

GRAN FURY BROUGHAM

GRAN FURY

GRAN FURY SPORT SUBURBAN

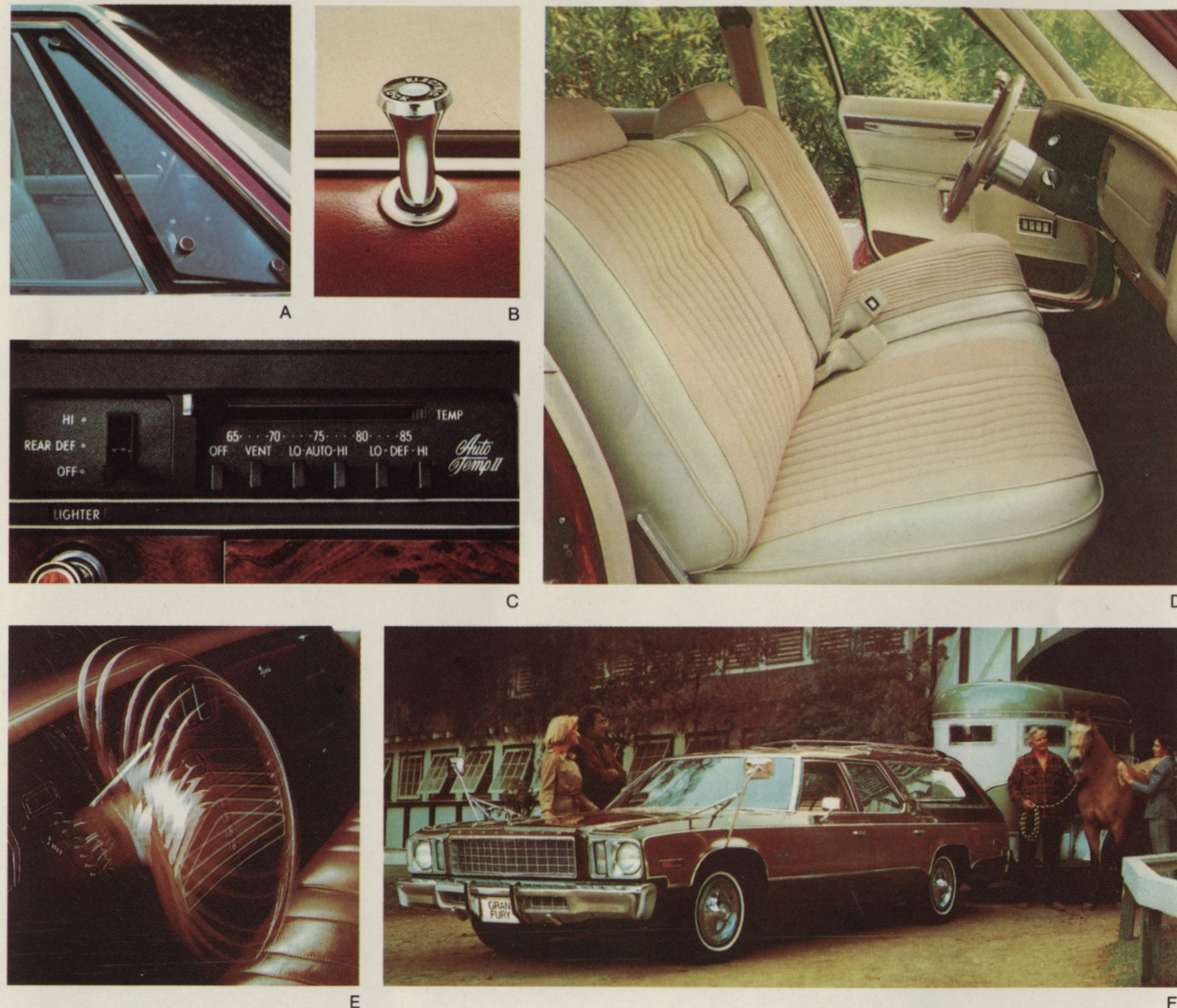


1977 Plymouth
GRAN FURY

Get the '77 Plymouth good feeling

Some Gran Fury options to help make the heart grow fonder

Here are some of the appearance, comfort and convenience features available to you for Plymouth Gran Fury models.



A. **VENT WINDOW**
Added ventilation up front for four-door models.

B. **POWER DOOR LOCKS**
Lets you lock and and unlock all doors from the driver's seat. No more stretching or straining to let passengers in or out.

C. **AIR CONDITIONING WITH AUTOMATIC TEMPERATURE CONTROL**
Select your most comfortable interior temperature. This unit keeps it at your comfort level, regardless of the season.

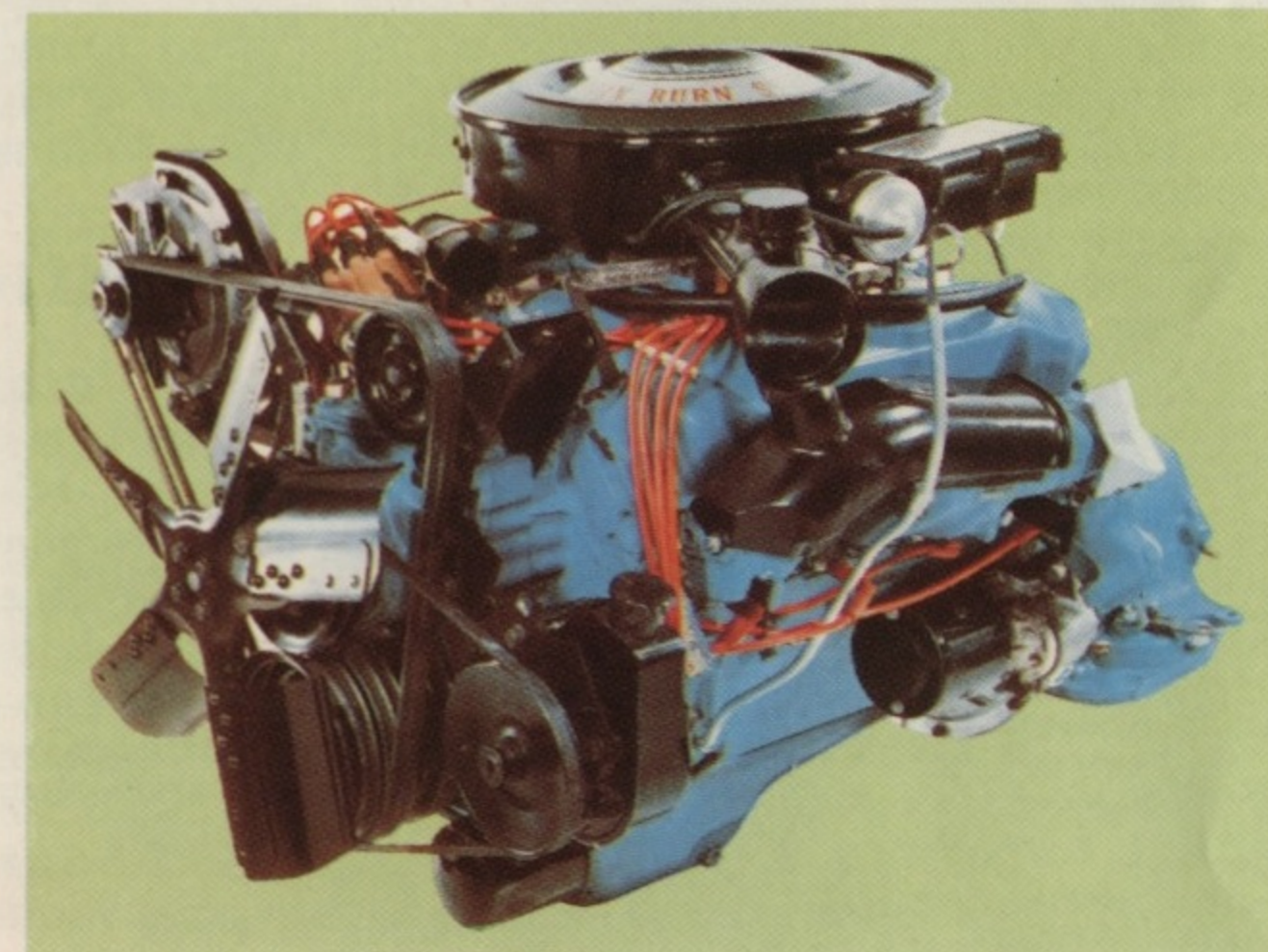
D. **CLOTH AND VINYL 50/50 BENCH SEAT**
Good looking, beautifully comfortable, individually adjustable split bench seat with dual centre armrests (optional Gran Fury Brougham).

E. **TILT AND TELESCOPIC STEERING WHEEL**
Every driver in the family will appreciate this touch. Adjusts for any-size driver, moves out of the way for easy entry and exit.

F. **TRAILER TOWING PACKAGES**
For light (2,000 pounds) or heavy towing (7,000 pounds—Station Wagons 5,000 pounds), there's a trailering package to fit your needs. See your dealer for full details.

Chrysler...a leader in automotive electronics

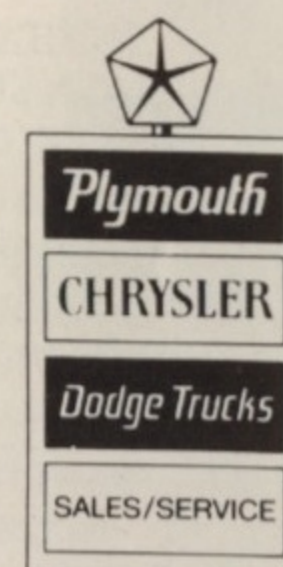
Chrysler was the first car maker in North America to apply space-age technology...solid-state electronic and micro-circuitry to automotive use.



The future starts here
it's the computer controlled
Lean-Burn System

Chrysler's Electronic Lean-Burn System with its *electronic spark control* is one of the most important developments in engine control since the 1920's and early 30's, when manual spark control was replaced by the automatic spark advance. That's because the Electronic Lean-Burn System contributes so many improvements to engine operation. For example:

- Smooth engine warm-ups
- Improved engine performance and acceleration
- Improved smoothness in all phases of engine operation—regardless of weather conditions
- Improved gasoline mileage at cruising speeds
- Reduced emissions—even before they reach the exhaust system
- Less hoses and other emission-control "hardware"
- Reduced maintenance
- Ability to use leaded or unleaded gasoline without sacrificing performance—while meeting governmental emission standards.



PRINTED IN CANADA.

The Chrysler Lean-Burn System was first introduced during the 1976 model year on the 400 cubic inch Chrysler-built V8 engine and is now available on the following 8-cylinder models in 1977.

318(2Bbl.)* Opt.	360(4Bbl.) Std.	400(4Bbl.) Std.
	440(4Bbl.) Std.	440(4Bbl.) Dual Exhaust Std.

*Available after January 1, 1977



The brain of the Lean-Burn System is this electronic spark-control computer which responds to data from 8 sensors and instantly adjusts the timing of spark-plug firings to achieve the best combustion efficiency for all conditions. Since conditions are constantly changing, the computer is constantly making instantaneous adjustments in spark-plug firings. This results in good engine performance.

Electronic Ignition

Chrysler was the first to introduce electronic ignition on passenger cars and trucks. This device eliminated troublesome ignition points and condenser—the major cause of engine tune-ups.



Electronic Voltage Regulator

Chrysler was first with a modern silicon electronic voltage regulator on all cars and trucks. This device has no moving parts and is much more reliable than the electro-mechanical regulators used previously.

High-Capacity Alternator

Chrysler first made the alternator practical for automotive use by incorporating silicon diodes as an electronic rectifier in the design.



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 Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, standard and optional equipment listed, colours and materials, and to change or discontinue models.

PGFC 77-E

GRAN FURY BROUGHAM

GRAN FURY

GRAN FURY SPORT SUBURBAN



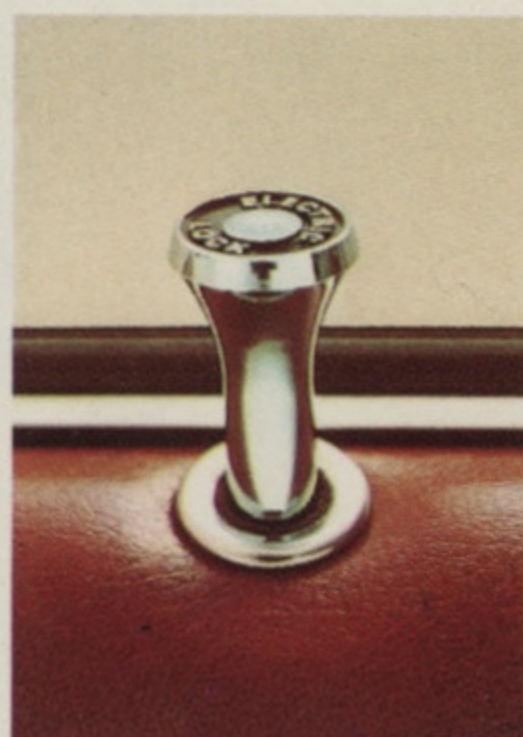
1977 Plymouth
GRAN FURY
Get the '77 Plymouth good feeling

Some Gran Fury options to help make the heart grow fonder

Here are some of the appearance, comfort and convenience features available to you for Plymouth Gran Fury models.



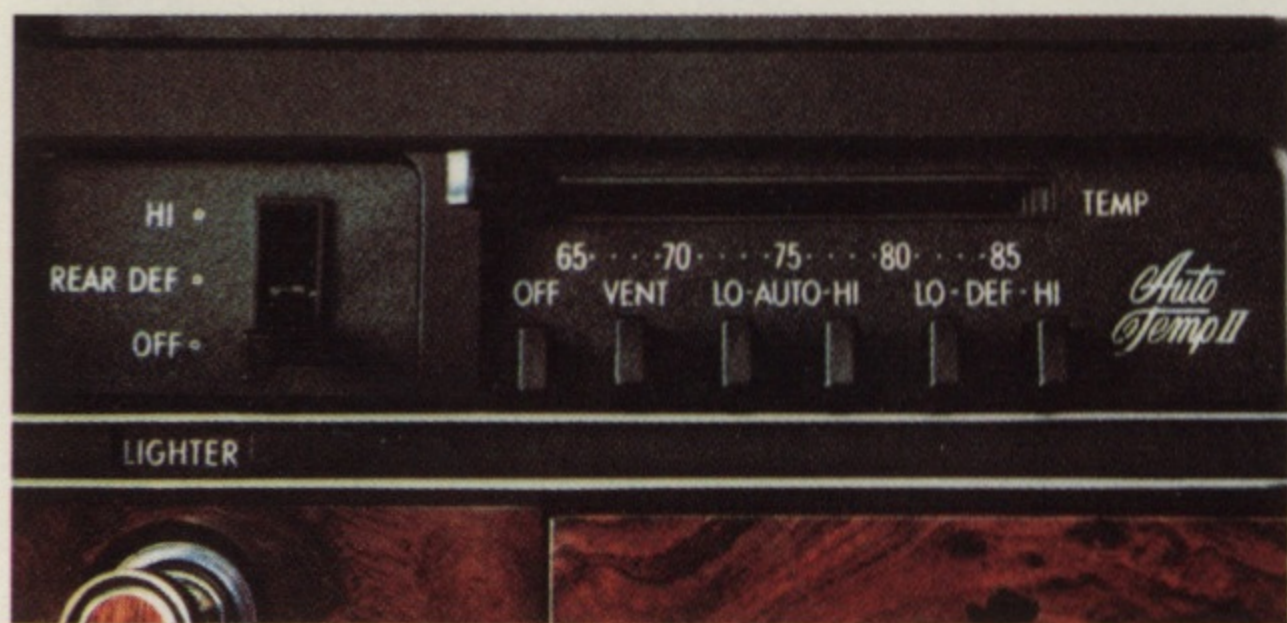
A



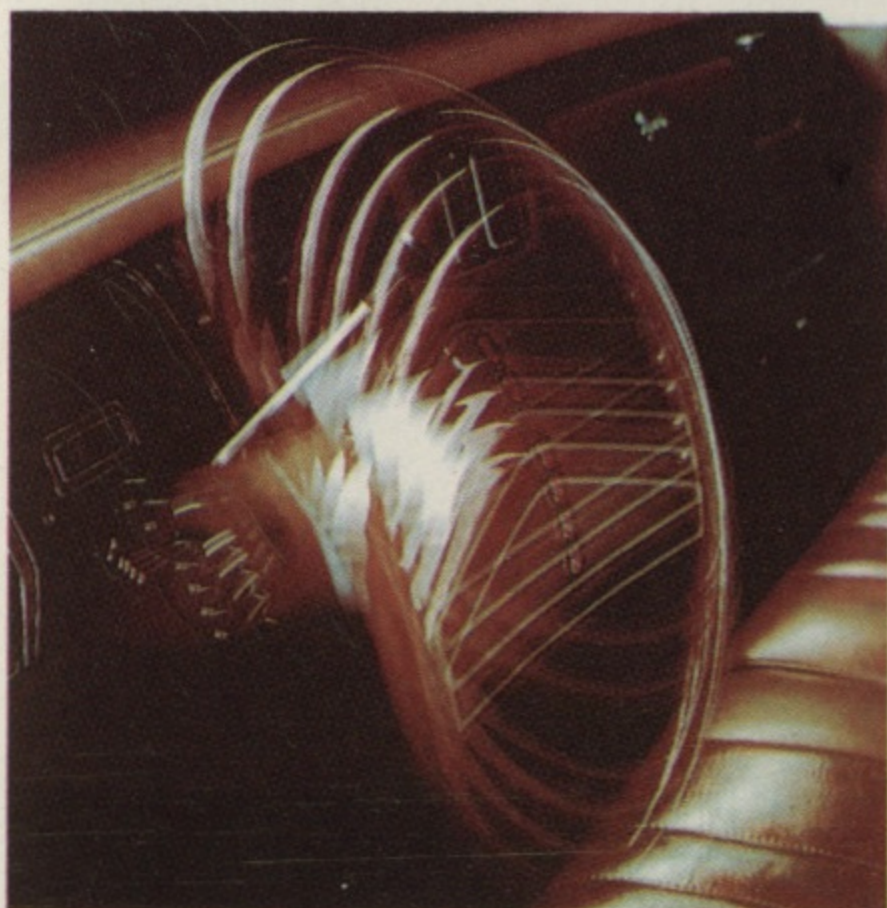
B



D



C



E



F

A. VENT WINDOW

Added ventilation up front for four-door models.

B. POWER DOOR LOCKS

Lets you lock and and unlock all doors from the driver's seat. No more stretching or straining to let passengers in or out.

C. AIR CONDITIONING WITH AUTOMATIC TEMPERATURE CONTROL

Select your most comfortable interior temperature. This unit keeps it at your comfort level, regardless of the season.

D. CLOTH AND VINYL 50/50 BENCH SEAT

Good looking, beautifully comfortable, individually adjustable split bench seat with dual centre armrests (optional Gran Fury Brougham).

E. TILT AND TELESCOPIC STEERING WHEEL

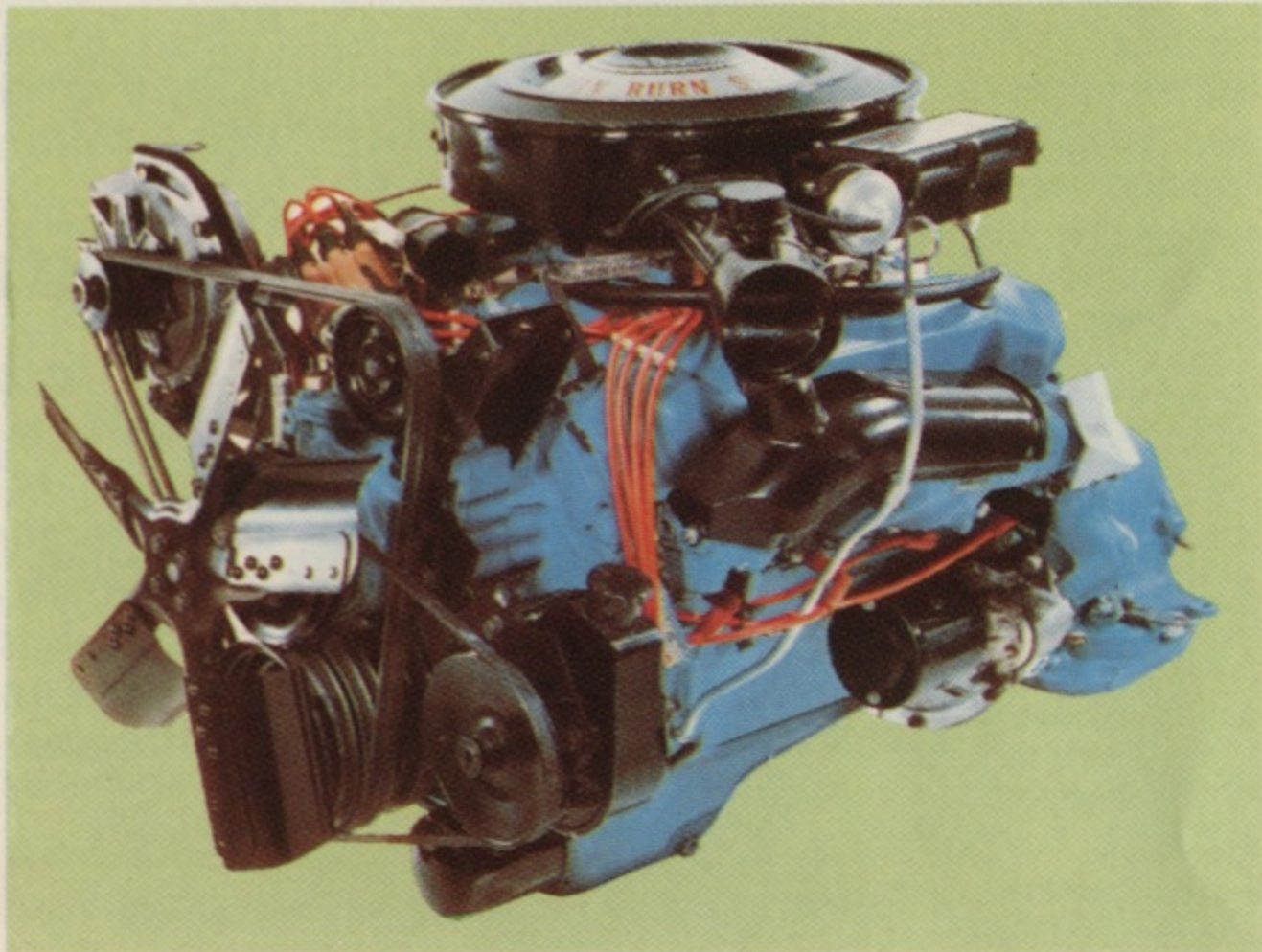
Every driver in the family will appreciate this touch. Adjusts for any-size driver, moves out of the way for easy entry and exit.

F. TRAILER TOWING PACKAGES

For light (2,000 pounds) or heavy towing (7,000 pounds—Station Wagons 5,000 pounds), there's a trailering package to fit your needs. See your dealer for full details.

Chrysler...a leader in automotive electronics

Chrysler was the first car maker in North America to apply space-age technology...solid-state electronic and micro-circuitry to automotive use.



The future starts here it's the computer controlled Lean-Burn System

Chrysler's Electronic Lean-Burn System with its *electronic spark control* is one of the most important developments in engine control since the 1920's and early 30's, when manual spark control was replaced by the automatic spark advance.

That's because the Electronic Lean-Burn System contributes so many improvements to engine operation. For example:

- Smooth engine warm-ups
- Improved engine performance and acceleration
- Improved smoothness in all phases of engine operation—regardless of weather conditions
- Improved gasoline mileage at cruising speeds
- Reduced emissions—even before they reach the exhaust system
- Less hoses and other emission-control "hardware"
- Reduced maintenance
- Ability to use leaded or unleaded gasoline without sacrificing performance—while meeting governmental emission standards.

The Chrysler Lean-Burn System was first introduced during the 1976 model year on the 400 cubic inch Chrysler-built V8 engine and is now available on the following 8-cylinder models in 1977.

318(2Bbl.)* Opt.	360(4Bbl.) Std.	400(4Bbl.) Std.
	440(4Bbl.) Std.	440(4Bbl.) Dual Exhaust Std.

*Available after January 1, 1977



The brain of the Lean-Burn System is this electronic spark-control computer which responds to data from 8 sensors and instantly adjusts the timing of spark-plug firings to achieve the best combustion efficiency for all conditions. Since conditions are constantly changing, the computer is constantly making instantaneous adjustments in spark-plug firings. This results in good engine performance.

Electronic Ignition

Chrysler was the first to introduce electronic ignition on passenger cars and trucks. This device eliminated troublesome ignition points and condenser—the major cause of engine tune-ups.

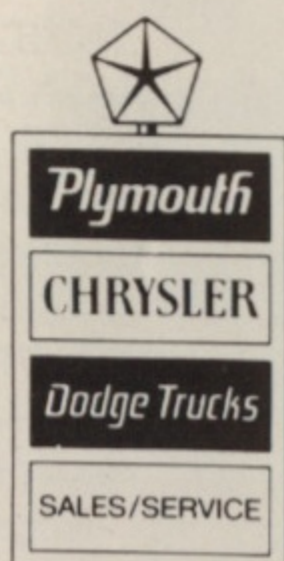


Electronic Voltage Regulator

Chrysler was first with a modern silicon electronic voltage regulator on all cars and trucks. This device has no moving parts and is much more reliable than the electro-mechanical regulators used previously.

High-Capacity Alternator

Chrysler first made the alternator practical for automotive use by incorporating silicon diodes as an electronic rectifier in the design.



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 Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, standard and optional equipment listed, colours and materials, and to change or discontinue models.