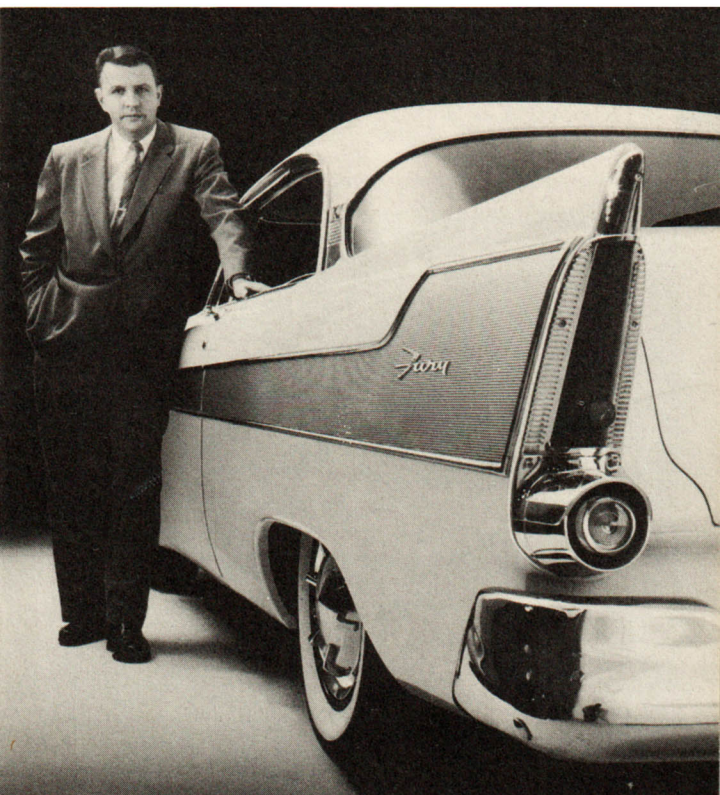


Announcing...
Plymouth's New King of the Road
the
PLYMOUTH
FURY

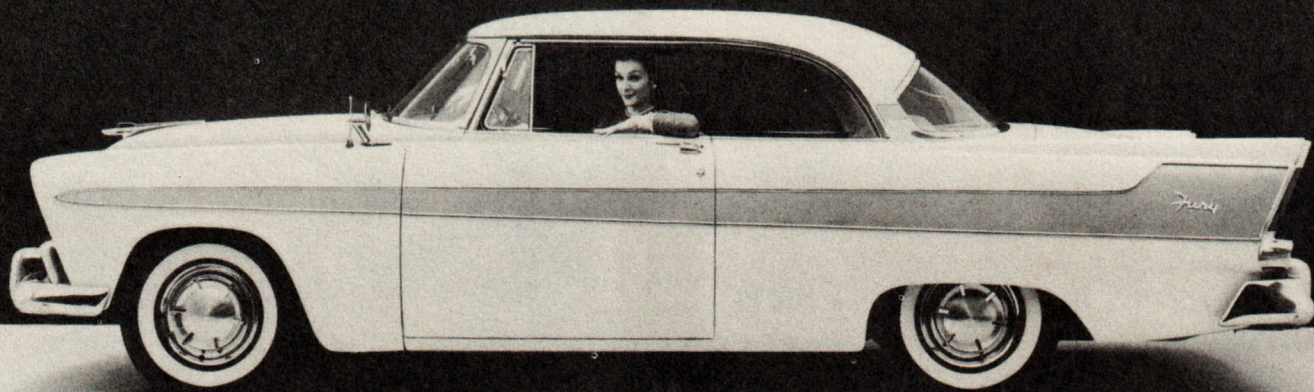


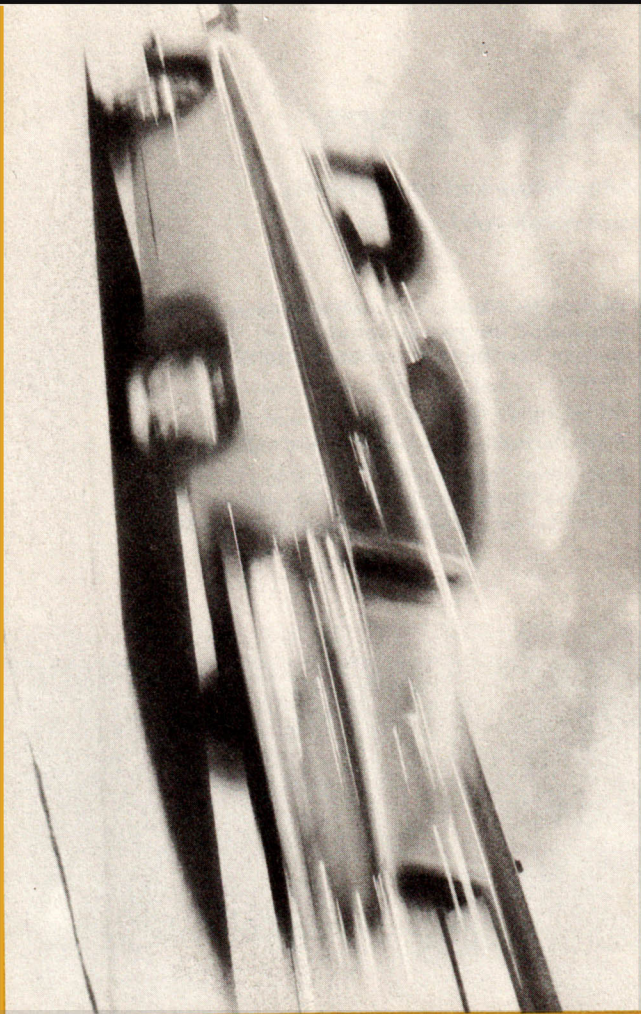
Robert Anderson, Plymouth's chief engineer, and the FURY

THE PLYMOUTH *FURY*

Designed to run away from any car in its class—and it also serves as a practical family or handsome business car, too!

- Bold new concept of Plymouth '56 jet age styling . . . low and sleek . . . only 59 inches high. Distinctive golden Flight Sweep.
- Ultra-smart custom designed interior.
- 240 horsepower Super Hy-Fire V-8 engine with larger displacement and higher . . . 9.25 to 1 . . . compression ratio.
- New instrument panel includes electronic tachometer.
- High performance chassis and suspension, engineered for greater power output, superior handling and exceptional cornering ability.
- Built-in safety features.
- Many "extras" included as standard equipment.
- Push-Button PowerFlite automatic transmission, Full-Time Power Steering and Safety-Sure Power Brakes optional at moderate extra cost.





It's fast . . . It's fabulous . . . It's the FURY!

The FURY was proved on the fastest track in the world, and on the sharp turns, steep grades and rough stretches of the proving ground endurance road. The FURY was driven at higher speeds than any Plymouth stock car had been driven before.