Plymouth is out to win you over.
This is a '71 Plymouth??

Extraordinary. This is VIP—the Plymouth that goes to extraordinary lengths to win you over from the moment you're driving it. VIP starts with the longest, lowest, most expensive look Plymouth has ever worn. Then it needs in balance, you'll probably expect to pay around $8,000 to enjoy. Naturally, such things as deluxe wheel covers. A big V-8. And headlamp-mounted turn signal indicators. But the more thoughtful touches, too. Line-style-type reading lamps in the rear seat of our 4-door VIP, for example. Another one—individualized comfort seats as luxurious much as high-priced cars don't have them yet. In our 4-door VIP they appear as front seats which are deeply comforatable private lounge chairs. But with every one of these features and your personalized seat cushion unit which permits you to adjust to four times each minute. Fresh air moves in gently up front, comes out softly here—without drafts or open windows. What it does for driving comfort is remarkably refreshing. But there's nothing like our air conditioning to supply this luxury. This VIP dedicates you in all sorts of ways. With thick, soft center armrests. And safety-belt tough upholstery finely finished with gold or gold-black, rich dark blue or glowing topaz. There are many more thoughtful touches. Lights in both glove compartment and trunk, to name two. Just to the right of these words you'll find the complete list of accommodations which are yours as standard equipment in a VIP.
When Plymouth names a car Sport Fury, it's not just because there's a nice ring to it. Those just might be the first genuine big cars that ever captured the genuine Grand Touring spirit. Because Plymouth's gone all out to live up to their own standards, with the Sport Fury. And the Sport Fury has a big, strong look, with just the right amount of rakishness and restraint most people can't resist. But if you're not the restrained type, sneak a peek at our Fast Top at far right—that's for you. All three Sport Furies come with contrasting color accent stripes painted on the character line of the lower body, just for change. (Nice touch, eh?) We also went and designed a set of sport wheel covers especially for this series. You get those with our compliments. About now, you're beginning to understand what this "out to win you over" business plan's all for. If you feel yourself slipping, a little—read on.

We'd also like you to accept a special 2-spoke steering wheel made up for Sport Fury with a horn bar in each panel. That comes in standard equipment. So do the all-weather, deeply contoured bucket seats. And you take your choice of an armored/sail cushion-center unit between the seats, or a very handsome console—if no extra cost, either way. Now that you've learned about Sport Fury, let's look at engine options. The true call of the solid is our Super Commando 440 V-8. Twin manifolds, twin exhausts, extra-large oil Fillers, and special cam. It's the biggest production engine in the low price field. If it's too much room, you have our Commando 385 4-barrel V-8 with the same special cammerials. On a quarter Commando, 360 2-barrel V-8. And if you stick with our standard 318 V-8—you've still got plenty going for you. You'll have more, too—over runs on regular gas.
Fury III:
Control yourself. Be firm.
Don't give in for at least 30 seconds.
Whatever it takes to please you. It's here. Just move out your seat, then look around. Fury III is a Plymouth that shows you just how wonderful we are to move you into our driver's seat.

Fury III starts out with a standard four-speed manual transmission. The transmission is fully synchronized and is equipped with a reverse gear and an overdrive. The engine is a 426 cubic inch V8 rated at 365 horsepower. The car is available with either a manual or automatic transmission. The suspension is independent front and rear, with coil springs and hydraulic shock absorbers. The brakes are power-assisted disc brakes on all four wheels. The car has a weight of 4250 pounds and a curb weight of 3600 pounds. The car is available in four-door sedan, two-door hardtop, and two-door convertible.

Inside the car, you'll find a luxurious interior with leather seats and wood trim. The dashboard is well-organized, with all controls within easy reach. The instrument panel includes a speedometer, tachometer, and oil pressure gauge. The car is equipped with an AM/FM radio, power windows, and power steering. The car is available in a variety of colors, including red, white, blue, and maroon.

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There's a strange emotional power to a convertible. If you've never felt it — you will now.

Plymouth's top-top Fury III convertible is dressed aboard and packaged it isn't long. And isn't it your desire come true, too?

Top up, you spot something new about all our convertibles for '65. Glass backlight. Tempered glass bootlights. Clean, clutter-free, clear space for passengers to see those newly matched rear seat backs.

The tops themselves are color-knobs to make your styling choices a bit more interesting this year. You can go black, white or blue with the tints, or the shades of your choice, of course. And there are 21 of these to pick from. Now add to all that the choice of all-new interior — well, you can see why some people are won over by our Plymouth dealer's Color and Upholstery Book alone.

Still, it can't just the top-up cuteness of a Fury III convertible that gets to you. This Chrysler's prepared to peremptorily n(hex 1 any weather — and occasion — the standards and options on the previous pages don't even scratch the surface of what you can do to make it the real you. You can option for 4-on-the-floor. Power brakes. Power disc brakes up front, or heavy-duty drums all around. Spool suspension. Sure-Grip differential. Drop-in wheel covers. Or choose custom road wheels you don't use covers on. Power steering. Power seat adjustment. Front seat shoulder belts. T-A-Scoop steering wheel. Even air conditioning. (And you ought to know there are more than a few convertibles running around with cool air built in and turned on, top up or top down)
The look has the same curves that you expect only in hardtops and safety convertibles—a family sedan. Fury II has these, in all the right places.

The task combines a faithful accuracy with the deliberate kind of features you find on higher-up Fury models. Fury II gives you the seven-focus, padded instrument panel, with soft, chroom-accented, air vents. Full-seat foam cushions in both seat and rear seats. The same big engine as we used further up the line comes at standard equipment in these V-8 models. Do you find something lacking in your list? What's more, we've supplemented our V-8 lineup with a 230 cu. in. 6-cylinder engine that speeds your travel at least. And besides, it's got a little extra you can do by the savings.

The real hook is, you can't be turned unless you're on the first seat and the other seats—but you can by the savings.

Since we're talking family sedans, there's a good time to mention what we've done in the areas of safety. There's a new design, absorbing steering column, and a new inside-out mirror with Safety-Action arm that prevents the mirror to go in any direction. Two-speed electric window shades wipe a clean, steady pattern even at expressway speeds. Adjustable headlamps and front fog lamps are designed to fog lights in glass, not till off. If you have cause to pull off the road at night, turn on our roadside warning flashes. All taillights and the front parking lights will blink in warm or cold traffic. Left-hand outside rearview mirror, back-up lights, padded sun visors and four sets of seat belts are already included, of course. Extra optional belts front and rear can be added if you need them, and front outside belts are another option, if you prefer.

Fury II is built in self-adjusting belts and a dual braking system for double assurance of safe stops.
FURY I: So much can you forget Fury is your lowest priced Fury. Don't ever think we're letting you down on winning you over—the low end of our full-size Plymouth line stands right up with most of the commuter models in the low price field—and comes out making you look very wise indeed. (Right on through today's times!) There's another side to the hubris economy of Fury I sedan to consider: Plymouth dependability. It's a big plus. Slam a door on that light all-welded body. Take a ride on that tension-bar front suspension. You can sell this one in bulk in fact. And if there are any doubts left in your mind, be sure to read the back cover of this catalog. But then, a car may be what you can't buy by appearances alone. So Fury I moves in on you with a standard engine on the '67 models that's sensibly bigger than the pack—yet runs on regular gas any Plymouth biff. And does it again with heart-warming quality features like 2-speed all-dielectric windshield wipers, the happiest seats in its class. Room all around. A trunk that holds over 10 cubic feet. Even a 25 gallon gas tank to reduce gas stoppage. How's that for persuasion?

Obviously nothing's stripped down about the look of Fury I sedan. Either. So much model year theme and so many space-saving, money-saving features. Standard dual instead of single windshield wipers. Improved interior door handles designed into the armrests. Add up to a distinctly up-market atmosphere.
FURY III: 3-seat Wagon in Gold Metallic

FURY III: One station wagon nobody can be too here about. The answer is yes. Virgins is always the best performing wagon around. But—well, they still look good. How's it suddenly, deliciously different. Plymouth wagons are so doggone beautiful you can hardly believe they're wagons. Maybe you're a bit skeptical. Can a wagon look this great still have that good old Plymouth performance? Well, here's a Plymouth promise for all its new glamour, there's still more solid station wagon stamina, value and convenience in a Fury III 3-seat or 2-seat than anywhere else in its class. Let's check size? They don't come any bigger—or come close to the 122-inch wheelbase of our wagon. Engaged? Our standard V-8 comes on best of the big three. Smoothness? Optional TorqueFlite 3-speed automatic transmission is still the one they're trying to catch up to. (3-speed types sometimes provided with basic V-8 but aren't in type to pulling away under a heavy load.)

And Plymouth's torsion-bar front suspension is made to order for controlled ride and handling with a Little League team in tow, or flying solo.

Now, if you think this Fury III is sophisticated (do), you'll love the inner reach, rich but rugged all-velour upholstery in bold new colors. Thick, heavy carpeting that makes you want or go barefoot. And Safe/Flight instrumentation that's as handsome as it is functional. If you're really looking for a sure-thing, this wagon gives you the assurance of solid braking rather than the chatter you might be used to. And it almost seems to echo with all that space around. Try it and see.

All told, there's a whole mood of steady, steady confidence in the way this Fury III handles that's not overwhelming—even in a Fury IV wagon, where you expect a lot!
FURY II & I: Isn't it nice that big, practical wagons can come out looking this? Better yet, isn't it nice that good-looking wagons like these can be so reasonably easy to own? Because it's the Plymouth dealer about that. You can be sure he'll do his share to carry on the winning work we started by putting them with value.

Even our tail gate latch, incidentally, is typical of Plymouth's approach to reliability. Our latch is a new type which makes the old rattles people associate with all wagons, and the tail gate disengagement will never bind up on you—it's a new design that never needs lubrication. Little things, but very important.

Between Fury II and Fury I you have four ways to buy big without paying big. The Fury II station wagon comes with a gas-saving 215 cu. in. 6-cylinder engine or a new, optional engine of 318 cu. in. V-8. The Fury II wagon with the V-8-described above give you a choice between a 2-doorer and a 4-door model—with the third seat facing rearward, the way kids like it.

Carpeting on the floor. Foam padding under the all-vinyl upholstery. Total cushions. Both right- and left-hand side trimmings. It's all standard on Fury wagons. And so is more cargo room that you'll find inside any other wagon like it!

That's also true lope-wise, too, when you pop for our beauty royale rack option. It's handsome, it's practical—and adjustible. Because it was custom-crafted with your needs in mind. You can also add a lot of optional convenience to family driving without a big investment. Assist handle for entering via tail gate, for example. Slope grass all around, or for the window shade. Ask your friendly salesman to show you how it all—or look to the next page for a few ideas.
Front disc brakes. Self-adjusting. Ideal for freeway and mountain climbing. On all Fury models.

Auto-Pilot. Pick your pace and keep it—with your foot off the gas. Great on highways. Touch the brake and you have conventional control. Works as a speed control, too.

Electric window lift, automatic door locks. Touch a button and you're locked in. All around. Touch the control to open or open window.

Rear window defogger. A "fog" option that clears a fog, summer or winter. Works with steam on hazy days, frost and even on cold days. A safety feature.

Power steering. No big car should be without it if you like your driving easy. Steer in and out of tight parking spots in a breeze, keep the lead of driving in your hands.

Air conditioning. Pull up the windows, keep a dehumidified and custom-cooled air when it's hot, year-round comfort when it’s not. Built by Chrysler Airtemp.

Power brakes. The original brake system that takes the force out of panic stops. A valuable premium on your car of trade-in value, too.

16 ways to put frosting on your Fury
25 Plymouths in 16 body styles: Which one is winning at your?

VIP
4-door Hardtop (V-4)

SPORT FURY
2-door Fastback (V-6)

FURY III
4-door Hardtop (V-6)
Convertable (V-8)
4-door Sedan (V-6 and 8)

FURY
4-door Sedan (V-6 and 8)
2-door Sedan (V-8 and 6)
2-door Sedan (V-6 and 6)

WAGONS
Rudy 9-seat or 2-seat Wagon (V-8)
Rudy 9-seat or 2-seat Wagon (V-6)
Rudy 3-seat Wagon (V-8 and 6)

And now, the winnigest story ever written by specifications engineers:

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<th>Who says engine cards can’t be exciting?</th>
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<td>Power Steering Ratio—Overall</td>
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| Transmission Gear Ratio* |
|———|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| Standard Manual | 3.31 | 1.71 | 1.00 | — |
| Optional Manual | 2.20 | 1.40 | 1.00 | — |
| Optional Manual | 2.20 | 1.40 | 1.00 | — |
| Optional Manual | 2.20 | 1.40 | — | — |
| Optional Manual | 2.20 | — | — | — |

| Rear Air Ride* |
|———|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| Manual—3-speed | 3.31 | 1.71 | 1.00 | — |
| Manual—4-speed | 3.31 | 1.71 | 1.00 | — |
| Automatic—4-speed | 3.31 | 1.71 | 1.00 | — |

| Rear Axle Ratio* |
|———|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| Manual—3-speed | 3.52 | 1.80 | 1.00 | — |
| Manual—4-speed | 3.52 | 1.80 | 1.00 | — |
| Automatic—4-speed | 3.52 | 1.80 | 1.00 | — |

| For additional information, see overall utilities. |
|———|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| For additional information, see overall utilities. |

| Brake (Combined Type)* |
|———|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| Manual—4-speed | — | — | — | — |
| Automatic—4-speed | — | — | — | — |

| Wheel and Tire—Sedan (Rims) and low-profile tires are standard on all models. |
|———|———|———|
| 1st | 2nd | 3rd | 4th |
| — | — | — | — |
| 15x6.50-14 | 15x6.50-14 | 15x6.50-14 | 15x6.50-14 |

The policy of Chrysler Corporation is one of continual improvement in the industries and products it manufactures. Specifications, equipment, prices and prices are subject to change without notice. Authorical modifications, in some cases, change equipment, arrive available at some time.

Footnotes
1. Not available for certain vehicles, unless otherwise indicated.
How far will Plymouth go to win you over?  
5 years or 50,000 miles, to be exact.

Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants, for 5 years or 50,000 miles whichever comes first, against defects in materials and workmanship and will replace or repair at an Authorized Plymouth (or Imperial, Chrysler or Dodge) Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1967 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every six months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

We all share in Customer Care.