1970 Plymouth Fury
Luxury you can afford.

Plymouth makes it f
Sport Fury

When you've made it...

A long time ago, you promised yourself a car that would set you apart from the crowd. A car with obvious performance built into designing every inch of automobile. That car is here... The 1970 Plymouth Fury.

The hard part is deciding which of our 26 Fury names makes it for you. Let's start at the top with our Sport Fury. A brand-new series of Fury with six choices: 4-door sedan, 2-door hardtop, Sport and Custom hardtops, plus the GT and 3/4 performance models. All with two optional instrument panels, too. They are big cars with distinctive styling. A new-wide image body. We've added more with between the rear wheels. Fiberglass body options are standard for greater wear and increased stability. They're also our exclusive bumper-guard protection system. The result: A more solid riding car, yet one that's easy to handle. Other new features include an anti-theft ignition switch on the column that locks the wheel when you remove the key...
Rushing off in a huff doesn’t make it. Driving home in a Fury makes it.

And out. Sport Fury more than makes it. Because we made it with more.

A luxurious cloth-and-vinyl or all-vinyl bench seat that in clones is boring corner comfort it stands out in probably the most advanced, easy-to-read, instrument panel in its class. A tilting flip-up cockpit that slides the gauges and switches.

Sport Fury other features include a wrap-around trunk lock and a column-mounted ignition switch.

Comfort, bright red cloth, high back seat and carpet, lockable glove box and beautiful, easy-to-read instrument panel. A new, wider, more pleasing instrument panel. A new, wider, more pleasing instrument panel.

Our 360 cubic inch V-8 is standard. But you can have a 440 cubic inch V-8 with four-speed transmission or an automatic and a column-mounted ignition switch.

Plymouth’s class can say that in fact they don’t even offer it as an option.

That “Sixty五月” finish is not only beautiful, but practical. It’s a deep-drain, one-step treatment that’s a real rust preventer. And the two coats of acrylic enamel can be buffed back to showroom shine even after years of rusting.

A more complete listing and explanation of our options is found in back.
Simply showing your stripes doesn't make it. Having something to show for your stripes makes it.

A popular misconception for almost 400,000 years is that a couple of doing stripes on an auto means it has performance. The reality is that the sporty GT is.

Our Sport Fury GT and S/23 models have the stripes in black.

Dust hood numbers or either white, black or burnt orange. And reflective "Striped Stripes" on the side of rear deck lid.

To back them up, our GT can be ordered with an optional 440 Six-pack engine, that ought to take away a flock of feathers from the back porch.

Adding the GT's long day strip. The GT's standard 440 Super Commando 7-speed is included.

We also gave the GT a heavy-duty suspension system with heavy-duty brakes, Big M.O. 15x6 steel, 13 3/8 center cap, 1/4 inch Rims, 15x6 steel, 13 3/8 inch Rims, and chrome-plated dual exhaust tips. All standard.

The GT's features our proven 318 V-8 engine, torque-disc brakes, hood air scoop, rear anti-sway bar, fiberglass body kit, our road tripping wide stance, and Plymouth's reputation for making it.

Both cars come with the clear-antenna, or a vinyl bag, seat with floor mat, center console. But may we suggest our options on a vinyl bucket on an optional appearance package. The instrumentation is 3500 so they're easy to read and reach. They're ritzed - just look at Plymouth's reputation for making it.

Sports Car S/23 Front/Midway

Another convenience is the righthand shift lock located to the side of the car closest to the driver.

Basically, there are our performance sports. But if you want more, be our guest.

Add options like 3-speed TorqueFlite automatic transmission, standard on the GT. Disc brakes. A simulated wood-grain shifter wheel.

Plymouth makes it.
There's no doubt about it, our Brougham interior is something to behold. One look and your only question will be whether to get it in vinyl or cloth-and-vinyl.

We're proud of the way our Brougham seats look, and feel. They're luxuriously plush with deep-set trim buttons. Deep-tastic seats. And nylon net upholstery that includes the car's color and specification of color. So in them, there's the real beauty. As you'll discover the first time you take a long drive. You'll appreciate the seating comfort. We offer miles after miles.

Car fatigue is cut in a maximum because the Brougham seat adjusts to you, not vice versa. In a 4-door Sport Touring, for instance, you start with a bench seat that is really two individual bench seats. Each adjusts with cut-away access to the rear. And has its own center armrest. In addition, the passenger side reclines.

For 2-door models, you get individual seats with passenger side recliner and center armrest. Each passenger has easy, automatic and even, to-top that off, a Brougham seatbelt is secreted on the side of the seat right behind the rear passenger window. An available or standard 2-door hardtop.

At Brougham, the rubber seat of their all.
Fury III

Bigness for bigness sake
doesn't make it.
Fury makes it big
for your sake.

Having a big car just to have a big car is ridiculous. But when a big car means more comfort and convenience, then you've got something—the Plymouth Fury III. It's almost 16 feet long, so wheelbase measures a full ten feet.

Inside, it's plenty roomy and plenty comfortable. Plus being plenty quiet. The sumptuous cloth-and-vinyl standard seat certainly helps in the comfort department. Vinyl bench seats with a folding center armrest are optional. In the trunk—21.5 cubic feet. That's enough for many suitcases and a golf bag.

The engine: A big 383 V-8, standard. Other optional V-8s are two six-barrel 383s, 12-barrel and 4-barrel, and a 440 4-barrel if you want something bigger.

Other options: Take your pick: tilt steering with a tilt-away horn. A light to help you find the new column-mounted ignition switch at night, and another to guide you to the headlight switch. They both shut themselves off automatically.

Or cool it—with a Chrysler Airtemp air conditioning unit. Add an AM/FM stereo radio, a snow-tire deck.

Wheel covers. A headlight time-delay so you can keep your headlights on long enough to light your way into your home.

Power steering, Power brakes, Power seats. See the options spread for more extras!

Without a doubt, our Fury III is a big car. But more important—big in the right places, for the right reasons.
Fury III
if you're looking for today's look.

Today’s look is more than just ball buttons and sidebars. It's a whole attitude. In cars, that attitude is Plymouth.

Fury III Convertible

- A powerful 318 cubic inch V-8. With options ranging from a 360 2-barrel to our 440 4-barrel.
- Plus Plymouth gives you better stability and handling.
- Max's why. Added width between the rear wheels, flip, husty fiberglass-belted tires, and tension-bar suspension.

Inside, luxury through and through. Simulated wood-grain applique on the instrument panel padding. The convertible carries an all-vinyl bench with a folding armrest. An all-glass backlight that doesn't have to be wiggled when you roll the top down. And a wide rear seat. All standard.

Other Fury III's, like our formal hardtop above, come with all-vinyl seats or an optional leather package. Ornate door handles and the convertible. Either a fold-down center arm cushion or a console can go between the seats. Your choice.

The instrument panel is packed off with gauges that tell you where you stand at all times. Not a lot of these little lights that tell you you're in trouble after you're already in it.

Cut loose and give today's world a try. That's what Fury III is all about.
If you want a big car that won't break your budget.

It's a common dilemma. You want a big car. But you don't see how you can fit it in the family balance sheet.

Plymouth proposes a couple of solutions. Fury II and Fury I. Big, good-looking cars. And they go out of their way to save you money.

The initial price is low. But that only starts the savings.

We make both 6- and 8-cylinder models. The standard six-bore that rated gas stations high—156 cubic inches. If you're looking for a little more power, check out our 318 V-8. It runs on regular and the price will surprise you. Pleasantly.

As a matter of fact, you can go as high as our optional 360 2-barrel and still be on regular gas.

Other optional equipment that you can select for your Fury includes a remote control outside mirrors, AM push-button radio, feather-mounted turn signals, sporty wheel covers, bumpers, Torquemate automatic transmission, power steering and brakes.

Inteirors are simple but hardly sparse. A cloth-end-vinyl bench is standard for the Fury II, with a tough all-vinyl seat on the Fury I.

The Rebuck hornet model is also standard. As are our uni-body construction, torsion-bar suspension and a wide choice of acrylic award colors applied over our 7-step dip-and-spray anti-rust treatment.

Other standard features: Fiberglass belted tires. Kernanner rear bumper. Anti-theft, alarm-mounted ignition switch. A Rear View mirror. Concealed wipers. A fact is, so much is standard on our Fury II and Fury I models that we can hardly list them all.

Here is luxury you can afford. And your budget will look that much better for it.
Economy, high performance, or a medium duty truck, Plymouth makes just the engine for you.

Power Trains

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>318 V-8</td>
<td>3-speed Man.</td>
</tr>
<tr>
<td>318 V-8</td>
<td>3-speed TorqueFlite auto.</td>
</tr>
<tr>
<td>360 V-8</td>
<td>3-speed Man.</td>
</tr>
<tr>
<td>360 V-8</td>
<td>2-speed TorqueFlite auto.</td>
</tr>
<tr>
<td>360 V-8</td>
<td>4-speed Man.</td>
</tr>
<tr>
<td>360 V-8</td>
<td>4-speed TorqueFlite auto.</td>
</tr>
<tr>
<td>390 V-8</td>
<td>3-speed Man.</td>
</tr>
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<td>390 V-8</td>
<td>4-speed Man.</td>
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Arrest Axle Ratios

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<tr>
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<th>3.55:1</th>
<th>3.73:1</th>
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<tbody>
<tr>
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<td>318 V-8</td>
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<td>318 V-8</td>
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<td>390 V-8</td>
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</tr>
</tbody>
</table>

Suspension

- Front: independent, unequal-length control arm system with coil springs and torsion bars.
- Rear: live axle with differential lock, rear leaf springs, and shock absorbers.

Standard Features

- Brakes: front disc, rear drum
- Tires: new tires for 1970
- Radio: AM/FM stereo
- Air conditioning: optional
- Anti-lock brakes: standard
- Cruise control: standard

Tires and Wheels

<table>
<thead>
<tr>
<th>Size</th>
<th>Wheel Width</th>
<th>Rim Size</th>
<th>Load Range</th>
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</thead>
<tbody>
<tr>
<td>7.50 x 15</td>
<td>J-5</td>
<td>5.00 J</td>
<td>5.00 J</td>
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<tr>
<td>7.50 x 16</td>
<td>J-5</td>
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<td>7.50 x 16</td>
<td>K-5</td>
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<td>8.00 x 15</td>
<td>K-5</td>
<td>5.00 K</td>
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</table>

Engine Options

- 318 V-8
- 360 V-8
- 390 V-8

Plymouth makes your 1970 Fury and satisfy your alter-ego with any of 16 handsome exterior schemes. Express yourself with any of the 11 color choices for that new Fury. 1970 Fury will be right and shapely, too. Plymouth's new, streamlined design and improved interior and exterior styling will give you the look good looks. For a colorful way to tell it ... Plymouth makes it.
### Specifications

<table>
<thead>
<tr>
<th>Engine</th>
<th>225 Six</th>
<th>318 V-8</th>
<th>383 V-8</th>
<th>393 V-8</th>
<th>440 V-8</th>
<th>440 V-8</th>
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</thead>
<tbody>
<tr>
<td>Horsepower</td>
<td>145 @ 4000 rpm</td>
<td>220 @ 4400 rpm</td>
<td>290 @ 4400 rpm</td>
<td>330 @ 5000 rpm</td>
<td>350 @ 4400 rpm</td>
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<tr>
<td>Torque, ft-lb</td>
<td>215 @ 2400 rpm</td>
<td>225 @ 2600 rpm</td>
<td>300 @ 2800 rpm</td>
<td>325 @ 3200 rpm</td>
<td>350 @ 2500 rpm</td>
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<td>Compression Ratio</td>
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<td>8.4:1</td>
<td>8.4:1</td>
<td>8.4:1</td>
<td>8.4:1</td>
<td>8.4:1</td>
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<tr>
<td>Bore, inches</td>
<td>4.00</td>
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<td>4.00</td>
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<tr>
<td>Stroke, inches</td>
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<td>3.45</td>
<td>3.45</td>
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<td>Displacement, cu. in.</td>
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<td>318</td>
<td>383</td>
<td>393</td>
<td>440</td>
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<td>Dual</td>
<td>Dual</td>
<td>Dual</td>
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<td>Standard</td>
<td>Special</td>
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<td>Premium</td>
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<td>Fury I, I &amp; II</td>
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<td>Fury I, I &amp; II</td>
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<tr>
<td>Optional On</td>
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<td>Fury I, I &amp; III</td>
<td>Fury I, I &amp; III</td>
<td>Fury I, I &amp; III</td>
<td>Sport Fury GT</td>
<td>Sport Fury GT</td>
</tr>
</tbody>
</table>

*Except 2 Door Hardtop

### Exterior Dimensions (Sedan)

- Wheelbase: 120 in.
- Overall Length: 214.9 in.
- Overall Width: 79.6 in.
- Overall Height: 55.8 in.
- Track—Front: 62.1 in.
- Track—Rear: 62.0 in.

### Interior Dimensions (Sedan)

- Head room—Front: 38.8 in.
- Head room—Rear: 38.4 in.
- Leg room—Front: 41.6 in.
- Leg room—Rear: 38.6 in.
- Shoulder room—Front: 63.4 in.
- Shoulder room—Rear: 63.0 in.
- Usable Trunk Capacity: 21.5 cu. ft.

### Standard Safety Features:

- New for 1970: larger rear reflectors and lights, increased fuel tank impact protection, lumen charge turn signals, locking steering wheel, superior seat belt anchorage.
- Energy-absorbing steering column and wheel.
- Energy-absorbing instrument panel.
- High-strength windshield.
- Energy-absorbing front seat-back and armrests.
- Seat belts, all seating positions.
- Shoulder belts, 2 front, 1 rear.
- Seat belt coverings.
- Instrument panel door locks.
- Lever with non-override lock feature, except driver's door.
- Interior door handles.
- Edition inside door release levers.
- Larger cushioned sun visors.
- Dual braking system with warning light.
- Side marker lights.
- Hazard warning system.
- Windshield wipers.
- 2-speed, electric, vinyl cloth roof.
- Inside rearview mirror on double-ball joint mount (except Valiant).
- Front/rear safety restraints.
- 2 front, 1 rear.
- Locking latch on all folding front seatbacks.
- Left outside rearview mirror.
- Faced headlight latch treatment.
- Front and rear steel safety bumper.
- Optional safety features: Headlight time-delay, power door locks.
- Window defogger.
- Rear window defogger.
- Seat covers.
- Shoulder belts, 2 front, 1 rear.
- Rear window defogger.
- Horsepower.

### 1970 Plymours

- **FURY**
  - Sport Fury I, I & III
  - 2-door hardtop: V-8
  - 4-door hardtop: V-8
  - Sport Fury GT: 2-door hardtop: V-8
  - 4-door hardtop: V-8

- **BELVEDERE**
  - Sport Fury I, I & III
  - 2-door hardtop: V-8
  - 4-door hardtop: V-8

- **BARRACUDA**
  - Sport Satellite 2-door hardtop: V-8
  - Road runner: V-8

- **VALIANT**
  - 2-door hardtop: V-8

### To keep your Plymouth in top condition, have it serviced by the man who knows it best—your Plymouth Dealer.