

'67 Plymouth
Fury Belvedere Valiant



Plymouth is out to win you over.



'67 Plymouth Fury



VIP 4-door Hardtop in Bright Red

VIP: 4-door Hardtop • 2-door hardtop.
Spoon Fury: 2-door Two Top • 2-door hardtop • convertible.
Fury II, V-8 models: 4-door hardtop • 2-door hardtop • convertible • 4-door sedan • 3-seat station wagon • 2-seat station wagon. 6-cylinder models: 2-door hardtop • 4-door sedan.
Fury II V-8 models: 4-door sedan • 2-door sedan • 3-seat station wagon • 2-seat station wagon. 6-cylinder models: 4-door sedan • 2-door sedan.
Fury I V-8 models: 4-door sedan • 2-door sedan • 2-seat station wagon. 6-cylinder models: 4-door sedan • 2-door sedan • 2-seat station wagon.

VIP: Our most lavish temptation.

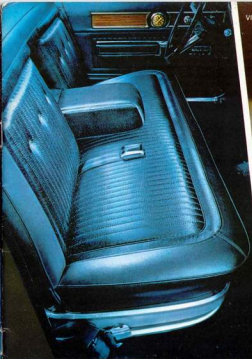
This is the '67 Plymouth that goes to extraordinary lengths to win you over from whatever you may be driving now.

VIP starts with the longest, lowest, most

expensive look Plymouth has ever worn. Then it melds in luxuries you'd expect to pay over \$5000 to enjoy. Generous inlays with the look of walnut. Wide center armrests. Even fender-mounted turn signal indicators.

Now, temper all this elegance with a price tag that makes luxury suddenly very easy to own.

That's a quick summary of how much you stand to gain—when you allow Plymouth's VIP to win you over this year.



VIP 2-door Hardtop in Medium Blue Metallic



With sumptuous seats like the one above to pamper you in a VIP, what more could we offer to please you?

Optional, individualized comfort seats so luxurious most high-priced cars don't have them yet: In our 4-door VIP,

they appear as front seats which are deeply comfortable private lounge chairs. But fold away their center armrests, and you have a 5-foot sofa for three.

In our 2-door VIP, they take the form of distinctively styled dual

seats. Each padded, contoured and pleated for the ultimate in private comfort. Yet between them is a unique armrest/seat cushion unit which permits three up front when the occasion arises.

Among their standard equipment, our VIPs

provide new, controlled Flow-Through ventilation. Fresh air flows in softly—with windows closed—and moves out gently through louvers below the rear window.

Just another thoughtful touch of elegance designed to win you our way,

VIP standard features: 318 cu. in. V-8 • Flow-Through ventilation, both models • Simulated walnut paneling • Deluxe gold-face fabric interior with vinyl trim • Choice of 21 body colors • Contrasting body accent stripes • Deluxe wheel covers • Fender-mounted turn signal indicators • Trunk light • Glow box light • Electric clock • Padded instrument panel • Torsion-bar front suspension • Safety-Action inside door handles and 19 safety and value features provided on all full-size Plymouth models. (See page 13.) Popular options: Vinyl roof covering • Leather upholstery • Power brakes • Air conditioning • FM/AM radio • Power steering • Power seat adjustment • Choice of high-performance engines • Plus many others.

VIP



Sport Fury Convertible in Dark Green Metallic

SPORT FURY:

Our fiery persuader. Plymouth's gone all out to live up to that word "sport" in this series name. (We wouldn't even let a 4-door hardtop into the clan; wouldn't have seemed right.)

So—flip-top, Fast Top or hardtop, your Sport Fury

will have two doors.

We went and designed a set of sport wheel covers especially for this series. You get those with our compliments. And all three Sport Furies come with accent stripes on the character line of the lower body, free of charge.

Feel yourself slipping a little? Read on.



Sport Fury Fast Top in Light Green Metallic



Sport Fury 2-door Hardtop in Yellow

Deep, contoured bucket seats are standard. So is a special 3-spoke steering wheel with a horn bar in each spoke. And you take your choice of an armrest/seat cushion center unit or a console between the seats—at no extra cost, either way.

The Sport Fury above is our hardtop, with as neat a balance of rakishness and restraint as you'll see this year. But if you're not the restrained type, sneak a peek at our Fast Top at top right—that's the one for you!

Engine options? The true call of the wild is our Super Commando 440 V-8. Twin snorkels, twin exhausts, extra-large 4-barrel carb. Special cam. Biggest production engine in the low price car world.

If that's a little too much zoom, there's the

Commando 363 4-barrel V-8 with the same special credentials. Or, a quieter Commando 383 2-barrel V-8. And if you stick with our standard 318 V-8—you've still got plenty going for you. You'll save money, too—it runs on regular gas.



Sport Fury standard features: 318 cu. in. V-8 • Flow-Through ventilation—Fast Top • Bucket seats • All-vinyl interior • Choice of arm-rest/seat cushion center unit or console • 3-spoke sport steering wheel • Choice of 21 body colors • Contouring body accent stripes • Special sport wheel covers • Fender-mounted turn signal indicators • Trunk light • Glove box light • Electric clock • Padded instrument panel • Torsion-bar front suspension system • Safety-Action inside door handles and 19 safety and value features provided on all Plymouth Fury models. (See page 12.) Popular options: Vinyl roof covering • 4-speed manual transmission • Choice of high performance engines • Tachometer • Sure-Grip differential • Front disc brakes • Plus many others.

SPORT FURY



Fury III 2-door Hardtop in Dark Blue Metallic

FURY III: Whatever it takes to please you, it's here. Just make out your list, then look around. Fury III is the Plymouth that shows you just how anxious we are to move you into our driver's seat.

Inside this car that's too long, too lavish, too

plush to be a Plymouth—but is—there's an especially beautiful example:

Interiors come in 13 delicious flavors. With high-fashion upholstery choices that make a connoisseur out of you (which color to take?). The fabric-and-

vinyl seats are done up in a high-sheen nylon, with "biscuit" pleats. Rich and luxuriant. And our all-vinyl seats are sewn into plump, foam-filled pleats.



Fury III 4-door Hardtop in Turbine Bronze Metallic



Now look at our Safe/Flight instrumentation. You can't call this a dashboard anymore. It's all toggles and roller-type controls. LB by non-glare miniaturized floodlights. All hooded over by a panel of thick foam padding. Not only can you read the

dials by night, you can find the controls and the ashtray—without groping or breaking a fingernail.

And there's room for options of your own: FM/AM radio. A Stereo 8 tape cartridge player. And air conditioning, to name a few. (We'll stop at

nothing to win you our way.)

What's nicest is that Fury III never scrimps—most of what it takes to please you is already standard. Electric clock. Brake system warning light. Trunk light. Glove box lights and locks across the board. The biggest

standard V-8 in the low price field; and if you add the TorqueFlite automatic transmission option, it's a 3-speed, not two.



There's a strange, emotional power to a convertible. If you've never felt it, you will now! Plymouth's flip-top Fury III takes what psychiatrists dream about and packages it 17 feet long. And isn't it your dream come true, too?

If so, remember—the standards and optionals on the previous pages don't even scratch the surface of what you can do to make it the real you.

You can option for 4-on-the-floor. Power brakes. Front disc brakes

or heavy-duty drums all around. Special suspension. Sure-Grip differential. Deep-dish wheel covers. Or chrome custom road wheels you don't use covers on. Power steering. Power seat adjustment. Front seat

shoulder belts. Tilt-A-Scope steering wheel. And, of course, air conditioning.



Fury III 4-door Sedan in Beige

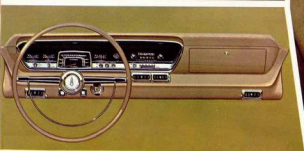
Top up, you spot something new about all our convertibles for '67. Glass backlights. Tempered glass backlights. Clean, clear, uncloudable. The better for onlookers to see those nicely notched rear seat backs.

The tops themselves are color-keyed to make your styling choices a bit more tantalizing this year. You can go black, white or blue—with the appropriate body colors, of course. And there are 21 of those to flip over.

Now add to all that the choices of all-vinyl interior—well, you can see why some people are won over by our Plymouth dealer's Color and Upholstery Book alone.

Fury III standard features: 318 cu. in. V-8 • Flow-Through ventilation—4-door hardtop • Deluxe fabric-and-vinyl interior in hardtops and sedans; all-vinyl in convertibles and wagons • Foam-padded seat cushions, front and rear • Electric clock • Brake system warning light • Truck light • Map and courtesy light—convertible • Glove box light and lock • Choice of 21 body colors • Traction bar front suspension • 3 speed manual transmission (all Fury) • Safety-Autos made door handles and 20 safety and value features provided on all Plymouth Fury models. (See page 13.) Popular options: Vinyl roof covering • Choice of high-performance engines • Automatic transmission • FM/AM radio • Deluxe wheel covers • Power steering • Power brakes • Truck hitch • Other options and accessories.

FURY III



FURY II: Most tempting sedan surprises of '67.

Fury II is out to win you over with a look. And a hook.

The look: the same curves that you expect only in hardtops and sultry convertibles—in a family sedan.

The hook: a fistful of

economy with the deluxe kind of features you also find on higher-up Fury models.

Fury II gives you the same floodlit, padded instrument panel. Big, soft, chrome-accented armrests. Full-comfort foam cushions

in both front and rear seats.

The same big engine we used further up the line comes as standard equipment in these V-8 models. Six-cylinder models have a 225 cu. in. engine that spaces your cash over more miles.

And shows a lot of spunk along the way.

The real hook is, you can't tell by looking where the first ends and the other begins—but you can by the savings.

Fury II 4-door Sedan in Beige



Fury II 2-door Sedan in Dark Copper Metallic



Since we're talking family sedans, now's a good time to mention what we've done in the interest of safety.

There's a new energy-absorbing steering column and a new inside mirror with Safety-Action arm that permits the mirror to

yield in any direction.

Two-speed electric windshield wipers clear a clean, steady pattern even at expressway speeds.

If you have cause to pull off the road at night, turn on our roadside warning flashers. All taillights and the front

parking lights will blink to warn on-coming traffic.

Left-hand outside mirror, back-up lights, padded sun visors and four sets of seat belts are already included, of course. An extra set of optional belts, front and rear, can be added if you need them,

and front shoulder belts are another option, if you prefer.

Furys are built with self-adjusting brakes, and a dual braking system for double assurance of safe stops.

Fury II standard features: 318 cu. in. V-8 or 225 cu. in. 6-cylinder engine • Choice of 18 body colors • Fabric-and-vinyl seats interiors • Foam-padded seat cushions, front and rear • Color-keyed carpeting • Glove box lock • Hazard-deflector • Dual braking system • Brake system warning light • Left-hand outside rearview mirror • Inside mirror with Safety-Action arm • Back-up lights • Energy-absorbing steering column • Double hood latch • 2-speed windshield wipers with anti-stare arms • Windshield washers • Roadside warning flashers • Padded sun visors • Padded instrument panel • Seat belts, front and rear • Spring-Rim wheels • Interlocking door latches • Safety-Action inside door handles. Popular options: See pages 26 & 27.

FURY II



Fury I 2-door Sedan in Buffed Silver Metallic

FURY I: So much car you forget it's our lowest priced Fury.

Don't ever think we're letting up on winning you over—the low end of our full-size Plymouth line stands right up with most of the costlier models in the low price field—and

comes out making you look very wise indeed. (Right on through trade-in time!)

There's another side to the built-in economy of Fury I sedans to consider: Plymouth dependability. It's a big plus. Slam a door on that all-welded unibody. Take a ride

on that torsion-bar front suspension. You can tell this one is built to last. And if you have any doubts left, be sure to read our back cover.



Fury I 4-door Sedan in White

But then, a canny buyer like you couldn't be won by appearances alone. So Fury I moves in on you with a standard engine on its V-8 models that's sizeably bigger than the pack—yet it runs on regular gas and Plymouth thrift. And does

it again with heart-warming quality features like 2-speed electric wipers. The biggest brakes in its class. Room all around. A trunk that holds over 19 cubic feet. Even a 25-gallon gas tank to reduce gas stops! How's that for persuasion?

Obviously there's nothing stripped-down about the look of Fury I inside. The rich carpeting, foam padded seats front and rear, vinyl roof lining and Safety-Action door handles designed into the armrests add up to a strictly uptown atmosphere.

Fury I standard features: 318 V-8 or 225 6-cyl. engine • Choice of 16 body colors • 3 fabric-and-vinyl seat fabrics. Plus these Plymouth Fury standard safety and value features: Foam-padded steel cushions • Carpet-lined carpeting • Glove box lock • Heater-defroster • Dual braking system • Brake system warning light • Left-hand outside mirror • Inside mirror with Safety-Action arm • Rear-clip lights • Energy-absorbing steering column • Double hood latch • 2-speed windshield wipers with anti-glare arms • Windshield wipers • Roadside warning flares • Toggle and relay-type instrument panel controls • Padded sun visors • Padded instrument panel • Seat belts, front and rear • Safety-Rim wheels • Interlocking door latches • Safety-Action inside-door handles. Popular options: See pp. 26 & 27.

FURY I

'67 Plymouth Belvedere



GTX 2-door Hardtop in Yellow

Belvedere GTX: V-8 models: 2-door hardtop - convertible.
Belvedere Satellite: V-8 models: 2-door hardtop - convertible.
Belvedere E: V-8 models: 2-door hardtop - convertible.
4-door sedan - 2- and 3-seat wagons. 6-cylinder models:
2-door hardtop - convertible - 4-door sedan - 2- and
3-seat wagons.
Belvedere J: V-8 models: 4-door sedan - 2-door sedan
- 2-seat wagon. 6-cylinder models: 4-door sedan - 2-door
sedan - 2-seat wagon.
Belvedere: V-8 2-seat wagon - 6-cylinder 2-seat wagon.

GTX: Plymouth's fastest way to win you.

The most exciting Supercar to come out of Detroit in years.

What lights the GTX flame? That deep-throated roar from under the hood gives you an inkling. It's the Super

Commando 440 cu. in. V-8. Biggest GT engine anywhere. It's standard. And formidable.

GTX handling in the convertible and 2-door hardtop is as you'd suspect. Every curve gets a big, firm bear hug. Lean and sway? Virtually eliminated.

Heavy-duty torsion bars and over-sized anti-sway bars provide outstanding control on any surface.

We've muscled-up our famous TorqueFlite 3-speed automatic, too. It's the standard equipment running mate for the Super Commando 440.



GTX Convertible in Bright Red

Prefer to shift for yourself? You'll find our 1-2-3-4 manual* punch right up your rally.

Beauty marks, GTX style, include dual scoops on the hood, chromed dual exhaust outlets, pit-stop gas cap, special Red Streak tires. All standard.

You can go one step further with optional dual sport stripes on hood and rear deck.

The GTX interior oozes luxury. Rich, supple vinyl is everywhere: on door panels, seats front and rear, and on padded dash.

Does GTX have an

optional engine? Does GTX have an optional engine! The fantastic Street Hemi** with 426 cubes to go. Save this one for the day you have everything, including official sanctioning.

GTX standard features: 400 cu. in. Super Commando V-8 - Pit-stop gas cap - Heavy-duty TorqueFlite 3-speed automatic - Front bucket seats - Seat belts, front and rear - Heavy-duty dual braking system - Energy-absorbing steering column - Roadside warning flashers - Left-hand outside mirror - Red Streak tires - Heavy-duty torsion bars, springs, shocks, and anti-sway bar - Glass backlight, convertible. Popular options: 426 cu. in. Street Hemi V-8 - Sports console or armrest/center seat - Electric tachometer, speedometer - Sport wood-grain steering wheel - Custom road wheels - Front disc brakes - Dual sport mirrors, hood and deck - Vinyl roof. More options, pages 26-27.

*With optional special performance package.
**Optional, GTX only.

GTX



Satellite Convertible in Buffed Silver Metallic

SATELLITE: If your present rig has you feeling powerless all of a sudden—surrender. Belvedere Satellite could happen to anybody, from sports buff to breadwinner.

Either way, Satellite fits the bill. Beautifully. Actively. Front row center you find a lockable

sports console.[†] The chrome trim and courtesy lights make it a beautiful go-between for those cushy up-front bucket seats. So sports buff, beware.

If you're a gregarious gamester, we're still out to lure you. Satellite is longer, wider, roomier

than its chief competition. Great for a party of five. Or six, if you choose the fold-down armrest[†] with center seat.

Now, snap on your seat belt and sample Satellite spirit.

It starts with the standard 273 cu. in. V-8 and booms

its way—all the way—to our 383 cu. in. 4-bbl. job.*



Satellite 2-door Hardtop in Dark Red Metallic



Satellite convertible and hardtop interior. The most expensive looking you've ever been able to easily afford. Saddle-grain all-vinyl with luxurious "tooled leather" design on seats and door panels. Rear seats are specially padded

to simulate buckets. Swift. Smooth. Silent. That's TorqueFlite*, most copied automatic transmission in the business. 3 speeds, instead of just 2, for outstanding performance and economy. Console-mounted if you wish.

Satellite standard features: 273 cu. in. V-8 engine • 3-speed manual transmission • Front bucket seats • Sports controls or armor/center seat • Deluxe wheel covers • Fender-mounted turn signal indicators • Seat belts, front and rear • Dual braking system • Roadside warning flashers • Energy-absorbing steering column • Back-up lights • Glove box light • Glass backlight, convertible • Heater-defroster. Popular options: 318 cu. in. V-8, 283 cu. in. 2-441 V-8, 303 cu. in. 4-cyl. V-8 • TorqueFlite 3-speed automatic • 4-spoke floor manual • Sport wood-grain steering wheel • Headrests • Vinyl roof. If fold-down armrest with center seat is standard. Or replace it with optional sports console at no extra cost. Your choice.

*Optional.

SATELLITE

Belvedere II Convertible in Dark Copper Metallic



Belvedere II 4-door Sedan in Light Tan Metallic



Belvedere II 2-door Hardtop in Light Blue Metallic

BELVEDERE II: If you're on the lookout for luxury, look out! This one will win you without a tussle. Up to now we've been tantalizing you with the glitter and go of hardtops and convertibles.

Well, it could just be that you're a sedan fancier.

Great. We've got a fancy one for you—Belvedere II. With bright wheel lip moldings, full length body moldings, and wrap-around taillights. All standard.

And the nifty touches continue on the inside. Deep loop carpeting from here to there.

Padded instrument panel and sun visors. Sumptuous nylon-faced body cloth set off with color-keyed vinyl.

How can you top that? With an optional vinyl roof in white or black. On a Belvedere II sedan!

Belvedere II standard features: 275 cu. in. 6-cylinder or 273 cu. in. V-8 engine • 3-speed manual transmission • Seat belts, hood and rear • Left-hand outside mirror • 3-speed electric windshield wipers • 30-washlet washers • Back-up lights • Heater-defroster • Glass backlight, convertible • Dual braking system • Roadside warning flashes • Parking-brake warning light • Energy-absorbing steering column • Safety-Rim wheels. Popular options: 278 cu. in. V-8, 283 cu. in. 2-441 V-8, 283 cu. in. 4-461 V-8 • Turq/Fire 3-speed automatic • Power steering, brakes, windows (Overtops and convertibles only) • Vinyl roof • Tinted glass • Exterior trim dress-up package • All- vinyl interior.

Belvedere I 4-door Sedan in Dark Green Metallic



Belvedere I 2-door Sedan in Light Green Metallic

BELVEDERE I: Who'd ever guess that it's a low price car?

OK. We know it looks too good to be true. But that's Belvedere I for you.

And the low price is just the beginning of this one's saving ways. Its standard 225 cu. in. 6-cylinder engine has

pinned on more economy run blue ribbons than you can shake an eye-dropper at.

(And it's sprightly, to boot!)

Belvedere I sedan interior. Cloth and vinyl. Tasteful. Beautiful.

The fabric is nylon-faced. It looks expensive. It feels

expensive. But it's standard. Seat trim, dash, and door panels in scuff-resistant vinyl. Armrests front and rear, standard, of course.



Belvedere I standard features: 225 cu. in. 6-cylinder or 273 cu. in. V-8 engine - 3-speed manual transmission - Padded instrument panel and sun visors - Seat belts, front and rear - 2-speed electric windshield wipers - Windshield washers - Left-hand outside mirror - Park-up lights - Heater-defroster - Dual braking system - Roadster warning flashers - Energy-absorbing steering column - Safety-tilt wheels. Popular options: 318 cu. in. V-8, 383 cu. in. 2-bbl. V-8, 383 cu. in. 4-bbl. V-8 - Tiltwheel 3-speed automatic - Vinyl roof - Sun-Grip differential - Bumper guards - Tinted glass - Low cost exterior trim dress-up package. More options? Sure. See pages 26-27.

'67 Plymouth Valiant



Valiant Signet 2-door Sedan in Dark Green Metallic



Valiant Signet 4-door Sedan in Bright Blue Metallic

Signet: V-8 models: 2-door sedan - 4-door sedan - 6-cylinder models: 2-door sedan - 4-door sedan.
Valiant 100: V-6 models: 2-door sedan - 4-door sedan, 6-cylinder models: 2-door sedan - 4-door sedan.

SIGNET:
Keep reminding yourself it only looks expensive. Down deep, where it counts, the Signet is a hearty, economical, dependable Valiant.

The 225 cu. in. engine is standard on 2 and 4-door 6-cylinder Signets. And

the 273 cu. in. engine is standard on V-8 models.

We've lengthened the wheelbase, improving both ride and traction. We've retained the tight unibody construction. Added extra room for shoulders, hips and legs. And we've done all this without

sacrificing the overall compact length.

The Signet makes you forget economy when you see all its standard "extras." Like loop pile door-to-door carpeting. Cologne-grain vinyl and pleated cloth upholstery (shown above) in 5 luscious

colors. And a custom dash that no red-blooded sportsman could resist. (Its easy-to-read gauges are recessed. And it's all hooded over by vinyl-covered foam padding.)

Valiant Signet standard features: 225 cu. in. 6-cylinder or 273 cu. in. V-8 engine - Cologne-grain vinyl seats with pleated cloth - Loop pile door-to-door carpeting - Fender-mounted turn signal indicators - Map and courtesy light - Glovebox and trunk lights - 2-speed electric windshield wipers - Windshield washers - Front and rear antennas - 3-speed manual transmission - Heater-defroster - Cassette lighter. Popular options: Vinyl roof covering in black or white - All-vinyl bucket or bench seats - 4-speed floor-mounted stick shift - 14-in. Mag-type wheel covers.



Valiant 100 2-door Sedan with 200 Decor Option in Light Tan Metallic



Valiant 100 4-door Sedan in Bright Red

VALIANT 100:

Who says a compact has to look like you saved a lot of money?

There's no doubt that Valiant's still a compact at compact prices. But we didn't sacrifice style or comfort. All Valiants for '67 have

curved side glass. Trim lines. And a lot of things that aren't as apparent. Like new weather seats. A lower trunk opening. And the spare hidden under the trunk floor (allows for the extra piece of baggage that usually ends up in the back seat).

Want to add more luxury? Step up and meet the Valiant 200 Decor Group. For just a bit more than the Valiant 100, it adds pleated cloth-and-vinyl seats (shown above). Rear armrests with ashtrays. Special vertically-pleated door trim panels with

vinyl inserts. Pebble-grain, color-keyed rubber flooring. Full-length body side molding. Horn ring. Special Valiant 200 emblem. And a greater interior and exterior color selection.

All Valiants come safety equipped. With padded dash and sun visors.

Seat belts, front and rear. Left-hand outside mirror. Safety-Action inside door handles. Back-up lights. Dual braking system. Energy-absorbing steering column. Safety-Rim wheels. And interlocking door latches.

Valiant 100 standard features: 130 cu. in. 6-cylinder or 272 cu. in. 2-602 V-8 engine • Front and rear armrests on all 4-door models • Front armrests on the Valiant 100 2-door • 2-speed electric windshield wipers • Wash-and-waxers • 3-speed manual transmission • Heater-defroster. Popular options: Torqueflex 3-speed automatic transmission • Power brakes • Power steering • Variable-speed electric windshield wipers • 225 cu. in. 6-cylinder engine • FM/AM radio.

'67 Plymouth Wagons



Fury III 3-seat Wagon in Gold Metallic



Fury II 3-seat Wagon in Dark Blue Metallic



FURY WAGONS:

Isn't it nice that Fury's big, practical wagons came out looking like this? These wagons are so doggone beautiful you can hardly believe they're wagons!

But here's a Plymouth promise: for all its new

glamour, Fury still puts more stamina, value and convenience into a wagon than anybody else in its class.

Size? They don't come any bigger—or come close to the 121 inch wheelbase of a Fury wagon.

Engines? Our standard V-8 comes on biggest of the big three.

Smoothness? Fury's optional TorqueFlite 3-speed transmission is still the one they're trying to catch up to. (2-speed types sometimes provided with

basic V-8s just aren't in it when it comes to pulling away under a heavy load.)

Ride? Plymouth's famous torsion-bar front suspension is made to order for wagons—with a Little League team in tow, or flying solo.

Fury I 2-seat Wagon in Light Turquoise Metallic



Fury wagons give you six ways to buy big without paying big. Fury III and Fury II wagons give you big V-8s and a choice of 3-seat and 2-seat models; Fury I 2-seat wagons let you choose between V-8 and 6-cylinder engines.

What a delightful dilemma! If you think a Fury wagon is sophisticated outside, wait'll you see the inner reaches. Rich, but rugged, all-vinyl upholstery in bold new colors. Thick, bouncy carpeting. And Safe/Flight instrumentation

that's as handsome as it is functional.

Fury wagons also abound in extra niceties like foam padding in all the seat cushions. Both right and left hand outside mirrors. And more cargo room than in any other wagon like it.

Fury wagon standard features: 318 cu. in. V-8 or 230 cu. in. 6-cylinder engine • All-vinyl interior • Foam-padded seat cushions, all seats • Left- and right-hand outside mirrors • Brake-torque warning light • Hidden storage compartment • Safety-Action inside door handles and 20 safety and value features provided on all Plymouth Fury models (see page 13.)
Standard on 3-seat wagons: Color-keyed floor mat in concealed storage compartment • Power tail gate window • Two sets of seat belts for third seat • Rear bumper guard/step plate. Popular options: Rooftop luggage rack • Dual air conditioning • Power steering • Power locks • Plus many others.

FURY WAGONS



Belvedere II 3-seat Wagon in Light Blue Metallic

**BELVEDERE
WAGONS:**

Belvedere has its winning ways with wagons, too! Smooth torsion-bar riding ways. Big, strong, handsome ways.

How big? Just drop the tail gate on any '67 Belvedere wagon—and load 10 feet worth of most anything you feel

like hauling.

If most of your carrying-on is on the light side, you're probably after one of our standard wagon masters—226 cu. in. 6-cylinder or 273 cu. in. V-8. Both are agile and economical.

If your routine is more

on the rugged side, you'll want to join forces with a bigger V-8. We have three, available at extra cost.

Belvedere 2-seat Wagon in Dark Blue Metallic



Belvedere 2-seat Wagon in White

Ups and downs the easy way with an electrically powered tail gate window. Standard on 3-seat models. Optional on 2-seaters. Actuates from the dash panel or with key in tail gate lock.

Now inside, for a chance to try your hand at interior decorating. There's a wide variety of trim choices. All-vinyl in all cases, but in different colors, patterns, or textures. So pick your surroundings, name your wagon—

Belvedere II 3- or 2-seater, Belvedere I 2-seater, or new economy champ Belvedere 2-seater. Every one of 'em is rarin' to haul off and win you. Psst. Keep this one under your hat—there's a hidden, lockable storage compartment. Just the

thing for expensive tools, cameras, or the family jewels. The compartment is standard on all models. The lock is optional.

Belvedere wagon standard features: 225 cu. in. 6-cylinder or 273 cu. in. V-8 engine - 3-speed manual transmission - Seat belts, front and rear (including 3rd seat) - Left-hand and right-hand outside mirrors - Electric tail gate window, 3-seat wagons - Rear bumper guards/step plates, 3-seat wagons - Dual braking system - Roadside warning flashers - Energy-absorbing steering column. Popular options: 318 cu. in. V-8, 383 cu. in. 2-801, V-8, 383 cu. in. 4-bbl. V-8 - Torqueflite 3-speed automatic - Adjustable roof rack - Electric tail gate window, 2-seat wagons - Rear bumper guards/step plates, 2-seat wagons - Side-Grip differential. Looking for more options? Turn the page.

BELVEDERE WAGONS

Options* that put the frosting on your new Plymouth

Tilt-A-Scope steering wheel.

Everybody's got a favorite angle. So this Fury wheel adjusts 7 positions up and down, telescopes in and out to afford greater comfort, less fatigue.

Full dress wheel covers.

Perfect finishing touch! Pick a set for your Plymouth. The ultimate sporting touch; Chrome custom road wheels so handsome you don't need wheel covers for them.

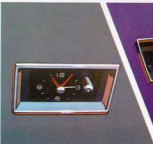
Power windows, electric door locks.

Touch a button, you're locked in. All around. Touch the others to close or open windows. Passengers get their window controls, too.

Front disc brakes. Self-adjusting. Ideal for freeway and mountain driving. Also stop-and-go rush-hour traffic. Available on all models.

Power brakes.

The original touch-and-slow option that takes the panic out of panic stops. A valuable premium on your car at trade-in time, too.



Electric clock.

What can we tell you about our clock except that it keeps good time and doesn't need winding? Who needs more?

FM/AM or AM Transaudio radios.

Or, the real connoisseur may choose a Stereo 8 tape cartridge player and rear seat speaker.

Air conditioning.

Roll up the windows and keep in dehumidified and custom-cooled air when it's hot; year-round comfort when it's not.

3-speed TorqueFlite or 4-on-the-floor.

The smoothest automatic transmission going or a 1-2-3-4 stick with an electric tachometer that lets you snap shift.

*Note: These are just a line of the many extra cost options that are available for your new Plymouth. Of course, not all models or options are available for all models. Go, look, some are standard equipment on many models.

Who's got the buckets?

We do. Big, deep ones that cradle and support you, corner to corner. Available, too, are comforting head rests with bucket seat option. Deluxe safety idea.



Trailer-towing package.

Beats up your Plymouth in strategic areas for towing any trailerful up to 2½ tons. Ask your dealer for the special Trailer-Towing Brochure.

	A	B	C	D	E	F	G	H	I
	170 "6"	225 "6"	273 V-8	Commando 273 4-bbl. V-8	318 V-8	Commando 383 2-bbl. V-8	Commando 383 4-bbl. V-8	426 Hemi V-8	Super Commando 440 V-8*
Horsepower	115 hp at 4400 rpm	145 hp at 4000 rpm	180 hp at 4200 rpm	235 hp at 3200 rpm	230 hp at 4400 rpm	270 hp at 4400 rpm	325 hp at 4800 rpm	425 hp at 5000 rpm	375 hp at 4800 rpm
Torque, lb. ft.	155 at 2400 rpm	155 at 2400 rpm	260 at 1600 rpm	282 at 4000 rpm	340 at 2400 rpm	390 at 3800 rpm	425 at 2800 rpm	490 at 4000 rpm	480 at 3200 rpm
Compression ratio ..	8.5 to 1	8.4 to 1	8.8 to 1	10.5 to 1	9.2 to 1	9.2 to 1	10.0 to 1	10.25 to 1	10.1 to 1
Bore, inches	3.40	3.40	3.63	3.63	3.91	4.25	4.25	4.25	4.32
Stroke, inches	3.125	4.125	3.31	3.31	3.31	3.38	3.38	3.75	3.75
Displacement, cu. in.	170	225	273	273	318	383	383	426	440
Carburetor type	1-bbl.	1-bbl.	2-bbl.	4-bbl.	2-bbl.	2-bbl.	4-bbl.	2, 4-bbl.	4-bbl.
Air cleaner type	Silenced	Silenced	Silenced	Unsilenced	Silenced	Silenced	2-snorkel	Unsilenced	2-snorkel
Exhaust	Single	Single	Single	Single	Single	Single	Dual	Dual	Dual
Camshaft	Standard	Standard	Standard	Special	Standard	Special	Special	Special	Special
Fuel	Regular	Regular	Regular	Premium	Regular	Regular	Premium	Premium	Premium
AVAILABILITY—Valiant—A, B, C, D Belvedere—B, C, E, F, G, H, I Fury—B, E, F, G, I									

*For Fury station wagon, a Super Commando 440 V-8 with regular camshaft is offered developing 350 hp @ 4400 rpm, 480 lb. ft. @ 2500 rpm.

FURY—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	119.0 in.
Track, front	62.0 in.
Track, rear	60.7 in.
Length, overall	213.1 in.
Width, overall	77.7 in.
Height, overall**	56.1 in.

INTERIOR DIMENSIONS†	
Head room, front	39.5 in.
Head room, rear	37.7 in.
Leg room, front	42.0 in.
Leg room, rear	37.9 in.
Shoulder room, front	60.0 in.
Shoulder room, rear	60.0 in.

*All dimensions listed are for V-8 sedans unless otherwise noted.

**3-passenger load.

†AMA Standards of measurement.

BELVEDERE—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	116.0 in.
Track, front	59.5 in.
Track, rear	58.5 in.
Length, overall	200.5 in.
Width, overall	76.4 in.
Height, overall**	55.0 in.

INTERIOR DIMENSIONS†	
Head room, front	38.8 in.
Head room, rear	37.8 in.
Leg room, front	42.0 in.
Leg room, rear	36.2 in.
Shoulder room, front	58.0 in.
Shoulder room, rear	58.0 in.

*All dimensions listed are for sedans unless otherwise noted.

**3-passenger load.

†AMA Standards of measurement.

VALIANT—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	108.0 in.
Track, front	57.4 in.
Track, rear	55.6 in.
Length, overall	188.4 in.
Width, overall	71.1 in.
Height, overall**	53.6 in.

INTERIOR DIMENSIONS†	
Head room, front	38.4 in.
Head room, rear	37.3 in.
Leg room, front	40.6 in.
Leg room, rear	35.4 in.
Shoulder room, front	55.7 in.
Shoulder room, rear	55.7 in.

*All dimensions listed are for sedans unless otherwise noted.

**3-passenger load.

†AMA Standards of measurement.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. Product information published herein is subject to change. Automobiles pictured, in some cases, show optional equipment, available at extra cost.

How far will Plymouth go to win you over? 5 years or 50,000 miles, to be exact.

Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants, for 5 years or 50,000 miles whichever comes first, against defects in materials and workmanship and will replace or repair at an Authorized Plymouth (or Imperial, Chrysler or Dodge) Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1967 automobiles, provided the owner

has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every six months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

Above warranty is for 12 months or 12,000 miles on cars equipped with 600 cu. in. Hemi engine, provided the car is not subjected to any extreme operation, or the engine or drive train components modified in any manner.

We all share in Customer Care



CUSTOMER
CARE

PLYMOUTH DIVISION



CHRYSLER
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