
1978 Plymouth Fury



Fury Sport

You're a go-ahead kind of person ... going after the good life from new and fresh angles. And along comes a car that's going your way. 1978 Plymouth Fury.

It looks new every time you see those young, beautiful lines

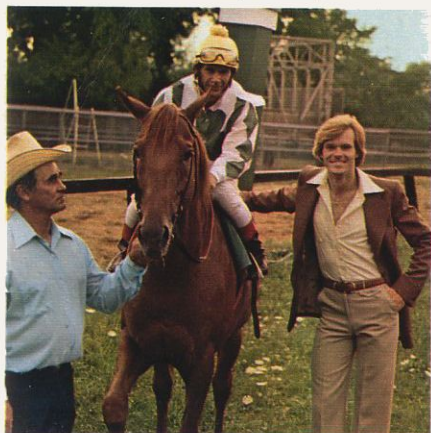
and wide, eye-filling expanses of glass.

What Fury is your kind of Fury?

Here's the Fury Sport — a youthful, handsome 2-door hardtop that, in price, styling and value features, says: "Go ahead. Enjoy!"

One look and your eye notes the crisp, lean, swift lines that sweep back to belie the spacious interior and culminate in the classic rear-deck treatment. Very nice.

Taking the tour inside the Fury Sport, you'll find added luxury for 1978. Padded luxury trim and console armrests on doors. Soft-touch steering wheel. Full shag carpeting. Rich Saxony velour-and-vinyl bench seat with fold-down center armrest. All standard. All very nice.



You can order the new-style all-vinyl bucket seats — an option at no extra cost on Fury Sport 2-door.

Two other optional interiors are available — the handsome velour, or dramatic Checkmate cloth-and-vinyl 60/40 split-bench seat, which reclines on the passenger side. A stylish option is the popular canopy roof, with its open design in its window styling. A sparkling addition to Fury this year is optional aluminum Fascia road wheels. Real dazzlers!

Fury Sport moves out on an agile 114.9-inch wheelbase. Big enough for a



A new and tempting optional interior ... "Checkmate" cloth with vinyl trim. The 60/40 split-bench seat has a wide fold-down center armrest and reclining passenger seat for luxurious comfort.

Supple, all-vinyl bucket seats are optional in the Fury Sport at no extra cost. Center cushion with center armrest and stylish new low-back design with adjustable headrests and exciting color choices add to its comfort and appeal.

smooth, solid ride. Small enough for easy handling and parking.

The standard engine is the snappy 225 Super Six with a three-speed manual

transmission. And you have some powerful options, too, including the 318, 360 or 400 cu. in. V-8s, all featuring Chrysler's famous Electronic Lean Burn System.

All this — and still more in your Fury Sport. Front disc brakes. Two-speed wipers. Padded instrument panel. Padded sun visors. Upper level ventilation. Unibody construction. Torsion bar suspension. Quality and durability features that Fury owners have come to expect. But perhaps the most unexpected part of Fury is the price. It's within the comfort range of most budgets. And like everything else in Fury, it says "Go ahead!"





1978 Plymouth Fury Sport with optional canopy roof and optional aluminum Fascia road wheels.

Some items pictured on vehicles in this catalog are extra cost options. See chart on page 11 for engine and Lean Burn System availability restrictions in California and high altitudes.

Fury Salon

Implications of a limousine go with the roomy luxury of the 4-door Fury Salon. Truly a family car in the best Plymouth tradition, the Salon gives a feeling of spaciousness with the high visibility that comes from the expanse of glass, and trim, narrow pillars. Bright sill moldings and wheel lip moldings set off the big-car look on a 117.4-inch wheelbase . . . optional wide



body side moldings with color-keyed vinyl inserts provide a touch of elegance. Open the doors and you will take comfort in the plush velour-and-vinyl bench seat with a center fold-down armrest, and deep shag carpeting, front and back. The door trim is padded, and elegant pull-handles may save the ladies' breaking a nail!

As with most Fury models, the Salon incorporates Chrysler's new seat-back design which reduces weight with no sacrifice in seating

comfort — it results in more comfort for rear-seat passengers who gain even more precious knee room!

Options to fit any need let you customize your Fury Salon in your image . . . See page 10.

Generations of Plymouth owners



Rich comfort and the glamor of Fury Salon's standard Saxony cloth-and-vinyl interior. Wide bench seat has fold-down center armrest, color-coordinated shag carpeting, padded door trim with cloth insert and elegant pull-handles. You won't want to leave it alone.

Optional . . . and so very enjoyable. The Oxford Super Soft all-vinyl interior with comfortable fold-down center armrest and color-coordinated interior luxury trim. Total effect: terrific.

have benefited from the many safety features they have come to expect on their cars.

You will benefit from safety rim wheels which tend to hold the tire in place in an emergency . . . resilient window crank knobs and flush design inside door release . . . high penetration-resistant windshield . . . side door guard beams to protect the passenger compartment . . . dual braking system . . . dual throttle return springs . . . interlocking door latches which reduce the chance of a door becoming unlatched during impact . . . fire retardant interior materials.

Engines? The 225 CID Super Six is the standard power plant. Options are the heralded Chrysler Lean Burn engines in 318, 360, and 400 V-8s.





LOS FELIZ PASSENGER STATION
Est. 1947 GRIFFITH PARK & SOUTHERN RAILROAD Elev 496

TICKETS
ENTRANCE

GP & SRR
FARES
SCHEDULES

1978

The 1978 Plymouth Fury Salon 4-door sedan with optional vinyl roof, and optional wire wheel covers.

Fury

What kind of Fury is your kind of Fury?

If price is a factor in your thinking, here are the two lowest priced Furys. Available in both two- and four-door body styles, the Fury is value-oriented.

The famous all-welded Unibody construction for strength and light weight . . . large hydraulic cylinders, part of the impact absorbing bumper system, help minimize damage due to minor impact. . . proven isolated front torsion bar suspension absorbs road shocks before they reach the car body . . . power front disc brakes, standard on all Furys, have high fade-resistant quality.



And there's more! Five brand new colors are added to the rainbow selection of acrylic enamel finishes. Interiors feature a wide front bench seat in rich feeling "Regency" cloth-and-vinyl fabric. And an all-vinyl contour cushioned bench seat, with the standard fold-down center armrest, is available as an option. Four engines are available for the Fury. The zippy 225 CID Super Six is standard . . . options include three

able for the Fury. The zippy 225 CID Super Six is standard . . . options include three

Who says that you can't have economical price and excitement too? Plymouth Fury gets it together in this optional all-vinyl "Vanguard" interior. Broad, comfortable bench seat has a fold-down center armrest, handsome door trim with pull-handle styling. It makes a beautiful buy.



Fury's standard bench seating in rich-looking "Regency" cloth-and-vinyl. It's that more-for-your-money styling that Fury is famous for.

V-8s with the heralded Electronic Lean Burn System with Electronic Ignition incorporated into the system: they come in 318, 360, and 400 CID sizes.

A full range of options tempt you to personalize your Fury to your particular life style: Air conditioning/tinted glass; TorqueFlite Automatic Transmission; Sure-Grip axle; protective bumper strips; clock; rear window defroster; right and left remote-control outside mirrors; power assists; radios of almost every description; speed control; and various dress-up selections.

Fury is a tomorrow car with comfort and engineering features for today . . . the today that you live with and drive with. It's a big car at a small car price.





FRUITS
VEGETABLES
FLOWERS

1978

1978

The 1978 Plymouth Fury 4-door sedan, background.
In the foreground, the 2-door Fury hardtop with optional canopy vinyl roof.

Fury Suburbans

These Plymouth Fury station wagons are real winners . . . in hauling, capacity and comfort, not to mention good looks at a good price. A work horse during the day . . . an elegant personal car for the entire family come evening — that's the Suburban.

Available as a Fury Suburban, or the more luxurious Sport Suburban, these Plymouth wagons have earned their reputation as superb, versatile vehicles. On a 117.5" wheelbase with an extra wide rear track of 63.4", the Fury Suburban encloses over 85 cubic feet of



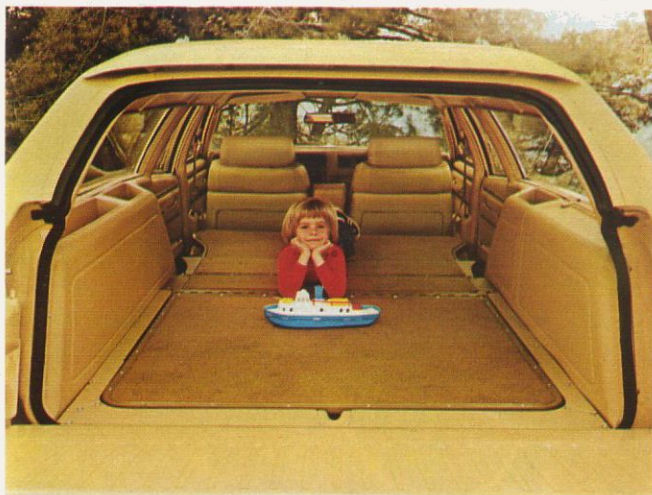
cargo space — it handles a 4'x8' panel flat — and it's fully carpeted for comfort and noise reduction. It's great for haulin' or callin'.

The Fury Suburban is finished from a selection of 12 sparkling acrylic colors — five of which are new for '78.

The Sport Suburban features a simulated woodgrain applique on the body side panels with acrylic enamel paint on the rest of the body for a striking country-styled look.

Automatic transmission, power steering and power front disc brakes

are standard on Fury wagons, as well as the three-way rear doorgate and a roadworthy heavy-duty suspension. The 360 2-bbl. V-8 Lean Burn engine is standard in the Fury Suburban



Cargo area has 85.5 cu. ft. of cargo volume and can handle a 4'x8' panel flat. It's a lot of room to work with or play with. Sound-deadening insulation makes these wagons even more enjoyable.

and the Sport Suburban.

The thing to appreciate is that the Fury Suburbans are big wagons . . . lots of room,

lots of ride, lots of comfort and class!

Fury Suburbans are Chrysler Products . . . which means the skill and attention of Chrysler Engineering has been given to every detail.

When you think 'station wagon' you think room . . . you think doing things and going places . . . you think family fun and adventure. Plymouth Suburban puts thinking into action. A fine way to go wagon this year is to go with Fury Suburban.



Optional in the Fury Sport Suburban only is this all-vinyl 60/40 bench seat with fold-down center armrest and passenger-side recliner.



Fury Suburban with optional roof luggage rack, air deflector and deluxe wheel covers.

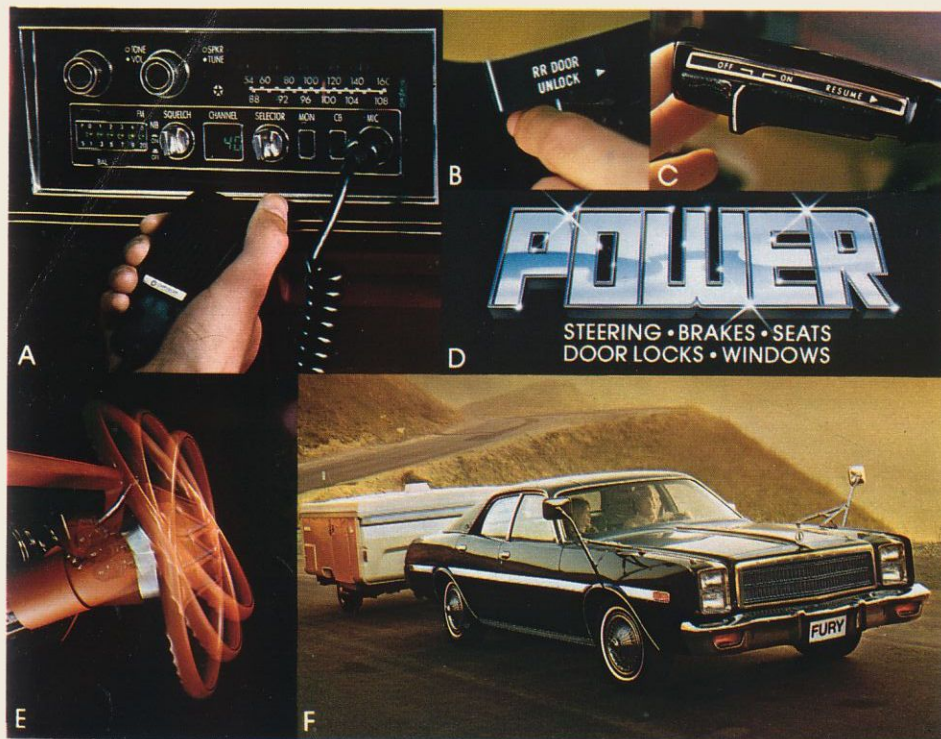


The convenience of a three-way doorgate is standard with the Suburbans. When lowered, doorgate permits easy access for loading. Easy going for you!



1978 Plymouth Fury Sport Suburban, with handsome simulated woodgrain exterior accents and optional roof luggage rack and air deflector.

Fury Options



A. In-dash 40 channel CB radio integrated with pushbutton AM or AM/FM stereo, with digital channel display. Plug-in microphone and retractable Tri-band power antenna.

B. Automatic wagon doorgate lock is activated when ignition is turned on. A fine family safety feature.

C. Automatic speed control lets you select and hold steady speed. Press a button, relax and let the control maintain your selected speed.

D. Power assists include steering

(standard on wagon), seats, door locks, windows and brakes. More power to you with Fury.

E. Tilt steering wheel adjusts to seven positions to give you a just-right angle of comfort. Makes it easy to get in and out, too.

F. Trailer-assist package. Order your Fury equipped with a heavy-duty trailer-assist package designed to meet your trailering needs. See your Plymouth sales representative for more information.

	Fury 2-Dr. H.T.	Sport 2-Dr. H.T.	Fury 4-Dr. Sedan	Salon 4-Dr. Sedan	WAGONS		Check List
					Sub.	Sport Sub.	
Air Conditioning (Pwr. steering, auto. trans. Rqd. w/6-cyl.)	0	0	0	0	0	0	
Axle—Sure-Grip differential (N/A 6-cyl.)	0	0	0	0	0	0	
Battery—500 amp, Long-Life	0	0	0	0	0	0	
Bumper Protective Rub Strips—front	N/A	N/A	0	0	0	0	
Bumper Protective Rub Strips—front & rear	0	0	N/A	N/A	N/A	N/A	
Clock—electric	0	0	0	0	0	0	
Console, w/ Bucket Seats (TorqueFlite rqd.)	N/A	0	N/A	N/A	N/A	N/A	
Defroster—rear window—elec. heated (Includes 100-amp alternator)	0	0	0	0	0	0	
Basic Group	0	0	0	0	0	0	
Emissions Control System & Testing N95 and N96	0	0	0	0	0	0	
Gas Cap—locking	0	0	0	0	0	0	
Glass, Tinted—all windows	0	0	0	0	0	0	
Tinted windshield only	0	0	0	0	0	0	
Hood Release—inside	0	0	0	0	0	0	
Horns—dual	0	S	0	S	0	S	
Light Package	0	0	0	0	0	0	
Mats—accessory floor, color-keyed	0	0	0	0	0	0	
Mirrors, Remote-control—left or left & right	0	0	0	0	0	0	
Mirrors, Remote-control, dual sport styled, chrome or painted	0	0	N/A	N/A	N/A	N/A	
Moldings, Belt	0	S	N/A	N/A	N/A	N/A	
Door Edge Protectors	0	0	0	0	0	0	
Upper Door Frame	N/A	N/A	0	S	0	S	
Sill	0	S	S	S	0	S	
Wheel Lip	S	S	0	S	S	N/A	
Power Steering (required w/V-8 engines)	0	0	0	0	S	S	
Power Bucket Seat or 60/40 Split-Bench—left	N/A	0	N/A	0	N/A	0	
Power Windows (door glass only)	0	0	0	0	0	0	
Power Doorgate Window	N/A	N/A	N/A	N/A	0	0	
Power Door Locks	0	0	0	0	0	0	
Radio—AM	0	0	0	0	0	0	
Radio—AM w/8-track stereo tape ¹	0	0	0	0	0	0	
Radio—AM/FM	0	0	0	0	0	0	
Radio—AM/FM stereo ¹	0	0	0	0	0	0	
Radio—AM/FM stereo w/8-track stereo tape ¹	0	0	0	0	0	0	
AM Radio Receiver w/CB Transceiver & Power Tri-band Antenna	0	0	0	0	0	0	
AM/FM Stereo Radio Receiver w/CB Radio Transceiver & Power Tri-band Antenna ¹	0	0	0	0	0	0	
Rear Speaker—single w/monaural radio only	0	0	0	0	0	0	
Roadability Package	0	0	0	0	N/A	N/A	
Seat Belts—color-keyed	0	0	0	0	0	0	
Shock Absorbers—heavy-duty	0	0	0	0	S	S	
Space Saving Spare (w/radial tires only)	N/C	N/C	N/C	N/C	N/A	N/A	
Speed Control—auto. (TorqueFlite rqd., N/A 6-cyl.)	0	0	0	0	0	0	
Steering Wheel, Luxury (power steering rqd.)	0	0	0	0	0	0	
Steering Wheel, Tilt (pwr. str. & TorqueFlite rqd.)	0	0	0	0	0	0	
Suspension—H.D. (includes H.D. shock absorbers)	0	0	0	0	N/A	N/A	
Trailer-Assist H.D. package (requires H.D. engine, TorqueFlite and 215x15" steel-belted radial tires)	0	0	0	0	0	0	
Undercoating (w/hood silencer pad)	0	0	0	0	0	0	
Wheel Covers—Deluxe	0	0	0	0	0	0	
Wheel Covers—Wire	0	0	0	0	0	0	
Road Wheels—"Fascia" Cast Aluminum	0	0	0	0	0	0	
Windshield Wipers—deluxe (intermittent wipe)	0	0	0	0	0	0	
Station Wagon Items: Air Deflector	N/A	N/A	N/A	N/A	0	0	
Automatic Doorgate Lock	N/A	N/A	N/A	N/A	0	0	
Adjustable Luggage Rack	N/A	N/A	N/A	N/A	0	0	

0—Optional S—Standard N/A—Not Available N/C—No Cost Option ¹Includes 4 Speakers (2 Front, 2 Rear)

Fury Standard Equipment

Fury (Hardtop, Sedan, Suburban Wagon) • Bumper guards • F78x15" glass-belted black sidewall tires (N/A wagons) • H78x15" glass-belted black sidewall tires (std. wagon only) • Acrylic enamel finish • Deck lid lower molding (hardtop) • Cargo compartment carpet (wagon) • Rear seat armrests with bright bases and ashtrays (sedans) • Cigarette lighter • Front armrests with bright base (sedan) • Coat hooks • 225 2-bbl. CID Super Six (360 2-bbl. V-8 – wagons) • Electronic voltage regulator • Tuned exhaust system • Lockable glove box • Instrument panel ashtray • 60-ampere alternator • 3-way doorgate (wagons) • Wheel opening moldings (hardtops-wagons) • Hubcaps • Sill moldings (sedan only) • Color-keyed carpet • Upper level ventilation system • Dome light • Heater and defroster • 3-spd. manual transmission with 225 2-bbl., (hardtops-sedans) • TorqueFlite transmission (std. on wagon) • Front sway bar • 375-ampere battery • Isolated front & rear suspension • Heavy-duty suspension (wagons).

Fury Sport (Fury standard features plus these additions and substitutions) • Hood rear edge and belt moldings • Hood ornament and hood center molding • Sport name on rear pillar • Plush velour bench seat with center armrest • Luxury door trim panels with pull-handles • Shag carpeting • Dual horns.

Fury Salon (Fury standard features with the following additions and substitutions) • Hood ornament and hood center molding • Salon nameplate and crest • Deck lower

molding • Plush velour bench seat w/center armrest • Luxury door trim panels with pull-handles • Shag carpeting • Wheel opening moldings • Upper door frame moldings • Dual horns.

Fury Sport Suburban Wagon (Fury standard features with the following additions and substitutions) • Simulated woodgrain vinyl side applique and doorgate applique • Stand-up hood ornament & hood center molding • Dual horns • Upper door frame moldings • Luxury vinyl bench seat with fold-down center armrest • Luxury door panels w/pull-handles • Shag carpeting.

Standard Safety Features

Unibelt restraint system • Shoulder belt tension reliever with door activated tension release • Hazard warning flasher • Turn signals with lane change feature • Side marker lights and reflectors • Back-up lights • Disc brakes • Dual braking system with warning lights • Dual throttle return springs • Circuit breakers for wipers and headlamps • Electric windshield wipers and washers • Energy absorbing steering column • High penetration-resistant windshield • Padded instrument panel, sun visors, and top on front seat back • Double ball joint mounted rearview mirror with soft rim • Side door guard beams • Folding seat back latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Lock buttons override inside door release lever • Fire retardant interior trim materials • Left outside rearview mirror • Safety rim wheels.

Standard Specifications

Engines	225 2-bbl. "Super Six"; (360 2-bbl. V-8; std. wagons)
Transmissions	3-spd. manual on 225; TorqueFlite (std. wagons)
Suspension	Front: Torsion bars, Rear: Asymmetrical leaf springs
Tires	F78 x 15" black sidewall ¹ – glass-belted
Brakes	Power disc front; rear drums
Electrical System	Battery: 375 amp on 225, 325 amp on 318 V-8; 440 amp on 360, 400; Alternator: 60 amp; Electronic Ignition System; Transistorized voltage regulator
Fuel Tank	20.5 gal. for 225; 25.5 gal. for 318, 360, 400; 20.0 gal. for wagon
Trunk Capacity	19.7 cu. ft. (4-door models); 14.7 cu. ft. (2-door models)
Cargo Volume (wagon)	85.5 cu. ft. (2-seat wagon has 5.2 cu. ft. additional concealed cargo space)

Wheels and Tires

	Hardtops & Sedans (all engines)	Wagons
F78 x 15" glass-belted bsw	Standard	Not Available
F78 x 15" glass-belted wsw	Optional	Not Available
G78 x 15" glass-belted bsw ²	Optional	Not Available
G78 x 15" glass-belted wsw	Optional	Not Available
H78 x 15" glass-belted bsw ³	Optional	Standard
H78 x 15" glass-belted wsw ³	Optional	Optional
215 x 15" (metric) steel-belted, radial-ply wsw ^{4,5}	Optional	Optional
GR78 x 15" steel-belted, radial-ply wsw ⁵	Optional	Not Available
GR60 x 15" Aramid-fiber radial RWL ⁶	Optional	Not Available

Engine and Rear Axle Availability

Engines	Transmissions	Lock-up Torque Converter	Std. Axle Ratios	Fury Hardtops & Sedans	Fury Wagons
All states except California and high altitudes.					
225 2-bbl. "Super Six"	3-spd. manual column shift TorqueFlite automatic	N/A	3.2 2.9	S O	N/A N/A
318 2-bbl. V-8*	TorqueFlite automatic	S	2.7	O	N/A
360 2-bbl. V-8*	TorqueFlite automatic	S	2.4 (2.7 wagon)	O	S
400 4-bbl. V-8*	TorqueFlite automatic	S	2.4 (2.7 wagon)	O	O
400 4-bbl. H.D. V-8* ⁶	TorqueFlite automatic	N/A	3.2	O	O
High altitude – over 4000' (N96 required), Also available in low altitude areas.					
318 2-bbl. V-8*	TorqueFlite automatic	N/A	3.2	O	N/A
360 4-bbl. V-8	TorqueFlite automatic	N/A	3.2	O	O
California (N95 required), Also available in states other than California.					
318 4-bbl. V-8*	TorqueFlite automatic	S	2.7	O	N/A
360 4-bbl. V-8	TorqueFlite automatic	S	2.7	O	O
360 4-bbl. H.D. V-8 ⁶	TorqueFlite automatic	N/A	3.2	O	N/A

bsw – black sidewall wsw – white sidewall RWL – raised white letters ¹H78 x 15" bsw glass-belted std. on wagons. ²Minimum size required w/air conditioning and 400 4-bbl. V-8 engine. ³Not available with hardtops. ⁴Minimum size reqd. with H.D. Trailer-Assist Package. ⁵Power steering reqd. ⁶Only engines available w/heavy-duty package (A36). ⁷Includes Electronic Lean Burn System. S – Standard O – Optional N/A – Not available
NOTE: Optional Sure-Grip differential available w/std. axle.

Fury Engineering and Electronics

The computer-controlled Electronic Lean Burn System is now standard on Fury 318, 360¹ and 400 V-8s... the engines that think!

A totally different approach to engine control, the Electronic Lean Burn System employs a small computer, making it possible to use lean air/fuel mixtures during part-throttle operation... The precise moment for spark plug firing is determined instantaneously by the Spark Control Computer. It continuously monitors engine speed and load and adjusts for driving conditions and air temperatures.

Unibody Construction. Using more than 4000 welds, body panels and structural members are fused into one unit. It's a totally strong, solid structure.

Impact-Absorbing Bumper System. Large hydraulic cylinders help soak up the shock of minor low speed impacts.

TorqueFlite Automatic Transmission. Completely maintenance-free. No band adjustments, no fluid or filter replacement is recommended under normal driving conditions!

New Lock-up Torque Converter. Improves fuel economy in both city and highway driving on V-8 engines. (See Engine-Transmission chart on page 11 for availability.)

Torsion Bar Front Suspension. Road shocks are absorbed by the twisting action of the torsion bar before they can be transmitted to the car body.

Power Front Disc Brakes. Standard on all Furies. Excellent fade-resistance. Rear brake drums are self-adjusting.

225 2-bbl. Super Six. One of the most popular engines ever built is Chrysler's 225 1-barrel Slant Six. For the Fury, there's a 2-barrel version, standard — the Super Six — with ten more horsepower to give you peppy performance. There are also the optional V-8s — the 318, 360, and 400 cubic inch engines.

7-Step Rust and Corrosion Protection. Every Fury body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process.

Extended Oil Change Interval. Your 1978 Fury maintenance is simplified with an oil change interval of 7500 miles, or six months of normal driving. It's another example of how Chrysler engineering is striving to reduce maintenance on its cars.

Electronic Ignition System. The distributor used with electronic ignition features no points and no condenser. Result: no more ignition tune-ups in normal use. Helps deliver sure starting voltage in any weather. And can increase spark plug life up to 30,000 miles in normal use when unleaded fuel is used. On Lean Burn engines the Electronic Ignition is built-in the Lean Burn System.

Electronic Voltage Regulator. Maintenance-free! Its electronic circuitry is sealed in tough epoxy — shock-resistant, moisture-resistant and extremely durable.

Long-Life Battery. The best battery you can buy. This optional 500-amp battery requires only that you keep the water at proper level.

High-Capacity Alternator. Helps prolong battery life by sending a charge to the battery even when engine is idling. Included with the optional electrically heated rear window defroster.

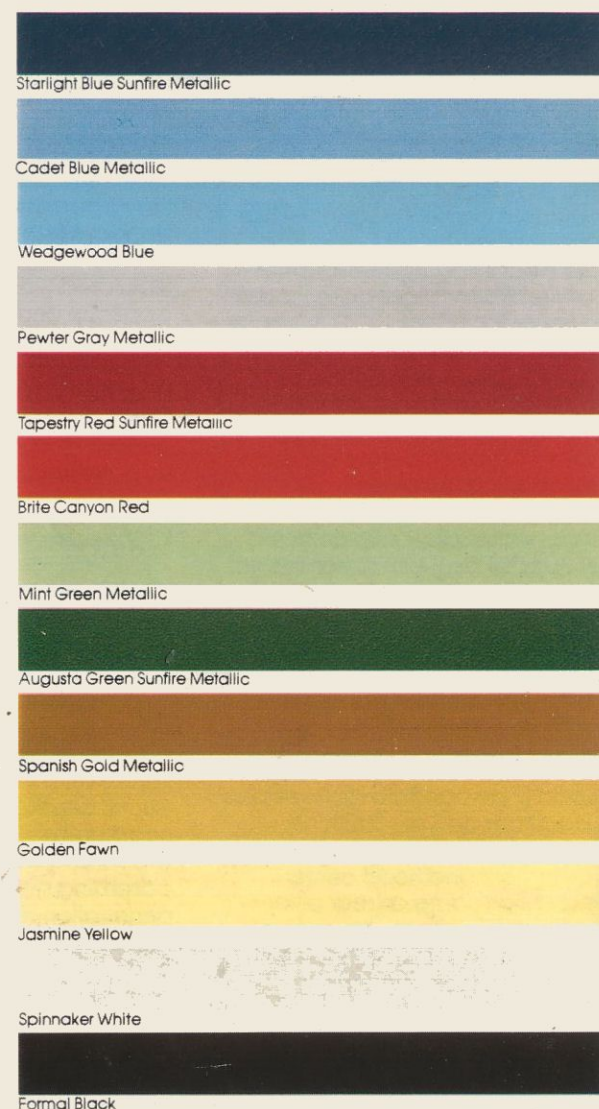
¹ELB not available on 360 4-bbl.

1978 Fury Dimensions

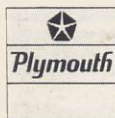
	2-Door	4-Door	Wagon
Wheelbase	114.9"	117.4"	117.5"
Overall Length	213.2"	218.0"	225.1"
Overall Width	77.7"	77.7"	78.8"
Overall Height	52.9"	54.3"	56.9"
Front Leg Room	42.6"	42.6"	42.6"
Front Head Room	37.7"	38.7"	39.6"
Front Shoulder Room	59.0"	58.9"	58.9"
Front Hip Room	56.6"	59.2"	59.2"
Rear Leg Room	32.1"	34.9"	34.4"
Rear Head Room	36.6"	37.3"	39.7"
Rear Shoulder Room	59.8"	59.3"	59.3"
Rear Hip Room	57.0"	59.2"	59.2"
Front Track	61.9"	61.9"	61.9"
Rear Track	62.0"	62.0"	63.4"

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1978 Colors



NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Plymouth Dealer for accurate color chips.



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