

1977 Plymouth Fury

FURY SPORT/FURY SALON/FURY



Fury Sport

Come ride the wind...the 1977 Plymouth Fury! Fresh. Different. With a sense of space and freedom that's right for young America today!

It's as lean as it looks. But inside, it's like the wide open spaces. In fact, Fury Sport is one of the roomiest mid-size two-door hardtops built in America.



Crisp new front-end design highlights a* young sports body on an agile 115" wheel-base...with a stylish optional Canopy vinyl roof and opera windows.

Standard features include the crushed velour and vinyl split-back bench seats with folding center armrest, handsome soft touch steering wheel and full color-keyed shag carpeting.

For optional interiors, you have the cloth-and-vinyl 60/40 split-bench seat with dual reclining seatbacks...tailored in Winston cloth with vinyl accents and matching door trim. Optional all-vinyl bucket seats are available at no extra cost.



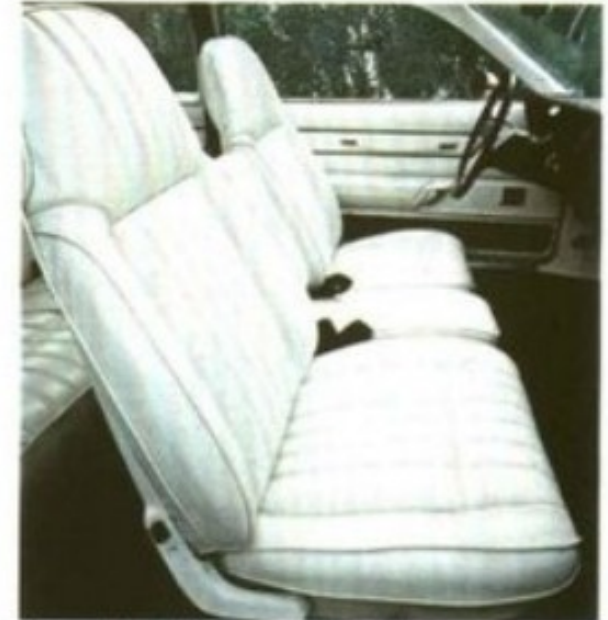
Optional Winston cloth 60/40 split-bench seat with vinyl trim, folding center armrest and dual reclining seat-backs.



Standard soft velour-and-vinyl bench seat with folding center armrest.

Power assists, AM/FM stereo radio and tape system, and Tilt steering wheel are just a few of Fury's fine options.

Fury's deep-down value shows up clearly in features like power front disc brakes and fully-isolated torsion-bar front suspension, upper-level ventilation, all-welded Unibody construction and layers of sound insulation. This year, your standard Fury Sport engines are the peppy 225 2-bbl. Super Six,* or the



Pleated vinyl bucket seats with folding center armrest, a no-cost option.

318 V-8. The 360 V-8 is optional. And the optional 400 V-8* has the computer-controlled Electronic Lean Burn System...to fire precisely, run smoothly and accelerate responsively!

1977 Fury Sport. The right-size car with the young, moving style and features—at a price that says go-ahead!

*Not available in Calif. or at altitudes over 4000 ft.



Fury Sport 2-Door Hardtop

Some items pictured on vehicles on this and other pages of this catalog are extra cost options.

Fury Salon

The perfect size and styling? 1977 Fury Salon comes close as any car you're going to see this year.

With fresh new front-end styling, it's appealing and right-sized. A roomy family car with a young viewpoint about price and features.

Salon's 4-door roominess starts with its 117.4" wheelbase—a wheelbase long enough to accommodate lots of interior room for six people, short enough for handling ease and parking agility. Consider too, Fury Salon's long slender lines and tasteful trim, with



optional wide color-keyed vinyl body side molding. The carpeting is thick, soft, color-keyed shag. Upper-level ventilation is also a refreshing standard.

Now for some real people-comfort, settle into the Fury Salon interior...in your choice of standard velour-and-vinyl or optional sleek Super Soft vinyl split-bench seats... with a wide folding center armrest at your elbow...and elegant door trim with the touch of luxury pull-handles.



Optional all-vinyl 60/40 bench seat with folding center armrest and dual reclining seat-backs.



Optional 60/40 split-bench seat in plush velour with folding center armrest, vinyl accents and dual reclining seat-backs.

The optional luxury 60/40 split-bench seats are available in the beauty of velour-and-vinyl, or all-vinyl, with center armrest... and have dual reclining seatbacks with separate position controls.

And if the ride seems unusually smooth and undisturbed, it's because you're riding on a fully isolated torsion-bar suspension.

Up front, you have two standard power choices...the peppy Super Six,* a new 2-barrel version of the 225-1 Slant Six; or the 318 V-8. The 360 V-8 is optional. And the computer-



controlled Electronic Lean Burn System is part of the optional 400 V-8*...for firing, precision and performance!

Optional equipment and accessories? Have it your way, with power windows, power seats, electric rear window defroster, and many other fine options listed on page 9.

More reason to start something beautiful this year, between you and Fury Salon.

*Not available in Calif. or at altitudes over 4000 ft.



MADE HONOLULU
GRAND CAROUSEL

FURY

Fury Salon 4-Door Sedan

Fury

Fury takes to the road in 1977 with even more of the feature-for-feature value that puts it up front in the right-size class!

In 2-door hardtop or 4-door sedan, Fury fits right in with your ideas of fresh mid-size styling. Long, beautiful lines and wide expanses of glass, and standard upper-level ventilation. Tasteful accents of bright trim moldings. It's the kind of car you'd be proud to bring home.



Fury can open your eyes to the quality and elegance of its exterior and interior. The fashionable Regency cloth-and-vinyl bench seat...or the optional all-vinyl split-back bench seat with wide center armrest...color-keyed carpeting...smart padded door trim. Fury has styling and comfort—and the room to enjoy it.

In other ways, Fury measures up to your ideas on quality details... 12" rearview mirror... 18" wide-sweep wiper blades...and at no



Optional tailored all-vinyl bench seat with folding center armrest and matching door trim.



Standard bench seat in fashionable Regency cloth with vinyl accents.

extra cost, power front disc brakes... torsion-bar front suspension... all-welded Unibody construction.

Solid motoring value!

There are two ways to go with standard engines...the responsive 225 2-bbl. Super Six* or the 318 V-8. The 360 V-8 is optional. The optional 400 V-8* has the computer-controlled Electronic Lean Burn System, for remarkable firing precision and smooth acceleration.



Basically, Fury is a beautiful value. But you can add what you want in the way of Fury optional equipment and accessories...from the full range of power assists, automatic speed control and electric rear window defroster to AM/FM stereo radio and tape. Tilt steering wheel, air conditioning...the list continues on page 9.

In 1977, Fury does great things with economical motoring—and does it with style!

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Fury 2-Door Hardtop

Fury 4-Door Sedan 7

Fury Optional Accessories



Manually operated Sun Roof opens and closes easily...for open-air driving pleasure.



Electric Rear Window Defroster clears window quickly with heating elements fused to the glass.



Tilt Steering Wheel, shown in 3 of 7 possible positions, moves up or down to suit any driver.



Rally road wheel.



Styled road wheel.



Automatic Speed Control lets you set, hold steady speed.



AM/FM Stereo Radio with 8-track tape and four speakers, two front and two rear.



Power steering, power brakes, power seats, power door locks, power windows.

Many options to choose—for your comfort and convenience.

CHRYSLER CORPORATION LEADS THE WAY IN ELECTRONICS FOR AUTOMOBILES AMONG ALL U.S. MANUFACTURERS... FOR RELIABILITY AND PERFORMANCE.

The computer-controlled Electronic Lean Burn System is now standard on Chrysler 400 V-8...the engine that thinks!

A totally new approach to engine control, the Electronic Lean Burn System employs a small computer, making it possible to use exceptionally lean mixtures during part-throttle operation...an average 18-to-1 air/fuel ratio.

The precise moment for spark plug firing is determined instantaneously by the Spark Control Computer. It continuously monitors engine speed and adjusts for driving conditions

and air temperatures. The result is improved performance...responsive acceleration.

Chrysler Corporation continues to move ahead with electronic systems that improve the precision and performance of your car's engine.

Electronic Ignition System.

The distributor used with electronic ignition has 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.

Electronic Voltage Regulator.

Maintenance-free! Its electronic circuitry is sealed in tough epoxy—shock-resistant,

moisture-resistant and extremely durable.

Long Life Battery.

The most dependable battery you can buy. This optional 500-amp battery requires only that you keep the water at proper level. Its long, reliable service is assured by heavy-duty construction, with a thermally insulated shield to protect against excessive engine heat.

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 and air conditioning systems.

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Fury Options	Fury 2-Dr. Hardtop	Sport 2-Dr. Hardtop	Fury 4-Dr. Sedan	Salon 4-Dr. Sedan	Check List
Air Conditioning	○	○	○	○	
Axle—Sure-Grip differential	○	○	○	○	
Battery—500 amp Long-Life	○	○	○	○	
Bumper Protection					
Protective Rub Strips—Front	N/A	N/A	○	○	
Protective Rub Strips—Front & Rear	○	○	N/A	N/A	
Clock—Electric	○	○	○	○	
Console, w/ Bucket Seats (TorqueFlite req'd)	N/A	○	N/A	N/A	
Defroster—Rear Window—Elec. Heated	○	○	○	○	
Easy-order package	N/A	○	N/A	○	
Emissions Control System & Testing N95 and N96	○	○	○	○	
Fuel Pacer (N/A Calif. or high altitudes)	○	○	○	○	
Gas Cap—Locking	○	○	○	○	
Glass, Tinted—All Windows	○	○	○	○	
Tinted—Windshield Only	○	○	○	○	
Hood Release—Inside	○	○	○	○	
Horns—Dual	○	S	○	S	
Light Package	○	○	○	○	
Luxury Equipment Package	N/A	○	N/A	○	
Mats—Accessory Floor, Color-keyed	○	○	○	○	
Mirror, Remote-control—Left	○	○	○	○	
Mirror, Remote-control—Left & Right	○	○	○	○	
Mirror, Remote-control, Dual Sport styled, chrome or painted	○	○	N/A	N/A	
Moldings, Belt	○	S	N/A	N/A	
Door Edge Protectors	○	○	○	○	
Upper Door Frame	N/A	N/A	○	S	
Sill	○	S	○	S	
Pedal Dress-up (TorqueFlite req'd)	○	○	○	○	
Power Steering (std. with V-8 engines.)	○	○	○	○	
Power Bench Seat	○	○	○	○	
Power Bucket Seat or 60/40 Split-bench—Left	N/A	○	N/A	○	
Power Windows (Door glass only)	○	○	○	○	
Power Door Locks	○	○	○	○	
Radio—AM	○	○	○	○	
Radio—AM/FM	○	○	○	○	
Radio—AM/FM Stereo w/4 speakers	○	○	○	○	
Radio—AM/FM Stereo w/8-track Stereo Tape w/4 speakers	○	○	○	○	
Rear Speaker—Single	○	○	○	○	
Shock Absorbers—Heavy-duty	○	○	○	○	
Space Saving Spare (w/radial tires only)	N/C	N/C	N/C	N/C	
Speed Control—Automatic (TorqueFlite req'd, N/A 6-cyl.)	○	○	○	○	
Steering Wheel, Luxury (Power steering req'd)	○	○	○	○	
Steering Wheel, Tilt (Power steering & TorqueFlite req'd)	○	○	○	○	
Sun Roof—Manual (Vinyl roof req'd)	○	○	N/A	N/A	
Suspension—Heavy-duty (includes heavy-duty shock absorbers)	○	○	○	○	
Trailer-towing, light & heavy-duty pkg's, (TorqueFlite req'd)	○	○	○	○	
Trunk Dress-up (w/spare tire cover)	N/A	N/A	○	○	
Undercoating (w/hood silencer pad)	○	○	○	○	
Wheel Covers and Road Wheels					
Wheel Covers—Deluxe	○	○	○	○	
Wheel Covers—Wire	○	○	○	○	
Road Wheels—Rallye	○	○	○	○	
Road Wheels—Styled	○	○	○	○	
Windshield Wipers—Deluxe, 3-speed	○	○	○	○	

○—Optional S—Standard N/A—Not Available N/C—No Charge



Fury Sport Suburban Wagon

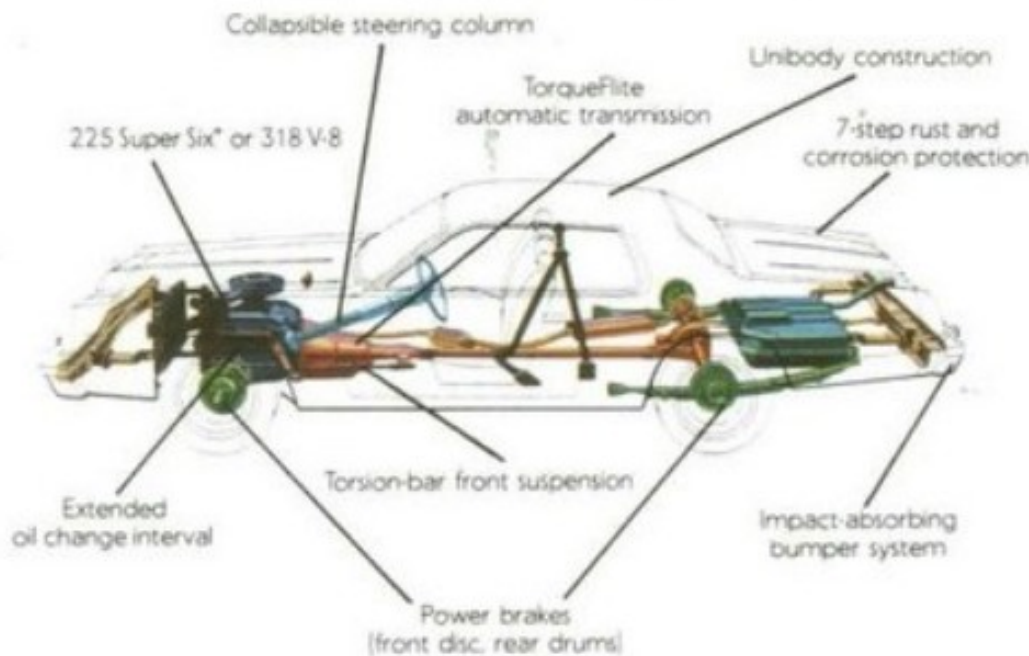
The 1977 Fury Sport Suburban Wagon has good looks, mid-size handling ease, and a big capacity for making people comfortable. See the Chrysler-Plymouth Station Wagon brochure for details on this and the Fury Suburban Wagons.



Fury Trailer-Towing

You can order your 1977 Fury, such as this handsome 4-Door Sedan, equipped with a light-duty trailer-towing package, ready for the road at your Chrysler-Plymouth dealer's. See the Chrysler-Plymouth Trailer-Towing catalog for details.

1977 Plymouth Engineering Highlights



Collapsible Steering Column. A system of slots in the steering column jacket—for front impact protection.

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 impacts.

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

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. Disc brakes have excellent fade-resistance. Rear brake drums are self-adjusting.

225 2-bbl. Super Six* or 318 V-8. One of the most popular engines ever

built is the 225 1-barrel Slant Six. Now there's a new 2-barrel version—the Super Six—with ten more horsepower to give you peppy performance. For those who prefer V-8 performance, there's the ever-popular 318 V-8 that's also a standard 1977 Fury engine.

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 to combat all forms of corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked to a glossy, lasting luster.

Extended Oil Change Interval. Your 1977 Fury needs even less maintenance, now that the oil change interval has been extended to 7500 miles, or six months of driving. It's another example of how Chrysler engineering is striving to reduce maintenance on its cars.

Standard Specifications

Engines	225-2 ¹ Super Six; 318 V-8
Transmissions	TorqueFlite on 225; 3-speed manual on 318
Suspension	Front: Torsion bars; Rear: Asymmetrical leaf springs
Tires	F78x15 BSW glass-belted
Wheels	15x5.5
Brakes	Power disc front; rear drums
Electrical System	Battery: 375 amp on 225, 325 amp on 318 V-8; Alternator: 50 amp; Electronic Ignition System; Transistorized voltage regulator
Fuel Tank	25.5 gal.
Trunk Capacity	19.7 cu. ft. (4-door models); 14.7 cu. ft. (2-door models)

Rear Axles

The higher the axle ratio, the better the performance. The lower the ratio, the better the economy. Ask salesman for details.

Engine	Transmission	Standard	Optional
225-2 ¹ Super Six	TorqueFlite automatic	2.9	3.2 (3.2 S.G.)
	3-speed manual	2.9	3.2 (3.2 S.G.)
318 V-8	TorqueFlite automatic	2.7	2.9, 3.2 (2.7, 3.2 S.G.)
	TorqueFlite automatic	2.4	2.7, 3.2 (2.7, 3.2 S.G.)

¹ N/A in Calif. and at altitudes above 4000' ² 2-bbl. version N/A in Calif. S.G.—Sure Grip Axle

Engine Availability

	Fury 2-Door HT	Fury Sport 2-Door HT	Fury 4-Door Sedan	Fury Salon 4-Door Sedan
All States except Calif. and high altitudes.				
225-2, 6-cyl.	S	S	S	S
318-2, 8-cyl.	S	S	S	S
360-2, 8-cyl.	O	O	O	O
400-4, 8-cyl. ¹	O	O	O	O
High Altitudes—over 4000' (N96** required) Also available in low altitude areas.				
318-2, 8-cyl.	S	S	S	S
360-4, 8-cyl.	O	O	O	O
California (N95** required) Also available in States other than Calif.				
318-2, 8-cyl.	S	S	S	S
360-4, 8-cyl.	O	O	O	O

¹ Includes Electronic Lean Burn System **N95/96 Required emissions control system and testing.

Wheels and Tires

	Wheel Rim Size	With 225 Six,* 318 V-8, or 360 V-8	With 400 V-8*
F78 x 15" glass-belted bsw	5.0J	Standard	Not Available
F78 x 15" glass-belted wsw	5.0J	Optional	Not Available
G78 x 15" glass-belted bsw	5.5JJ	Optional	Standard
G78 x 15" glass-belted wsw	5.5JJ	Optional	Optional
H78 x 15" glass-belted bsw	5.5JJ	Optional	Optional
H78 x 15" glass-belted wsw	5.5JJ	Optional	Optional
G70 x 15" glass-belted RWL	6.5JJ	Optional	Optional
GR78 x 15" steel-belted, radial-ply wsw	5.5JJ	Optional	Optional
215 x 15" (metric) steel-belted, radial-ply wsw	5.5JJ	Optional	Optional
GR70 x 15" steel-belted, radial-ply RWL	6.5JJ	Optional	Optional

bsw—black sidewall wsw—white sidewall RWL—raised white letters

*N/A in California or at altitudes over 4000 ft.

Fury Standard Equipment

FURY (Hardtop, sedan)

- Bumper guards
- Hubcaps
- F78 x 15 black sidewall tires
- Color-keyed carpet
- Front armrest with bright base (sedan)
- Rear-seat armrests with bright bases and ashtrays (sedan)
- Acrylic enamel finish
- Wheel opening moldings
- Deck lid lower molding (hardtop)
- Upper-level ventilation system
- Cigarette lighter
- Dome light
- Coat hooks
- Heater and defroster
- Wiper-mounted windshield washers
- Cleaner air system
- 225 2-bbl. CID Super Six* or 318 CID V-8
- Torsion-bar suspension
- Electronic Ignition System
- 3-speed fully synchronized manual transmission on 318 V-8; TorqueFlite on 225 2-bbl.*
- Electronic voltage regulator
- Front sway bar
- Tuned exhaust system
- Instrument panel ashtray
- Lockable glove box
- Parking brake warning light
- 375-ampere battery
- 50-ampere alternator
- Isolated front and rear suspension.

FURY SPORT (Fury standard features plus these additions and substitutions)

- Dual horns
- Bench seat with center armrest
- Premium door trim panels with pull-handles
- Shag carpeting
- Hood rear edge and belt molding
- Sill moldings
- Hood ornament and hood center molding
- "Sport" name on "C" pillar.

FURY SALON (Fury standard features with the following additions and substitutions)

- Hood ornament and hood center molding

- Salon nameplate and crest
- Plush velour split-back bench seat with center armrest
- Luxury door trim panels with pull-handles
- Upper door frame moldings
- Deck molding
- Shag carpeting
- Dual horns.

Standard Safety Features

- Fuel-tank impact protection
- Keyless door locking
- Side marker lights and reflectors
- Back-up lights
- 2-speed electric windshield wipers
- Electric windshield washers
- Dual-action safety hood latches
- Parking lights that illuminate with headlights
- Safety door latches and hinges
- Thick-laminated safety glass windshield
- Safety skid-type windshield header
- Intrusion protection roof structure
- Safety-Rim wheels
- Passenger-restraint system
- Flame retardant interior material
- Turn signals with lane-change feature
- Locking steering column
- Energy-absorbing instrument panel, front seat-back and armrests.
- Seat belts, all seating positions
- Inside door locks
- Cushioned sun visors
- Dual braking system with warning light
- Hazard warning light system
- Head restraints, 2 front
- Locking latch on all folding front seat-backs
- Energy-absorbing steering column
- Glove box door latch
- Recessed door handles
- Inside rearview mirror and left outside rearview mirror
- Bumper impact system—front and rear
- Side door beams.

*Not available in California or at altitudes above 4000 feet.



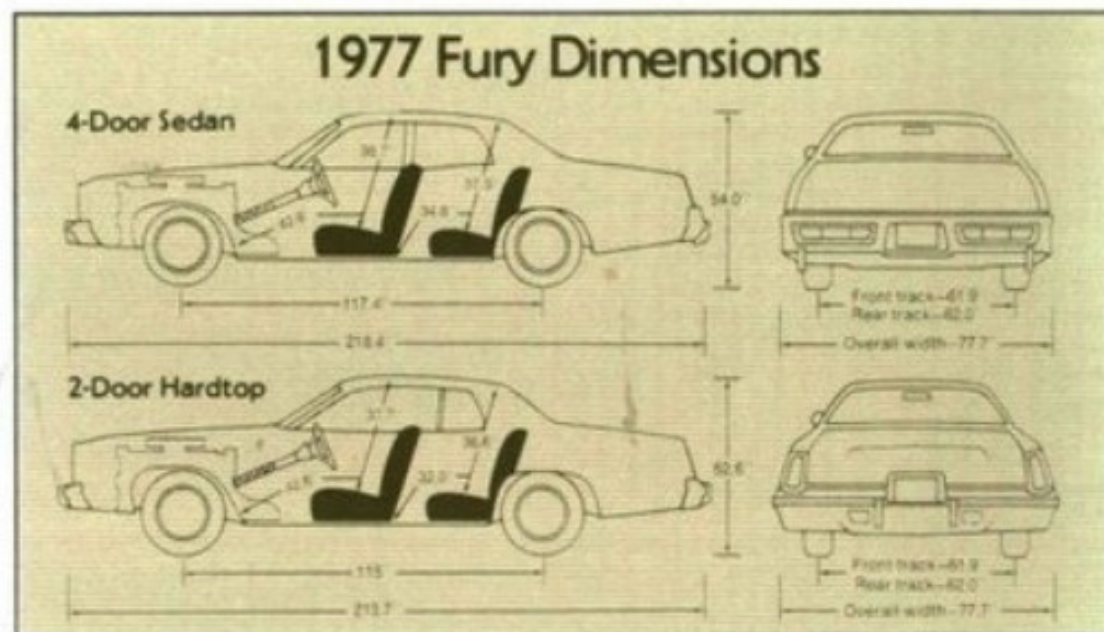
Handsome, functional modular instrument panel with easy-to-read, easy-to-reach controls and simple access for servicing.



Optional carpeted trunk with 19.7 cu. ft. capacity (4-Door Sedan). Space-Saving spare tire is a no-cost option with radial tires only.



Peppy 225 2-bbl. Super Six* now a standard engine for 1977 Fury.



1977 Plymouth Fury Colorama



NOTE: Due to occasional printing irregularities, the colors shown may vary 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 Corporation reserves the right to make changes from time to time, without notice of obligation, in prices, specifications, colors and materials, and to change or discontinue models.

Chrysler Corporation's Limited Warranty Basic Coverage

For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use will be repaired or replaced by the Selling Dealer using new or remanufactured parts. The Selling Dealer will perform any adjustment service required as a result of a manufacturing deficiency during the first 90 days or normal use. The owner is responsible for normal maintenance. See Selling Dealer for more details.



AUTOMOTIVE SALES DIVISION



CHRYSLER CORPORATION

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