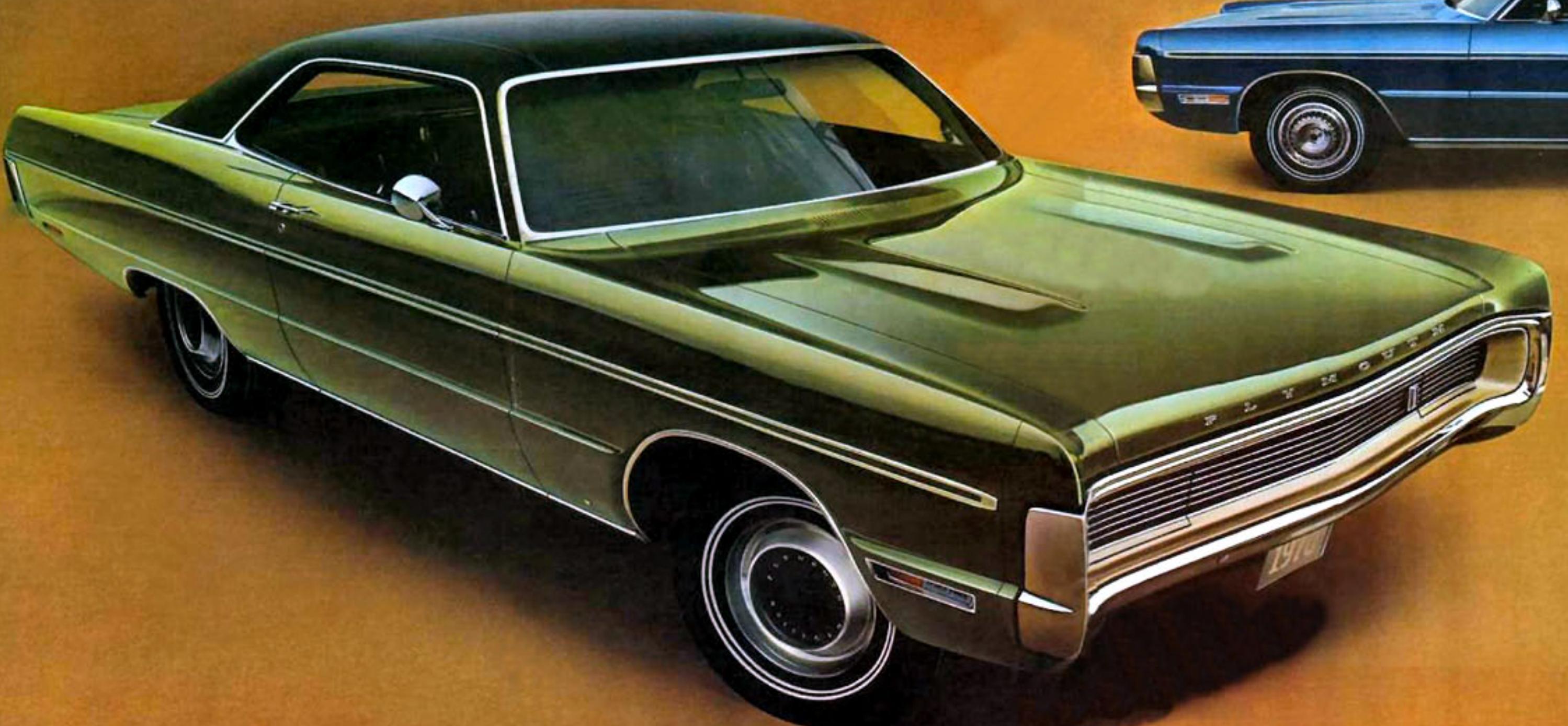


**1970 Plymouth Fury**  
**Luxury you can afford.**

Mayfair Chrysler-Plymouth, Inc.  
2201 North Mayfair Rd.  
Milwaukee, Wis. 53226

Plymouth  
makes it 



## Sport Fury

**When you've made it...**

A long time ago, you promised yourself a car that would set you apart from the crowd. A car with obvious care taken in building and designing every inch of automobile.

Such a car is here.

The 1970 Plymouth Fury.

The hard part is deciding which of our 28 Fury models makes it for you.

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 the GT and S/23 performance models. And there are two optional luxurious Brougham interiors, too.

They are big cars with distinctive styling. And a new wide-stance look. We've added

more width between the rear wheels. Fiberglass-belted tires are standard for longer wear and increased stability. There's also our exclusive torsion-bar suspension system. The result? A more solid riding car; yet one that is easy to handle.

Other new features include an anti-theft ignition switch on the column that locks the wheel when you remove the key...

a loop front bumper and massive rear bumper that gives your Fury a lean, low look... hideaway headlamps... color-keyed body side protection moldings... and a new lane changer turn signal—the slightest pressure on the lever will activate it; after you've changed lanes, release the lever and the light goes off.

There's much more.



Sport Fury 4-Door Hardtop with optional vinyl roof

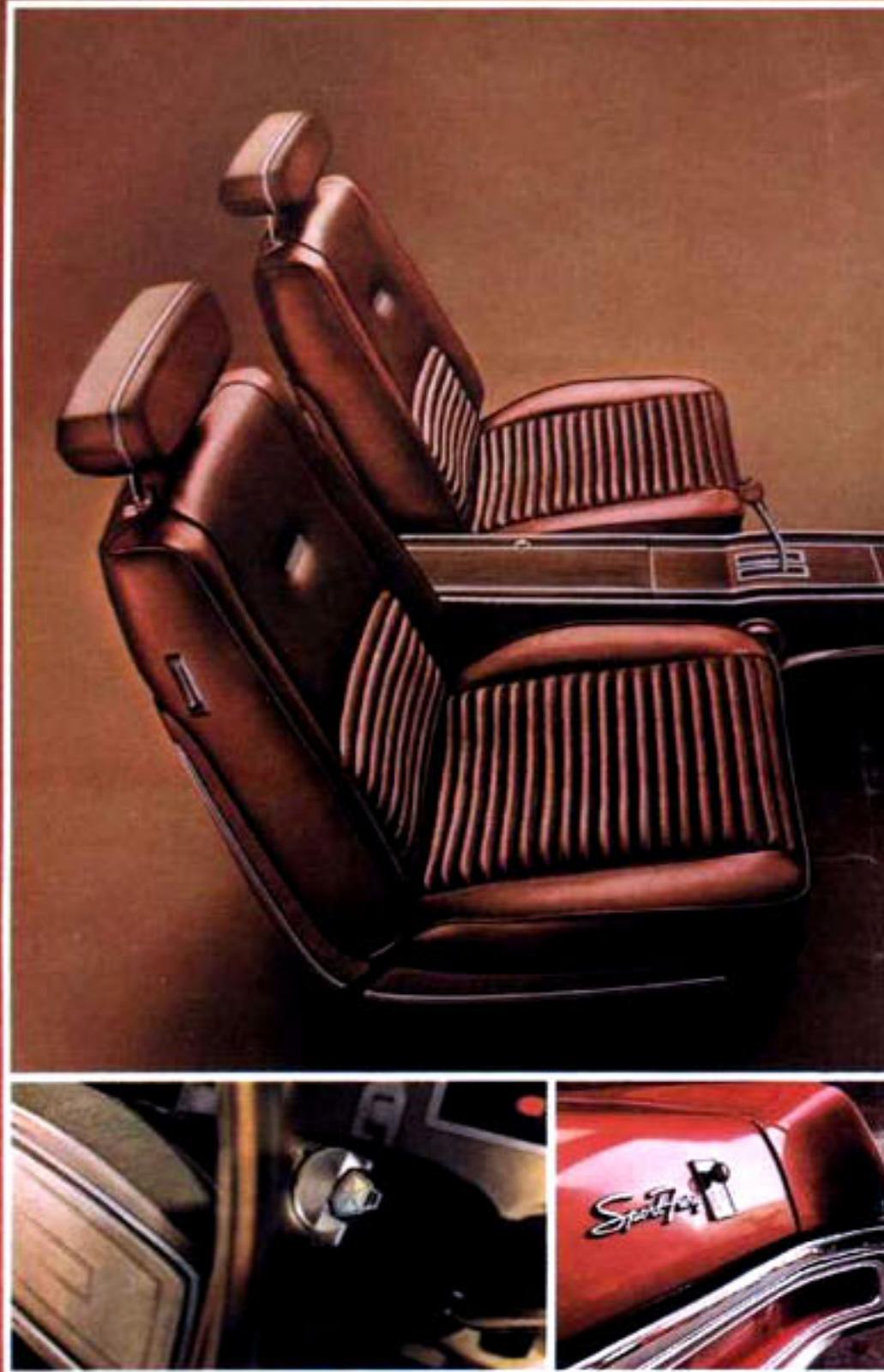


car could be more than just transportation.

Plymouth makes Sport Fury so you can keep that promise.



**Plymouth makes it!**



Optional all-vinyl bucket seats with console. Column-mounted anti-theft ignition switch. Conveniently repositioned trunk lock.

### Sport Fury

**Rushing off in a huff  
doesn't make it.  
Driving home  
in a Fury makes it.**

And our Sport Fury more than makes it. Because we make it with more.

A luxurious cloth-and-vinyl or all-vinyl bench seat that includes a folding center armrest is standard. So is probably the most advanced, easy-to-read, instrument panel in its class. Miniature floodlights illuminate the gauges and switches.

#### Sport Fury 4-Door Sedan

Other convenient features include a repositioned trunk lock and a column-mounted ignition switch.

Outside, bright sill moldings, wheel lip moldings and full-length body side moldings with color-keyed, no-mar vinyl inserts. Belt moldings on hardtops. Plus hideaway headlamps to set off the new pop bumper.

Our big 318 cubic inch V-8 is standard. But you can have a

#### Sport Fury 2-Door Hardtop

Plymouth's class can say that. In fact, they don't even offer it as an option.

That "shiny-mousine" finish is not only beautiful, but practical. Fury's 7-step dip and spray treatment is a real rust resister.

Underneath it all are the things that have given Plymouth its engineering reputation. Our basic Unibody. Over 4000 individual welds make it strong and quiet.

Torsion-bar suspension is up front. Standard. No one else in

years of exposure to the elements. That means money in your pocket at trade-in time.

.

A more complete listing and explanation of our options is found in back.





## Sport Fury GT & S/23

**Simply showing your stripes doesn't make it.  
Having something to show for your stripes makes it.**

A popular misconception these days is that a couple of racing stripes on a car make it a hot performer. The secret is to look behind the warpaint.

Our Sport Fury GT and S/23 models have the stripes—in force.

Dual hood runners in either white, black or burnt orange. And reflective "Strobe Stripes" on the side and rear deck lid.

To back them up, our GT can be ordered with an optional 440 6-barrel engine. That ought to tote away a flock of trophies from the local sanctioned drag strip. The GT's standard 440 Super Commando 4-barrel isn't much tamer.

The S/23 features our proven 318 V-8 engine, torsion-bar suspension, front anti-sway bar, fiberglass-belted tires, our road-hugging wide stance, and Plymouth's reputation for making it.

Sport Fury GT 2-Door Hardtop

with heavy-duty brakes. Big H70 x 15" tires. A 3.23:1 axle ratio (2.76:1 is optional). Road wheels. And chrome-plated dual exhaust tips. All standard.

The S/23 features our proven 318 V-8 engine, torsion-bar suspension, front anti-sway bar, fiberglass-belted tires, our road-hugging wide stance, and Plymouth's reputation for making it.

Both cars come with the cloth-and-vinyl or all-vinyl bench seat with fold-down center armrest. But may we suggest our options: all-vinyl buckets as an added performance touch.

The instruments are floodlit so they're easy to read and reach. They'll remind you of aircraft instrumentation.

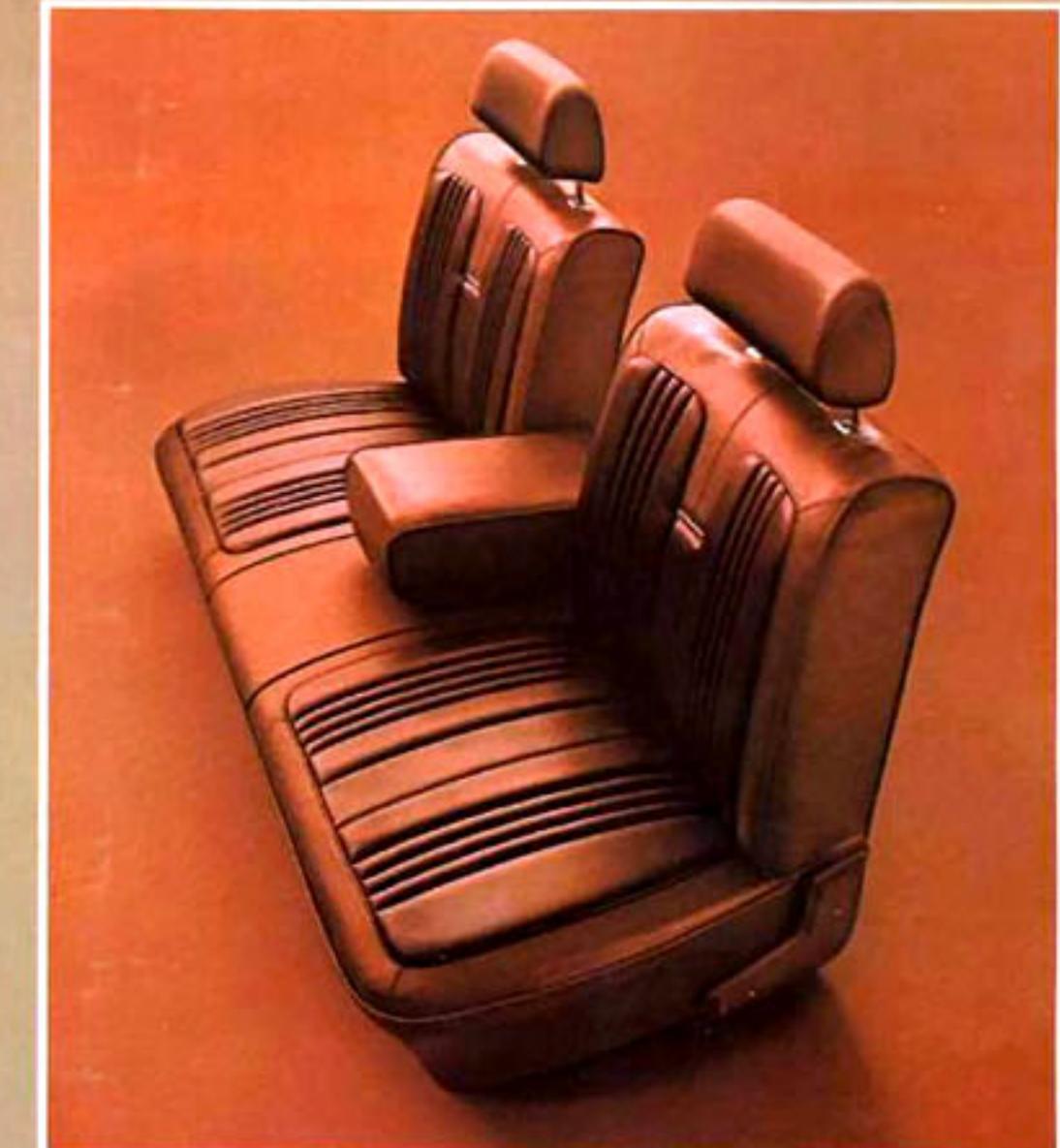
Sport Fury S/23 2-Door Hardtop

Another convenience is the repositioned trunk lock located to the side of the car closest to the curb.

Basically, these are our performance Furys. But if you want more, be our guest.

Add options like: 3-speed TorqueFlite automatic transmission (standard on the GT). Disc brakes. A simulated wood-grain steering wheel.

If buckets are your style, a console is available. An AM/FM stereo so you can keep tabs on the underground beat.



All-vinyl interior with folding armrest

Aircraft-type instrument panel





## Brougham

**It's not only  
the way it looks.  
It's the way it  
makes you feel.**

There's no doubt about it, our Brougham interior is something to behold. One look and your only question will be whether to get it in all-vinyl or cloth-and-vinyl.

We're proud of the way our Brougham seats look, and feel. They're luxuriously plush with

Brougham cloth-and-vinyl interior

deep-set trim buttons. Deep-routed seams. And nylon net upholstery that indicates fine car elegance and wearability.

Sit in them. There's the real beauty. As you'll discover the first time you take a long drive.

You'll appreciate the seating comfort. Mile after mile after



Brougham cloth-vinyl interior

Car fatigue is cut to a minimum. Because the Brougham seat adjusts to you, not vice versa.

In 4-door Sport Fours, for instance, you start with a bench seat that is really two individual front seats. Each adjusts with-

out reference to the other. And has its own center armrest. In addition, the passenger side reclines.

May we suggest the power 6-way seat adjuster as an option. The seat can be quickly adjusted to each individual

driver. Just a flick of the finger does it all.

On 2-door models, you get individual seats with passenger side recliner and center armrest. Rear passengers have easy entrance and exit.

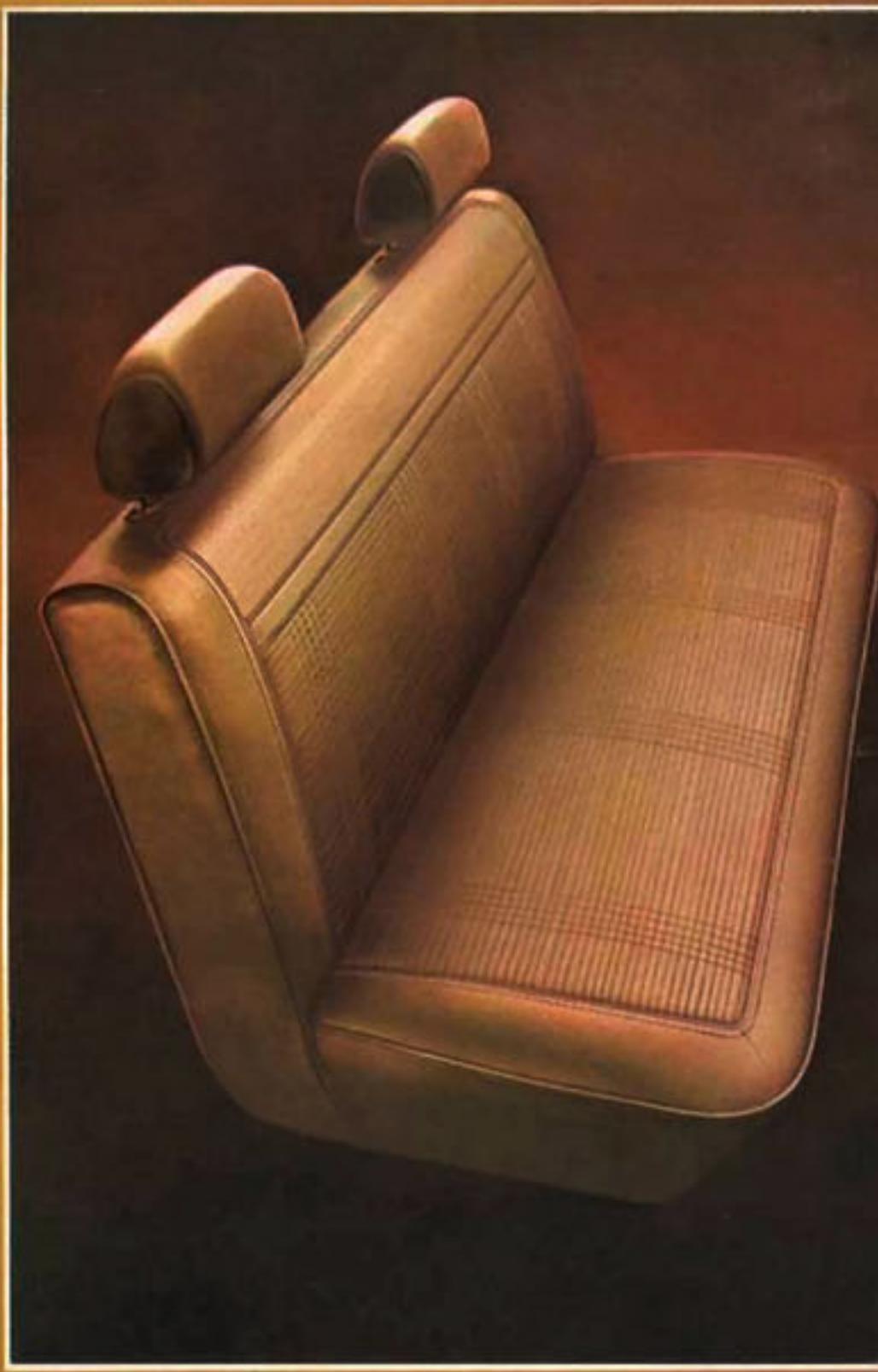
To top it all off, a Brougham medallion is mounted on the side of the roof right behind



the rear passenger window. It's not available on the standard 2-door hardtop.

Ah, Brougham! The noblest

seat of them all.



Fury III cloth and vinyl interior

## Fury III

**Bigness for bigness sake  
doesn't make it.  
Fury makes it big  
for your sake.**

Having a big car just to have a big car is ridiculous. But when a big car means more comfort and convenience, then you've got something—like Plymouth's Fury III.

It's almost 18 feet long. Its wheelbase measures a full ten feet.

Inside, it's plenty roomy and plenty comfortable. Plus being plenty quiet.

The sumptuous cloth-and-vinyl standard seat certainly helps in the comfort department. Vinyl bench seats with a folding

Fury III 4-Door Hardtop with optional vinyl roof

center armrest are optional. In the trunk—21.5 cubic feet. That's enough for many suitcases and a golf bag.

The engine? A big 318 V-8, standard. Other optional V-8s

are two stirring 383s 12-barrel and 4-barrel, and a 440 4-barrel if you want something mightier.

Want options? Take your pick: Tilt steering with a Rim-Blow horn. A light to help you find the new column-mounted ignition switch at night, and

another to guide you to the headlight switch. They both shut themselves off automatically.

Or cool it—with a Chrysler Airtemp air conditioning unit. Add an AM/FM stereo radio. A stereo tape deck.

Fury III 2-Door Hardtop with optional vinyl roof

Wheel covers. A headlight time-delay so you can keep your headlights on long enough to light your way into your home.

Power steering. Power brakes. Power seats. (See the options spread for more extras.)

Without a doubt, our Fury III



is a big car. But more importantly—in the right places, for the right reasons.



Fury III 2-Door Formal Hardtop with optional vinyl roof.

### Fury III

If you're looking  
for today's look.

Today's look is more than just bell bottoms and sideburns. It's a whole attitude.

In cars, that attitude is Plymouth.

For 1970, Fury III is the mover. More beautiful than ever, with its new wide-stance look.

A look that's backed up by confident performance.

Fury III Convertible

A powerful 318 cubic inch V-8. With options ranging from a 383 2-barrel that runs on regular all the way to our 440 4-barrel.

Plus Plymouth gives you better stability and handling.

Here's why: Added width between the rear wheels. Big, husky fiberglass-belted tires. And torsion-bar suspension.

Inside, luxury through and through. Simulated wood-grain applique on the instrument panel padding. The convertible carries an all-vinyl bench with a folding armrest. An all-glass backlight that doesn't have to be unzipped when you fold the top down. And a wide rear seat. All standard.

Other Fury IIs, like our formal hardtop above, come with all-vinyl seats as an option.

Buckets are also available optionally on 2-door hardtops and the convertible. Either a fold-down center arm cushion

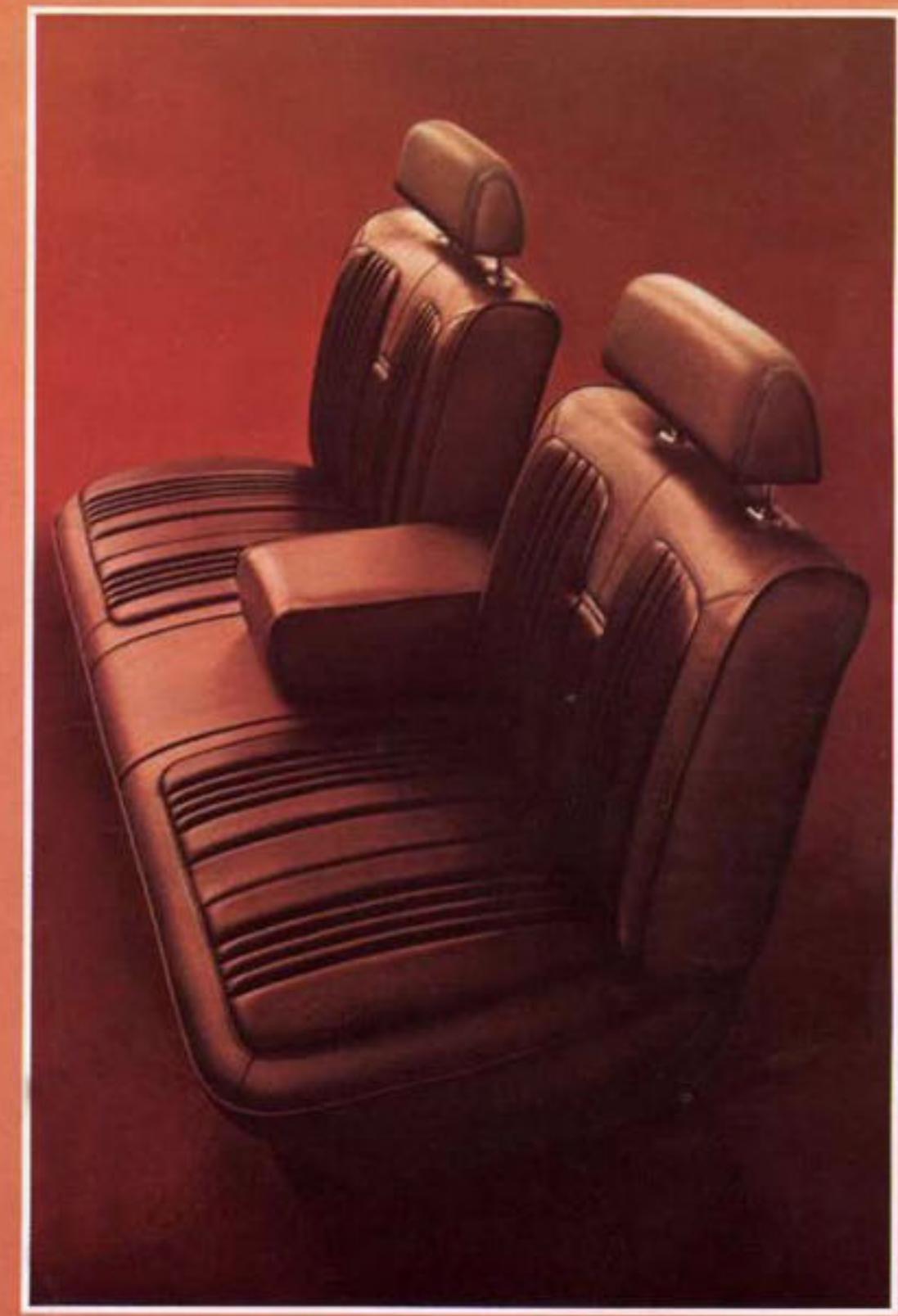
or a console can go between the seats. Your choice.

The instrument panel is packed with gauges that tell you where you stand at all times. Not a lot of those little lights that tell you you're in trouble after you're already in it.

Cut loose and give today's world a fling. That's what Fury III is all about.



**Plymouth**  
makes it





Fury II 2-Door Sedan

## Fury II & Fury I

If you want a big car  
that won't  
break your budget.

It's a common dilemma. You need a big car. But you don't see how you can fit it in the family balance sheet.

Plymouth proposes a couple of solutions. Fury II and Fury I.

Big, good-looking cars. And they go out of their way to save you money.

The initial price is low. But that only starts the savings.

Fury I 4-Door Sedan

We make both 6- and 8-cylinder models. The standard Six being that noted gas station-hater—our 225 cubic incher.

If you're looking for a little more power, check our 318 V-8. It runs on regular and the mileage will surprise you. Pleasantly.

As a matter of fact, you can go as high as our optional 383 2-barrel and still be on regular gas.

Other optional equipment that you can select for your Fury includes a remote control outside mirror, AM push-button radio, fender-mounted turn signals, sporty wheel covers, bumper guards, TorqueFlite automatic transmission, power steering and brakes.

Interiors are simple but hardly spartan. A cloth-and-vinyl

bench is standard for the Fury II, with a tough all-vinyl seat on the Fury I.

The floodlit instrument panel is also standard. As are our uni-body construction, torsion-bar suspension and a wide choice of acrylic enamel colors applied over our 7-step dip-and-spray anti-rust treatment.

Other standard features: Fiberglass-belted tires, Torsion-bar suspension, An anti-theft, column-mounted ignition switch, A lane changer turn signal, Concealed wipers.

Fact is, so much is standard on our Fury II & I models that you'll be hard pressed to figure out how we got the price so low. But we did. And your bud-

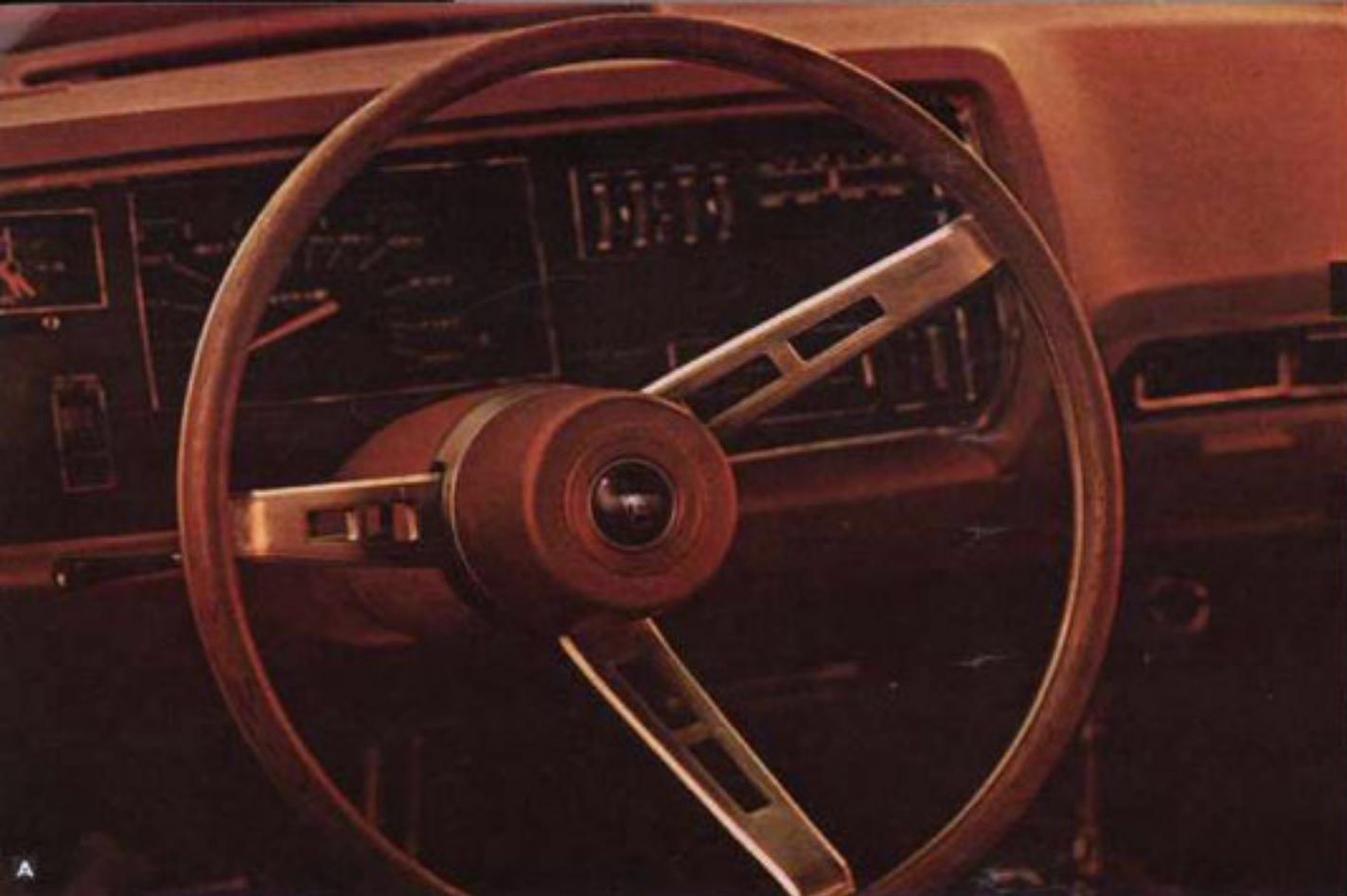
get will look that much better for it.

Here is luxury you can afford.

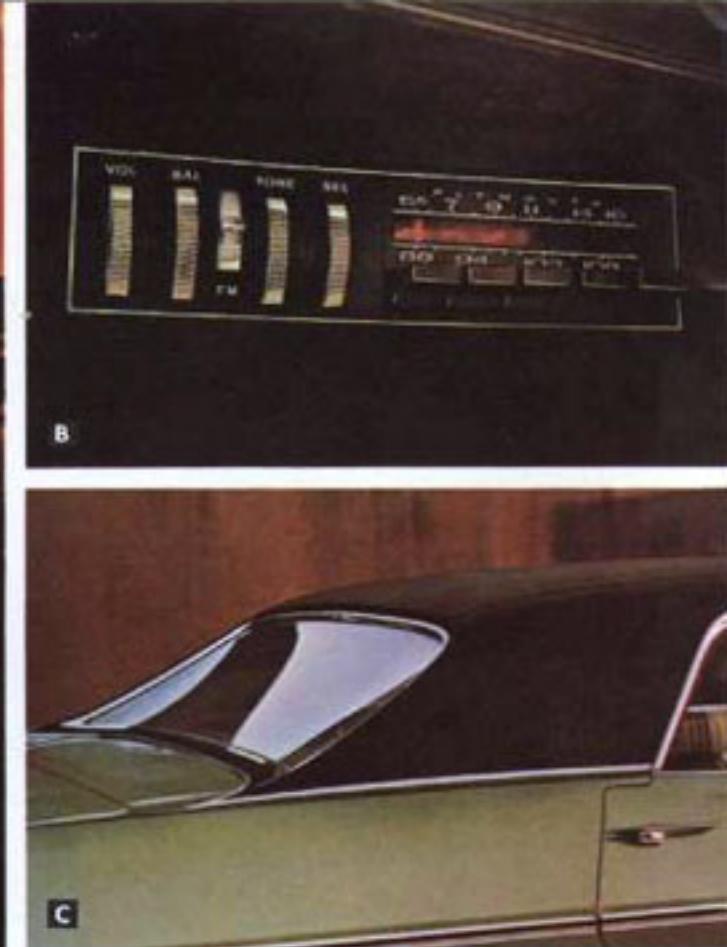


Fury II optional all-vinyl interior

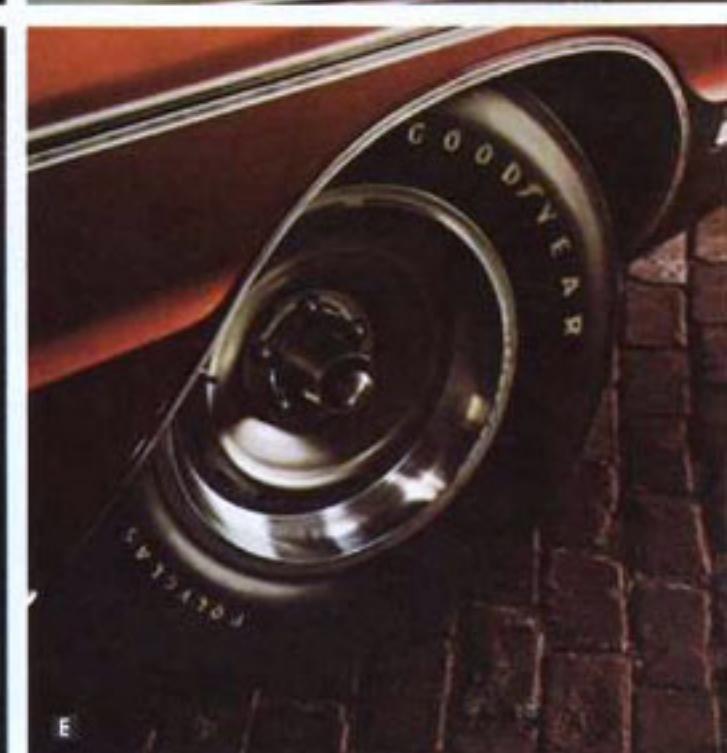




A



B



C



D



D



E

## Any option you want, to make any type of driving easier...

**A. Power Steering.** Simulated Wood-Grain Steering Wheel. For ease in maneuvering and parking ask for power steering. The optional steering wheel has all the advantages in looks and feel of real wood; and none of the disadvantages like splitting or color change.

**B. AM/FM Stereo Radio.** Whatever type of music you like, tune it in with an AM/FM stereo radio. True stereophonic sound with unequalled tone and sound quality. Ask for the 8-track stereo tape deck and listen to your personal favorites anytime, anywhere. Available AM radio only.

**C. Vinyl Roof.** Add an elegant note of distinction to your Fury with a vinyl top. Available in six selections: black, antique green, white and champagne plus you can choose the Tortoise Grain or the new Gator Grain materials.

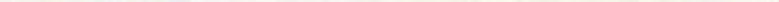
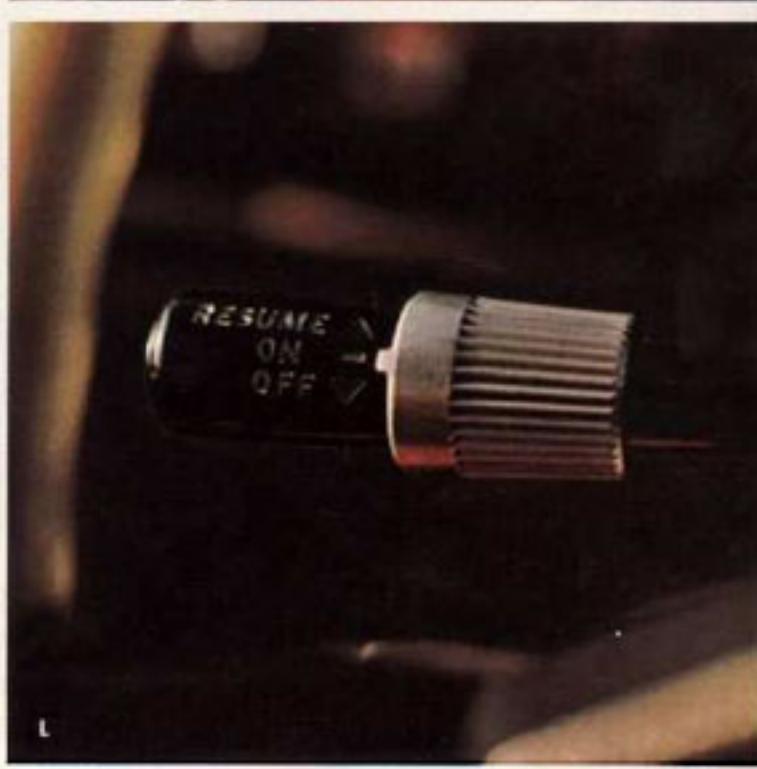
**D. Fury Wheel Covers.** Make Fury personally yours. Add sporty wheel covers. A plus in good looks.

**E. Rallye Wheels.** Road wheels feature stainless-steel trim rings, chrome-plated center covers, and exposed

chrome-wheel nuts. Great for enthusiasts.

**F. Power Disc Brakes.** Help to assure yourself of safer, surer, fade-free stops with power disc brakes.

**G. Chrysler Airtemp Air Conditioning.** Cleans, dehumidifies, and cools the air quietly and efficiently. With Auto-Temp control you can set it at any temperature between 65 and 85 and forget it. Its total temperature control means total comfort, winter or summer.



**H. Fender Skirts.** Custom fitted fender skirts will give your Fury a more rakish look.

**I. Turn Indicators.** Twin turn indicators are distinctively integrated into the hood styling of your Fury. A brand-new feature for '70. (Part of light package.)

**J. Time-Delay Ignition Switch And Headlamp Switch Lights.** A beam of light is directed at the column-mounted ignition when you open the door and remains on after the door

is closed, then shuts itself off. A second light illuminates the headlamp switch. Ends nightime hit-and-miss hunting for the ignition and headlamp switch. (Part of light package.)

**K. TorqueFlite Transmission:** If you prefer your transmission on the automatic side, select smooth-shifting TorqueFlite. Console or steering column mounted. Your choice.

**L. Auto-Speed Control.** Accelerate to the speed you choose, then press the button on the end of the turn signal lever; automatically that speed is maintained. A touch on the brake disengages the speed control; twist

the grooved ring and the car returns to the speed previously set. Makes long-term highway driving a breeze.

**Additional Options.** Electric clock. Tilt steering wheel with Kim-Blow horn switch. Three-speed windshield wipers. Power windows. Power six-way seat adjuster. Power door locks. Tinted windows. AM push-button radio. Headlamp time delay system with "Headlights-on" warning buzzer. Bumper guards. Remote control outside mirror. Heavy-duty suspension. 70 amp-hour battery. Heavy-duty

shocks and brakes. Deluxe seat belt package. Trailer-towing package. Rear window defogger.



Plymouth  
makes it!



Sport Fury GT 2-Door Hardtop

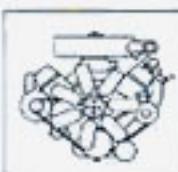
**Economy, high performance,  
or a happy medium,  
Plymouth makes  
just the engine for you.**



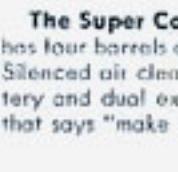
The 225 Slant Six uses regular gas sparingly, and delivers a full 145 horsepower. With it you get a 46 amp/hr. battery and a silenced air cleaner. Ask for TorqueFlite automatic transmission and you'll get a 10½ inch torque converter. Plenty of power. Inexpensive upkeep.



The standard 318 V-8. Its 230 horsepower and 2-barrel carburetor deliver plenty of go, and on regular gas. It features a silenced air cleaner with preheat feature, and a transistorized voltage regulator, new for 1970.



The Commando 383 V-8 (2-barrel). You get power to spare. At 4400 rpm it delivers a solid 290 horsepower, and has a low-restriction exhaust system. An 11 inch clutch comes with manual transmission. With TorqueFlite automatic you get an 11½ inch torque converter.



The Super Commando 440 V-8 has four barrels and 330 horsepower. Silenced air cleaner, 59 amp/hr. battery and dual exhausts with a sound that says "make way."



If the Sport Fury GT is your choice, and if you want extra power for any sanctioned events, ask about the **Special 440**. With three 2-V Holley carburetors and special design throughout, this engine has the guts to do whatever you want, if you can handle it, get it.

Whatever you want in an engine . . . Plymouth makes it.

## Power Teams

Engine	Transmission
225 Six	3-spd. Man.
318 V-8	3-spd. TorqueFlite auto.
363 2-bbl. V-8	3-spd. Man.
363 4-bbl. V-8	3-spd. TorqueFlite auto.
440 4-bbl. V-8	3-spd. TorqueFlite auto.
440 6-bbl. V-8	3-spd. TorqueFlite auto.

Rear Axle Ratio	Sure-Grip
3.55 Std. No Opt.	—
3.23 Std. 3.55 Opt.	3.23
3.23 Std. 3.55 Opt.	3.23 Std.
2.76 Std. 3.23 Opt.	2.76 Std. 3.23 Opt.
3.23 Std. No Opt.	3.23 Std.
2.76 Std. 3.23 Opt.	2.76 Std. 3.23 Opt.
2.76 Std. (Opt. S/23)	2.76 Std. (Opt. S/23)
3.23 Opt. (Std. S/23)	3.23 Opt. (Std. S/23)
2.76 Std. (Opt. "GT")	2.76 Std. (Opt. "GT")
3.23 Opt. (Std. "GT")	3.23 Opt. (Std. "GT")
3.23 Std. 2.76 Opt.	3.23 Std. 2.76 Opt.

## Suspension

Front:	Independent, lateral, non-parallel control arms with ball joints and torsion bars.
Rear:	59 in. outboard-mounted asymmetrical leaf springs, 5-leaf, 6-leaf standard with 440 engines.
Shock Absorbers:	Tubular, Hydraulic-Telescoping type.
Brakes:	Dual Hydraulic Braking system standard on all '70 Plymouths. System contains a dual master cylinder. One system for front; one system for rear. Both systems are actuated by the same brake pedal. Instrument panel mounted warning light signals pressure loss in either system. Brakes are self-adjusting, servo-contact, self-energizing, with bonded linings. Brake shoes are internal expanding type. Separate mechanical parking brake, cable connected, operates on rear wheel brakes.

## Standard Features:

### Sport Fury

Loop front bumper • Radiator grille with concealed headlamps • Dual headlamps • Red, white, and blue radiator grille ornament • Front fender nameplate "Sport Fury" (pair of side marker illuminates with lights) • Protective vinyl body side moldings • Outside rearview mirror • Taillamps with back-up lights in rear bumper • Deck lid lock medallion and integral "Sport Fury" script • 120 mph speedometer • Fuel gauge • Temperature gauge • Ammeter • low oil pressure light • 3-position headlamp switch • Thumbwheel panel light dimmer and interior lights • Emergency flasher • Push-button electric windshield washers • 4-position blower switch • Directional signals with lane-change feature • Cigar lighter • Glove box lock • Padded instrument panel • 3-spoke steering wheel with horn pad and partial horn rim • Ashtray light • Pocket panel light, convertibles • Trunk compartment light • Front door courtesy light switches • Sun visors • Dual front shoulder harness • Safety door locks • Crank-operated vent windows (except 2-door hardtops) • Front and rear armrests • Carpeting with padding • Roof silencer and insulation • Instrumentation with non-glare floodlights • Many other safety and convenience features

### In addition, the S/23 includes:

Hood stripes • "Strobe Stripe" reflective tape • Front anti-sway bar • Rallye road wheels

### The GT includes:

440 4-barrel Super Commando engine • 1170 x 15 fiberglass belted tires • Rallye road wheels • Chrome exhaust tips • Hood stripes • Heavy-duty suspension • 3.23 axle ratio • "Strobe Stripe" reflective tape • Heavy-duty brakes

### Fury III

Loop front bumper • Protective vinyl body side moldings • Hub caps • Outside rearview mirror • Vehicle side marker reflectors with lights • Taillamps with back-up lights in rear bumper • Deck opening under belt molding on convertible • 120 mph speedometer • Fuel gauge • Temperature gauge • Ammeter • low oil pressure warning light • Turn signal indicators • 3-position headlamp switch • Thumbwheel panel light dimmer and interior light • Electric windshield washers • Emergency flasher • Directional signals with lane-change

## Tires and Wheels

Size	Wheel	Usage
F78 x 15" BSW	5.5J	Std. on Fury I, II
F78 x 15" WSW	5.5J	Opt. Fury I, II
G78 x 15" BSW	5.5J	Std. on S/23, Fury III and Sport Fury
G78 x 15" WSW	5.5J	Opt. on S/23, Fury III and Sport Fury
H78 x 15" BSW	5.5J	Opt. on all except S/F, GT
H78 x 15" WSW	5.5J	Opt. on all except S/F, GT
H70 x 15"	6.0J	Std. on Sport Fury GTs
	White letter	Opt. on all others

## Capacities:

Fuel Tank ..... 24 Gals.  
Engine Crankcase ..... 4 Qts. + 1 Qt. Filter

Personalize your 1970 Fury and satisfy your alter ego with any of 18 handsome exterior colors. Express yourself with any of the mild to wild shades that are new for 1970. Your Fury will stay bright and shiny, too. Plymouth's 7-step dip-and-spray rustproofing process and high-quality acrylic enamel provide maximum protection for continued good looks. For a colorful way to take it ... Plymouth makes it.



Silver Metallic



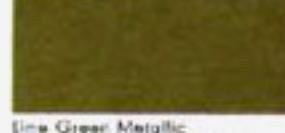
Ice Blue Metallic



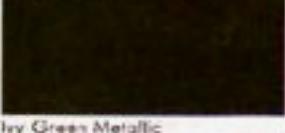
Blue Fire Metallic



Jamaica Blue Metallic



Ivy Green Metallic



Tin Green Metallic



Burnt Orange Metallic



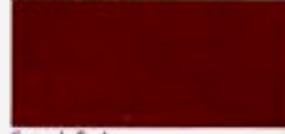
Deep Burnt Orange Metallic



Sandpebble Beige



Frosted Teal Metallic



Scorch Red



Sahara Tan Metallic



Burst Tan Metallic



Alpine White



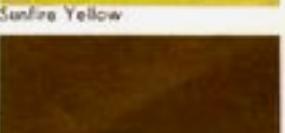
Black Velvet



Sunfire Yellow



Citron Mist Metallic



Citron Gold Metallic

## Specifications

Engine	225 Six	318 V-8	383 V-8	383 V-8	440 V-8	440 V-8
Horsepower	145 @ 4000 rpm	230 @ 4400 rpm	290 @ 4400 rpm	330 @ 5000 rpm	350 @ 4400 rpm	390 @ 4700 rpm
Torque, lbs.-ft.	215 @ 2400 rpm	320 @ 2000 rpm	390 @ 2600 rpm	425 @ 3200 rpm	480 @ 2600 rpm	490 @ 3200 rpm
Compression Ratio	8.4 to 1	8.6 to 1	8.7 to 1	9.5 to 1	9.7 to 1	10.5 to 1
Bore, inches	3.40	3.91	4.25	4.25	4.32	4.32
Stroke, inches	4.125	3.31	3.38	3.38	3.75	3.75
Displacement, Cu. In.	225	318	383	383	440	440
Carburetion	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	3, 2-bbl.
Exhaust	Single	Single	Single	Dual	Dual	Dual
Camshaft Type	Standard	Standard	Standard	Standard	Standard	Special
Fuel Recommended	Regular	Regular	Regular	Premium	Premium	Premium
Standard Oil	Fury I, II & III	Fury I, II & III	None	None	Sport Fury GT	None
Sport Fury	Sport Fury	Sport Fury S/23	Sport Fury	Sport Fury S/23	Sport Fury GT	Sport Fury S/23
Optional Oil	None	None	Fury I, II & III	Fury I, II & III	Fury I, II & III	Sport Fury GT
			Sport Fury	Sport Fury	Sport Fury**	Sport Fury S/23
			Sport Fury S/23	Sport Fury S/23		

\*Except Convertible, 4-Door Hardtop and 2-Door Formal Hardtop

\*\*Except 2-Door Hardtop

## Exterior Dimensions (Sedan)

Wheelbase	120 in.
Overall Length	214.9 in.
Overall Width	79.6 in.
Overall Height	55.8 in.
Track—Front	62.1 in.
—Rear	62.0 in.

## Interior Dimensions (Sedan)

Head room—Front	38.8 in.
—Rear	38.4 in.
Leg room—Front	41.8 in.
—Rear	38.6 in.
Shoulder room—Front	63.4 in.
—Rear	63.0 in.
Usable Trunk Capacity	21.5 cu. ft.

# 1970 Plymouths

## FURY



## BELVEDERE



## BARRACUDA



## VALIANT



## Standard Safety Features:

New for 1970: Larger rear reflectors and lights. Increased fuel-tank impact protection. Lane change turn signal. Locking steering wheel. Superior seat belt anchorage. Continued or improved: 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 doorlocks—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 marker lights. Hazard warning light system. Windshield wipers, 2-speed, electric. Vinyl-clad day/night inside rearview mirror on double-ball-joint mount (except Valiant). Head restraints, 2 front, locking latch on all folding front seatbacks. Left outside rearview mirror. Flush-type header latch (convertibles). Fiberglass-belted tires (standard on most models). Optional safety features: Headlight time-delay. Power door locks. Rear window defogger (except convertibles and wagons). Shoulder belts, 2 sets, rear (except convertibles). Disc brakes, front. Tailgate window washer/wiper.

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