

The Exciting '64s!



Plymouth Sport Fury

THE NEW model-year's Plymouth Sport Fury will feature a new look, new power and more of the same performance and quality features which made it a sales success in 1963, according to C. E. Briggs, general manager of the Chrysler-Plymouth Division.

Said Briggs, in introducing the '64 Plymouth: "We know that much of its success has resulted from its reputation for quality and performance. That's what we have emphasized in the development of the 1964 cars."

The new look is highlighted by a changed roofline on the 2-door hardtop, a complete face-lift of the grille section and additional chrome and stainless steel trim splashed about the body. And a gunsight hood ornament decorates all models.

The new hardtop, available in Belvedere, Fury and Sport Fury trim, has a V-shaped rear pillar and a distinctive rear window shape. The roof has a top bow crease to further emulate the convertible look. The 4-door hardtop and 2- and 4-door sedans, however,

retain the blind-quarter "Thunderbird look" so popular with Detroit designers the past few years.

Pointed extensions of each front fender have erased Plymouth's broad-shouldered appearance and substituted the sculptured dart-shape reminiscent of certain 1962 automobiles. Parking lights, formerly located in the "shoulders," now have been inserted into openings in a massive front bumper.

Anodized aluminum bands between the taillights give the '64 Plymouth's rear a broader look, while a 2-in. increase in rear wheel track makes it appear even wider.

Propelling the Plymouth will be the same line-up of 6-cyl. inline and V-8 engines as previously offered, with one addition. A Commando 426-cu. in. V-8 has been added and can be ordered with either 3- or 4-speed manual transmission or the TorqueFlite 3-speed automatic. For the Sport Fury, the transmission controls, both manual and automatic, will be floor-console mounted. The 426 is an outgrowth of the

successful Plymouth Super/Stock engine, albeit a good deal more domesticated to fit it for everyday driving chores. With 365 bhp and 470 ft.-lb. of torque, it should prove a powerful performer.

The 4-speed offered is also new, and one of Chrysler's own design. It will be available with two different sets of gear ratios—2.66 first, 1.91 second and 1.39 third for the V-8 engines, and 3.09 first, 1.92 second, 1.40 third for the Valiant sixes—with synchromesh in all four gears. The 4-speed is not available for the 6-cyl. Plymouths, however.

Plymouth's Super Stock 426 will continue to be offered, in both single carburetor (for NASCAR racing) and twin 4-barrel (for drag racing) form, with either 11:1 or 12.5:1 compression ratios. Either can be ordered with the special beefed-up TorqueFlite or the new 4-speed manual. A heavy-duty 3-speed manual transmission (the Borg-Warner T-85), however, is standard equipment. ■



FURY convertible (left) and Fury 4-door hardtop (above) display '64 Plymouth styling.



HARDTOP MODELS in Sport Fury trim are new 2-door (above) and 4-door (below). Commando 426-cu. in. engine and new 4-speed all-synchro transmission are optional.

