals and small business owners.

4. *The Art and Design of the 1937 Plymouth Business Coupe*

Focusing on the aesthetic elements, this book delves into the styling and craftsmanship of the 1937 Plymouth Business Coupe. It examines the car's body lines, interior details, and color schemes, showcasing how design reflected the social and economic atmosphere of the time. Vintage photographs and design sketches enrich the narrative.

5. *Driving Through History: Stories of the 1937 Plymouth Business Coupe*

Filled with personal anecdotes and historical accounts, this book shares stories from owners and enthusiasts of the 1937 Plymouth Business Coupe. It captures the emotional connection and nostalgia surrounding this classic car. The collection also includes notable appearances of the coupe in films and events.

6. *The Mechanics of the 1937 Plymouth Business Coupe*

An in-depth technical guide, this book covers the mechanical aspects of the 1937 Plymouth Business Coupe, including its engine, suspension, and transmission systems. It explains the engineering principles behind its performance and reliability. Ideal for mechanics and hobbyists looking to understand or repair this vintage vehicle.

7. *Plymouth's Legacy: The Evolution Leading to the 1937 Business Coupe*

Tracing Plymouth's development from its inception to the release of the 1937 Business Coupe, this book highlights the company's milestones and innovations. It provides context about the automotive market challenges and how Plymouth adapted its strategies. The book is rich with archival images and factory documents.

8. *The Collector's Guide to the 1937 Plymouth Business Coupe*

Designed for collectors, this guide covers valuation, rarity, and authenticity issues concerning the 1937 Plymouth Business Coupe. It discusses how to assess condition, provenance, and market trends for this model. Tips for buying, selling, and maintaining a collector-quality coupe are also included.

9. *Classic Cars of the 1930s: Featuring the 1937 Plymouth Business Coupe*

This book presents a broad overview of notable classic cars from the 1930s, with a special feature on

the 1937 Plymouth Business Coupe. It highlights the unique attributes that set the Plymouth apart from its contemporaries. Enthusiasts will enjoy the detailed comparisons and historical context provided.

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