

1975 PLYMOUTH

DUSTER · VALIANT · FURY · GRAN FURY · WAGONS



PLYMOUTH'S GOT YOUR SIZE FOR '75

Whatever your reason for choosing a new car, Plymouth's got your size for '75... economical compacts... the exciting new mid-size Fury... the full size Gran Fury

PLYMOUTH COMPACTS

When you take a really good look at Plymouth's Valiant and Duster series you realize that they come on big and strong. In everything but price. Maybe this is the reason they hang onto their value so well around the used car lots. Now most people don't buy a car only because it makes a good trade; but it ought to be a serious consideration before you make your buying decision. Besides, there's so much more to a Plymouth compact while you own it.

A Duster or Valiant is an investment in comfort. Their spaciousness reveals dramatically that they are cars for adult-size people. Seats are wide, soft and comfortable. Floor space and pedal arrangements are intended to accommodate a size 12 boot as well as a dainty size 5. You, and as many as five passengers, don't feel stuffed in. Thanks to almost 20 cubic feet of trunk space, the same goes for their luggage. And of course, for a modest extra outlay you can specify any number of quality accessories to add to your comfort and convenience. You can, in effect, build your Plymouth compact just about any way you want it. And, needless to say your Plymouth Duster or Valiant is an investment in economy... the standard Electronic Ignition System for example is a feature you won't find on some cars costing much, much more. It needs no points or condenser and is practically maintenance free.

So make sure you take a very thorough look at the 1975 Duster or Valiant. Outside. Inside. Underneath. Wherever you look, you find quality that rewards you every moment you own one of the new compact cars from Plymouth.

THE NEW MID-SIZE FURY

It's what a lot of people have been waiting for. A car that's not too big... nor disappointingly small. The excitement's all there. So is the luxury. As well as all the traditional Chrysler engineering advantages.

What the tape measure cannot reveal is the degree of comfort and convenience you'll find inside the new mid-size Fury. Or the alert new styling that gives motoring a fresher point of view.

In keeping with the mid-size-but-luxurious styling, choose from interiors such as Fury's eye-opening multi-coloured Sundance cloth-and-vinyl seating, or the new soft (but long

wearing) velour with matching vinyl trim. With colour co-ordinated shag floor carpeting of course. On the outside, consider the colour choice. There are 18 to choose from for '75, 6 of them, new and specially mixed to match the spirit of the new mid-size Fury. Also you can choose from 6 new vinyl tops. Each is selected to co-ordinate with your chosen body colour.

For standard power, you can count on our smooth running 225 6 cyl. or 318 V-8 fitted with proven Electronic Ignition System. And helping you put that power efficiently and economically on the road is Fury's Torqueflite automatic transmission.

Just in case you equate lesser length with lesser luxury, style and performance, take a look at the new mid-size Fury and discover what Plymouth designers have done to fit Fury into your life style.

GRAN FURY

If a family size car fits your motoring needs, then consider Plymouth's Gran Fury. Besides being a proud-looking automobile, the practical aspects of Gran Fury's beauty offer as much appeal as its styling. Its size has a purpose; to accommodate six healthy adults front and rear in the kind of comfort they expect in their home... without cramped knees or strained necks. The 20.4 cubic feet of trunk space will easily handle all the luggage needs of a big family on holiday. And the extra large glass area offers a panorama so wide everybody can safely enjoy the passing scene.

You're going to appreciate the remarkable degree of comfort, luxury and convenience provided in Gran Fury's tastefully co-ordinated interiors. It all has to do with a brand new word in automotive design: ergonomics. Which simply means that all components are meticulously planned for maximum use as well as being pleasant to live with. We want people to feel "right" inside these most luxurious Plymouths.

From the very start, you'll appreciate the Gran Fury's gently contoured seats. You slide in easily behind the tailored-padded steering wheel. The instrument panel is of the modular concept. Each panel can be easily removed for minor service if ever necessary. Operational controls are located to the left, with comfort controls on the right.

Another welcome design feature is Gran Fury's

standard upper level ventilation system. Constant changes of air make the Gran Fury interior pleasant for smokers and non-smokers alike... air smells fresh as a spring morning, no matter what the season.

If big size, plus comfort, convenience, handling or security is what you are looking for then count on Plymouth's new Gran Fury to completely satisfy your personal motoring needs.

1975 Plymouth Model Selection Guide

	2-Door Sport Coupe	2-Door Hardtop	2-Door Pillared Hardtop	4-Door Sedan	4-Door Hardtop	2-Seat Wagon	3-Seat Wagon
Gran Fury Sport Suburban						X	X
Gran Fury Custom Suburban						X	X
Gran Fury Suburban						X	
Gran Fury Brougham			X		X		
Gran Fury Custom		X		X	X		
Gran Fury		X		X			
Gran Fury Special				X			
Road Runner		X					
Fury Salon				X			
Fury Sport Suburban						X	X
Fury Sport		X					
Fury Custom Suburban						X	X
Fury Custom		X		X			
Fury		X		X		X	
Valiant Brougham		X		X			
Valiant & Valiant Custom				X			
Valiant Scamp & Special		X					
Duster-all models	X						

Index	Pages
Compacts	3 - 7
Fury	8 - 12
Gran Fury	13 - 15
Wagons	16 - 19
Options	20 - 21, 23
Ramcharger and Sportsman	22
Engineering Features	22
Standard Safety Features	24
Colour Guide	24

DUSTER & VALIANT

Above: Duster 2-Door Sport Coupe in Yellow Blaze.

Below: Valiant Brougham 2-Door Hardtop in Cinnamon.



DUSTER CUSTOM

For people who prefer efficiency with flair. Plenty of well-planned space for five people and their luggage. Plenty of efficient power from your choice of our 225 Six or 318 V-8. All the advantages of Plymouth's years-ahead engineering you'll find in greater detail on page 22. And a tasteful line-up of colours and interior fabrics to please just about anybody. That's what we mean when we say there's a big difference between a small car . . . and a small car from Plymouth. Like our Duster Custom.

A basic clue to the Custom's space planning is its wide choice of interior seat designs and interior trim selection. But what you'll appreciate most are the major steps we've taken with the Duster to provide measurable driving economies. Like gas saving. Duster's two engines are noted for their dislike of gas station pumps and they both run on leaded or unleaded gasolines. In addition, we offer rear axle ratios designed to get the most efficient use out of your chosen engine transmission combination. A 2.76 ratio is standard with the 225 Six and the 318 comes with a 2.45. Since a low numerical ratio promotes greater fuel economy, you save from the time you start putting miles on your '75 Duster.

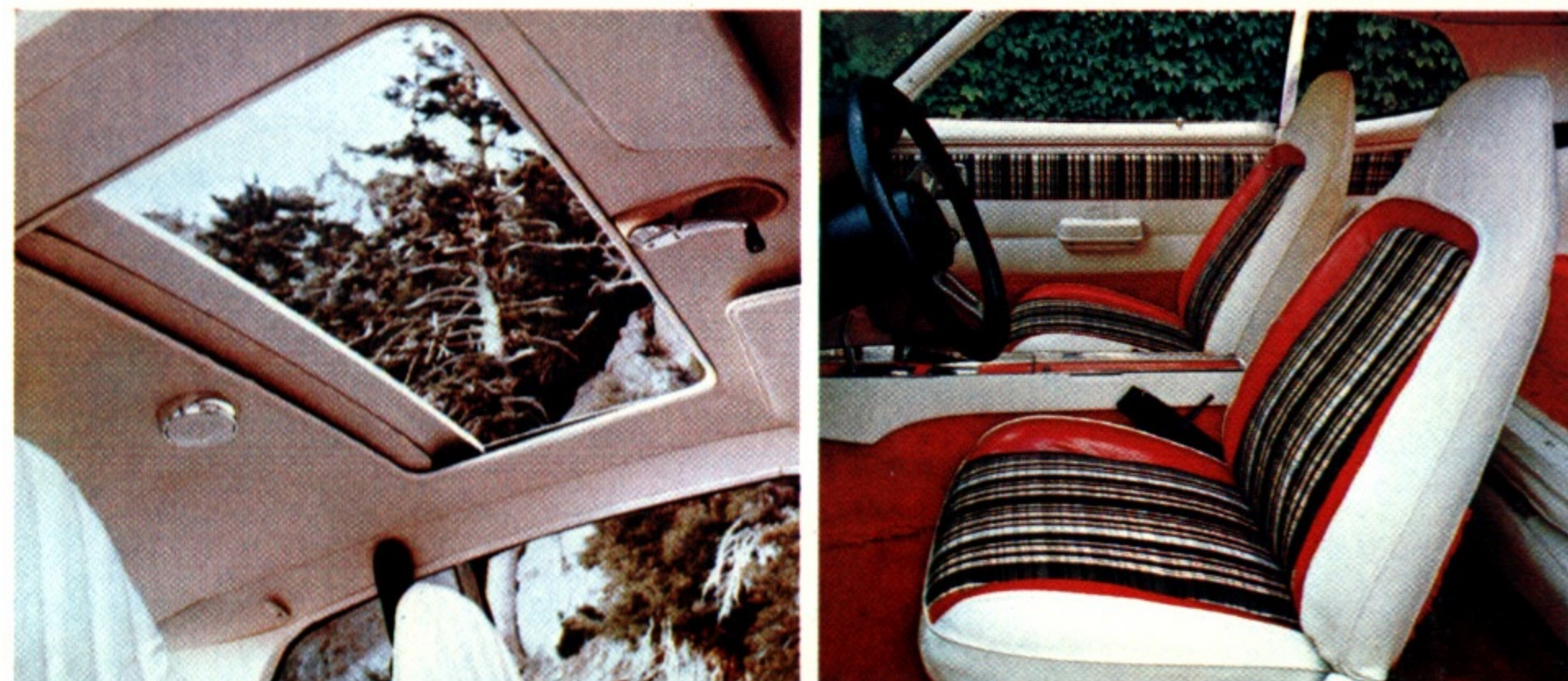
The toughest Duster is the Duster 360. On the outside, take note of the E70 x 14" tires and beefed-up wheels. Out of sight is the rest of the engineering that accompanies the 360 V-8 power source: dual exhausts, heavy-duty suspension and shocks, front sway bars and Torqueflite automatic transmission.



Smart good looks at a desirable price — the Duster Custom in Lucerne Blue.



The sporty car lives! Duster 360 in Rallye Red.



Optional Duster Custom decorator package interior featuring cloth-and-vinyl bucket seats in a striking orange, black and white tartan.

Optional manually operated sliding metal sun roof for "that open air feeling."

GOLD DUSTER

Proof a compact needn't look like one. Yes, Gold Duster's 108" wheelbase qualifies it as a compact.

No, Gold Duster doesn't look, ride or handle like a compact.

Maybe that's why it has enjoyed such overwhelming popularity with those who prefer their cars to be as spacious as they are economical. Gold Duster offers truly amazing value with such standard features as canopy vinyl roof, whitewall tires, wheel covers, and deluxe sound insulation.

Great attention has also been paid to the interior of the Gold Duster. It features wall-to-wall carpeting, colour-keyed to your choice of seating. The all-vinyl split back bench seat is standard and comes in your choice of five colours. Cloth-and-vinyl or all-vinyl bucket seats are optional. The manually operated (and modestly priced) sun roof can add a sporty contribution to your driving enjoyment.

Our basic Duster comes on big and strong. In everything but price. Seats are wide, soft and comfortable. You, and as many as four passengers, don't feel stuffed in. Thanks to almost 20 cubic feet of trunk space, luggage can be stored easily. And of course it has all the basic features of Chrysler's years-ahead engineering. For a modest outlay, you can specify any number of Duster quality accessories or optional equipment. You can, in effect build your Duster just about the way you want it.

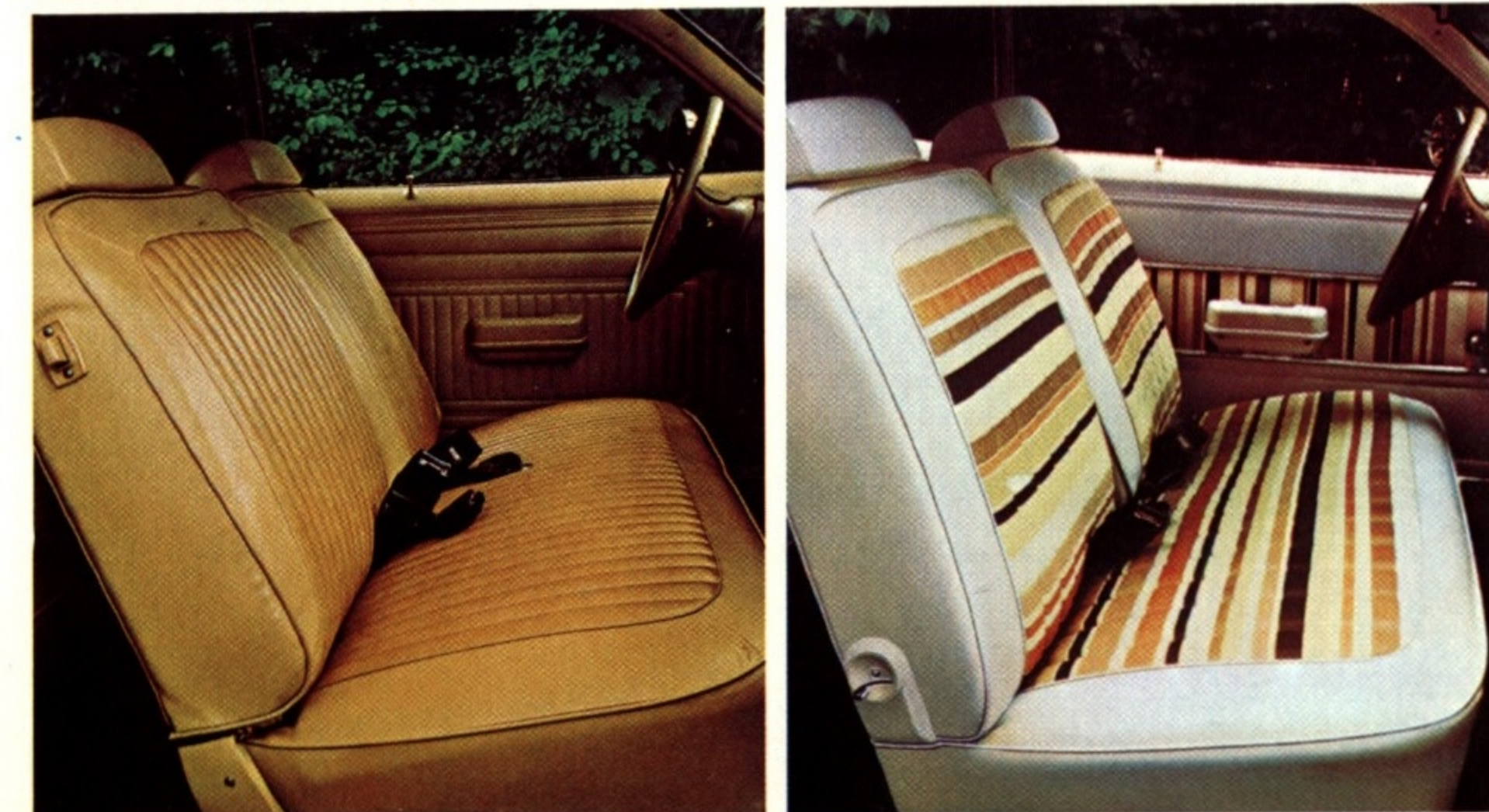
One final word about our very special Space Duster Pak. It's an option which readily converts your Duster into a mini-wagon by folding the rear seats down for a carpeted cargo area measuring 6½ feet in depth.



The Gold Duster appropriately finished in rich Spanish Gold.



Duster's functional instrument panel. Controls are placed in logical positions for easiest use. The three-spoke padded steering wheel is colour-keyed to interior trim.



Gold Duster's standard split-back bench seat in gold. Also available in Blue, Green, Parchment or Black.

Optional "Caravan" vinyl bench seat in a striking gold and white combination.

SCAMP & VALIANT

Good sense in two stylish versions. Let's talk about the Scamp first. Very trim and tidy on its 111" wheelbase, Scamp's good looks come in one basic hardtop configuration. Scamp's sturdy engineering includes as standard all the fine features of Chrysler's pioneering concepts. All-vinyl, pleated bench seats in five colours, and your choice of 16 exterior colours add good looks to the roomy, comfortable and colour co-ordinated interiors of the Scamp. Starting there, you can build a Scamp any way your budget or your fancy suits you. For instance, choose the Scamp Special — an economy version of the Scamp which delivers all the basic Valiant value features.

If you prefer the convenience of four doors, the Valiant Sedan makes a logical and well turned out alternative to the Scamp. Again Chrysler's engineering is the basis for this Valiant's remarkable story. Exterior and interior colour and trim combinations are sure to satisfy the most exacting taste. Six Valiant exterior colours are fashionably new for '75. Inside the atmosphere is quite unlike what you expect of a compact: spacious, airy, comfortable. Like a well decorated room.

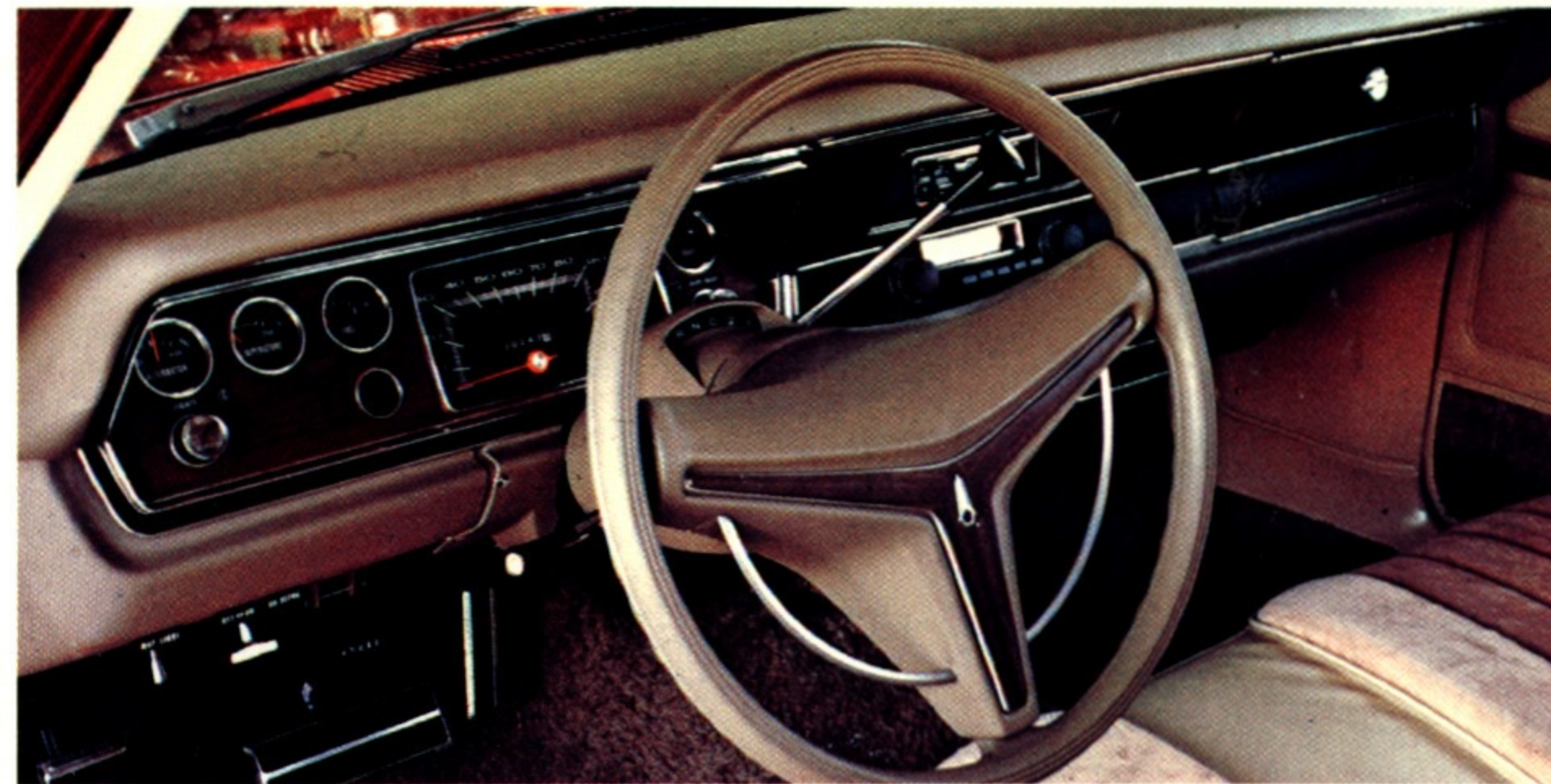
For power, either the 225 Six or the 318 V-8 is standard. You can decide which you'd rather have. On pages 20 and 21 we go into greater detail about some of the many worthwhile options you can specify for your Valiant. You'll find each a perfect complement to the basic design value that makes Valiant one of the most sought after compact cars.



Valiant Scamp 2-Door Hardtop is finished in Silver Cloud.



The Valiant 4-Door Sedan. Colour is Powder Blue.



Valiant instrument panel: easy to see, convenient to use.

VALIANT CUSTOM & VALIANT BROUGHAM

Why has Valiant consistently been one of the most popular compacts during the fifteen years of its existence? Because it has offered the kind of value you'd expect of bigger, more expensive cars at prices most budgets can easily handle. And for '75 the Custom continues its reputation for durability with the proven Electronic Ignition System (including an electronic voltage regulator) that makes points and condenser obsolete, prolongs ignition system life up to 100% and offers 35% greater starting punch for those rain drenched or frigid mornings.

Through the years too, Valiant has been a remarkably comfortable, roomy car. For '75 the Custom provides a superb range of seats and seat materials to choose from. Rich looking, long wearing carpeting is standard, plus a long list of optional comfort and convenience features for your consideration.

Valiant Brougham. Styled like a European car. Priced well below one. When you can order a car with a choice of rich velour bucket or bench seats, deep pile nylon carpeting, a vinyl roof matched to your interior decor, super quiet sound insulation, power steering, colour-keyed wheelcovers — all at a price thousands less than most luxury cars — democracy has come to the traditional luxury car market. Valiant Brougham, 4-Door Sedan or 2-Door Hardtop. See if it doesn't win your vote as the outstanding compact luxury value of the year.



Clean lines of the Valiant Custom 4-Door Sedan are accentuated by Golden Fawn finish.



Valiant Brougham 4-Door Sedan—the quality car for modest budgets. Shown in Vintage Red.



Standard Valiant Custom cloth-and-vinyl bench seat in Blue. Also available in Green, Parchment or Gold.

Standard Valiant Brougham interior featuring Plymouth's luxurious velour cloth in Parchment, Green or Red.

FURY

Above: Fury Sport 2-Door Hardtop in Vintage Red.



Below: Fury Custom 2-Door Hardtop in Inca Gold.



FURY SPORT & FURY CUSTOM

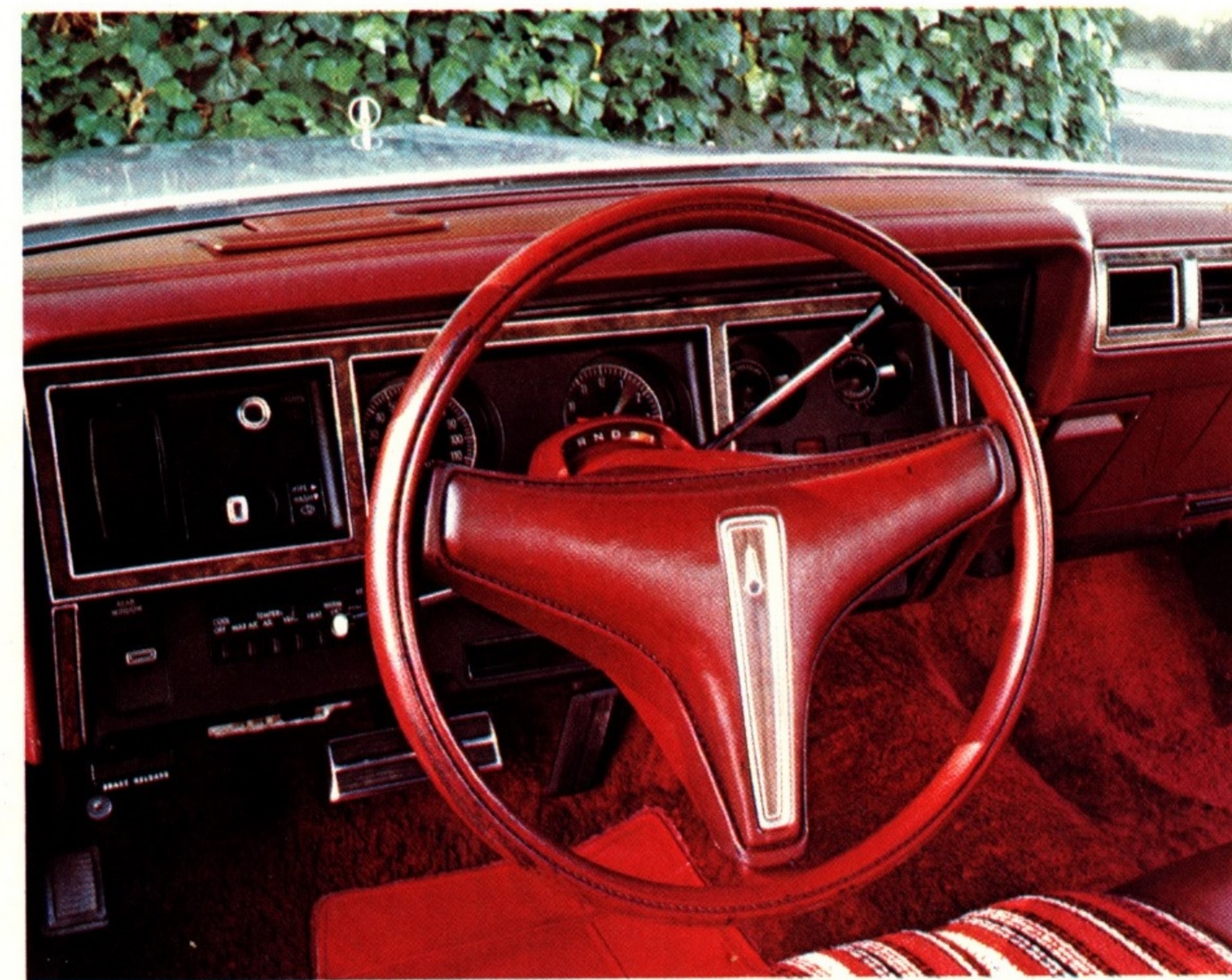
The car a lot of people have been waiting for. One that's not too big. Or one that's not disappointingly small. The new mid-size Fury for '75 is your kind of car — geared towards a younger, fresher motoring point of view. Both Fury Sport and Fury Custom offer the same basic benefits you'll find in all Chrysler-built cars. Plus a satisfying choice of 6-cylinder and V-8 engines, designed to run on the leaded or unleaded gasoline. Standard too are such important features as our new and extraordinary sound barrier applications, and our economical Torqueflite automatic transmission.

But of course, there's more to these two hardtops than Plymouth's strong, silent treatment. Colour choices for example.

Both Fury Custom and Sport feature 18 colour choices specially mixed to match the spirit of the new Fury. You can choose from 6 new vinyl tops, each selected to co-ordinate with your chosen body colour. Also there is a greater glass area for safer, more satisfying vision and a handsome new chrome grille. Desirable options such as a sun roof, steel belted radial tires and wheelcovers (Standard Fury Sport) help convey a spirit of vigour and road worthiness.

The Sport and Custom interiors can be counted on for your personal satisfaction. The Sport offers standard all-vinyl contour bucket seats with folding centre armrest while the Custom offers all-vinyl bench seats with a folding centre armrest. Both the Sport and Custom provide standard deep pile carpeting. In keeping with the Sport's basic character, all instrumentation is housed in circular dials.

Try a new mid-size Fury at your dealer. Look at it. Sit in it. Drive it. And discover how luxury has taken on new dimensions for 1975.



Handsome, readable Fury instrument panel with standard padded steering wheel.



Typically luxurious this is Fury's standard all-vinyl bucket seat design.



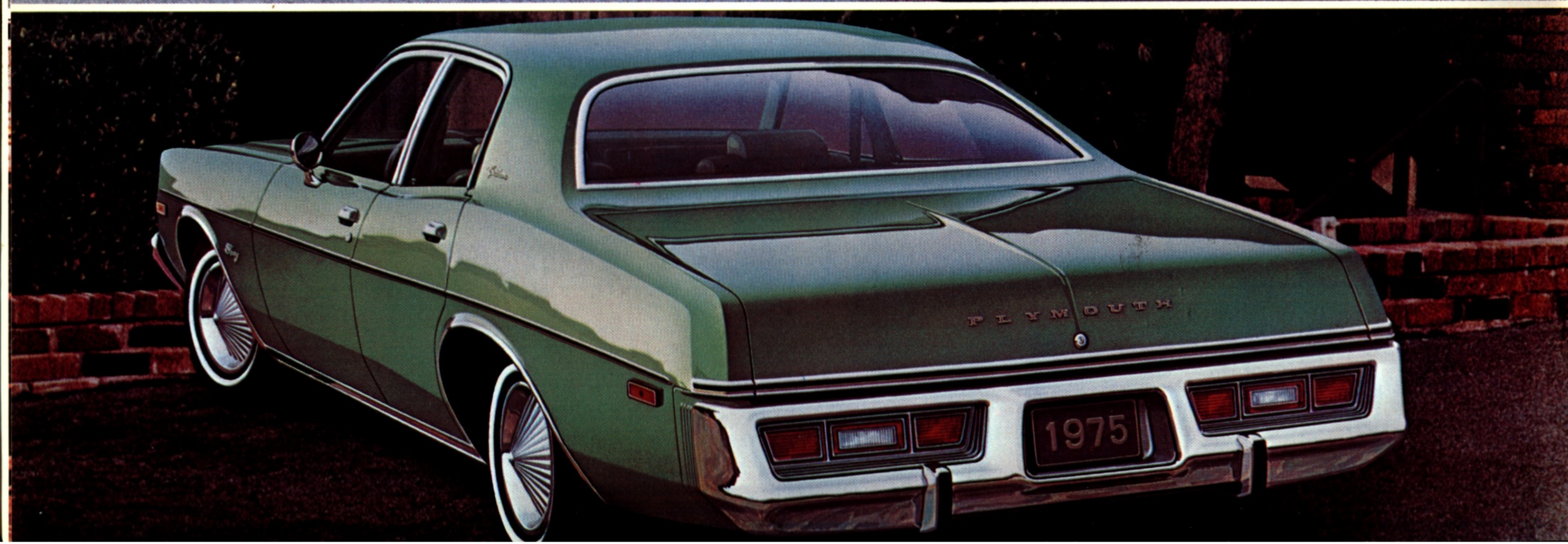
Optional rich Boca Raton cloth-and-vinyl bench seat with centre armrest.

FURY

Above: Fury Salon in Sienna.



Below: Fury Custom 4-Door Sedan in Frosty Green.



FURY SALON & FURY CUSTOM 4-DOOR SEDAN

The Fury Salon is the plushiest new mid-size Fury. Standard interiors come in a stylish body cloth with centre fold-down armrest, and as an option you can select our new soft (but hard wearing) velour. Note that the Salon's standard carpeting is a deep pile shag, an added touch of luxury that also aids interior quiet.

Choice of 225 6-cylinder or the smooth 318 V-8 with Electronic Ignition System and Torqueflite automatic transmission standard. A wide variety of powered driving aids are on tap for those who relish automated comfort and convenience. Power steering, power front disc brakes, power windows and door locks are likely choices for the luxury-minded motorist. Ask to drive the Fury Salon. In terms of value for money, you're going to find it hard to believe.

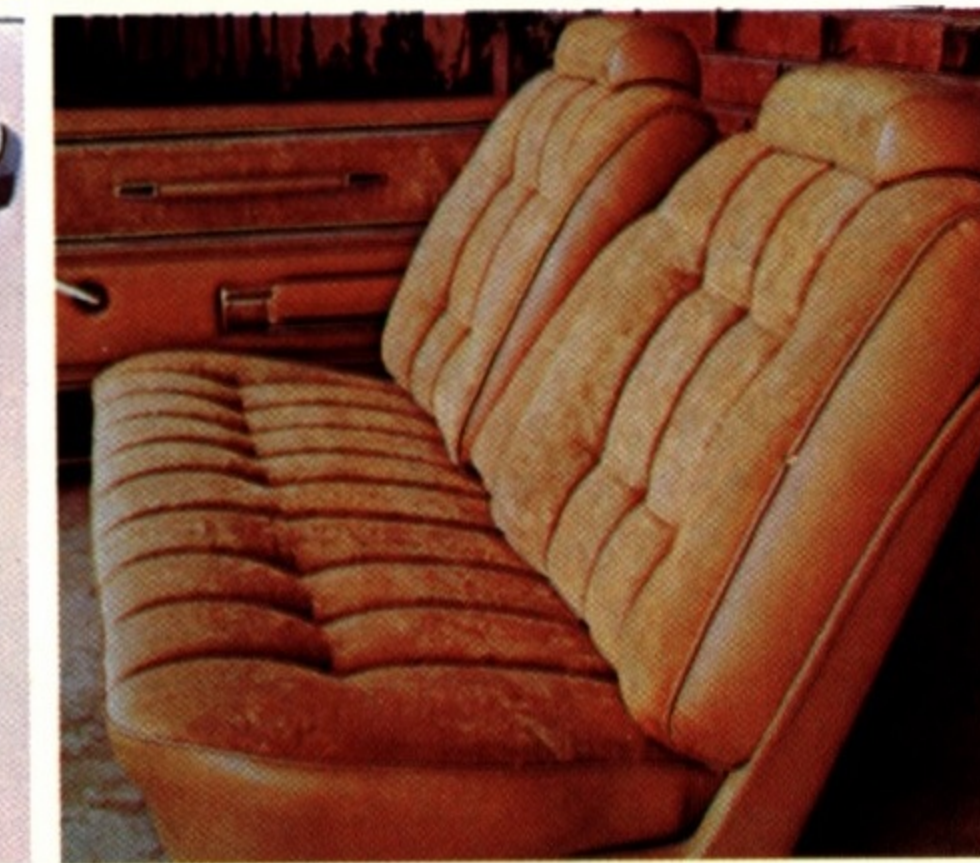
The 4-Door Fury Custom Sedan is a roomy, comfortable family car which brings you all the traditional Chrysler engineering advances, plus some new 1975 ideas. Detailed niceties like 18 inch wiper blades to provide safer bad weather vision, a wider rear view mirror and stronger, safer door latches. These fine features can be enlivened further by adding air conditioning, power steering, power front disc brakes and power windows . . . each designed for your family's comfort. Also available is the economical Fury 4-Door Sedan for basic Plymouth value.

Take our advice. Wait no longer for the ideal family-size car. It's waiting for you at your Plymouth dealer. Just ask for the new mid-size Fury Sedan.



Left: Fury Custom optional all-vinyl bench seat with centre armrest is a practical and stylish option. Blue, Green, Red, Parchment or Gold.

Right: Fury Custom standard bench seat in cloth-and-vinyl shown here in Blue. Also in Green, Red, Parchment, or Gold.



Left: Fury's standard distinguished looking bumper guards for your peace of mind in tight parking spots.

Right: Fury Salon low split-back bench seat shown here in Gold velour cloth. Also available in Blue, Green or Red.



Even the trunk and spare tire are carpeted in the Fury Salon.

ROAD RUNNER

Road Runner is a car that reminds you driving can still be fun. Visually, the Road Runner reflects a refined toughness. A long hood, a lower belt line with a new chrome grille, up-and-over tape stripes and rugged raised white letter tires distinguish the Road Runner from other cars on the road.

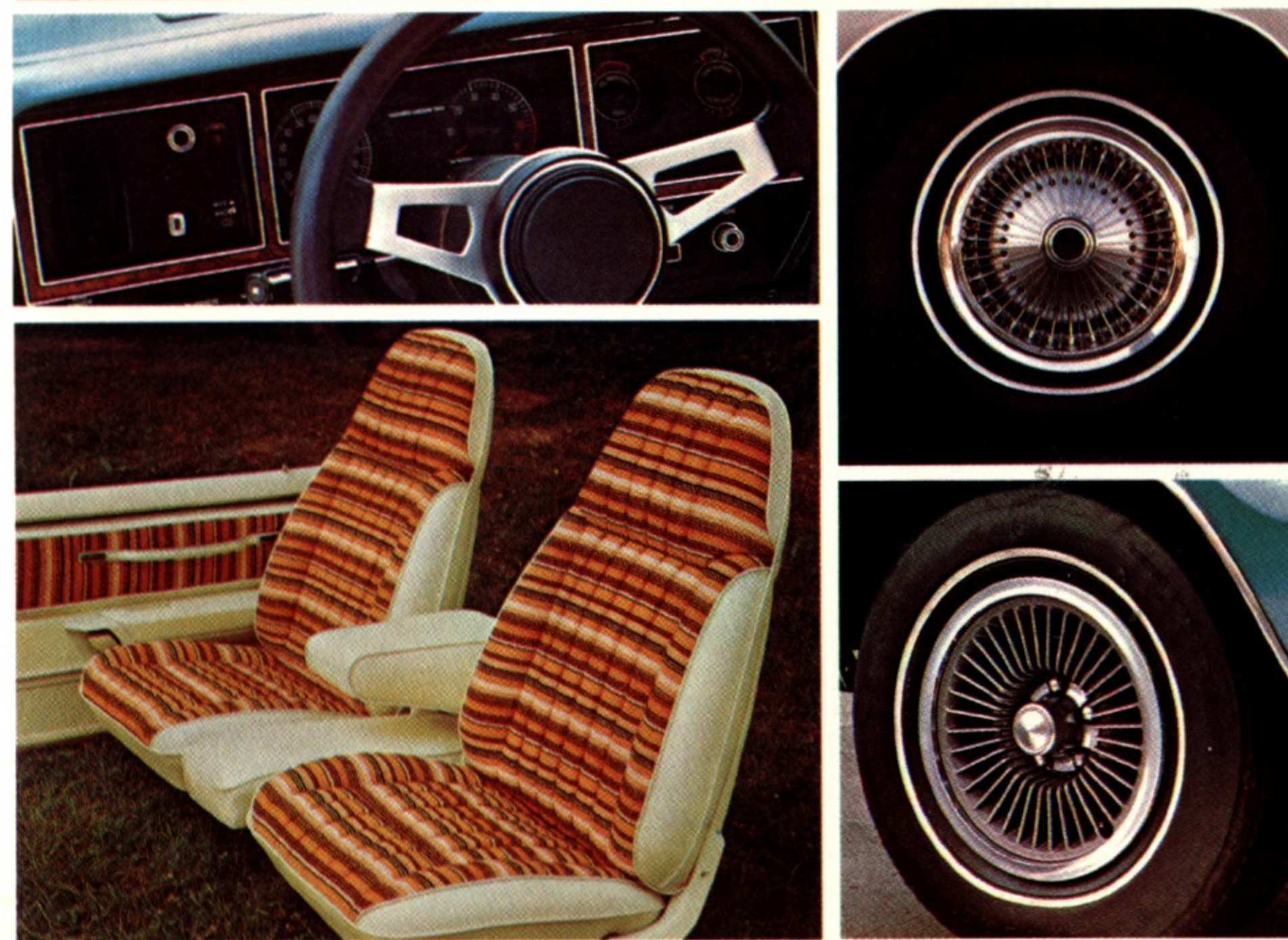
The same youthful philosophy is just as apparent inside. All-vinyl bucket seats are standard. If you want, the same seat design is available in our highly original Sundance material. Carpeting is standard and colour-keyed to any body or interior shade. The instrument panel is designed with round, readable gauges, that'll get the approval of even the most diehard sports car addict, surrounded by a rich wood-grained simulated veneer. You also get a super quiet interior and a wide choice of optional radios — from AM to Stereo Tape Decks — to make that quiet all the more enjoyable.

The Road Runner performs on our husky 318 V-8, though you can also order the 360 or 400 cubic inch editions. Torqueflite automatic transmission is standard as are front disc brakes, sway bars at front and rear and heavy-duty springs; in fact, all the basic good engineering you expect from Chrysler.

Road Runner, the Plymouth that makes you forget that mistaken notion . . . that cars can't be fun anymore.



Road Runner—front and rear—in spirited Spinnaker White with bold gold stripes.



Left: Road Runner instrument panel features optional tachometer and sporty "Tuff" three-spoke steering wheel.

Right: Optional wire wheel covers with steel-belted radial whitewall tires.

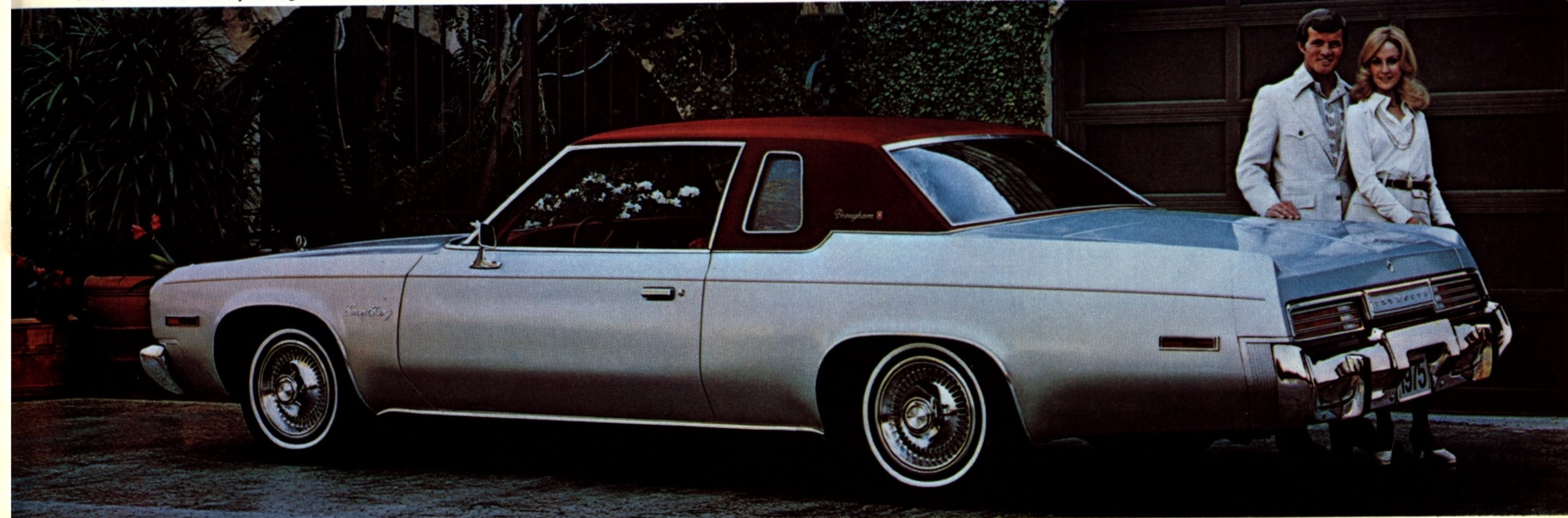
Optional new 15" polycast urethane wheel.

Colourful Sundance cloth-and-vinyl bucket seats are available on the Road Runner.

GRAN FURY

Above: The Gran Fury Brougham 2-Door Pillared Hardtop in Silver Cloud.

Below: Gran Fury Custom 4-Door Hardtop in Vintage Red.



GRAN FURY CUSTOM

Plymouth's big car with the price you'll find on many smaller cars. If big car comfort is your pleasure then think about Plymouth's new Gran Fury Custom, available in 2-Door Hardtop, 4-Door Sedan or 4-Door Hardtop.

The most dramatic value to many will be the spacious and undeniably luxurious interiors. The standard cloth-and-vinyl bench seat suggests a lot more investment than the Gran Fury Custom requires. The instrument panel is handsome and functional and interior space is what you expect of this full-size automobile. Many details like a lighted glove compartment with convenient coin holder, three-spoke padded steering wheel, flush type door handles, windshield washers mounted on the wiper arms — and many others — all contribute to an outstanding value story.

Of course, all the basic benefits of Chrysler's extra care in engineering are yours. For instance, layers of sound insulation-mastic sprays, foam seals, jute pads and other noise barriers are built into every Gran Fury. For '75, thick deep pile carpeting is a standard feature, further shielding you from the noise of the road. Also standard is our 360 cubic inch V-8 engine, our improved Torqueflite automatic transmission and steel-belted radial tires. You gain two ways: effortless performance on the road and improved fuel economy with radial tires.

Is big car driving convenience your basic interest? Then, look at the Gran Fury 2-Door Hardtop or 4-Door Sedan, or the even more economically priced Gran Fury Special 4-Door Sedan. Whatever you choose, for even greater driving enjoyment you can customize your Gran Fury with a wide range of optional comforts and conveniences.

Value? You couldn't find a better word for it than Gran Fury.



Gran Fury Custom 4-Door Sedan in Frosty Green.



Standard cloth-and-vinyl bench seat interior for the Gran Fury Custom finished in Green. Also available in Blue, Red, Parchment, Gold or Black.



Gran Fury Custom all-vinyl seat with centre armrest is optional in Parchment, Blue, Green, Gold, Red or Black.

GRAN FURY BROUGHAM

Whatever your motive for buying a new car, you can count on our new Gran Fury Brougham to completely satisfy your most individual motoring needs. Start with looks. Gran Fury has the kind of beauty that suggests the many luxuries you'll discover inside. There are a total of 19 carefully selected colours to choose from and 7 vinyl roofs to complement your choice of body colour. Deluxe wheelcovers add an extra touch of glamour. And Brougham 2-Door owners gain instant recognition thanks to its distinguished opera windows and vinyl roof. The jewel-like hood medallion provides special evidence that you are in command of the flagship of the 1975 Plymouth fleet.

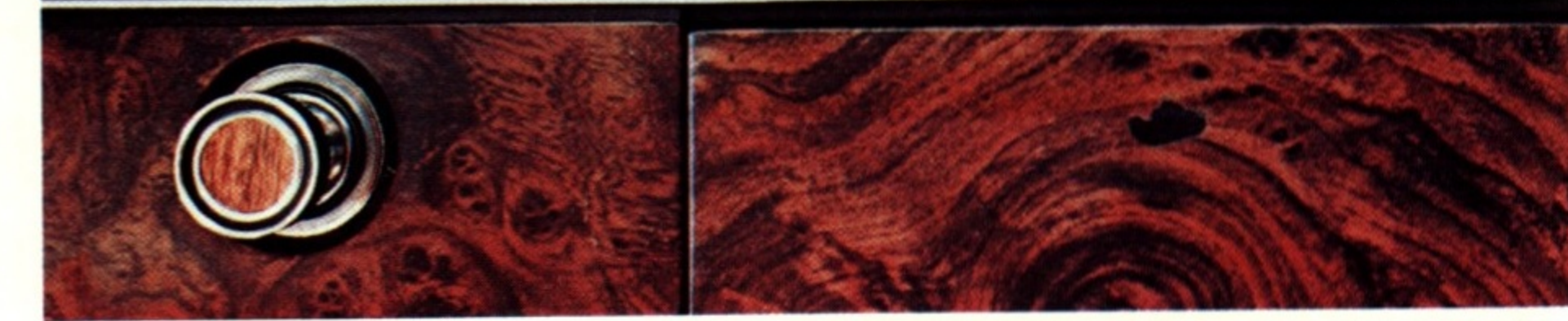
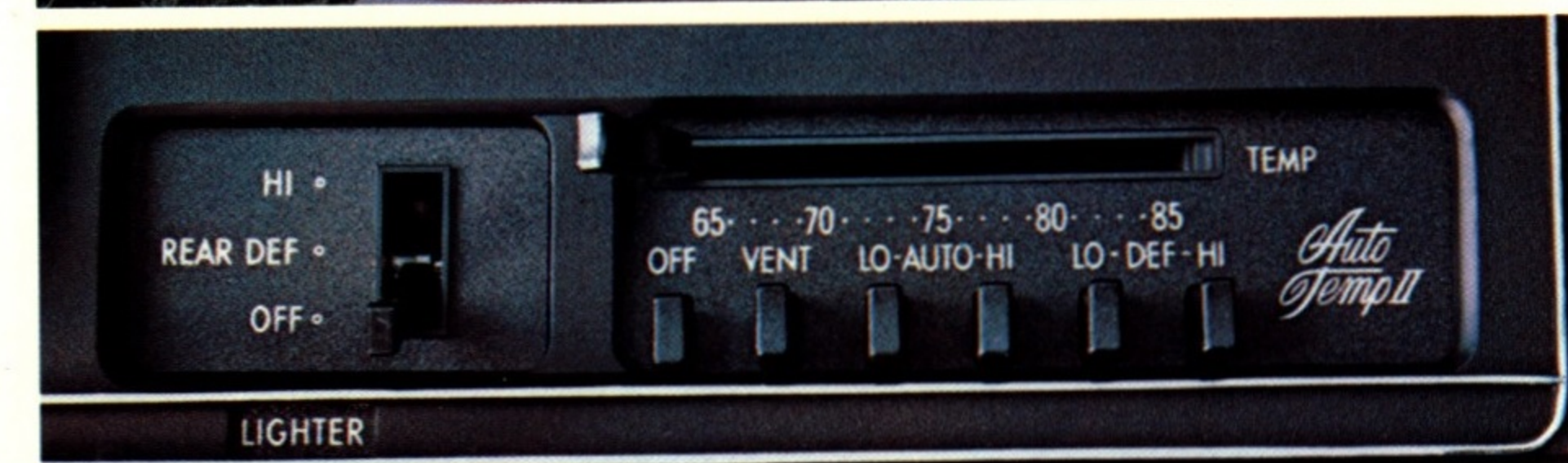
The practical aspects of Gran Fury's beauty offer as much appeal as its styling. Its size has a purpose: to accommodate six adults in the kind of comfort they expect in their home. Your comfort is also served by standard features such as power steering, power front disc brakes, radial ply, steel-belted tires, Torqueflite automatic transmission and a smooth, economical 360 V-8 engine.

From the very start you'll appreciate the Gran Fury's gently contoured seats. You slide in easily behind the tailored-padded steering wheel. Standard upholstery is a splendid cloth-and-vinyl combination, deeply cushioned and providing a centre armrest. As an option, you can order a cloth-and-vinyl split bench seat, with individual adjustment and individual centre armrests. A special passenger recliner feature is included on the 4-Door model.

Gran Fury Brougham, 4-Door Hardtop and 2-Door Pillared Hardtop. Yes, you'll wonder how so much luxury can be priced so reasonably.



The Gran Fury Brougham 4-Door Hardtop presented in rich Inca Gold.



Automatic Temperature Control permits fingertip selection of interior temperature. A worthwhile option.



Gold is an appropriate colour for this Gran Fury Brougham standard cloth-and-vinyl split-back bench seat with folding centre armrest.



The rich burgundy colour is ideally suited to the finely tailored cloth-and-vinyl 50/50 split-bench seat with dual armrests. Also available in Blue, Green, Parchment, Gold or Black. A passenger recliner is included on 4-Door models.

FURY WAGONS

While the new, mid-size Fury, Fury Custom and Fury Sport wagons are indeed only 225.6" long overall (and so park and maneuver easily), they are in no way short on essentials.

Take cargo space. It's essential it be useful space, yes? Well, our mid-size Fury wagons carry 4' x 8' materials (such as wall panelling) conveniently flat. Not tilted. And carry them with the tailgate closed. Not open.

Another essential, comfort. Our mid-size Fury wagons are built with the extra care in engineering Chrysler is known for; not for the comfort of 4' x 8' panels, but for passengers of all shapes and sizes in all kinds of driving conditions.

We also consider styling essential. So our new Fury wagons are a new, modern style. For instance, the front end has the clean, pure lines demanded today. And it will stay clean, rust-free, because the front end panel is fibreglass. In other words, our Furies are styled for a favourable first impression and a lasting one.

Underneath, your new Fury wagon is powered by an economical 318 V-8 coupled with Torqueflite automatic transmission. Inside there are a variety of rugged but attractive vinyl bench seats to choose from. The Custom and Sport Suburban models are available in 2- or 3-seat models. The Fury in 2-seat only.

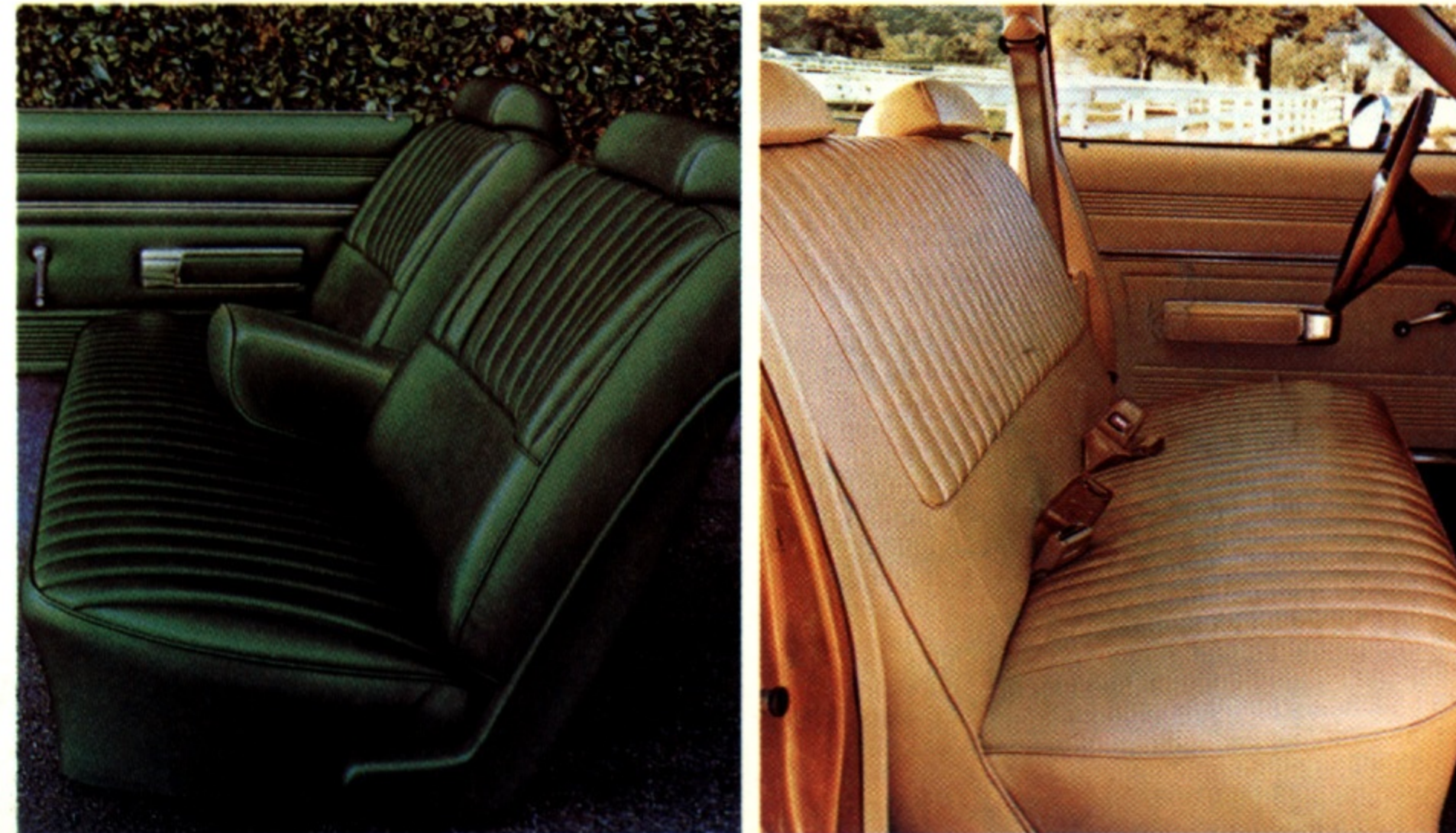
The new mid-size Fury wagons. Their essentials are much more than the bare essentials.



Fury Sport Suburban (foreground) and Fury Custom Suburban. The new mid-size Fury Station Wagons.



Newly styled, newly engineered instrument panel. All standard gauges, switches, heater controls can be removed at panel face for easy repair.



Fury Sport standard seat: all-vinyl split-back bench with fold-down centre armrest. In Blue, Gold, Parchment and Green.

Fury Custom standard seat: all-vinyl bench in Parchment. You can also choose from Gold, Green and Blue.

GRAN FURY WAGONS

There is a point in people's lives which dictates the need, not only for a wagon, but a full-size wagon. And our Gran Fury Suburban, Gran Fury Custom and Gran Fury Sport wagons make that point a high point.

To start with, Gran Fury wagons come equipped with standard features like: power steering, power window on the three-way tailgate, gate ajar warning light, heavy-duty front and rear shock absorbers, Torqueflite automatic transmission, power front disc brakes and steel-belted radial tires.

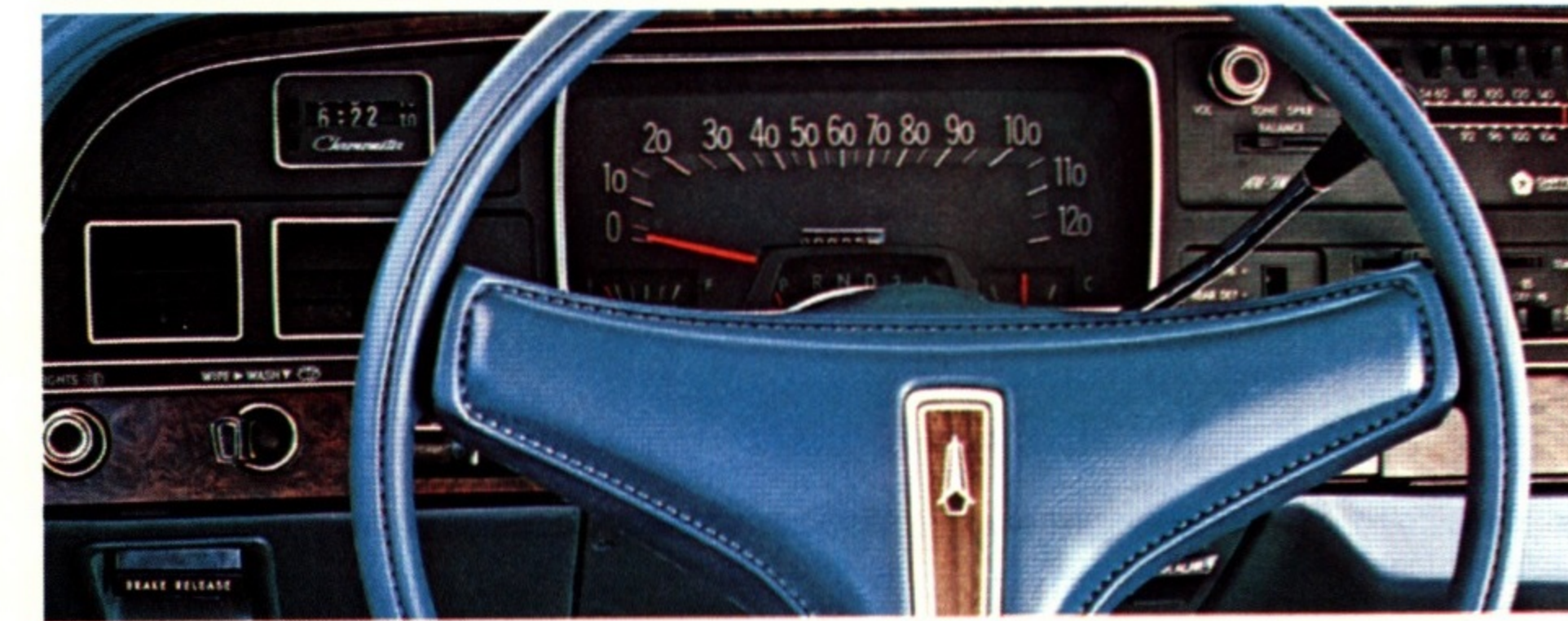
Now consider their appearance. Their length, breadth and width say full-size. But you'll see they are free from the fat of over-styling. Even the roof air deflector which helps keep the rear window clean leaves the flow of the roof undisturbed.

The interior of the Fury wagons include luxurious but hard wearing seating, colour co-ordinated floor covering and a modular instrument panel that is easy for servicing, because the gauges are removable from the front. Besides the storage trays along the sides of the cargo area and a concealed storage compartment under the cargo floor, a useful storage option is a lockable storage bin to keep valuables locked up tight. Full-floor sound insulation, a built-in step at the tailgate and full-volume foam seats . . . all this because life may dictate the need for a full-size wagon.

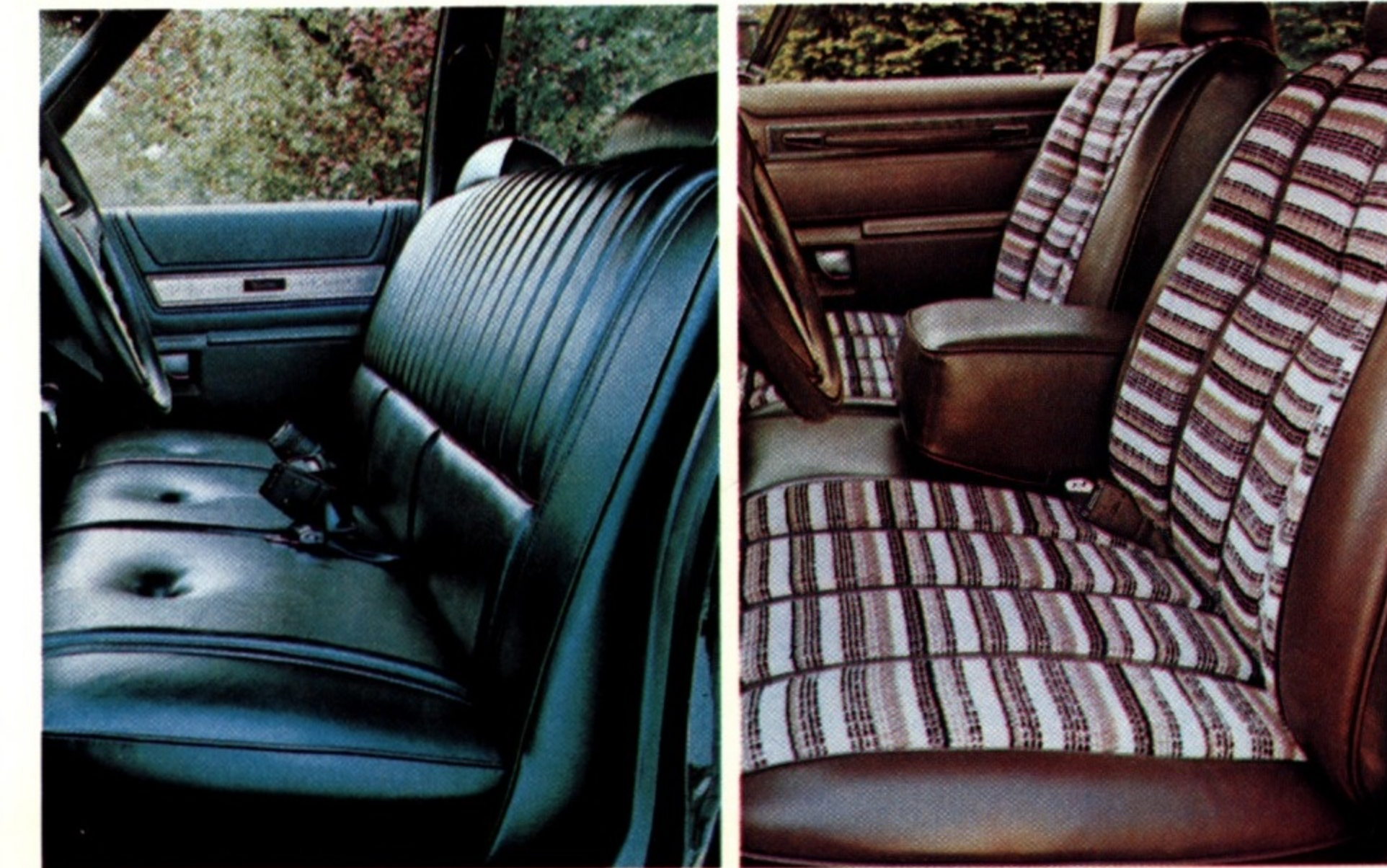
See how Gran Fury wagons (2-seat Suburban, 2- or 3-seat Custom and Sport Suburban) turn your need for a full-size wagon into a high point.



Background: the new Gran Fury Custom Suburban in Sienna. Foreground: Gran Fury Sport Suburban in Sahara Beige.



Standard Gran Fury instrument panel. Operational controls are located at left, comfort controls at right.



Standard all-vinyl bench seat for Gran Fury Custom Suburban in Blue, Gold, Parchment, Chestnut and Green.

Optional cloth-and-vinyl split back bench seat with fold-down centre armrest. Gran Fury Sport Suburban only.

WAGON FEATURES & OPTIONS

When you take the features you get standard on our Fury or Gran Fury wagons and add the optional features you can get, you find yourself with a very long list.

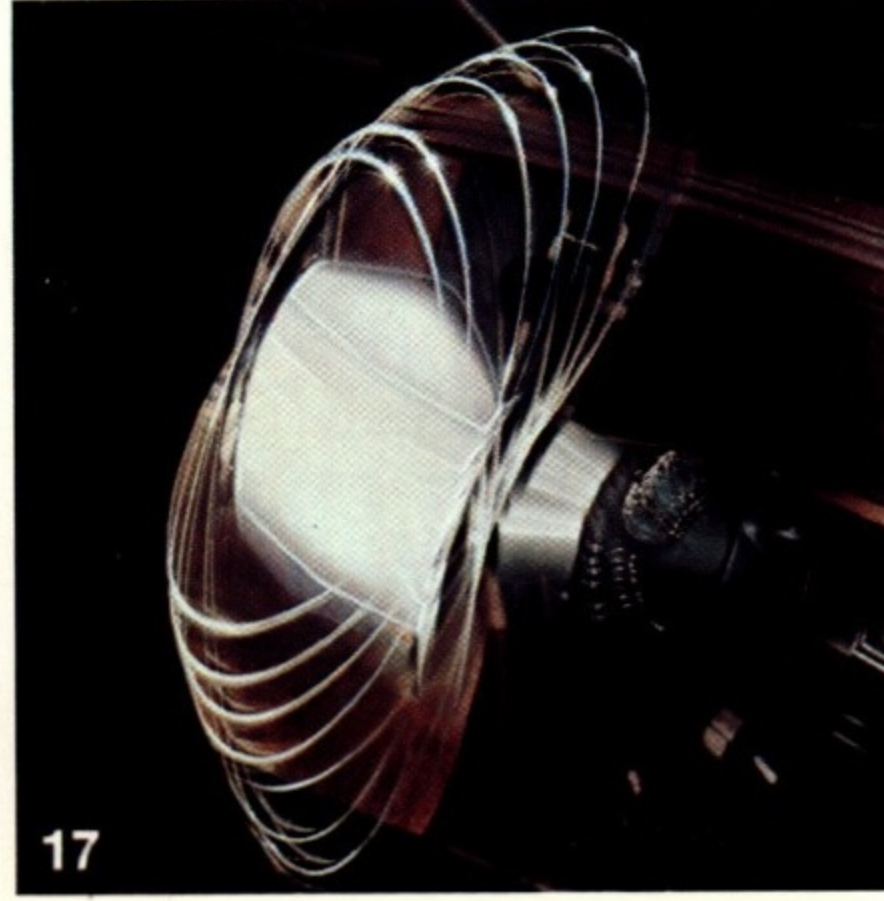
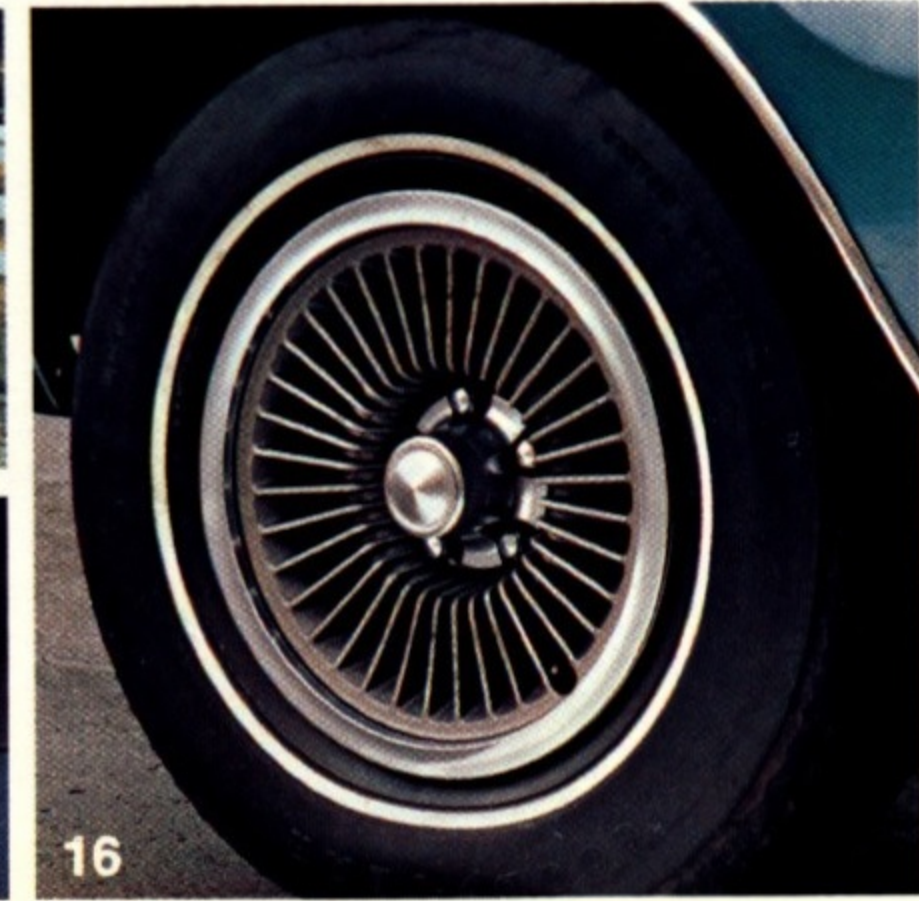
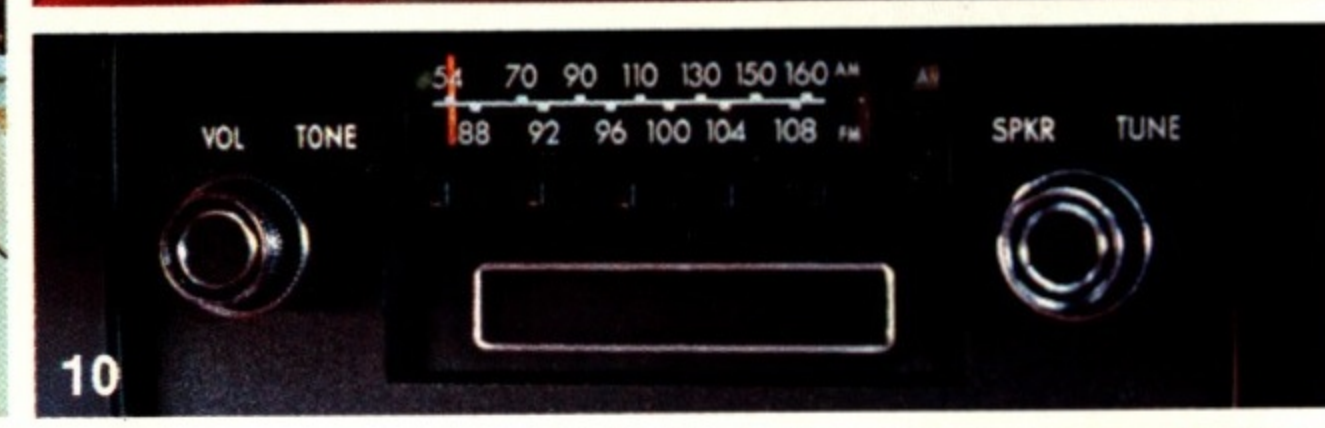
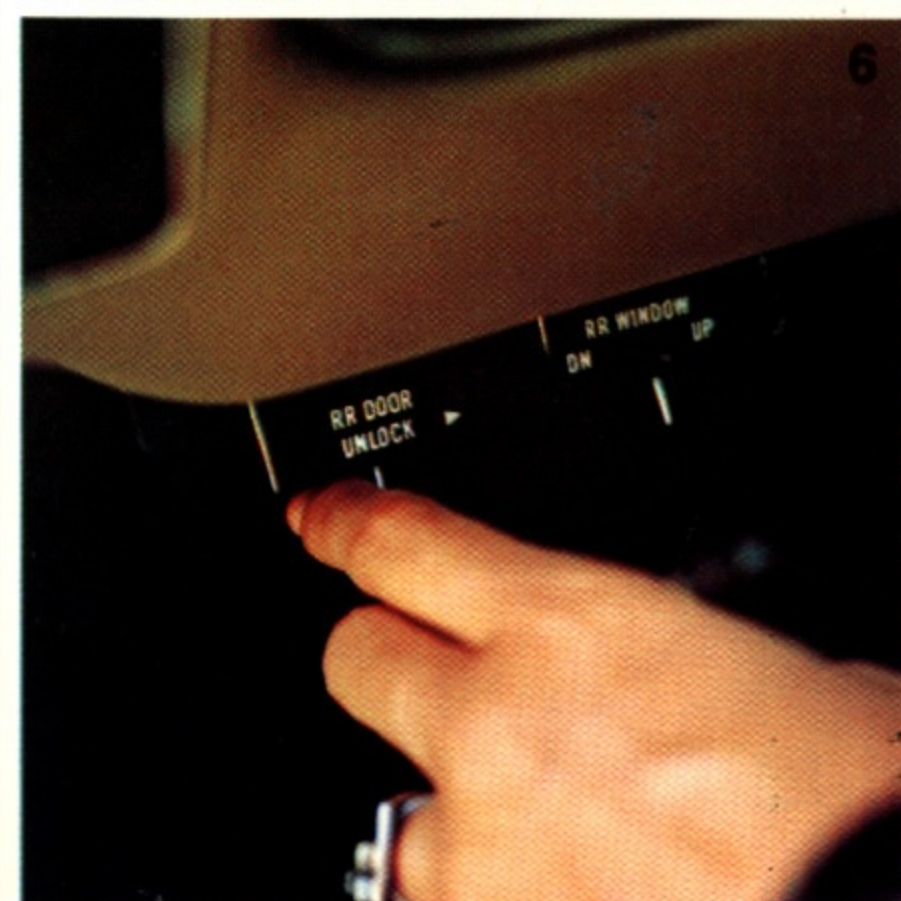
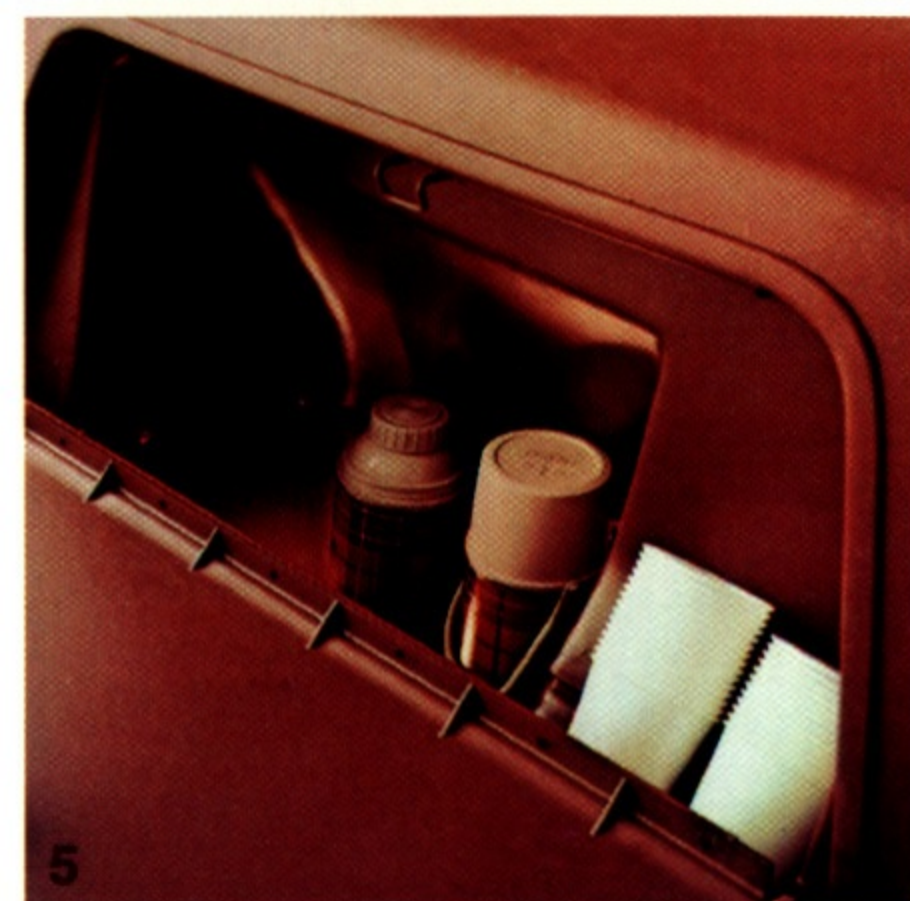
Features you get — standard

For your comfort . . . Unibody construction, Torsion-bar suspension, silencing pads and mastic — the three standard features which give our wagons Torsion-Quiet Ride. Front seatbacks of full-foam, colour-keyed loop-pile carpeting (Fury Suburban, colour-keyed rubber mats), storage trays, tailgate ajar warning light, and wiper mounted windshield washers which put 8 streams of fluid on the windshield instead of 2 sprays.

For reliability . . . Electronic Ignition, electronic voltage regulator, rugged Torqueflite automatic transmission, power front disc brakes, heavy-duty shock absorbers front and rear, stainless-steel swivel-top radiator cap. For stretching gas . . . The economical 318 V-8 engine in the Fury and 360 V-8 in the Gran Fury, steel-belted radial tires (Gran Fury), and lower numerical axle ratios.

Listed below are some standard and optional features you'll find useful while you own your wagon . . . and valuable when you trade it in.

1. Convenient load space. Both Fury and Gran Fury carry 4' x 8' wall panelling flat on the floor with the tailgate closed. The Fury 3-seat wagon has 86.8 cubic feet of load space with an additional 5.2 cubic feet of concealed cargo area on 2-seat models. In the Gran Fury there is 100.8 cubic feet in the 3-seat wagons and you can add an additional 4.1 cubic feet of concealed storage space in the 2-seater.
2. Roof air deflector helps keep tailgate window clean. Standard Gran Fury; optional Fury.
3. Optional double-chromed luggage rack. Keeps luggage over head rather than under foot.
4. Standard 3-way tailgate door on all Plymouth wagons. Folds down to virtually the same level as cargo floor for more convenient loading. Swings open like a door, with window down or up, for comfortable passenger entrance and exit.
5. Lockable storage bin in cargo space — available Gran Fury only, when ordered with cargo compartment carpeting.

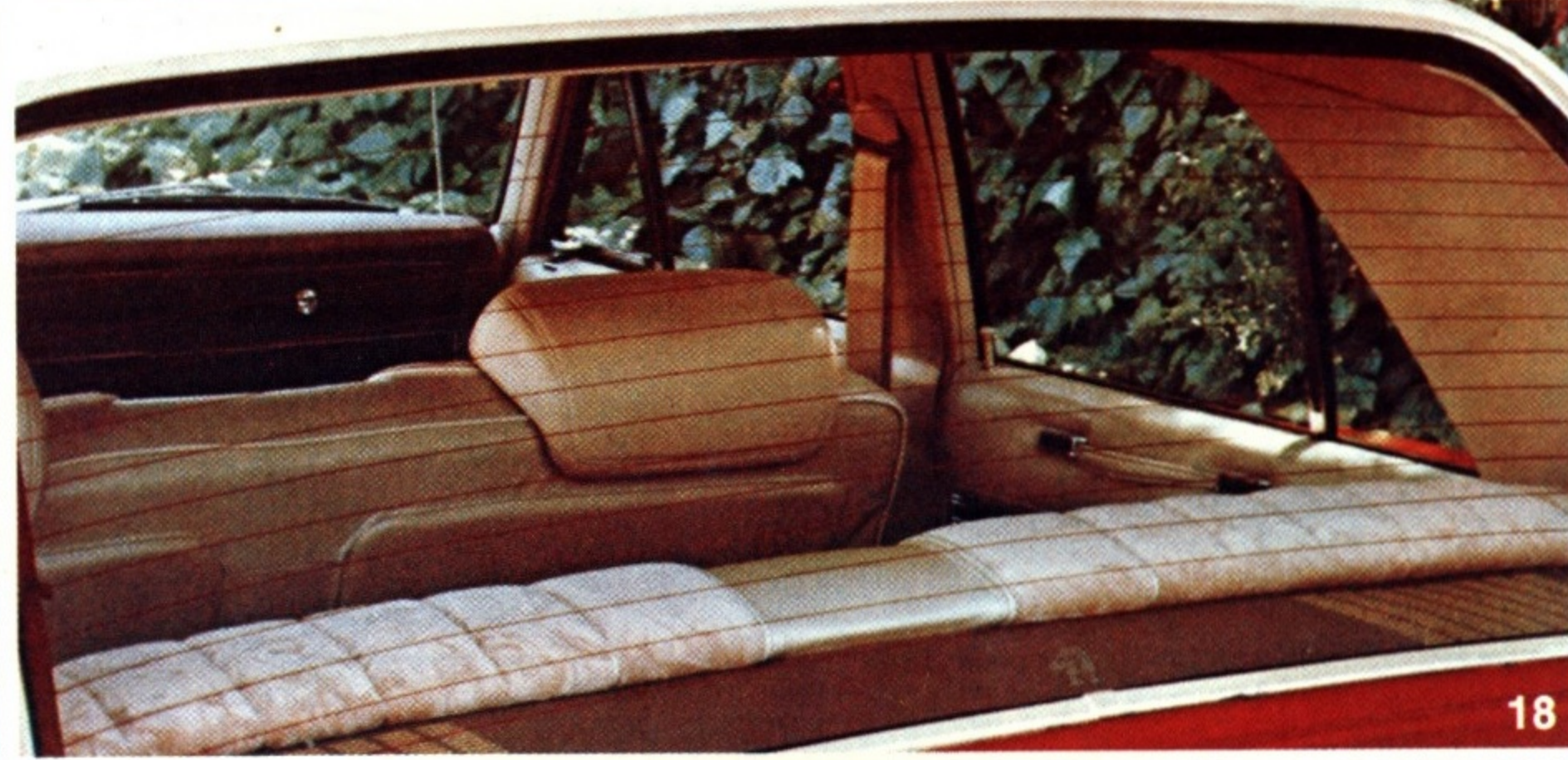
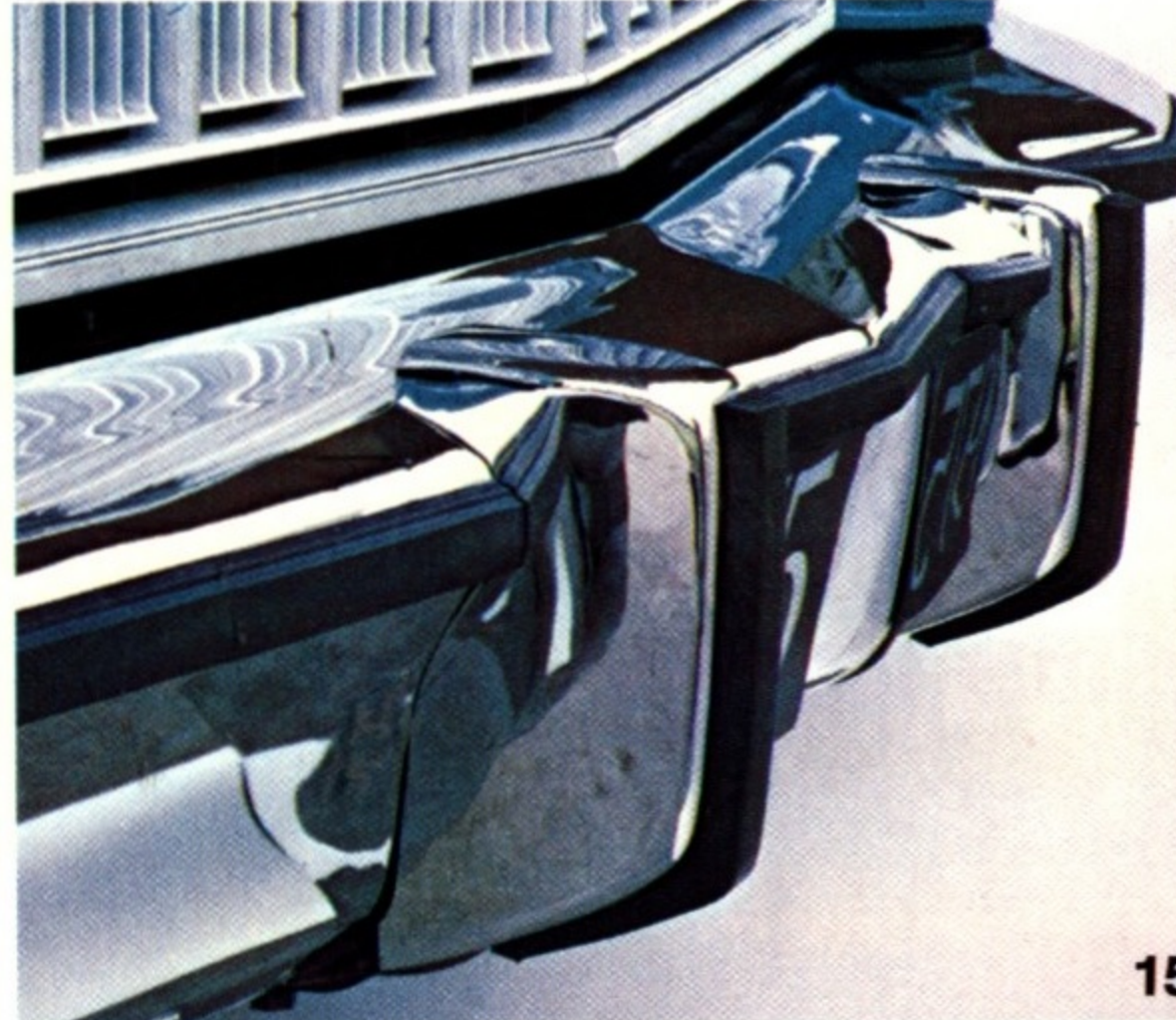
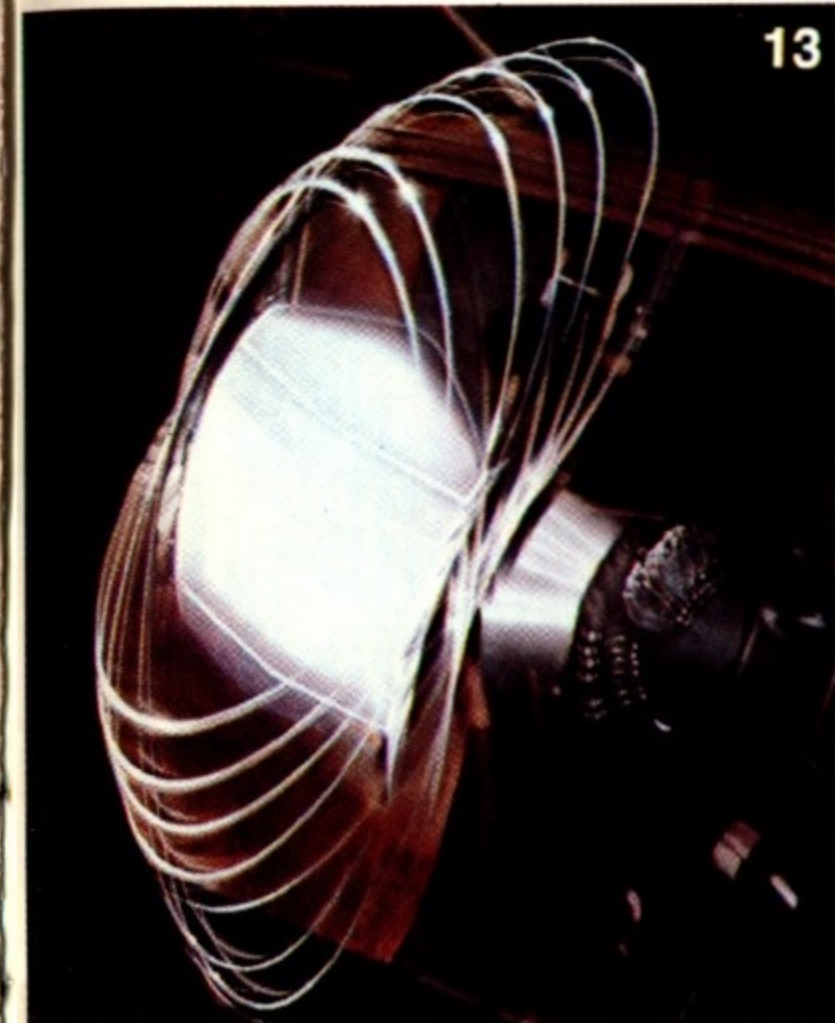
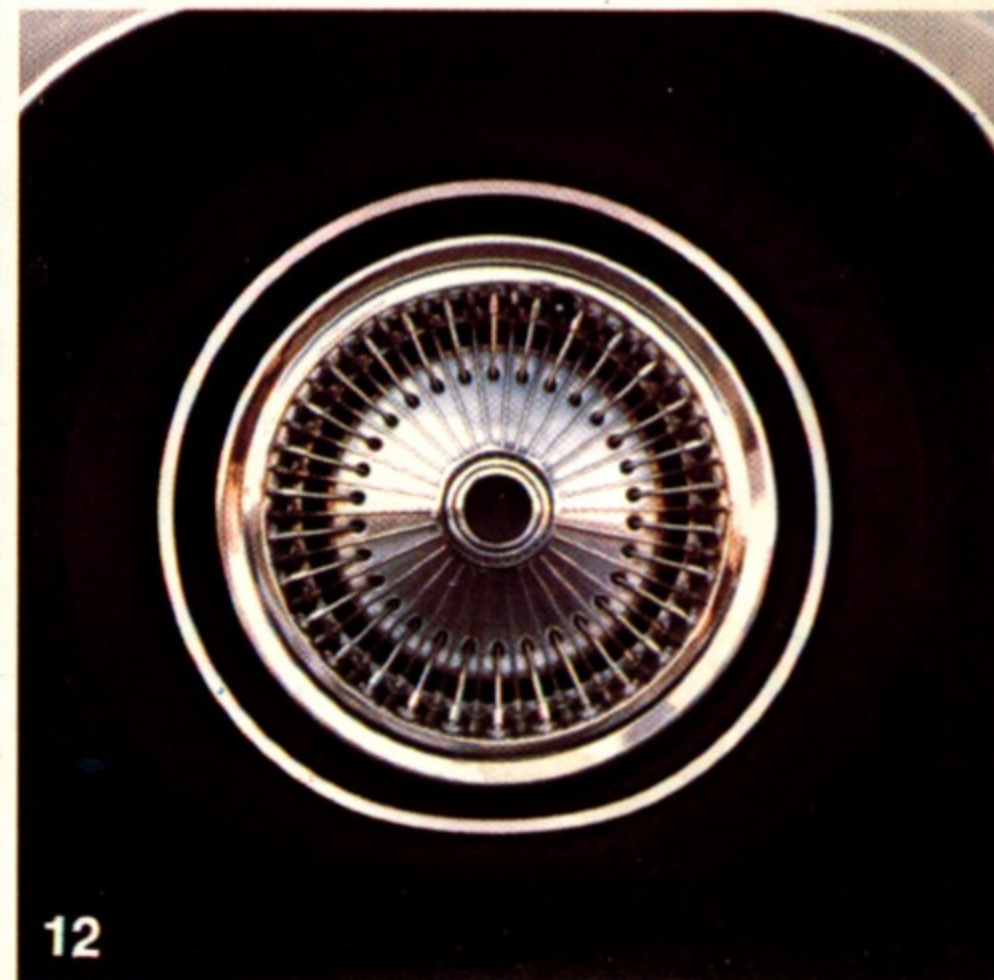
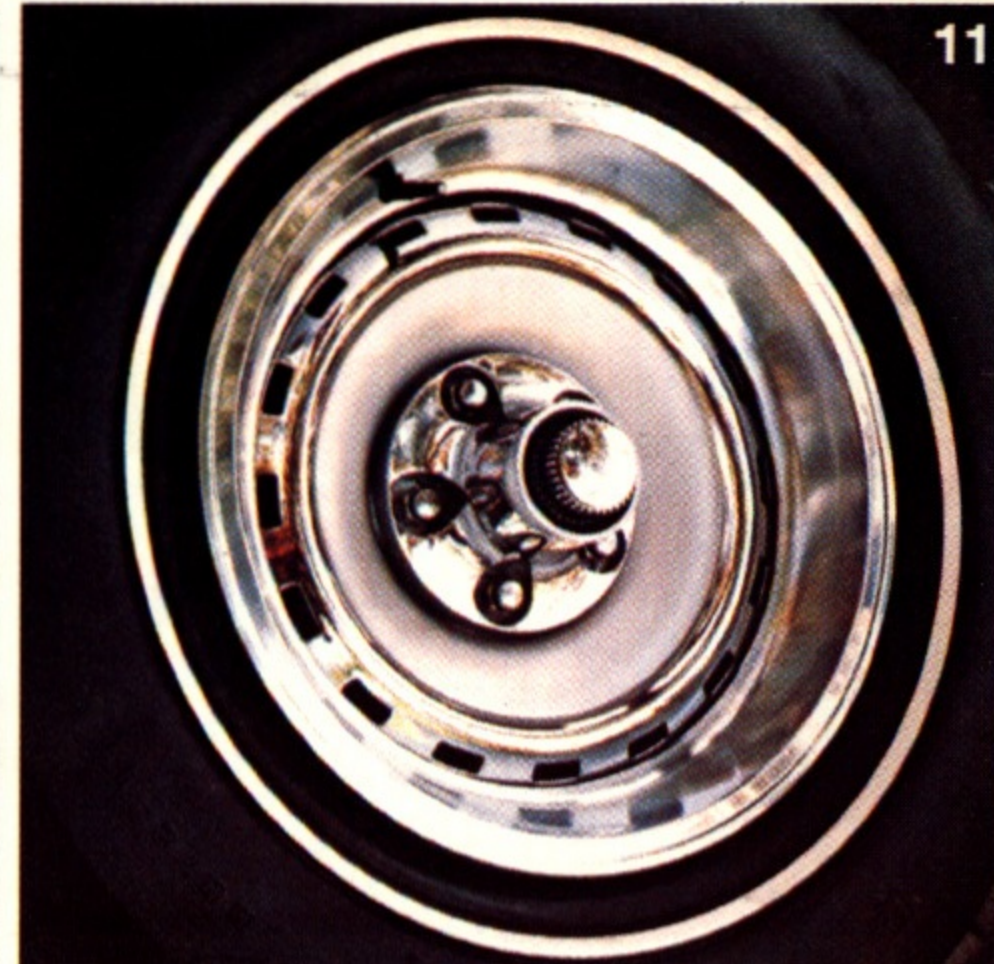
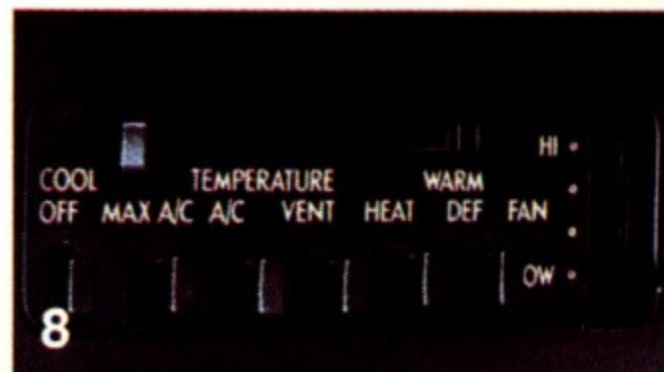


6. Auto-lock. Optional on Fury and Gran Fury wagons.
7. Optional Vent window. For additional front compartment air supply. Available Gran Fury.
8. Power tailgate window. Standard on the Gran Fury, optional on the Fury.
9. Auto-speed control. Allows you to hold or resume a desired speed and maintain that speed automatically. Optional on all Plymouth wagons.
10. AM/FM stereo radio with 8 track stereo tape. One of five radios available.
11. Trailer towing packages to suit different trailer loads from full size loads (up to 7,000 pounds) to lightweight loads of 2,000 pounds. See your dealer for the correct package for your needs.
- 12 & 13. Standard front and rear bumper guards.
14. Rear-facing third seat. A perfect roost if you have children in your family. Convenient and roomy, it can be their very own seat.
15. Optional fuel pacer system. Tells you when your foot is too heavy on the gas.
16. Optional new 15" styled polycast urethane wheel in sets of 5 for good looks and practicality. Available Fury only.
17. Optional tilt and telescopic steering wheel. Tilts up or down, telescopes forward and back to suit each driver for easier entrances and exits. Available on Gran Fury only.

PLYMOUTH OPTIONS

Your personal car owning experience has most likely conditioned you to the kind of accessories and equipment you'll want on your new Plymouth. And most likely, you'll find a particular model at your dealer with all the features you enjoy most. Even so, there may be a comfort or convenience item you have in mind that's not included as standard equipment. For that reason, we want you to know about the satisfying coverage Plymouth provides when it comes to investing in optional equipment.

1. A manual vent window is available on Gran Fury 4-Door Hardtops, Sedans and Wagons to aid in interior air flow.
2. Plymouth's new fuel pacer system. This sensing device is installed on the left front fender, flashes a light when your foot gets too heavy on the pedal under acceleration. Available all models.
- 3 & 4. Two of the Plymouth family of radios. Choose from push-button models in AM, AM/FM, AM with 8 track stereo tape, AM/FM stereo, AM/FM with 8 track stereo tape . . . as wide a range of sets as any sound enthusiast could ever want. Also shown is optional air-conditioning controls.
5. Electronic digital clock. Accurate to plus or minus one minute a month. Available on Gran Fury.
6. Bucket seat console. If you choose bucket seats this stylish integrated console can also be ordered. Duster Custom & 360, Road Runner and Fury Sport. (Road Runner and Fury Sport console shown.)
7. Auto-speed control. Allows you to pre-select desired speed, then maintain it automatically until you brake, accelerate or disengage the speed control. There is also a resume speed memory feature. Optional all models.
8. Air conditioning is an increasingly popular option on all models. Comfort levels can be chosen to easily maintain just the temperature you require. Fresh cooling air shields you from heat, of course; but the system is even more welcome to allergy sufferers or to those who appreciate the peace and quiet that comes with "windows up" motoring.
9. Trailer towing packages. There are special packages designed to fit your needs — whether you require equipment to meet the demands of trailers in the lightweight class (up to 2,000 lbs.) or heavyweight class (up to 7,000 lbs.). Be sure to consult your dealer about the trailer packages recommended for your needs.



10. Rallye road wheels for that extra racy look. All models except Gran Fury.
11. Chrome styled road wheels. Gran Fury only.
12. Wire wheel cover with radial tire. You won't be able to distinguish this wheel cover from the real thing. Beautifully designed, multi-spoke style adds a touch of flair to your new car. Available on Fury and Valiant Brougham.
13. Something the whole family will find to their liking — Gran Fury's tilt and telescopic steering wheel. Lets everybody adjust steering angle and reach to the most comfortable position. Wheel also moves up for easier entrance and exit. Try one. You'll want one.
14. Sun roof. All the advantages of the convertible with all the benefits of Sedan Hardtop or Coupe. Plymouth's sun roof opens to any desired position. So modestly priced, we hope you'll ask about it.
15. Bumper guards are standard on all models. They pay off in tight parking situations like supermarkets or in slow traffic, where minor bumps are readily absorbed by the guards. Lateral protection is also provided by rubber "nerf" strips, optional on all Fury models.
16. Inside hood release to protect your engine compartment from casual theft. Standard on the Gran Fury.
17. A wide range of convenience power accessories are available for your Fury and Gran Fury. Illustrated is the power window master panel on the Gran Fury.
18. Electric rear-window defroster. This has become a highly popular option in cold or damp climates. Heat conducting wires, bonded to the glass, offer quick, thorough removal of ice or snow or damp weather fog-ups within minutes. Available all models.
- 19 & 20. These illustrations show the versatility of Duster's Space Pak. You get mini-wagon carrying capacity by folding the rear seats down. With the seat in place, you have a regular trunk. A security panel provides concealed storage space for valuable items. The spare tire is hidden away below the trunk mat. Whichever way you use your Space Duster Pak you gain valuable space for travel or recreational needs.

DODGE RAMCHARGER

Meet the versatile Dodge Ramcharger. It's a station wagon, a dune buggy, a trailer tow, a convertible and a trail breaker available with either 2- or 4-wheel drive. In fact, what you make of your Ramcharger is up to you and your imagination. Dodge supplies the basics . . . Chrysler engineered full-time four-wheel drive, a 225 slant 6-cylinder, 318 V-8, three-speed manual transmission and the driver's seat. From there the options are yours. And there are plenty of options available to let you custom-build your Ramcharger into just the vehicle you want. Options like V-8 power up to a 440 CID mover, four-speed manual or three-speed automatic transmission, seating up to five passengers, numerous tire types to suit a wide range of driving needs, plus a roll bar . . . your options are nearly unlimited.



DODGE SPORTSMAN WAGON

This is one of the most popular vehicles Dodge makes. Owners choose it because of its roominess and versatility. The Sportsman Wagons are designed for hauling people . . . all kinds of people; from little league teams to vacationing families. There are four different seating arrangements to accommodate up to 15 passengers. A Camper Conversion Unit can be added to turn your people-toter into a roving hotel suite.

The Dodge Sportsman Wagons have all the features you appreciate. Features like full-foam driver and passenger seats, ash trays, front disc brakes, weather-protected side passenger step, Dodge wind-tunnel body shape for easy handling on the open road, plus the optional sliding side door, or optional single rear door and much more. There's a wide choice of appearance, comfort and convenience options too.



ENGINEERING FEATURES

The engineers who work on Plymouth products share the same philosophy as all who design any Chrysler product: if its basic pieces are sound, the whole car is going to show it . . . from the moment you drive it home 'til you trade on your next Plymouth. That's why Chrysler extra care in engineering features pay extra dividends in usefulness and driving pleasure.

Let's start with **Unibody construction** . . . over 4000 welds fuse all the panels in the main body into a single unit. The result is a "Quiet Ride" automobile that surrounds you with a sense of solid security. Adding to your comfort is our **Torsion-bar Suspension System** which employs bars that twist, rather than coils which compress, to provide a quiet balanced ride over all road surfaces.

Years ago, Chrysler engineers pioneered with

the first domestic **disc brakes**. Experience like that has led them to design slotted type linings for the disc brakes available on the '75's. Because these linings dissipate heat better (just like on the racing cars that use them, too), there is less tendency to fade. Cooler braking also promotes longer lining life.

Remember, too, that every Plymouth is engineered to last. A **seven step dip-and-spray** process inhibits rust inside and out and provides a wonderful basis for the wide range of gleaming acrylic enamels you can choose from.

This sort of dependability is also built into Plymouth's electrical components. Proven **Electronic Ignition System** gives you up to 35% more voltage for reliable starting power in all types of weather. It is practically maintenance-free as it needs no points or condenser. All Plymouth cars

have our **electronic assist choke** to shorten the period of choke operation and an **electronic voltage regulator** that helps prolong battery life.

For the safety of you and your passengers, every '75 Plymouth meets or exceeds the latest safety standards. An **impact absorbing bumper system** front and rear helps provide a measure of security that seems to be totally in keeping with the wonderfully quiet, efficient way your Plymouth moves about its business.

A 1975 Plymouth, no matter what the model, looks great and performs efficiently. But the way it feels is all due to what its engineering team achieved in the places you can't see. So when you buy Plymouth, you buy a lot of hidden value, too.

PLYMOUTH OPTIONS

Pick your choice with this handy option selector

	Valiant Brougham	Scamp Valiant & Duster Custom	Valiant Sedan, Duster & Scamp Sp.	Duster 360	Fury Sport & Sport Surburban	Fury Custom & Salon	Road Runner	Fury	Gran Fury Brougham	Gran Fury Sport Surburban	Gran Fury Custom	Gran Fury Custom Surburban	Gran Fury & Surburban	Gran Fury Special
Air Conditioning	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Air Conditioning—Auto Temp. II	NA	NA	NA	NA	NA	NA	NA	NA	O	O	O	O	O	O
Air Deflector—Station Wagons	NA	NA	NA	NA	O	O	NA	O	NA	S	NA	S	S	O
Automatic Rear Height Control System	NA	NA	NA	NA	NA	NA	NA	NA	O	O	O	O	O	O
Axle—Optional Ratios	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Axle—Sure Grip Differential	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Brakes—Power Front Disc. (Std. Wagons)	O	O	O	S	O	O	O	O	S	S	S	S	S	S
Front Bumper Guards	S	S	S	S	S	S	S	S	S	S	S	S	S	S
Rear Bumper Guards	S	S	S	S	S	S	S	S	S	S	S	S	S	S
Clock—Electric	NA	NA	NA	NA	O	O	O	O	S	S	O	O	O	O
Clock—Electronic Digital	NA	NA	NA	NA	NA	NA	NA	NA	O	O	O	O	O	O
Console—(2 Doors)	NA	O (Duster)	NA	O	O	NA	O	NA	NA	NA	NA	NA	NA	NA
Deck-lid Release Power*	NA	NA	NA	NA	NA	NA	NA	NA	O	NA	O	NA	O	NA
Defroster—Electric, Rear Window	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Door Locks—Power	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
Fuel Pacer System	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Glass—Tinted	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Horns—Dual	S	O	O	O	S	S (Salon)	O	O	S	S	O	O	O	O
Handles—Station Wagon Assist	NA	NA	NA	NA	NA	NA	NA	NA	NA	O	NA	O	O	NA
Hood Release—Inside	S	O	O	O	O	O	O	O	S	S	S	S	S	S
Light Package	S	O	O	O	O	O	O	O	O	O	O	O	O	O
Luggage Rack—Station Wagon	NA	NA	NA	NA	O	O	NA	O	NA	O	NA	O	O	NA
Mirrors—Outside Left Remote	S	O	O	O	O	O	O	O	O	O	O	O	O	O
—Outside Right Remote	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
—Dual Racing Type (2-Doors)	NA	O (Duster)	O (Duster)	O	O	O	O	O	NA	NA	NA	NA	NA	NA
Radio—AM	S	O	O	O	O	O	O	O	O	O	O	O	O	O
—AM/FM	O	O	O	O	O	O	O	O	O	O	O	O	O	O
—AM w/8-Track Stereo Tape	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
—AM/FM Stereo	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
—AM/FM w/8-Track Stereo Tape	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
Rear Seat Speaker—Single	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Seat—Power	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
Security Alarm System	NA	NA	NA	NA	NA	NA	NA	NA	O	O	O	O	O	O
Space Duster Pak	NA	O (Duster)	O (Duster)	O	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Speed Control—Automatic	O	O	O	O	O	O	O	O	O	O	O	O	O	O
Steering—Power	S	O	O	O	O	O	O	O	S	S	S	S	S	S
Steering Wheel—Tilt and Telescopic	NA	NA	NA	NA	NA	NA	NA	NA	O	O	O	O	O	O
Steering Wheel—"Tuff"	O	O	O	O	O	O	O	O	NA	NA	NA	NA	NA	NA
Sun Roof—Manual (2 Doors)	O	O	O	O	O	O	O	O	NA	NA	NA	NA	NA	NA
—Power*	NA	NA	NA	NA	NA	NA	NA	NA	O	NA	O	NA	O	O
Tachometer (2 Doors)	NA	NA	NA	NA	O	O	O	O	NA	NA	NA	NA	NA	NA
Tailgate—Station Wagon, Auto-lock	NA	NA	NA	NA	O	O	NA	O	NA	O	NA	O	O	NA
Tires—Whitewall	S	O	O	O	O	O	O	O	NA	NA	NA	NA	NA	NA
—Raised White Letter	O	O	O	O	O*	O*	S	O*	NA	NA	NA	NA	NA	NA
—Steel-belted Radial	O	O	O	O	O	O	O	O	S	S	S	S	S	S
Transmission—3-spd. manual, fir. mtd. (2-dr)	NA	O	O	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
—Automatic, column-mtd.	S	O	O	S	S	S	S	S	S	S	S	S	S	S
—Automatic floor-mtd. (2-dr)	NA	O (Duster)	O (Duster)	O	NA	O	NA	O	NA	NA	NA	NA	NA	NA
Trailer Towing Package—Light	O	O	O	O	O	O	O	O	O	O	O	O	O	O
—Heavy Duty	NA	NA	NA	NA	O	O	NA	O	O	O	O	O	O	O
Undercoating	S	O	O	O	O	O	O	O	O	O	O	O	O	O
Vinyl Roof*	S	O	O	O	O	O	O	O	O†	NA	O	NA	O	O
Wheel Covers—Deluxe	S	O	O	O	S	O (Custom)	NA	O	S	S	O	O	O	O
—Premier	NA	NA	NA	NA	O	O	NA	O	O	O	O	O	O	O
—Wire	O	NA	NA	NA	O	O	NA	O	NA	NA	NA	NA	NA	NA
Wheels—Rallye	NA	O	O	O	O	S	O	O	NA	NA	NA	NA	NA	NA
—Styled*	NA	NA	NA	NA	NA	O	O	O	O	NA	NA	NA	NA	NA
—Urethane Styled	NA	NA	NA	NA	O	O	O	O	NA	NA	NA	NA	NA	NA
Windows—Power	NA	NA	NA	NA	O	O	O	O	O	O	O	O	O	O
—Vent, Manual (4-Door Models)	S	S	S	NA	NA	NA	NA	NA	O	O	O	O	O	O
Windshield Wipers—3-speed	S	O	O	O	O	O	O	O	O	O	O	O	O	O

*N.A. Wagons S—Standard O—Optional NA—Not Available †Standard Gran Fury Brougham 2-Door Pillared Hardtop

STANDARD SAFETY FEATURES

Seat and shoulder belt restraint system • Bumper absorption system, front and rear • Front disc brakes (except 6-cylinder Valiant) • Flame retardant material • Large rear reflectors and lights • Lane change turn signal • Locking steering column • Energy-absorbing steering column and wheel • Energy-absorbing instrument

panel • High-strength windshield • Energy-absorbing front seat-back and armrests • Side door beams • Back-up lights • Roof intrusion protection • Keyless door locking — manual door locks with non-override lock feature, excluding driver's door • Interlocking door latches • Flush-type inside door release levers •

Cushioned sun visors • Dual breaking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers • Electric windshield washers • Head restraints, 2 front • Locking latch on front seat-back (2-door models only) • Left outside rearview mirror.

1975 PLYMOUTH EXTERIOR COLOURS

Spinnaker White
 Formal Black
 Spanish Gold Metallic
 Frosty Green Metallic
 Deep Sherwood Metallic
 Silver Cloud Metallic
 Vintage Red Metallic
 Bittersweet Metallic¹
 Moondust Metallic¹
 Avocado Gold Metallic¹
 Sahara Beige²

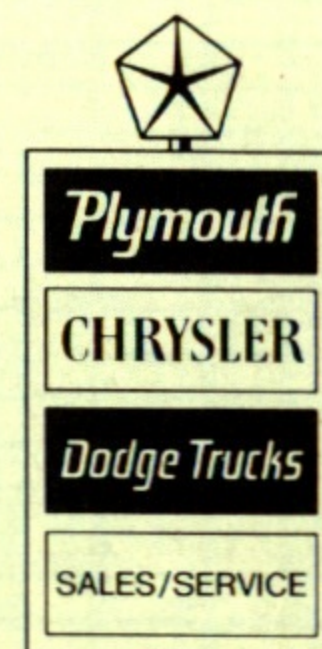
Cinnamon Metallic²
 Aztec Gold Metallic³
 Yellow Blaze^{4, 5}
 Lucerne Blue Metallic^{4, 5}
 Rallye Red^{4, 5}
 Golden Fawn⁵
 Inca Gold Metallic⁵
 Powder Blue⁵
 Sienna Metallic⁵
 Platinum Metallic⁶
 Astral Blue Metallic⁶

Dark Chestnut Metallic⁶
 Starlight Blue Metallic⁶

¹Not available Valiant.
²Not available Fury.
³Available Fury only.
⁴Not available Gran Fury.
⁵Not available Valiant Brougham.
⁶Available Gran Fury only.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colours and materials, and to change or discontinue models.

Printed in Canada.



Plymouth's got your size
for '75.

PFL-75-E

