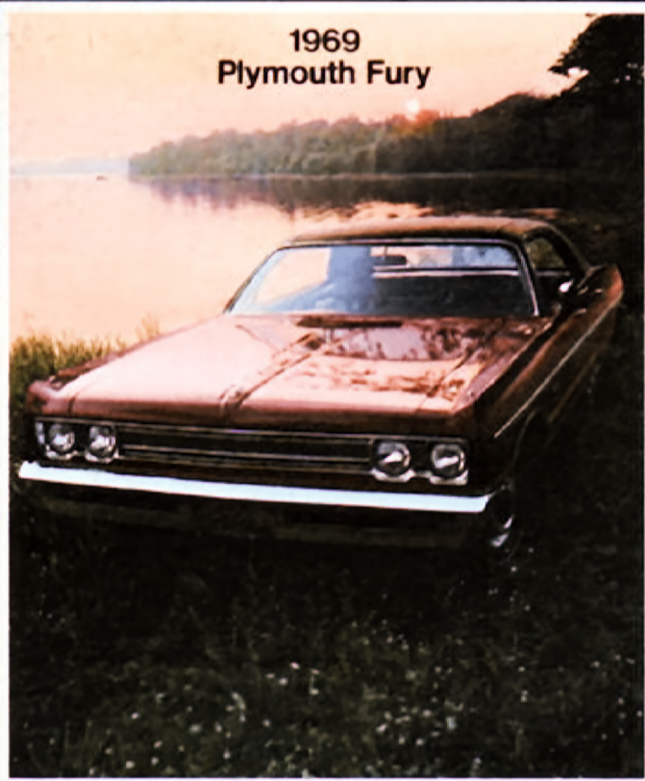


1969
Plymouth Fury

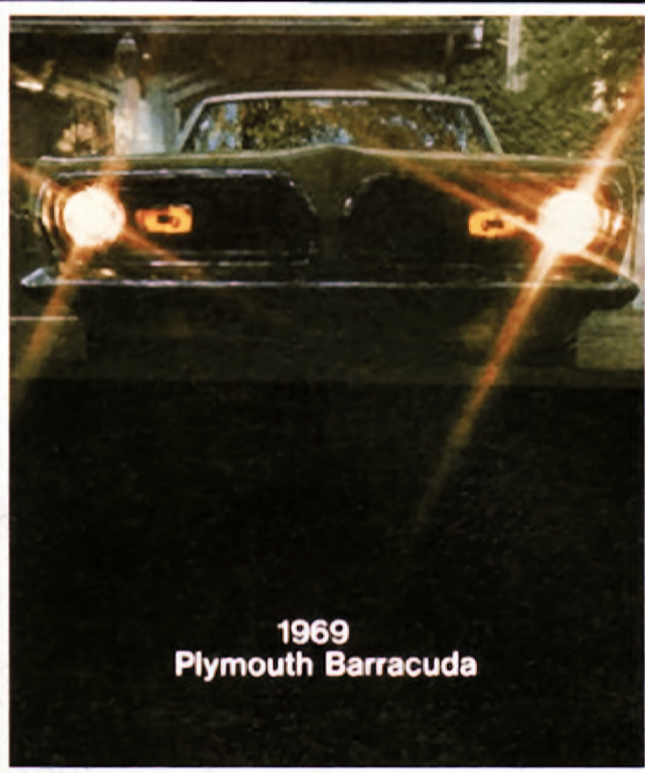


1969
Plymouth Belvedere
GTX • Road Runner • Satellite • Belvedere



Look what Plymouth's up to now.

1969
Plymouth Barracuda



The 1969
Plymouth Valiant



The Plymouth Furys

VIP

You're at the top of the Plymouth line. No doubt about it.

Elegance in stance and stature. One look says it all. So we won't bother.

What we will tell you is that the 1969 VIP is a completely new car. Now wait. That doesn't mean that just because it's a new model-year we've taken the liberty of calling the car "new."

It means we've designed a brand new car. Longer overall than ever before. Riding on a 120 inch wheelbase for an easy ride. A car that looks smooth. Aerodynamic. Highly curved windshield and side glass. Crisp full-length body lines.

The entire car gives a feel of thrust and direction.

Standard equipment includes wheel covers, fender skirts, hidden windshield wipers and a premium die-cast front grille.

The seats are a blend of the richest knit weaves and luxurious Coachman-grain vinyl. The fold-down center armrest is standard here.

You can also specify these seats in all-vinyl or leather, depending on how much luxury you can take before your conscience starts to bother.

Also available as an option are the individual comfort seats with a reclining passenger seat back. Your comfort is a foregone conclusion.

The standard Safe/Flight instrument panel fully illuminates instruments and switches with miniaturized floodlights. It's also loaded with gauges — not little lights that tell you when something is already wrong.

Under the hood, a big standard V-8 (318 cu. in.). Optionally you can go all the way up to our 440 Super Commando.

Finally, a word of caution about price: it's easy to jump to conclusions in this area. We simply ask that you don't.



VIP 2-door Hardtop
(also available as 4-door Hardtop)



Sport Fury Convertible
(also available as 2-door Hardtop)

Sport Fury

Sport? Put it to the test.

Sport means clean, uncluttered looks.

That's Sport Fury — quick and agile. Its lines are aerodynamically smooth.

A full-width taillight theme and inset die-cast grille add distinction.

The wipers are neatly hidden at the base of the windshield. Making the long hood look even longer. And clean as a nose cone.

Ornamentation includes Sport wheel covers and dual paint stripes that project forward from the red, white and blue body side markers.

Sport means performance.

Sport Fury turns on the power with two Super Commando 4-barrel V-8s available as options. Our 440 is the biggest engine offered in the class. And the big-breathing 383 is no slouch either.

To guide these power plants, order our fast-shifting 3-speed TorqueFlite automatic. You can shift by hand or let the car do the work.

Sport means handling.

On the road, Sport Fury puts you in command all the way. The suspension system — torsion bars in front, leaf springs in the rear — lets you carve those high-speed corners.

Sport means stopping. Quick and sure.

Sport Fury comes with large standard brakes — deeply finned front drums, flared rears. Disc brakes are an option.

And how do you put five in a sporty car?

Easy. Two in the deeply contoured front buckets (standard equipment). Three in back.

Between the buckets, take your pick: a console with transmission shift control. Or a center seat with back that folds down as an armrest. (Now you can get three in front.)

The best part is, whichever you choose, you won't add a penny to the low Plymouth price tag.

With all this, sport for you just might mean Sport Fury.

Fury III

One of the few American cars that doesn't look like a few other American cars.

Some popular-priced cars give the impression they were run off on a ditto machine.

Not so Fury III.

This car is completely new for 1969. Longer. Wider. Roomier. And yet it's so much more than just a new size.

The styling is clean. Every line seems to have only the purpose of blending with every other line. The curved side glass leads naturally to the roof curvature, and blends beautifully with the body side.

Every bit belongs. The deeply set, textured aluminum grille. The wraparound dual taillights. The hidden wipers.

And there's just enough chrome trim to dress it up without cluttering it up.

So if popular-priced cars leave you feeling ordinary, try our "ordinary" car — the unordinary Plymouth Fury III.



Fury III 2-door Hardtop

Fury III

The success that hasn't gone to our head.

With Fury's sales growing faster than any other car in its class, you might think we'd be resting on our laurels. Think again.

Inside and out, the 1969 Fury is exciting proof that we're not about to start coasting.

We've already mentioned the dynamic new styling, now let's talk interior.

This year we offer the biggest interior selection ever. Standard: rich vinyl-and-nylon bench seats with deep foam padding. They're full-width and full comfort too.

As an option, you can order all-vinyl, which includes a front seat fold-down center armrest. Or go with the front individual comfort seats on 4-door models. Each front seat adjusts individually and comes with its own center armrest. In addition, the passenger seat reclines.

The floodlit instrument panel has been redesigned this year for greater driver convenience. And underfoot is what seems like

an acre of deep loop-pile carpeting.

The optional light package includes a couple of items of special note. A dome light that can be directed to either the front or back seat areas. And the time-delay ignition switch light. It helps eliminate nighttime key fumbling by lighting the ignition after you get into the car. Then it automatically shuts off.

Success going to our head? Guess again.

Fury III

Plymouth's philosophy of the full-size car.

We start with a large car — Plymouth Fury III.

Longer, wider, roomier than ever before.

Now give it a big 318 cubic inch V-8 as standard equipment. And offer optional engines up to our whopping 440 4-barrel — the biggest machine in Fury's class.

Sprinkle in a few bonuses like the big brakes and a super-size trunk.

No doubt about it — this car is full-size.

But to us, full-size means more than just bigness. It means versatility, too. The opportunity for you to tailor your car to your needs and desires. Which is why we offer a full range of models. It's also why Fury III gives you the widest selection of options of any Plymouth we make.

Convenience extras start with a full list of power options. After that, consider Airtemp air conditioning with automatic temperature control. The light package. Tilt steering wheel. Rear window defogger. Automatic Speed Control. Or our new Turnpike Cruising Package.

For the sport-minded: Performance wheel covers and wide tread fiberglass-belted tires are a start. Complement them with power disc brakes, heavy-duty suspension and one of the performance V-8s we talked about earlier.

If you're looking to get some real hard work from your car, look into options like Sure-Grip differential. Or our trailer-towing package which gives Fury a 5,000 pound hauling capacity.

What's a full-size car?

That's up to you.



Fury III 4-door Hardtop



Fury III Convertible

Fury III 4-door Sedan

Fury II

Plymouth announces the more-than-perfect family car.

You ask a lot of a family car. You want it to be practical. Comfortable. And economical. That's a pretty tall order. But one that Fury II is proud to fill.

This car has made a name for itself as a family car. The initial cost is low. And the standard engines, while peppy, are hardly a gas station's best friend. Inside, plenty of room. And comfort.

The perfect family car. In either the 2-door coupe or the 4-door sedan versions.

More-than-perfect.

Because Fury II doesn't look like a family car. It's long, low and handsome. Complete with dress-up trim like practical, full-length, body-side moldings and bright roof-side moldings. The 2-door coupe even has frameless front door glass. Pretty sporty.

Fury I

The car for driving around. All around.

Put it to work for you. It can take it.

Both Fury I models (2-door coupe and 4-door sedan) start with Plymouth's tough unibody construction. Now add our standard 318 cu. in. V-8 or 225 Six. Tough and thrifty.

Suspension? Torsion bars up front. Leaf springs in the rear. No one else in the class can say that.

The trunk is big. Very big. And so are the brakes.

There's the basic car. And you'll have to go some to beat it.

The rest is gravy. Including looks that are, frankly, better than they need to be. We know how hard you're going to work this car.

Our goal is to make it seem just a little less like work.



Fury II 4-door Sedan
(also available as 2-door Coupe)

Fury I 2-door Coupe
(also available as 4-door Sedan)

The Plymouth GTXs.

GTX

Reverent racing men have long called it **The Boss**. This year it'll be "Boss, Sir."

GTX is The Boss. And this year, it'll command even more respect. Because of styling and improved performance.

Looks are as they should be. Competition-car clean, with just enough dress-up to keep the girls happy.

Standard: Red Streak tires. Dual exhaust

trumpets. A red or white reflective stripe accenting the black textured paint on the side. And twin hood scoops.

Inside, deep foam buckets. Slim yet fully padded. With your choice of 11 all-vinyl trim combinations.

Which brings us to performance.

This year's GTX will be even more formidable in sanctioned drag racing. Because 3.55, 3.91 and 4.10 axle ratios are now available. Means higher engine speeds and more torque in all gears.

Also available for the first time this year are functional hood scoops. The function be-

ing basically to take fresh air to the engine. So, "air grabbers" are standard for Hemi, optional on the Super Commando 440.

The standard 440 cube Super Commando comes with 4-barrel carb. Performance cam. Extra-large throttle bores. Unsilenced air cleaner. Oversize ports and valves.

The optional Hemi has hemispherical combustion chambers. Among other things, this shape permits huge ports and valves for high-torque, high-winding performance.

If you're serious about sanctioned racing, Hemi is it. Otherwise, the 440 delivers plenty of stuff for the average commuter.

The Plymouth Road Runners

Road Runner

You'll like the sound of a lot of things, including the "Beep-Beep!"

Four-on-the-floor, for example. The optional "air grabbers." And the unsilenced air cleaner.

But first, a look at the looks. Or why Road Runner catches more than its share of youth-appeal.

Front door glass is frameless on the Coupe.

Hood scoops are top-opening. And Red Streak Wide Boots are standard. You've got a competition look without a single option.

Now — get acquainted with your standard engine.

It's called the Road Runner 383. With it goes a 4-barrel carb. Performance cylinder heads. Chrome oil filler cap. Hemi-orange paint treatment. And that aforementioned unsilenced air cleaner.

If you're in an escalating mood, specify the Street Hemi. The only optional engine we'll put in a Road Runner.

Either way, you get a standard Hurst 4-Speed

Shifter. With simulated-walnut shift knob. And reverse-gear warning light on the dash.

Add a vinyl roof. A tach. New fiberglass-belted tires that last up to twice as long. Or order the wild tapering reflective tape stripes.

It all adds up to a clean, unfrilled performance car that a young guy can afford. And there's one more thing you'll like the sound of.

Dual exhaust trumpets on Hardtop and Convertible.



GTX Hardtop
(also available as Convertible)



Road Runner Hardtop

Road Runner

Pity the poor Coyote. Now he's up against another Bird.

Frankly, last year's Road Runner surprised us as much as the Coyote. Happily so.

Sales went way out of sight for a first-year car. So we quickly added a Hardtop. And now a Convertible. Which rounds out the selection to a complete line of cars, three deep.

For 1969, you can add bucket seats if you

want. Nine interior colors for the Coupe and Hardtop, six for the Convertible.

Or specify our new Comfort-position driver's bucket. It adjusts up, down, back, forth and tilts. With 160 possible positions, one is sure to suit you. (Best of all, the price is roughly half what you'd pay for a power adjustable seat.)

Like last year, there are Road Runner nameplates on the dash, the deck lid and the doors. Plus larger, full-color Birds on the deck lid, doors and instrument panel.

More standard refinements:

New textured aluminum grille with a special performance paint treatment. Red Streak Wide Boots. And a new deluxe steering wheel—with the Bird perched right on the hub (standard on Hardtop and Convertible).

One last thing. This year's Road Runner comes in 18 exterior colors.

If we don't baffle the Coyote with numbers, we sure will with plumage.

Plymouth Belverdes

Sport Satellite

The name of the game this year is "sport." As in Sport Satellite.

It's one of the beautiful new cars in the Plymouth Belvedere line. And, as you'll see at first glance, our stylists really put the quash on ordinary this year. Starting with the new deep-

set grille. Bright accent moldings along the wheel openings. A sporty full-length paint stripe (choose from 5 colors). And in back, brand-new deeply recessed taillamps.

Then just to please every palate, we've added a rich Saddle Bronze Boar-Grain vinyl roof to the list of exterior options. (In addition to pearlescent white, black, and antique green.)

Now, remember when "regular gas" meant "plain car"?

Sport Satellite has ended that notion once and for all. With a standard 318 cu. in. V-8 up front that lives on regular. And delivers the

power where it really means something. On the open road.

But that doesn't mean you can't add more thrills and excitement. Ask for the 383 cu. in. 2-bbl. V-8. Or go all the way. With the Super Commando 383 4-bbl. V-8. Coupled with a floor-mounted Hurst 4-Speed Shifter. Unsilenced air cleaner. Heavy-duty suspension and the High-Performance Axle Package. (You're back on premium now — a small price to pay.)

You might get the idea Sport Satellite's an exceptional car. You're right. Until you take a look at the low price tag.



Road Runner Coupe

Road Runner Convertible



Sport Satellite 2-door Hardtop

Sport Satellite

Sport Satellite, soft top version. It's what a convertible was meant to be.

A young car. Not just for a Sunday drive in the country. But for the guy going top-down to the office, too.

Contoured bucket seats are standard. In six color choices. Covered in saddle-soft vinyl. (Looks like leather, but it's more durable and cleanable.)

May we suggest a number of ways to get even more sport out of this car? Order a very mean set of road wheels, for example. Add fiberglass-belted tires. Then put a groovy center console between the buckets. Add the Hurst 4-Speed Shifter.

Now, for the real fun of it. Top-down, and go. Sport Satellite. How very sweet it is.

Brand new for 1969. (We've found sport doesn't impress a family man unless it has four doors.)

You dig cars? But need growing room? Follow us.

Behind the wheel, this car's all sport. The standard engine's a 318 cu. in. V-8. It's one of the most powerful standard engines in the class — and feels it. For even more up front, order the 383 cu. in. 2-barrel V-8. Or, the 4-barrel version, our Super Commando 383 V-8.

Behind the doors, all sedan. To begin, we give you a unique choice of seating accommodations. Choose the center armrest bench seat arrangement, and four sporty plaid nylon-and-vinyl color combinations are offered. Or order from eight all-vinyl bucket seat selections. Between the buckets, a "Dolly" seat with a fold-down center armrest.

Do more nice things for your family. Order Airtemp air conditioning. An FM/AM radio. The new Comfort-position manual bucket seat adjuster (160 different seat positions possible).

At last a sedan you can like. As well as live with. (It could well be the happiest combination of sport and practicality in the entire Belvedere line!)



Sport Satellite Convertible



Sport Satellite 4-door Sedan

Satellite

The day we introduced Satellite, we had an instant favorite on our hands.

Like all Plymouth Belvederes, Satellite sits on a sensible 116 in. wheelbase. It's a cinch to park and handle. And its styling has made it the number one model in our line.

Satellite's even more of a mover in 1969. Because the standard V-8 engine has been

increased to 318 cu. in. It's nestled behind a newly styled, one-piece grille. New lower body moldings along each side. For even more sparkle, ask for the optional body paint stripe. Or the new Deep-dish wheel covers. Or both and more.

Travel a lot? The new optional Turnpike Cruising Package is something to consider. It includes the Commando 383 V-8. Auto-Speed Control: just set at the desired speed and it holds it automatically. Power front disc brakes. 2.76 axle ratio. Protective undercoating (cuts

down on road noise, too). And our "Headlights-On" warning signal.

Further pleasant considerations. Colors. Count 18 for 1969. Including two new deep bronze tones.

Satellite. Is it the finest value in the Plymouth Belvedere line? Lots of people think so.



Satellite 4-door Sedan

Satellite

You'll swear the upholstery is leather. But rest assured it isn't. Kids spill french fries.

Even a cow would look good in our new vinyl.

It's random textured, just like leather. It's soft to the touch, like leather. But when something gets spilled, it washes right off. Make the french fry test yourself.

Buy your vinyl in either hardtop or con-

vertible form. (It's standard in the convertible, optional in the hardtop.)

Want more? Order the optional Mod Top version. Seats and door panels are done up in mod floral-pattern vinyl. To match the fade-resistant mod vinyl roof. (Mod interior or mod roof cover may be ordered separately.) Order power steering. FM/AM radio. A total groove.

Not surprisingly, the Satellite Hardtop has a glass rear window. But did you know we've done the same for our convertibles? Glass doesn't wrinkle, tear, or discolor.

Any way you look at it, Satellite leads its

field. All models come on a 116 in. wheelbase. Those few extra inches add up to a lot of extra convenience. Such as an extra suitcase in the trunk.

More stretching room inside.

Satellite. One of the great new Belvederes. Enough said.



Satellite Convertible

Satellite 2-door Hardtop

Belvedere

Quick, make a power decision. Want an economy winner — or one of the biggest standard V-8s in the field?

We'll help you decide.

The economy argument's a strong one. Backed up by our perennial economy competition champ: the 225 cu. in. Six. But don't be misled. It's got plenty of authority in normal city traffic.

The other side of the coin? Our 318 cu. in. V-8. The largest standard V-8 we've ever offered in the line. To be blunt, it goes. And it does so on regular gas.

Make the choice either way. You get a 116 in. wheelbase on both sedan and coupe. Plenty of trunk space. And more head room, leg room, and elbow room than you thought possible in a car this size.

More decisions. Inside, three all-vinyl upholstery selections are standard for the coupe. Two nylon-and-vinyl choices in the sedan. Plus an optional deluxe all-vinyl interior. Out-

side, 18 solid colors to choose from.

Summing up, you decide what kind of car you want. Tell us about it. And that's how we'll put together your new Belvedere.



Belvedere Coupe

Belvedere 4-door Sedan

Plymouth Barracudas

Barracuda

Barracuda Sports Fastback. Cubes. Gauges. Gears. RPMs. And a back seat.

It's a car based on the theory that you can sell a young man a young man's car, and sometimes an older man a young man's car. In short, it's hardly a slouch on the drive-in circuit.

It's a car that can transport four, even five, people comfortably. Yet it's hardly the "family bus." It has too much character for that.

It's a car that picks up the bread at the corner store just as readily as it takes off on weekend jaunts through the country.

Barracuda combines the best of two worlds: Sporty European and Yankee Practical.

Barracuda is big without being clumsy. Functional but not drab. Sporty and not frivolous.

It's for the buff with stuff; for the guy who hates station wagons — and needs one.

Inside, for example, you won't find a lot of indicator lights staring you in the face. The dash has a real honest-to-goodness set of gauges. Standard.

And when you step on the gas pedal, you know you've put your foot on something. Like 318 cubic inches in the standard V-8.

But where Barracuda pleases most is on a stretch of highway with a few bends in it. It sticks to the pavement like it was married to it.

And if your Barracuda happens to be the optional Formula "S" version, propelled by our high-winding 340 or stump-pulling 383 V-8, the effect is even more impressive.



Barracuda Fastback



Barracuda Convertible



'Cuda 340

Barracuda Coupe, Convertible and 'Cuda

Have it your way.

Maybe *your* way is the "Drophead." Otherwise known as the convertible. It's the best way we can think of to get a tan before you even get to the beach.

You'll want some of the extras you can order from Plymouth. Like Sure-Grip limited slip differential for better traction and an FM/AM

radio for beach party entertainment.

If you're the let's-go-to-the-dragstrip type, then your way is Barracuda — 'Cuda style. It comes as a performance package with two bold black stripes down the hood. Twin hood scoops. Lower body paint treatment all the way around. Wins half the battle on looks alone.

'Cuda comes with the 340 or 383 V-8. And a 4-Speed Hurst Shifter.

Of course, Barracuda has its practical side too. Case in point: the Sports Coupe.

It's for people who want to get a kick out of driving without getting kicked in the wallet.

The standard engine is a regular tightwad. It's a six-cylinder and has a serious aversion to gas pumps of the premium variety.

The seats are all-vinyl. And anyone who's ever labored over a stain on cloth upholstery will appreciate that.

But just because your way is practical, you don't have to settle for bland. Not with standard equipment like bucket seats, a pit-stop gas cap and rallye lights. You can also order the Sports Coupe with an optional floral-pattern Mod Top vinyl roof and interior. Barracuda doesn't have a dull way.



Barracuda Sports Coupe



Valiant Signet 4-door Sedan



Valiant Signet 2-door Sedan



Valiant 4-door Sedan with 200 decor group (also available as 2-door Sedan)



Valiant 100 2-door Sedan (also available as 4-door Sedan)

The Plymouth Valiants

Valiant

Because a compact car still makes a lot of sense to a lot of people.

A car that's low in cost to buy and run.

A car built to U.S. standards of six-passenger room and comfort.

A car that sure-foots it through town. Rides secure at turnpike speeds. And is a snap to park especially for your fair lady.

There used to be a swarm of cars like this around. But you know what happened to them. They got bigger. Gaudier. And more expensive. Or they tried to steal the thunder from the sports jobs.

In short, they lost sight of what you buy a compact for.

Not Valiant.

Valiant's still what it started out to be — an honest compact.

With a standard Slant Six that stretches your gas dollar. And the standard V-8 is almost as stingy.

With room for six. And a trunk big enough for a vacation-load of luggage.

With a variety of interiors. All-vinyl buckets (optional). A cushy cloth-and-vinyl bench (standard). Or the durable all-vinyl bench (optional).

Valiant gives you the best of both worlds: small-car handling and costs, big-car roadability and luxury.

That's right — luxury.

But is that really so surprising?

After all, pound for pound, Valiant is as expensive as many luxury cars.

There are just fewer pounds, that's all.



Sport Suburban (2- and 3-seat models)

The Fury Wagons

Sport Suburban, Custom Suburban and Suburban

The newest wagons since wagons.

Our stylists left no inch unchanged.

Let's start at the back. Our three beautiful Fury wagons come with an air vane on the roof. You've never seen anything like it on a wagon before. We call it a Rear Integral Wind Deflector.

For you, it means a cleaner tail gate window. Much cleaner. And when the rear window is down, it provides Flow-Through ventilation.

The tail gate opens two ways. Like a door for people. Like a ramp for cargo.

And while we're talking cargo, you'll be happy to know that Fury wagons let you put 4' x 8' panels flat on the load-space floor. That's right, four full feet between the wheel wells.

But for all its utility, we're firmly convinced that a wagon doesn't have to look like a stake truck. Or drive like one.

Consider our Sport Suburban.

The wood-grain vinyl paneling on the sides bespeaks true luxury. And it's more than paid off inside.

The front seat has individual seat backs and a fold-down center armrest. Naturally it's all-vinyl (like the door panels) and there's carpeting throughout. Even on the load floor as an option.

As for the handling — well, it's just like a car's. Torsion-bar suspension and the special sway-control bar come through. Quick, sure and responsive. Even fully loaded.

So here it is. Function combined with luxury and style. Fury wagons know how to carry it off like nobody else ever has.



Custom Suburban (2- and 3-seat models)



Suburban (2-seat models)



Rear Integral Wind Deflector

The Belvedere Wagons

Sport Satellite Wagon

Think of it as a luxury car that holds a lot.

That's exactly what it is. Actually, the same might be said of all three wagons in the Belvedere line.

There's 88 cubic feet of storage space. (Room enough to put your son's dune scooter

flat on the cargo deck.) Yet, the work area is disguised by the best in looks and comfort.

The front seat is foam padded. The passenger area is fully carpeted. The cargo deck is covered with color-keyed vinoleum.

But we haven't lost sight of practicality.

That vinoleum flooring is super tough. Almost impossible to scratch. But if you do, no problem. It's color-impregnated clear through.

The ceiling is lined with sectional acoustic panels. A great-looking way to set off the interior. And if your little leaguer rams it with

a baseball bat, you need only replace the damaged section.

And take the wood-grain vinyl on the tail gate and sides. Looks terrific. And it resists scratching.

Now come over a page. For the rest of our wagon story.

Satellite and Belvedere Wagons

Our tail gate swings sideways for people, down for things. For a few extra dollars, it'll even wash its own window.

All of which takes some explanation.

Start with the fact that a two-way tail gate is standard on all our wagons. Swing it open to let the kids in — lower it for loading.

Then, if you buy a 3-seat wagon, there's a standard power window for the tail gate. You raise or lower it with a switch on the dash. Or by inserting the key in the tail gate lock.

Ok? Now.

Our self-washing window is an industry first, available on all wagons. If the window gets dirty, just push a button to lower it. Push another button, raise the window again, and it comes up clear. If you've had much experience with wagons, you know what a breakthrough this is.

More considerations. There's a standard

318 V-8. But if real economy's your game, take the standard 225 cu. in. Six instead.

In the rear of the 2-seat wagons, a hidden storage compartment. It's lockable, if you exercise your option. In the seating area, all upholstery and trim is easy-to-clean vinyl. Your choice of 3 interior colors for Belvedere. 5 for Satellite. And 8 combinations for Sport Satellite.

As you might gather, we plan to sell a lot of wagons this year.



Sport Satellite Wagon (2- and 3-seat models).



Satellite Wagon, 2- and 3-seat models.

Seats That Make the Scene

Sure Plymouth seats are beautiful. You wouldn't have it any other way. They're also functional. Each is designed to give you support in just the right places. Result? Less fatigue. You arrive fresher after a long trip.

(1) One of the sportiest ways to be seated is in one of these Plymouth Sport Fury buckets. They're all-vinyl and come in shades of blue, green, platinum, tan, red, white and black.

Between the buckets, you take your pick of either the console or a front seat with center fold-down armrest. Whichever you choose, you don't add a penny to the cost of your Sport Fury.

(2) This all-vinyl bucket seating is available for the first time as an option on Road Runner. On the Sport Satellite 2-door hardtop and convertible models the seat as shown below, with center cushion, is standard. Take your pick from a variety of colors.

(3) The Barracuda bucket is the kind of seat a sports car lover will appreciate. It comes in

blue, red, black and white. It's as sporty as the car that surrounds it.

(4) Who said an economy car seat can't be beautiful. This is an all-vinyl bucket you can order as optional equipment on the Valiant Signet.

(5) This is the all-vinyl bench that comes standard on our Custom Suburban wagon. You expect a wagon seat to be tough, and this one is. The rugged vinyl covering resists scuffing and is easy to keep clean. But just because a seat is tough doesn't mean it has to be ugly, and that's what this seat proves so beautifully.

Plymouth Options

Half the fun of buying any '69 Plymouth comes when you start choosing those options that best suit your personality. Below, we have shown a few of the more popular options. The list goes on and on.

(1) You like music? Tune in. Our FM/AM radio delivers concert hall quality on the move. Or order the AM radio with 8-track stereo tape cartridge player.

(2) Air conditioning. It takes the muggy out of summer. And when you order automatic temperature control, you just set the temperature you want and you've got it. Year 'round.

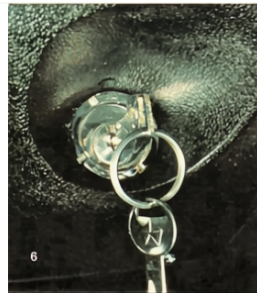
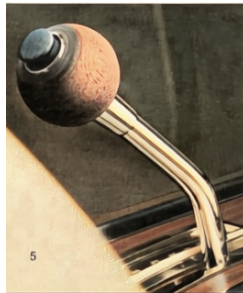
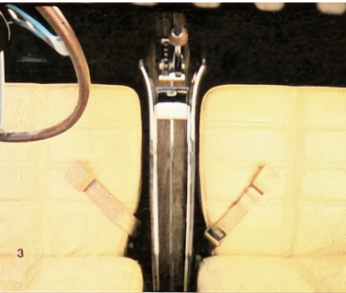
(3) Steel road wheel. Sport all the way. It's available on our Belvedere-line cars. But no matter what Plymouth you order, you can dress it up with wheel covers that range from sporty to luxurious to just plain good-looking.

(4) Power windows. Flick the switch and down they come. Flick it again and up they go. No more leaning into the back seat and straining

to turn the window crank.

(5) Console-mounted TorqueFlite automatic transmission. It's a fast-shifting 3-speed. You can run through the gears by hand or let the car do the work.

(6) Time-delay ignition switch light. Nighttime key fumbling is ended. A light turns on when you open the door, stays on after the door is closed, then shuts itself off. Automatically. This option comes as part of our light package. (This package comes standard on our Sport Fury and VIP models.)



Other options not pictured:

- 4-on-the-floor
- Disc brakes
- Auto-Speed Control
- Power door locks
- Simulated wood-grain steering wheel
- Fender-mounted turn signal indicators
- Tachometer
- Power brakes
- Power steering
- Rear window defogger
- Tinted glass
- Sure-Grip differential
- Fast ratio manual steering
- Electric clock
- Sports console
- Sport stripes
- Heavy-duty suspension
- Vinyl roof
- Trailer-towing package
- Bumper guards
- Left outside remote control mirror
- Oversize tires
- Fiberglass-belted tires
- Red plastic wheelhouse liners

Standard Safety Features:

Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front (except convertibles) • Manual door locks —levers with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Larger cushioned sun visors • Dual braking system with warning light • Side reflex reflectors • Hazard warning flasher system • Windshield wipers, 2 speed, electric • Vinyl-clad, day/night, inside rearview mirror on

double-ball-joint mount • Locking latch on all folding front seat-backs • Left outside rearview mirror • Flush type header latch (convertibles) • Fiberglass-belted tires

Additional Safety Features

Padded steering wheel • Tail gate window washers, wipers, and roof mounted air deflector (wagons) • Shoulder belts, 2 sets, rear (except convertibles) • Head restraints, 2 front • Trailer-towing package • Disc brakes, front

Specifications:

	A	B	C	D	E	F	G	H	I	J	K
	170 "6"	225 "6"	273 V-8	318 V-8	Commando 340 V-8	Commando 383 V-8	Super Commando 383 V-8	Super Commando 383 V-8	Road Runner 383 V-8	Super Commando 440 V-8*	426 Hemi V-8
Horsepower	115 hp at 4400 rpm	145 hp at 4000 rpm	190 hp at 4400 rpm	230 hp at 4400 rpm	275 hp at 5000 rpm	290 hp at 4400 rpm	330 hp at 5200 rpm	330 hp at 5000 rpm	335 hp at 5200 rpm	375 hp at 4600 rpm	425 at 5000 rpm
Torque, lbs.-ft.	155 at 2400 rpm	215 at 2400 rpm	260 at 2000 rpm	340 at 2400 rpm	340 at 3200 rpm	390 at 2800 rpm	410 at 3600 rpm	425 at 3200 rpm	425 at 3400 rpm	480 at 3200 rpm	490 at 4000 rpm
Compression ratio	8.5 to 1	8.4 to 1	9.0 to 1	9.2 to 1	10.5 to 1	9.2 to 1	10.0 to 1	10.0 to 1	10.0 to 1	10.1 to 1	10.25 to 1
Bore, inches	3.40	3.40	3.63	3.91	4.04	4.25	4.25	4.25	4.25	4.32	4.25
Stroke, inches	3.125	4.125	3.31	3.31	3.31	3.38	3.38	3.38	3.38	3.75	3.75
Displacement, cu. in.	170	225	273	318	340	383	383	383	383	440	426
Carburetor type	1-bbl.	1-bbl.	2-bbl.	2-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.	2, 4-bbl.
Air cleaner type	Silenced	Silenced	Silenced	Silenced	Unsilenced	Silenced	Unsilenced	Unsilenced	Unsilenced	2-snorkel	Unsilenced
Exhaust	Single	Single	Single	Single	Dual	Single	Dual	Dual	Dual	Dual	Dual
Camshaft	Standard	Standard	Standard	Standard	Special	Special	Special	Special	High Performance	High Performance	High Performance
Fuel	Regular	Regular	Regular	Regular	Premium	Regular	Premium	Premium	Premium	Premium	Premium
AVAILABILITY—Valiant—A, B, C, D Barracuda—B, D, E, G Belvedere—B, D, F, H, I, J, K Fury—B, D, F, H, J											

*For Fury station wagons, a Commando 440 V-8 with regular camshaft is offered, developing 350 hp @ 4400 rpm, 480 lbs.-ft. @ 2800 rpm.

FURY—Basic Specifications

EXTERIOR DIMENSIONS*

Wheelbase	120 in.
(wagons)	122 in.
Track, front	62.0 in.
Track, rear	60.7 in.
Length, overall	214.5 in.
Width, overall	79.6 in.

INTERIOR DIMENSIONS†

Head room, front	38.8 in.
Head room, rear	38.4 in.
Leg room, front	41.8 in.
Leg room, rear	38.6 in.
Shoulder room, front	63.4 in.
Shoulder room, rear	62.8 in.

BELVEDERE—Basic Specifications

EXTERIOR DIMENSIONS*

Wheelbase	116 in.
Track, front	59.5 in.
Track, rear	58.5 in.
Length, overall	202.7 in.
Width, overall	76.4 in.

INTERIOR DIMENSIONS†

Head room, front	38.6 in.
Head room, rear	37.4 in.
Leg room, front	41.9 in.
Leg room, rear	36.3 in.
Shoulder room, front	58.1 in.
Shoulder room, rear	58.1 in.

BARRACUDA—Basic Specifications

EXTERIOR DIMENSIONS**

Wheelbase	108 in.
Track, front	57.5 in.
Track, rear	55.6 in.
Length, overall	192.8 in.
Width, overall	69.6 in.

INTERIOR DIMENSIONS†

Head room, front	37.2 in.
Head room, rear	36.5 in.
Leg room, front	41.7 in.
Leg room, rear	31.1 in.
Shoulder room, front	55.4 in.
Shoulder room, rear	55.4 in.

VALIANT—Basic Specifications

EXTERIOR DIMENSIONS*

Wheelbase	108 in.
Track, front	57.4 in.
Track, rear	55.6 in.
Length, overall	188.4 in.
Width, overall	69.6 in.

INTERIOR DIMENSIONS†

Head room, front	38.4 in.
Head room, rear	37.3 in.
Leg room, front	41.7 in.
Leg room, rear	34.5 in.
Shoulder room, front	55.4 in.
Shoulder room, rear	55.4 in.

*All dimensions listed are for sedans unless otherwise noted.
**Dimensions are for the 2-door Sports Coupe.
†AMA Standards of measurement.



To keep your Plymouth in top condition, have it serviced by the man who knows it best — your Plymouth Dealer.

