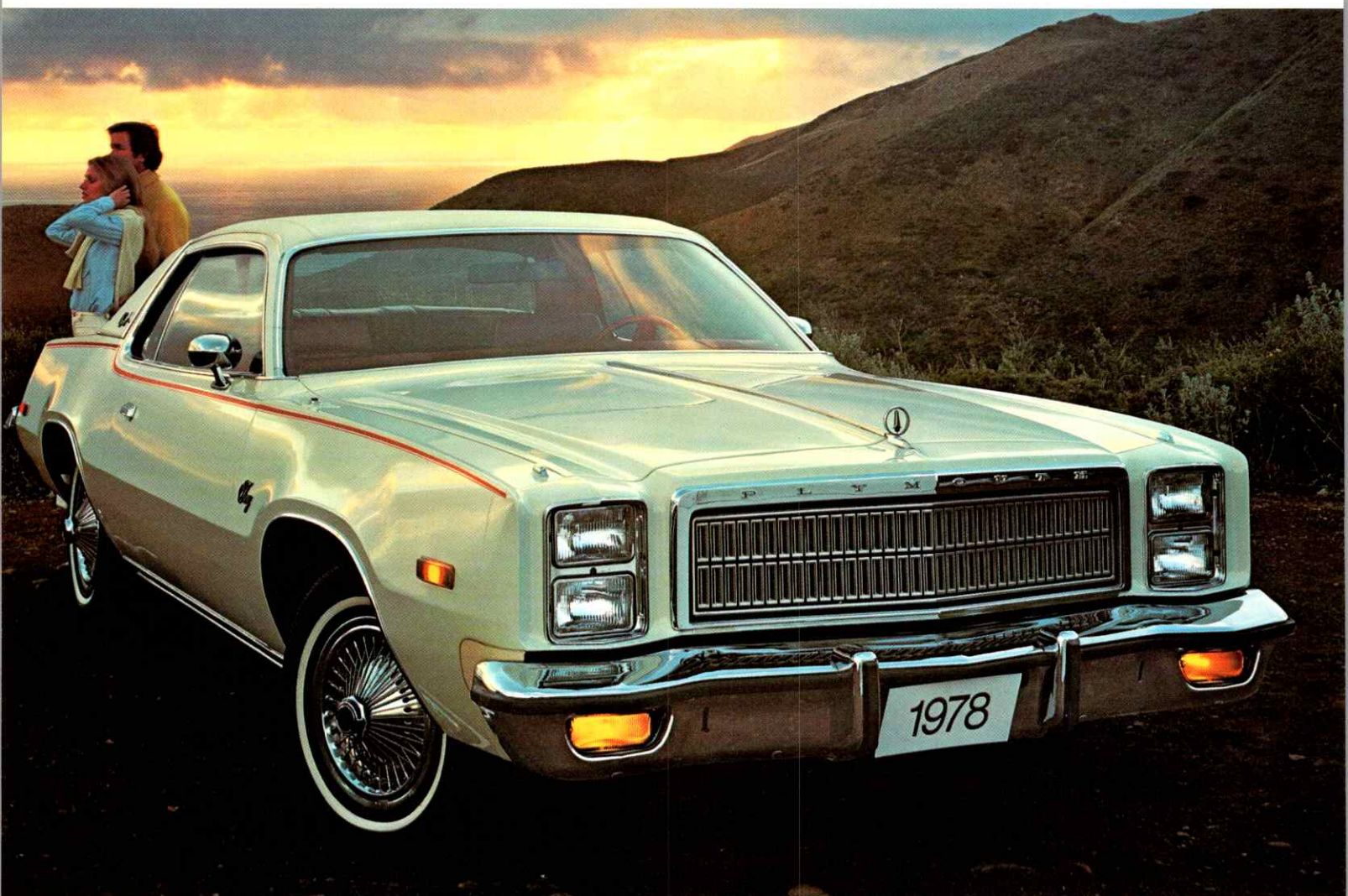


1978 PLYMOUTH

FURY

THE FULL-SIZE CAR BUILT FOR FULL-SIZE COMFORT



FURY

FURY SPORT

FURY SALON

FURY SPORT SUBURBAN

FURY SUBURBAN

FURY SPORT TWO-DOOR HARDTOP

If it's sport your're after, Fury Sport delivers. You can dress it up in your choice of six new hood, body side and deck tape stripe colours. New aluminum "Fascia" styled road wheels are available to brighten up your travels. They're not only handsome, they're durable, too. And like all Furys, the Sport is lighter this year for added fuel efficiency. One more item: the fuel-efficient, engine-saving Chrysler Electronic "Lean-Burn" System is standard on all Fury 8-cylinder engines.



FURY SALON FOUR-DOOR SEDAN

Super good looking four-door convenience, riding comfort, and value. New sill moulding is standard. You can choose from five new exterior colours, including two "Sunfire" metallics. Also new: red, green and silver vinyl roof colours. You ride on Chrysler's proven torsion bar suspension system. And something you'll appreciate: in addition to Chrysler's well known seven-step dip-and-spray rust inhibitor process, all Furys feature extra zinc-rich primer or other corrosion-resistant coatings to fight rust even harder.



FURY . . . FAMILY-SIZED CAR TO FIT MOST BUDGETS

Available in four-door sedan and two-door hardtop, these six passenger models are just the ticket for full-family fun and pleasure.

Standard two-barrel six-cylinder engine delivers performance with full economy.





Standard Fury Sport and Salon Bench Seat



Optional Fury Sport 60/40 Bench Seat

SMART FURY INTERIORS

For 1978, the Fury inside story is new, plush and practical. All new design vinyl bucket seats with applied head restraints are available. There's new, handsome "Saxony" body cloth for the standard Fury Sport and Salon bench seat with centre armrest. A new and colourful fabric "Checkmate" decorator body cloth helps augment the Fury Sport 60/40 bench seat. Important new comfort and practicality note: all 60/40 bench and centre armrest bench seats feature a new thin-back seat design that provides more rear seat knee room and easier entry to and exit from the rear seats. There's much more to discover about Fury inside, and, outside. Have your dealer show you around one.



Fury Sport Vinyl Bucket Seats



Under the Fury deck lid there's 555 dm³ (19.6 cu. ft.) of pure luggage carrying space. With the available space-saver tire, that figure goes up. Fury: it carries a lot and looks good doing it.



Fury Sport Suburban



Optional Vinyl 60/40 Bench Seat

**THE FURY STATION WAGON "INSIDE"
BIG . . . GOOD LOOKING . . . AND PRACTICAL**

A wagon doesn't have to feel or look like a wagon inside and Fury station wagons prove it. Standard is a new bench seat with a comfortable and stylish centre armrest. Available is a new 60/40 split bench seat with the thin-back seat feature. Seat includes a recliner on the passenger side for extra comfort, especially on long trips. The Fury station wagon inside story, it's worth looking into.

FURY STATION WAGON . . . FOR WORK OR PLAY

Our 2- and 3-seat station wagons are available in two versions: Fury and the luxury Fury Sport Suburban with its distinctive woodgrain side accents. Both feature a standard 5.9 litre (360 cu. in.) 8-cylinder engine equipped with Chrysler's proven Electronic "Lean-Burn" System for greater fuel and engine efficiency and greater hauling ability. Both seat six in comfort. Both ride on Chrysler's superb torsion bar suspension system. Torqueflite automatic transmission with column shift is standard.

Something else that's standard on our Fury station wagons: cargo room. With the rear seat folded down, they can carry a 4-foot by 8-foot board flat with the tailgate closed. That's cargo room you can count on.



Plymouth Fury

Standard Equipment Features

ALTERNATOR—60 amp. hour with transistorized voltage regulator
 ANTI-FREEZE—Glycol base, -35°
 *ARMRESTS—Front and rear, padded
 ASH RECEIVERS—Instrument panel and rear armrests
 BATTERY—375 amp. (Sedans and Hardtops), 440 amp. (Station Wagons)
 *BODY—Unibody construction combines body and frame into one solid, strong unit. Seven-stage rust inhibitor process
 *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 8 km/h (5 m.p.h.), front and rear
 CARGO COMPARTMENT CARPETING—Station Wagons
 CATALYTIC EXHAUST SYSTEM—3.7 litre (225 cu. in.) 6-cylinder engine (Sedans and Hardtops). 5.9 litre (360 cu. in.) 8-cylinder engine (Station Wagons)
 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-override door locks (except driver's door)
 EMISSION CONTROLS—Closed crankcase ventilation. Air preheat. Evaporative control and charcoal canister. Automatic vacuum spark advance, exhaust gas recirculation and electric-assist choke
 HEADLINING—Moulded one-piece fibreglass (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
 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 Station Wagons
 LIGHTS—Side marker lights and reflectors, dome light with front door courtesy switch, turn signal lights with lane change feature and 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—13 colours in durable, sparkling Acrylustre finish
 *SEAT BELTS—Combined lap and shoulder belt system for driver and front outboard 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 two-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 (Sedan and Hardtop models without air conditioning). Power (Station Wagons). Impact-absorbing wheel and steering column, steering column lock, 2-spoke steering wheel with centre horn pad and woodgrain insert
 *SUN VISORS—Left and right, padded, swivel type
 SUSPENSION—Torsion-Quiet Ride. Special group of rubber bushings on fore structure, steering mechanism. Torsion bars and rear springs greatly reduce road noise. Front sway bar. Torsion bars front. Leaf springs rear and Oriflow shock absorbers
 TRANSMISSION—3-speed manual (Sedans and Hardtops). Automatic 3-speed Torqueflite (Station Wagons)
 *WHEELS—381 mm (15") safety-rim
 WINDOWS—Ventless side windows
 *WINDSHIELD—Heavy laminated glass prevents inside shattering
 *WINDSHIELD WASHERS—Dual electric
 *WINDSHIELD WIPERS—Dual with overlap wipe pattern
 *Safety features

Selected Optional Equipment

AIR CONDITIONING—6- and 8-cylinder engines
 AIR DEFLECTOR—Roof (Station wagons)
 ALTERNATOR—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
 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 Dual 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, Heavy-Duty Trailer Assist Package, Deluxe Insulation Package or the Air-Conditioning Value 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 or AM/FM pushbutton, AM or AM/FM multiplex with 8-track stereo tape and AM or AM/FM with CB transceiver
 TILT STEERING WHEEL
 UNDERCOATING AND HOOD SILENCER PAD
 VINYL ROOF—Full, halo or canopy. Not available wagons. Canopy vinyl roof with opera-window (Hardtops)
 WHEEL COVERS—Deluxe or wire wheel type
 WHEELS—Styled road wheels
 WINDSHIELD WIPERS—Deluxe
THERE ARE MANY OTHER OPTIONS AVAILABLE. SEE YOUR DEALER FOR FULL DETAILS

Seat Availability

Model	Standard Seat	Material	Optional Seat	Material
Fury —Four-Door Sedan —Two-Door Hardtop —Suburban	Bench Bench Bench with centre armrest	Cloth & Vinyl Cloth & Vinyl Vinyl	Bench with centre armrest Bench with centre armrest	Vinyl Vinyl
Fury Salon	Bench with centre armrest	Cloth & Vinyl	60/40 Split Bench with centre armrest (a) Bench with centre armrest	Cloth & Vinyl Vinyl
Fury Sport	Bench with centre armrest	Cloth & Vinyl	60/40 Split Bench with centre armrest (a) Bucket with fold-down centre armrest	Cloth & Vinyl Vinyl
Sport Suburban	Bench with centre armrest	Vinyl	60/40 Split Bench with centre armrest (a)	Vinyl

(a) Includes passenger side recliner.

Plymouth Fury — Basic Specifications

Model Availability

	Two-Door Hardtop	Four-Door Sedan	Station Wagon (8-Cylinder Only)	
			2-Seat	3-Seat
Fury	X	X		
Fury Suburban			X	X
Fury Salon		X		
Fury Sport	X			
Fury Sport Suburban			X	X

Exterior Dimensions

	Two-Door Hardtop		Four-Door Sedan		Station Wagon	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Wheelbase	2919	114.9	2982	117.4	2985	117.5
Overall Length (a)	5415	213.2	5537	218.0	5718	225.1
Overall Width	1974	77.7	1974	77.7	2002	78.8
Overall Height	1344	52.9	1379	54.3	1445	56.9
Track — Front	1572	61.9	1572	61.9	1572	61.9
— Rear	1575	62.0	1575	62.0	1610	63.4
Road Clearance	129.5	5.1	129.5	5.1	134.6	5.3
Approximate Shipping Weight						
6-Cylinder — Kilograms	1634		1654			
— Pounds		3602		3647		
8-Cylinder — Kilograms					1955	
— Pounds						4311 (b)

(a) Includes bumper guards.

(b) Three-seat wagon — 1982 kilograms (4370 pounds).

Interior Dimensions

	Two-Door Hardtop		Four-Door Sedan		Station Wagon	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Effective Headroom — Front	958	37.7	983	38.7	1006	39.6
— Rear	930	36.6	947	37.3	1008	39.7
Effective Legroom — Front	1082	42.6	1082	42.6	1082	42.6
— Rear	815	32.1	887	34.9	874	34.4
Shoulder Room — Front	1499	59.0	1496	58.9	1496	58.9
— Rear	1519	59.8	1506	59.3	1506	59.3
Hiproom — Front	1438	56.6	1504	59.2	1504	59.2
— Rear	1448	57.0	1504	59.2	1504	59.2

Luggage Compartment

	Two-Door Hardtop		Four-Door Sedan	
	MILLIMETRES	INCHES	MILLIMETRES	INCHES
Loading Height	658	25.9	678	26.7
Usable Space Estimated (dm ³) (cu. ft.)	416	14.7	555	19.6

Station Wagon — Cargo Compartment

	MILLIMETRES	INCHES
Height — Floor to roof at tailgate opening	686	27.0
Length — 2nd seat to end of open tailgate	2080	81.9
— 2nd seat to closed tailgate	1519	59.8
— Front seat to end of open tailgate	2875	113.2
— Front seat to closed tailgate	2314	91.1
Width — Floor at tailgate opening	1234	48.6
— Floor between wheelhousing	1234	48.6
— At beltline	1255	49.4
Tailgate loading height	579	22.8
Cargo Volume (dm ³) (cu. ft.)	2398	84.7

Engine and Transmission Specifications

Engine Specifications	6 Cylinder		8 Cylinder		
Displacement (litres) (cu. in.)	3.7 225	5.2 318	5.2 318	5.9 (a) 360 (a)	6.6 (b) 400 (b)
Bore (millimetres) (inches)	86 3.4	99 3.91	99 3.91	102 4.00	110 4.34
Stroke (millimetres) (inches)	105 4.12	84 3.31	84 3.31	91 3.58	86 3.38
Installed Net Power (kW @ R.P.M.) (H.P. @ R.P.M.)	80 @ 3600 110 @ 3600	105 @ 4000 140 @ 4000	120 @ 4000 160 @ 4000	115 @ 3600 155 @ 3600	145 @ 3600 195 @ 3600
Installed Net Torque (N.m @ R.P.M.) (Pd./ft. @ R.P.M.)	245 @ 2000 180 @ 2000	330 @ 1600 245 @ 1600	330 @ 2000 245 @ 2000	365 @ 2400 270 @ 2400	415 @ 3200 305 @ 320
Compression Ratio	8.4:1	8.5:1	8.5:1	8.4:1	8.2:1
Carburetor	1-2 Barrel	1-2 Barrel	1-4 Barrel	1-2 Barrel	1-4 Barrel
Air Cleaner	Silenced	Silenced	Silenced	Silenced	Silenced
Catalytic Exhaust System	Standard	Standard	N.A.	Standard	N.A.
Exhaust	Single	Single	Single	Single	Single
Fuel Required	Unleaded	Unleaded	Leaded or Unleaded	Unleaded	Leaded or Unleaded
Electronic "Lean-Burn" System	N.A.	Standard	Standard	Standard	Standard
Engine Application by Model					
Fury	Standard	Optional	Optional	Optional	Optional
Fury Suburban	N.A.	N.A.	N.A.	Standard	Optional
Fury Salon	Standard	Optional	Optional	Optional	Optional
Fury Sport	Standard	Optional	Optional	Optional	Optional
Fury Sport Suburban	N.A.	N.A.	N.A.	Standard	Optional
Transmission Application by Engine					
3-Speed Manual — Column Shift	Standard	N.A.	N.A.	N.A.	N.A.
Torqueflite 3-Speed Automatic (c)	Optional	Optional	Optional	Optional	Optional

N.A.—Not Available.

(a) A 5.9 litre (360 cu. in.) engine with non-catalytic exhaust system (unleaded or leaded fuel) equipped with a Canadian Emission Package is available. Ask your dealer for full details.

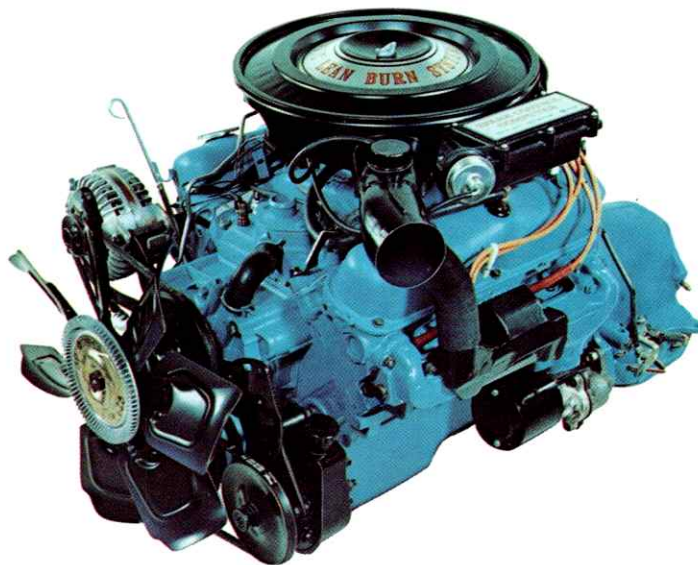
(b) A 6.6 litre (400 cu. in.) heavy-duty engine is standard with the Heavy-Duty Trailer Assist Package. Ask your dealer for full details.

(c) Standard Station Wagon

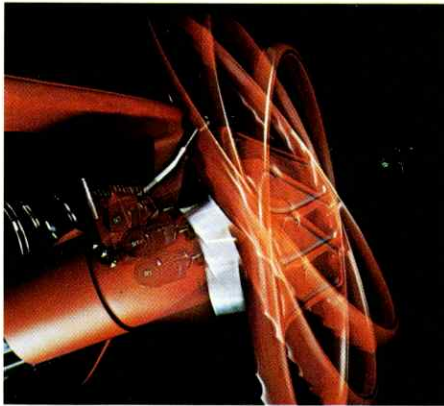
Chrysler Engineering Excellence brings you Fury's "Lean-Burn" Engine that thinks

"Lean-Burn" provides:

- 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 hose and emission-control "hardware"
- Reduced maintenance



Ask for a demonstration!



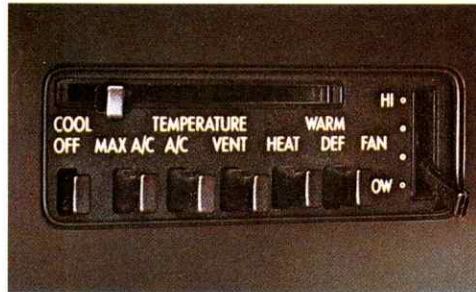
A.



B.



C.



E.



F.



D.



H.



G.

SELECTED FURY OPTIONS

- A. **TILT STEERING WHEEL.** Adjusts to 6 different positions to accommodate the seating comfort and reach needs of every-size driver in the family. Moves out of the way for ease of entry and exit. Once you try it you won't be without it.
- B. **SPEED CONTROL.** The great foot rest for your accelerator foot on long journeys. Lets you pre-select your speed and holds it there automatically until you brake, accelerate or disengage the control. The steady pace helps you get more out of fuel, too.
- C. **POWER DOOR LOCKS.** Convenience and security at the touch of a button. Single control on each front door locks or unlocks all doors. Great for unlocking doors for entering passengers. Nice to

have with children in the car, too.

- D. **CB RADIO.** Factory-installed 40-channel citizens band (CB) transceiver available in two combinations: AM broadcast band with CB and AM/FM stereo broadcast band with CB. Matched styling reduces theft potential because integral transceiver is not as easily recognized as the conventional CB. See your dealer for full details.
- E. **AIR CONDITIONING.** Large ducts and high-capacity blower provide quick cool-down ability. Four blower speeds, combined with temperature control lever, provide a wide choice of comfort levels. Helps keep things quiet, too.
- F. **DIGITAL CLOCK.** New, all electronic unit features crystal controlled accuracy to within 60 seconds a month; silent operation with no moving parts for high reliability;

bright daytime, soft nighttime intensity; separate hour and minute reset. Probably the finest car clock ever made!

- G. **STEREO AM/FM RADIO.** New electronic unit with search control and light-emitting diode digital display. 100 percent solid-state design. Precision tuning frequency synthesizer eliminates need for manual fine tuning.
- H. **HEAVY DUTY TRAILER ASSIST PACKAGE.** New heavy-duty trailer assist package assures you of the proper equipment selection for your towing needs. Includes high output alternator, 3.2 axle ratio, Long Life battery, heavy-duty suspension, auxiliary transmission oil cooler, special wiring harness, variable load turn signal flasher and wide-rim wheels. Your dealer has all the details.



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