

1973 Plymouth WAGONS

Fury Sport Suburban/Custom Suburban/Suburban
Satellite Regent/Custom/Satellite





Fury Sport Suburban

Your choice of the Fury Sport Suburban says you are only satisfied with the best. Notice the beauty of simulated wood-grain side paneling and the power of a big 360 CID V-8, with TorqueFlite transmission. Outside standard features include a power tailgate window, roof air deflector, ventless window styling, deluxe wheel covers, and a 3-way tailgate.

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



Fury Suburban and Custom Suburban

The other two wagons in the Fury line yield nothing in utility and comfort . . . same 360 cu. in. V-8 engine, same standard Fury features—front disc brakes, power steering, TorqueFlite transmission, roof air deflector, inside hood release. Cargo room in abundance—over 100 cubic feet! And all Suburban two-seaters come with 9 cubic feet under-the-floor storage compartment.

Background: Fury Suburban Foreground: Custom Suburban

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

Fury Interiors and Features

Fury wagons are big, roomy cars that are finished with living room comfort and decor . . . pleasing to the eye with convenience built-in. You ride on seats that are a product of computer technology which predicts spring deflection, stress level, and fatigue characteristics for ultimate comfort. **A.** This is the standard all-vinyl split-back bench

seat with center armrest for the Sport Suburban. It is available in blue, green, parchment, black, tan, and gold. **B.** Suburban standard all-vinyl bench seat is available in black or gold. **C.** Optional Suburban all-vinyl bench seat has color choices of blue, green, gold, and black. **D.** The standard Custom Suburban all-vinyl bench seat comes in blue, green, tan, parchment, and gold. (An optional Custom Suburban all-vinyl

split-back bench seat with center armrest is also available in the same colors.) **E.** Sport Suburban and Custom Suburban optional 50/50 all-vinyl bench seat allows individual adjustment for both passenger and driver. Available in parchment only. **F.** Sport Suburban instrument panel has simulated wood-grain inserts and easy-to-read instrumentation. **G.** Auto-Lock is a safety feature, optional on all Fury Suburban wagons, which

automatically locks the tailgate when the ignition is turned on. **H.** One of the delights of a three-seat wagon is the fun kids have in the rear-facing third seat. **I.** The back glass of your station wagon can stay clean much longer with a roof air deflector. (Standard on Fury, optional on Satellite.) **J.** Standard 3-way tailgate can be opened as a door without lowering the glass . . . can be opened with the glass down . . . and can be used as a tailgate.



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



Satellite Regent

Value with class is the hallmark of a Satellite Regent. Mid-size outer dimension is sheathed in rich, color-coordinated simulated wood paneling that's reflectorized in the rear. Inside, 91 cubic feet of cargo space. A 318 cu. in. V-8 standard and new for '73, Torsion-Quiet Ride. Power front disc brakes help assure fade-free stops. And our extra-protection bumper system helps protect front and rear.

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



Background: Satellite Foreground: Satellite Custom

Satellite and Satellite Custom

All the right reasons for owning a wagon are met by these Satellite wagons: Room . . . six passengers and huge cargo space (Satellite Custom also offers an eight-passenger wagon). Handling . . . Torsion-Quiet Ride with isolated suspension. Power . . . a big 318 CID V-8 with the latest emission controls to cut emissions on regular, low-lead or no-lead fuels. Safety . . . Chrysler-pioneered safety features like Safety-Rim wheels, shoulder harness and inside flush door handles that are industry standards today.

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

Satellite Interiors and Features

Room . . . utility . . . and a full measure of comfort are the distinguishing features of a Satellite Station Wagon interior. And there's new quiet and handling ease due to Torsion-Quiet Ride. **A.** The

standard Satellite Regent all-vinyl split-back bench seat with center armrest is available in blue, green, black, tan, and gold. **B.** The Satellite standard all-vinyl bench seat is available in blue, green, and black. **C.** The standard Satellite Custom all-vinyl bench seat also comes in blue, green,

black, tan, and gold. **D.** The instrument panel is designed not only for efficiency and safety, but beauty as well. Easy-to-read gauges monitor engine functions . . . keep you informed. **E.** All Satellite 2-seat wagons give you a handy under-the-floor storage compartment. And storage trays

are located along the sides of all models. **F.** The optional roof air deflector significantly reduces rear glass dirt build-up. **G.** The convenient 3-way tailgate is standard on all Satellite wagons. It can be opened as a door with the glass up . . . out for people . . . and folds down for cargo loading.



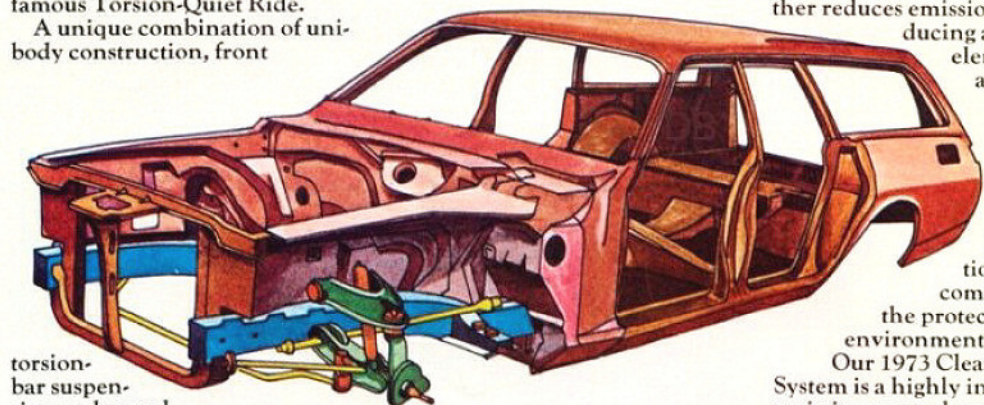
Extra care in engineering . . . it makes a difference.

What's New and Important With Plymouth Wagons.

An outstanding achievement of Chrysler engineering is our famous Torsion-Quiet Ride.

A unique combination of unibody construction, front

Torsion-Quiet Ride



torsion-bar suspension and sound insulation. The result is a quiet, controlled riding experience.

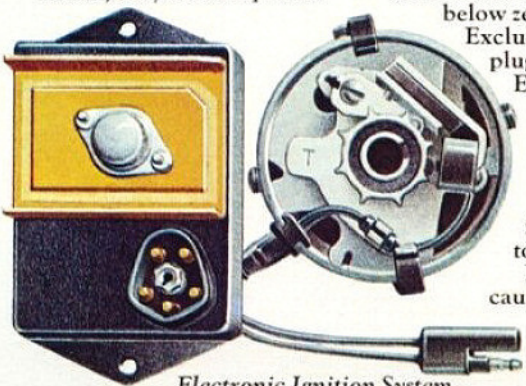
Unibody means thousands of welds bonding all sheet structural metal into a rugged single unit that minimizes rattles and squeaks.

Torsion bars, introduced to American car production in 1957 by Chrysler Corporation have been standard equipment on some of the world's highest priced cars for years.

Modifications to exhaust and air intake bring outside sound level of our station wagons down to 84 decibels at full throttle.

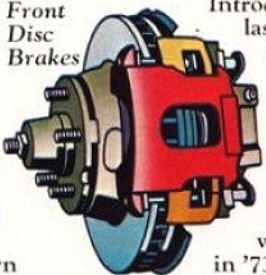
All this, coupled with new and improved insulation materials, and more efficient sealing against wind noise, make all Plymouth station wagons an experience in quiet.

In fact, they are the quietest



Electronic Ignition System

Front Disc Brakes



wagons we've ever offered.

Besides new quiet, we are also offering you a better start.

Introduced just last year, the

Chrysler Electronic Ignition System is standard on all Plymouth station wagons

in '73.

This innovation does away with breaker points and condenser—normal trouble sources.

You also get consistently higher voltage—by as much as 35%—for more dependable starts in all kinds of weather. Even at below zero temperatures.

Excluding routine spark plug service, the Electronic Ignition System is virtually maintenance free in normal use.

Electronic ignition is an ecological breakthrough, too.

Engine misfiring caused by the old breaker points is virtually eliminated, thus reduc-

ing the related emissions.

The electric assist choke further reduces emissions by introducing a heater element in the automatic choke well to shorten the period of choke operation.

Chrysler Corporation is also committed to the protection of the environment.

Our 1973 Cleaner Air System is a highly integrated emission control system that has been developed over the years to effectively reduce the levels of automotive emissions.

Emission levels for our '73 cars, as compared 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%.

Coming through with finer products for you is the primary aim of Chrysler Corporation.



Optional Trailer-Towing Package

Better performance from the optional big engines—400 and 440 cubic inch V-8's—with the Thermo-Quad carburetor. It's a special four-barrel unit that gives improved fuel/air metering at low speeds for better driveability and low emissions.

Interior trim flammability is materially reduced by new

chemical treatment of upholstery and trim.

Air conditioning-equipped wagons have a larger radiator and big 7-blade fan for more efficient engine cooling operation. With the larger engines, a new radiator overflow reservoir is standard equipment. Engineered to act as both reservoir and overflow accommodation, it automatically insures proper coolant level under most driving conditions.



Optional Luggage Rack

Even small details like wipers have been improved with a new cross section and more rigid blade. Tests show less tendency to streak and smear and less tendency to wind-lift at high speeds.

Chrysler engineers have designed an extra-protection bumper system that is capable of impacting a fixed barrier at 5 mph front and 2½ mph rear without significant damage.

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

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

Some of the ways we accomplished this are by setting the bumper itself out from the sheet metal by as much as two inches to provide impact protection.

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 a heavy-gauge steel with deep sections for

added strength.

In addition to their impact capabilities, our elastomeric bumper guards also help keep your Plymouth station wagon from slipping over or under another car's bumper during a low-speed impact.

Added safety is built into the new wagons with standard power front disc brakes.

The disc systems are equipped with slotted brake linings for improved braking capability. A characteristic capability of the disc system is greater fade resistance in continuing braking conditions.

You also get many wagon-oriented features. The extensive load space in both the Fury and Satellite wagons sports the convenience of the 3-way tailgate—opens as a door with the glass up or with the glass down, as well as folding down as a tailgate.

The Satellite station wagon comes equipped with an Auto-



Extra-Protection Bumper System

Lock on all 3-seat models, which locks the tailgate automatically each time the ignition is turned on. (Optional on all Fury models and Satellite 2-seat models.) And the back glass stays clean much longer with the roof air deflector—standard on Fury, optional on Satellite.

Optional cargo compartment dress-up features include color-coordinated carpeting for a luxury finish. (Standard on Satellite Regent station wagon.)

Two-seat wagons have an added storage hideaway in an under-the-floor storage compartment.

For more load carrying capability, consider ordering an optional luggage rack.

It's both stylish and practical. Another practical option is our Trailer-Towing Package.

In 1973, both cars have a greater hauling capacity.

A Fury can now handle up to 7,000 pounds with the big 440 V-8 engine and the trailer-towing package.

While a Satellite with the 400 V-8 engine and the trailer-towing package can take up to 6,000 pounds. See our 1973 Trailer-Towing Guide for full details.

Options available only with the Fury wagon include a dual air conditioning system that is a real plus for back-seat passengers and is a Chrysler Corporation exclusive. You can also have convenient vent windows.

A new Fury option is our Security Alarm System. Once the system is armed, if someone attempts to disturb the hood, tailgate, doors, or ignition, the alarm is activated—lights flashing in conjunction with the horn blowing intermittently. Optional power door locks are

required with this system.

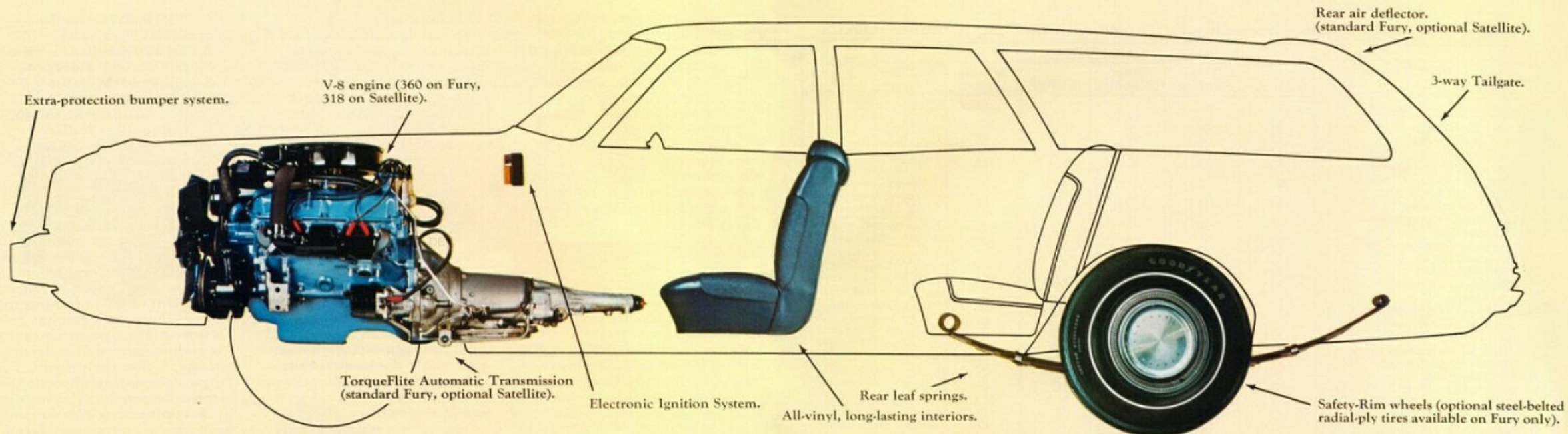


Cleaner Air System

See, drive, and experience the owner-oriented features of the 1973 Fury and Satellite station wagons.

We think you'll agree that our 1973 Plymouth station wagons come through with the value you want.

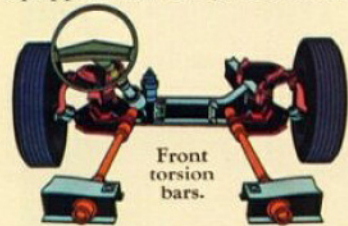
Extra care in engineering... it makes a difference.



Extra Care In Engineering . . . It Makes A Difference.

We've done a lot to make this year's Fury and Satellite among the quietest wagons on the road.

For 1973, Satellite wagons, in addition to Fury wagons, are equipped with Chrysler's famed



Front torsion bars.

Torsion-Quiet Ride and other sound-deadening components. Up front, torsion bars twist to soften road shock and smooth out bumpy roads.

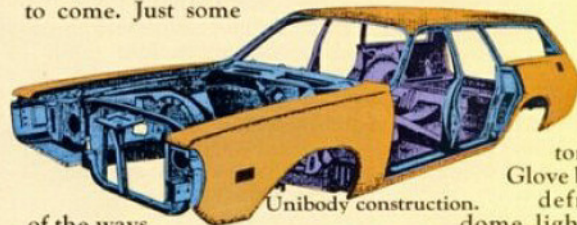
Rubber surrounds the rear-leaf spring clamps to reduce road harshness and noise.

Rubber bushings, and a double coupling between the steering column and the steering gear cut down further on noise and vibration.

You can't unbolt a Fury or

Satellite wagon body from its frame, because every one is built the unibody way. Our engineers believe that the over 4,000 welds we use make our wagon bodies tough and strong and help eliminate rattles.

And to help stop rust before it starts, every wagon body goes through our 7-step dip-and-spray process. Then our new acrylic dispersion enamel is used for the body exterior coat to make sure your wagon stays bright and shiny for a long time to come. Just some



Unibody construction.

of the ways our extra care in engineering makes a difference.

Satellite Wagon Standard Features 318 cu.-in. V-8 engine • Torsion-

Quiet Ride • Electronic Ignition System • Power front disc brakes • Color-keyed armrest base (Satellite) • Bright based armrests (Custom and Regent) • Instrument panel ashtray • 280 Ampere (46 amp/hr) battery • Cigarette lighter • Closed—crankcase vent system • Cleaner Air System • Electric-assist choke • 41 Amp alternator • Orifice Spark Advance Control • Induction-hardened exhaust valve seats • New Acrylic Dispersion Enamel finish • New, improved wipers • Isolated front and rear suspension • Color-keyed rubber floor mats (Satellite) • Color-keyed carpet (Satellite Custom and Regent) • Glove box lock • Heater defroster • Center dome light • Dual horns • Parking brake warning light • 3-way tailgate • 3-speed column-mounted transmission • H78 x 14 bias-belted tires • Safety-Rim wheels • Tailgate Auto-Lock

(3-seat models) • Simulated wood-grained vinyl side appliqué (Regent) • Deluxe wheel covers (Regent).

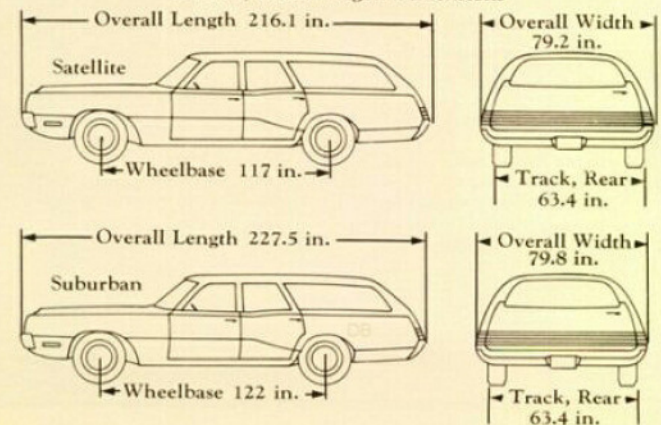
Fury Wagon Standard Features (Fury wagons contain all Satellite Features plus these additions and substitutions) 360 cu. in. V-8 engine • 315 Ampere battery • Roof air deflector • Electric clock (Sport Suburban) • Day/night inside rearview mirror • TorqueFlite transmission • Power steering • Power tailgate window • Inside hood release • Color-keyed carpet in passenger compartment (Optional on 2-seat Suburban—standard on all Custom and Sport Suburbans) • Wheel covers (Sport Suburban) • J78 x 15 bias-belted tires (2-seat models) • L84 x 15 bias-belted tires (3-seat models) • Ash receiver light (Optional Suburban) • Glove box light (Optional Suburban) • Cargo light (Sport Suburban and Custom Suburban 3-seat wagon)

Standard Safety Features
Extra-protection bumper system

• Less flammable interior materials • Large rear reflectors and lights • Fuel-tank impact protection • Lane-change turn signal • Locking steering column • Seat belt anchorage • Energy-absorbing steering column • Energy-absorbing instrument panel padding • Seat belts, all seating positions • Shoulder belts, 2 front • Manual door locks—levers have non-override lock feature, except driver's door •

Interlocking door latches • Inside door release levers, flush-type • Padded sun visors • Dual braking system with warning light • Side marker lights and reflectors • Hazard warning lights • Back-up lights • Windshield wipers, 2-speed, electric • Windshield washers, electric • Head restraints, 2-front • Left outside rearview mirror • Vinyl-clad day/night inside rearview mirror.

1973 Plymouth Wagon Dimensions



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

Station Wagon Options—Check off your choice with this handy option selector

OPTIONS	CAR MODELS						CHECK LIST
	Suburban	Custom Suburban	Sport Suburban	Satellite	Satellite Custom	Satellite Regent	
Comfort/Convenience							
Assist Handles	O	O	O	NA	NA	NA	
Air Conditioning	O	O	O	O	O	O	
Air Conditioning—Dual	O	O	O	NA	NA	NA	
Automatic Speed Control	O	O	O	NA	NA	NA	
Automatic Tailgate Lock (Standard 3-seat Satellite models)	O	O	O	O	O	O	
Automatic Transmission—TorqueFlite	S	S	S	O	O	O	
Brougham Package	NA	O	O	NA	NA	NA	
Cigarette Lighter	S	S	S	S	S	S	
Clock—Electric	O	O	O	O	O	O	
Door Locks—Power	O	O	O	NA	NA	NA	
Dual Horns	S	S	S	O	S	S	
Headlamp Warning Buzzer	O	O	O	O	O	O	
Inside Hood Release	S	S	S	O	O	O	
Light Package	O	O	O	O	O	O	
Mirror—Left Remote Control	O	O	O	O	O	O	
Mirror—Right, Outside	O	O	O	O	O	O	
Power Steering	S	S	S	O	O	O	
Radio—AM	O	O	O	O	O	O	
Radio—AM w/Stereo Tape	O	O	O	NA	NA	NA	
Radio—AM/FM	O	O	O	O	O	O	
Radio—AM/FM Stereo	O	O	O	O	O	O	
Radio—AM/FM w/Stereo Tape	O	O	O	O	O	O	
Rear Speaker	O	O	O	O	O	O	
Rear Air Deflector	S	S	S	O	O	O	
Seats—Power	O	O	O	NA	NA	NA	
Security Alarm System	O	O	O	NA	NA	NA	
Strato Ventilation	O	O	O	O	O	O	
Sure-Grip Differential	O	O	O	O	O	O	
Tailgate Window—Power	S	S	S	O	O	O	
Tilt Steering Wheel	O	O	O	NA	NA	NA	
“Tuff” Steering Wheel	NA	NA	NA	O	O	O	

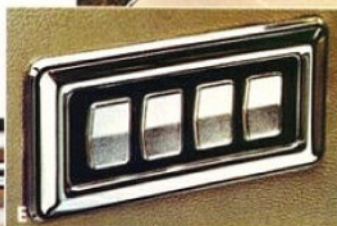
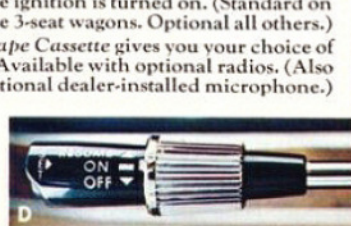
O—Optional NA—Not Available S—Standard

OPTIONS	CAR MODELS						CHECK LIST
	Suburban	Custom Suburban	Sport Suburban	Satellite	Satellite Custom	Satellite Regent	
Comfort/Convenience (cont.)							
Tinted Glass	O	O	O	O	O	O	
Tinted Windshield	O	O	O	O	O	O	
Trailer-Towing Package	O	O	O	O	O	O	
Trailer-Wiring Package	O	O	O	O	O	O	
Vent Windows	O	O	O	NA	NA	NA	
Windows—Power	O	O	O	O	O	O	
Wipers—3-Speed	O	O	O	O	O	O	
Decor/Dress-Up							
Bright Bumper Guards—Front	S	S	S	O	O	O	
Cargo Compartment Carpet	O	O	O	O	O	O	
Carpets	O	O	O	O	O	O	
Door Edge Moldings	O	O	O	NA	NA	NA	
Door Upper Moldings	O	O	O	O	O	O	
Floor Mats—Color-Keyed	O	O	O	O	O	O	
Luggage Rack	O	O	O	O	O	O	
Sill Molding	O	O	NA	S	O	O	
Undercoating & Hood Pad	O	O	O	O	O	O	
Wheel Covers—Deluxe	O	O	S	O	O	O	
Wheel Covers—Premier	O	O	O	O	O	O	
Wheels—Rallye Road	NA	NA	NA	O	O	O	
Wheels—Chrome Style	NA	NA	NA	O	O	O	
Performance							
Engine Block Heater	O	O	O	NA	NA	NA	
Heavy-Duty Battery	O	O	O	O	O	O	
Heavy-Duty Shock Absorbers	O	O	O	S	S	S	
Heavy-Duty Suspension	O	O	O	O	O	O	
Heavy-Duty Package	O	O	O	O	O	O	
Tires—Steel-Belted Radial	O	O	O	NA	NA	NA	
TorqueFlite Automatic Trans.	S	S	S	O	O	O	
318 V-8	NA	NA	NA	S	S	S	
360 V-8	S	S	S	NA	NA	NA	
400 V-8—2-bbl.	O	O	O	O	O	O	
400 V-8—4-bbl.	NA	NA	NA	O	O	O	
440 V-8	O	O	O	NA	NA	NA	

- A. Rear Air Deflector controls airflow over the roof to help keep rear windows clear. (Standard on Fury wagons.)
- B. Vent Windows are available on all Fury models.
- C. Steel-Belted Radial Tires are the latest advance in tire safety and handling. (Fury only.)
- D. Auto-Speed Control maintains the speed you set automatically. Disengages at the touch of the brake. (Fury only.)
- E. Power Windows give individual or complete driver control to all window positions.
- F. AM/FM Radio brings in static-free sound under any weather conditions.
- G. Tailgate Auto-Lock automatically locks the tailgate door whenever the ignition is turned on. (Standard on Satellite 3-seat wagons. Optional all others.)
- H. Stereo Tape Cassette gives you your choice of sounds. Available with optional radios. (Also available with optional dealer-installed microphone.)

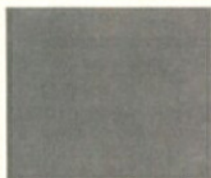


I. Luggage Roof Rack is made of anodized aluminum and stainless steel for beauty and durability.
 J. Security Alarm System sounds the horn and flashes the lights at any illegal attempt to open doors, hood, or tailgate. (Fury only.)
 K. Trailer-Towing Packages are designed to handle up to 7,000 pounds with the Fury and up to 6,000 pounds with the Satellite.
 L. Inside Hood Release is another protective device for under-hood components. (Standard on Fury.)



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

1973 Plymouth Wagon Colors



Silver Frost Metallic



Blue Sky



True Blue Metallic



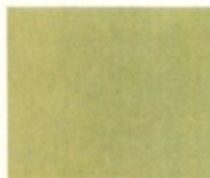
Basin Street Blue¹



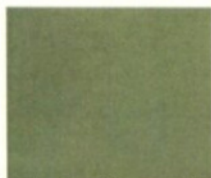
Regal Blue Metallic²



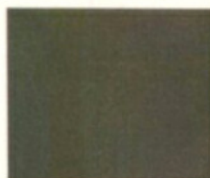
Rallye Red



Mist Green



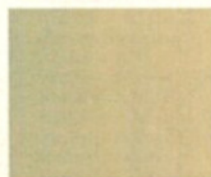
Amber Sherwood
Metallic



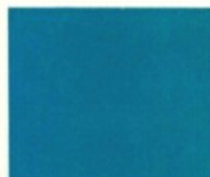
Forest Green Metallic



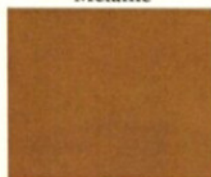
Autumn Bronze
Metallic¹



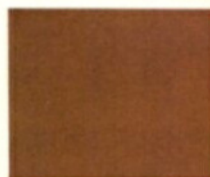
Sahara Beige



Coral Turquoise
Metallic²



Mojave Tan Metallic¹



Chestnut Metallic²



Lemon Twist^{1*}



Sun Fire Yellow²



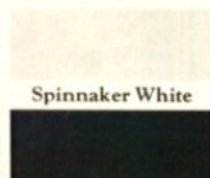
Honey Gold



Golden Haze Metallic



Tahitian Gold
Metallic



Spinner White

Formal Black

¹ Satellite only ² Fury only *Optional at extra cost

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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

DB

Plymouth

