



Announcing the

THIRD LIMITED EDITION OF ONE OF THE WORLD'S GREAT MOTOR CARS...

Fury

BY PLYMOUTH



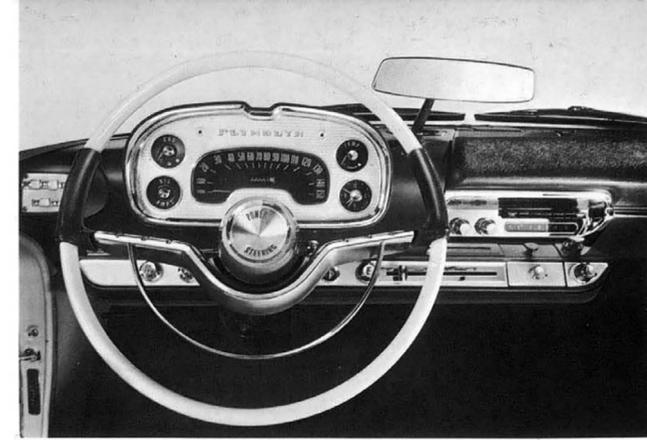
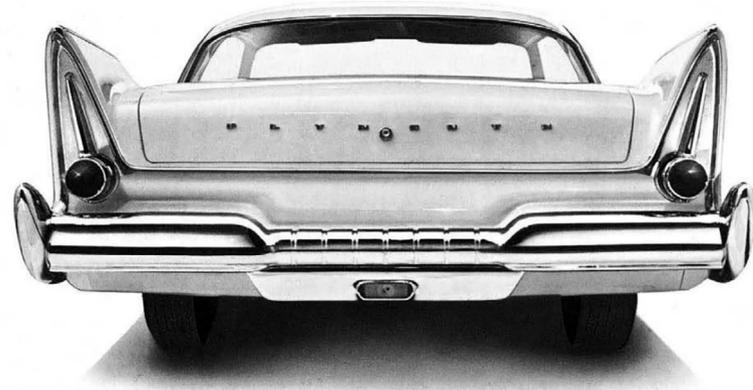
GRACE, ELEGANCE . . . AND REMARKABLE AGILITY

FOR THE MAN WHO REALLY LOVES CARS. The newest . . . and finest . . . Fury by Plymouth is many things to many people. To the connoisseur of beauty it is grace personified . . . a long, lean, golden spear encased in a sheath of steel; a thing alive

and young and singing the joy of the open road. To the woman sensitive to elegance, it is a colorful symphony of Buckskin Beige and gold and white; luxury and comfort in the modern key. And to the man who really loves cars, the new Fury is movement itself

—eager . . . fleet . . . agile . . . obedient . . . in short, one of the finest and most stout-hearted motor cars in all the world.





◆ Exceptional visibility adds greatly to the pleasure of driving the new Fury. You see everything! Slip behind the smart beige-and-brown wheel and you have an unmatched vista of the road, and of the handsome instrument cluster. In the repositioned rear view mirror you get a 30% broader outlook of the cars behind you . . . the vantage point from which the Fury driver will most often see the others!

DESIGNED . . . INSIDE AND OUT . . . TO INSPIRE PRIDE OF OWNERSHIP

The new Fury by Plymouth has been called "the most completely satisfying car a man could want".

When you get behind the wheel, you'll be instantly aware of two important Fury advantages. First, it gives you the world's most comfortably secure ride *regardless of road conditions*—thanks to exclusive Torsion-Aire suspension.

Second, the Fury is in every sense a *luxury* motor car, with lounging space for six big passengers in its roomy

interior. When you put the Fury through its paces, you'll discover that in sheer ability to corner level,

without sway or cant . . . to soar silently up the steepest grades without effort or vibration . . . to come,

instantly, to a feather-soft stop without dip or roll; in handling ease and finger-tip control, the new

Fury by Plymouth is far and away *the most capable* car in its relatively modest price range.



◆ Directional stabilizers, trimmed with golden anodized aluminum, have been wind-tunnel tested and proved to add materially to the new Fury's roadability by counteracting and minimizing effect of cross-winds. Tail lights, brake lights and turn indicator are mounted in a single unit . . . an important added safety feature.

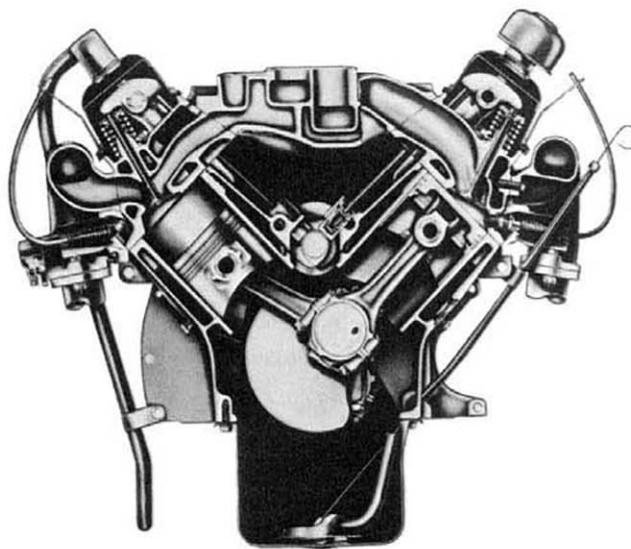
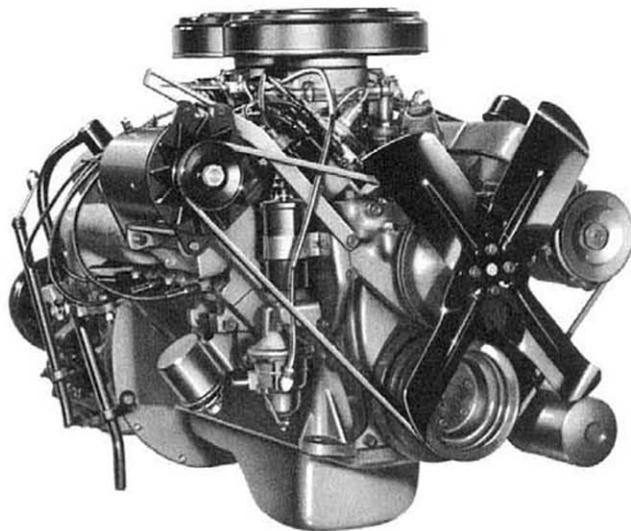


◆ Luxury and good taste distinguish the interior appointments of the new Fury. And on its roomy, foam-rubber cushioned seats is ample room for six husky passengers.



◆ The massive, gold-like grille of the new Fury has been emphasized with horizontal lower bars adding strength and a new styling note. Fury color is Buckskin Beige; interior is lavishly appointed in two tones of harmonizing brown and beige, with brown carpeting.

DIMENSIONS OF A THOROBRED



CHASSIS Arc-welded frame with double-channel box-section side rails. Five sturdy cross-members. Special high-performance chassis includes heavy-duty torsion-bar springs and ball joints, heavy-duty 6-leaf rear springs. Hydraulic 11-inch Total-Contact Brakes with Cyclebond lining. 184 sq. in. lining area. Internal expanding shoes with self-centering action. Two cylinders at each front wheel, one at each rear. External contracting brake with standard transmission. Internal expanding parking brake with TorqueFlite transmission.

WHEELS AND TIRES 14 x 6 inch Safety-Rim wheels with special 8:00 x 14 Nylon four-ply low-pressure tubeless type tires. White-wall tires optional.

SUSPENSION Front: Combined heavy-duty torsion-bar springs and ball joints. Lower unsprung weight. Dip-control upper arms. Wide-angle strut-supported lower control arms. 100% rubber isolation. New heavy-duty Oriflow shock absorbers. Rear: Heavy-duty 6-leaf outboard-mounted springs. 100% rubber isolation. Heavy-duty Oriflow shock absorbers.

STEERING Worm and ball bearing roller-type gear. Symmetric idler arm linkage for maximum control. Rubber-isolated pivots. Ball-joint steering knuckles for easy handling. Over-all steering ratio 26.8:1. Ratio with Power Steering 19.8:1.

TRANSMISSIONS AND DRIVE TRAIN TorqueFlite fully automatic 3-speed Push-Button transmission with torque converter optional at extra cost. Synchro-Silent manual 3-speed transmission standard. Hotchkiss drive through rear springs. Hypoid rear axle.

STANDARD REAR AXLE RATIOS TorqueFlite—3.31:1. 3-speed manual—3.73:1. Also available—2.93:1, 3.15:1, 3.54:1, 3.90:1 and 4.10:1.

ELECTRICAL SYSTEM Heavy-duty 50-ampere-hour 12-volt battery. High-capacity 30-ampere generator with automatic voltage and current control. Ignition key starter switch. Lighting circuit protected with circuit breaker. Permanent plastic-coated wiring throughout. Special high-performance resistor-type spark plugs. Automatic mechanical and vacuum spark control. New splash-proof dual-breaker distributor. Back-up lights, variable-speed electric windshield wipers, windshield washer, sweep-second self-regulating watch, and dual dome lights all standard equipment.

FUEL SYSTEM Lightweight aluminum carburetors. Dual filtration includes new woven plastic fuel filter in gas tank and new extra-fine ceramic filters at carburetors. Fuel capacity 20 gallons. New automatic choke.

BODY CONSTRUCTION All-steel welded, completely rust-proofed and insulated Safety Body. Channeled and ribbed floor pan. Box-section reinforcements around window and door openings. Baked enamel finish.

GOLDEN COMMANDO ENGINE Optional at extra cost in all models. Advanced Deep-Block design 8-cylinder V-type. Horsepower 305 at 5000 RPM. Taxable horsepower 52.7. Torque 370 ft./lbs. at 3600 RPM. Compression ratio 10.0 to 1. Bore 4.062 inches. Stroke 3.375 inches. Piston displacement 350 cubic inches. Two 4-barrel carburetors with balanced fuel flow to each cylinder and separate idle air bleed inlets; matching intake manifold. Two

special design concentric dry replaceable element air filters. Overhead valves. Hydraulic valve tappets. High-load valve springs equipped with anti-surge dampers. Pistons especially designed for high-compression ratio. Special high-performance camshaft. Special high-performance resistor-type spark plugs. Automatic mechanical and vacuum spark control. New splash-proof dual-breaker distributor. New spool-type rubber shear engine mounts. Vibration damper. Rotary oil pump. Full-Flow oil filter. Oil capacity 4 quarts. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Special low-restriction dual-exhaust system.

DUAL FURY V-800 Standard engine in the Fury by Plymouth. Not available in other models. Horsepower 290 at 5200 RPM. Taxable horsepower 48.9. Torque 330 ft./lbs. at 3600 RPM. Compression ratio 9.25 to 1. Bore 3.91 inches, Stroke 3.31 inches. Piston displacement 318 cubic inches. Two 4-barrel carburetors. High-performance camshaft and resistor-type spark plugs. Dual-breaker distributor. Rotary oil pump. Shunt-type oil filter. Oil capacity 5 quarts. Low-restriction dual-exhaust system.

COOLING SYSTEM Coolant capacity without heater 20 quarts; with heater 21 quarts. High-pressure (14 psi) system. Four-blade wing-tipped fan. Full-length water jacketing. Ball bearing water pump with permanent seal.

DIMENSIONS

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|----------------------|-----------|-------------------------|----------|
| Wheelbase..... | 118.0 in. | Front shoulder room.... | 61.0 in. |
| Height..... | 53.5 in. | Rear shoulder room.... | 60.5 in. |
| Over-all length..... | 206.0 in. | Front legroom..... | 45.5 in. |
| Over-all width..... | 79.4 in. | Rear legroom..... | 36.5 in. |
| Front hiproom..... | 63.0 in. | Front headroom..... | 33.7 in. |
| Rear hiproom..... | 56.0 in. | Rear headroom..... | 34.0 in. |

Shipping weight (est.) 3625 lbs.

STANDARD EQUIPMENT INCLUDES 8-barrel carburetion system • dual exhaust system • heavy-duty Torsion-Aire suspension • bumper wing guards, front and rear • special two-tone steering wheel • directional turn signals • back-up lights • variable-speed electric windshield wipers • chrome drip molding • windshield washer • dual outside rear-view mirrors • built-in front arm rests • safety padding for instrument panel • safety-padded visors • foam-rubber padded seats and seatbacks • sweep-second self-regulating watch • 8:00 x 14 Nylon tires.

OPTIONAL EQUIPMENT INCLUDES TorqueFlite fully automatic 3-speed Push-Button transmission • Full-Time Power Steering • power brakes • power seat • power windows • safety seat belts • air conditioning • heater • radio • whitewall tires • and most other items available on regular Plymouth models.

Cars illustrated in this booklet are shown with items of optional equipment available at moderate extra cost.

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THE WORLD'S MOST RESPONSIVE POWER PLANT

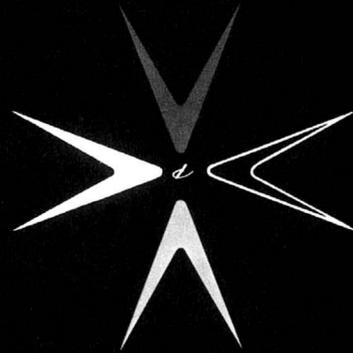
The optional 305-h.p. *Golden Commando V-8*, with its 350-cubic-inch displacement and 8-barrel carburetion, is the newest and greatest triumph of Plymouth engineering! This great *Golden Commando* is silent beyond belief, yet it is endowed with enormous capacity and tremendous reserves. X-ray view (lower picture) reveals completely new design—with deep-skirt block for extra rigidity—and giant bore that permits wedge-shape combustion chambers without sacrificing good engine breathing. The standard engine on the Fury is the 290-h.p. *Dual Fury V-800*, with two four-barrel carburetors and 318-cubic-inch piston displacement.



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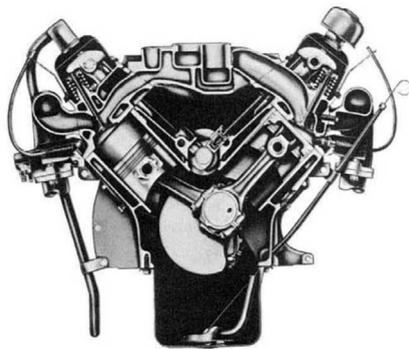
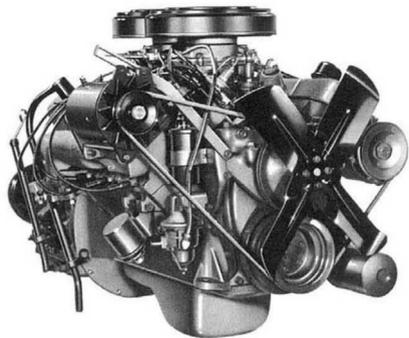
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