

1971 Plymouth Fury

Fury I
Fury II
Fury III
Sport Fury
Sport Fury GT
Suburban Wagons





Fury comes through for you.

This year we're coming through with the finest cars we've ever built. A total of 25 big, roomy, good-looking new Fury sedans, wagons, and hardtops . . . all with new Torsion-Quiet Ride.

Many with more hip, shoulder, head and stretch-out room, front and rear, than the highest-priced luxury models. And starting at prices thousands of dollars less.

In every car we build, we build quality right in. Each one must pass the most rigid quality control we could give it. The result is a car totally designed, totally engineered, and completely built with one thing in mind. To come through with the finest handling, riding and performing Plymouth Fury ever.

A luxurious new comfort and handling package. We call this new package Torsion-Quiet Ride. It starts with a completely welded Unibody that has no bolts to work free and rattle. In addition, 8 rubber body mount sound isolators separate the frame from the structure of the car. Handling is also an important part of Torsion-Quiet Ride. Our torsion bars twist and flex road shock and mushiness out of the ride. Finally, we add pounds and pounds of sound isolation material to shelter you from the hubbub going on outside. The result is a quiet, controlled, relaxing ride.

New standard features that we're proud of. Standard on all Sport Furies—a Urethane rear bumper applique that protects against dents and scratches and won't rust. It's colour-keyed to the protective vinyl side mouldings (which protect your car from door nicks), and is a tasteful complement to our elegant Boar Grain vinyl roof. In handsome black, white, blue, green and gold. Then there's new keyless door locking. Streamlined ventless side glass. Hidden windshield wipers. Long wearing bias-belted tires.

An anti-theft ignition system that locks the steering column and transmission when you remove the key. And warns you to take the key when you leave the car. Interiors are plusher than ever. With liberal use of rich wood-grain accents. Supple vinyls. Rich Bedford cord weaves. Buckets. Benches with soft pull-down centre armrests and integrally styled head restraints.

Coming through with new options. Optional Stereo Cassette Tape System with 5 speakers. A microphone is also available that lets you record the radio or you can dictate.

New: Optional Strato-Vent fresh air system. Keeps the air circulating without bringing in any outside noise. Ours is the only system that operates with a 3-speed blower for maximum effectiveness.

New: Another fresh air feature. It's an optional electrically operated sun roof on 2-door hardtops. You get most of the advantages of a convertible with hardtop safety and styling.

New: An optional 360 cubic inch V-8. Like our other engines, it runs on regular gas. Also available . . . a thrifty 225 cubic inch "6" . . . a thoroughly proven 318 and two 383 V-8's . . . and a highly responsive 4-barrel 440 Special. Six big engine choices in all.

New: An optional system that washes headlights and scrubs them clean with nylon brushes. Chrysler engineered for better illumination and your safety.

What coming through is all about. It's all about you. Your comfort. Your style. Your demand for excellence. That's how Plymouth Fury comes through for you.

Sport Fury—2-Door Hardtop

Sport Fury. Your invitation to gracious living. Twin-styled colour co-ordinated vinyl body side rub strips protect the beautiful baked enamel finish. Dual headlights hide behind a rich, die-cast grille by day, shine by night. And Torsion-Quiet Ride with extra noise insulation material and solid, geared-to-the-road stability that reflects engineering excellence. Coming through with 5 sumptuously appointed models.



Sport Fury 4-Door Sedan and Hardtop

The ultimate in luxury in all Sport Fury models is evident in the 4-door sedan and hardtop. These models are available with a split-bench seat, a reclining seat back on passenger side, and dual centre armrests for selective comfort. An optional Boar Grain vinyl roof is available in 5 handsome colours to match the standard Urethane rear bumper pad.



Sport Fury GT and Formal Hardtop

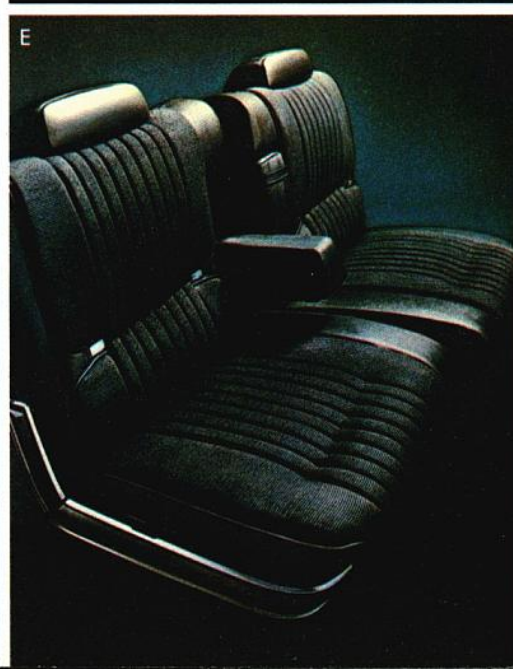
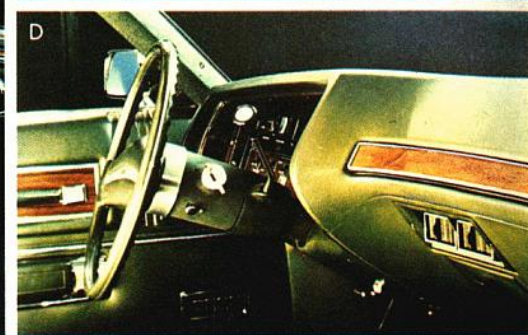
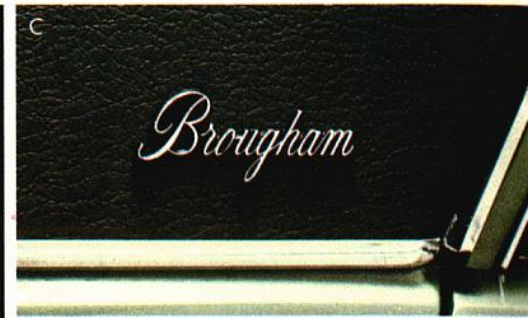
Two more ways Fury comes through for you. The Formal Hardtop (right). Spot it by its custom roof line and look of restrained elegance. A super luxury car. Spot a GT by its dual hoodstripes (left). Strobe stripes on the sides. It has a 440 4-barrel V-8, standard. It's called the executive's super car.



Sport Fury Luxury

We're coming through with luxury inside as well as out. Touches of wood-grain walnut highlight the Flood-lit, padded instrument panel and accent the padded doors. There's carpeting everywhere. **A.** Standard Sport Fury cloth-and-vinyl bench. With integrally styled head restraints and fold-down centre armrest. Available in 5 colours. **B.** Optional Sport Fury all-vinyl buckets. In 4 colours. With integral head restraints and optional floor-mounted console. Or choose a centre cushion w/folding armrest at

no extra charge. **C. & D.** Optional Brougham Package. Elegantly styled. With classic Brougham script on rear roof pillars. Brougham luxury throughout. **E.** Brougham 4-door cloth-and-vinyl split bench. A 5-foot-wide sofa that converts to individual adjustable armchairs—each with its own centre armrest. The passenger side reclines. Available in 4 colours. **F.** Brougham 2-door comfort seats. Covered in cloth-and-vinyl. Individual seat adjustment, reclining passenger-side centre armrest. In 4 colours.



Fury III 2-Door and 4-Door Hardtop

Coming through better than ever is our best-selling Fury series, Fury III. Six models deep. With new Torsion-Quiet Ride. A V-8 that runs on regular is standard. Or with the 2-door hardtop and sedan you can choose the economical 225 "6". All the size and comfort of more expensive cars at a lower price. Just some of the things that make it Plymouth's best seller.



Fury III 4-Door Sedan and 2-Door Formal Hardtop

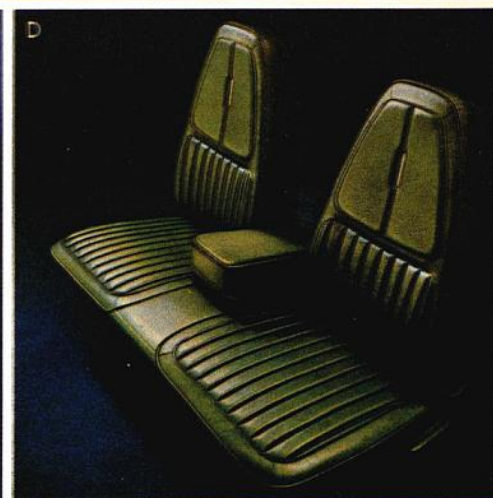
The Formal 2-Door Hardtop comes through for those who want a Fury III with luxurious appointments. The beautiful 4-Door Sedan comes through for families who want 4-door convenience and comfort. Other comforting thoughts. Options like air conditioning, power windows, steering and brakes. Ask your Plymouth salesman for full details on options.



Fury III Interiors

Deep, extra-thick, padded seats. Wood-grain inserts on doors, padded dash and Flood-lit instrumentation. Just a few of the ways Fury III comes through for you. Options include 6-way power seat. Tilt Steering Wheel with Rim-Blow horn switch. Added comfort now. Added trade-in value later. **A.** Standard Fury III cloth-and-vinyl bench. With integral head restraints. In 4 colours. **B.** Fury III Flood-lit instrumentation. All gauges, switches and controls are fully lighted. No groping in the dark. Real gauges; not just

warning lights as are found on most competitive cars. **C.** Optional Fury III all-vinyl buckets. With smart, integral head restraint seat styling. In 3 colours. **D.** Optional Fury III all-vinyl-bench. With fold-down centre armrest. Integral head restraints. In 7 colours. **E.** Optional all-vinyl Fury III split-bench. With individual armrests and seat adjustments. Passenger side reclines. In black only. Available on all 4-door hardtops and sedans.



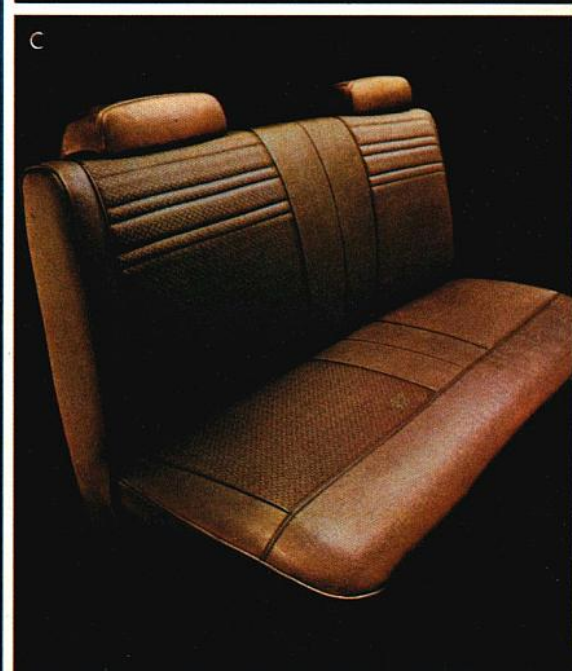
Fury I and II

Fury II 2-Door Hardtop (right) and Fury I Coupe (centre). Lowest priced ways you can get Fury size and comfort plus handsome 2-door styling. The big Fury II 4-Door Sedan (shown left) and Fury I 4-Door Sedan (not shown) have all the big Fury features plus 4-door convenience. Add options until you reach the comfort and convenience level you want. Choose from over 50 options.



Fury I and II Interiors

A. Optional Fury II all-vinyl bench with individually adjustable head restraints. In blue and black. **B.** Standard Fury II cloth-and-vinyl bench, with individually adjustable head restraints. In blue, green and saddle. **C.** Optional Fury I all-vinyl bench with individually adjustable head restraints. In blue, saddle, black/charcoal.



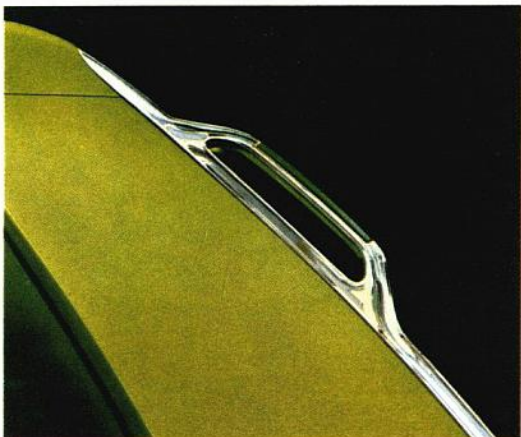
Fury Wagons

Fury Wagons come through with big comfortable interiors that look as good as they feel. Big wide, open spaces that will take 4' x 8' sheets of plywood lying flat on the floor. There's a big 318 V-8, standard or an optional 440 and features like a rear airfoil. When the glass is up it helps to keep it clean. When the glass is down the airfoil works to help keep dust and fumes outside. Choose from the Suburban (insert) Custom Suburban (right) or Sport Suburban (left). All available in 2 or 3-seat models.



Wagon Interiors and Options

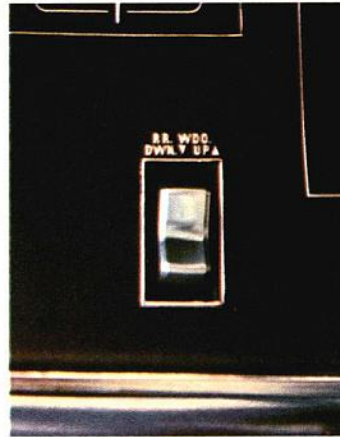
For the complete story on Fury Suburban options see your Plymouth dealer.



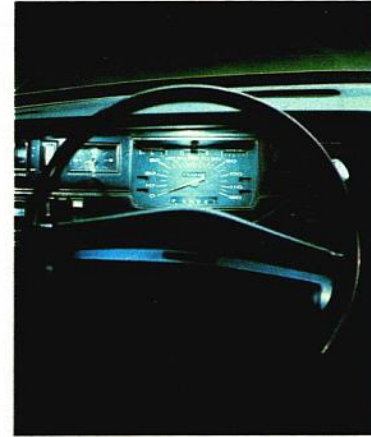
A. Assist Handles. An extra touch that makes life a little easier.



B. Storage Trays for all those little things. And optional cargo area carpeting.

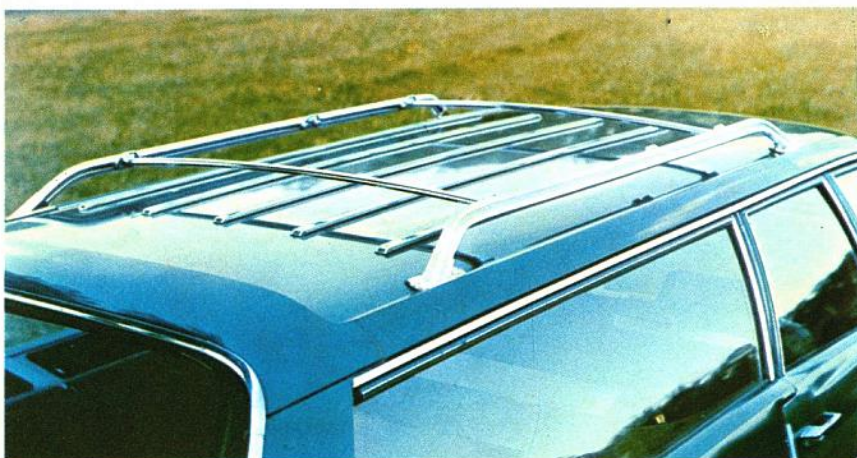


C. The Fury Power Tailgate Window is standard. When you turn the ignition key on, the tailgate locks.



D. Standard Flood-lit Instrument Panel, you see it in style.

E. Optional Luggage Rack. Carry it off with style.



F. Moving right along. Your Fury can take 2,500 pounds in tow, all you add is a trailer hitch. With our optional Trailer Towing Package, you can take 5,000 pounds.



Options	Fury I	Fury II	Fury III	Sport Fury	Sport Fury GT
Light Package	O	O	O	O	O
Basic Group	O	O	O	O	NA
Trailer Tow	O	O	O	O	O
Brougham Package	NA	NA	NA	O	O
Heavy-Duty Brakes	O	O	O	O	S
Power Disc Brakes—Front	O	O	O	O	O
Shoulder Belts—Rear	O	O	O	O	O
Console	NA	NA	O	O	O
Front Foam Seat Cushion	O	O	S	S	S
Accessory Floor Mats	O	O	O	O	O
Carpets	O	S	S	S	S
Sure-Grip Differential	O	O	O	O	O
50 Amp. Alternator	O	O	O	O	O
70 Amp. Battery	O	O	O	O	S
Tinted Glass—All Windows	O	O	O	O	O
Tinted Windshield Only	O	O	O	O	O
Manual Mirror—Right	O	O	O	O	O
Remote Control Mirror—Left	O	O	O	O	O
Rear Window Defogger	O	O	O	O	O
Strato Ventilation	O	O	O	O	O
Air Conditioning	O	O	O	O	O
Electric Clock	O	O	O	O	O
Headlight Washer	NA	NA	NA	O	O
3-Speed Windshield Wipers	O	O	O	O	O
Pedal Dress-Up	O	O	O	O	O
Undercoating and Hood Silencer Pad	O	O	O	O	O
Nightwatch Headlight Delay and Headlights-on Warning Signal	O	O	O	O	O
Door Edge Protectors	O	O	O	O	O
Bright Upper Door Frames	O	O	S	S	NA
Custom Sill Moulding	O	O	NA	S	S
Belt Moulding	O	O	O	S	S
Wheel House Opening Skirts	O	O	O	O	NA
Sun Roof With Vinyl Roof	NA	O	O	O	O
Bumper Guards—Front	O	O	O	O	O
Bumper Guards—Rear	O	O	O	NA	NA
Bumper Guards—Front and Rear	O	O	O	NA	NA
Engine Block Heater	O	O	O	O	O
Automatic Speed Control	O	O	O	O	O
Power Bench Seat	O	O	O	O	O
Power Bucket or 50/50 Seat—Left	NA	NA	O	O	O
Power Windows	O	O	O	O	O
Power Door Locks	O	O	O	O	O
Power Deck Lid Release	O	O	O	O	O
Radio—AM	O	O	O	O	O
Radio—AM Deluxe	O	O	O	O	O
Radio—AM w/Stereo Tape (cassette)	O	O	O	O	O
Microphone (for above)	O	O	O	O	O
Rear Seat Speaker	O	O	O	O	O
Dual Rear Seat Speakers	O	O	O	O	O
Radio—AM/FM Stereo	O	O	O	O	O
Radio—AM/FM Stereo w/Stereo Tape (cassette)	O	O	O	O	O
Heavy-Duty Suspension	O	O	O	O	S

Options (cont'd)	Fury I	Fury II	Fury III	Sport Fury	Sport Fury GT
Heavy-Duty Shock Absorbers	O	O	O	O	O
Tilt Steering Wheel w/Rim-Blow	O	O	O	O	O
Power Steering	O	O	O	O	O
Rim-Blow Steering Wheel	O	O	O	O	O
Deluxe Wheel Covers	O	O	O	O	NA
Wire Wheel Covers	O	O	O	O	O
Rallye Road Wheels	O	O	O	O	S
Chrome Styled Road Wheels	O	O	O	O	O

O—Optional at extra charge. NA—Not Available. S—Standard

Note—For additional wagon options see your Plymouth Dealer.

Fury I, II, and III Standard Features

Torsion-Quiet sound isolation system • Choice of 225 "6" or 318 V-8 engines • Loop front bumpers • Dual headlamps • Bias-belted tires (set of 5) • Hub-caps (set of 4) • Padded instrument panel • Brake warning light • Outside rear-view mirror, driver's side • Fuel gauge • Temperature gauge • Ammeter • Low oil pressure warning light • Thumbwheel panel light dimmer and interior lights • Inside day/night rear-view mirror • Keyless door locking • Dual braking system w/self-adjusting brakes • Armrests, front and rear • Instrumentation with non-glare floodlights • Dual front shoulder harness • 2-speed electric windshield wipers • Push-button electric windshield washers • Directional signals w/lane-change features • Cigar lighter • Glove box lock • 3-spoke steering wheel with integral horn buttons • Dome light • Front door courtesy light switches • Padded sun visors • Roof silencer and insulation • Safety door locks • Emergency flashers • Back-up lights • Coat hooks • Ashtrays in instrument panel and rear armrests • Dual horns • Bright drip rail moulding • Concealed windshield wipers • Rear compartment sound barriers • Side marker lights and reflectors • All-aluminum grille • Fresh-air heater and defroster • Side cowl fresh-air ventilation • Many other safety and convenience features • Deep-pile carpeting with padding* • Bright full-length body side moulding* • Full-length body side mouldings with colour-keyed protective vinyl inserts** • Ashtray light** •

*Not on Fury I **Not on Fury I or II ***Body side moulding deleted

Trunk compartment light** • Bright upper door frame moulding (4-door)** • Bright wheel lip moulding** • Wood-grain inserts on door trim panels** • Wood-grain accent on instrument panel cluster and pad** • Glove box light** • 3-spoke steering wheel with wood-grain insert** • Dual-sized taillights with bright ornamentation** • Bright base armrests, front and rear**.

Sport Fury Standard Features

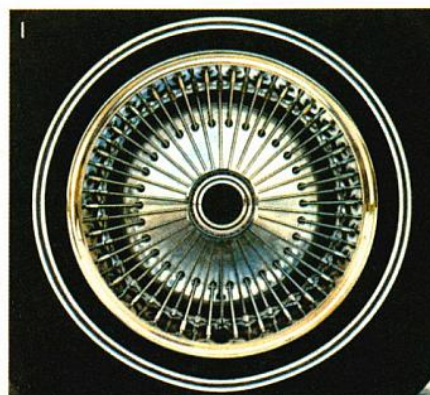
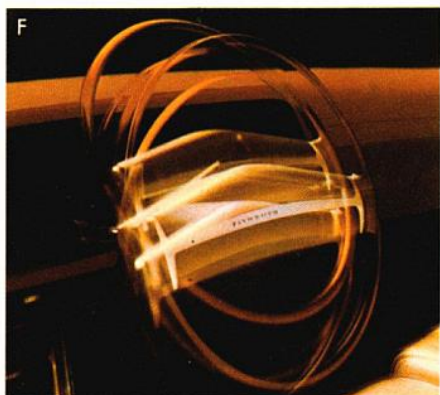
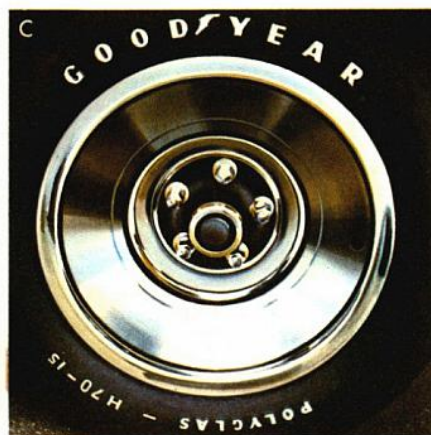
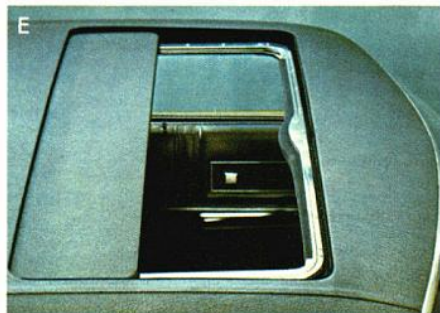
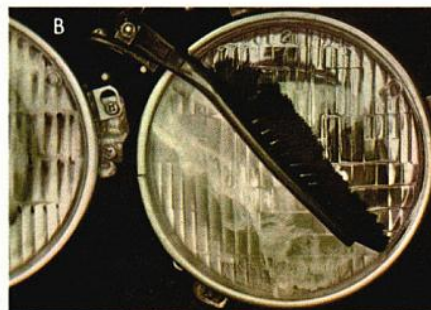
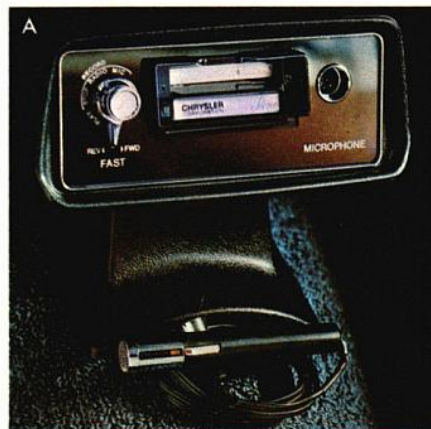
(All of the above plus the following) 318 V-8 • Door-handle pull strap • Lower door panels, carpeted • Pull-down centre armrest seat with integral head restraints • Die-cast, chrome-plated grille • Sill moulding • Belt moulding (except sedan) • Concealed dual headlamps • Red, white and blue radiator grille ornament • Sport Fury nameplates w/red, white and blue medallions • Body side moulding with colour-keyed dual vinyl inserts • Colour-keyed Urethane rear bumper pad • Dome lamp rear-door courtesy switches (4-door models).

Sport Fury GT Standard Features

(All of the above plus the following) 440 4-barrel Super Commando engine • Automatic transmission • Hood stripes • Strobe tape stripe (side and rear)*** • H70 x 15 bias-belted tires with white lettering (set of 5) • Rallye road wheels (set of 4) • Heavy-duty suspension • Heavy-duty brakes • 3.23 axle ratio • Heavy-duty 70 amp/hr. battery • Urethane rear bumper pad.

For standard equipment features on Fury Suburban models see your Plymouth dealer.

Here are some favourite options...



A. Cassette Stereo Tape System. Available with five speakers and a microphone for recording or dictation. Great fidelity. **B.** Power-Operated Headlight Washer System. Scrubs headlights clean with nylon brushes. Available on all Sport Furies. **C.** Class I Road Wheels (set of 4). **D.** Deluxe Wheel Covers (set of 4). **E.** Sun Roof. Electrically powered for smooth operation. Available on all 2-door hardtops except Formal. **F.** Tilt and Telescope Steering Wheel. Easier entrances and exits. Adjusts to each driver's needs. Includes "Rim-Blow". **G.** Automatic Speed Control. Set and forget. Tap the brake pedal and it disengages. **H.** Fender Skirts. A classic item. **I.** Wire Wheel Covers (set of 4).

Colours: The key is to colour-key. Check your Plymouth salesman to see how you can match optional vinyl roofs, and protective side mouldings with vinyl inserts. Vinyl roofs are available in black, white, blue*, green, and gold*.

*Not available on 4-door sedans.



*Optional at extra cost.

Engines

Displacement	Carb.	Comp. Ratio	Air Cleaner	Exhaust System	Fury I, II, III	Sport Fury	Sport Fury GT
225 "6"	1-bbl.	8.4 to 1	Single Snorkel	Single	Std.	—	—
318 V-8	2-bbl.	8.6 to 1	Single Snorkel	Single	Std.	Std.	—
360 V-8	2-bbl.	8.7 to 1	Single Snorkel	Single	Opt.	Opt.	—
383 V-8	2-bbl.	8.5 to 1	Single Snorkel	Single	Opt.	Opt.	—
383 V-8	4-bbl.	8.5 to 1	Dual Snorkel	Dual	Opt.	Opt.	—
440 V-8	4-bbl.	8.8 to 1	Dual Snorkel	Dual	Opt.	Opt.	—
440 V-8	4-bbl.	9.5 to 1	Dual Snorkel	Dual	—	—	Std.

Standard Safety Features

All Furies

Large rear reflectors and lights • Fuel tank impact protection • Lane-change turn signal • Locking steering wheel • Superior seat belt anchorage • Energy-absorbing steering column • Energy-absorbing front seat-back and armrests • Energy-absorbing instrument panel padding • Seat belts, all seating positions • Shoulder belts, 2 front • Manual door locks—levers with non-override lock feature, except driver's door • Interlocking door latches • Inside door release levers, flush-type • Padded sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers, 2-speed, electric • Windshield washers, electric • Head restraints, 2 front • Locking latch on all folding front seat-backs • Left outside rear-view mirror • Vinyl-clad day/night inside rear-view mirror • Bias-belted tires.

Notes

Dimensions

Exterior 4-Door	V-8 Sedan	Wagon
Wheelbase	120.0 in.	122.0 in.
Overall Length	215.1 in.	220.2 in.
Overall Height	55.0 in.	57.1 in.*
Track—Front	62.1 in.	62.1 in.
Rear	62.0 in.	63.4 in.

*With Air Deflector 58.9

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