

'66 Plymouth Fury

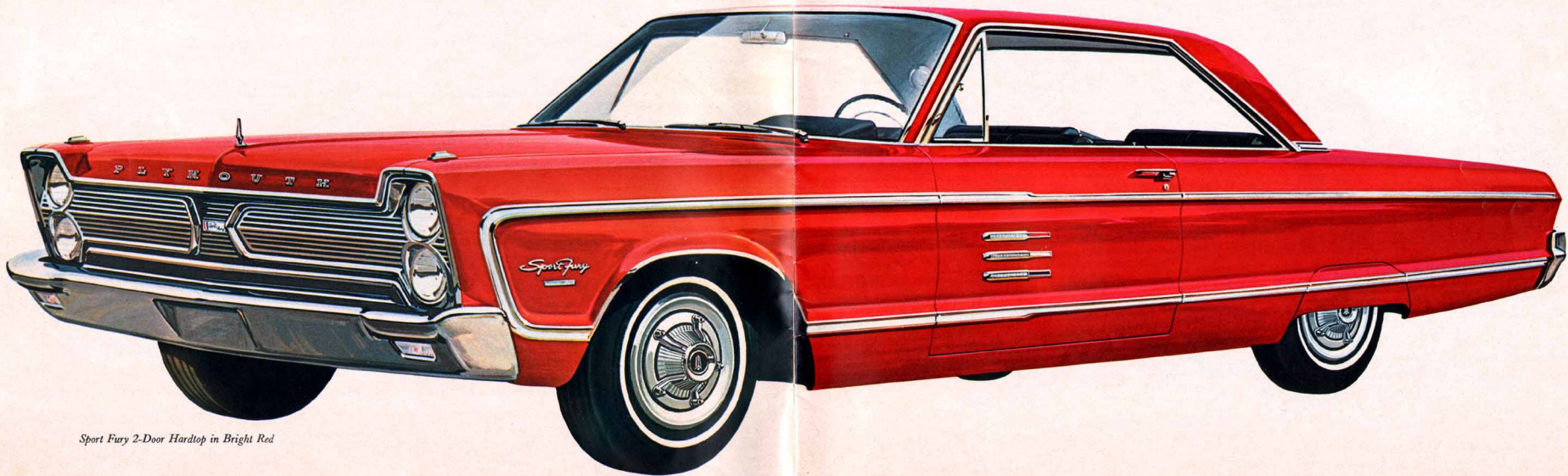
DARNER CHRYSLER PLYMOUTH
837 WEST MAIN STREET
MESA, ARIZONA 85201



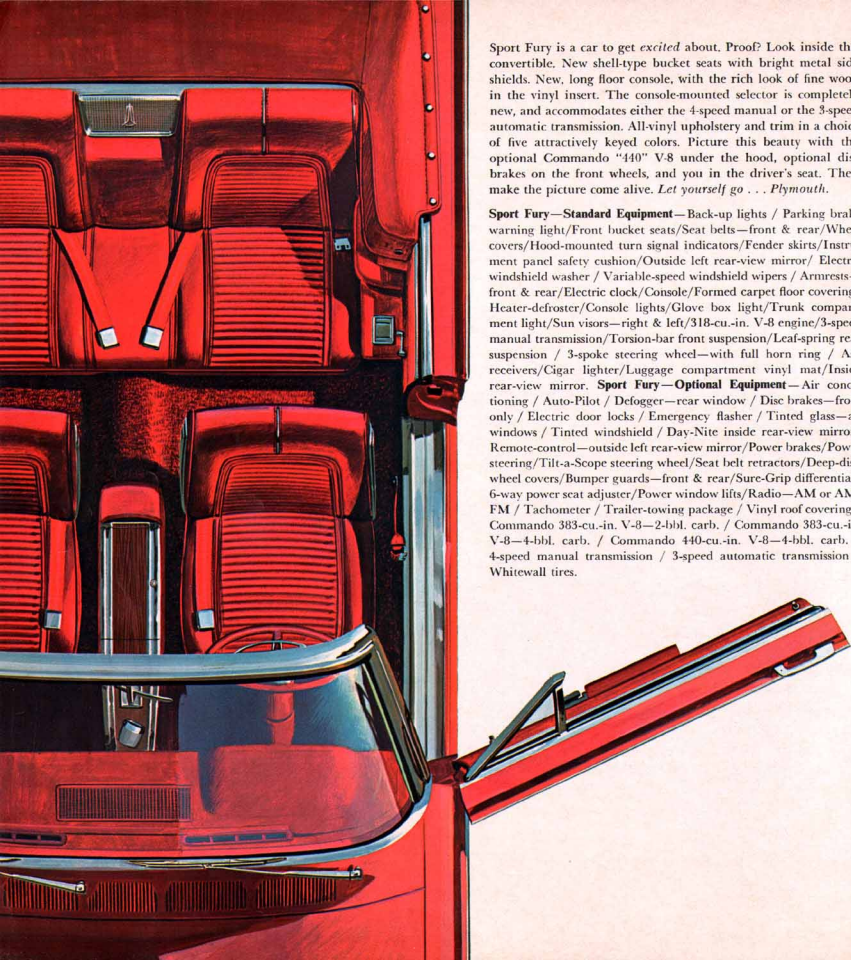
Sport Fury



There's just no livelier way to go Plymouth for '66 than Sport Fury—available in this trim 2-door hardtop, or the sleek convertible. And when you go Sport Fury, you're at the head of the line. A Fury line that's 22 models long, seven body styles wide, and knee-deep in options. Options like a tilting-telescoping steering wheel, and front-wheel, caliper-type disc brakes, to name the more appealing of the many brand-new examples. And this Sport Fury is *big*, on a 119-inch wheelbase—more than 17 feet long, overall. And bold, with a 318-cubic-inch V-8 as standard equipment, two optional Commando 383-cubic-inch V-8s, offering a choice of 2-barrel or 4-barrel carburetion, or the top-powered optional Commando 440-cubic-inch V-8. Plymouth Fury . . . big new beauty in a great big hurry. Read about it, at your leisure, on the following pages. *Let yourself go . . . Plymouth.*

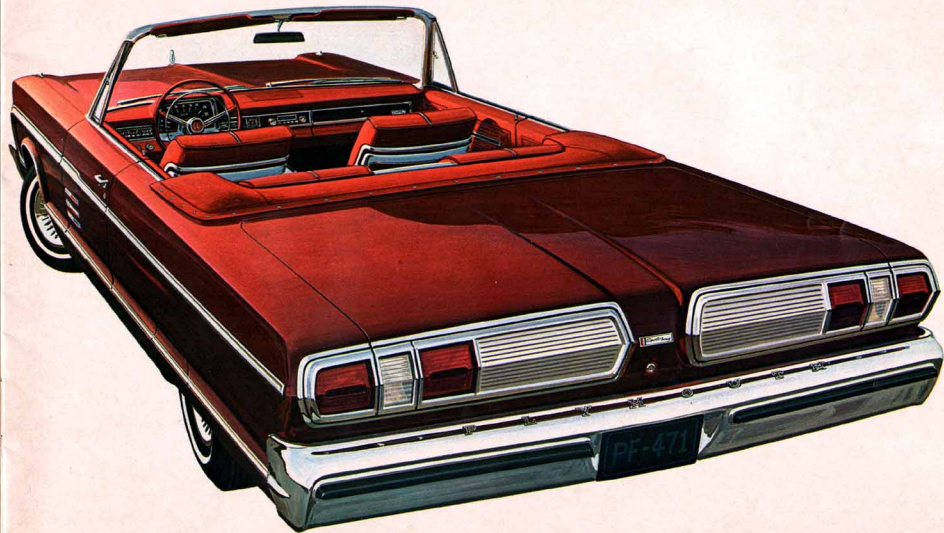


Sport Fury 2-Door Hardtop in Bright Red



Sport Fury is a car to get excited about. Proof? Look inside this convertible. New shell-type bucket seats with bright metal side shields. New, long floor console, with the rich look of fine wood in the vinyl insert. The console-mounted selector is completely new, and accommodates either the 4-speed manual or the 3-speed automatic transmission. All-vinyl upholstery and trim in a choice of five attractively keyed colors. Picture this beauty with the optional Commando "440" V-8 under the hood, optional disc brakes on the front wheels, and you in the driver's seat. Then make the picture come alive. *Let yourself go . . . Plymouth.*

Sport Fury—Standard Equipment—Back-up lights / Parking brake warning light/Front bucket seats/Seat belts—front & rear/Wheel covers/Hood-mounted turn signal indicators/Fender skirts/Instrument panel safety cushion/Outside left rear-view mirror/ Electric windshield washer / Variable-speed windshield wipers / Armrests—front & rear/Electric clock/Console/Formed carpet floor covering/ Heater-defroster/Console lights/Glove box light/Trunk compartment light/Sun visors—right & left/318-cu.-in. V-8 engine/3-speed manual transmission/Torsion-bar front suspension/Leaf-spring rear suspension / 3-spoke steering wheel—with full horn ring / Ash receivers/Cigar lighter/Luggage compartment vinyl mat/Inside rear-view mirror. **Sport Fury—Optional Equipment**—Air conditioning / Auto-Pilot / Defogger—rear window / Disc brakes—front only / Electric door locks / Emergency flasher / Tinted glass—all windows / Tinted windshield / Day-Nite inside rear-view mirror/ Remote-control—outside left rear-view mirror/Power brakes/Power steering/Tilt-a-Scope steering wheel/Seat belt retractors/Deep-dish wheel covers/Bumper guards—front & rear/Sure-Grip differential/ 6-way power seat adjuster/Power window lifts/Radio—AM or AM-FM / Tachometer / Trailer-towing package / Vinyl roof covering / Commando 383-cu.-in. V-8—2-bbl. carb. / Commando 383-cu.-in. V-8—4-bbl. carb. / Commando 440-cu.-in. V-8—4-bbl. carb. / 4-speed manual transmission / 3-speed automatic transmission / Whitewall tires.



Sport Fury Convertible in Dark Red Metallic

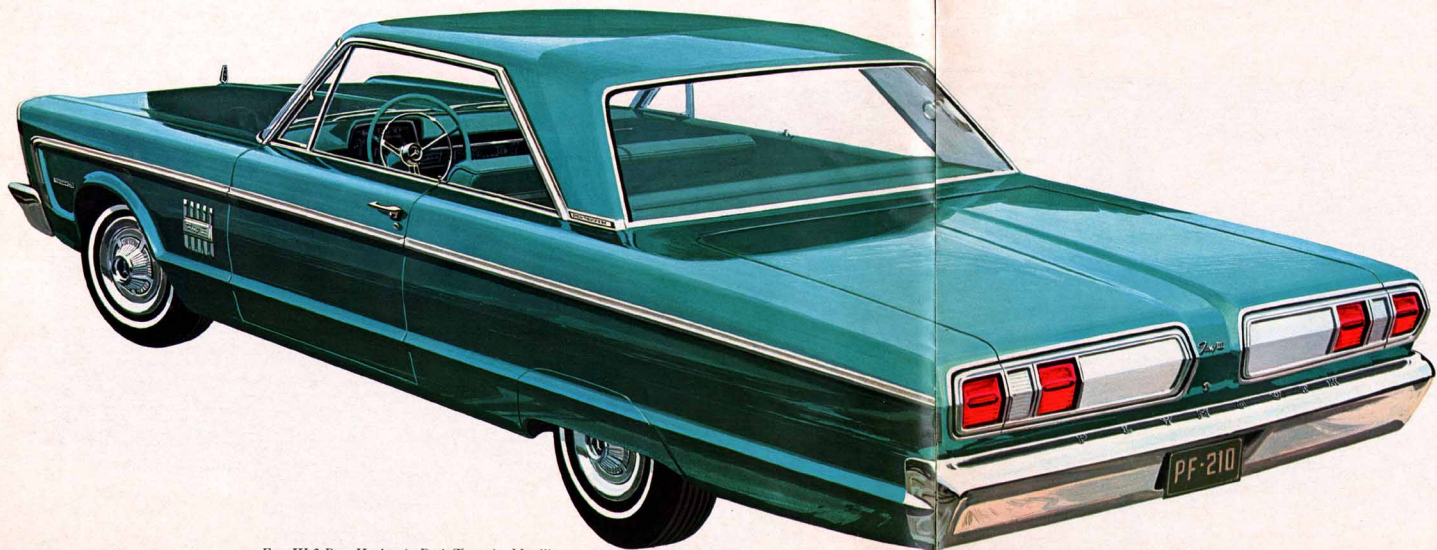
Fury III



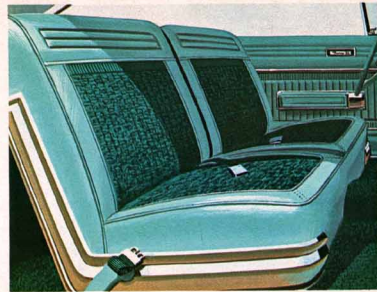
Big. That's the name for Plymouth's Fury III. 209.8 inches big, overall—on its 119-inch wheelbase. Big and beautiful outside, in a broad spectrum of 17 body colors, each a sparkling example of Plymouth's rich, deep, durable acrylic enamel—so hard, you can buff out scratches. Big and beautiful inside, with an array of all-vinyl or cloth-and-vinyl upholstery and trims to satisfy the most exacting tastes. Big and bold, with a 225-cubic-inch standard "6" or a 318-cubic-inch standard V-8 for openers. Or a pair of optional Commando 383-cubic-inch V-8s, or the optional Commando 440-cubic-inch V-8, for those who prefer their performance high, wide and then some. Fury III . . . big in everything but price. *Let yourself go . . . Plymouth.*



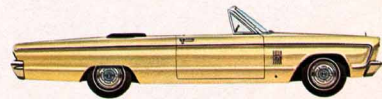
Fury III 4-Door Hardtop in Dark Green Metallic



Fury III 2-Door Hardtop in Dark Turquoise Metallic



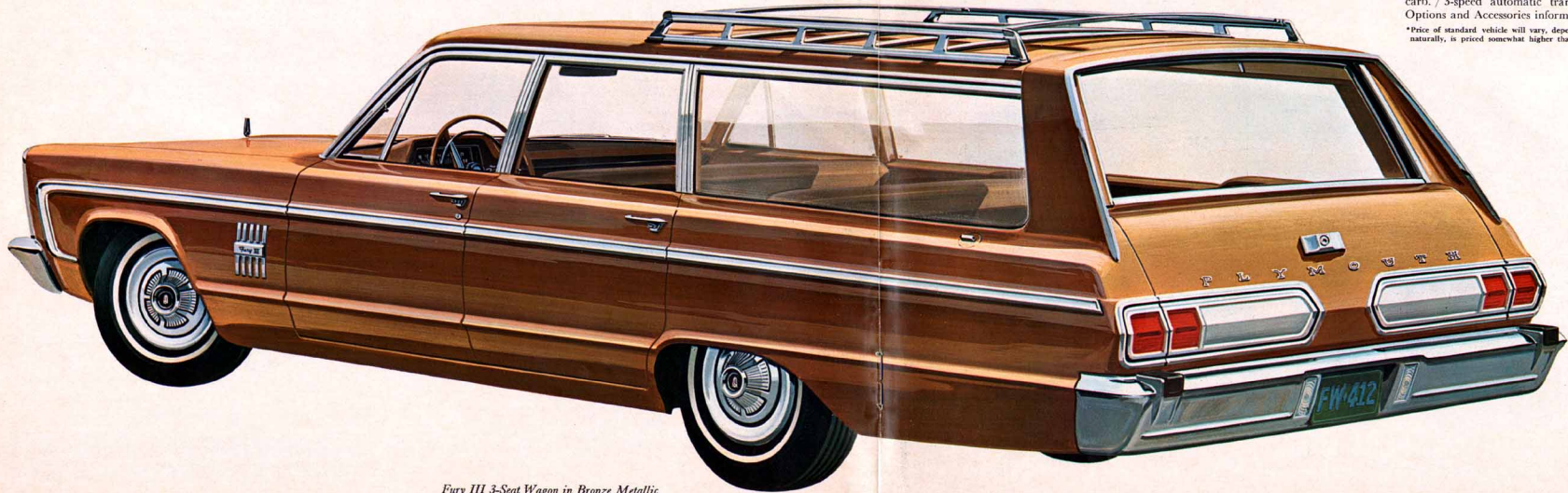
The thought Plymouth gives to such important details as interior styling is particularly evident in Fury III. You have a choice of two basic trim styles for bench seats alone. One is a cloth-and-vinyl treatment, with a continuous row of pleats extending the width of the seats. The other, of similar material, is split down the center to give a sporty right-and-left-seat effect. Body cloth is a jacquard-weave fabric. Bright metal side shields are standard for all front seats. *Let yourself go . . . Plymouth.*



Fury III Convertible in Soft Yellow



Fury III 4-Door Sedan in Light Turquoise Metallic



Fury III 3-Seat Wagon in Bronze Metallic

Big as all outdoors is the name for Fury III wagons. Two inches longer than other models in wheelbase, they're correspondingly longer overall. And that's outside. They're "big as a house" inside, too. And that takes a lot of doing. But Plymouth's Fury III is a lot of wagon—for a lot of doing. And the 2-seat wagon has a 10-cubic-foot bonus cargo space, used in the 3-seat wagon for third-seat storage. Then, if there isn't enough room inside, you can go topside, with the optional adjustable luggage rack. Big families that need big cars, need to go Plymouth... Fury III wagon, that is. *Let yourself go... Plymouth.*

Fury III—Standard Equipment—Back-up lights / Parking brake warning signal light/Seat belts—front & rear/Instrument panel safety cushion/Outside left rear-view mirror/Electric windshield washer/Variable-speed windshield wipers/Armrests—front & rear/Heater-defroster/Sun visors—right & left/225-cu.-in. 6-cyl. engine/318-cu.-in. V-8 engine*/For complete Standard Equipment list, check with your Plymouth dealer.

Fury III — Optional Equipment — Tinted windshield / Outside left rear-view mirror—remote control/Whitewall tires/6-way power seat adjuster/Power window lifts/Vinyl roof covering/Wheel covers—deluxe / Commando 383-cu.-in. V-8 2-bbl. carb. / Commando 383-cu.-in. V-8—4-bbl. carb./Commando 440-cu.-in. V-8 4-bbl. carb. / 3-speed automatic transmission. For detailed additional Options and Accessories information, see pages 16 and 17.

*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "standard 6".

Fury II



Plymouth's Fury II is the finest possible combination of beauty, quality, and modest price in the Fury line. Its new dual grille theme, and massive new deep-section bumpers are classic examples of contemporary styling. Its bright vinyl trim and shaft-loomed cloth fabrics are prime examples of its combination of practical serviceability with lasting beauty. *Let yourself go . . . Plymouth.*

Fury II—Standard Equipment—Back-up lights/Seat belts—front & rear / Instrument panel safety cushion / Outside left rear-view mirror / Electric windshield washer / Variable-speed windshield wipers / Armrests—front & rear / Formed carpet floor covering / Heater-defroster / Dome light / Glove box light / Sun visors—right & left / 225-cu.-in. 6-cyl. engine / 318-cu.-in. V-8 engine*. For complete Standard Equipment list, check with your Plymouth Dealer.

Fury II—Optional Equipment—For detailed Options and Accessories information, see pages 16 and 17.

*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "Standard 6".



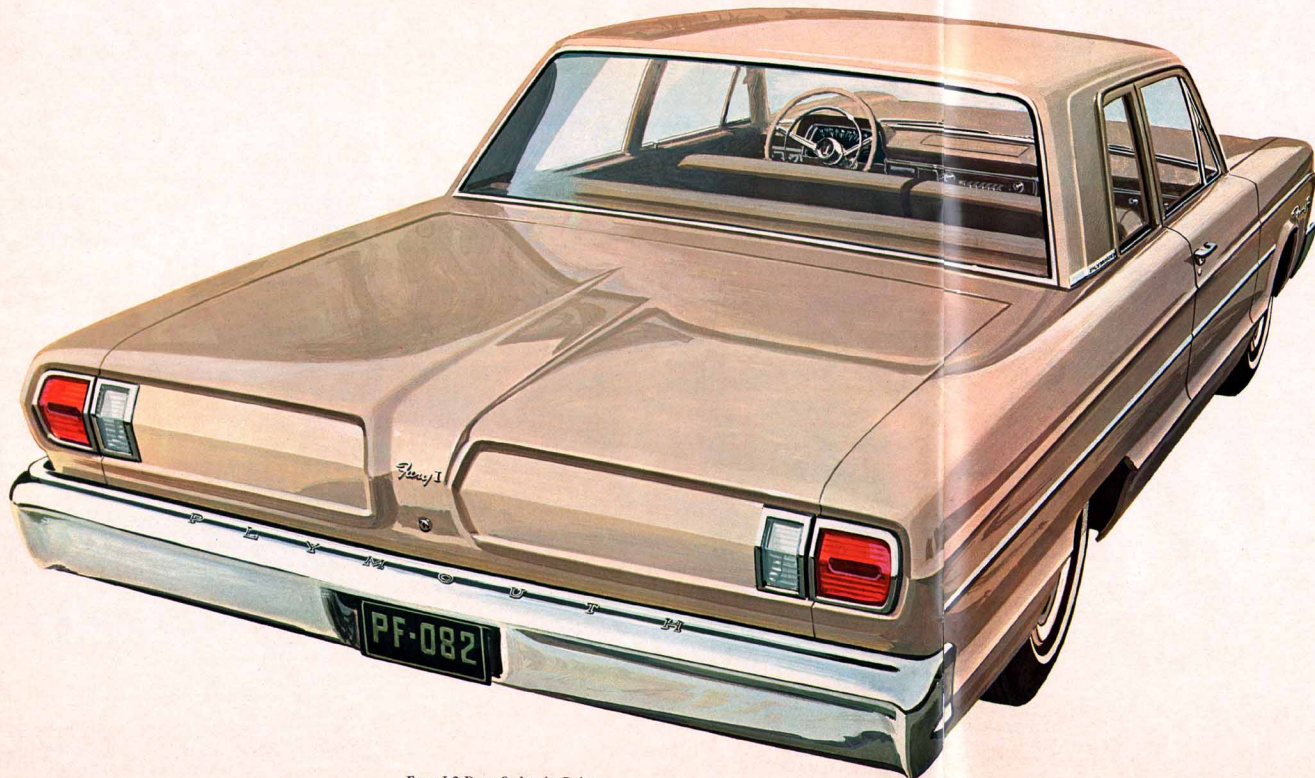
Fury II 2-Door Sedan in Light Blue Metallic



Fury II Station Wagon in Light Blue

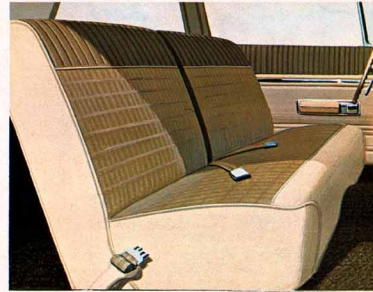



Fury II 4-Door Sedan in Dark Blue Metallic



Fury I 2-Door Sedan in Beige

Fury I



 Fury I is the economy-styled member of the Plymouth Fury line. But, economy is no lackluster thing with this car. It gives you a choice of 11 solid exterior colors, or 9 optional two-tones. And this economical car is every inch a full-size Fury in performance, comfort, durability, and quality. *Let yourself go . . . Plymouth.*

Fury I—Standard Equipment—Back-up lights / Outside left rear-view mirror / Electric windshield washer / Variable-speed windshield wipers / Instrument panel safety cushion / Seat belts—front & rear / Armrests—front & rear / Formed carpet floor covering / Heater-defroster / Dome light / Sun visors—right & left / 225-cu.-in. 6-cyl. engine / 318-cu.-in. V-8 engine*. For complete Standard Equipment list, check with your Plymouth Dealer.

Fury I—Optional Equipment—For detailed Options and Accessories information, see pages 16 and 17.

*Price of standard vehicle will vary, dependent on choice of engine. The "Standard 8", naturally, is priced somewhat higher than the "Standard 6".



Fury I 4-Door Sedan in Bronze Metallic



Fury I Station Wagon in Black

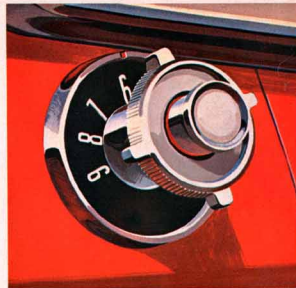
Options, Accessories and Engines



1



2



3



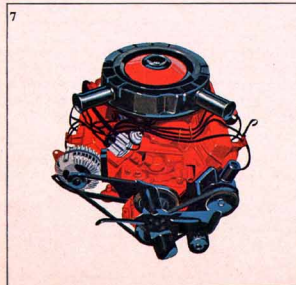
4



5



6



7

	225 Standard Six	318 Standard V-8	383 Optional Commando V-8	383 Optional Commando V-8	440 Optional Commando V-8
Horsepower.....	145 hp at 4000 rpm	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	365 hp at 4600 rpm
Torque, lbs.-ft.....	215 at 2400 rpm	340 at 2400 rpm	390 at 2800 rpm	425 at 2800 rpm	480 at 3200 rpm
Compression ratio.....	8.4 to 1	9.0 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	2-Snorkel	2-Snorkel
Exhaust.....	Single	Single	Single	Dual	Dual
Camshaft.....	Standard	Standard	Standard	Standard	Standard
Fuel.....	Regular	Regular	Regular	Premium	Premium

8

1—Air Conditioning. Gives you "controlled weather" inside, no matter what's going on outside. Features Chrysler Corporation's own reheat principle. Responds quickly to setting changes.

2—Special Wheel Covers. "Deep-dish" in construction, ultra-modern in appearance. An optional must for that "custom" touch.

3—Auto Pilot. Set the dash-mounted pointer to your pre-selected speed, and this ingenious control does the rest. Maintains set speed regardless of hills or declines. Even nudges your foot gently when pre-set speed is reached.

4—Front-Wheel Caliper-Type Disc Brakes. A race-car-spawned innovation that can add to passenger-car brake life. Disc brakes are noted for their predictable, stable action, even under repeated hard use, or exposure to water, dust, or temperature extremes.

5—4-on-the-Floor Manual Transmission. All Plymouth 4-speed manual transmissions now have a new, Chrysler-engineered shift lever mechanism and linkage system. It makes for easier shifting, and more positive, fingertip control.

6—Tilt-a-Scope Steering Wheel. Added driving comfort for every driver in the family. This new option telescopes a total of 2.7 inches, and tilts to 2 positions above, and 3 positions below center.

7—Commando 440-cu.-in. V-8 Engine. A performance-plus engine that develops 365 hp at 4600 rpm. Plymouth's top power plant.

8—Fury Engine Chart. Fury's standard "6", standard V-8, and three optional Commando V-8 engines, are detailed, opposite page, for your convenience.

Power Brakes. Make braking a decidedly easy job, at the touch of a toe. Improved to increase responsiveness and "pedal feel."

Power Steering. Full-time power steering, that makes maneuvering your Plymouth a fingertip matter, when driving or parking.

Sure-Grip Differential. This option is designed to give positive power to both rear wheels for improved traction. Especially effective on gravel or other loose surfaces, or on ice or snow.

Radio—AM or AM/FM. You have the added convenience, in the AM/FM model, of instant switching from AM to FM, for greater program selectivity. Excellent tone and clarity.

Emergency Flasher. When necessary, this device sets all four turn signals flashing, to alert approaching traffic.

Electric Door Locks. With this safety aid, it is a simple operation to lock all car doors simultaneously.

Bumper Guards—Front & Rear. An attractive way to help protect grille and body metal.

Tinted Glass. Windshield, or all around, it performs the dual function of reducing glare, and helping keep the car interior cool.

Light Packages. A low-cost convenience for Trunk, Glove Box, or Parking Brake Indicator.

Seat Belt Retractors. Front and rear, they keep seat belts out of the way when not in use.

Rear Window Defogger. Rear window visibility is quickly restored, with a touch of the switch.

Day/Nite Rear-View Mirror. A mere flick of the finger adjusts this unique mirror for day or night driving conditions.

Trailer-Towing Packages. Plymouth has specially designed, factory-installed trailer-towing equipment available for most models. For detailed information ask your Plymouth Dealer for the highly informative booklet on this subject. *Let yourself go... Plymouth.*

Ask your Plymouth Dealer for other available options and accessories.

Colors and Specifications



Yellow



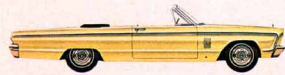
Citron Gold Metallic



Dark Green Metallic



Dark Turquoise Metallic



Soft Yellow



Light Turquoise Metallic



Bright Red



Dark Blue Metallic



Light Blue Metallic



Light Blue



Brige



Bronze Metallic



Dark Red Metallic

Sport Fury—17 solid exterior body colors are available for the '66 Sport Fury. They include all the colors shown here, plus Black, White, Silver Metallic*, and Light Mauve Metallic. There are also 26 two-tone exterior color combinations available in Sport Fury. Interiors are all-vinyl, and are available in Blue, Tan, Red Metallic, Citron, or Black. Sport Fury interior shown on Page 4.

Fury III—There are also 17 solid exterior body colors available in Fury III for '66. The selection is the same as that listed for Sport Fury. 21 two-tone exterior color combinations are also available in this Fury series. Cloth-and-vinyl interior trim is featured in some models, in Blue, Turquoise, Tan, Red Metallic, or Citron. All-vinyl interiors are obtainable in Blue, Turquoise, Tan, Red Metallic, Citron, or Black. Body cloth is a jacquard-weave fabric of colorful design. Fury III interior shown on Page 9.

Fury II—11 solid exterior colors are offered in the Fury II series. They include Black, and White, and all other colors shown, except Dark Green Metallic, Citron Gold Metallic, Soft Yellow, Yellow, Light Mauve Metallic, and Silver Metallic. 14 two-tone exterior color combinations are also available in this series. Sedan interiors feature cloth-and-vinyl trim combinations in Blue, Turquoise, Tan, or Red Metallic. The cloth is a shaft-loomed fabric of ribbed texture. Wagon interior trim is all-vinyl, in any one of the same four colors. Fury II interior shown on Page 13.

Fury I—Solid exterior colors for the Fury I series are the same as those offered for Fury II. 9 two-tone exterior color combinations are also available in this series. Sedan interiors are cloth-and-vinyl in Blue, Tan, or Red Metallic. Cloth is a jacquard-weave fabric, with a linear pattern of small diamonds. Wagon interiors are all-vinyl in the same three colors. Fury I interior shown on Page 15.

***IMPORTANT NOTE:** All solid exterior colors except Silver Metallic, where offered in a series, are considered standard equipment. Silver Metallic, however, and all two-tone paint combinations, are optional at slight additional cost. Black or white vinyl roof coverings are also available for some models as an extra-cost option. All-vinyl interiors mentioned above are standard in some models, optional at slight extra cost in others. Please consult your Plymouth Dealer for detailed information. Colors shown here may differ slightly from color chips available at your Plymouth Dealer.

Exterior Dimensions*

Wheelbase (A)	119.0 inches
Overall length (B)	209.8 inches
Overall width	78.7 inches
Overall height (C)	55.3 inches
Track—front wheels	62.0 inches
Track—rear wheels	60.7 inches

*All dimensions for V-8 sedans, unless otherwise indicated. See special figures for Station Wagons in last column.

Passenger Space*

Headroom—front seat (D)	39.0 inches
Headroom—rear seat	37.7 inches
Legroom—front seat	42.0 inches
Legroom—rear seat	38.7 inches
Shoulder-room—front seat	60.0 inches
Shoulder-room—rear seat	60.0 inches
Kneeroom—rear seat	5.6 inches
Seat height—front	18.9 inches
Seat height—rear	11.9 inches

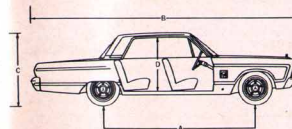
*All dimensions for V-8 sedans, unless otherwise indicated.

Brakes (Conventional Drum Type)*

Front wheels	11 x 2.75 inches
Rear wheels	11 x 2.0 inches
Total lining area	202.1 square inches

Brakes are self-energizing, servo-contact, with bonded lining. Brake shoes are internal expanding type. A self-adjusting feature is activated during reverse stops. Separate foot-operated parking brake, cable-connected, acts on each rear wheel.

*Optional front-wheel disc brakes, caliper-type, also available.



Chassis Specifications*

Turning diameter—curb-to-curb	42.7 feet
Front suspension type	Torsion bars
Rear suspension type	Asymmetrical leaf springs
Rear spring length	58.0 inches
Rear spring No. of leaves	5**
Shock absorbers	Oriflow type
Manual steering ratio—steering gear	24.0 to 1
Manual steering ratio—overall	32.0 to 1
Wheel turns—lock-to-lock	5.8
Power steering ratio—steering gear	15.7 to 1
Power steering ratio—overall	19.4 to 1
Wheel turns—lock-to-lock	3.8

*All specifications for sedans unless otherwise indicated.

**4 $\frac{1}{2}$ leaves in Wagons.

Transmissions & Gear Ratios*

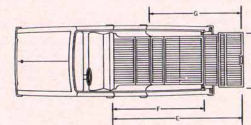
Standard manual 3-speed	3.02 to 1
Manual 3-speed with Commando 383-cu.-in. engine	2.55 to 1
Optional manual 4-speed (Commando 383-440-cu.-in. engines)	2.66 to 1
Optional automatic 3-speed	2.45 to 1

*For 8-cylinder models, unless otherwise indicated.

Rear Axle Ratios*

Manual—3-speed	3.23 to 1
Manual—4-speed	3.23 to 1
Automatic—3-speed	2.94 to 1

*For 8-cylinder models unless otherwise indicated.



Capacities*

Fuel tank	21 gallons—other models, 25 gallons
Engine crankcase	4 quarts
Cooling system (with heater)	21 quarts

*For 8-cylinder models unless otherwise indicated.

Wheels & Tires*

Rim size—all but wagons	5.0K
Rim size—station wagons	6.0K
Tire size—(8-cyl. models)	7.75 x 14
Tire size—(6-cyl. models)	7.35 x 14
Tire size—(8-cyl. wagons)	8.55 x 14
Tire size—(6-cyl. wagons)	8.55 x 14

*Safety-Rim Wheels with low-pressure tubeless tires are standard on all models.

Roomy Dimensions of Fury Wagon Cargo Compartments

Floor length, tailgate open	
2nd and 3rd seats folded (E)	128.9 inches
Floor length, tailgate closed	
2nd and 3rd seats folded (F)	95.7 inches
Floor length, tailgate open	
2nd seat up, 3rd seat folded (G)	91.7 inches
Floor length, tailgate closed	
2nd seat up, 3rd seat folded (J)	58.5 inches
Height of rear opening (K)	29.5 inches
Width of rear opening at the floor (H)	55.0 inches

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. Product information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment, available at extra cost.



Customer Care and the Chrysler Corporation's 5-Year/50,000-Mile Engine and Drive Train Warranty*... a couple more good reasons for letting yourself go Plymouth '66.

*Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation confidently warrants all of the following vital parts of its 1966 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts

or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential and rear wheel bearings. Required maintenance: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every

second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



Let yourself go... *Plymouth*

PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION

