

# 1974 Plymouth **FURY**

Fury Gran Sedan • Fury Gran Coupe • Fury III • Fury II • Fury I



## THE 1974 FURY

Every 1974 Plymouth Fury has been beautifully and completely restyled from front to rear. They also have several engineering differences that could make a difference in the next car you buy. Plymouth tough is beautiful.

Outside, the Furys have a crisp, new hood, roof and rear-deck profile. The body is highlighted by tastefully appointed, highly decorative bright moldings.

Inside, Fury styling takes on a fresh, contemporary look with loop-pile carpeting, a new modular instrument panel and new interior fabrics and appointments.

The 1974 Furys are also designed to be quiet. Thanks to plenty of new acoustical materials, sound deadeners and a new tuned exhaust system.

Comfort, convenience and performance features put the 1974 Fury in a class by itself. Standard features include TorqueFlite automatic transmission, power steering, power front disc brakes, Electronic Ignition System, Torsion-Quiet Ride and new, upper-level ventilation on all Fury models.

Some of the items listed above are the engineering differences you'll find in every 1974 Fury. More information on these differences can be found on pages 10 and 11.

## GRAN COUPE & GRAN SEDAN

The 1974 Gran Coupe and Gran Sedan are the sleekest, most beautiful Furys we have ever built.

They have been completely restyled . . . and we've even made distinctive, dual paint stripes and deluxe wheel covers standard features on both beautiful models.

We've increased the glass area on the 1974 models—over 25% on 4-door hardtops—for improved driver and passenger visibility. Made upper-level ventilation standard for added driving comfort. Designed a new modular instrument panel that lets you reach every button and switch . . . even with your seat

belts fastened . . . and added a new bin-type glove box that has a handy coin holder.

Other Gran Coupe and Gran Sedan features include a three-spoke padded steering wheel, an electric clock and a 400-CID 2-barrel V-8 engine that runs on regular or low-lead fuel. All standard.

You also get all of the Chrysler Corporation engineering differences like TorqueFlite automatic transmission that requires no maintenance under normal driving conditions, and electronic ignition that has no points or condenser to replace.



Background: Fury Gran Sedan

Foreground: Fury Gran Coupe

## GRAN COUPE AND GRAN SEDAN INTERIORS

Fury interiors are luxurious, beautiful and, naturally, very comfortable. For example, the cloth-and-vinyl split-back bench seat with the center fold-down armrest that is shown below was selected for Fury because it's been designed to give you many miles of riding comfort. It's available in blue, gold, black, green or parchment. There is also an all-vinyl interior available as a no-cost option in the same colors.

We've matched up our elegant interiors with a new modular

instrument panel that's as functional as it is beautiful. It has all of the operational controls left of the steering wheel and all the comfort controls on the right. All within easy reach. The design is such that it will give you a more personal feel when you drive your 1974 Plymouth Fury.

Since you'll probably be spending many hours of motoring in your Fury, here are a couple of ways to add more pleasure and comfort. You can start with any of our new family of radios that

includes an optional AM/FM stereo radio with 8-track stereo tape. An electronic digital clock that has been certified by the Swiss government as a chronometer and accurate to within a minute a month. A new air conditioning system with automatic temperature control, or a Tilt and Telescope steering wheel. Another convenience option is our 50/50 Brougham bench seat with dual center armrests, individual adjustments and passenger-side recliner (4-door models).



Standard Gran Coupe and Gran Sedan cloth-and-vinyl split-back bench seat



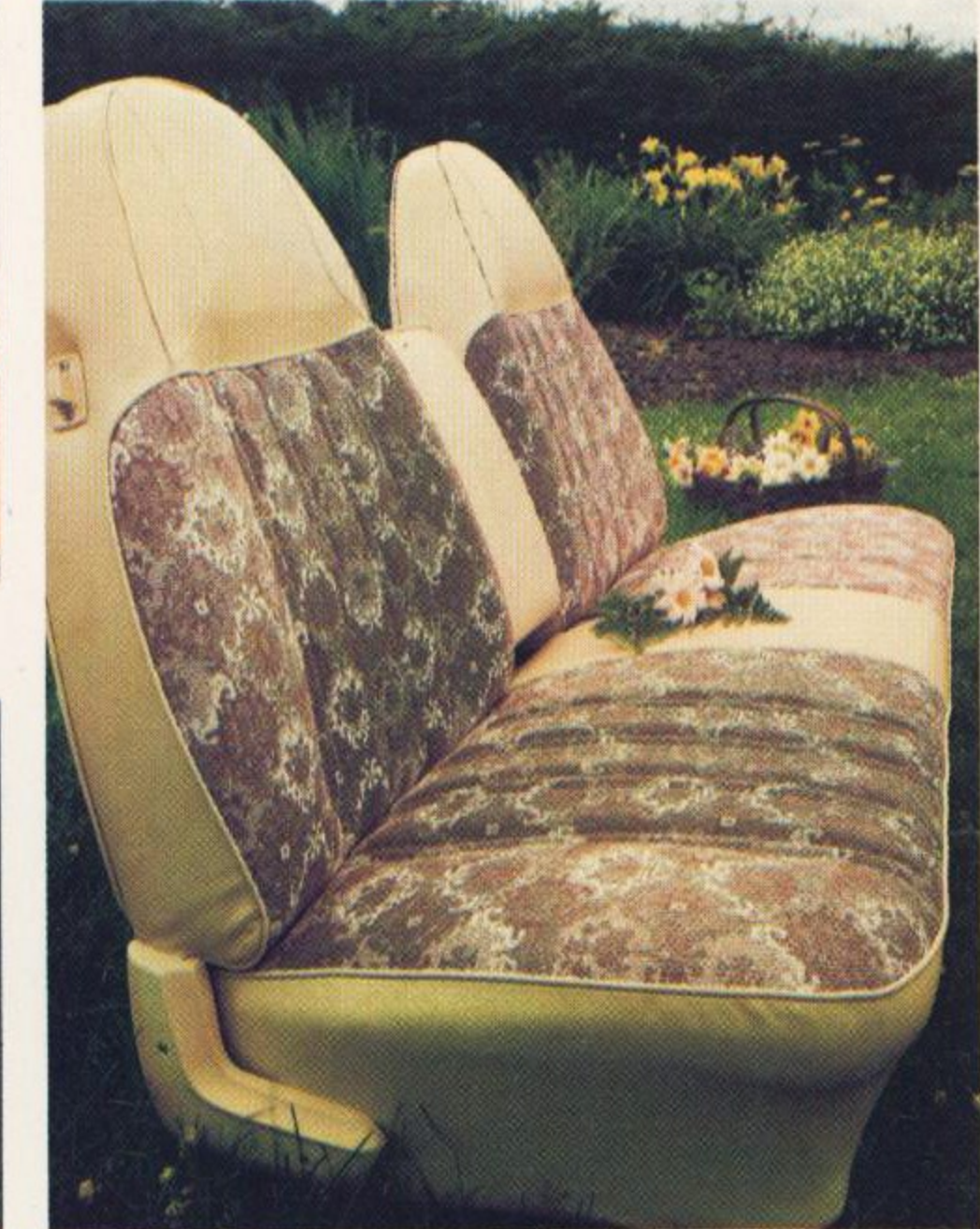
Optional 50/50 Brougham bench seat with passenger recliner (Gran Sedan shown)



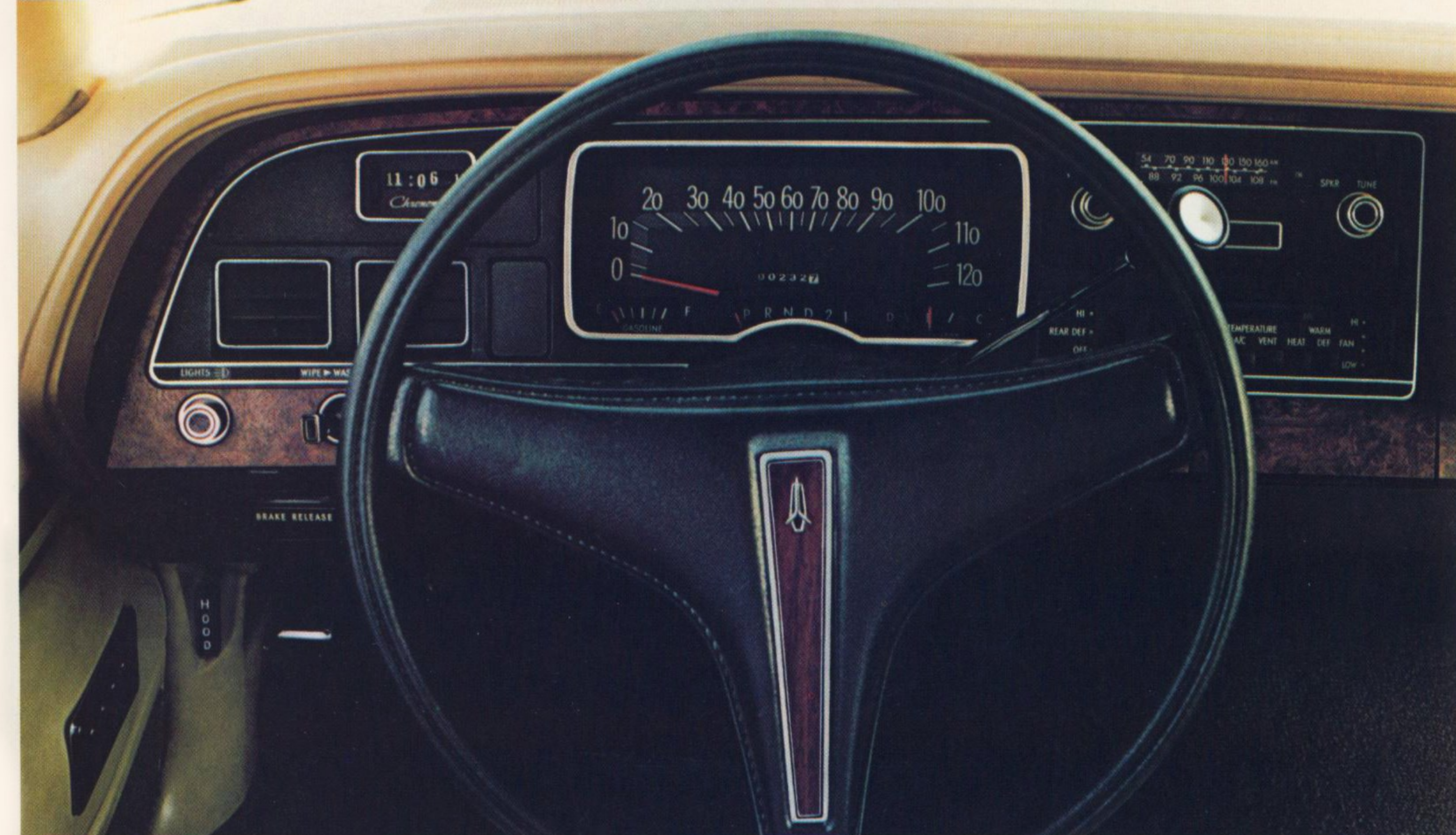
AM/FM stereo radio with stereo 8-track tape and air conditioning



Optional electronic digital clock



Optional Gran Coupe and Gran Sedan Tangier cloth-and-vinyl split-back bench seat



New modular instrument panel

## FURY III, FURY II, FURY I

Value can be beautiful, too. Especially when you consider that we've made a 360 cubic-inch V-8 engine standard equipment on every Fury III, Fury II and Fury I in '74.

When you add this to Fury features like unibody construction, torsion-bar suspension, a TorqueFlite automatic transmission, an electronic voltage regulator, power steering and power disc brakes up front, you can understand why this year's Fury is a value leader.

There's also Fury's Electronic Ignition System which, due to its higher starting voltage, helps start your Fury in any kind of weather and cuts your ignition tune-up costs down to spark-plug replacement at about 18,000-mile intervals. In addition, there are no points or condenser to replace.

Speaking of beauty, we have added ten new colors to this year's Fury line to bring the total to 18.

And if you'd like to top your Fury off with something really

special, there are vinyl roofs in six colors, available for all models.

We've also made some other improvements we're sure you'll like. All Furys, for instance, have a redesigned suspension and long-leaf springs in the rear to contribute to our Torsion-Quiet Ride. We've also made upper-level ventilation standard, so you and your passengers can enjoy better interior air movement.



Background: Fury II Foreground: Fury III

## FURY III, FURY II AND FURY I INTERIORS

The beautiful cloth-and-vinyl bench seat, shown below, is standard on all 1974 Fury III models. The seats come with a thick, comfortable foam padding. They're available in green, black, gold, blue or parchment. Also available, but not shown, is a standard all-vinyl trim for Fury I in green, black, or gold. A standard cloth-and-vinyl trim for Fury II in green, black, or gold plus an optional all-vinyl trim for Fury III in green, gold or parchment. And an optional parchment all-vinyl 50/50 bench seat with passenger-side recliner for Fury III 4-door models. Ask your dealer to show you all of the standard and optional interiors available on Fury III, Fury II and Fury I models.



Standard Fury III cloth-and-vinyl bench seat

## SOME TOUGH-TO-BEAT FURY FEATURES

Whichever Fury you pick, you're sure of getting a full measure of comfort, safety and convenience features. For openers, all Furies have a new bumper impact-absorption system that includes hydraulic energy absorbers. There's also more glass area on all the Fury 4-door models. There's even a convenient bin-type glove box that has a built-in coin holder. To give driver and passengers more interior comfort, we increased front and rear leg room on all of this year's 4-door sedans. Whatever you decide to take along with you, there's plenty of room for it in the 20.4 cubic-foot Fury trunk. Also standard on all Furies is an inside hood release.



Impact-absorption bumper system . . .



with hydraulic energy absorbers



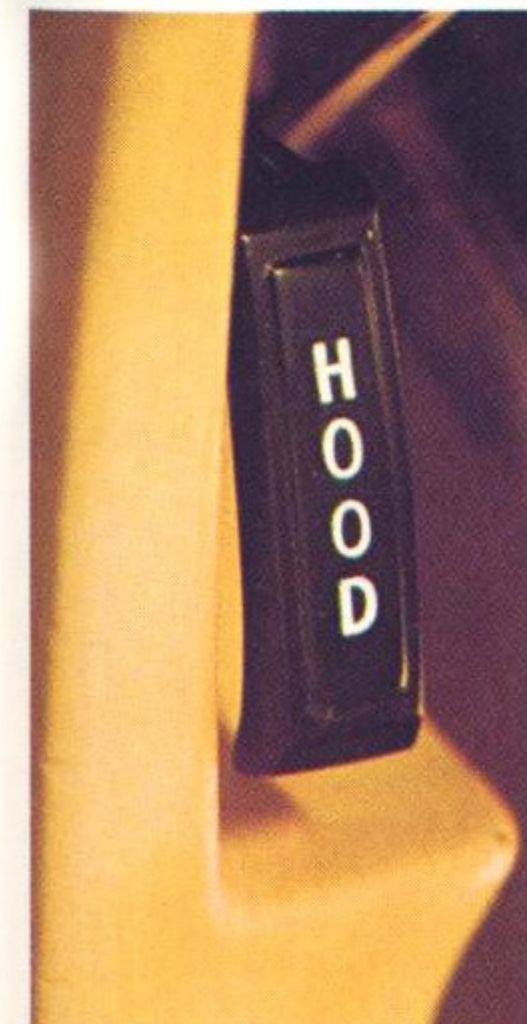
Ample rear leg room



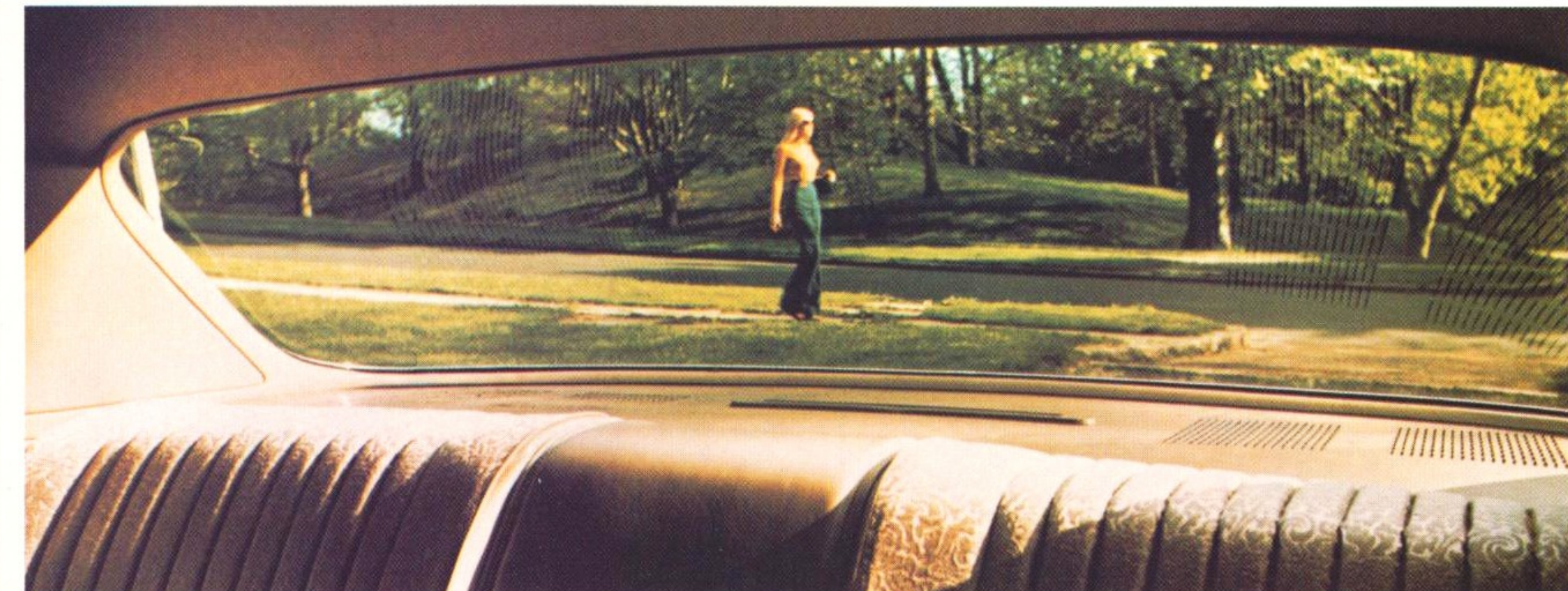
Bin-type glove box with built-in coin holder



20.4 cubic-foot Fury trunk



Inside hood release



Increased glass area

## 1974 EXTRA CARE IN ENGINEERING FEATURES

You have to look inside a Fury to get the real story on Plymouth toughness.

### The Quiet Side of Fury.

That's the easiest way to find out about our many extra care features. Torsion-Quiet Ride, for instance. It starts with a Unibody that's welded together in over 4,000 places. Then add front torsion bars. They help absorb bumps, while a sway bar helps keep the Fury level. Then add our new tuned exhaust system, roof silencers, sound deadeners, silencer pads,

and door and window seals, and you'll start to understand what Torsion-Quiet Ride is all about, and why this year's Fury gives a new degree of quiet.

### More Power To You.

Our standard engine lineup is the best Fury has ever offered. The Gran Coupe and Gran Sedan come with a 400 cubic-inch V-8. The Fury III, Fury II and Fury I are powered by a 360 cubic-inch V-8. An optional engine for all Furys is a 440 cubic-inch V-8. And all engines run on regular or low-lead fuel.

For increased convenience, we've also added a new 25-gallon fuel tank and a coolant reserve system for 1974.

### An Ignition System That's Plenty Dependable.

Our Electronic Ignition System has no points or condenser to replace, and spark plugs need only be replaced at about 18,000-mile intervals. You also get consistently higher starting voltage—by as much as 35%—to help you start in any kind of weather.

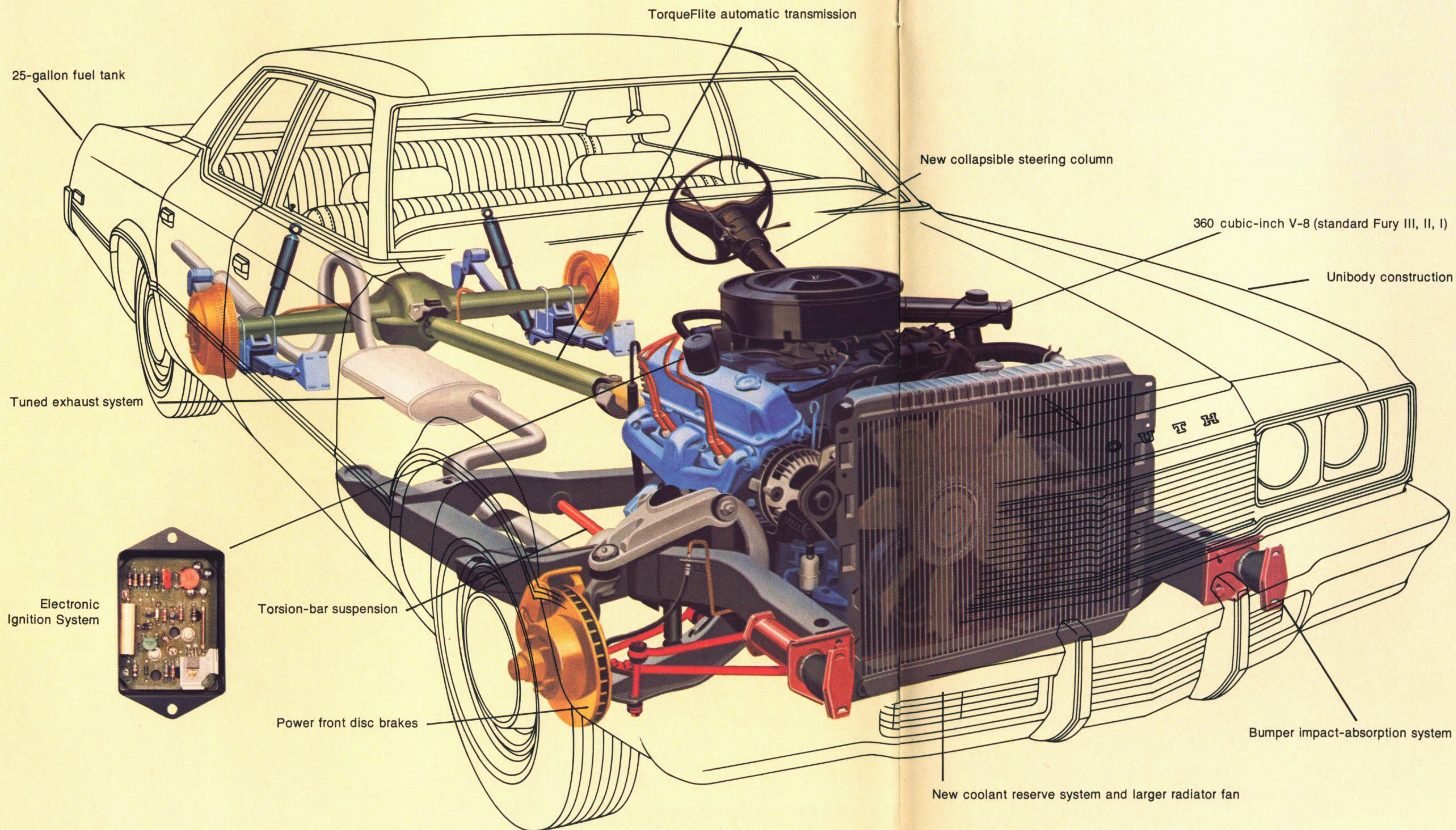
### We Fight Corrosion Seven Ways.

Your Fury is protected from the outside with Chrysler's 7-step,

dip-and-spray rust preventative. Every Fury is cleaned, coated, sprayed with two coats of primer, baked, sanded, then painted with two coats of tough acrylic enamel. Then it's baked again.

### Fury Safety Features.

We also protect you once you get rolling, with a new collapsible steering column, rugged side impact beams and our new hydraulic impact-absorption bumper system that is designed to protect your Fury's front and rear from damage at speeds up to 5 mph. There's also a new passenger restraint system (color-keyed shoulder and lap belts) with starter interlock to help keep you secure.



## Extra care in engineering makes a difference in Chrysler and Plymouth . . . coming through for you.

There are important engineering differences in every Chrysler and Plymouth car made in this country. Differences that are *basic* to the way we build our cars. Differences that could help you choose your next car.

**Electronic Engine Testing**—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep substandard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

**Use of Electronics**—Chrysler-Plymouth offers such space-age electronic advancements as an Electronic Ignition System, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional electronic Security Alarm System.

**TorqueFlite Transmission**—Rugged and dependable. With no recommended fluid replacement, filter replacement or band adjustment under normal driving conditions. Standard on all full-size Chrysler and Plymouth cars.

**Electronic Ignition**—Standard on every Chrysler and Plymouth built in America, our proven Electronic Ignition System delivers up to 35% more starting voltage than conventional systems to help you start in any kind of weather.

**Torsion-bar Suspension**—Standard on all Chrysler and Plymouth cars, our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

**Unibody Construction**—The body panels and structural members on all Chryslers and Plymouths are fused into one unit by more than 4,000 tough welds for strength and durability.

**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	
<b>Comfort/Convenience</b>					
Air Conditioning	O	O	O	O	
Auto-Speed Control	O	O	O	O	
Automatic Temperature Control	O	O	O	O	
Brougham Package	NA	NA	NA	O	
Clock—Electric	O	O	O	S	
Clock—Electronic Digital	O	O	O	O	
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 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 w/8-track Stereo	O	O	O	O	
Radio—AM/FM	O	O	O	O	
Radio—AM/FM Stereo	O	O	O	O	
Radio—AM/FM Stereo w/8-track Stereo Tape	O	O	O	O	
Rear-seat Speaker	O	O	O	O	
Security Alarm System	O	O	O	O	
Steering Wheel—Tilt & Telescope (with Rim-Blow)	O	O	O	O	
Deluxe Windshield Wiper Package	O	O	O	O	
Tinted Glass	O	O	O	O	
Trailer-Towing Package—Heavy	O	O	O	O	

O—Optional S—Standard NA—Not Available <sup>1</sup> Available only on 4-door models. <sup>2</sup> Set of four.

OPTIONS	CAR MODELS				CHECK LIST
	Fury I	Fury II	Fury III	Gran Coupe/ Gran Sedan	
<b>Comfort/Convenience (Cont.)</b>					
Trailer-Towing Package—Light	O	O	O	O	
Undercoating and Hood Pad	O	O	O	O	
Vent Windows <sup>1</sup>	O	O	O	O	
<b>Decor/Dress-up</b>					
Bumper Guards—Front and Rear	O	O	O	O	
Door-edge Protectors	O	O	O	O	
Floor Mats—Color-keyed	O	O	O	O	
Mirror—Remote-control, left	O	O	O	O	
Mirror—Remote-control, right	O	O	O	O	
Sun Roof	O	O	O	O	
Vinyl Roof	O	O	O	O	
Tires—Whitewall	O	O	O	O	
Wheel Covers—Deluxe <sup>2</sup>	O	O	O	S	
Wheel Covers—Premier <sup>2</sup>	O	O	O	O	
Road Wheels—Chrome-style <sup>2</sup>	O	O	O	O	
Vinyl Body-side Molding	O	O	O	NA	
<b>Performance</b>					
400 V-8 (4-barrel)	O	O	O	O	
440 V-8 (4-barrel)	O	O	O	O	
440-amp Battery	O	O	O	O	
Heavy-duty Shock Absorbers	O	O	O	O	
Heavy-duty Suspension	O	O	O	O	
Steel-belted, Radial-ply, WSW Tires	O	O	O	O	

**Right Remote-control Mirror.** Adjusts quickly and easily by the driver from inside the car.



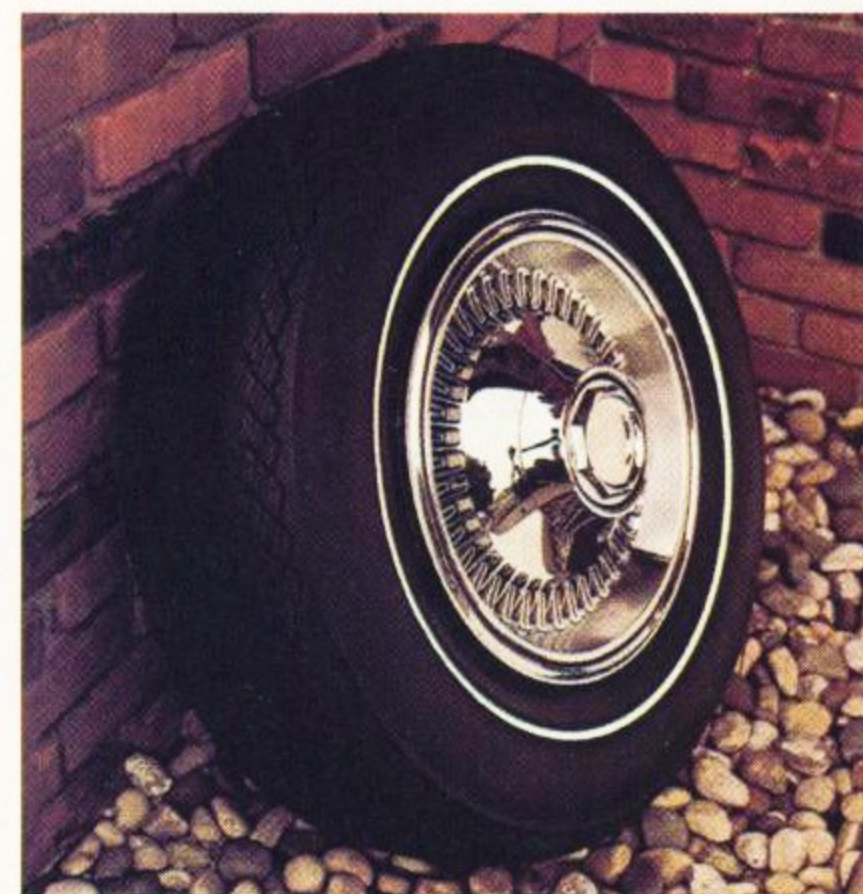
Right remote-control mirror

**Power Sun Roof.** Gives you the option of getting a little sun or fresh air any time you want. Controlled electrically.



Power sun roof

**Premier Wheel Covers.** A bright, dress-up idea for any Fury. Set of four.



Premier wheel cover

**Rear-window Defogger.** Helps keep the rear window free of mist, ice and snow while you drive.



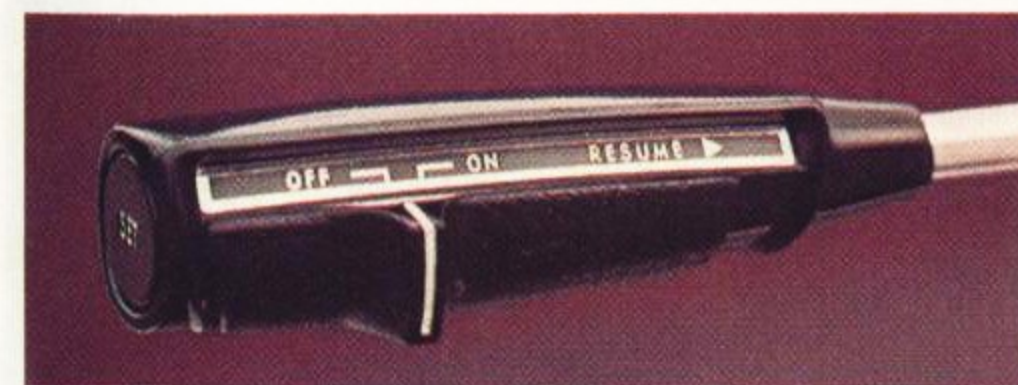
Rear-window defogger

**Left Remote-control Mirror.** Easily adjustable by driver from the inside.



Left remote-control mirror

**Auto-Speed Control.** Allows you to select a desired speed, then maintain it automatically until you brake, accelerate or disengage. When you push the control slide to the RESUME section, the car will return to the previously memorized speed.



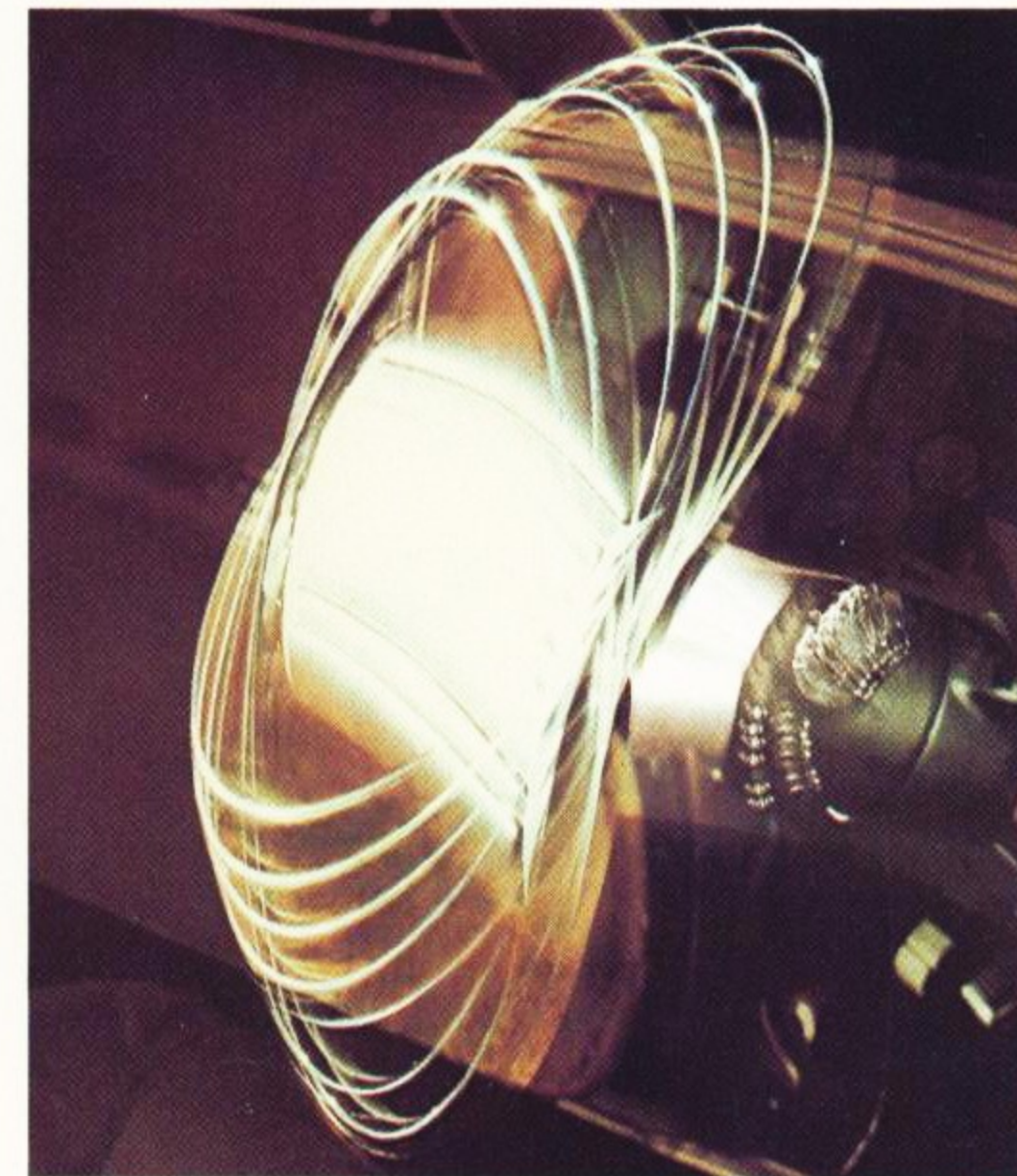
Auto-Speed Control

**Power Door Locks & Power Windows.** Door locks give added convenience. Windows can be controlled from the driver's side.



Power door locks

**Tilt & Telescope Steering Wheel.** Adjusts to a variety of angles to accommodate different drivers. Makes for easier entrances and exits, too. (Includes Rim-Blow horn feature.)



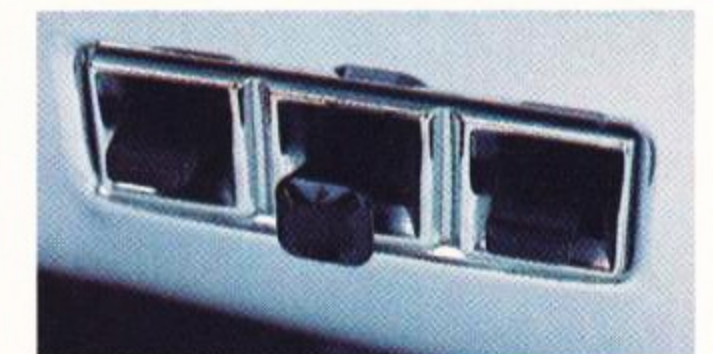
Tilt & Telescope steering wheel

**Vent Window—Manual.** 4-door hardtop and sedan owners may select this option.



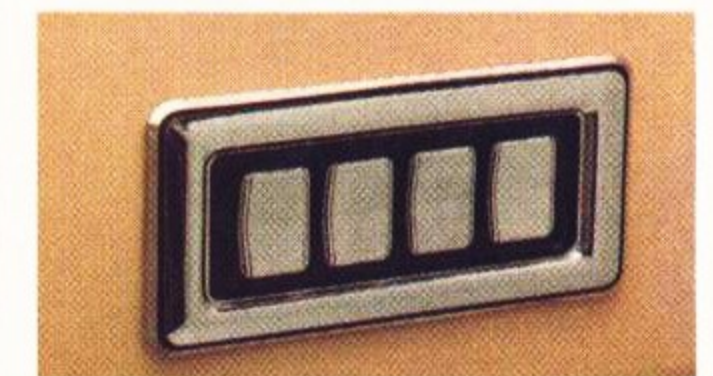
Vent window

**Power Seats.** You can adjust in six directions—up or down, forward or backward, tilt forward or backward—for numerous positions.



Power seats

**Bright Bumper Guards.** Give an extra measure of protection for your Fury's front and rear.



Power windows



Bright bumper guards

## FURY TRAILER-TOWING PACKAGES

If you plan on towing something with your 1974 Fury, be sure to include one of our fine trailer-towing packages in your order.

That way, you are sure of getting the electrical system, the components and the weight-to-horsepower ratio that is right for your Fury. And our packages are complete for your trailer-towing needs.

For example, our optional Heavy Trailer-Towing Package (A35) has been designed for total loaded trailer weights up to 7,000 pounds. This year, it has many new features. A new, dual

battery-charging system that charges both the trailer battery and the car battery at the same time . . . and a new, 65-ampere heavy-duty alternator that is designed for heavy trailering. There's also the 7-wire harness (most systems only have a 5-wire) that ties all of the Fury's electrical wiring into one neat package. There is a single, 7-pin connector for back-up lights, taillights, brake lights and turn signals, electric trailer brakes, trailer battery and ground wire.

There's also a load-distributing hitch platform, that attaches

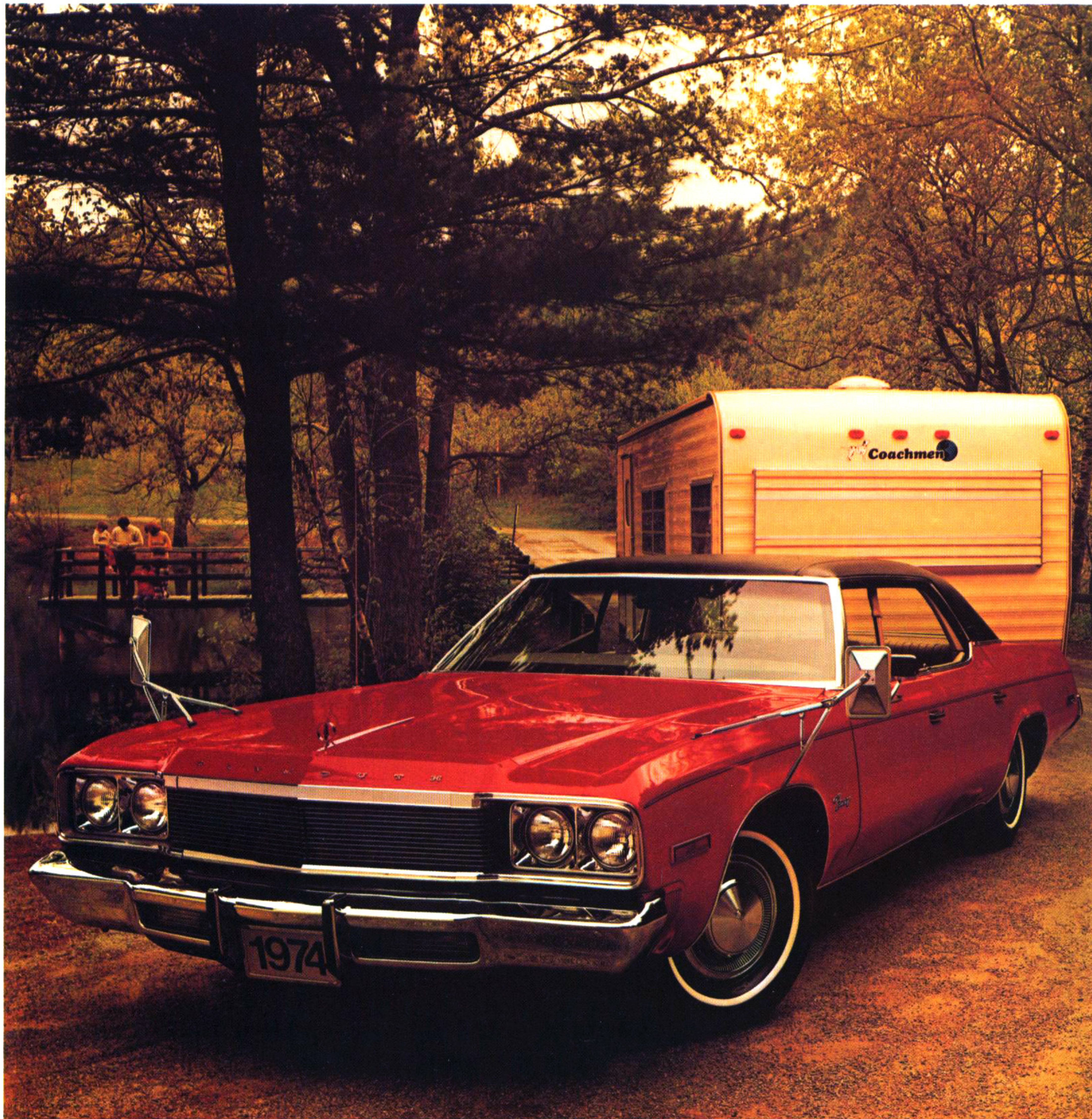
to the Fury's understructure to help distribute the trailer tongue weight evenly.

The Heavy Trailer-Towing Package has an electric brake controller that mounts on the regular brake pedal and stops the car and trailer simultaneously when activated. The electric brake controller is adjustable for brake proportioning between tow vehicle and towed unit. Other features of the Heavy Trailer-Towing Package include wide wheel rims, heavy-duty suspension, maximum cooling system, auxiliary transmission oil cooler and variable-load turn-signal flasher. If the total

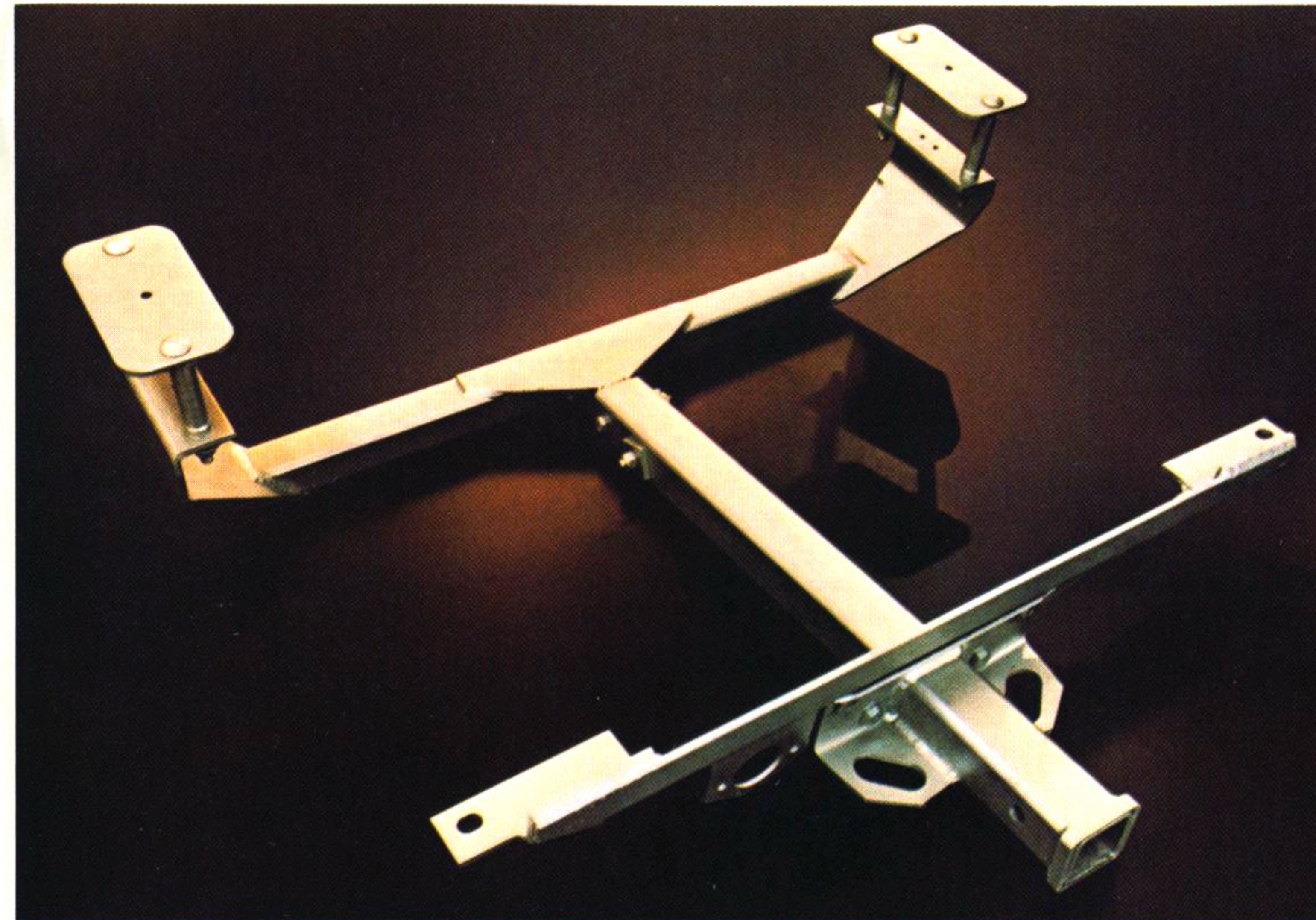
loaded trailer weight is 2,000 pounds or less, our optional Light Trailer-Towing Package (A34) is not required but is recommended. It includes the 7-wire harness and connector, variable-load turn-signal flasher and load-bearing hitch with ball.

There are also a number of options available that will make towing more pleasant . . . including large trailer-towing mirrors (dealer-installed) that provide a clear view of everything behind or coming up alongside of you and your trailer.

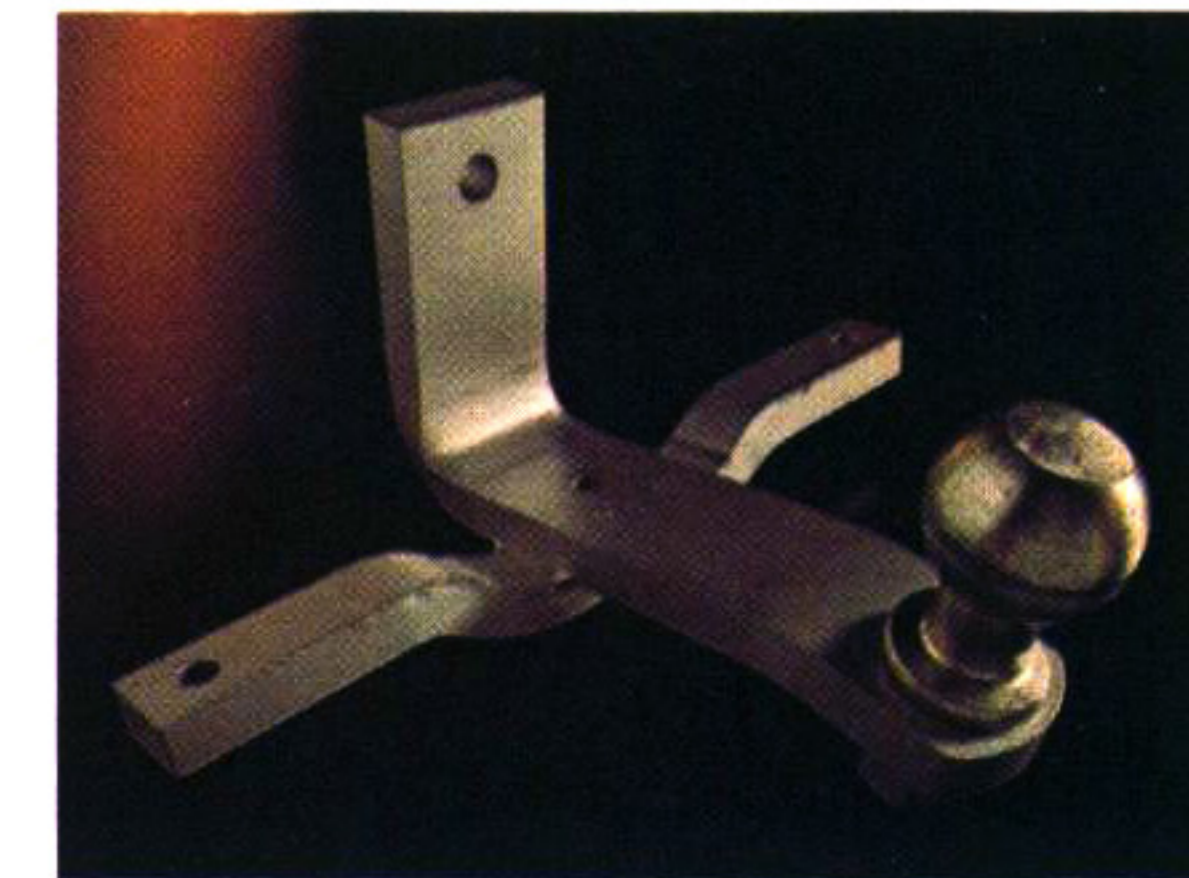
**For the complete story on Fury's towing capabilities, get a copy of our 1974 Chrysler-Plymouth Trailer-Towing Guide.**



Trailer-towing with a Fury Gran Sedan



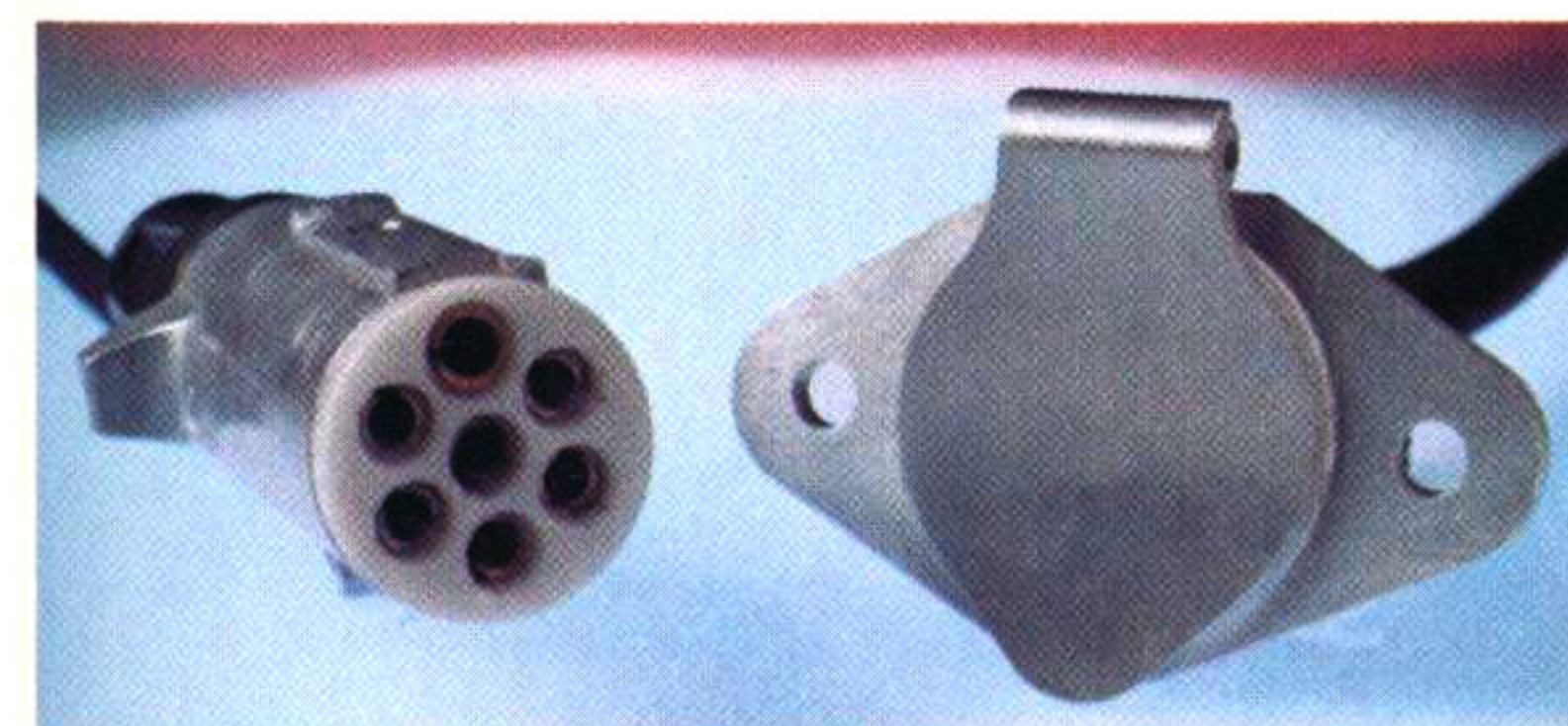
Load-distributing hitch platform



Load-bearing hitch with ball



Electric trailer brake controller



7-wire harness with connector



Trailer-towing mirrors (dealer-installed)

### ENGINE CHART

Loaded Trailer Weight	Minimum-Size Engine Required
2,000 lbs.*	360 CID V-8
Up To 3,000 lbs.	360 CID V-8
Up To 4,000 lbs.	360 CID V-8
Up To 5,000 lbs.	440 CID 4-barrel V-8
Up To 6,000 lbs.	440 CID 4-barrel V-8
Up To 7,000 lbs.	440 CID 4-barrel V-8

\*No trailer-towing package is required for towing loaded trailers weighing under 2,000 lbs., but the Light Trailer-Towing Package is recommended.



# 1974 STANDARD FEATURES

New styling • Torsion-Quiet Ride • 360 V-8 engine • TorqueFlite automatic transmission • Electronic Ignition System • Power steering • Center bin-type glove box with coin holder • Power brakes, front discs and self-adjusting rear drums • Nylon loop-pile carpeting • All-metal grille • Tuned exhaust system • Dual headlamps • Flow-through ventilation • Bias-belted fiberglass tires (set of 5) • Hubcaps (set of 4) • Front sway bar • 50-ampere alternator • 375-ampere battery • Outside rearview mirror, driver's side • Fuel gauge • High-temperature warning light • Ammeter • Low oil pressure warning light • Panel light dimmer and interior lights • Keyless door locking • Armrests, front and rear • Instrumentation with non-glare lighting • 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 instrument panel and rear armrests • Bright drip rail molding • Concealed windshield wipers • Rear compartment sound barriers • Fresh-air heater and defroster

• Upper-level ventilation • Bright ¾-length body side moldings\* • Bright full-length body side moldings† • Ashtray light • Simulated wood-grain accent on instrument panel cluster† • Simulated wood-grain inserts on door trim panels† • Glove box light† • 3-spoke steering wheel with simulated wood-grain insert† • Cleaner Air System • Bright belt moldings.

\*Fury II only †Fury III only

## Gran Coupe/Gran Sedan Standard Features

(All the above plus these additions and substitutions) • Electric clock • Stand-up hood ornament • Door pull straps • 400 2-barrel V-8 engine • Lower door panels, carpeted • Cloth-and-vinyl, split-back bench with center armrest (all-vinyl optional at no extra cost) • Sill molding • Body side paint stripes • Deluxe wheel covers • Extra rear-seat sound barrier • Dome lamp rear door courtesy switches (Gran Sedan only).

## Standard Safety Features

New hydraulic impact-absorption bumper system • New passenger restraint system with starter interlock • Flame-retardant interior materials • Fuel-tank

impact protection • Locking and energy-absorbing steering column • Improved visibility with lowered belt line and increased glass area • Energy-absorbing front seat-back and armrests • Energy-absorbing instrument panel padding • Manual door locks—buttons have non-override lock feature, except driver's door • Flush inside door release levers • Padded sun visors • Dual braking system with warning light • Side marker lights and reflectors • Hazard warning lights • 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. Side door beams.

## Fury Exterior Dimensions

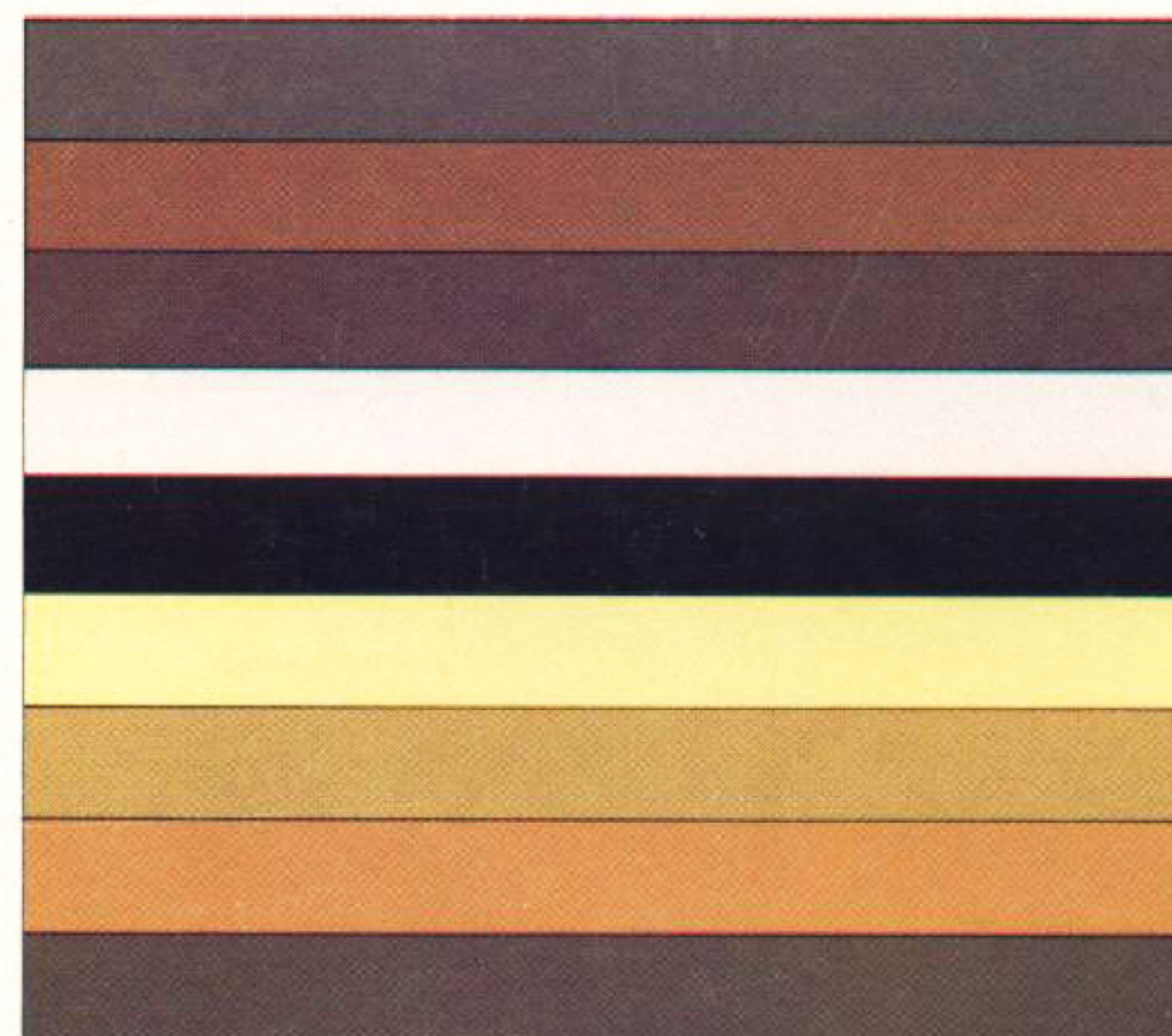
	2-Dr.	4-Dr.
Overall Length.....	219.9"	219.9"
Wheelbase.....	122"	122"
Overall Width.....	79.9"	79.9"
Overall Height.....	54.2"	54.8"
Front Track.....	64"	64"
Rear Track.....	63.4"	63.4"

For information on Fury wagons, see the 1974 Plymouth Station Wagon Catalog.

## 1974 PLYMOUTH FURY EXTERIOR COLORS



Silver Frost Metallic  
Powder Blue  
Lucerne Blue Metallic  
Starlight Blue Metallic  
Rallye Red  
Frosty Green Metallic  
Deep Sherwood Metallic  
Avocado Gold Metallic  
Sahara Beige



Dark Moonstone Metallic  
Sienna Metallic  
Dark Chestnut Metallic  
Spinnaker White  
Formal Black  
Sun Fire Yellow  
Golden Fawn  
Golden Haze Metallic  
Tahitian Gold Metallic

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

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

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



KEEP YOUR CAR "FACTORY NEW" WITH GENUINE MOPAR PARTS

