

1969 Plymouth Fury



Look what Plymouth's up to now.

VIP

You're at the top of the Plymouth line. No doubt about it. Elegance in stance and stature. One look says it all. So we won't bother.

What we will tell you is that the 1969 VIP is a completely new car. Now wait. That doesn't mean that just because it's a new model-year we've taken the liberty of calling the car "new."

It means we've designed a brand new car.

Longer overall than ever before. Riding on a 120 inch wheelbase for an easy ride.

A car that looks smooth. Aerodynamic.

Lines that flow.

Highly curved windshield and side windows.

Crisp, full-length body lines.

The entire car gives a feel of thrust and direction.

We've hidden the windshield wipers so the hood lines

are uninterrupted.

There's a premium die-cast front grille. And wraparound dual taillights that give VIP a wider look in back.

The full-length body molding is uninterrupted because we added fender skirts as standard equipment.

The nameplate is flush with the body metal, so it won't break the clean side lines.

Now finish the whole thing off with wheel covers—which come standard—and your choice of 17 beautiful exterior colors.

The exterior options are designed as part of the car, not as add-ons.

Cornering lights, for instance, are integrated. And if you order your VIP with a vinyl top, the side moldings and rear appliqué are color-keyed to your roof.

But lest you think that VIP is all looks, think again. Plymouth's attention to detail and engineering never stops.

It carries a big standard V-8. And offers three optional engines, including a 383 2-barrel that's made to run on regular gas. The torque is all there. And so's the quiet ride.

Torsion-bar suspension—the best in the business—is standard.

Brakes? We made ours big. That means they last longer.

Stop surer. What else can you ask of brakes?

Finally, a word of caution about prices: it's easy to jump to conclusions in this area. We simply ask that you don't.





VIP

A short course in naming cars. Let the name come naturally.
Now sit in a VIP.

The standard seat is shown at right. Deep "biscuit" pleats. A fold-down center armrest. Rich knit weaves and Coachman-grain vinyl.

Optionally you can specify these seats in all-vinyl or leather, depending on how much luxury you can take before your conscience starts to bother. Also available as an option are the individual comfort seats with a reclining passenger seat back.

Our revolutionary Safe/Flight instrument panel is the best in Fury's class—and one of the best anywhere. If that sounds like a hollow boast, ask competition if their instruments and switches are fully illuminated. Ours are by miniaturized non-glare floodlights. Or note that our cluster is loaded with gauges—not little lights that tell you if something is already wrong.

But don't get the idea we have anything against lights. They're fine in their place. And we've got a load of them in all the right places. You might take special note of our time-delay ignition switch light.

It comes on when you open the door. Stays on while you find your key and put it in the ignition switch.

Then it shuts off. Automatically.

Options start with "power" on almost anything you can name, including power door locks. You can also order air conditioning with automatic temperature control. A Tilt steering wheel. Auto-Speed Control. Or FM/AM Stereo Multiplex Radio.

We call this car VIP. It almost named itself.



Sport Fury

Sport? Put it to the test.

Sport means clean, uncluttered looks.

That's Sport Fury—quick and agile. Its lines are aerodynamically smooth.

A full-width taillight theme and inset die-cast front grille add distinction.

The wipers are neatly hidden at the base of the windshield.

Making the hood look even longer. And clean as a nose cone.

Ornamentation includes Sport wheel covers and dual paint stripes that project forward from the red, white and blue body side emblems. The look says motion. Even standing still.

Sport means performance.

Sport Fury turns on the power with two Super Commando 4-barrel V-8s available as options. Our 440 is the biggest engine offered in the class. And the big-breathing 383 is no slouch either.

To guide these power plants, order our fast-shifting, optional 3-speed TorqueFlite Automatic. You can shift by hand, or let the car do the work.

Now add performance options like cast-aluminum center road wheels. And wide tread fiberglass-belted tires.

Sport means handling.

On the road, Sport Fury puts you in command all the way. The suspension system—torsion bars in front, leaf springs in the rear—lets you carve high-speed corners.

Optionally you can add our heavy-duty suspension package. Now you're set for real tough driving.

Finally, sport means stopping. Quick and sure.

Sport Fury comes standard with big brakes. Deeply finned front drums, flared rears. Front disc brakes are an option.

With all this, sport for you just might mean Sport Fury.



Fury III

One of the few American cars that doesn't look like a few other American cars. Some popular-price cars give the impression they were run off on a ditto machine.

Not so Fury III. This car is completely new for 1969. Longer. Wider. Roomier. And yet it's so much more than just a new size. The styling is clean. Every line seems to have only the purpose

of blending with every other line. The curved side glass leads naturally to the roof curvature, and blends beautifully with the body side. Every bit belongs. The deeply-set, textured aluminum front grille. The wraparound dual taillights. The hidden wipers.

And there's just enough chrome trim to dress it up without cluttering it up. So if popular-price cars leave you feeling ordinary, try our "ordinary" car—the unordinary Plymouth Fury III.



Fury III

The success that hasn't gone to our head.

With Fury's sales growing faster than any other car's in its class, you might think we'd be resting on our laurels. Think again.

Inside and out, the 1969 Fury is exciting proof that we're not about to start coasting.

This year we offer the biggest interior selection ever.

Standard: rich, vinyl-and-nylon bench seats with deep foam padding.

As an option, order all-vinyl which includes a front seat fold-down center armrest. Or the front individual comfort seats on 4-door models.

The instrument panel has been redesigned this year for greater driver convenience. And underfoot is what seems like an acre of deep loop-pile carpeting.

The optional light package includes a couple of items of special note. A dome light that can be directed to either the front or back seat areas. And the time-delay ignition switch light. It helps eliminate nighttime key fumbling by lighting the ignition after you get into the car. Then it automatically shuts off.

Of course, many of the reasons for Fury's great success aren't apparent from just a quick look at the car. But as an owner, you'll be very glad they're there.

Things like torsion-bar suspension. Plymouth's solid, all-welded unibody construction. And the wide selection of large, precision-engineered engines.

Success going to our head? Guess again.





Fury III

Plymouth's philosophy of the full-size car.

We start with a large car—Plymouth Fury III.

Longer, wider, roomier than ever before.

Now give it a big (318 cubic inch) V-8 as standard equipment.

And offer optional engines up to our whopping 440 4-barrel—the biggest machine in Fury's class.

Sprinkle in a few bonuses like the big brakes and a large trunk.

No doubt about it. This car is full-size.

But to us, full-size means more than just bigness. It means versatility too. The opportunity to make your car conform to your needs and desires. Which is why we offer a full range of models. It's also why Fury III gives you the widest selection of options of any Plymouth we make.

A full list of power options. Airtemp air conditioning with automatic temperature control. The light package. A Tilt steering wheel. Remote control outside mirror. Rear window defogger. Automatic Speed Control. Or ask about our new Turnpike Cruising Package.

For the sport-minded: Performance wheel covers and wide tread fiberglass-belted tires are a start. Complement them with front power disc brakes, heavy-duty suspension and one of the performance V-8s we talked about earlier.

Sound? Just name it. The conventional AM radio. FM/AM Stereo Multiplex Radio. Or how about the AM with a stereo tape player.

Looking to get some real hard work from your car, look into options like Sure-Grip differential. Or our trailer-towing package.

What's a full-size car?

At Plymouth, we think that's up to you.



Fury II

Plymouth announces the more-than-perfect family car. You ask a lot of a family car. You want it to be practical. Comfortable. And economical. That's a pretty tall order. But one that Fury II is proud to fill.

This car has made a name for itself as a family car. The initial cost is low. And the standard engines, while peppy, are hardly a gas station's best friend.

Inside, there's plenty of room. The seats are wide and comfortable. And the vinyl covering (standard on the 2-door coupe, optional on the 4-door sedan) is built to take it.

The perfect family car.

More-than-perfect.

Because Fury II doesn't look like a family car. It's long, low and handsome. Complete with dress-up trim like practical full-length body side moldings and bright roof-side moldings. The 2-door coupe even has frameless front door glass. Pretty sporty.



Fury I

The car for driving around. All around. Put it to work for you. It can take it.

Fury I (both the 2- and the 4-door models) starts with Plymouth's tough unibody construction. Now add our standard 318 cu. in. V-8 or the 225 Six. Rugged and thrifty.

Suspension? Glad you asked. Torsion bars up front. Leaf springs in the rear. No one else in the class can say that.

The trunk is big. Very big. And so are the brakes.

The transmission is a rugged straight stick, standard. Or you can go with the optional 3-speed TorqueFlite automatic.

If you're looking for the basic car—there it is. And you'll have to go some to beat it.

Now for the gravy. Like the good-looking, cloth-and-vinyl interior. An easy-to-read instrument panel. An overall look that, very frankly, is better than it needs to be. We know how hard you're going to work this car.

Our goal is to make it seem just a little less like work.





Sport Suburban

The newest wagon since wagons.

Our stylists left no inch unchanged.

Start at the back with the air vane on the roof. You've never seen anything like it on a wagon before. We call it a Rear Integral Wind Deflector.

For you, it means a cleaner tail gate window. Much cleaner. And when the rear window is down, it provides Flow-Through ventilation.

The tail gate opens two ways. It swings out like a door. Or down like a ramp for cargo.

Now, let's get to the real business of a wagon. Cargo area. Sport Suburban boasts 93.1 cubic feet worth, not including the under-floor stowage compartment. And that's something to boast about.

But for all its utility, we're firmly convinced that a wagon doesn't have to look like a stake truck. Or drive like one.

The wood-grain vinyl paneling on Sport Suburban's sides bespeaks true luxury. And it's more than paid off inside.

The front seat has individual seat backs and a fold-down center armrest. Naturally it's all-vinyl (like the door panels) and there's carpeting throughout. Even on the load floor as an option.

As for the handling—well, it's just like a car's. Torsion-bar suspension comes through again, and we add a sway control bar. Quick, sure and responsive. Even fully loaded.

So here it is. Function combined with luxury and style.

Fury wagons know how to turn the trick like no other wagon ever has.



**"Hey, Sam, the back window's still clean!"
Or how Plymouth harnessed the wind.**

Every wagon owner knows the story. Drive a couple of miles on a dirt road and the tail gate window starts to look like a wall of dust. The reason is simple physics: the road dust tends to get trapped behind the wagon in the semi-vacuum created by the forward motion of the car.

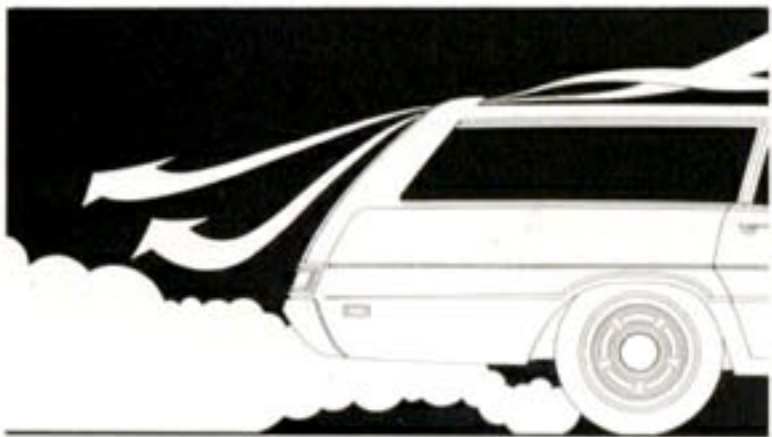
The Plymouth engineers have eliminated this problem with the introduction of the Rear Integral Wind Deflector. Mounted at the back of the roof, it grabs the air stream coming across the top of the wagon and forces it down past the tail gate window. This means the road dust is kept below window level. (See the diagram below.)

For you, this means a cleaner window longer. And it's built in as standard equipment. That's something no non-Chrysler Corporation car will be able to say. This year anyway.

Another thing worth remembering about our Fury wagons is that 4' x 8' plywood panels will fit flat on the load floor. That's right, four full feet plus between the wheel wells.

And your big loads are easy to get in, too, because the two-way tail gate is standard on all Fury wagons this year. Also standard, a power tail gate window.

All in all, this could be just about the most helpful wagon ever made.





Custom Suburban



Suburban

Standard Custom Suburban Interior



Standard Suburban Interior



Custom Suburban and Suburban

When practicality doesn't get in the way of beauty.

The practicality is there, all right. But not so you'd notice.

Take a look at standard Custom Suburban interior. Rich pleated vinyl. It looks like leather. But it's tougher. And easier to clean.

And whoever heard of an economy model that comes with full passenger-area carpeting. Vinoleum cargo-floor covering. Acoustical hardboard headlining, and all the trimmings? You did. Just now. It's our Suburban wagon. The stinting is in the price, not the car.

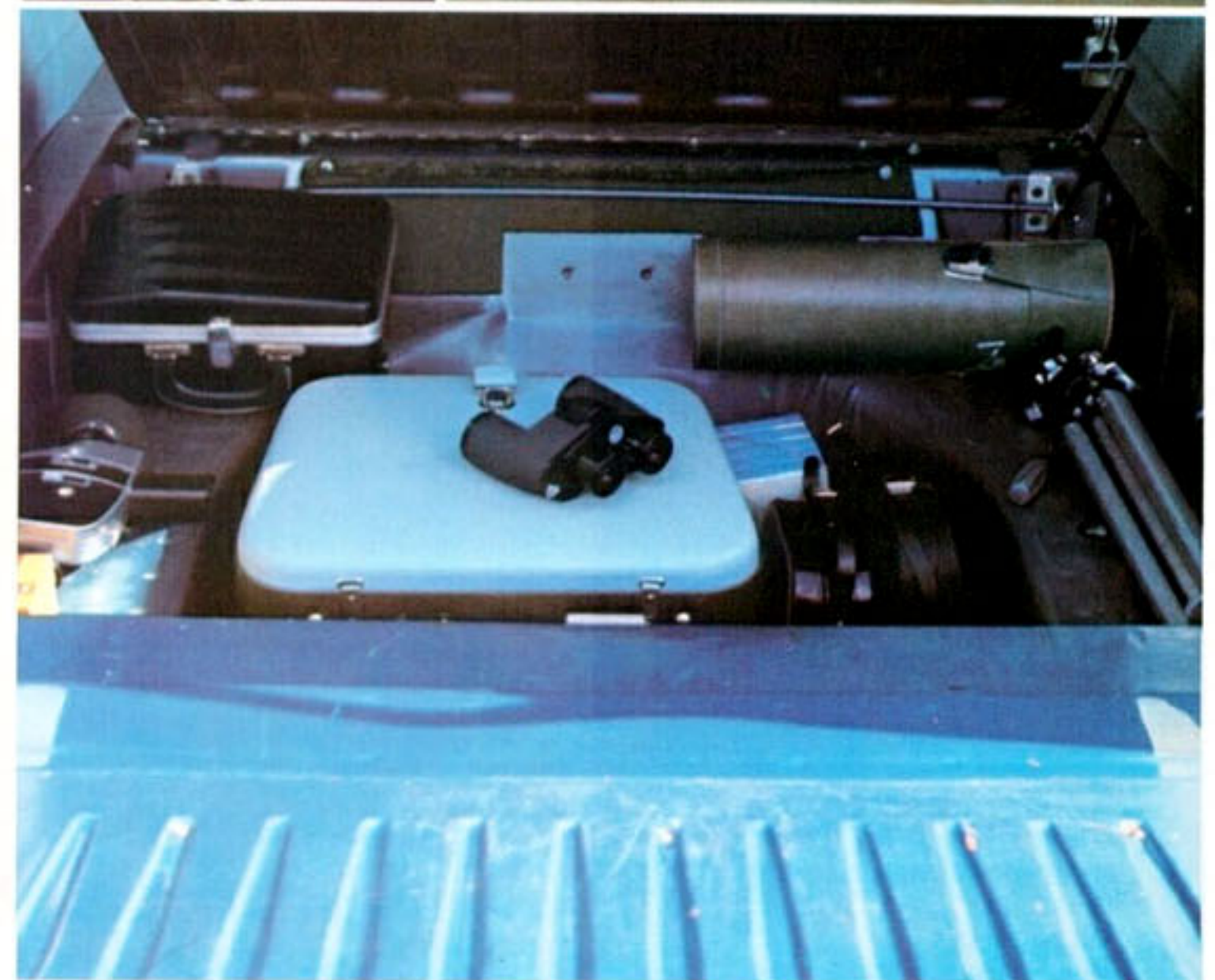
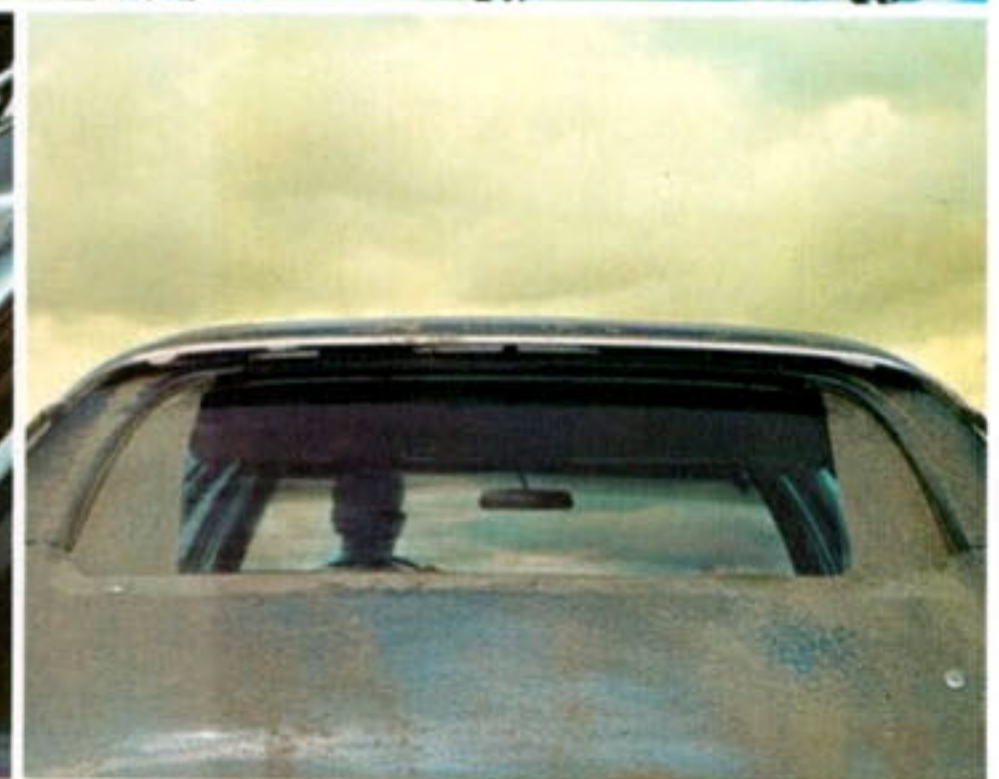
The standard V-8 is our 318 cubic incher. It runs on regular gas. If you want more power, check into our regular fuel 383, or premium fuel 383 and 440 engines.

Back to the working end of the wagon. Under the load floor there's extra storage. A hideaway compartment (see bottom right) for picnic-basket-size items. The chest of drawers your wife just bought will fit in the regular cargo area—most likely with room to spare.

Optionally you can add assist handles for easier access to the load area. A roof rack. Or you can have the load floor carpeted.

If you carry a lot of luggage on the roof, the Wind Deflector is not as effective. But don't worry, you can still have clean rear glass. Order our self-washing tail gate window. Just lower the standard power window. Push the washer button. Raise the window. Presto! Instant clean.

Plymouth just can't stand dirty tail gate windows.





Sport Fury

How do you put five in a sporty car?

Easy. Two in front, three in back.

And that's not squeezing either. Because while Sport Fury gives you sporty car performance, handling and appearance, it doesn't tie you down to a tiny car. Sport Fury is full-size, over 17 feet 10 inches from bumper to bumper.

Up front, the highly curved windshield and side glass give you a cockpit feel which is heightened by the floodlit instrument complex. Deeply contoured buckets are standard here. And Sport Fury gives you two ways to fill the space in between.

One, a console with automatic transmission (optional) shift control.

Two, a center seat with back that folds down as an armrest.

(Now you can get three in front.)

The best part is you take your pick at no extra cost.

Optionally, you can add a tachometer, or a handsome, simulated wood-grain steering wheel. Of course, you still have your pick of the convenience options too. Power steering. Power brakes. AM Radio with Stereo tape player. Airtemp air conditioning. (And since you don't need vent windows when you order Air on the hardtop, we leave them out. Which gives Sport Fury an even cleaner look.)

In back, there's plenty of room for three even in our convertible models.

Sport Fury—the sporty car for five.



Plymouth Fury Engines

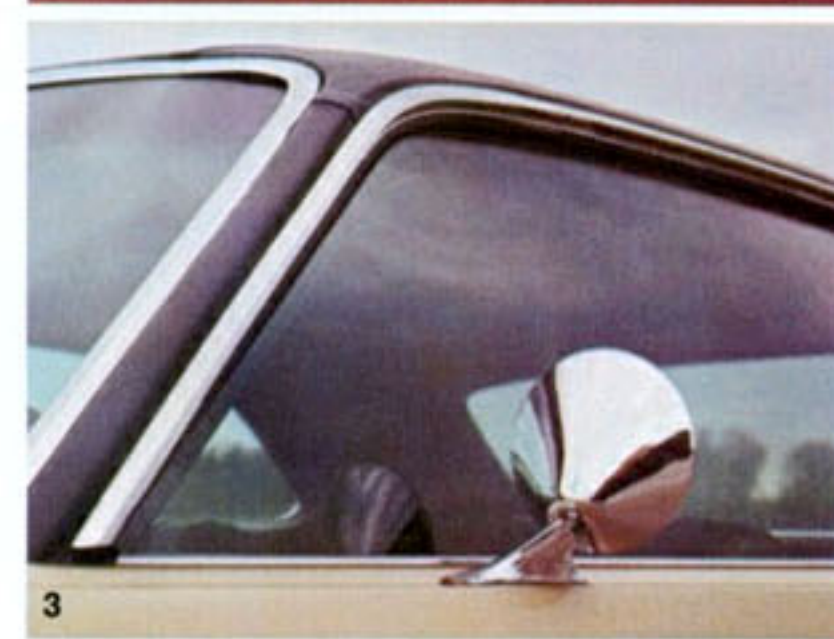
Here are our six nominations for engine of the year. You do the electing. **225 6-Cylinder** This one sips fuel like an economy champ should . . . frugally. And saves you even more money by using regular gas. We're talking about our 145 horsepower Slant Six. With it you get a 48 amp/hr. battery, silenced air cleaner, and—when you specify optional TorqueFlite automatic transmission—a 10¾ inch torque converter. **318 V-8** Choose this standard engine and get going for you one of the biggest standard V-8s in Plymouth's class. The performance is persuasive to say the least. A 2-barrel carburetor and 230 horsepower see to that. Plymouth hasn't forgotten your pocketbook either. This 318 V-8 saves you money by running on regular gas. **Commando 383 V-8** No timid performer this one! It delivers 290 horsepower at 4400 rpm. In addition, you get a low-restriction exhaust system, big 11 inch clutch for manual transmissions, or an 11¾ inch torque converter when you specify optional TorqueFlite automatic. And get this: Even with all its muscle, this 383 runs all day (and night) on regular gas!

Super Commando 383 V-8 For those with more than a touch of adventure in their blood . . . here's an optional engine that turns out 330 horsepower and is fed by a big 4-barrel carburetor. And look what this package includes! Unsilenced air cleaner. 59 amp/hr. battery. Heavier-duty suspension, brakes and a throaty dual exhaust system that lets people know you've arrived. **Commando 440 V-8** How's this for specialization . . . an optional engine available only on Fury wagons. The biggest engine in the class. It comes already equipped with 4-barrel carburetor, twin-snorkel air cleaner, 70 amp/hr. battery, high-capacity radiator, large-diameter sway bar and dual exhaust system. The horsepower rates a muscular 350. Makes the trip to the supermarket something special. **Super Commando 440 V-8** What more can we say? Order this one and you get the biggest optional V-8 in Plymouth's class. Goodies like a 4-barrel carburetor, high-performance cam, twin-snorkel air cleaner, low-restriction dual exhausts plus heavy-duty suspension and heavy-duty, self-adjusting brakes, 375 horsepower up front.



No extra charge for all this! Fury standard equipment

- 1) Plymouth's clean new look extends even to windshield wipers. They're concealed, except when in use. The driver's side is articulated. Wipes an even greater surface.
 - 2) It's the little things that make the difference. Plymouth comfort engineers repositioned the door lock button this year. On all two-door models it's moved forward to make locking and unlocking easier from inside.
 - 3) When you order optional Airtemp air conditioning on any Fury 2-door hardtop you get standard single-pane, full-size ventless windows on front doors. Makes staying cool even more beautiful.
 - 4) This plush all-vinyl bucket comes standard on all Sport Fury models. Take your choice. Get your buckets with fold-down center armrest or with console and shift lever. Either way you pay no more.
- For a list of Fury standard features by model, see specifications page.**



Plymouth Fury Options

Half the fun of buying a 1969 Plymouth comes from expressing your own individuality. Do it by adding those options that best suit your personality. We've illustrated just a few of the more than 50 choices available. Others you might wish to consider include: Auto-Speed control. Power windows. Power door locks. Power brakes. Power steering. Heavy-duty suspension. Rear window defogger. Left outside remote control mirror. Tinted glass. The Turnpike Cruising Package which includes the 383 2-barrel V-8, Auto-Speed control, front power disc brakes, the economy 2.76 axle ratio, sound-deadening undercoating and the "Headlights-On" warning signal. Or the tail gate window washer for wagons.

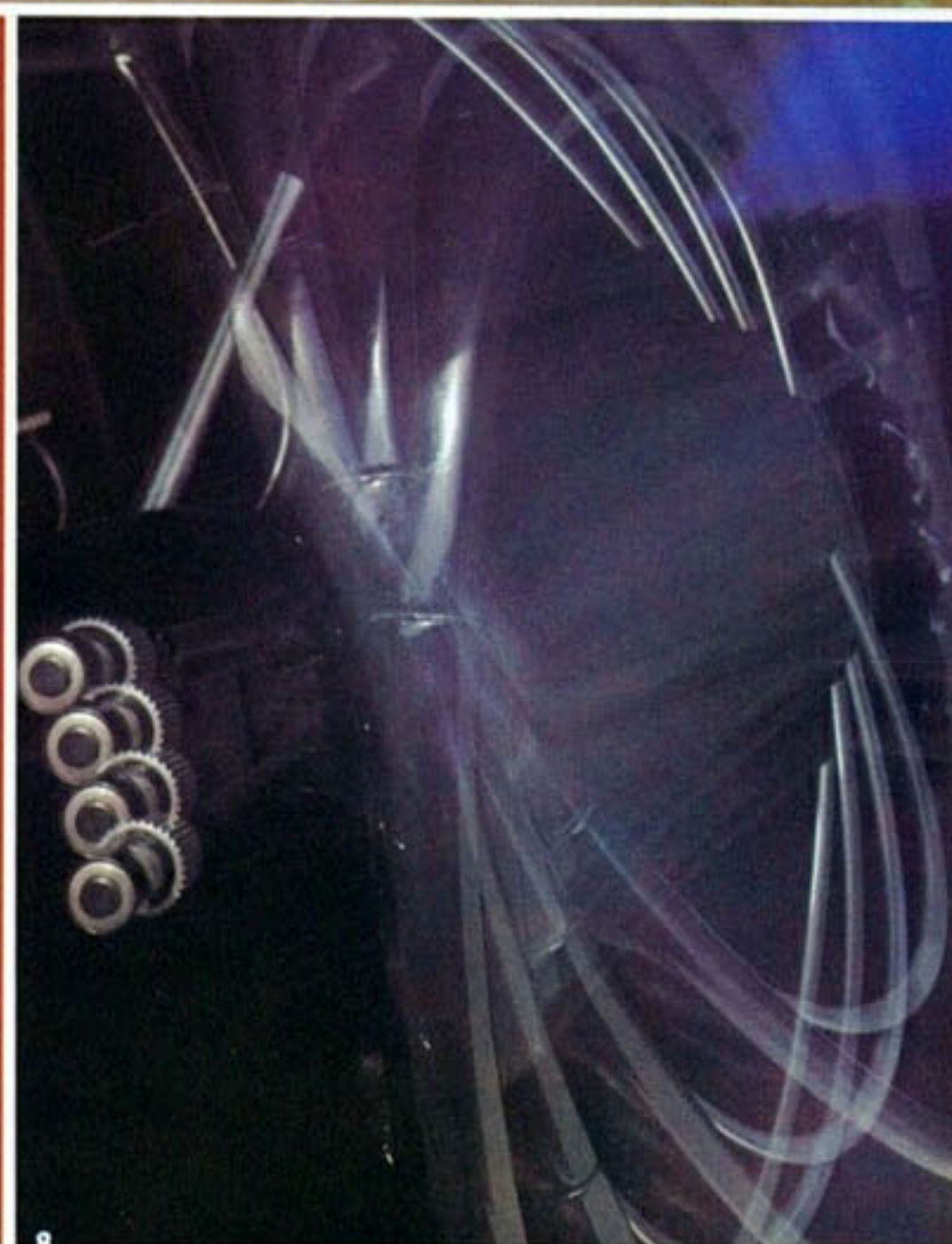
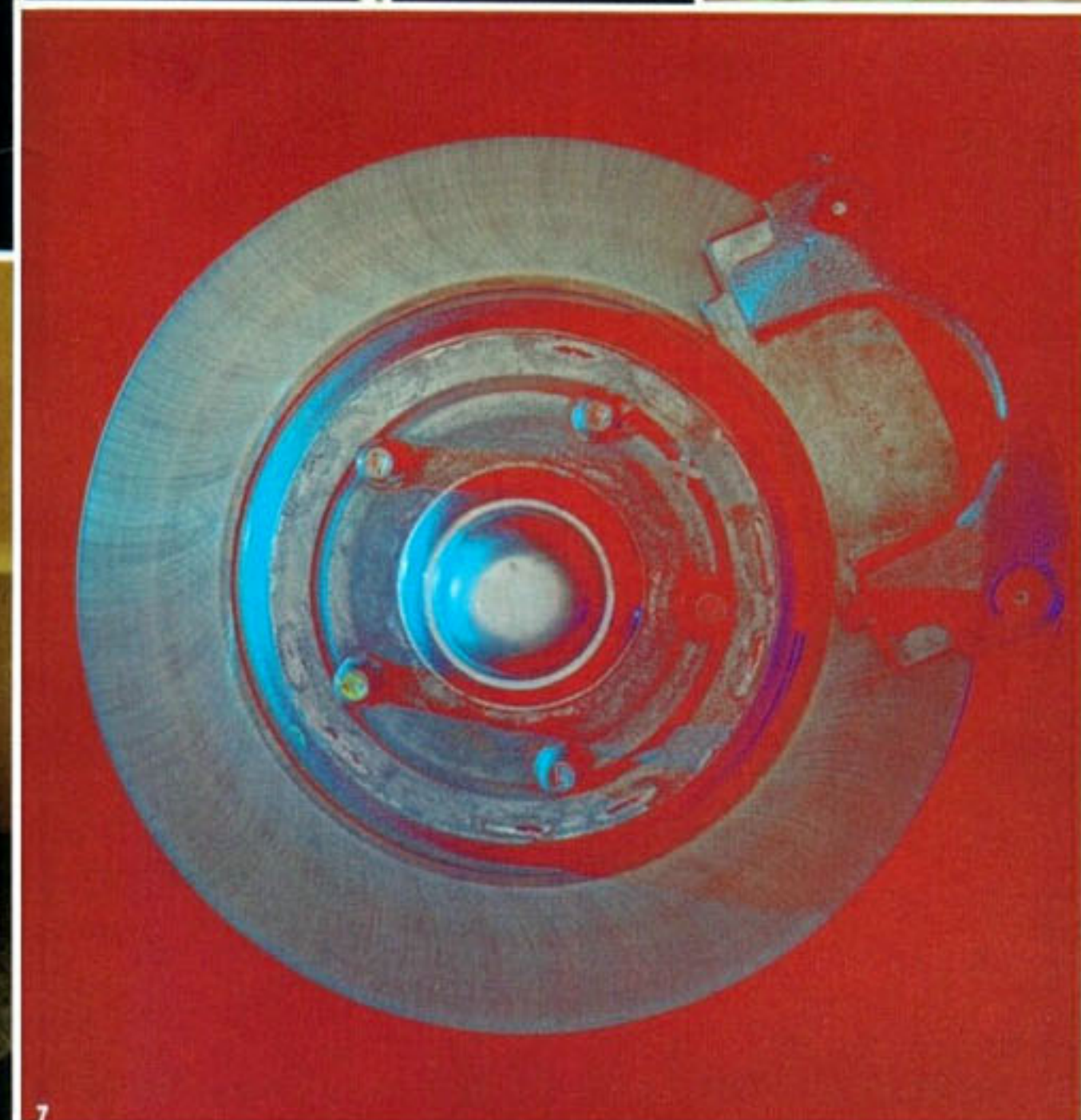
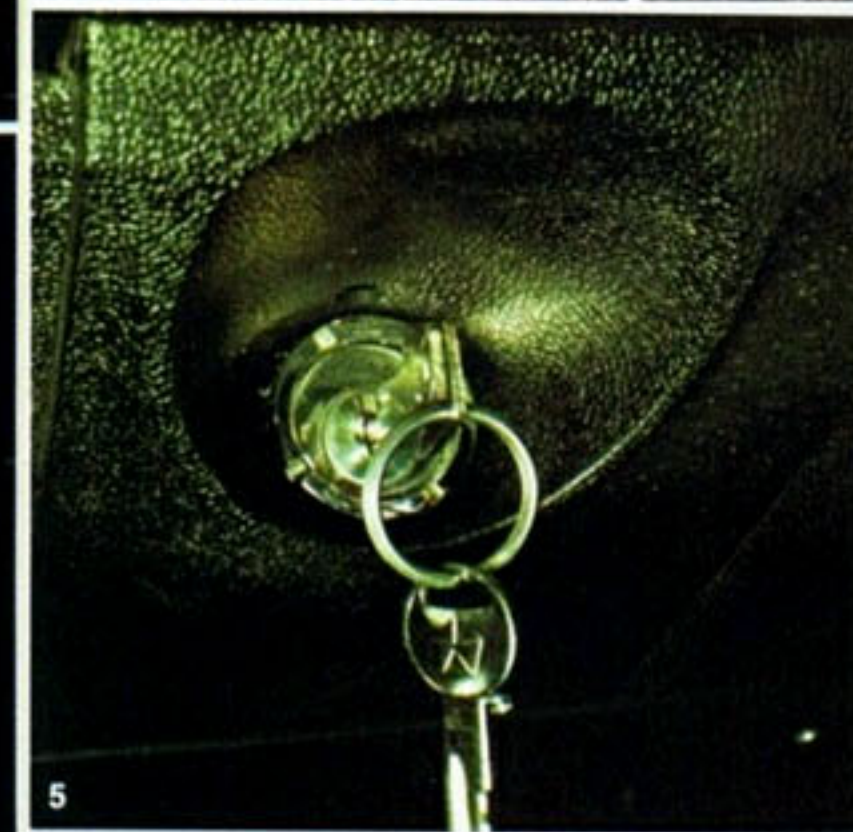
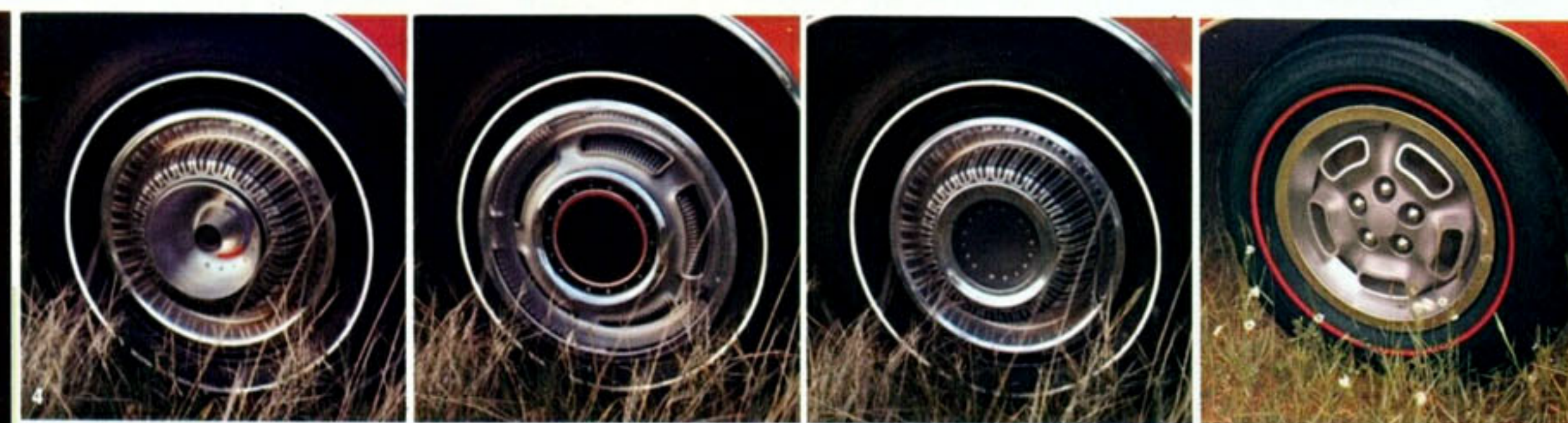
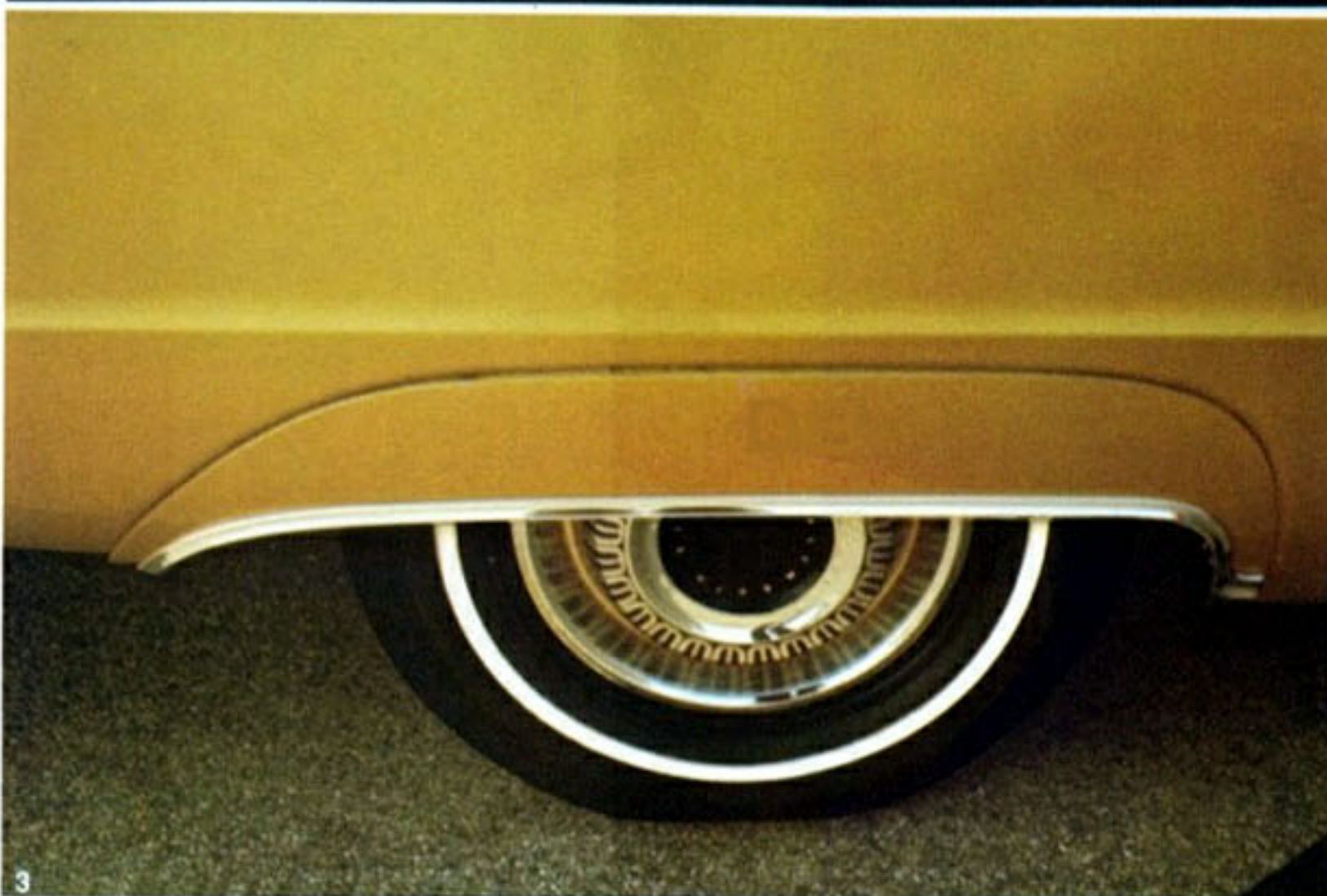
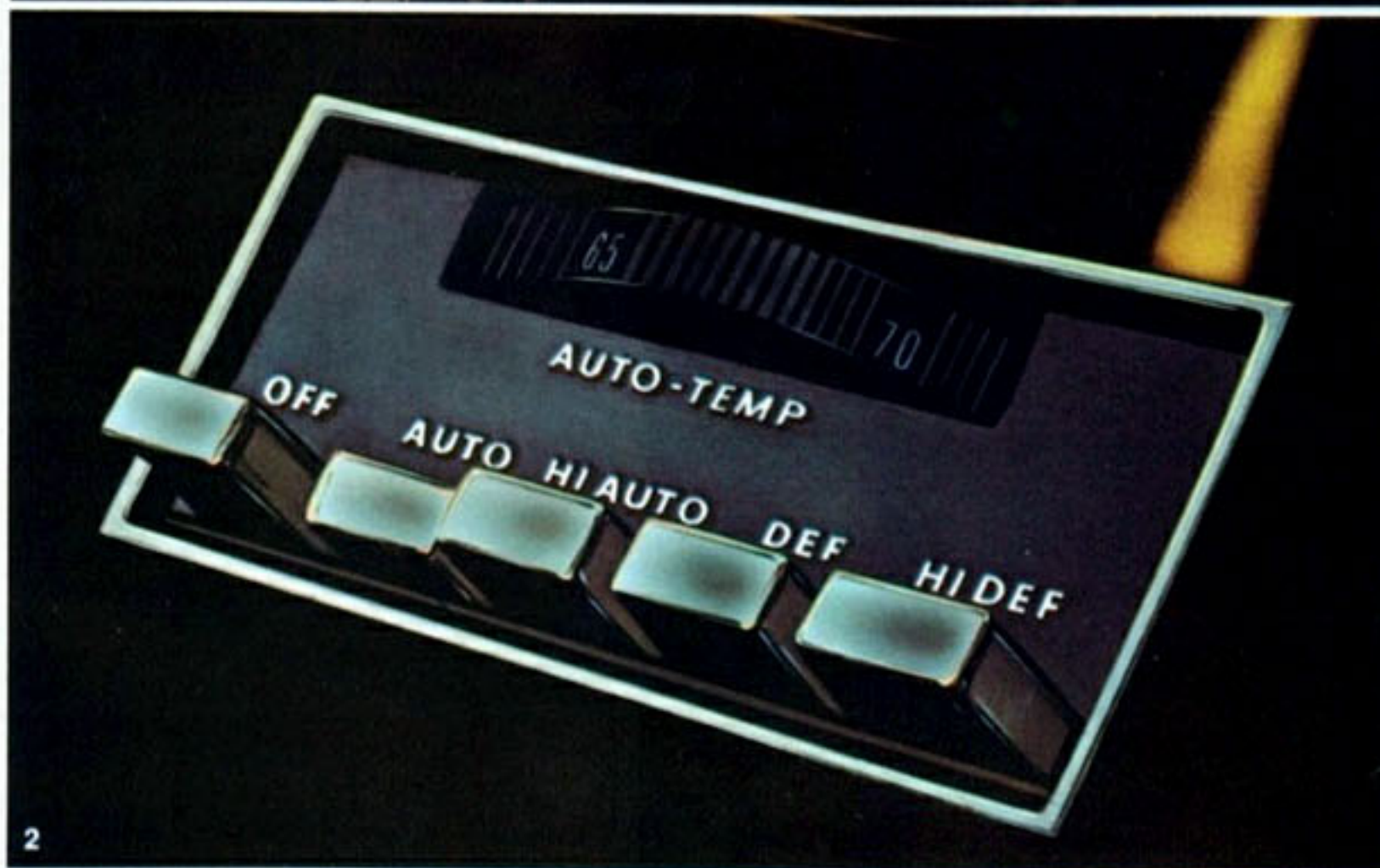
1 Sound? Tune in. Our FM/AM stereo radio delivers concert hall quality on the move. Or, order an AM radio with 8-track stereo tape cartridge for equally pleasant listening.

2 Winter or summer, stay unruffled with Airtemp air conditioning (available with or without automatic temperature control). Just set the temperature level you desire and forget it.

3 Add beauty to beauty. Get a custom look with good-looking fender skirts like these. Gives your car that personal touch. **4** Here are wheels that talk, each with their own polished accent. Choose (left to right) from Sport, Performance and Deluxe wheel covers. Or add the Cast Aluminum Center road wheels (far right). **5** Nighttime fumbling with keys is ended with Plymouth's time-delay ignition switch light. A light turns on when you open the door, stays on after the door is closed, then shuts itself off. It's part of an optional lighting package which includes fender-mounted turn indicators, reading dome light, and rear courtesy switches on 4-door models.

6 Like the assurance of having extra power for rear wheels when you need it? Then you'll want our Sure-Grip differential. It keeps traction at a maximum regardless of conditions. **7** Now you can get front power disc brakes on your Plymouth, too.

8 Tall or short, heavy or slim, you can adjust this Tilt steering wheel to the position that suits you best.



Plymouth Fury's quick course in decorating

There was a time when you ordered a car in basic black. Those days are gone. Now available are a seemingly endless range of color and trim choices on any new Plymouth you choose. Start with the exterior. You choose from 17 different exterior paint colors, without adding a penny to the cost of your Plymouth. You can specify optional two-tone paint in a wide variety of combinations. Extra-cost dress-up features include custom wheel covers, fender skirts, accent stripes, and color-keyed vinyl roofs. Inside, the choices are almost as numerous, and just as beautiful.

Carpeting is lush and soft under foot. It's color-keyed and runs door-to-door. Seats are color-keyed, too. They come in lavish cloth-and-vinyl, all-vinyl, and leather. Some bench seats have fold-down center armrests. Perhaps you prefer contoured bucket seats. Or, optional individualized comfort seats which appear as deeply comfortable private lounge chairs up front. The passenger seat reclines. And fold away the center armrests and you have a full-width seat for three. Fact is, with this much choice, the only difficulty you'll have is making up your mind.



Announcing some colorful ways to go Plymouth. Are you the Saddle Bronze Metallic type? The way to find out is to look at the color samples above. Close scrutiny may reveal that you feel more comfortable with Alpine White, Frost Green Metallic, or Spanish Gold Metallic. Whatever your preference, you'll find that Plymouth's 17 different exterior color choices leave a lot of room for individual expression.

Specifications

	225 6-Cyl. (Standard)	318 V-8 (Standard)	Commando 2-barrel 383 V-8	Super Commando 4-barrel 383 V-8	Super Commando 440 V-8*
Horsepower	145 hp at 4000 rpm	230 hp at 4400 rpm	290 hp at 4400 rpm	330 hp at 5000 rpm	375 hp at 4600 rpm
Torque, lbs.-ft.	215 at 2400 rpm	340 at 2400 rpm	390 at 2800 rpm	425 at 3200 rpm	480 at 3200 rpm
Compression ratio	8.4 to 1	9.2 to 1	9.2 to 1	10.0 to 1	10.1 to 1
Bore, inches	3.40	3.91	4.25	4.25	4.32
Stroke, inches	4.125	3.31	3.38	3.38	3.75
Displacement, cu. in. ..	225	318	383	383	440
Carburetor type	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.
Air cleaner type	Silenced	Silenced	Silenced	Unsilenced	2-Snorkel
Exhaust	Single	Single	Single	Dual	Dual
Camshaft	Standard	Standard	Special	Special	High Perf.
Fuel	Regular	Regular	Regular	Premium	Premium

*For Fury station wagons, a Commando 440 V-8 with standard camshaft is offered, developing 350 hp @ 4400 rpm, 480 lbs.-ft. torque at 2800 rpm.

Exterior Dimension—Sedans

Wheelbase	120 in.
Station Wagons	122 in.
Overall Length	214.5 in.
Overall Width	79.6 in.
Wheel Track—Front: 62.0 in. Rear: 60.7 in.	

Passenger Room—Sedans

Head room—Front: 38.8 in. Rear: 38.4 in.	
Leg room—Front: (max.)	41.8 in.
—Rear: (min.)	38.6 in.
Shoulder room—Front: 63.4 in. Rear: 62.8 in.	
Usable trunk capacity	21.5 cu. ft.

Station Wagon Cargo Compartment

Dimensions

Cargo length at floor to back of front seat	99.0 in.
Width between wheelhouses	48.5 in.
Cargo Height	29.0 in.
Cargo capacity (not including under floor stowage compartment)	93.1 cu. ft.

Brakes—Drum Type*

Front	11 x 2.75 in.
Rear	11 x 2.0 in.
Station Wagons	11 x 2.5 in.
Total Lining Area	202.1 sq. in.
Station Wagons	223.4 sq. in.

Wheels and Tires

Tire and wheel sizes vary according to model and equipment. Consult your dealer for specific model information.

Transmission Gear Ratios

Automatic 3-speed 318 V-8 & 6-Cyl.	1st.	2nd.	3rd.
	2.45	1.45	1.0
Manual 3-speed 318 V-8	3.02	1.76	1.0
6-Cyl.	2.95	1.83	1.0

Rear Axle Ratios

Automatic 3-Speed 318 V-8	Std.	Opt.
	2.76	3.23
6-Cyl.	3.23	

Station Wagons

318 V-8	2.94	3.23
6-Cyl.	3.23	

Manual 3-Speed

318 V-8 and 6-Cyl.	3.23	3.55
Station Wagons 318 V-8	3.23	
6-Cyl.	3.55	3.23

Capacities

Fuel tank	24 gals.
Station Wagon	22 gals.
Engine crankcase (1 additional qt. for filter)	4 qts.
Cooling system with heater 318 V-8	16 qts.
6-Cyl.	13 qts.

*Models with standard V-8 or 6-cylinder engine. Super Commando engines have larger brakes standard. Optional caliper-type front disc brakes, and heavy-duty manual-adjusting drum brakes also available.

Standard Features

VIP

Premium die-cast front grille with VIP designation. Full length body side molding integrated with front wheel opening moldings and rear skirts. Belt line moldings. Bright windshield, backlight, and drain trough moldings. Dual tail lamps, each side, with center applique. Deluxe wheel covers. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Ignition switch light with time-delay. Electric clock. Cigar lighter and ashtray light. Glove box lock and light. Deluxe steering wheel. Bright pedal moldings. Premium biscuit-pleated knit fabric-and-vinyl interior trim. Front seat center armrest and bright seat side shields. Deep foam-padded seat cushions. Long front armrests with bright bases. Rear armrests with ashtrays. Color-keyed nylon carpeting including lower part of door trim panels. Combination dome and reading lamp. Courtesy lamp switches, all doors. Trunk light. 17 exterior color choices.

Sport Fury

Premium die-cast front grille with emblem. Wheel opening lip moldings. Rocker sill moldings. Dual paint stripes integrated with Sport Fury body side emblems. Belt line moldings. Bright windshield moldings (backlight and drain trough moldings—2-dr. hardtop). Dual tail lamps, each side, with coordinated center applique. Sport wheel covers. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Ignition switch light with time-delay. Electric clock. Cigar lighter and ashtray light. Glove box lock and light. Deluxe steering wheel. Bright pedal moldings. Deep foam-padded bucket seats, trimmed in all-vinyl. Choice of center cushion with fold-down armrest or console. Long front armrests with bright bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Combination dome and reading lamp—2-door hardtop. Door courtesy lamp switches. Trunk light. 17 exterior color choices.

Fury III

Deeply set aluminum front grille. Wheel opening lip moldings. Full length body side molding. Bright windshield moldings (backlight and drain trough moldings—hardtop and sedan models, also door upper moldings—4-dr. sedan). Dual tail lamps, each side with center applique. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Electric clock. Cigar lighter and ashtray light. Glove box lock and light. Deluxe steering wheel. Luxury pleated fabric-and-vinyl interior trim (all-vinyl—convertible). Deep foam-padded seat cushions. Long front armrests with bright bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. Trunk light. 17 exterior color choices.

Fury II

Deeply inset aluminum front grille. Full length body side molding. Bright windshield, backlight and drain trough moldings. Hardtop front door glass and bright side window moldings—2-door coupe. Single tail lamps with center satin aluminum finished insert area. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Cigar lighter. Glove box lock. Pleated fabric-and-

vinyl interior trim—4-dr. sedan. All-vinyl—2-dr. coupe. Foam-padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. 17 exterior color choices.

Fury I

Deeply inset aluminum front grille. Bright windshield, backlight, and drain trough moldings. Hardtop front door glass and bright side window moldings—2-dr. coupe. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Cigar lighter. Glove box lock. Fabric-and-vinyl interior trim. Foam-padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. 17 exterior color choices.

Sport Suburban

Premium die-cast front grille with emblem. Wood-grain body side trim. Bright windshield, drain trough, and side window moldings. Wood-grain rear applique with dual tail lamps, each side. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Electric clock. Cigar lighter and ashtray light. Glove box lock and light. Deluxe steering wheel. Luxury pleated vinyl interior trim with front seat center armrest. Deep foam-padded seat cushions. Long front armrests with bright bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. Front and rear dome lamps. Vinoleum cargo-floor covering. Acoustic hardboard headlining. Dual action tail gate with power window. Rear Integral Wind Deflector. 17 exterior color choices.

Custom Suburban

Deeply inset aluminum front grille. Wheel opening lip moldings. Full length body side molding. Bright windshield, drain trough, and side window moldings. Rear applique with dual tail lamps each side. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Cigar lighter. Glove box lock. Pleated vinyl interior trim. Foam-padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. Front dome lamp (also rear dome lamp—3-seat wagon). Vinoleum cargo-floor covering. Acoustic hardboard headlining. Dual action tail gate with power window. Rear Integral Wind Deflector. 17 exterior color choices.

Suburban

Deeply inset aluminum front grille. Full length body side molding. Bright windshield and drain trough moldings. Safe/Flight instrument panel with non-glare floodlights, ammeter and temperature gauges. Cigar lighter. Glove box lock. Vinyl interior trim. Foam-padded seat cushions. Front armrests with color-keyed bases. Rear armrests with ashtrays. Color-keyed nylon carpeting. Front door courtesy lamp switches. Front dome lamp. Vinoleum cargo-floor covering. Acoustic hardboard headlining. Dual action tail gate with power window. Rear Integral Wind Deflector. 17 exterior color choices.

Standard Safety Features

Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front (except convertibles) • Manual door locks—levers with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Larger cushioned sun visors • Dual braking system with warning light • Side reflex reflectors • Hazard warning flasher system • Windshield wipers, 2 speed, electric • Vinyl-clad, day/night, inside rearview mirror on double-ball-joint

mount • Locking latch on all folding front seat-backs • Greater bumper contact area • Left outside rearview mirror • Flush type header latch (convertibles) • Fiberglass-belted tires

Additional Safety Features

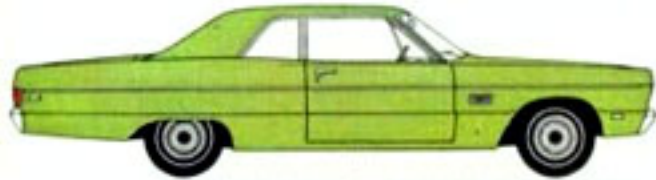
Padded steering wheel • Tail gate window washers, wipers, and roof mounted air deflector (wagons) • Shoulder belts, 2 sets, rear—(except convertibles) • Head restraints, 2 front • Trailer-towing package • Disc brakes, front

The 1969 Plymouths

Fury



VIP (2- and 4-door Hardtops—V-8s)



Fury II (2-door Coupe and 4-door Sedan—V-8s and 6s)



Sport Fury (2-door Hardtop and Convertible—V-8s)



Fury I (2-door Coupe and 4-door Sedan—V-8s and 6s)



Fury III (4-door Hardtop and Convertible—V-8s) (4-door Sedan and 2-door Hardtop—V-8s and 6s)



Fury Wagons (Sport Suburban, 2- and 3-seat models—V-8s) (Custom Suburban, 2- and 3-seat models—V-8s) (Suburban, 2-seat model—V-8 or 6)

Belvedere



GTX (2-door Hardtop and Convertible—V-8s)



Road Runner (2-door Coupe, 2-door Hardtop and Convertible—V-8s)



Sport Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s)



Belvedere (2-door Coupe, 4-door Sedan—V-8s and 6s)



Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s and 6s)

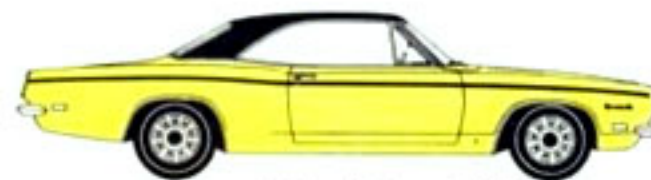


Belvedere Wagons (Sport Satellite, 2- and 3-seat models—V-8s) (Satellite 2- and 3-seat models—V-8s and 6s) (Belvedere, 2-seat model—V-8 or 6)

Barracuda



Barracuda Sports Fastback (V-8 or 6)



Barracuda Sports Coupe (V-8 or 6)



Barracuda Convertible (V-8 or 6)

Valiant



Valiant Signet (2- and 4-door Sedans—V-8s and 6s)



Valiant 100 (2- and 4-door Sedans—V-8s and 6s)

... 64 Plymouth models in all!

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

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Plymouth

