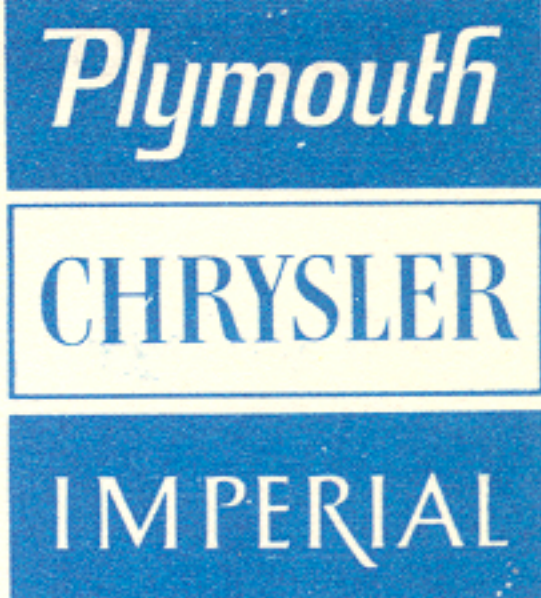


# Technical Service Bulletin



Of Interest ☐ General Manager ☐ Sales Manager ☐ Service Manager ☐ Parts Manager ☐ Service Technicians

Due to the increasing use of aluminum decals, appliques, and vinyl body side moldings, this repair procedure bulletin may assist you in the repairing of same. The aluminum decals and appliques are adhered by a means of a pressure sensitive adhesive and the vinyl body side moldings may be adhered directly to the body or bonded by an adhesive tape to a metal molding.

SEQ. NO. 42

FEB. 10, 1971

NO. 71-23-11

## Part 1

The following information may be used to repair aluminum decals or appliques employing a pressure sensitive adhesive:

1. Pull the loose section of the decal or applique back as far as possible, without permanently distorting the aluminum.
2. Using a clean cloth dampened with isopropyl alcohol, wipe both the backside of the decal or applique and the surface to which it will be adhered, in order to remove contaminants such as grease, oil, and dirt.
3. Allow the isopropyl alcohol to evaporate for one minute.
4. Using a small paint brush, apply a light coat of adhesive Chrysler Parts Number 3549956 to the backside of the decal or applique and to the surface underneath. If possible, do not apply adhesive any nearer than one-half inch to the periphery of the part, in order to avoid squeeze-out which will result in a poor appearance. The adhesive is light olive - drab in color.
5. Allow the adhesive to air-dry for two minutes.
6. Pressurize the surfaces together firmly.

(Over)

## BODY

### A TWO PART BULLETIN

(1) - ALUMINUM  
DECALS AND  
APPLIQUES  
ADHESION  
REPAIR

1969

1970

1971

MODELS

(2) - VINYL BODY  
SIDE MOLDING  
ADHESIVE  
BOND REPAIR

1970-1971

MODELS

P-507-C

This bulletin is supplied as technical information only and is not an authorization for repairs



Part 2

There are two types of vinyl moldings - one vinyl molding is applied directly to the body or to a bright metal molding by a double faced adhesive tape - the other is bonded to metal moldings by a heat activated adhesive and the metal molding is attached to the body.

The field repair procedure for bond failures of the vinyl moldings is as follows:

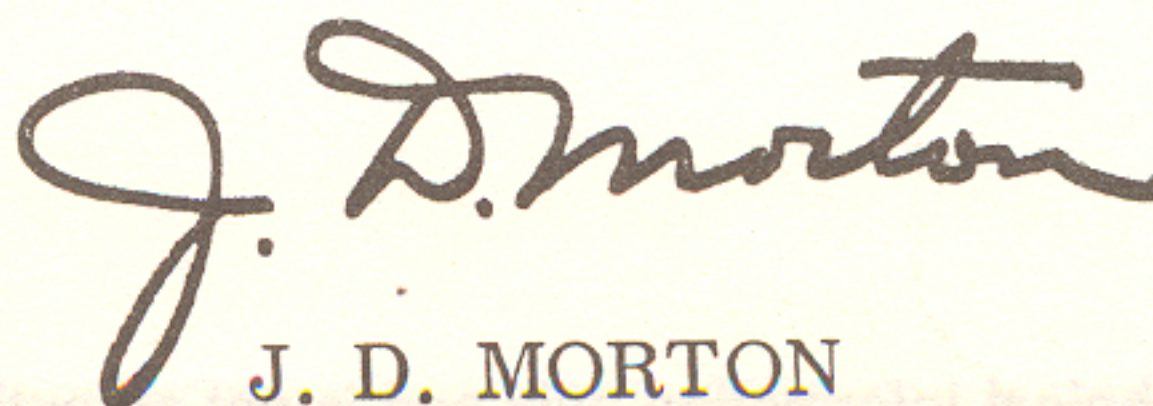
1. Carefully fold back the loose vinyl strip (or vinyl with tape attached) to a point where the bond is firmly intact.

Note: For vinyl attached by adhesive tape, do not remove or discard the tape since the repair adhesive will be applied to the tape in a subsequent step.

2. Using a dry clean cloth, wipe any loose dirt from the body surface or metal molding and from the back side of the vinyl (or tape attached to the vinyl).
3. Using a clean cloth dampened with isopropyl alcohol, wipe the body surface or metal molding and the back side of the vinyl (or tape attached to the vinyl). Allow the surface of the body, metal molding and/or vinyl to air dry for two (2) minutes.
4. Using masking tape, mask off the area on the body surface (or metal molding) to be bonded. This area should be 1/16" to 1/32" short, inside the area defined by the edges of the vinyl strip, so that the adhesive will not be visible after bonding.
5. Using a narrow paint brush, apply a coat of adhesive P/N 3549956 to the body surface (or metal molding) and also apply a coat of the adhesive to the back side of the vinyl strip (or tape attached to the vinyl).
6. Allow the adhesive to air dry for one or two minutes.
7. Remove the masking tape rapidly to prevent the simultaneous removal of adhesive.
8. Bond the vinyl (or vinyl with tape attached) to the body surface (or metal molding) and pressurize firmly to assure maximum contact.

Note: The foregoing procedure is not applicable to moldings which are tape-attached and where the bond failure occurs between the vinyl insert and the tape. This type of failure will require that segment of vinyl molding to be replaced.

POLICY: INFORMATION ONLY



J. D. MORTON

Manager - Technical Services

U. S. AUTOMOTIVE SALES AND SERVICE