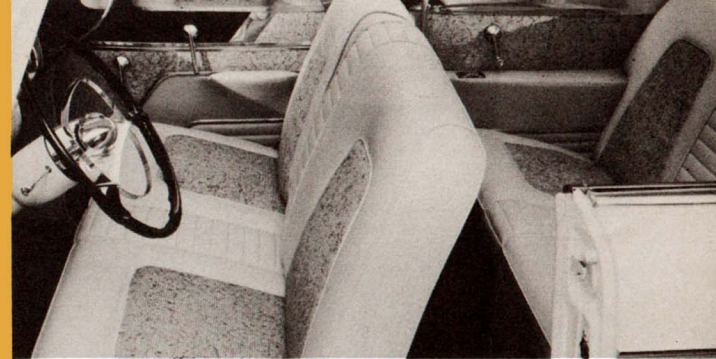
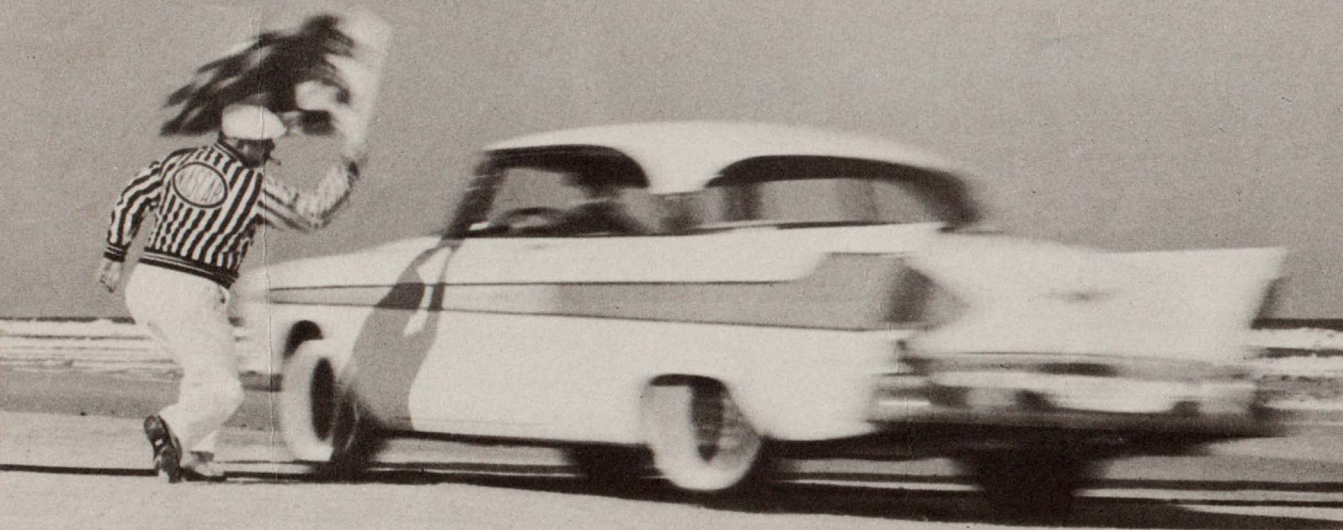


***PLYMOUTH SMASHES TWO
U.S. STOCK CAR RECORDS!***



Actual Photo of Plymouth FURY on Official NASCAR Speed Run at Daytona Beach, Florida, Jan. 10, 1956

The record-breaking Plymouth FURY!...



The Plymouth FURY gives top acceleration!

The Fury smashed U. S. stock passenger car acceleration records for the measured mile. Record formerly held by America's largest selling high-price car. (Official run supervised by NASCAR.)

The Plymouth FURY gives top performance!

The Fury broke the U. S. "flying mile" record at Daytona Beach for stock passenger cars in its displacement class. (Official speed 124.01 mph timed and supervised by NASCAR.)

The Plymouth FURY gives top roadability!

The Fury has been specially designed and specially equipped to hug the road—takes corners like a sports car.

**RECORD-BREAKING
PLYMOUTH FURY
NOW IN PRODUCTION**

Smart...and so practical!

Power, performance and acceleration the Fury has in great abundance. It is swift. It hugs the road. It takes off from the traffic light with a gentle w-h-o-o-s-h! —with safety-sprint acceleration.

But that is only part of the story. The 6-passenger Fury is also a *smart* car; unmistakably a smart car.

Its lines are truly modern. Long. Eager. Vigorous.

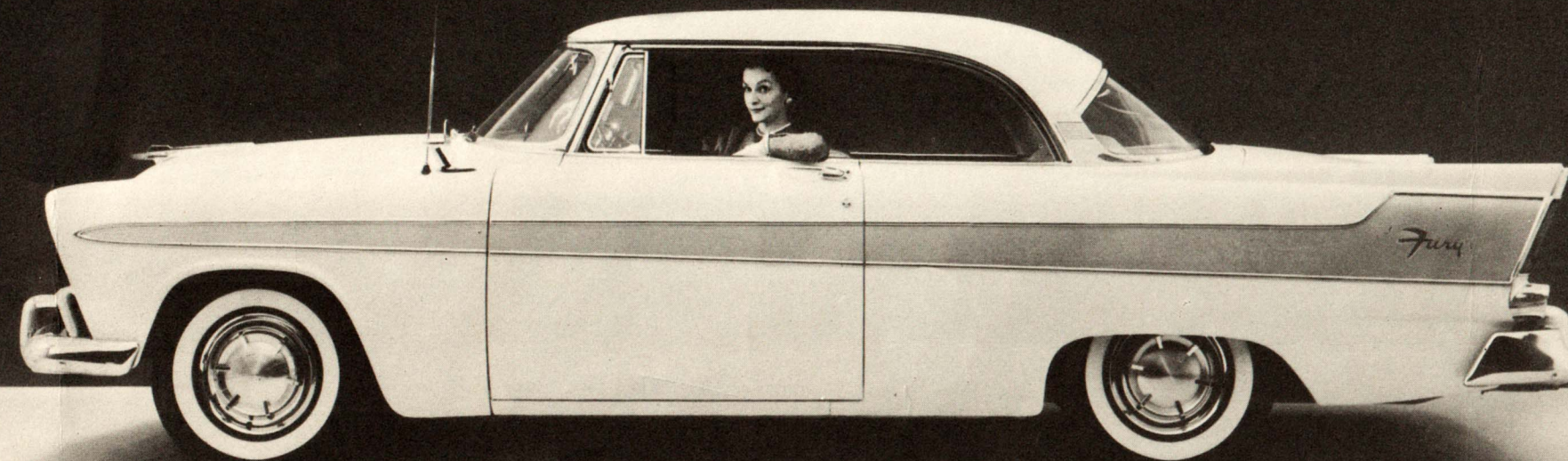
And the Fury is tastefully groomed, inside and out. Exterior finish is eggshell white with a gold anodized aluminum color sweep. The grille is also gold aluminum.

The foam rubber seat and back cushions are upholstered in specially woven luxury fabrics. Interior

décor is gold, beige and black. The bolsters are easy-to-clean "breathable" grained vinyl. The midnight black carpeting is thick, soft, luxurious.

Yes, here is an excitingly different automobile! There is simply nothing like it in its price class.

Please turn the page for engineering specifications.



What's the FURY got?

A HOT ENGINE (240 hp)

3.81" bore x 3.31" stroke, oversquare low-friction, 90° overhead valve V-8

303 cu. in. displacement

240 hp at 4800 rpm (electronic special 6000 rpm tachometer located on instrument panel)

310 lb. ft. torque at 2800 rpm

9.25 to 1 compression ratio

Mechanical valve lifters

Special low restriction dual exhaust system (standard equipment)

Super 4-barrel carburetor (standard equipment)

Special high-performance camshaft

High-load valve springs

Reinforced dome-type pistons

High-speed dual-breaker distributor

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A RUGGED CHASSIS

The Fury is engineered for superior handling at all speeds and in cornering.

Heavy-duty clutch and manual shift transmission

New propeller shaft and universal joints

High-performance rear axle assembly with 4-pinion differential

High-rate sway bar

Heavy-duty springs

Heavy-duty Oriflow shock absorbers

11" brakes with special high-performance lining

15" x 5½" heavy-duty wheels

OTHER SPECIFICATIONS

Length — 204.8"

Width — 74.6"

Height — 58.8" (more than 1" lower than other cars in its class)

Wheelbase — 115"

Tread — 58.8" front, 58.9" rear; both .4" wider than regular production models

Tires — 7.10 x 15, nylon cord tubeless

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ENGINEERED FOR SAFETY

Safety-Rim wheels

Independent parking brake

Electric windshield wipers

New safety door latches

Safety seat belts optional extra (seats and belts both anchored to frame)

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OPTIONAL EQUIPMENT

Push-button heavy-duty automatic transmission; Full-time power steering; Safety-Sure power brakes; power seat; power windows.

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STANDARD EQUIPMENT ON THE FURY

Directional signals, backup lights, variable-speed windshield wipers, rain shields, rear bumper guards, chrome drip moulding, dual exhaust deflectors, windshield washer, prismatic-type inside rear view mirror, dual outside rear view mirrors.

