

1977 **FURY**

Get the '77 Plymouth good feeling



FURY SPORT FURY SALON FURY FURY SPORT SUBURBAN FURY SUBURBAN

1977 Plymouth Fury... Mid-size with big fun and value ways

If an intermediate size car is the right size for you, Fury has the right car for you in hardtop, sedan or station wagon models. And Fury offers a lot of bright and right new touches for 1977, too. They include: new bright vertical box section grille with Plymouth



name in grille upper moulding; new dual vertically stacked rectangular headlamps; new colours including six "Sunfire" metallics; a new, standard peppier 225-CID two-barrel Six that hates fuel wastage.

Fury Sport

If feeling young and looking sporty is important to you, look into Fury Sport. Because it's exactly what its name implies: a through and through sporty two-door hardtop. It features new all-red taillamp lenses with backup lights in the bumper; a new fabric "Winston" decorator body cloth for its optional sporty cloth and vinyl buckets; a new opera window treatment; optional sporty wheel covers; Torqueflite automatic floorshift transmission. Get all the story on just how much sport Fury Sport is.

Fury Salon

Four-door elegance in a neat mid-size sedan spells out Fury Salon. Its roomy interior is decked out in a stylish velour body cloth with centre fold-down armrest; rich cut-pile shag carpeting; luxury door trim, and wide expanses of glass for uninterrupted viewing of what's going on. Outside, new taillamp lenses with tri-colour design consisting of a red stoplight/taillamp, amber turn signals and clear backup lights give the salon rear design a decidedly different look. A 318-CID-V8 will be available after January 1, 1977, with the economical, performance-boosting Lean-Burn System. Fury Salon. Could be all the sedan you ever wanted.

Fury

The most economical member of a highly economy-minded line, this is what Fury in two-door hardtop and four-door sedan models is all about. New this year are new all-red taillamp lenses for two-door hardtops and tri-colour design lenses for the sedans. New hood, body side and deck tape stripes are a hardtop feature (choice of 7 colours). Power steering is standard on all 8-cylinder Fury models. And so, of course, is the famed Unibody construction and Torsion-Quiet Ride. Fury. It's the one to look to for basic value at a pocket-pleasing price.

Fury Sport Suburban

Mid-size doesn't mean a thing when you're talking about Fury Sport Suburban two- or three-seat wagons. Because, with the tailgate closed, they can carry 4-foot by 8-foot materials flat out, not tilted. And there's plenty of roomy people comfort, too. A 360-CID, 2V, V8 is standard on Sport Suburban. So is a smooth three-speed Torqueflite automatic transmission (column-mounted). In 1977 Sport Suburban comes on quietly with a new standard body insulation package that you wagon lovers will appreciate. Inside a new luxurious option "Boca Raton" gold decorator cloth is used for the 60/40 bench seat. Another interior feature, full carpeted cargo compartment for Sport Suburban. If you're looking for class, comfort and room in a mid-size wagon, that's Sport Suburban.

Some Fury Options

Here are some of the ways you can go to make your Fury choice even more choice.

A. SUN ROOF

Manually operated. Open up so that on a clear day you can see forever. Good fresh air booster, too. Available on Hardtops.

B. TILT WHEEL

A boon for every driver's entering and exiting comfort. Tilts up or down in six different adjustments so you don't have to squeeze or "scrunch" getting in or out.

C. ELECTRIC REAR WINDOW DEFROSTER

In many climates, it's almost a must for clearing rear windows. Heat-conducting wires on the rear glass clear snow, ice or fog in minutes and keep window clear.

D. RALLYE ROAD WHEELS

Helps make your Fury look super sporty starting from the ground up.

E. AM/FM STEREO RADIO

A most popular Fury sound system lets you dial in your favourite kind of programming, AM or FM, whatever turns your listening ears on.

F. AIR CONDITIONING

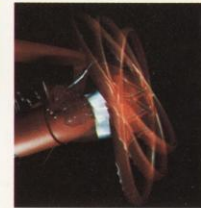
Select your own interior temperature as you drive in the peace and quiet of a closed car.

G. AUTO SPEED CONTROL

Rest that accelerator foot on long trips. Set the speed where you want it and it stays there, automatically. Disengages when you brake, accelerate, or disengage the control.

H. TRAILER TOWING PACKAGE

Fury towing packages let you haul light or heavy, from 2,000 pounds to 5,000 pounds. See your dealer for full details and equipment.



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Plymouth Fury

Standard Features

ALTERNATOR—50 amp, with transistorized voltage regulator
ANTI-FREEZE—glycol base, — 35°
*ARMRESTS—Front and rear, padded
ASH RECEIVERS—Instrument panel and rear armrests
BATTERY—305 amp, hour (standard V8); 375 amp, hour (standard 6-cyl.); 440 amp, hour (Station Wagons)
*BODY—Unibody construction combines body and frame into one solid, strong unit. Seven-stage rust inhibitor
*BRAKES—Dual braking system, self-adjusting, front and rear. Front—power disc. Rear—drum type with bonded linings
BUMPER GUARDS—Front and rear
BUMPERS—Hydraulic bumper system sustains barrier impacts at speeds up to 5 m.p.h. front and rear
CARGO COMPARTMENT CARPETING—On all Fury Wagons
CATALYTIC EXHAUST SYSTEM—All 225-cylinder and 318 8-cylinder engines (without Electronic Lean-Burn System)
*COAT HOOKS—Left and right side, of special soft plastic
COOLANT RESERVE SYSTEM
DOOR CHECKS—2 position on all doors
*DOORS—Safety action inside door handles. Non-protruding. Keyless locking system. Non-overide door locks (except driver's door)
EMISSION CONTROLS—Closed crank-case ventilation. Air preheat. Evaporative control and charcoal canister. Automatic vacuum spark advance, exhaust gas recirculation and electric assist choke
HEADLINING—Moulded one-piece fibre-glass (except Station Wagons) perforated hardboard (Station Wagons)
HEATER/DEFROSTERS—With upper level ventilation
HORN—Single low note (Fury and Suburban) Dual (Fury Sport, Fury Salon and Sport Suburban)
IGNITION—Electronic ignition system eliminates breaker points and condenser. Reduces tune-ups and emissions. Provides easier starting
*INSTRUMENT PANEL AND CONTROLS—Padded, recessed controls, variable intensity lights, key-left in ignition warning buzzer, master cylinder and park brake warning indicator, glove box lock, cigar lighter, seat belt warning light for driver only
*Safety features

INSULATION—Special insulation. Seals on hood, doors, dash panel roof, trunk and floor pan help keep out noise and heat. Special sound insulation on all Fury Wagons.
LIGHTS—Dual vertically stacked rectangular headlights, dual taillights, stop lights and backup lights, side marker lights and reflectors, dome light with front door courtesy switch, turn signal lights with lane change feature, 4-way emergency flasher.

*LOCKS—Anti-theft ignition and deck lid
*MIRRORS—Outside rear view left. Inside, prismatic day/night, balljoint mounted with energy-absorbing lip around edge of glass, windshield mounted
PAINT—18 colours in durable, sparkling acrylure finish
*SEAT BELTS—Combined lap/shoulder belt system for driver and front out-board passenger. Lap belts for all remaining passengers. Automatic retractors for driver and front passenger and outboard passenger in rear seat. Seat belt reminder light and buzzer for driver
*SEATS—Bench type with driver and passenger head restraints. Foam pads and flame-resistant materials, energy-absorbing front seat back. Seat-back latches on 2-door models
*SIDE IMPACT—Protection beams in doors
SPEEDOMETER—Dual calibrated (km/h and MPH) with metric predominant. Distance recorder (odometer) reads in kilometres
*STEERING—Manual, 6-cylinder models without air conditioning. Power steering standard all 8-cylinder models and Station Wagons. Impact-absorbing wheel and steering column, steering column lock, 2-spoke steering wheel with padded hub
*SUN VISORS—Left and right, padded, swivel type
SUSPENSION—Torsion-Quiet Ride. Special group of rubber bushings on fore structure, steering mechanism. Torsion bars front; Leaf springs rear and Offroad shock absorbers
P.D.

TRANSMISSION—3-speed manual (standard 225 and 318 engines). Automatic 3-speed Torqueflite (standard Station Wagons)
*WHEELS—15" safety-rim
WINDOWS—Ventless side windows
*WINDSHIELD—Heavy laminated glass prevents inside shattering
*WINDSHIELD WASHERS—Dual electric wipe pattern
*WINDSHIELD WIPERS—Dual with overlap wipe pattern

Selected Optional Equipment

AIR CONDITIONING—6- and 8-cylinder engines
ALTERNATOR—Single belt, 65 amp, or 100 amp
AUTO LOCK TAILGATE—Station Wagons
AUTOMATIC SPEED CONTROL—8-cylinder engines
BATTERY—500 amp, Long Life
CLOCK—Electric
CONSOLE—With 8-cylinder only (Fury Sport)
DEFROGGER—Rear window (not available on Station Wagons)
ELECTRIC FUEL PAGER—Includes fender-mounted turn signal indicators
ELECTRIC HEATED REAR WINDOW
DEFROSTER—Includes 100 amp, heavy-duty alternator
ENGINE BLOCK HEATER
GLASS—Tinted windshield only or all windows
HOOD RELEASE—Instrument panel mounted
LOCKING FUEL FILLER CAP
LUGGAGE RACK—Station Wagons only
MIRRORS—Left or right outside remote control. Dual racing mirrors, chrome or painted (2-door hardtops)
PACKAGES—There are many special package options available, some of which are: Light Package, Light or Heavy-Duty Trailer Towing Packages, Easy Order Package, Deluxe Insulation Package or the Air Conditioning Package. See your dealer for full details
POWER ASSISTS—Electric deck lid release. Seats, windows and door locks, power steering (6-cylinder models)
PROTECTIVE BUMPER RUB STRIPS—Front and rear (2-door Hardtops). Front only (Sedans)
RADIOS—AM pushbutton, AM/FM push-button, AM or AM/FM multiplex with 8-track stereo tape
SUN ROOF—Manually operated, 2-door Hardtops
TILT STEERING WHEEL
UNDERCOATING AND HOOD SILENCER
VINYL ROOF—Full, halo or canopy. Not available wagons. Canopy vinyl roof with opera window (Hardtops)
WHEEL COVERS—Deluxe or wire wheel type
WHEELS—Rallye type or styled road wheels
WINDSHIELD WIPERS—Deluxe
THERE ARE MANY OTHER OPTIONS AVAILABLE. SEE YOUR DEALER FOR FULL DETAILS.

Plymouth Fury — Basic Specifications

Model Availability	2-Door Hardtop	4-Door Sedan	Station Wagon	
			2-seat	3-seat
Fury	X	X		
Fury Suburban			X	X
Fury Salon		X		
Fury Sport	X			
Fury Sport Suburban			X	X

Exterior Dimensions	4-Door Sedan	2-Door Hardtop	Station Wagon	Interior Dimensions	4-Door Sedan	2-Door Hardtop	Station Wagon
Wheelbase	117.4"	115.0"	117.5"	Effective Head Room—front	38.7"	37.7"	39.6"
Overall length (a)	218.4"	213.7"	225.6"	—rear	37.3"	36.6"	39.9"
Overall width	77.7"	77.7"	78.8"	Effective Leg Room	—front	42.6"	42.6"
Overall height	54.0"	52.6"	55.8"	—rear	34.8"	32.1"	34.4"
Track—front	61.9"	61.9"	61.9"	Shoulder Room	—front	59.2"	59.8"
—rear	62.0"	62.0"	63.4"	—rear	58.8"	59.8"	55.8"
Road Clearance	5.1"	4.8"	5.8"	Hip Room	—front	59.2"	56.7"
Approximate shipping weight, lbs.	3655	3625	—	—rear	59.2"	57.0"	59.2"
6-cylinder	3890	3855	4335 (b)	Entrance Height	—front	30.2"	30.2"
8-cylinder				—rear	29.9"	—	30.2"
(a) Includes Bumper Guards				Seat Height	—front	8.6"	8.6"
(b) Three-Seat Wagon—4390				—rear	11.4"	10.6"	11.0"

Luggage Compartment	4-Door Sedan	2-Door Hardtop	Station Wagon
Usable Space (cu. ft.)	19.6	14.7	27.0"
Usable Length	53.2"	49.7"	81.9"
Usable Width	74.3"	73.8"	59.8"
Loading Height	26.7"	25.9"	113.2"
Height—Floor to roof at tailgate opening			81.9"
—2nd seat to end of open tailgate			59.8"
—Front seat to end of open tailgate			113.2"
—Front seat to closed tailgate			91.1"
Width—Floor at tailgate opening			48.6"
—Floor between wheelhousing			48.6"
—At beltline			49.4"
Tailgate loading height			22.8"
Cargo Volume (cu. ft.)			84.7"

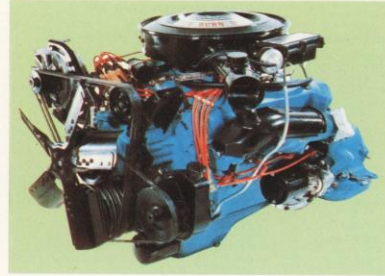
Engine and Transmission Specifications

Engine Specifications	6-Cylinder	8-Cylinder	Station Wagon	Transmission
Displacement (cu. in.)	225	318 (a)	360	400 (b)
Bore (in.)	3.4	3.91	4.00	4.34
Stroke (in.)	4.12	3.31	3.58	3.38
Installed Net Horsepower @ R.P.M.	110 @ 3600	145 @ 4000	160 @ 3600	195 @ 3600
Installed Net Torque @ R.P.M.	180 @ 2000	245 @ 1600	280 @ 2400	305 @ 3200
Compression Ratio	8.4 to 1	8.5 to 1	8.4 to 1	8.2 to 1
Carburetor	1-2 Barrel	1-2 Barrel	1-2 Barrel	Silenced
Air Cleaner	Silenced	Silenced	Silenced	Single Snorkel
Catalytic Exhaust System	Std.	Std.	N.A.	N.A.
Exhaust	Single	Single	Single	Single
Fuel Required	Unleaded	Unleaded	Unleaded	Unleaded
Engine Application by Model				
Fury	Std.	Std.	Opt.	Opt.
Fury Suburban	N.A.	N.A.	Std.	Opt.
Fury Salon	Std.	Std.	Std.	Opt.
Fury Sport	Std.	Std.	Std.	Opt.
Fury Sport Suburban	N.A.	N.A.	Std.	Opt.
Transmission Application by Engine				
3-Speed Manual	Std.	Std.	Std.	N.A.
Torqueflite 3-Speed Automatic	Opt.	Opt.	N.A.	Std.
(a) Available with optional Electronic Lean-Burn System after January 1, 1977, which uses leaded or unleaded fuel (b) Equipped with Electronic Lean-Burn System				

Std.—Standard Equipment Opt.—Optional Equipment N.A.—Not Available

Chrysler...a leader in automotive electronics

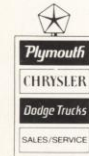
Chrysler was the first car maker in North America to apply space-age technology...solid-state electronic and micro-circuitry to automotive use.



The future starts here it's the computer controlled Lean-Burn System

Chrysler's Electronic Lean-Burn System with its *electronic spark control* is one of the most important developments in engine control since the 1920's and early 30's, when manual spark control was replaced by the automatic spark advance. That's because the Electronic Lean-Burn System contributes so many improvements to engine operation. For example:

- Smooth engine warm-ups
- Improved engine performance and acceleration
- Improved smoothness in all phases of engine operation—regardless of weather conditions
- Improved gasoline mileage at cruising speeds
- Reduced emissions—even before they reach the exhaust system
- Less hoses and other emission-control "hardware"
- Reduced maintenance
- Ability to use leaded or unleaded gasoline without sacrificing performance—while meeting governmental emission standards.



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The Chrysler Lean-Burn System was first introduced during the 1976 model year on the 400 cubic inch Chrysler-built V8 engine and is now available on the following 8-cylinder models in 1977.

318(2Bbl.)*
Opt.

360(4Bbl.)
Std.

400(4Bbl.)
Std.

440(4Bbl.)
Std.

440 (4Bbl.)
Dual Exhaust
Std.

* Available after January 1, 1977



The brain of the Lean-Burn System is this electronic spark-control computer which responds to data from 8 sensors and instantly adjusts the timing of spark-plug firings to achieve the best combustion efficiency for all conditions. Since conditions are constantly changing, the computer is constantly making instantaneous adjustments in spark-plug firings. This results in good engine performance.

Electronic Ignition

Chrysler was the first to introduce electronic ignition on passenger cars and trucks. This device eliminated troublesome ignition points and condenser—the major cause of engine tune-ups.



Electronic Voltage Regulator

Chrysler was first with a modern silicon electronic voltage regulator on all cars and trucks. This device has no moving parts and is much more reliable than the electro-mechanical regulators used previously.

High-Capacity Alternator

Chrysler first made the alternator practical for automotive use by incorporating silicon diodes as an electronic rectifier in the design.

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, standard and optional equipment listed, colours and materials, and to change or discontinue models.



PFC77-E