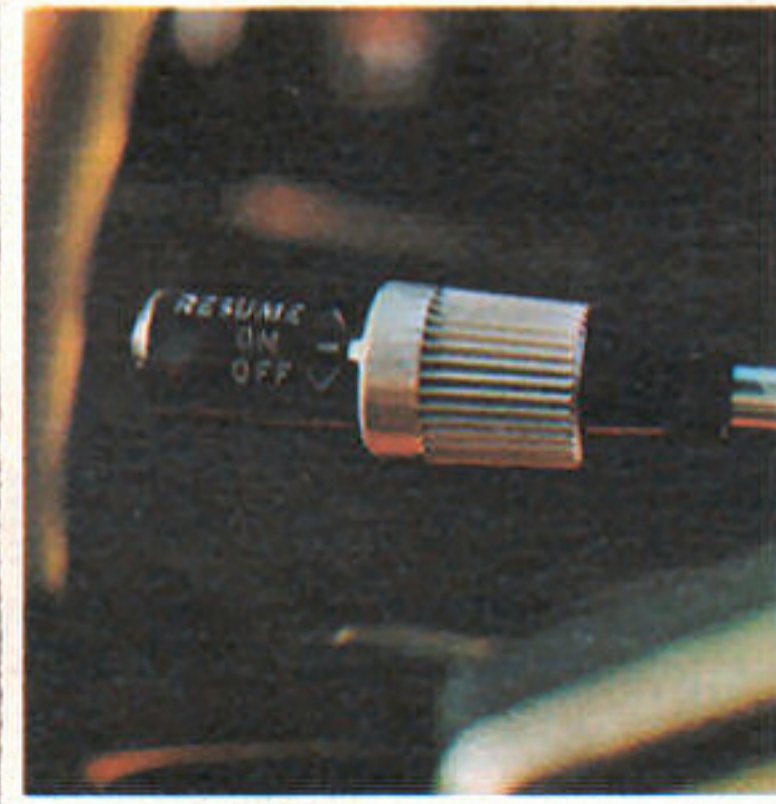
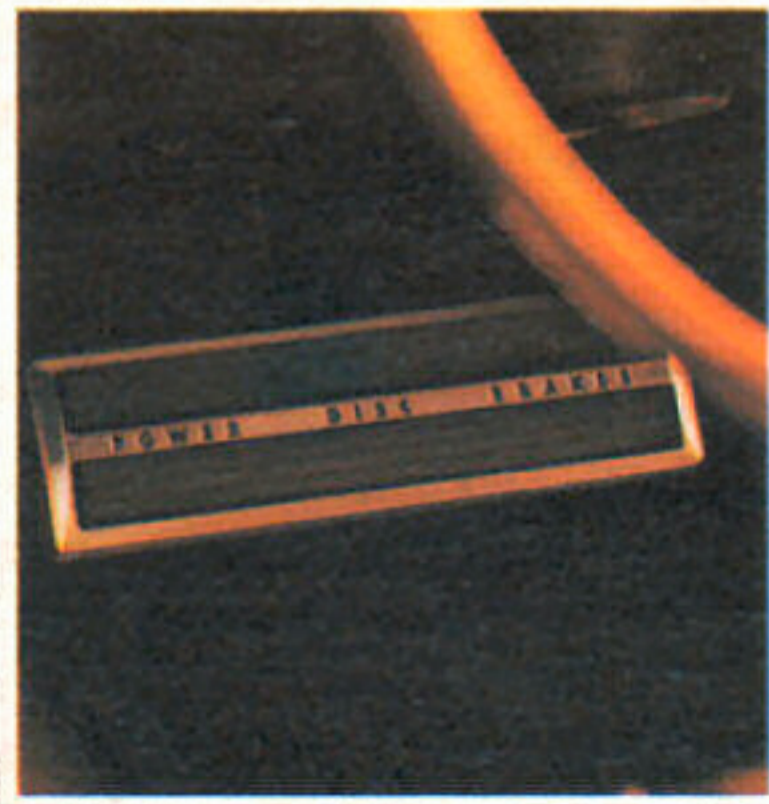




Whatever you want in a 1970 car...

Plymouth

CHRYSLER • IMPERIAL





Sport Fury 2-Door Formal Hardtop



Sport Fury 4-Door Hardtop



Brougham interior

Plymouth Fury

Luxury you can afford.

A long time ago, you promised yourself a car that would set you apart from the crowd.

Such a car is here. The 1970 Plymouth Fury. Let's start at the top with our Sport Fury. A brand-new series of Furys with six choices:

4-door sedan, 2-door formal hardtop, 2- and 4-door hardtops . . . plus GT and S/23 performance models. Closely following are Furys III, II and I, in many body styles.

Big, for your sake. They're almost 18 feet long. With a wheelbase that measures ten feet. Inside, plenty of room, plenty of comfort and

plenty of style. The optional Brougham interior sets an even more luxurious mood. It's available in cloth-and-vinyl or all-vinyl on Sport Fury.

How do you want your power? You can have it several ways. The 225 cu. in. Six or the 318 cu. in. V-8 is standard with a Fury III, II or I. The 318 is standard on our Sport Fury and S/23

models. Optional engines include a 383 cu. in. 2-barrel or 4-barrel. Shoot for the moon and you'll go all the way to a 440 4-barrel (standard with the GT; not available with the Sport Fury standard 2-door hardtop). Fury power—any way you want it.

Standard features include an anti-theft igni-

tion switch on the column that locks the wheel when you remove the key . . . a loop front bumper and a massive rear bumper that gives your Fury a lean, low look. A wider stance due to more width between the rear wheels. Extra acoustical material for quiet rides. And concealed windshield wipers. Plus big brakes with

deeply finned front drums, flared rears.

Fulfill the promise you made the first time you realized a car could be more than just transportation. Fury makes it.

Plymouth makes it.



Sport Satellite 2-Door Hardtop

Plymouth Belvedere

Owning your own Satellite makes it.

Sport Satellite, one of 24 mid-size Belvedere models, is ready to go when you are.

Power comes from a standard regular gas 318 V-8. If you want even more sport, order the optional Commando 383 2-barrel or the premium fuel Super Commando 383 4-barrel.

Sport Satellite interiors feature all-vinyl bucket seats. Run your hand over the upholstery. It's a special leather-grained vinyl that gives the look and feel of real leather.

Now take a look at the instrumentation. Gauges. Real gauges that tell you what's going on inside your car when it's happening.

And, like all other Belvedere models, you have maximum cornering abilities going for you

with Plymouth's exclusive torsion-bar suspension system.

Plus an impressive list of options: air conditioning . . . a selection of vinyl roofs in four colors . . . sporty-styled road wheels . . . AM radio and stereo tape deck . . . you name it.

In fact, just about anything you want in a car can be had in any Belvedere model.

Make it your way with Plymouth.



'Cuda 340 2-Door Hardtop

Plymouth Barracuda

Only the name is the same.

The 1970 Barracuda is one of the most totally changed cars in America. Your choice of standard 2-door hardtop or convertible. Or the elegant Gran Coupe. Or 'Cuda.

Barracudas are long and low-slung. And in the rear, there is a chopped, short-deck treatment. We include high-back, all-vinyl bucket

seats as standard equipment. Leather buckets with vinyl trim are standard in Gran Coupe. As is an overhead-mounted console, in the hardtop model, that tells you when you're low on gas, warns you when door is ajar, and reminds you to fasten your seat belt. It also includes a map light. All Barracudas have a sporty floor-mounted shift lever, wall-to-wall carpeting and a three-spoke steering wheel with

padded spokes and simulated wood-grain rim. Our standard 225 cubic inch Six and 318 cubic inch V-8 power plants are among the most trustworthy engines in the industry. If you want more action, try 'Cuda 340 or 383. All stops are out and it's the 440 4- or 6-barrel or 426 Hemi.

Once you've seen our Barracudas, you'll be hard pressed to resist them.

They're too good looking. Plymouth makes it.



GTX 2-Door Hardtop

Road Runner 2-Door Hardtop



Shown above: Hemi 'Cuda 2-Door Hardtop

Valiant Duster 340 2-Door Coupe



Sport Fury GT 2-Door Hardtop



Connecting with the Rapid Transit System makes it.

Only Plymouth offers a system. Compare it to mere cars. And you'll come to the conclusion you can't beat it—join it.

GTX: No brag. Just facts. A standard 440 4-barrel high-performance V-8, TorqueFlite 3-speed automatic, heavy-duty suspension, fiberglass-belted tires and bucket seats. Want more?

How about an optional 440 6-barrel. Or a 426 Hemi. With the Hemi, an "Air Grabber" that feeds the carburetor fresh air comes standard. It's optional for the other engines.

Road Runner: Back in full leather to give the coyote an even tougher time. Standard 383 high-performance 4-barrel engine or the optional 440 6-barrel engine or 426 Hemi. And all the standards to match: Heavy-duty suspension, heavy-duty floor-mounted 3-speed fully

synchronized transmission, fiberglass-belted tires and much more.

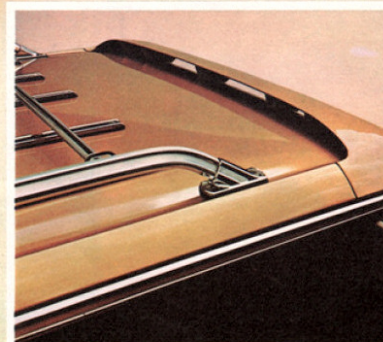
'Cuda: Hello, new people. Here's your new 'Cuda. With a heavy-duty suspension system (torsion bars, shock absorbers, rear springs, anti-sway bars, etc.) normally reserved for our bigger intermediate-size cars. Available with power choices like: 340, 383, 440 and a 426 Hemi. A "Shaker Hood" that feeds fresh air to the carburetor is standard with the 426 Hemi.

Options include: Rallye instrument cluster. Hurst floor-mounted 4-speed shifter with "Pistol Grip." **Valiant Duster 340:** America's first Super-low-priced Supercar. A standard 340 cu. in. V-8. High-rate torsion bars. Heavy-duty rear springs. Heavy-duty shock absorbers and front sway bar. Big, fat E70 x 14 fiberglass-belted tires. Big front disc brakes and a special instrument panel. All standard. Finally, for identification, we've added a flat-black grille in front and stripes,

interrupted by an angry cloud of dust, in back. **Sport Fury GT:** It's what's under the stripes that counts. And under Sport Fury GT's stripes we've got power. A standard Super Commando 440 4-barrel V-8. Or an optional 440 6-barrel, for more punch. We also gave the GT a heavy-duty suspension system and brakes, big H70 x 15 tires and road wheels. Our stripes? Dual hood runners in black, white or burnt orange. And reflective "Strobe Stripes" side and rear deck.



Sport Suburban Wagon Shown at right: Sport Satellite Wagon



Rear Integral Wind Deflector



Rear window washer automatically cleans the rear window



Two-way tailgate opens out for people . . . down for cargo



Lockable rear storage compartment

Plymouth Fury and Belvedere Wagons

The wagon lover's wagons.

Sport Suburban station wagon along with Suburban and Custom Suburban. A Fury wagon for any family.

A 318 regular gas V-8 is standard on most models. More than enough power to pull most boats and trailers. Fully loaded. Or you can have

an optional V-8 ranging from a 383 2- or 4-barrel, to a 440 4-barrel. And big brakes, with deeply finned front drums and flared rears. Standard.

Next comes torsion-bar suspension, a wider stance and extra large, fiberglass-belted tires. And acoustical padding for quiet rides.

In back, there's 104.2 cubic feet of space. The two-way tailgate makes loading a lark.

Up top, a Rear Integral Wind Deflector keeps the standard power tailgate window clean.

Optionally, Fury wagons offer such items as AM/FM stereo radio, Chrysler Airtemp's exclusive dual air conditioning. Tilt steering wheel. TorqueFlite automatic transmission. And more.

If you want a wagon that takes it . . . Plymouth makes it!

Our mid-size Plymouth Sport Satellite is the perfect companion for the sportsman.

A durable Deluxe vinyl bench seat is standard. In six colors. Optional seats include cloth-and-vinyl divided bench seats with folding armrest or all-vinyl bucket seats.

Overhead, sectional acoustic panels absorb noise. Beautifully. Quietly. And there's a special

turn signal lever for indicating lane changes on the open highway.

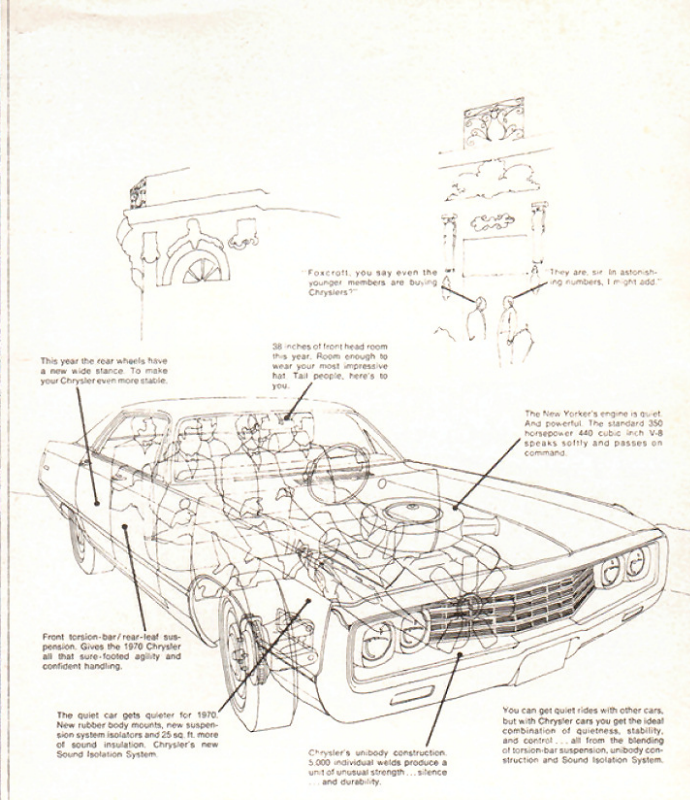
Wood-grain vinyl body side appliqué and the dual-action tailgate are standard on the Sport Satellite. The rear cargo will hold 84 cubic feet of golf clubs, fishing gear or anything else you want. And the cargo area is finished in scuff-resistant vinoleum. There's a power rear window

on 3-seat models; optional for 2-seat models.

Standard engine is the 318 V-8, with 3-speed fully synchronized manual transmission. Optional engines available are the 383 2-barrel and high-performance 383 4-barrel V-8s. The Sport Satellite, along with Satellite and the Belvedere, compose the Plymouth Belvedere wagon line for '70. Plymouth makes it.



Chrysler New Yorker 4-Door Hardtop



Town & Country two-way tailgate



Bottom: Newport Custom 2-Door Hardtop



Newport Custom cloth-and-vinyl interior



Top: Chrysler 300 4-Door Hardtop

1970 Chrysler

Your next car should look this great...and perform this well.

The 1970 Chrysler is designed to show how an automobile can combine flawless transportation and superior styling with a modern flair.

Start with the New Yorker. It has always been the most luxurious Chrysler. Now even more so. Fully equipped with power steering,

Power brakes, TorqueFlite automatic transmission. And a 440 cu. in. V-8 engine that gives you the power necessary to handle the New Yorker's authority. These are standard features on the New Yorker. Exceptional standards.

If wagons are your game, then choose America's most glamorous wagon. The 1970 Town & Country. Made without compromise. Outside, simulated Brazilian Rosewood panels on the sides and across the tailgate. Inside, Prescott-pleated vinyls. Over 104 cubic feet of

space on the two-seater wagon. With a hidden storage compartment under the floor. There is a three-seat Town & Country wagon available, too.

Next the 1970 Three Hundred. A luxury car always. True to its sports-bred heritage when you turn it on. Its 440 cu. in. V-8 engine is linked to the standard TorqueFlite automatic transmission. The car's performance becomes an extension of your driving skill. No mean thing when you consider famed Chrysler suspension. It helps give the Three Hundred and every one of our

Chryslers an uncommon ability to take corners and turns without excessive lean or sway.

Or choose Newport Custom. A way to move up for just a little more. Luxury with every line. Yet affordable. A split bench with a passenger side that reclines and a thickly padded non-glare dash are standard. An AM radio with stereo tape deck that plays through five different speakers. A choice of four vinyl roofs, fender-mounted turn signals, and much more are optional.

And finally, Newport. Luxury cars should be

this luxurious and this easy to own. The comfort of Newport's thickly padded cloth-and-vinyl seating must be experienced to be believed. Yet, despite all this luxury, Newport is surprisingly easy to buy, and own. Its powerful 383 cubic inch V-8 saves you money by running on regular gas. Its chassis needs recommended lubrication only after 36,000 miles under normal driving conditions.

And all Chrysler hardtops and sedans feature new Torsion-Quiet Ride. It's a combination of

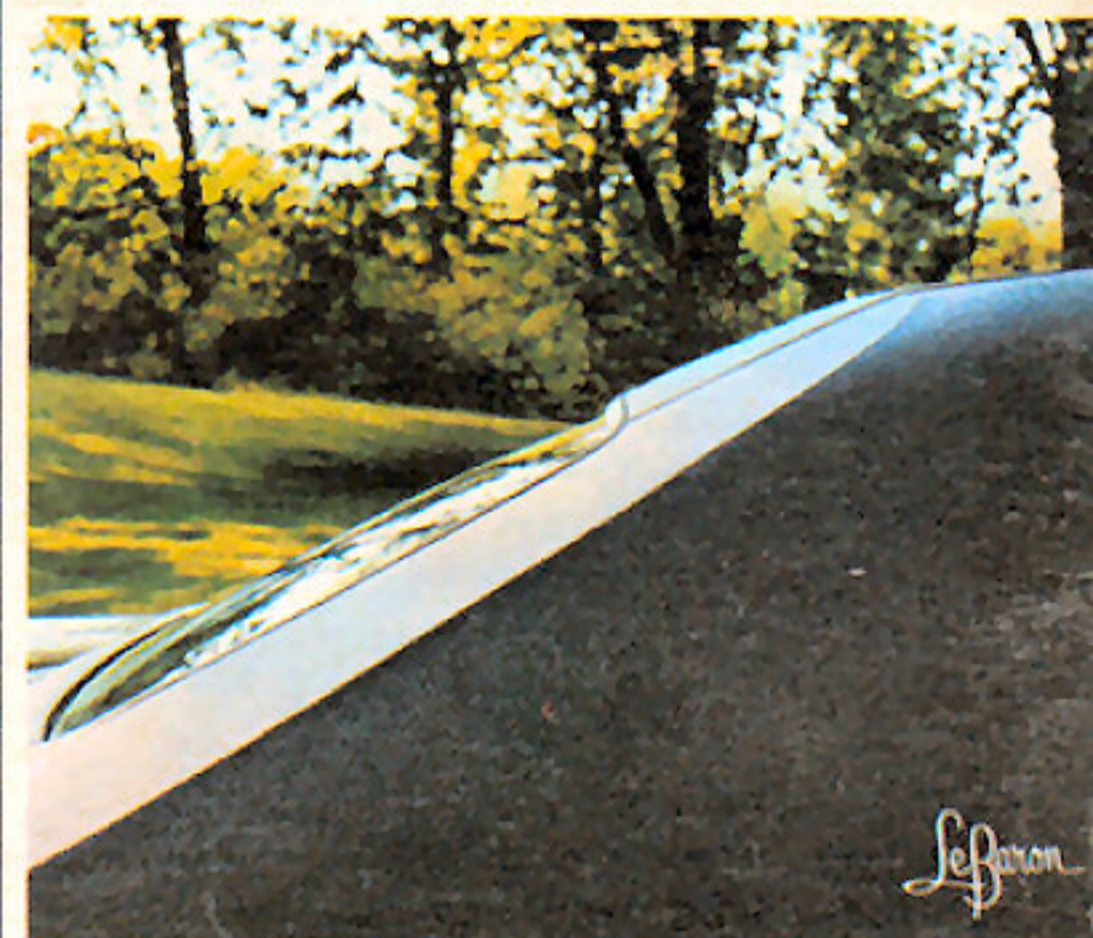
front torsion-bar/rear-leaf suspension, Unibody, and the Sound Isolation System. Translation: stability, control, performance, and quietness.

This year, fiberglass-belted tires are standard on all Chryslers. They're wider for better traction. And then to make sure your car stays where you put it, Chrysler features a new steering column lock. Just turn your key and lock both the ignition and the steering wheel.

1970 Chrysler is here. Your next car.



Imperial LeBaron



LeBaron optional leather interior with vinyl trim. Lavant grain vinyl-roof (standard on LeBaron)

The new choice: Imperial LeBaron.

Imperial LeBaron for 1970. America's finest automobile, available in the two- or four-door hardtop models.

A prime luxury car requisite is size. The new Imperial is one of America's largest luxury cars, allowing an unusual amount of well furnished interior room.

The LeBaron front seat is a story in itself. Called the 50/50 split bench, it's a masterpiece

of furniture craftsmanship. With individual armrests down, each side is a personal armchair. The passenger's side reclines to an infinite number of positions.

The power plant is a 440 4-bbl. V-8 engine. We do not offer a larger, optional engine selection for the simple reason that it's not necessary.

The Imperial transmission is one of the smoothest in the industry. Called the three-speed Torqueflite automatic, it responds instantly to every driving situation.

Torsion-Quiet Ride utilizes torsion bars up front and leaf springs in the rear. The entire suspension system is insulated from the body by a series of rubber sound deadeners. The Imperial ride is truly incomparable.

The new choice. Imperial LeBaron.

CHRYSLER-PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION