


The 1968 Plymouth Furys

VIP. Sport Fury. Fury III, II and I. (Plus wagons.)

The distinct big cars of '68. Cars that handle and drive as if there were no such thing as a bad road. Cars whose resale value has shown the greatest improvement, year after year, of any competitive automobile. They're part of the beat.

A movement. An awakening.

The Plymouth win-you-over beat goes on 



VIP

How do you change the most successful car you've ever had?

Deluxe wheel covers are standard. As are tender-mounted turn signal indicators. Recessed nameplate that sets flush with fender metal. And smoothing out the long handsome look are complimentary skirts over wide, rear wheel openings.

VIP is luxurious as no Plymouth before it. Elegant in stance and stature. 17¾ feet of graceful persuasion.

You make it even more beautiful from stem to stern. You keep it long, low, wide. One look at VIP and it's obvious, we've gone to great lengths to win you over again this year.

Swing wide the driver's door and VIP distinction is immediately evident. Slip in and foam padded seats welcome you royally. Close the door and the ignition switch light stays on so you can see to insert the key. Then, this time delay light shuts itself off without you giving it a thought.

Around you, deep-ribbed vinyl on doors, rich knit cloth seats with vinyl trim and standard fold-down arm rest in front.

The look forward. A broad, far-reaching expanse of hood. An instrument panel that makes even a high-price luxury car buyer sit up and take notice. We call it Safe/Flight instrumentation. Protection-padded across the top and the bottom. Illuminated by miniaturized indirect floodlights. You not only see the gauges and ash tray at night but also the switches (which are toggle-and roller type).

The VIP you're looking at is wearing one of 17 brilliant color choices. And doing it as beautifully as a beauty queen wears a crown. Shown with optional deep-dish wheel covers, black vinyl roof.

If you've never seen a Plymouth this lavish, it's because there has never been a Plymouth like it.





The VIP 4-door Hardtop

VIP

This is the kind of car some people pay a lot more for and often get a lot less.

VIP is luxury, from the premium grille to handsome dual tail lamps with appliqué-and-surround molding at the rear. Between the two, an integrated lower side molding the entire length of the car, plus "mini" fender skirts over the rear wheel openings.

Lights. Lights. In the trunk. The glove box. "C" pillar lights on both sides. Courtesy lights at each side of the instrument panel. A map light. Even turn signal indicators mounted atop the front fenders where you can see them without looking away from the road.

And worth mentioning again, a time delay ignition switch light that doesn't leave you fumbling in the dark to insert your key after you close the front door.

Where's the stereo unit? We figure an 8 track, high fidelity tape system is meant to be heard and not seen. So we didn't just add it on or hang it under. We built this option integral with the radio in the instrument panel.

And the Plymouth win-you-over beat goes on.

Optional Auto-Speed control. Right at your fingertips on the end of the turn signal lever. Handy, yes. And simple. You touch a button for the ultimate in pre-set speed control.

Airtemp air conditioning. A quiet, quick cooling option. And for year-round comfort it's available with automatic temperature control for set-and-forget heating and cooling.

Other options. Tilt-A-Scope deluxe steering wheel. 6-way power seats. Power steering and brakes. Power door locks. Power windows. Individualized front comfort seats (passenger seat reclines).

Interior shown: standard in 4-door hardtop. Cloth-and-vinyl with front fold-down arm rest. Same interior with individual front seat backs is standard in 2-door Fast Top.

Say you want all-vinyl? Pleated for great appearance and cool comfort? It's optionally yours in white, red or gold. Genuine leather upholstery is another option (and no one else offers it in VIP's class).

We could have built the VIP like any other low-price car. But we got carried away.

The Plymouth win-you-over beat goes on. ❤️



Sport Fury

It's easy to see why Fury started a movement. A momentum. And wound up the most successful car we've ever built.

People who are just natural-born sports lovers love Sport Fury. Snap into a seat belt. You'll understand.

First experience. All-vinyl bucket seats with thick foam padding. Then comes an unheard-of choice between the seats. (1) a floor-mounted console with transmission shift control, or (2) a center seat with back that folds down as an armrest. The choice is yours. No extra cost.

Second experience. Four great V-8s. From the biggest standard V-8 (318 cu. in.) to the biggest optional V-8 (440 cu. in.) in the class.

Third experience. The ride, the handling, the feel of front torsion bars. Only two other American-built cars (outside Chrysler Corporation) offer torsion-bar suspension. And they're priced \$1500 to \$3000 beyond a Sport Fury.

We've made Sport Fury complete including, on the convertible, a glass backlight. It easily scrapes clean of ice or snow. Doesn't scratch like plastic or have to be unzipped to lower the top.



Sport Fury

Isn't this the look to quicken your pulse? Sport from here to there. And everywhere it's obvious why the win-you-over beat goes on . . .


From a Sport Fury Convertible, to a Fast Top and Hardtop. Three great choices with a lot in common.

All Sport Furies come with new extruded aluminum, black-background grille that doesn't look "stamped out." Bright wheel opening and sill moldings. A dashing paint stripe down the side.

Inside, all-vinyl on the doors, seats, roof liner. Dense loop carpeting. Notched back rear seat. There is, of course, an energy-absorbing steering column, and numerous other features we've included to make this your big year with Plymouth.

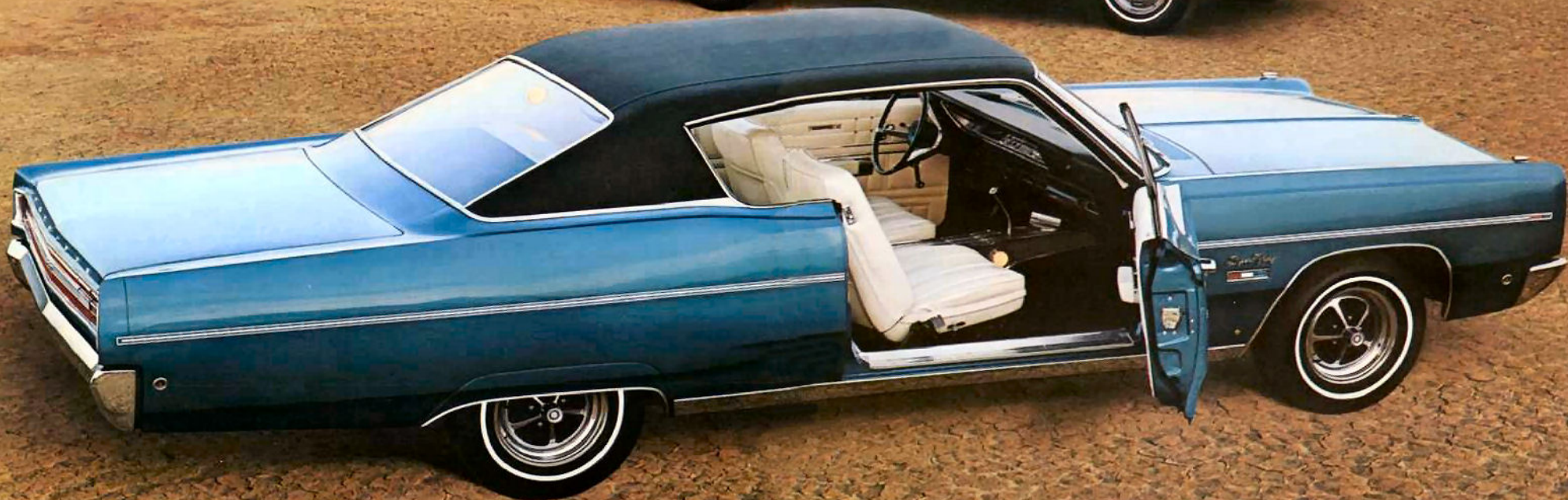
We've padded the instrument panel, top and bottom, as well as the rear tops of front seat backs. We've dulled annoying glare. Overall, we've stretched the look so there's nothing else around quite like it.

To really win you over again, we've also improved all our V-8 engines. Right across the line, Plymouth engineers have made the changes that make a difference. And performance is all the better for it.

How can you top all this? With an optional vinyl roof. Your choice of black, green on green, or gold on white in a texture that creates illusions of grandeur. The Plymouth win-you-over beat goes on. 



Sport Fury 2-door Hardtop



Sport Fury Fast Top with standard all-vinyl interior



Fury III 2-door Fast Top



Fury III 4-door Hardtop



Fury III 2-door Hardtop



Fury III Convertible



Fury III 4-door Sedan

Plymouth Fury III

Our stylists went out of their way to make last year's best selling Fury a trend setter again in '68.

The Plymouth win-you-over beat is a movement, a trend, an awakening.

It's a car that handles and drives as if there were no such thing as a bad road.

It's a car whose resale value has shown the greatest improvement, year after year, of any competitive automobile.

It's a distinct big car that happens to be like no other car.

The front end is more massive. From the rear, Fury looks wider and lower. And in profile, no other car in its class looks anywhere near as luxurious.

Standard equipment: A Safe/Flight instrument panel with flood-light illumination, toggle and roller-type switches. 17 exterior color choices. Complementary interior choices. Color-keyed carpeting. Torsion-bar front suspension. The biggest brakes, the biggest trunk in the class. The list includes loads of other important standard features (see inside back page), because we didn't stop short of winning you over completely.

If you think that last statement was a sizeable one, look again. Fury is a sizeable car.

It spans 17½ feet in length. Its track straddles a good 62 inches of the road. And there's no scrimping on wheelbase either. It's over 119 inches.

All the ride, room and comfort of a heavy, high-price car are right here in Fury III. Plus handling that makes you glad you're in the driver's seat.

Plus a long line of engine selections—from a snappy economy Slant Six . . . to the biggest standard V-8 among low price cars . . . to a Commando 383 with 2-barrel carburetor. Up to here you're on regular gas.

The list goes on to include our Super Commando engines: the 4-barrel 383 and a 440 cubic inch V-8, the likes of which no other car in Fury's class can equal.


The selection is yours, for the making, as are convenience and accessory options—more options than ever before.

Just to mention a few: Airtemp air conditioning with automatic temperature control (over 45% of today's Plymouth Fury buyers include air conditioning, why not you?). 8-track stereo tape system. Head restraints. Deep-dish or sport wheel covers.

Even new ideas in little things, like a time delay ignition switch light that comes on automatically when you get in, stays on after you close the door, then shuts itself off.

Plymouth has thought of everything it takes to win you over, and wrapped it up in five beautiful new versions of last year's record-breaking Fury III. There's a sedan, a 2-door hardtop, a 4-door hardtop, a convertible—and also for '68—a sporty new Fury III 2-door Fast Top.

Every one built to get you where you're going as comfortably as possible, as safely as possible, and in a style that's as individual as yourself.

The Plymouth win-you-over beat goes on. 



Fury III Fast Top

Fury III

Have we said, "We'll win you over with a new Fast Top"? Now we've said it.

You might say Plymouth people are preoccupied with winning you over. Actually, we live by it. That's why this new enticement, a Fury III Fast Top.

This is a suave good-looker with one basic theme: excitement. With generous highlights of bright molding the full length of the body, around wheel lips and windows.

The excitement's no secret. When you offer the biggest standard and optional V-8s going in this price range, in a car that looks this sporty, the word is bound to get around.

A 3-speed stick is standard. But you can order options like 4-on-the-floor or a 3-speed automatic, front disc brakes, all-vinyl seats.

There's a unique instrument panel to the front of you. An acclaimed suspension under you. And all around where it counts, plenty of sound deadener for peace and quiet.

Also, as shown above, an optional textured-vinyl roof and disc brake wheel covers.

Something else you'll like: those "mini" skirts over the rear wheel openings. Would you expect less on a get-with-it car?



Fury III 2-door Hardtop

Fury III 4-door Hardtop

Fury III

Maybe these hardtops will be the stars of '68. Look around. You'll see. They've got what it takes.

Once you've taken in that gorgeous exterior, the inside will double your enjoyment.

We've given the instrument panel full upper and lower padding. Put carpeting at your feet. Included an electric clock to count happy moments as they fly by.

Or cast your eyes, right, to the optional seat pictured. Isn't that a handsome way to wear success? Here's deep-ribbed design. Thick foam padding. A supple feel that's rare at this price. A fold-down armrest, too.



Optional all-vinyl interior in black.

How about the *standard* interior? It, too, is a knock-out, with vinyl and high-sheen nylon upholstery, biscuit pleated.

Fact is, most of what you want is standard. Inside and outside rearview mirrors. Lights in the glove box and trunk. Padded visors. Dual braking system. And the etceteras go on and on.

As for options, you can let your desires run from deluxe wheel covers to 8-track stereo. From disc brakes in front to three shades of textured vinyl roofs (black, green on green, gold on white).

We could say more, but why spoil the fun of trying out a winner for yourself. Go ahead. The wheel is waiting.



Fury III Convertible

Fury III

If you've got the itch for a top-down favorite, Fury III says go ahead and scratch.

Most of what makes a convertible a great convertible is standard. A strong unibody build that resists the usual squeaks and rumbles. A durable soft top that works electrically.

And thank our engineers—there's a glass backlight that won't discolor or scratch like plastic (and you can leave it zipped when you lower the top).



Fury III Convertible standard all-vinyl interior

But that's only part of the story. A convertible should be long and low. This one is. A convertible should be great to have around, rain or shine. This one is. A convertible shouldn't look like just another convertible. This one doesn't.

And the real kicker for fresh-air fans is that this Fury III interior doesn't need movie stars, or fading sunsets, or moons over the country club to make it glamorous.

It's every bit as plush as it seems. It's carpeted. All-vinyl upholstered. Includes fold-down front armrest, notched back rear seat, cigar lighter, glove box, light, clock, padded instrument panel and sun visors. All standard.

At least once in a life a man should come out swinging. Isn't that Fury III playing your tune?



Fury III 4-Door Sedan

Fury III

Call it tough. What else?
Like all Furies, this 4-door sedan
is a Plymouth.

The body and frame is solid-built as one unit. So Fury rides tight. Paint is tough acrylic enamel applied in a seven-step process of dips and sprays. So Fury resists rust with a vengeance.

The large self-adjusting brakes are bonded. So they last and last. And there are no rivets to score drums. Recommended chassis lubrication? 36,000 miles.

Add in that Fury's made by Chrysler Corporation—plus Fury's good resale value—and you come to one conclusion: The Plymouth Fury you buy today is a wise investment for tomorrow.



Standard cloth-and-vinyl interior in tan

Maybe, for you, this 4-door sedan is just the ticket. Besides being super-roomy and a good looker to boot, it's a performer.

You get the biggest standard V-8 in this price class. (Or, if you


lean toward economy, there's a model with a Slant Six.) But maybe the real you likes to take off for the wilds. Then, consider some options:

A 383 V-8. A trailer-towing package. Power steering and

brakes. Bumper guards. Airtemp air conditioning. And to include a nice touch, a textured vinyl roof. All well worth the extra cost.

Interior shown: Cloth-and-vinyl in your choice of 6 coordinated

colors. Blue. Tan. Red. Black. Green. Gold. Prefer optional all-vinyl? We've got that, too.

The Plymouth win-you-over best goes on. 



Fury II 4-door Sedan

Fury II

In one long sweep, 17 1/2 feet of motion breaks the look-alike barrier.

A family of today is not like the family of yesterday. They don't live alike, dress alike, or think alike. So why drive a look-alike car?

With Fury II you can take off on your own. With the freshest difference in traveling the budget has experienced to date.

The very modest price includes the handsome nylon-and-vinyl interior you see below, lower right. Or as an option, there are pleated all-vinyl choices. Great comfort for six. Tough enough to resist a gang of kicking kids.

Lots of good things make Fury II a standout. Full-length side molding. Drip rail and "C" pillar molding. Distinctive rear moldings with satin aluminum insert area. Integrated tail lamps and back-up lights.

Plus you get cigar lighter. Glove box lock. Steering wheel with horn ring. Rearview mirrors, inside and out. Nylon carpeting. A Slant Six or 318 V-8.

Many more features are included to make Fury II just the car to drive anywhere. The Plymouth win-you-over beat goes on!



Optional all-vinyl interior



Standard cloth-and-vinyl interior

Fury I

Fury's the car that's winning the West, East, North, South and all points in between.

These 2- and 4-door sedans are a couple of other reasons why Plymouth popularity is making such a grand sweep. These are Fury I. Plymouths every inch. Young. Strong. And above all, practical.

Seats are done in durable nylon-faced fabric with vinyl trim for easy cleaning. Instrument and door panels are, likewise, trimmed in scuff-resistant vinyl.



The glove box locks. The floor is covered with long wearing carpeting. Armrests? Front and rear. Plus you get a cigar lighter.

And under the hood, there's an economical 225 cu. in. Six, or for more kicks, a 318 cu. in. V-8. (Harness those horses to a straight-stick or optional 3-speed automatic and you can leave a lot of things behind. Including gas pumps.)

Practical? Here's all the room, comfort and quality engineering the Plymouth win-over is all about, yet Fury I is the lowest priced of the long, successful line.

Oh yes, about the strong part. We only build Plymouths one way: To win you over for good.

The Plymouth win-you-over beat goes on. ❤️



Fury 14-door Sedan



Standard cloth-and-vinyl interior in blue

Plymouth Fury Station Wagons

Three beautiful ways to be
practical.

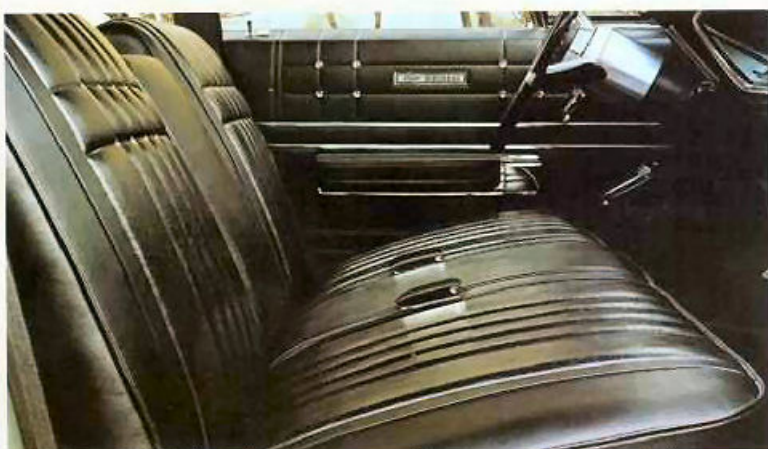
Suburban—Whoever needs an
economy model that comes with
full carpeting and all the
trimmings? You did. Just now.



Custom Suburban—A wagon for
all seasons. Load it to the roof
with lumber in the morning, take
it to the theater at night. It's
right at home.



Sport Suburban—Imagine a giant
hauler, trimmed with luxuries
like an all-vinyl interior,
individual front seat backs and
fold-down armrest. Add body
paneling with a wood-grain
effect and you've got the idea.



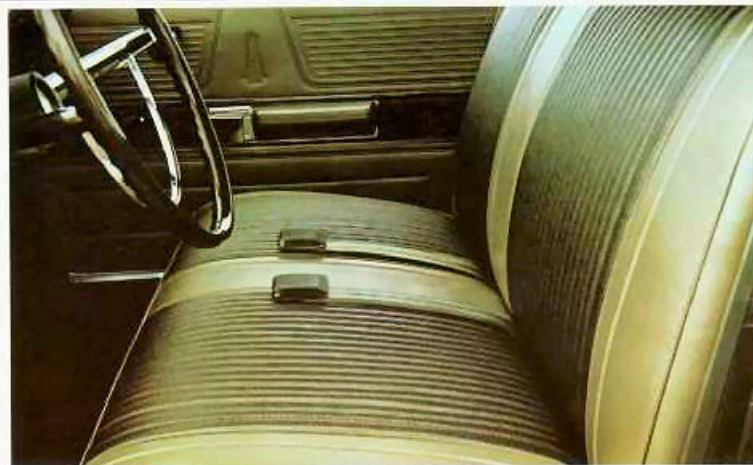
Sport Suburban interior in black, with folding center armrest. Leave it up—you've got a wide bench.



Bring it down—you've got individual comfort.



Ever-clean tall gate window option. Goes down dirty. Comes up clean.



Custom Suburban interior, shown in green, is practical as well as pretty.



The biggest cargo area in their class—Plymouth Fury Wagons.



Suburban interior in blue. The economy doesn't show.

Sport Suburban— 2- and 3-seat models

When a station wagon has the biggest hauling capacity in its class (96.9 cubic feet plus a compartment under the floor), it doesn't really have to look pretty. But we figured, let's live a little and make it gorgeous, too.

So we include dual tail lamps with rear appliqué. Individual front seat backs and fold-down armrest. And to set it off properly, the interior is done in cross pleats and buttons, all-vinyl. That's a whole lot of suave.

Electric clock, lighted glove box and body paneling with the look of wood are a few of the unexpected standard touches. Plus the 3-seat wagon even has rear bumper guards and step pads.

For the finishing touch, you have a choice of 17 exterior colors and five interior colors. That ought to keep you busy for a while.



Custom Suburban— 2- and 3-seat models

Besides being super-roomy and sinfully beautiful, the Custom Suburban is a performer, too. It has the biggest standard V-8 in its class. Or you can choose from three optional ones all the way to a 440 cubic incher.

Go on. Cram it with bricks, boards, kids, then watch it step off, Plymouth style. It's an eyefull. With bright moldings around windows, wheel lips. And full length body side molding that widens at the rear.

Talk about options . . . you'll love our latest. It's a tail gate window that washes and dries itself. Lower it. Push the washer button. Raise it. Voila! Instant clean. Available on all Furies with power tail gate windows.

Power, comfort, convenience and good looks . . . what more can you ask for? An optional roof rack? Just say the word.



Suburban—2-seat model

Here's living proof that a big, full-size wagon doesn't have to cost a big, full-size fortune.

All the little things that add up to a lot of comfort and convenience are there. So are distinctive touches like full length side molding and rear appliqué. Enjoy!

Practical? It makes a solid oak breadboard seem frivolous. A wide load area lets you haul all sorts of big, peculiar-shaped things. Vinoleum load floor and hardboard headlining are there for protection.

Like all Plymouth Fury Wagons, it comes with glove box lock, carpeting, vehicle side marker lights and many other safety and convenience items, standard.

The Plymouth win-you-over beat goes on. 🍷



Plymouth Fury Options

To make a good thing even better, here is a partial list of personal options. Check with your Plymouth salesman. Some of this equipment may be standard on the Plymouth you choose.

Those options not illustrated: Heavy-duty brakes. Electric clock. TorqueFlite 3-speed automatic transmission. Deluxe steering wheel. Tinted glass. Door edge protector moldings. Power door locks. Power front seat. Power steering. Power windows. AM radio. AM/FM radio. Heavy-duty suspension. Undercoating with hood insulator pad. Textured vinyl roof (black, green on green, gold on white) on hardtops, Fast Tops or Fury III 4-door sedans. Center seat belts. Deluxe seat belts. Shoulder harnesses.



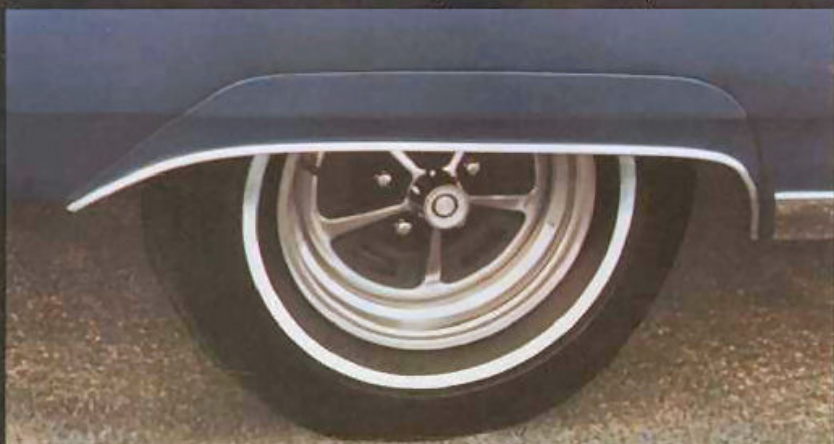
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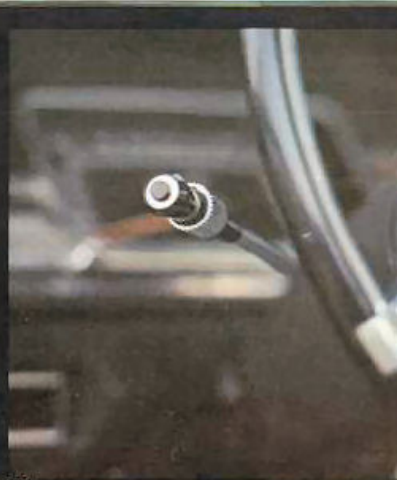
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1. If you want to be a sport, 4-speed is a must. Stir your gears by hand and enjoy it! 2. Head restraints, available with any seat type, make for greater safety. 3. New time delay Ignition switch lamp ends nighttime key fumbling. Turns on when you open the door, stays on after

you close the door. Then, shuts itself off. Part of an optional lighting package which includes map light and 4. fender-mounted turn signal indicators. 5. Road wheels add a sporting flair to any Fury, and you can set them off even more by specifying the fender skirts. 6. Don't sweat it.

Now you can pick a temperature and forget it, winter or summer, with our new automatic temperature control with Airtemp air conditioning (also available without automatic temperature control). 7. Sure-Grip does what it says. Keeps traction at a maximum no matter what the

conditions. 8. Bright pedal trim. Standard on VIP and Sport Fury, or whenever you specify power brakes for easier stopping. 9. Rubber bumper guards. The best-looking protection you'll ever buy. 10. Remote control outside rearview mirror adjusts from the inside. 11. Winter's




frost and summer's steam don't mean a thing to you when you get the rear-window defogger. **12.** You like music? This 8-track stereo tape cartridge unit with AM radio is the greatest. **13.** Deep-dish wheel covers have a unique look of their own. **14.** Sport wheel covers, standard

on the Sport Fury, add that extra dash of elan. **15.** How about disc brakes and disc-brake wheel covers? And while you're at it, specify the wide Red Streak tires for super traction and cornering power. **16.** Deluxe wheel covers, standard on the VIP. A bit of the good life for

other Furies. **17.** Move it in, out, up, down. You can always find a comfortable driving position with our Tilt-A-Scope steering wheel. **18.** Pick a speed. Just push a button on the Auto-Speed control and it's set. The control is right on the end of the turn signal lever. Handy. Simple. You

can speed up, slow down (to above 30 mph) and resume the pre-set speed. Nothing else like it! **19.** Disc brakes—best thing that's happened to stopping.

The Plymouth win-you-over beat goes on. 

Plymouth Fury Engines

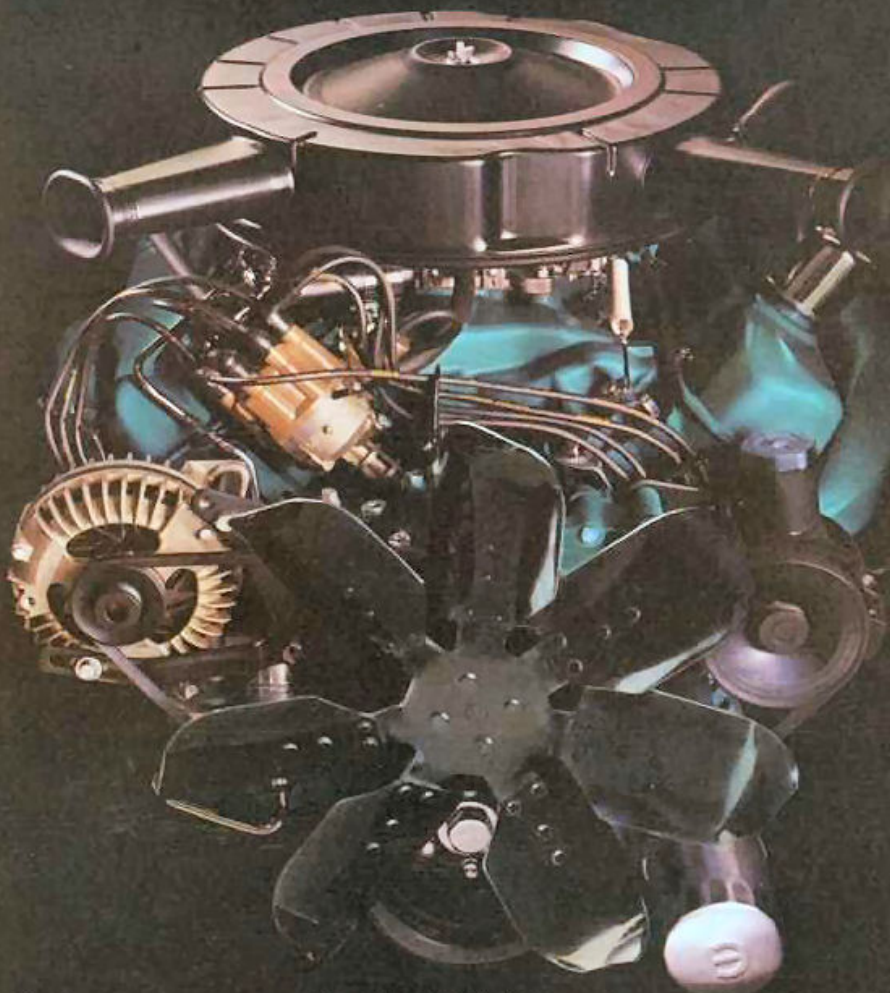
Engines, engines, engines. One for every need, from super economy to just plain super.

225 6-Cylinder

The 145 horsepower Slant Six is our frugal type. It's standard on Fury Six models. Manual transmissions come with a 9 $\frac{1}{2}$ in. clutch on this one, and when you order TorqueFlite automatic you get a 10 $\frac{1}{2}$ in. torque converter. A silenced air cleaner and Clean Air System complete the confection. Sweet!

318 V-8

Fury's standard V-8—the biggest in its class! This year it's even better than ever before, with smoother, quieter production of 230 horsepower. A 2-barrel carburetor with a silenced air cleaner feeds it. Springily. And you don't have to buy it premium fuel when it gets hungry.



Commando 383 V-8


The first step up from the standard V-8 is a lulu. Lots of improvements. In the heads. Larger manifold intakes. Larger exhaust manifolds. A low restriction exhaust system. Result: increased breathing, more go. 290 horsepower, and all this from a 2-barrel carburetor, on regular gas, yet. An 11 in. clutch transmits the power to manual transmissions, while an 11 $\frac{1}{2}$ in. torque converter comes with the TorqueFlite automatic. Beefy.

Super Commando 383 V-8

You don't believe in halfway measures? Then you came to the right place. This is the whole ranch, with 330 horses in the herd. A 4-barrel carburetor with air valve secondaries heads 'em up. Low-restriction dual exhausts move 'em out. All the good things we did to improve the Commando 383 have been done here, too. High-compression pistons finish the job of making this engine something special.

Super Commando 440 V-8

This is it. The act nobody else can follow. Our famous 440 Wedge engine is the biggest V-8 in its class, and acts like it. A husky 4-barrel carburetor with unsilenced air cleaner makes sure there's no famine down in the engine room. And low-restriction dual exhausts plus heavy-duty suspension and heavy-duty self-adjusting brakes complete the package. 375 horsepower. Super.

The Plymouth win-you-over beat goes on. 

Standard features

VIP

318 cu. in. V-8. Premium front grille with VIP designation. Dual tail lamps, each side, with integrated back-up light and applique. Deluxe tufted-cloth interiors with vinyl trim and full-down front seat center armrest. Deep foam-padded seat cushions. Long front armrests with bright bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Deluxe wheel covers. Full-length body side molding integrated with front wheel opening moldings and rear skirts. Fender-mounted turn signal indicators. Bright pedal moldings. Electric clock. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Instrument panel courtesy lamps. Combination map and courtesy lamp with separate switch. Ignition switch lamp with time delay shutoff. Glove box lamp. Glove box lock. Trunk compartment lamp. Rear courtesy pillar lamps. 17 exterior color choices.

Sport Fury

318 cu. in. V-8. Premium front grille with Sport Fury designation and black background. Dual tail lamps, each side, with integrated back-up light and coordinated applique. Bucket seats. All-vinyl interior. Choice of armrest/seat cushion center unit or console. Color-keyed nylon carpeting. Notched-back rear seat. Deep foam-padded seat cushions. Long front armrests with bright bases. Rear armrests with ashtrays. Sport wheel covers. Wheel opening to moldings. Rocker side molding. Full-length body side paint stripe. Fender-mounted turn signal indicators. Bright pedal moldings. Electric clock. Cigar lighter. Combination map and courtesy lamp with separate switch. Safe/Flight instrument panel with non-glare floodlights. Ignition switch lamp with time delay shutoff. Rear seat courtesy lamps. Glove box lamp. Glove box lock. Trunk compartment lamp. 17 exterior color choices.

Fury III

225 cu. in. Six or 318 cu. in. V-8 (V-8 only, on 4-door hardtop and convertible). Deluxe fabric-and-vinyl interiors in hardtops and sedans; all-vinyl in convertible. Color-keyed nylon carpeting. Thick foam-padded seat cushions. Notched-back rear seat—convertible. Long front armrests with bright bases. Rear armrests with ashtrays. Full-length body side molding, wider at rear, with paint-fill wheel opening lip moldings. Dual tail lamps, each side, with integrated back-up lights and applique. Bright upper door moldings—4-door sedan. Electric clock. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Rear seat courtesy lamps (dome lamp only, 4-door sedan). Glove box lamp. Glove box lock. Trunk compartment lamp. 17 exterior color choices.

Fury II

225 cu. in. Six or 318 cu. in. V-8. Tasteful cloth-and-vinyl interiors. Foam padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Full-length body side molding. Roof drain trough molding. "C" pillar belt molding. Single tail lamp, each side, with integrated back-up light. Rear moldings with satin aluminum insert area. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Steering wheel with partial horn ring. Glove box lock. Dome light. 17 exterior color choices.

Fury I

225 cu. in. Six or 318 cu. in. V-8. Color-keyed cloth-and-vinyl interiors. Foam padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Full-length body side molding. Bright rear window moldings. Single tail lamp, each side, with integrated back-up light. "C" pillar belt molding. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Steering wheel with partial horn ring. Glove box lock. Dome light.

Sport Suburban

318 cu. in. V-8. All-vinyl seats with individual front seat backs and fold-down armrest. Deep foam seat padding. Color-keyed nylon carpeting. Long front armrests with bright bases. Rear armrests with ashtrays. Vinyl window moldings. Wood-grain body side trim. Bright upper door moldings. Rear applique with dual tail lamps each side. Rear bumper guards and step pads—3 seat wagons. Electric clock. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Glove box lamp. Glove box lock. Dome light. Rear center dome light. Tail gate electric window and assist strap for closing tail gate from inside—3-seat wagons. 17 exterior color choices.

Custom Suburban

318 cu. in. V-8. Plated all-vinyl interiors. Foam seat padding. Color-keyed nylon carpeting. Front armrests with color-keyed bases. Rear armrests with ashtrays. Vinyl window moldings. Wood-grain body side trim. Bright upper door moldings. Rear applique with dual tail lamps each side. Rear bumper guards and step pads—3 seat wagons. Electric clock. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Glove box lamp. Glove box lock. Dome light. Rear center dome light. Tail gate electric window and assist strap for closing tail gate from inside—3-seat wagons.

Suburban

225 cu. in. Six or 318 cu. in. V-8. Color-keyed all-vinyl interiors. Color-keyed nylon carpeting. Foam seat padding. Front armrests with color-keyed bases. Rear armrests with ashtrays. Vinyl window moldings. Full-length body side molding. Roof drain molding. Rear moldings with satin aluminum insert area. Single tail lamp each side. Cigar lighter. Safe/Flight instrument panel with non-glare floodlights. Dome light. Glove box lock.

With Fury, safety is not an after-thought. It's built in.

Safety features include:
Improved fuel tank retention
Vehicle side marker lights
Folding seat back-latches
Instrument panel padding (full upper and lower)
Recessed instrument panel knobs and switches
Breakaway instrument panel ashtray
Energy-absorbing front seat back tops
Safety armrests
Heavy laminate windshield glass
Non-override inside door locks
Soft window crank knobs
Painted windshield garnish moldings (anti-glare)

Left outside rearview mirror
Energy-absorbing steering column
Dual brake system and warning light
Emergency flashers
Swing-away inside prismatic day/night mirror
Seat belts: 2 front, 2 rear (plus 2 in wagon 3rd seat)
Padded sun visors
2-speed windshield wipers with washers
Dull-finish windshield wiper arms and blades, horn ring, inside rearview mirror frame and bracket, turn signal and gear shift levers
Safety-Action inside door handles
Safety-Rim wheels

Specifications:

	225 6-Cyl. (Standard)	318 V-8 (Standard)	Commando 2-barrel 383 V-8	Super Commando 4-barrel 383 V-8	Super Commando 440 V-8*
Horsepower	145 hp at 4000 rpm	230 hp at 4400 rpm	290 hp at 4400 rpm	330 hp at 5000 rpm	375 hp at 4600 rpm
Torque, lbs.-ft.	215 at 2400 rpm	340 at 2400 rpm	390 at 2800 rpm	425 at 3200 rpm	480 at 3200 rpm
Compression ratio	8.4 to 1	9.2 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Bore, inches	3.40	3.91	4.25	4.25	4.32
Stroke, inches	4.125	3.31	3.58	3.38	3.75
Displacement, cu. in.	225	318	383	383	440
Carburetor type	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type	Silenced	Silenced	Silenced	2-snorkel	Unsenced
Exhaust	Single	Single	Single	Dual	Dual
Camshaft	Standard	Standard	Special	Special	High Perf.
Fuel	Regular	Regular	Regular	Premium	Premium

*For Fury station wagon, a Commando 440 V-8 with regular camshaft is offered, developing 350 hp @ 4400 rpm, 480 lbs.-ft. torque at 2800 rpm.

Exterior Dimensions—Sedans

Wheelbase	119 in. (Station wagons).....121 in.
Overall Length	213 in.
Overall Width	77.7 in.
Wheel Track—Front: 62.0 in. Rear: 60.7 in.	

Passenger Room—Sedans

Head room—Front: 39.4 in. Rear: 37.7 in.	
Leg room—Front: 41.9 in. Rear: 37.0 in.	
Shoulder room—Front: 60.0 in. Rear: 60.0 in.	
Trunk Volume	19.7 cu. ft.

Wagon Cargo Compartment Dimensions:

Floor length, 2nd and 3rd seats folded	
Tail gate open	128.9 in.
Tail gate closed	95.7 in.
Floor length, 2nd seat up	
Tail gate open	91.7 in.
Tail gate closed	58.5 in.
Height of rear opening	29.5 in.
Width of rear opening at the floor	55.0 in.

Brakes (Conventional Drum type)*

Front Wheels	11 x 2.75 in.
Rear Wheels	11 x 2.0 in.
Total Lining Area	202.1 sq. in.

*Wagons have 11 x 2.5 in. rear wheel linings. Total area 234.1 sq. in. 2nd-year disc front wheel brakes, and heavy-duty manual-adjusting drum-type brakes also available.

Transmission Gear Ratios

	1st	2nd	3rd	4th
Manual 3-Speed	3.18 V-8 3.02:1	1.76:1	1.00:1	
318 V-8 2.55:1	1.49:1	1.00:1		
Manual 4-Speed	383 V-8 2.66:1	1.91:1	1.39:1	1.00:1
Automatic 3-Speed	318 V-8 2.45:1	1.46:1	1.00:1	

Rear Axle Ratios

Manual—3-Speed (318 V-8)	3.23 to 1
Manual—4-Speed (383 V-8)	3.23 to 1
Automatic—3-Speed (318 V-8)	2.76 to 1

Capacities—Standard V-8 Models

Fuel Tank	24 gals.
Engine Crankcase (1 additional qt. for filter)	4 qts.
Cooling System (with Heater)	18 qts.

Wheels and Tires

Tire and wheel sizes vary according to model and equipment. Consult your dealer for specific model information.

Here's how Chrysler's Customer Care Warranty protects you.

Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 20,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, scuff trim and appearance items are not included. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A) have an authorized Imperial, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a safe, efficient car. Hence, specifications, equipment and prices are subject to change without notice. Automobiles pictured, in some cases, show optional equipment available at extra cost.



The Plymouth win-you-over beat goes on ...
27 models of the big-size Fury



Fury 2-Dr. Hard Top V-8



Fury 4-Dr. Hardtop V-8



Sport Fury 2-Dr. Hard Top V-8



Sport Fury 2-Dr. Hardtop V-8



Sport Fury Convertible V-8



Fury 2-Dr. Hard Top V-8 & 6



Fury 4-Dr. Hardtop V-8 & 6



Fury 4-Dr. Hardtop V-8



Fury 4-Dr. Hardtop V-8



Fury 4-Dr. Sedan V-8 & 6



Fury 4-Dr. Sedan V-8 & 6



Fury 4-Dr. Sedan V-8 & 6



Fury 4-Dr. Sedan V-8 & 6



Fury 4-Dr. Sedan V-8 & 6



Sport Sabre Wagon V-8 & 6



Custom Sabre Wagon V-8 & 6



Sabre Wagon V-8 & 6

... and on 23 models of the mid-size five



GTX 2-Dr. Hardtop V-8



GTX Convertible V-8



Sport Satellite 2-Dr. Hardtop V-8



Sport Satellite Convertible V-8



Satellite 3-Dr. Hardtop V-8 & 6



Satellite Convertible V-8 & 6



Satellite 4-Dr. Sedan V-8 & 6



Star Runner 2-Dr. Coupe V-8



Barracuda 2-Dr. Coupe V-8 & 6



Barracuda 4-Dr. Sedan V-8 & 6



Valiant Hardtop Wagon V-8 & 6



Satellite Wagon V-8 & 6



Delvelite Wagon V-8 & 6

... and on Compact Vallants



Duster 2-Dr. Sedan V-8 & 6



Signal 4-Dr. Sedan V-8 & 6



Valiant 2-Dr. Sedan V-8 & 6



Valiant 4-Dr. Sedan V-8 & 6

... and on Sports-car Barracudas



Barracuda Fastback V-8 & 6



Barracuda Hardtop V-8 & 6



Barracuda Convertible V-8 & 6

STATE MUTUAL, INC.
320 S. GENESEE STREET
WARRAND, ILLINOIS

Plymouth

