

1973 Plymouth FURY

Fury Gran Coupe/Fury Gran Sedan/Fury III/Fury II/Fury I





Fury Gran Sedan

Choosing a Fury Gran Sedan or Gran Coupe means you like luxury car living without having to pay luxury car prices. The ride, handling and new quiet of these two cars have to be experienced to be truly appreciated. Inside, you are treated to sumptuous interiors with fold-down center armrests and wall-to-wall carpeting. Plus new silencing features that make these cars the quietest Furys we've ever built.

Extra care in engineering . . . it makes a difference.



Fury Gran Coupe

A new front-and-rear-end treatment, guarded by an extra-protection bumper system, highlights 1973 Fury styling. Additional protection comes from color-keyed vinyl side moldings running the length of the car. They help guard the finish of your Fury from accidental door dings and scratches. If you want to add more style to your Fury Gran Coupe, do it with an optional vinyl roof. The perfect way to top off one of the biggest hardtops in the industry.

Extra care in engineering . . . it makes a difference.



Fury III

There are three ways to go when you choose a Fury III . . . 2-door hardtop, 4-door hardtop and 4-door sedan. Each year the Fury III goes out and earns its reputation as our most popular Fury. This year, there are new grille and taillight themes protected by a new bumper system. This handsome exterior is matched by new interiors. Our inside story is one of choice and comfort as well as being quieter than ever. All in all, the Fury III's continued popularity rests assured.

Extra care in engineering . . . it makes a difference.

Background: Fury III 2-Door Hardtop Foreground: Fury III 4-Door Hardtop



Fury III

Year after year, the Fury III keeps coming through with the kind of value you want. Torsion-Quiet Ride. 7-step dip-and-spray rust protection. Buffable acrylic finishes in your choice of 17 colors. And a long list of other standard Fury features like TorqueFlite automatic transmission, power steering and power front disc brakes.

Fury III 4-Door Sedan



Fury I 4-Door Sedan

Fury II 4-Door Sedan

Fury II & Fury I

The most economical way to get 1973 Plymouth Fury value, luxury and comfort is with a Fury I or Fury II. Big in their list of standard features. Big in comfort and convenience. The

standard engine is the proven 318 cu. in. V-8. A 360, 400 or 440 cu. in. V-8 is optional.

Extra care in engineering . . . it makes a difference.

Fury Interiors

Since you are going to spend many hours in the next car you buy, make sure the interior is a pleasure to look at . . . a comfort to sit in . . . and convenient to use. The 1973 Fury comes through on all counts. Shown below is the luxury of a standard Fury Gran Coupe and Gran Sedan all-

vinyl split-back bench seat with a fold-down center armrest. Colors: blue, green, black, parchment, and gold. Also available is a cloth-and-vinyl interior (at no extra cost) with the same features and in the same colors as the one mentioned above with the exception of parchment. Shown at the right is the Standard Fury III cloth-and-vinyl bench seat. Available in blue, green,





black, and gold for all models and in parchment for 4-door models. Shown at the top is the Fury Gran Coupe (and Gran Sedan) instrument panel. Handsome, burl-grained simulated walnut accents are inlaid in the panel. And all instrumentation is floodlit for quick, easy viewing.



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Fury Interiors

A. Optional Fury Gran Coupe all-vinyl bucket seats with center cushion and folding center arm-



rest. Available in parchment or black.

B. Optional Fury Gran Coupe cloth-and-vinyl



Brougham comfort seats with individual adjustment, center armrest and passenger-side recliner.



Available in parchment, or black.

C. Optional Fury Gran Sedan cloth-and-vinyl 50/50 Brougham bench seat with center armrest, passenger-side recliner and individual adjustment. Available in blue, green, parchment, and black.

D. Optional Fury III all-vinyl bench seat. Available in green, parchment, and gold. Also available, but not shown, optional Fury III all-vinyl split-back bench seat with a fold-down center armrest. Available in blue, green, parchment, black, and gold.

E. Optional Fury III all-vinyl 50/50 split-bench seat with individual armrests and seat adjustment. Available in black for 4-door models only.

F. Standard Fury II cloth-and-vinyl bench seat with individually adjustable head restraints. Available in green, black, and gold. Not shown, but also available is an optional all-vinyl bench seat in the same colors.

G. Standard Fury I all-vinyl bench seat with individually adjustable head restraints. Available in blue, green, and black.

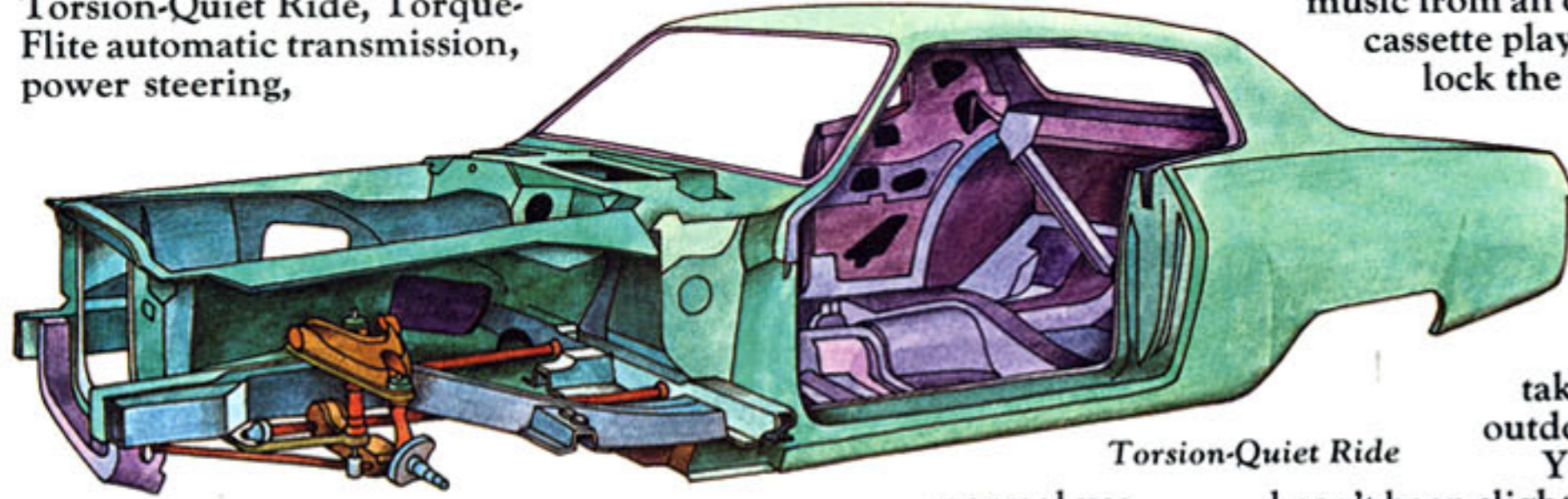


Extra care in engineering . . . it makes a difference.

What Makes A Fury A Fury.

When you consider a Fury as your next car, you'll notice that luxury comes standard.

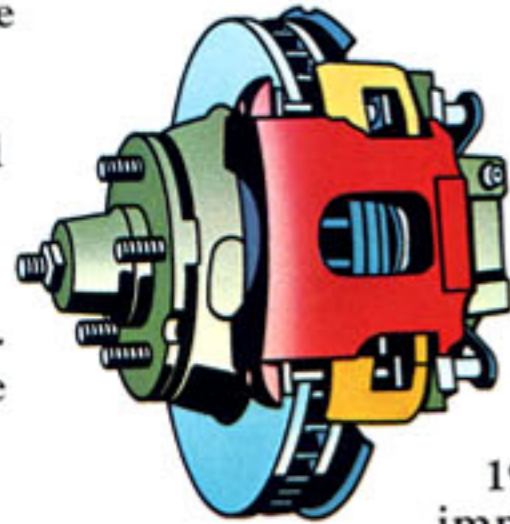
For example, every Fury has Torsion-Quiet Ride, Torque-Flite automatic transmission, power steering,



Torsion-Quiet Ride

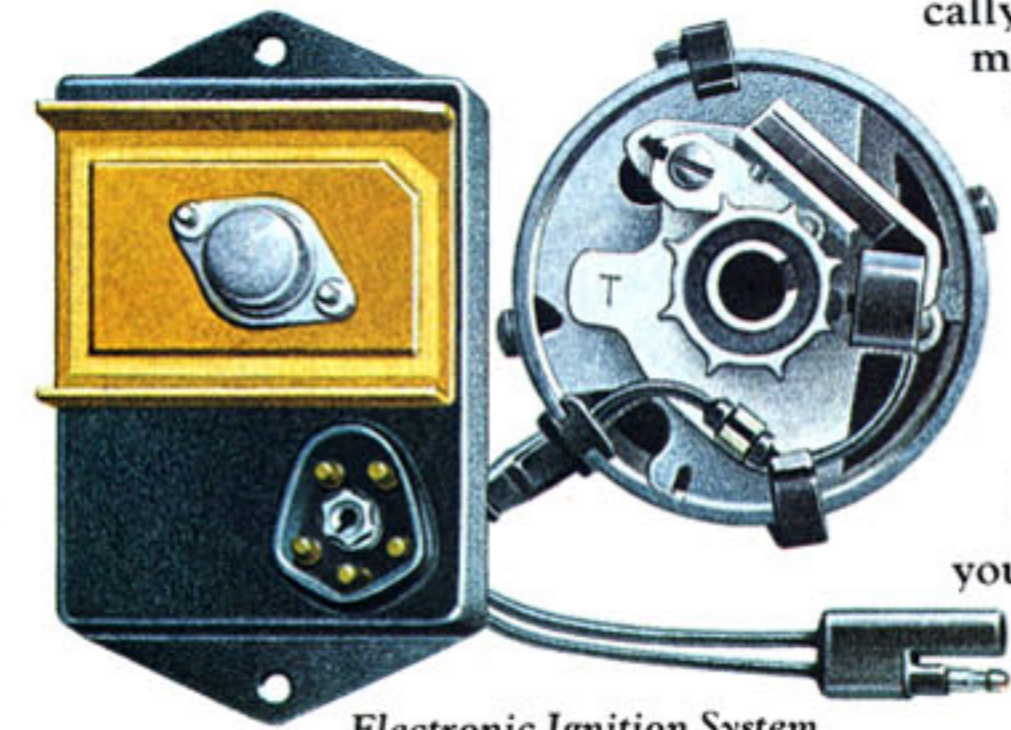
power front disc brakes and the Electronic Ignition System as standard equipment.

Compared to a conventional ignition system, Fury's electronic system is a hands-down winner. For example: there are no points or condenser. That means there are none to replace—so you may never have to worry about getting an ignition tune-up. The original engine timing should be good for 50,000 miles or more. You also get consistently higher voltage—by as much as 35%—for more dependable cold weather starts. It also helps eliminate many of the major causes of engine



Power Disc Brakes

transmission fluid filter that provides a 50% increase in filtering area to improve the life of both the fluid and the transmission.



Electronic Ignition System

misfiring and so reduces emissions. Excluding routine spark plug service, the system is virtually maintenance free in

normal use.

The standard transmission with all Fury engines is our legendary Torque-Flite.

For 1973, we've improved our TorqueFlite through a new

transmission fluid filter that provides a 50% increase in filtering area to improve the life of both the fluid and the transmission.

Electronically and mechanically we've done a lot to make sure your Plymouth Fury is built to last . . . built to be comfortable.

Take room for instance. Fury has one of the largest interiors in the industry.

Besides roominess, you also get comfort.

Take the driver's seat for example.

It supports you. It surrounds you with deep-foam padding. And it puts a whole world of comfort and convenience at your fingertips. Cooling from an optional air conditioner. Your choice of music from an optional stereo cassette player. You can lock the doors, roll up

the windows and enjoy the driving. With an optional sun roof you can even take in the great outdoors.

Your passenger hasn't been slighted either. We've designed a passenger seat that offers individual separation from the driver's side. That way, everyone gets the leg room they want. We've also made passenger seats which recline in a variety of positions.

We also feel that people who sit in the back shouldn't have to take a back seat in comfort. So we've designed plenty of room



Trailer-Towing Package

in back. Leg room. Hip room. Elbow room. And head room. Even an average six-footer won't bang his head on a Fury ceiling.

You have the option of putting speakers in the back for your radio or tape deck. If you want, you can make them stereo speakers and have a total of five.

Another comfort you will

enjoy is thick, loop-pile carpeting that covers the entire passenger compartment.

Chrysler engineers have designed an extra-protection bumper system that is capable of impacting a fixed barrier at 5 mph front,



Sun Roof

and 2½ mph rear without significant damage.

Why do we call these bumpers "extra-protection?"

Because we've done our best to exceed the federal government's new damage standards for low-speed accidents.

Some of the ways we accomplished this is by setting the bumper itself out from the sheet metal by as much as two inches to provide impact protection—and a full-width reinforcement is located behind the bumper surface to provide better beam strength during impact. There's also a bumper support structure using heavy-gauge steel with deep sections for added strength. And, in addition to

their impact capabilities, our elastomeric bumper guards help keep your Fury from slipping over or under another car's bumper during a low-speed collision.

To help protect the sides of the car, our Fury Gran Coupes, Gran Sedans and Fury III's come with a vinyl side molding that helps guard against dings and scrapes.

We've also done a lot to protect the car from illegal entry. All Furies have a new deck lid lock design that offers substantially increased resistance to illegal entry.

And our new Security Alarm System, available only with optional power door locks, offers additional peace of mind. This system is integrated right into



Extra-Protection Bumper System

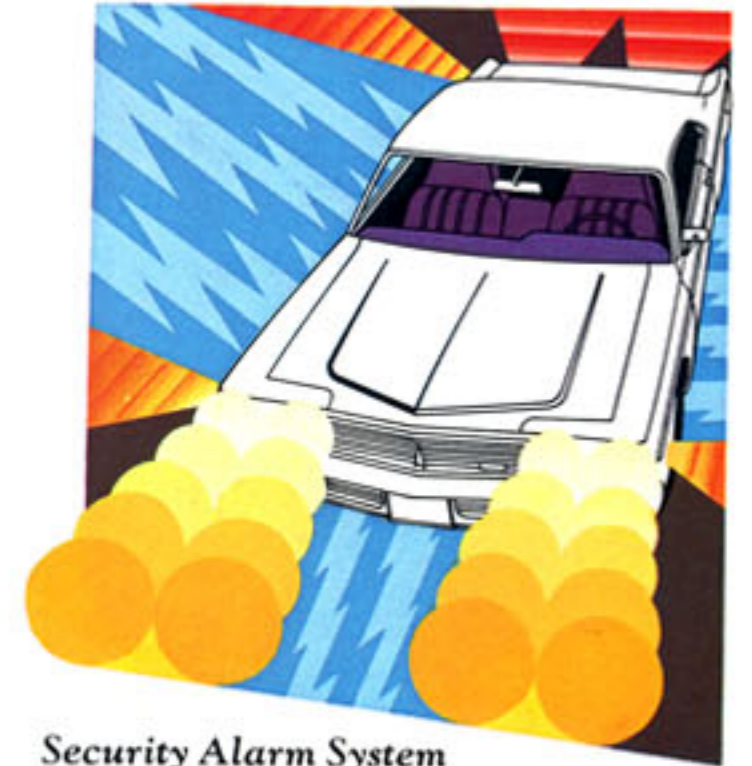
the car's wiring system.

The system is armed by locking either front door with the ignition-door key. Once the system is armed, it can only be turned off by using the same key. If someone tampers with the hood, trunk, door or ignition the alarm is activated. This alarm starts the headlights, taillights and side marker lights flashing in conjunction with the horn blowing intermittently. For your convenience, entrance to the trunk with the key is allowed without violating this system.

Another option you may want to consider is our trailer-towing package. With it, and the optional 440 cu. in. engine, your Fury can tow up to 7,000 lbs. Check our 1973 Trailer-Towing Guide for details.

Chrysler Corporation is also

Extra care in engineering . . . it makes a difference.



Security Alarm System

vitality interested in safeguarding the environment. Our Cleaner Air System is a highly integrated emission control system that has evolved over the years to effectively reduce the levels

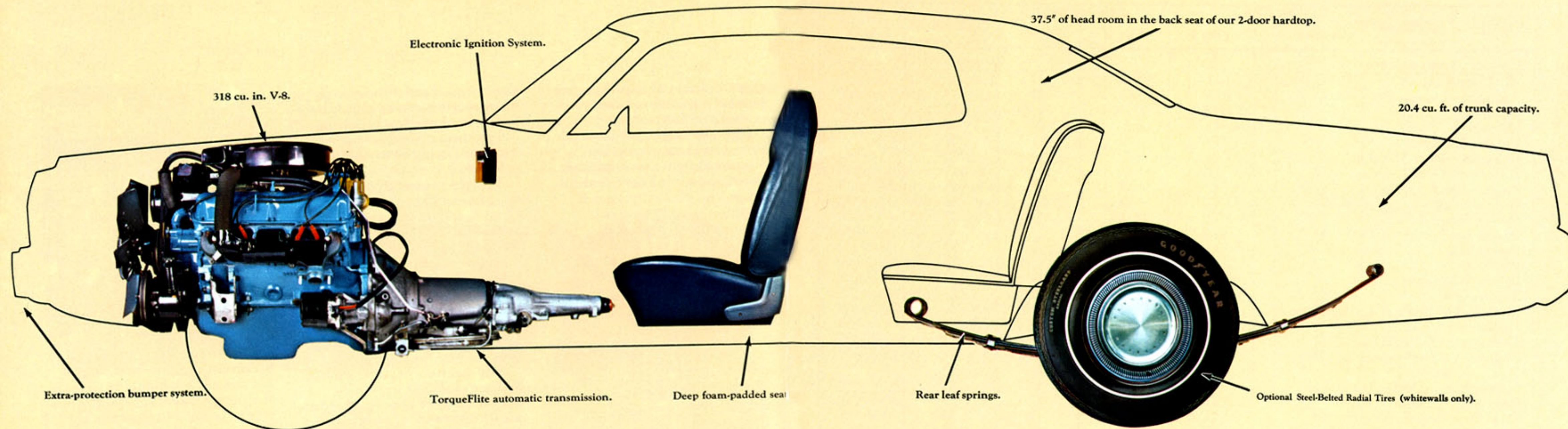
of automotive emissions. Emission levels for our '73 cars, as compared



Cleaner Air System

to cars having no emission controls, are as follows: Total hydrocarbons reduced by about 85%, carbon monoxide reduced by about 70%, and oxides of nitrogen by about 50%.

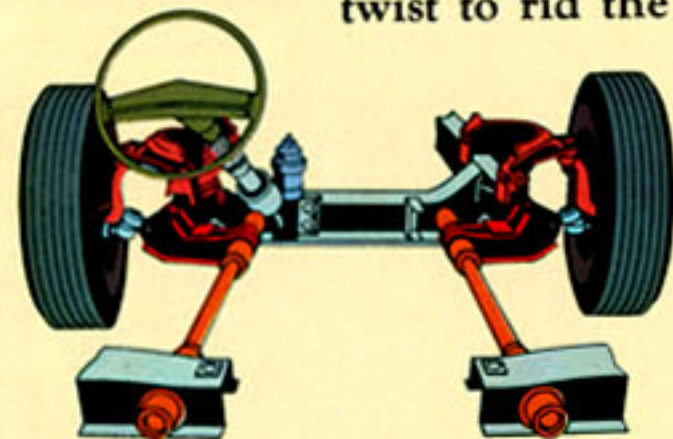
The 1973 Plymouth Fury coming through.



Extra care in engineering...it makes a difference.

All Furys come with front torsion-bar suspension.

These torsion bars actually twist to rid the



Front Torsion Bars

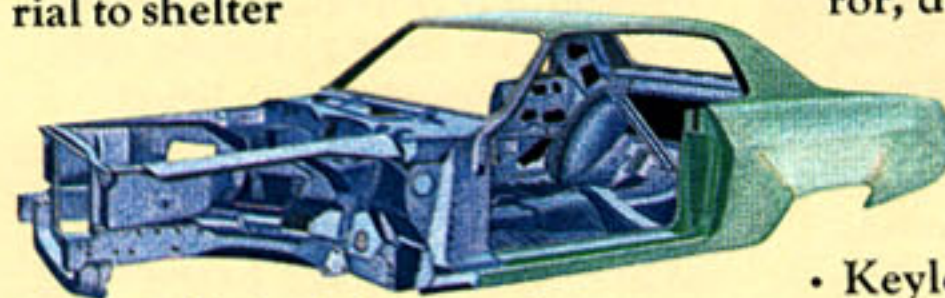
car of road shock and take the bumps out of bumpy roads.

In the rear, all Furys have long-span leaf springs with 4-point body support. The axle is mounted ahead of the center of the spring, where the thick, forward-section leaf springs help hold the car level during braking and acceleration. Also helping to stabilize the car is a front anti-sway bar and sea-leg mounted rear shock absorbers.

Our engineers also believe that unibody construction, with its over 4,000 welds, helps make the

car strong and free of rattles. You can't unbolt a Fury body from its frame. And every Fury body gets the 7-step dip-and-spray process treatment to help stop rust before it gets a chance to start.

To keep your Fury quiet, there's the Sound Isolation System. Eight rubber sound isolators separate the stub-frame from the structure of the car. And there's as much as 160 square feet of sound insulation material to shelter



Unibody Construction

you from outside noise.

These are some of the things that go into Torsion-Quiet Ride. Available only on Chrysler products.

It makes a difference in the way our cars ride and handle.

Plus giving you an experience in quiet driving.

Fury I, II, and III Standard Features

Torsion-Quiet Ride • 318 V-8 engine • TorqueFlite automatic transmission • Electronic Ignition System • Power steering • Power brakes, front discs and self-adjusting rear drums • Bright bumper guards • All-metal grille • Dual headlamps • Bias-belted tires (set of 5) • Hubcaps (set of 4) • Front anti-sway bar • 41-ampere alternator • 280-ampere battery • Outside rearview mirror, driver's side • Fuel gauge • Temperature gauge • Ammeter • Low oil pressure warning light • Panel light dimmer and interior lights

• Keyless door locking • Armrests, front and rear • Instrumentation with non-glare floodlights • Directional signals with lane-change feature • Cigarette lighter • Inside hood release • Glove box lock • Dome light • Front door courtesy light switches • Roof silencer and insulation • Safety door locks • Back-up lights • Soft coat hooks • Ashtrays in instru-

ment panel and rear armrests • Dual horns • Bright drip rail molding • Concealed windshield wipers • Rear compartment sound barriers • Fresh-air heater and defroster • Side cowl fresh-air ventilation • Loop-pile carpeting with padding* • Bright full-length body side moldings** • Full-length body side moldings with protective vinyl inserts# • Ashtray light# • Trunk compartment light# • Bright upper door frame molding (4-door sedan)# • Bright wheel lip molding# • Simulated wood-grain inserts on door trim panels# • Simulated wood-grain accent on instrument panel cluster and pad# • Glove box light# • 3-spoke steering wheel with simulated wood-grain insert# • Bright base armrests, front and rear# • Cleaner Air System.

*Not on Fury I **Fury II only #Fury III only

Gran Coupe/Gran Sedan Standard Features

(All of the above plus these additions and substitutions) Electric clock • Door pull strap • Lower door panels, carpeted • Pull-

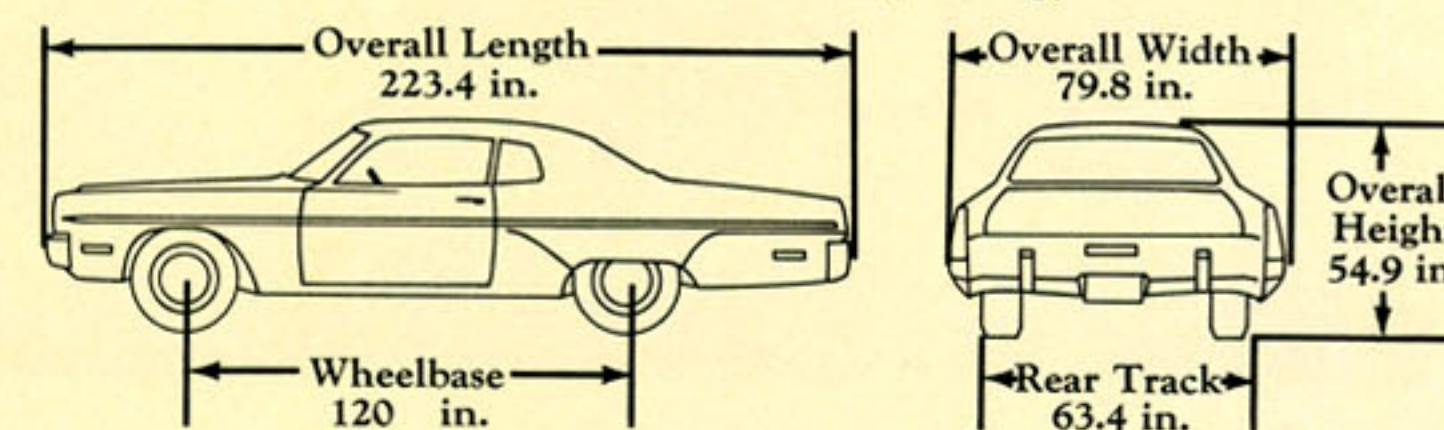
down center armrest in an all-vinyl bench seat with integral head restraints • Sill molding • Belt molding • Body side molding with color-keyed vinyl inserts • Deluxe wheel covers • Extra rear-seat sound barrier • Dome lamp rear door courtesy switches (Gran Sedan only).

Standard Safety Features

(All Furys) Extra-protection bumper system capable of withstanding head-on barrier impact forces of 5 mph front and 2½ mph rear • Less flammable interior materials • Fuel-tank impact protection • Locking and energy-absorbing steering column • Energy-absorbing front

seat-back and armrests • Energy-absorbing instrument panel padding • Seat belts, all seating positions • 3-point hookup arrangement on seat belts • Dual front shoulder harness • Head restraints, 2 front • Manual door locks—levers have non-override lock feature, except driver's door • Inside door release levers, flush-type • Padded sun visors • Dual braking system with warning light • Side marker lights and reflectors • Hazard warning light system • Windshield wipers, 2-speed, electric • Electric windshield washers • Locking latch on all folding front seat-backs • Left outside rearview mirror • Vinyl-clad day/night inside rearview mirror • Safety-Rim wheels.

Dimensions Exterior 2-Door V-8 (Hardtop)



Extra care in engineering...it makes a difference.

Fury Options. Check off your choice with this handy option selector.

OPTIONS	CAR MODELS				CHECK LIST
	Fury I	Fury II	Fury III	Gran Coupe Gran Sedan	
Comfort/Convenience					
Air Conditioning	O	O	O	O	
Auto-Speed Control	O	O	O	O	
Brougham Package	NA	NA	NA	O	
Carpets	O	S	S	S	
Clock—Electric	O	O	O	S	
Defogger—Rear Window	O	O	O	O	
Differential—Sure-Grip	O	O	O	O	
Engine Block Heater	O	O	O	O	
Light Package	O	O	O	O	
Power Seat—Bench	O	O	O	O	
Power Buckets or 50/50, Left	NA	NA	O	O	
Power Deck Lid Release	O	O	O	O	
Power Door Locks	O	O	O	O	
Power Windows	O	O	O	O	
Radio—AM	O	O	O	O	
Radio—AM Stereo Cassette Tape	O	O	O	O	
Radio—AM/FM	O	O	O	O	
Radio—AM/FM Stereo	O	O	O	O	
Radio—AM/FM Stereo w/Stereo Cassette Tape	O	O	O	O	
Microphone (Dealer-Installed)	O	O	O	O	
Rear Seat Speaker ¹	O	O	O	O	
Dual Rear Seat Speakers ²	O	O	O	O	
Seat—Child-Safety (Dealer-Installed)	O	O	O	O	
Security Alarm System	O	O	O	O	
Steering Wheel—Tilt (with "Rim-Blow")	O	O	O	O	
Strato Ventilation	O	O	O	O	
3-Speed Windshield Wipers	O	O	O	O	
Tinted Glass	O	O	O	O	

O-Optional. S-Standard. NA-Not Available. ¹NA with Stereo. ²Available only with Stereo.

A. Vent Windows are available for all 4-door models.

B. Wheel Opening Skirts are an additional styling touch for your Fury.

C. Sun Roof is power-operated. (Must be ordered with a vinyl roof.)

D. Tilt Steering Wheel adjusts to your driving comfort. Includes a "Rim-Blow" horn.

E. Stereo Tape Cassette gives you your choice of sounds. Available with an AM or AM/FM radio. (Optional dealer-installed microphone also available.)

F. Trailer-Towing Package lets you tow up to 7,000 pounds.

G. AM/FM Radio can be had with or without stereo speakers.

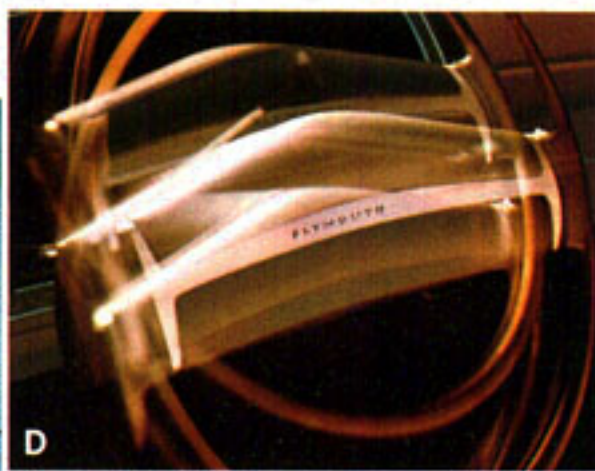
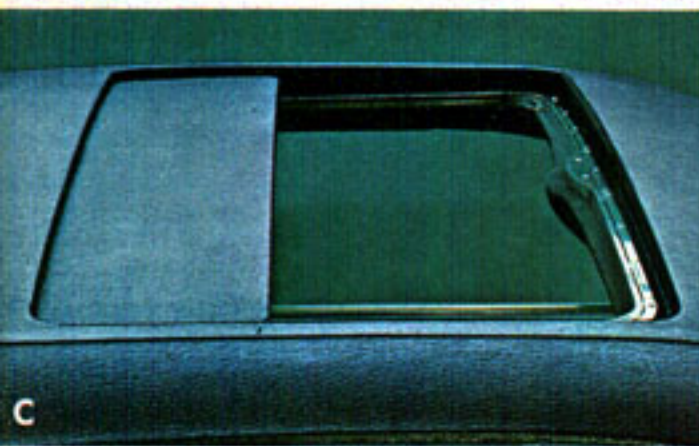
H. Power Door Locks provide additional back-seat safety for children.

I. Power Windows let you control all the windows from the driver's seat.



OPTIONS	CAR MODELS				CHECK LIST
	Fury I	Fury II	Fury III	Gran Coupe Gran Sedan	
<u>Comfort/Convenience (Cont.)</u>					
Trailer-Towing Package	O	O	O	O	
Trailer-Wiring Package	O	O	O	O	
Undercoating & Hood Pad	O	O	O	O	
Vent Windows ³	O	O	O	O	
<u>Decor/Dress-Up</u>					
Door Edge Protectors	O	O	O	O	
Floor Mats—Colored-Keyed	O	O	O	O	
Mirror—Remote Control, Left	O	O	O	O	
Mirror—Outside, Right	O	O	O	O	
Molding—Belt ⁴	NA	NA	O	S	
Molding—Sill	O	O	NA	S	
Road Wheels—Chrome-Style	O	O	O	O	
Sun Roof	O	O	O	O	
Tires—Whitewall	O	O	O	O	
Wheel Covers—Deluxe	O	O	O	S	
Wheel Covers—Premier	O	O	O	O	
Wheel Opening Skirts	O	O	O	O	
Vinyl Roof	O	O	O	O	
<u>Performance</u>					
360 V-8	O	O	O	O	
400 V-8	O	O	O	O	
440 V-8	O	O	O	O	
375 Amp Battery	O	O	O	O	
440 Amp Battery	O	O	O	O	
Heavy-Duty Package	O	O	O	O	
Heavy-Duty Shock Absorbers	O	O	O	O	
Heavy-Duty Suspension	O	O	O	O	
Steel-Belted Radial-Ply Tires	O	O	O	O	

³Available only on 4-door models. Tinted glass required. ⁴Available on hardtop models only.

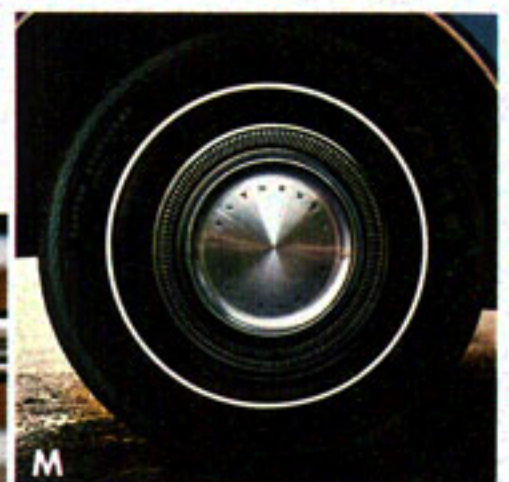
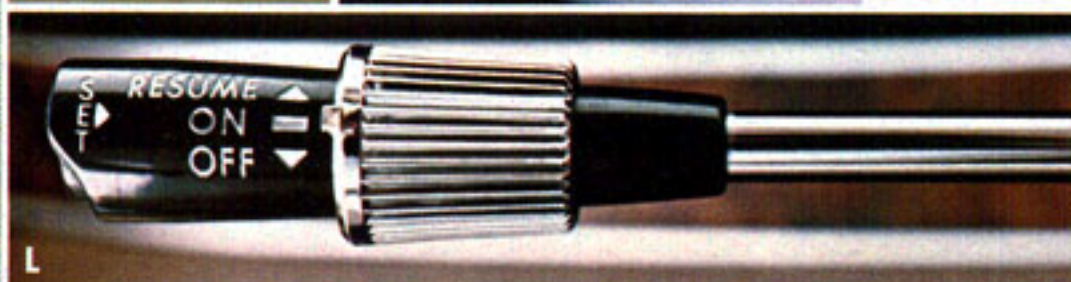
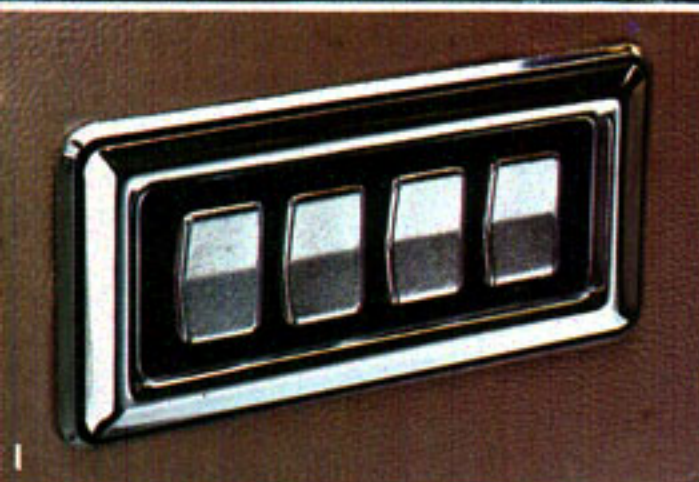


J. Security Alarm System helps safeguard your car from intruders. (Must be ordered with power door locks.)

K. Power Seats give you an infinite number of seating positions.

L. Auto-Speed Control is a great option for freeway driving.

M. Steel-belted Radial Tires provide substantially greater protection against cuts and punctures (whitewalls only).



Extra care in engineering . . . it makes a difference.

Fury Colors



Silver Frost Metallic



Blue Sky



True Blue Metallic



Regal Blue Metallic



Rallye Red



Mist Green



Amber Sherwood Metallic



Forest Green Metallic



Sahara Beige



Coral Turquoise Metallic



Chestnut Metallic



Spinnaker White



Formal Black



Sun Fire Yellow



Honey Gold



Golden Haze Metallic



Tahitian Gold Metallic

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Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth Dealer.



Extra care in engineering...it makes a difference.



KEEP YOUR
CAR
"FACTORY NEW"
WITH GENUINE
MOPAR PARTS