GRAN FURY BROUGHAM

GRAN FURY

GRAN FURY SPORT SUBURBAN



1977 Plymouth GRAN FURY

Get the 77 Plymouth good feeling

Gran Fury, its full size looks, luxury and value carry on

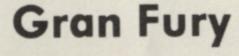
The Plymouth Gran Fury ... available in Gran Fury and Gran Fury Brougham models...has always been a "noticed" automobile. Crisp, clean styling mark it clearly. Then, add six-passenger room, carpeted interior luxury and a spacious trunk. Further, Gran Fury's standard features include torsion-bar suspension, solid Unibody construction, Torqueflite

automatic transmission, power steering and power front disc brakes. All of this, and more help make Gran Fury one of the premium value cars in its field.

For 1977, these features stay, naturally. "Don't tamper with success". But, from year to year, new features are always a part of the Plymouth picture. For what's new with Gran Fury, read on.

Gran Fury Brougham

Top of the Gran Fury line in distinction and luxury, that's Brougham. Its singular headlamp grille, topped off by a bright stand-up hood ornament, tells you what Brougham is all about: it's something special. New touches have been added for 1977. There are new exterior colours to choose from, including six new "Sunfire" metallics. New, also, is a cloth and vinyl lowback bench seat with centre armrest and adjustable head restraints. Available is a striking canopy vinyl roof and opera window treatment on the two-door hardtop. For the full top of the line Gran Fury Brougham story...two-door hardtop or four-door sedan...consult your Plymouth dealer.



The full-size Plymouth bargain that looks like it should cost more than a bargain. Here's fullsize room, comfort, carpeted luxury inside, and generous trunk space at an easy price. And it's available in two-door hardtop and four-door sedan versions. Gran Fury for '77 offers steelbelted radial tires; the economical 318-CID-V8 engine; and new exterior colours to make your Gran Fury even more of an attractive bargain.





Gran Fury Station Wagons

If you're a wagon fancier who believes that a wagon should carry its fair share of people and cargo and haul whatever it is you want to haul, Plymouth's Gran Fury Sport Suburban is the wagon that will fit your fancy, and look very good doing it. It accommodates eight people in comfort (three-seat Sport Suburban), offers 102.4 cubic feet of cargo space, and will trailer up to 5,000 pounds. For 1977, a vinyl low-back bench seat with fold-down centre armrest and adjustable head restraints is standard. So are black sidewall steel-belted radial tires. Gran Fury Sport Suburban is a wagon well worth looking into. Available in two- and three-seat versions. Also available: a two-seat Suburban wagon for you wagon buyers who want as much full-size wagon at a lower cost.



Plymouth Gran Fury

Standard Features

ALTERNATOR-60 amp. hour with transistorized voltage regulator

ANTI-FREEZE—Glycol base, -35° *ARMRESTS—Front and rear, padded

ASH RECEIVERS—Instrument panel and rear armrests

BATTERY-305 amp. (Gran Fury) 440 amp (Gran Fury Brougham and all Station

*BODY—Unibody construction combines body and frame into one solid, strong unit. Seven-stage rust inhibitor

assisted and self-adjusting, front Front—floating caliper disc

*BRAKES—Dual braking system, power

Rear—drum type with bonded linings *BUMPER GUARDS—Front

*BUMPERS-Hydraulic bumper system. Sustains barrier impacts at speeds up to 5 m.p.h., front and rear

CARPET—Colour-keyed front and rear passenger compartments. Colour-keyed rubber mats (Gran Fury Suburban). Trunk, black and grey print rubber mat CATALYTIC EXHAUST SYSTEM—318

8-cylinder engine *COAT HOOKS—Left and right side, of

special soft plastic COOLANT RESERVE SYSTEM

DOOR CHECKS—2-position on all doors *DOORS—Safety action inside door

handles. Non-protruding. Keyless locking system. Non-override door locks (except driver's door) EMISSION CONTROL SYSTEMS—Closed

crankcase ventilation. Air preheat Evaporative control and charcoal canister. Automatic vacuum spark advance, exhaust gas recirculation and electric-assist choke

HEADLINING-Moulded one-piece

HEATER/DEFROSTERS—With upper level ventilation

IGNITION—Electronic ignition system eliminates breaker points and condenser. Reduces tune-ups and emissions. Provides easier starting INSIDE HOOD RELEASE

*INSTRUMENT PANEL AND CONTROLS-Padded, recessed controls, variable intensity lights, parking brake release, bin-type glove box with integral coin holder, glove box lock, cigar lighter, master cylinder and park brake warning indicator, key-left-in ignition warning buzzer, seat belt warning light for driver only

INSULATION-Special insulation. Seals on hood, doors, dash panel, roof, trunk and floor pan help keep out noise and

*LIGHTS—Single headlights, dual taillights, stoplights and backup lights, side marker lights and reflectors, parking lights, turn signals and 4-way emergency flasher, passenger compartment light, actuated by front

*LOCKS-Anti-theft ignition and deck lic *MIRRORS—Outside, rear view left. Inside prismatic day/night (except Gran Fury and Gran Fury Suburban), balljoint mounted with energy-absorbing lip around edge of glass, windshield

PAINT-18 colours in durable Acrylustre *SEAT BELTS—Combined lap/shoulder belt system for driver and front outboard passengers. Lap belts for all remaining passengers. Automatic retractors for driver and front passeng and outboard passengers in rear seats Seat belt reminder light and buzzer for driver

SEATS—Bench type with driver and passenger head restraints. Full foam and flame-resistant cloth or vinyl. Energy-absorbing front seat back. Seat-back latches on 2-door models

*SIDE IMPACT—Protection beam in doors SPEEDOMETER—Dual calibrated (km/h and MPH) with metric predominant. Distance recorder (odometer) reads

*STEERING—Power-assisted, 2-spoke wheel with vinyl horn pad. Impactabsorbing wheel and steering column. Steering column lock

*SUN VISORS—Left and right, padded.

SUSPENSION—Torsion-Quiet Ride. Special group of rubber bushings on fore structure, steering mechanism. Torsion bars and rear springs greatly reduce road noise. Front sway bar. Oriflow shock absorbers

TRANSMISSION—Automatic 3-speed

*WHEELS—15" safety-rim

WINDOWS—Ventless side windows *WINDSHIELD—Heavy laminated glass prevents inside shattering

*WINDSHIELD WASHERS—Dual electric *WINDSHIELD WIPERS—Dual with overlap

wipe pattern *Safety features

Selected Optional Equipment

AIR CONDITIONING—Front unit with Automatic Temperature Control ALTERNATOR - 100 amp. heavy-duty AUTOMATIC REAR HEIGHT CONTROL

AUTOMATIC SPEED CONTROL BATTERY-500 amp. Long Life CLOCK, ELECTRONIC DIGITAL

ELECTRIC FUEL PACER SYSTEM— Includes fender-mounted turn signals ELECTRIC HEATED REAR WINDOW DEFROSTER—Includes 100 amp. heavy-duty alternator

ENGINE BLOCK HEATERS GLASS—Tinted for all windows LOCKING FUEL FILLER CAP

MIRROR-Remote control outside, left

PACKAGES—There are many special package options available, some of which are: Air-Conditioning Package Light Package and the Light- and Heavy Duty Trailer Towing Packages. See your dealer for full details

POWER ASSISTS—Deck lid release (except Station Wagons), door locks, seats, windows

RADIOS—AM pushbutton, AM/FM monaural pushbutton, AM/FM multiplex, AM with 8-track stereo tape, AM/FM multiplex with 8-track stereo

STATION WAGONS—Auto-lock tailgate, cargo compartment dress-up, rear bumper step pads, rear assist handles and roof luggage rack

STEERING COLUMN—Tilt and telescopic STEERING WHEEL—Luxury with horn blowing switches

SUN ROOF-Power operated, includes vinyl roof (except Station Wagons)

SURE-GRIP DIFFERENTIAL—Rear axle SUSPENSION—Heavy-duty with front sway bar with heavy-duty 1" shocks Torsion bars front. Leaf springs rear and UNDERCOATING AND HOOD SILENCER

> VENT WINDOWS—Front side manually operated (four-door models)

VINYL ROOF—Full (sedans and hardtops). Canopy with opera window (hardtops) WHEEL COVERS—Deluxe and Premier

WHEELS—Styled road wheels WINDSHIELD WIPERS—Deluxe 3-speed THERE ARE MANY OTHER OPTIONS AVAILABLE. SEE YOUR DEALER FOR FULL DETAILS.

Seat Availability

Model	Standard Seat	Material	Optional Seat	Material
Gran Fury	Bench	Cloth & Vinyl	(a) Bench	Vinyl
Gran Fury	an Fury Bench with fold-down Cloth	Cloth & Vinyl	Bench with fold-down centre armrest	Vinyl
centre armrest		Cloth & Villy	(b) 50/50 split bench with dual front seat armrest	Cloth & Vinyl
Gran Fury Suburban	Bench	Vinyl		
Gran Fury Sport	Bench with fold-down	Vinyl	(c) 50/50 split bench with dual front seat armrest	Vinyl
Suburban	centre armrest	Villyi	Bench with fold-down centre armrest	Cloth & Vinyl

(a) Four-Door Sedan only

(b) Includes passenger side recliner on Four-Door Sedan

(c) Includes passenger side recliner

Plymouth Gran Fury—Basic Specifications

Model Availability	2-Door	4-Door		Wagon
Gran Fury	Hardtop	Sedan X	2-seat	3-seat
Gran Fury Brougham	X	X		
Gran Fury Suburban			X	
Gran Fury Sport Suburban			X	X

Exterio

Dimensions	4-Door Sedan	2-Door Hardtop	Station Wagon
Wheelbase	121.4"	121.4"	124.0"
Overall length (a)	222.4"	222.4"	226.4"
Overall width	79.8"	79.8"	79.4"
Overall height	54.8"	54.1"	56.9"
Track—front	64.0"	64.0"	64.0"
—rear	63.4"	63.4"	63.4"
Road clearance	5.0"	5.0"	5.6"
Approximate shipping weight, lbs.	4145	4070	4790(b)

(b) Three-Seat Wagon—4830 (a) Includes Bumper Guards

nterior Dimensi	ons	4-Door Sedan	2-Door Hardtop	Station Wagon
Effective Head Room	-front	38.7"	38.0"	38.7"
	-rear	37.8"	37.7"	40.5"
Effective Leg Room	-front	42.1"	42.1"	42.1"
	-rear	36.8"	34.2"	37.3"
Shoulder Room	-front	61.5"	61.5"	61.5"
	-rear	61.6"	60.8"	61.6"
Hip Room	-front	58.9"	58.6"	58.9"
	-rear	58.8"	58.3"	58.8"
Entrance Height	-front	30.4"	30.0"	30.4"
	-rear	30.2"	_	30.4"
Seat Height	-front	9.2"	9.2"	9.2"
	-rear	11.5"	10.7"	11.5"

Luggage Compartment

Usable Space (cu. ft.)	20.4
Usable Length	61.0"
Usable Width	76.5"
Loading Height	28.5"

Station Wagon — Cargo Compartment

	Cargo Volume (cu. ft.)	102.4	
	Tailgate loading height	27.3"	
	—At beltline	50.9"	
	—Floor between wheelhousing	48.4"	
	Width —Floor at tailgate opening	49.2"	
	—Front seat to closed tailgate	97.6"	
	—Front seat to end of open tailgate	121.0"	
	—2nd seat to closed tailgate	62.7"	
	Length—2nd seat to end of open tailgate	86.0"	
	Height —Floor to roof at tailgate opening	26.2"	
_			-

8-Cylinder

Engine and Transmission Specifications

Engine Specifications

Displacement (cu. in.)	318	360	400 (a)	440 (a)
Bore (in.)	3.91	4.00	4.34	4.32
Stroke (in.)	3.31	3.58	3.38	3.75
Installed Net Horsepower @ R.P.M.	145 @ 4000	160 @ 3600	195 @ 3600	200 @ 3600
Installed Net Torque @ R.P.M.	245 @ 1600	280 @ 2400	305 @ 3200	320 @ 2000
Compression Ratio	8.5 to 1	8.4 to 1	8.2 to 1	8.2 to 1
Carburetor	1-2 Barrel	1-2 Barrel	1-4 Barrel	1-4 Barrel
Air Cleaner	Silenced	Silenced	Silenced Single Snorkel	Silenced Single Snorkel
Catalytic Exhaust System	Std.	N.A.	N.A.	N.A.
Exhaust	Single	Single	Single	Single
Fuel Required	Unleaded	Leaded or Unleaded	Leaded or Unleaded	Leaded or Unleaded
Engine — Application by Model				
Gran Fury	Std.	Opt.	Opt.	Opt.
Gran Fury Brougham	N.A.	Std.	Opt.	Opt.
Gran Fury Suburban	N.A.	Std.	Opt.	Opt.
Gran Fury Sport Suburban	N.A.	Std.	Opt.	Opt.
Transmission Application by Engine				
Torqueflite—3-Speed Automatic	Std.	Std.	Std.	Std.

(a) Equipped with Electronic Lean-Burn System

Std.—Standard Equipment

Opt.—Optional Equipment

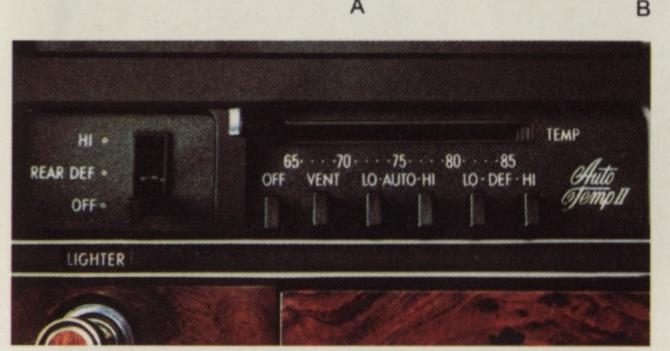
N.A.—Not Available

Some Gran Fury options to help make the heart grow fonder

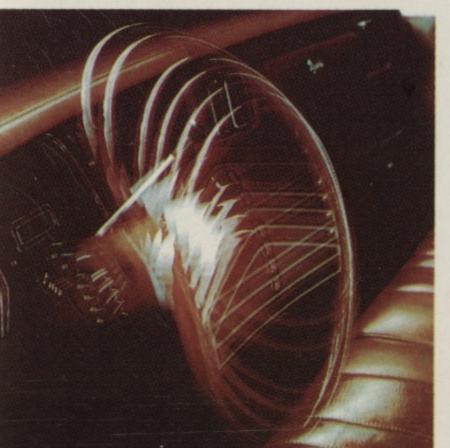
Here are some of the appearance, comfort and convenience features available to you for Plymouth Gran Fury models.













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).

TILT AND TELESCOPIC STEERING WHEEL

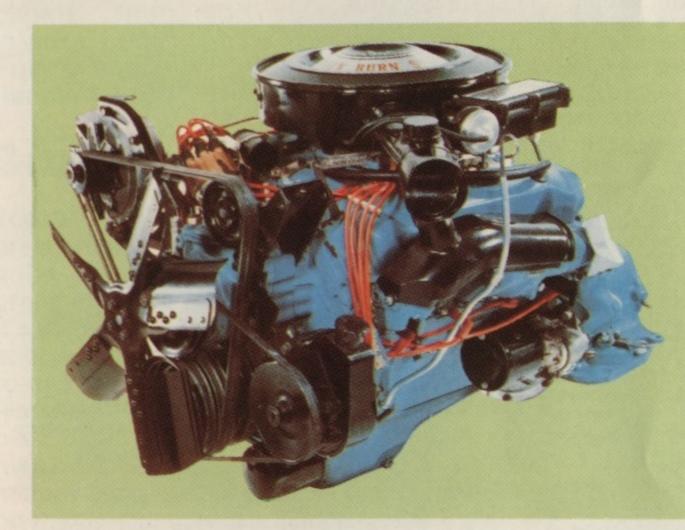
Every driver in the family will appreciate this touch. Adjusts for any-size driver, moves out of the way for easy entry and exit.

. 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.

360(4Bbl.)

400 (4Bbl.)

440(4Bbl.)

440 (4Bbl.) Dual Exhaust

*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 elim-

inated troublesome ignition points and condenserthe major cause of engine tune-ups.

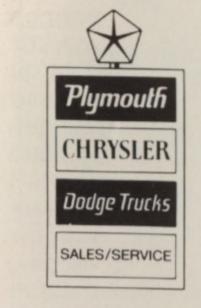
Electronic Voltage Regulator

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

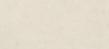
Chrysler first made the alternator practical for automotive use by incorporating silicon diodes as an electronic rectifier in the design.

PGFC 77-E



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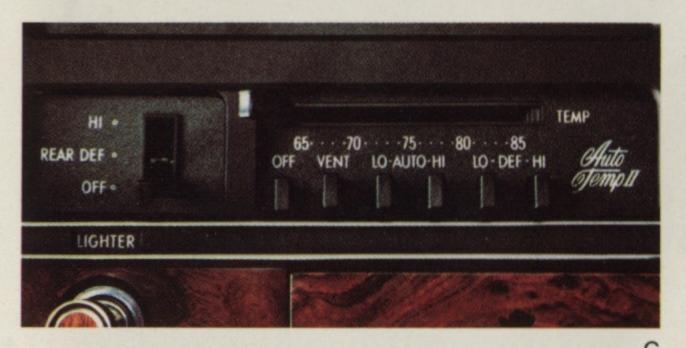
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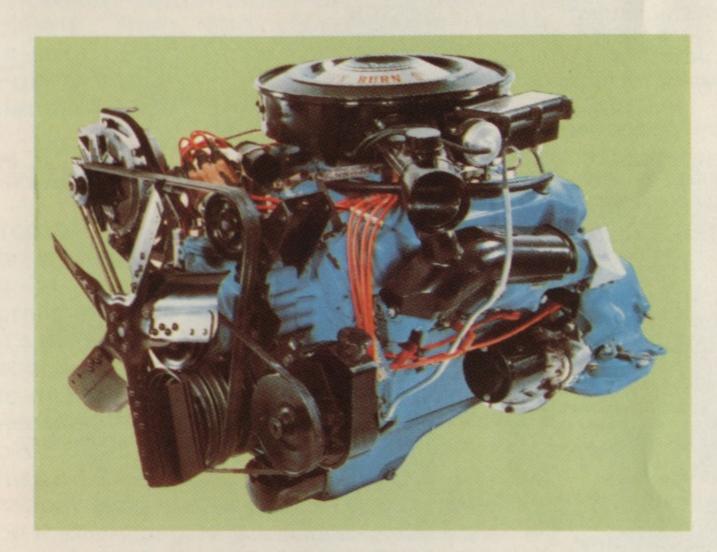
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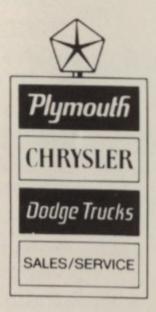
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