



Fury VIP...most luxurious way to go Plymouth

A new high
in luxury...

Fury VIP

**Limousine looks;
distinctively elegant appointments;
exclusive upholstery design
and fabrics**

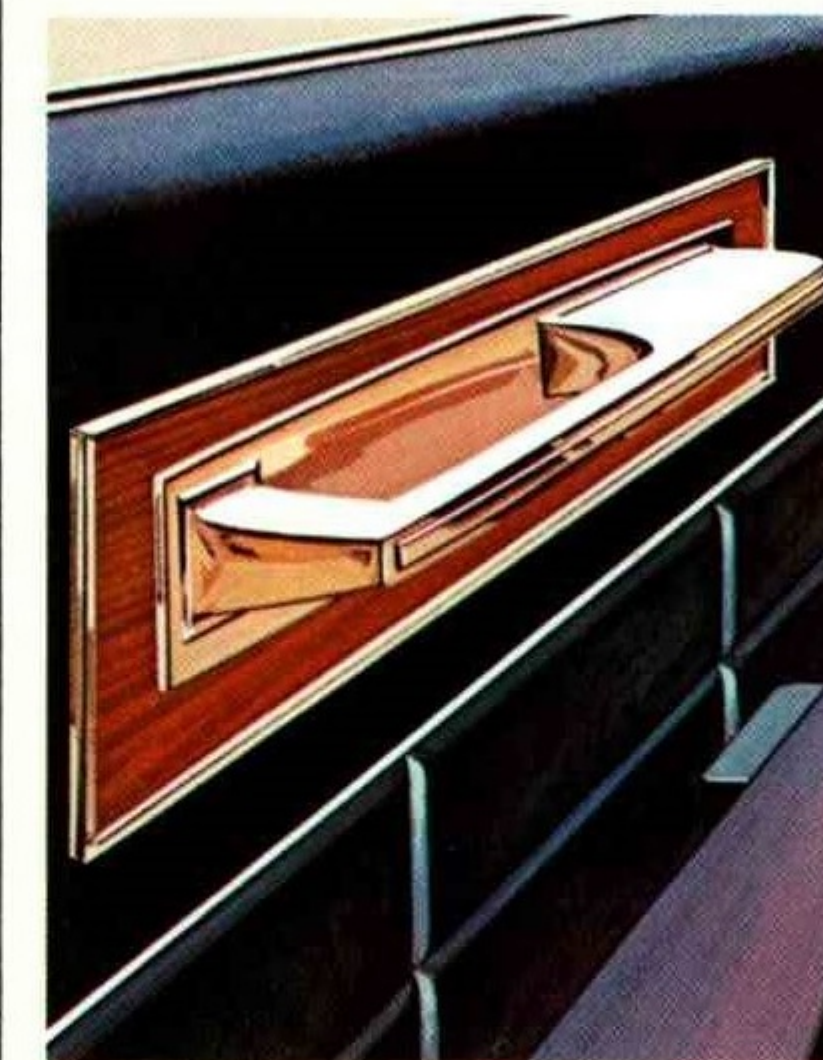
Plymouth's new Fury VIP has a natural appeal for fastidious people, accustomed to the finer things. People who accept the best as a matter of course. Fury VIP is that kind of car. It has a hand-crafted look about it that says "quality". The Fury VIP has been designed to appeal to those discriminating purchasers who desire the appointments of the traditional luxury car group, but at a more modest price. A new high in luxury . . . but well within your reach . . . Fury VIP. The most luxurious way yet to *Let Yourself Go* . . . Plymouth.



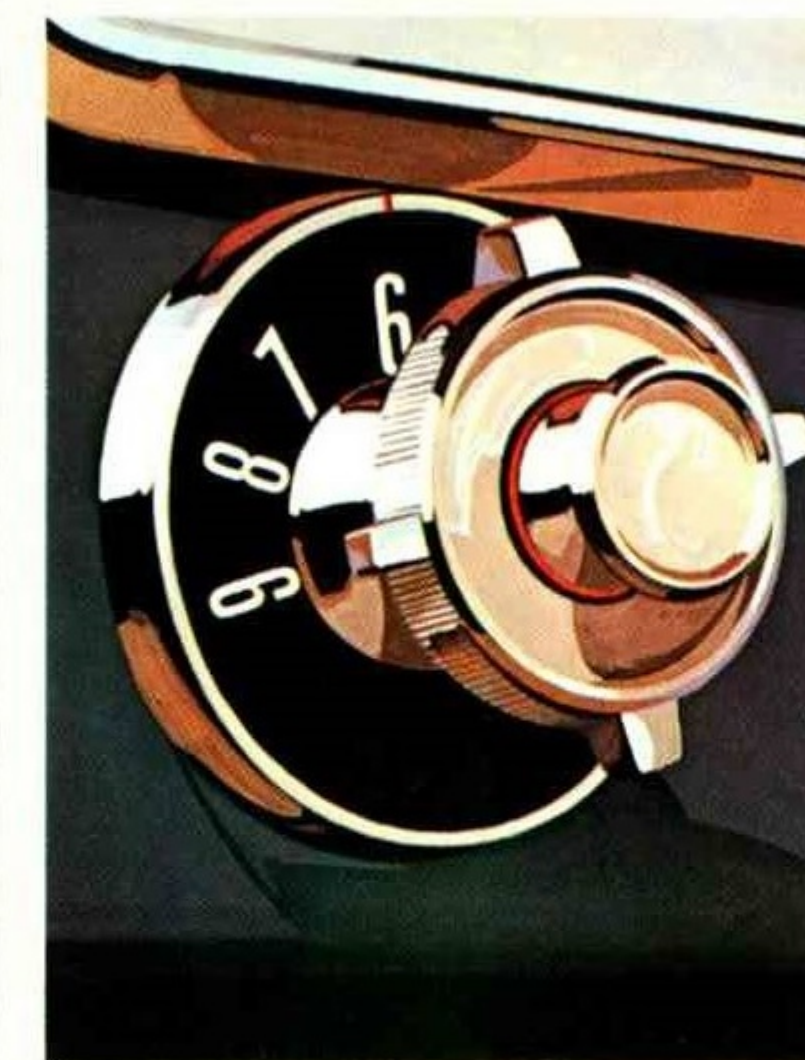
Fury VIP 4-Door Hardtop — 119" wheelbase



Fury VIP 2-Door Hardtop — 119" wheelbase



Convenient assist handles, mounted on a bright die-cast base, are backed by a vinyl wood-grained insert. Another way the VIP underscores its attention to detail.



Auto Pilot. Set the dash-mounted pointer to your pre-selected speed, and this ingenious optional control does the rest. Maintains set speed regardless of hills or declines. Disengages automatically when brake is applied.



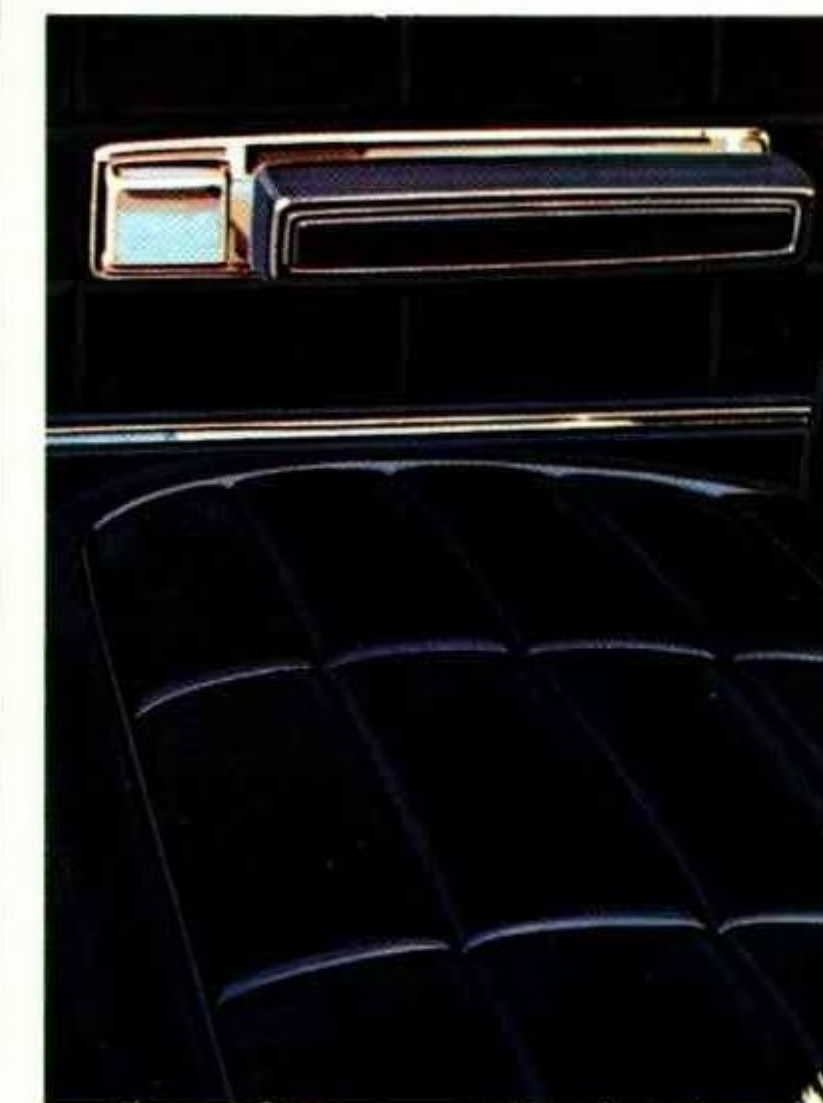
The ultimate in attention to functional detail in interior styling accents is the pair of reading lamps with independent switches, mounted as shown on 4-Door Hardtops.



Tilt-a-Scope Steering Wheel. Adds real driving luxury. This new option telescopes a total of 2.7 inches, and tilts to 2 positions above centre, and 3 positions below centre.



Even the cigar lighter on the back of the front seat, standard on the VIP, helps set this car apart, and stresses the unique quality of its craftsmanship.



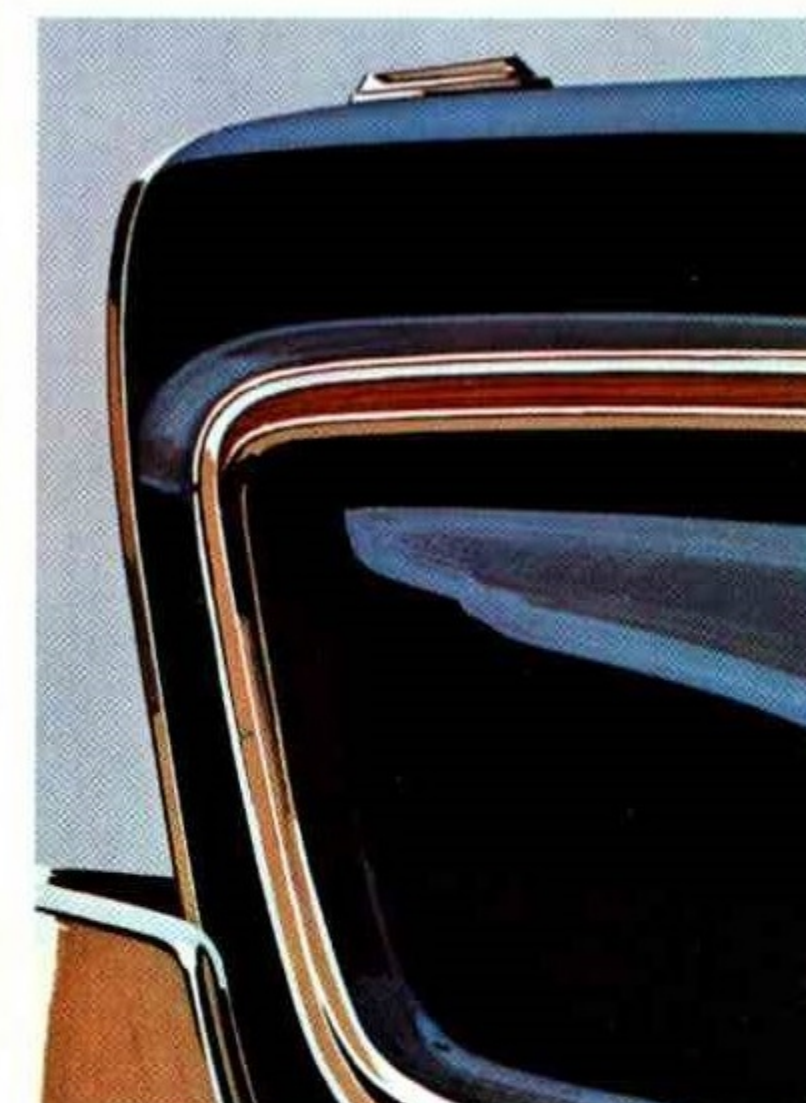
A new trend in door-handle design is shown in this ingenious new safety handle, flush-mounted for convenience, with integral armrest for comfort.



Recessed pulldown centre armrests, front and rear, (front only on 2-door Hardtop) are another comfort touch that confirms the extraordinary character of this unusually fine car.



Vinyl Roof Covering. A car with the limousine look needs the landau touch that only this leather-like appearance option can add.



The discreet use of chrome in exterior ornamentation, with walnut-grained vinyl insert, accentuates the VIP's distinctive styling approach.

MAJOR POWER-TRAIN COMPONENTS ON EVERY PLYMOUTH FURY VIP ARE WARRANTED AGAINST DEFECTS IN MATERIAL AND WORKMANSHIP FOR 5 YEARS OR 50,000 MILES (WHICHEVER OCCURS FIRST). YOUR LOCAL DEALER WILL BE PLEASED TO PROVIDE FULL DETAILS.



The most striking thing about the luxury of the Fury VIP is the fact that you get so much more for so little more. Like the distinction of owning a car that has discreetly different treatment of ornamentation. Tasteful richness of appointments. Deep-pile carpeting. Fine-textured fabrics of exclusive design. Countless extra — but immeasurably important — convenience touches. All the highly individualized refinements that make for the limousine look — at Plymouth prices. The things that will make you want to *Let Yourself Go . . . Plymouth.*

Specifications:

	318 Standard V-8	* 383 Optional Commando V-8	383 Optional Commando V-8	440 Optional Commando V-8
Horsepower	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	365 hp at 4600 rpm
Torque, lbs. ft.	340 at 2400 rpm	390 at 2800 rpm	425 at 2800 rpm	480 at 3200 rpm
Compression ratio	9.0 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Bore, inches	3.91	4.25	4.25	4.32
Stroke, inches	3.31	3.38	3.38	3.75
Displacement, cu. in.	318	383	383	440
Carburetor type	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type	Silenced	Silenced	2-Snorkel	2-Snorkel
Exhaust	Single	Single	Dual	Dual
Camshaft	Standard	Standard	Standard	Standard
Fuel	Regular	Regular	Premium	Premium

*Not available

NOTE: Constant improvement of its products requires Chrysler Canada Ltd., to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

