

1969 **FURY**



VIP
SPORT FURY
FURY III
FURY II
FURY I
SUBURBAN WAGON

Plymouth



Now!

Things like this happen once in a car time VIP

When you think big car, you probably think big price.

Time to change your thinking.

VIP—like all 17 new Furies for 1969—is longer, wider, roomier. Truly a big car. Riding on a 120-inch wheelbase. But the price... well, VIP is still a Plymouth when it comes to that.

To go along with VIP's size, we supply the biggest standard V-8 engine in its class and the best suspension system in the business—torsion bars in front, leaf springs in the back. Quick and agile.

Now, some people still approach a big car (especially a luxury car like VIP) figuring it should look stodgy.

Not us.

Our 1969 VIP conforms to a new law of

lines. Quick. Clean. Lean. Young.

It has a deep-set, die cast grille that sweeps across the entire face. It's strong and looks it.

The profile says "class" rather than "clash," the entire car looks like it was poured, not just pieced and bolted together.

Inside, there's a lot more luxury than you'd expect. Like ¾-inch floor padding covered with about 3½ yards of deep loop carpeting.

Come the seats. We melded the richest knit weaves around with rich, rugged vinyl. Then we contoured them for more comfort and added a fold-down armrest in front.

All in all, we made every effort to build a luxury car that doesn't scream "square" to friends and relations.

The new Plymouth VIP comes into its own.

VIP 2 Door Fast Top



VIP 4 Door Hardtop



Ever get the feeling you're being watched? Drive a Plymouth VIP.

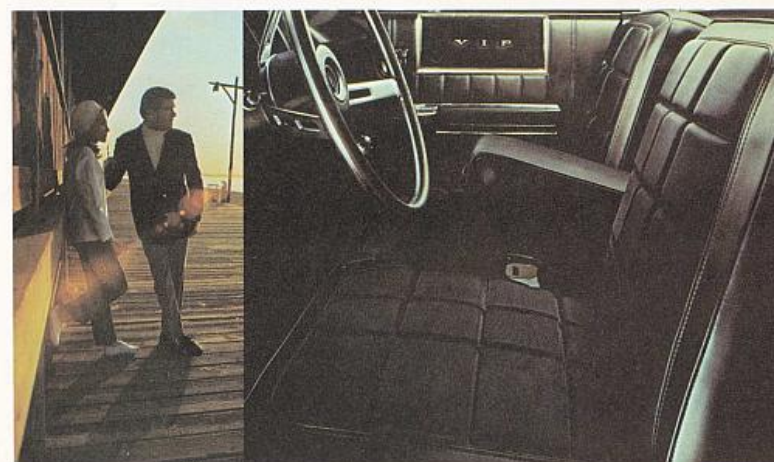
Class tells. And VIP is the class of the Plymouth line. So when you're out somewhere, don't be surprised if you feel a lot of eyes on you.

Maybe they're taking in that low silhouette. Or maybe it's the integrated side mouldings that run the full length of the car.

Then again, perhaps they're taken up with the colour. There are 20 different exterior

finishes this year, plus the largest selection of colour-co-ordinated interiors ever offered.

As for the optional equipment, you'll find such things as an AM/FM Stereo Multiplex Radio that's a complete home entertainment centre. Except it's in the car.



Our way of improving on nature SPORT FURY



Sport Fury 2-Door Hardtop. It takes on a personality. Yours.

A quick test. (a) Do you prefer hockey or the ballet? (b) A good party or reading Tolstoi? (c) Taking charge or following the leader? If you answered (a) hockey, (b) party, (c) taking charge, you're probably the Sport Fury type. This one's our hardtop variety. It has custom paint stripes, die-cast grille, wheel opening moulding, side mould-

ings, all-vinyl interior and what seems like an acre of carpet.

Like all our 1969 Furys, this Sport has disappearing windshield wipers (they're tucked away until you need them, then out they come and away they go).

15-inch wheels (after all, Fury's a big car) and (if you order air conditioning for a 2-door hardtop), vent-less side door glass comes as standard equipment.

It kind of brings out the best in you.



Sport Fury Convertible

Sport Fury 2 Door Hardtop



Convertibles used to have a drawback. There was all kinds of room in front, but woe and alas if you tried to squeeze three people in back.

We fixed that by redesigning the linkage that made those big bulges along the sides.

Now a crowd can sprawl out there. On all-vinyl seats that look like they're straight from the leather factory. Up front, buckets. But there's a difference because Fury gives you two ways to fill the space in between.

One: a console with transmission shift control.

Two: a centre seat with back that folds down as an armrest.

Naturally, your Sports Fury Convertible won't always be standing still. So we offer five great V-8s.

One is the biggest standard V-8 in its class at 318 cubic inches.

Another is the biggest optional V-8 in its class with 440 cubes.

Any way, you'll know you have a Fury on your hands.

The instrument panel is outfitted like a personal car's should be. It's padded top and bottom. All the switches, controls and instrumentation are clustered around the steering column. And everything is floodlighted so there's no groping in the dark.



FURY SPORT SUBURBAN

Room. It's what a wagon is all about. Room for a gaggle of kids. Room for a week's groceries. Room for those 4' x 8' objects when you're panelling the basement. That's right, Fury wagons have more than four feet between the wheel wells.

But with all that load space, we don't see any reason why a wagon should look like a stake truck. Or drive like one. To see what we mean, feast your eyes on this Sport Suburban which comes in 2 and 3 seat models.

And for 1969, Fury wagons have two great features. One is a Rear Integral Wind Deflector. It keeps the standard power tailgate window cleaner longer. Provides flow-through ventilation when the rear window is down. Keeps rain, dust and other undesirables out.

The other is a two-way tailgate. It lets you load just about anything you want, any way you want.

Sport Suburban—Wagon with the Works. The wood grain paneling on the sides speak of pure luxury. And it's more than paid off inside.

The front seat has individual seat backs and a fold-down centre armrest. Naturally, it's all vinyl (like the door panels) and there's carpeting throughout, even on the load floor, as an option.

As for ride and handling—well it's just like any Fury's. Quick. Responsive. Quiet. Sure. Torsion bar suspension comes through again.

So here it is. Functionally combined with luxury and style. Fury Sport Suburban really knows how to carry it off.

Sport Suburban Wagon (available in 2 and 3 seat models)



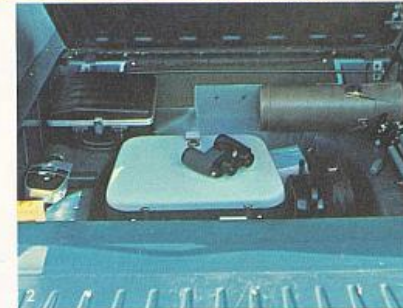
Custom Suburban (2 and 3 seat models available)



Suburban Wagon (2 seat model available)

If you get the idea we're proud of these wagons, you're right. Read on and maybe you'll see why.

- (1) **The Wind Deflector:** It keeps the rear window cleaner longer. Or, if the window is down, it keeps dirt and grime out of the cargo area. Standard.
- (2) **Lockable Stowage Compartment:** Plymouth wagons offer this extra compartment in which you can lock away valuables. Optional.
- (3) **Roof Rack:** With one of these added you could almost go into the furniture removal business. Optional.
- (4) **Rear Window Washer:** Press a button, window goes down dirty; comes up clean. And dry. Simple! Optional.
- (5) **Assist Handle:** Handy. Optional.
- (6) **Two Way Tailgate:** Down it's ready for luggage. Out it's ready for people. Standard.



The Sport Suburban front seat; all-vinyl with fold-down arm rest.



FURY III

Most cars with a low-price name look like they're run off on a copying machine.

You can't say the same about Fury.

Here's a car with greater side glass curvature, with smooth new lines that are well defined yet soft as a grecian urn. And just enough chrome trim to dress it up and protect the sides from parking lot pock marks.

Rich vinyl-and-nylon seats contoured so you sit in them, not on them.

Carpeting that stretches the full length and breadth of your own private world.

Something else. Fury's Torsion-Aire ride takes those back road bumps and makes them disappear.

In short, about the only thing Fury has that the others have is four wheels. Even then, ours are usually bigger.

The 4-door hardtop. Great for getting away from it all. Particularly if you add Airtemp air conditioning and automatic temperature control. It gives you the exact comfort level you want.

Fury III 2 Door Hardtop



Fury III 4 Door Hardtop



On the Fury III convertible, the top latches are so easy to snug down. Push a rocker switch and two hydraulic actuators tuck down the top.

And the rear window is glass. Won't scratch or turn yellow like those plastic jobs.

It's living. Really living.

Of course, the Fury III 4-door sedan has its advantages, too. You get in and out with grace. You eliminate all the clumsy movements when loading groceries or people.

Yes, a 4-door definitely has a place in this world. Especially when it's styled and finished like a Fury III.

Fury III Convertible



Fury III 4 Door Sedan



FURY II

It's a small price to pay to help keep Canada beautiful.

Who'd ever think you get beautiful cars like these without forking out a bundle?

Especially when they're built like Plymouth.

Body and frame are a single unit. That way Fury rides quiet. Tight.

Brakes are bonded so there are no rivet holes to retain dirt and score drums. Standard Fury brakes are self-adjusting, too. And they've been Chrysler Engineered so they can't over-adjust and drag.

Fury II comes in both 2 and 4 door sedans and 2 door hardtop models. Features include full-length side and drip rail moulding, integrated taillights and back-up lights, lush carpeting and a handsome vinyl interior.

And take a look at that massive bumper. It's the way a bumper should be. Yet it looks like it belongs. And so it should, because the rest of the car is massive, too.

A long expanse of hood. Under it there beats a 225 cu. in. Slant Six that wrings out great mileage on regular gas. Or there are optional engines climbing all the way up to a mighty 440 cu. in. V-8.

In summary, Fury II is a car that brings luxury driving right into the low-price bracket.

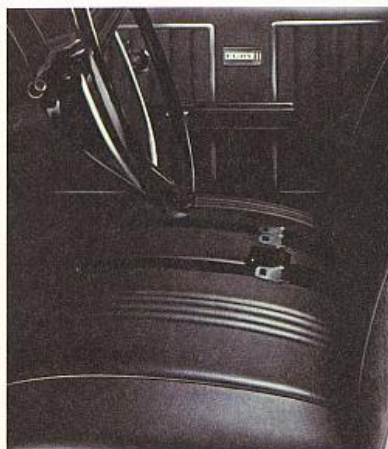


Fury II 2 Door Hardtop



Fury II 2 Door Sedan

Fury II 4 Door Sedan



FURY I

The basic Fury

Fury I is the least expensive car in the Plymouth Fury line-up. But remember this. Basically, it's still a Fury.

Which means you still get those sleek and beautiful new style lines.

And a rattle-free unitized body that undergoes a 7-stage rustproofing process of dips and sprays. You get all the standard safety features. More than fifty of them including an impact-absorbing steering column, seat belts for everyone and safety rim wheels.

You also have a vast choice of options. Such as an automatic speed control, an AM/

FM Stereo Multiplex Radio. Even a stereo tape deck.

You sit in a luxury interior that seats six in real comfort and on seats that are finished in good-looking nylon and scuff-resistant vinyl. If you have youngsters, you'll appreciate the scuff resistance.

Another choice you'll have to make is between the 2 and 4 door editions. Both are fully carpeted. All of which is our way of saying that, even though you're buying a low priced car, nobody would ever know it by looking at it.

And you wouldn't know by driving it.



Fury I 4 Door Sedan



Fury I 2 Door Sedan

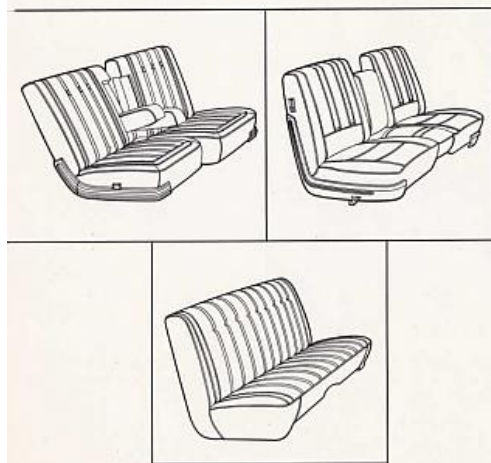


Plymouth Fury's quick course in decorating

There was a time when you ordered a car in basic black. Those days are gone. Now available are a seemingly endless range of colour and trim choices on any new Fury you choose.

Start with the exterior. You choose from 20 different exterior paint colours. If you wish, a wide variety of two-tone paint combinations are available, and they're all in Acrylustre finish that will keep its new look for years. Extra-cost dress-up features include custom wheel covers, fender skirts, accent stripes, and colour-keyed vinyl roofs.

Inside, the choices are almost as numerous, and just as beautiful. Carpeting is lush and soft under foot. It's colour-keyed and runs door-to-door. Seats are colour-keyed, too. They come in lavish cloth-and-vinyl, all-vinyl, and leather. Some bench seats have fold-down centre armrests. Perhaps you prefer contoured bucket seats. Or, optional individualized comfort seats which appear as deeply comfortable private lounge chairs up front. The passenger seat reclines. And fold away the centre armrests and you have a full-width seat for three. Fact is, with this much choice, the only difficulty you'll have is making up your mind.



Announcing some colourful ways to go Plymouth. Are you the Bronze Metallic type? The way to find out is to look at the colour samples above. Close scrutiny may reveal that you feel more comfortable with White, Green Metallic, or Gold Metallic. Whatever your preference, you'll find that Plymouth's 20 different exterior colour choices leave a lot of room for individual expression.

1969 Fury Options

Plymouth Fury Options

Half the fun of buying a 1969 Plymouth comes from expressing your own individuality. Do it by adding those options that best suit your personality. We've illustrated just a few of the more than 50 choices available. Others you might wish to consider include: Automatic speed control. Power windows. Power door locks. Power brakes. Power steering. Heavy-duty suspension. Rear window defogger. Left outside remote control mirror. Tinted glass. And the tail gate window washer for wagons.

1. Road wheels. For the man who wants to add real flair.

2. Sport wheel covers. Real jazzy? Yes. Expensive? No.

3. Add beauty to beauty. And drive in comfort and style with lush bucket seats.

4. Nighttime fumbling with keys is ended with Plymouth's time-delay ignition switch light. A light turns on when you open the door, stays on after the door is closed, then shuts itself off. It's part of an optional lighting package which includes fender-mounted turn indicators, reading dome light, and rear courtesy switches on 4-door models.

5. Do a lot of rough-terrain driving? Like the assurance of having extra power for rear wheels when you need it? Then you'll want our Sure-Grip differential. It keeps traction at a maximum regardless of conditions.

6. Ventless side door glass. Mandatory option on 2-door hardtops with air conditioning.

7. Winter or summer, stay unruffled with automatic temperature control plus Airtemp air conditioning (also available without automatic temperature control). Just set the temperature level you desire and forget it.

8. Tall or short, heavy or slim, you can adjust this Tilt steering wheel to the position that suits you best.

9. Sound? Tune in. Our FM/AM stereo radio delivers concert hall quality on the move. Or, order an AM radio with 8-track stereo tape cartridge for equally pleasant listening.

10. They've been used in racing cars for years. Now you can get front power disc brakes on your Plymouth, too. They make putting on the brakes a very sure experience.

11. Deep-Dish wheel covers. They're real good looking and very inexpensive.

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*	Super Commando 440 V-8*
Horsepower.....	145 hp at 4000 rpm	230 hp at 4000 rpm	290 hp at 4400 rpm	330 hp at 5000 rpm	375 hp at 3600 rpm	350 hp at 4400 rpm
Torque, lbs.-ft.....	215 at 2400 rpm	340 at 2400 rpm	390 at 2800 rpm	425 at 3200 rpm	480 at 3200 rpm	480 at 2800 rpm
Compression ratio.....	8.4 to 1	9.2 to 1	9.2 to 1	10.0 to 1	10.1 to 1	10.1 to 1
Bore, inches.....	3.40	3.91	4.25	4.25	4.32	4.32
Stroke, inches.....	4.125	3.31	3.38	3.38	3.75	3.75
Displacement, cu. in.....	225	318	383	383	440	440
Carburetor type.....	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.
Air cleaner type.....	Silenced	Silenced	Silenced	Unsilenced	Unsilenced	Unsilenced (a)
Exhaust.....	Single	Single	Single	Dual	Dual	Dual
Camshaft.....	Standard	Standard	Standard	Standard	High Perf.	Standard
Fuel.....	Regular	Regular	Regular	Premium	Premium	Premium

*Not available for Fury station wagons (a) wagons use 2-snorkel type.

Exterior Dimensions*

Wheelbase.....	120 in.
Station wagons.....	122 in.
Overall Length.....	214.5 in.
Overall Width.....	79.6 in.
Overall Height.....	56.6 in.
Track—Front Wheels.....	62.1 in.
Track—Rear Wheels.....	60.7 in.

*All dimensions for sedans, unless otherwise indicated. For station wagons see special figures listed below.

Passenger Room*

Head room—Front Seat.....	38.8 in.
Head room—Rear Seat.....	38.4 in.
Leg room—Front Seat.....	41.8 in.
Leg room—Rear Seat.....	38.6 in.
Shoulder room—Front Seat.....	63.4 in.
Shoulder room—Rear Seat.....	62.8 in.
Knee room—Rear Seat.....	5.0 in.
Seat Height—Front.....	9.2 in.
Seat Height—Rear.....	11.6 in.
Trunk Volume.....	21.5 cu. ft.

*All dimensions for sedans, unless indicated.

Fury Wagon

Cargo Compartment Dimensions:

Floor length, tail gate open, 2nd and 3rd seats folded.....	119.4 in.
Floor length, tail gate closed, 2nd and 3rd seats folded.....	98.98 in.
Floor length, tail gate open, 2nd seat up, 3rd seat folded.....	83.5 in.
Floor length, tail gate closed, 2nd seat up, 3rd seat folded.....	63.08 in.
Width between the rear wheel housings.....	48.5 in.
Height of rear opening.....	29.06 in.
Width of rear opening at the floor.....	54.5 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.

Dual master-cylinder braking system is a self-energizing, servo-contact system with bonded linings. Brake shoes are internal expanding type. A self-adjusting feature is activated during reverse stop. Separate, foot-operated parking brake, cable-connected, acts on each rear wheel.

*Wagons have 11 x 2.5 in. rear wheel linings, total area 223.4 sq. in. Optional caliper-type disc front wheel brakes, and heavy-duty manual-adjusting drum-type brakes also available.

Chassis Specifications*

Turning Diameter—curb-to-curb.....	42.8 ft.
Front Suspension Type.....	Torsion Bars
Rear Suspension Type.....	Asymmetrical leaf springs

Rear Spring Length..... 59 in.
Rear Spring No. of Leaves..... 5**
Shock Absorbers..... Onflow type
Manual Steering Ratio.....

Steering Gear..... 24.0 to 1

Manual Steering Ratio—Overall..... 29.2 to 1

Wheel Turns—lock-to-lock..... 5.8

Power Steering Ratio—Steering Gear..... 15.7 to 1

Power Steering Ratio—Overall..... 19.1 to 1

Wheel Turns—lock-to-lock..... 3.5

*All specifications for sedans, unless indicated. **6% leaves on wagons, 6 leaves on 440 engine cars.

Transmission Gear Ratios*

	1st	2nd	3rd
Manual 3-speed (318 cu. in. Engine).....	3.02:1	1.76:1	1.00:1
Manual 3-speed (383 cu. in. Engine).....	2.55:1	1.49:1	1.00:1
Optional Automatic 3-speed.....	2.45:1	1.45:1	1.00:1

*For 8-cylinder models, unless indicated.

Rear Axle Ratios*

Manual—3-speed.....	3.23 to 1
Automatic—3-speed.....	2.76 to 1

Rear axles are hypoid type with Hotchkiss drive.

*For standard 8-cylinder sedan models, unless indicated.

Capacities* (Imperial measure)

Fuel Tank.....	20 (wagons 19.2)
Engine Crankcase (1 additional qt. for filter).....	3.25 qts.
Cooling System (with Heater).....	13.3 qts.

*For standard 8-cylinder models, unless indicated.

Wheels and Tires

15" Safety-Rim Wheels and low-profile tubeless tires are standard on all models. Tire sizes vary according to model and equipment. Consult your dealer for specific model information.

NOTES

Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.

For 1969, Plymouth offers you the widest selection of models in its history.

You'll find new concepts in styling. New achievements in engineering. New convenience features. New safety items. Added luxury all through the Plymouth line.

The only way you can experience the superior handling and performance of a Plymouth car is to drive one. Only then can you feel the difference Chrysler Quality engineering makes.

If you're looking for an economical, low-priced model, test drive a Valiant. It's the one remaining compact that is still what it started out to be—an *honest* compact. Or how about something

slightly bigger and more luxurious? In the mid-sized Plymouth line you'll find everything from sensibly-priced Belvedere to a fast and furious GTX.

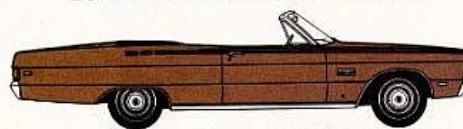
For the sports car buff, Plymouth has the wild ones. Barracuda, winner of last year's Shell 4000 mile rally. In fastback, hardtop and convertible. And for the ultimate in luxury and performance, there's Plymouth Fury, described in full in this catalogue.

For 1969 there are over 45 Plymouth models from which to make your selection. You are bound to find one that is just right for you.

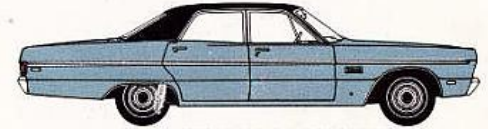
1969 PLYMOUTH FURYS



VIP • 2 Door Hardtop • 4 Door Hardtop



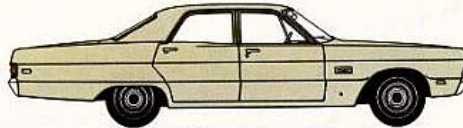
Sport Fury • 2 Door Hardtop • Convertible



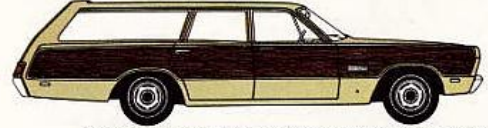
Fury III • 2 Door Hardtop • Convertible
4 Door Hardtop • 4 Door Sedan



Fury II • 2 Door Hardtop
4 Door Sedan • 2 Door Sedan

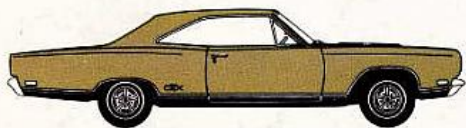


Fury I • 2 Door Sedan • 4 Door Sedan



Sport Suburban Wagon • Custom Suburban Wagon
Suburban Wagon

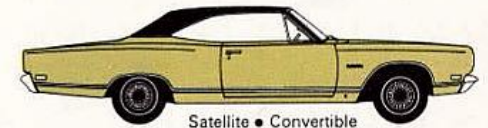
1969 MID-SIZED PLYMOUTH



GTX • Convertible • 2 Door Hardtop



Sport Satellite • Convertible
2 Door Hardtop • 4 Door Sedan



Satellite • Convertible
2 Door Hardtop • 4 Door Sedan



Road Runner • 2 Door Hardtop
Convertible • 2 Door Coupe

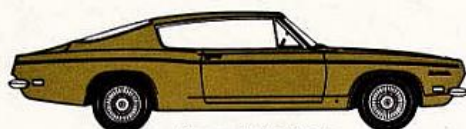


Belvedere • 2 Door Sedan • 4 Door Sedan

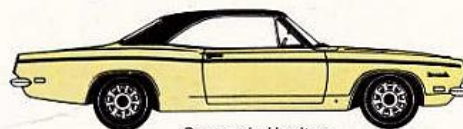


Sport Satellite Wagon • Satellite Wagon
Belvedere Wagon

1969 BARRACUDAS



Barracuda Fastback



Barracuda Hardtop



Barracuda Convertible

1969 VALIANTS



Signet • 2 Door Sedan • 4 Door Sedan



100 • 2 Door Sedan • 4 Door Sedan



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