

**Got a Trailer?
Get a Plymouth.**

... the Plymouth win-you-over beat goes on. 

Get a '68 Plymouth Fury and you've got the nicest set-up on the road for hauling 2,500 pounds. Equip it with the proper hitch, and Plymouth Fury can be driven right off the showroom floor with up to 2,500 pounds of trailer. Luxuriously.

The basics include a rigid unibody construction to resist the stresses of a heavy trailer. Plus a 22 gallon fuel tank on wagons and a 24 gallon tank on all other Furies.

For long trips, Fury's unique Safe/Flight instrument panel with its glare-resistant floodlighting and easy-to-use toggle switches and thumbwheel controls makes driving a sure delight. Add to that plush foam-padded seats and you've got a com-

fort package that's just right for moving heavy loads and passengers.

There's a long lineup of engines. Standard: a 230 hp, 318 cu. in. V-8 on 8-cylinder models. Or choose from three optional engines up to a 375 hp Super Commando 440 V-8 (in wagons, a Commando 440 with 350 horsepower).

Fury III 4-door Hardtop

Add the Plymouth trailer-towing package and you can double your trailer weight.

Okay. You have a really big load to pull. Up to, say, 5,000 pounds. Fury is still the best way to go, and all it takes is the addition of the inexpensive special package required for loads that size. Here's what's in it for you:

An extra-efficient cooling system with the high capacity radiator, larger transmission oil cooler, a 7-blade cooling fan with shroud and a radiator yoke-to-hood air seal.

Plus police brakes—11 in. drums and 3 in. wide linings, manually adjusting. Heavy-duty suspension components: station-wagon shock absorbers, high-rate front torsion bars, high-rate rear leaf springs and an anti-sway bar. A heavy-duty performance rear axle with 3.23 to 1 ratio. Extra-wide 6JK wheel rims. Heavy-duty turn signal flasher. And a heavy-duty stop light switch.

The price for a trailer-towing package? Try these on. \$68.80* with standard 318 cu. in. V-8s, except wagons. \$58.65* on wagons and models with the optional 383 cu. in. V-8s. \$24.50* on models with the optional Super Commando 440 cu. in. V-8. \$48.45* on air-conditioned wagons and Furies with 383 cu. in. V-8s. \$14.35* on air-conditioned Super Commando 440 cu. in. V-8s. \$58.65* on all air-conditioned 318 cu. in. V-8s except wagons. Towing package not available with six-cylinder engines.

Mandatory Equipment not included in price of towing package:

TorqueFlite automatic transmission:
 with 318 cu. in. V-8 \$206.30*
 with 383 cu. in. 2-barrel \$216.20*
 with 383 cu. in. 4-barrel, 440 Commando and Super Commando engines \$227.05*

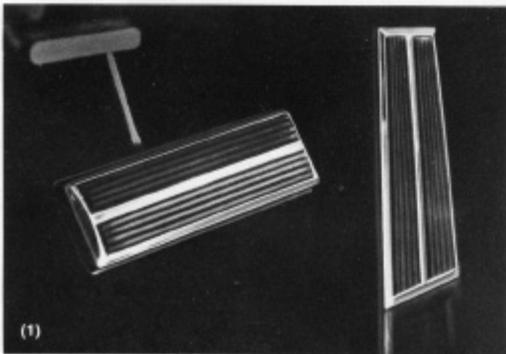
Oversize tires: \$17.85*. 4-ply-rated 8.55 x 14 in. bsw on all models except station wagons. \$31.35*. 8-ply-rated 8.55 x 14 in. bsw on station wagons.

Recommended Optional Engines for trailer-towing with a Plymouth Fury:

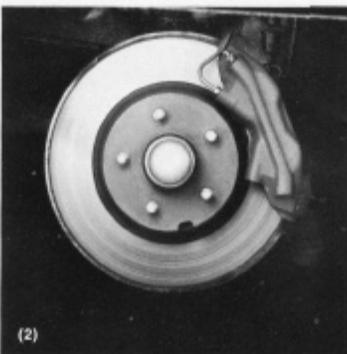
	Price	HP
Commando 383 cu. in. V-8 (2-bbl.)	\$ 69.70*	290
Super Commando 383 cu. in. V-8 (4-bbl.)	\$137.60*	330
Commando (wagons only) 440 cu. in. V-8 (4-bbl.)	\$233.65*	350
Super Commando (N.A. wagons) 440 cu. in. V-8 (4-bbl.)	\$268.05*	375

*Manufacturer's suggested retail prices, exclusive of destination charges and state and local taxes, if any.

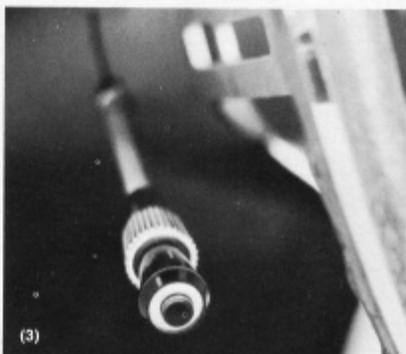
The Plymouth win-you-over beat goes on. 



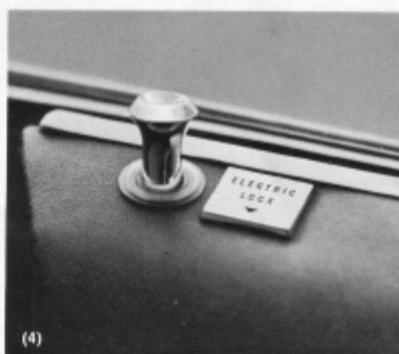
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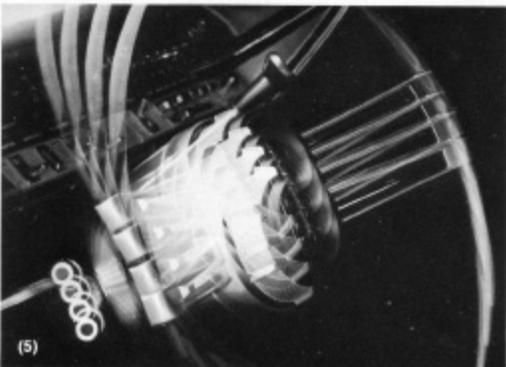
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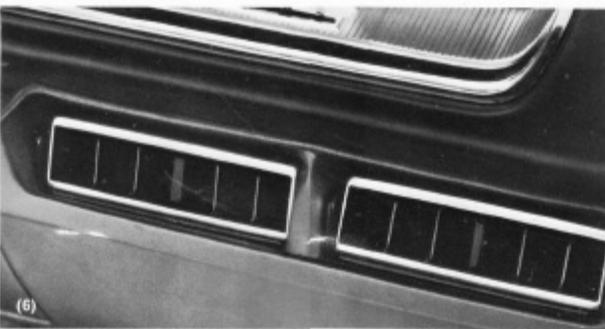
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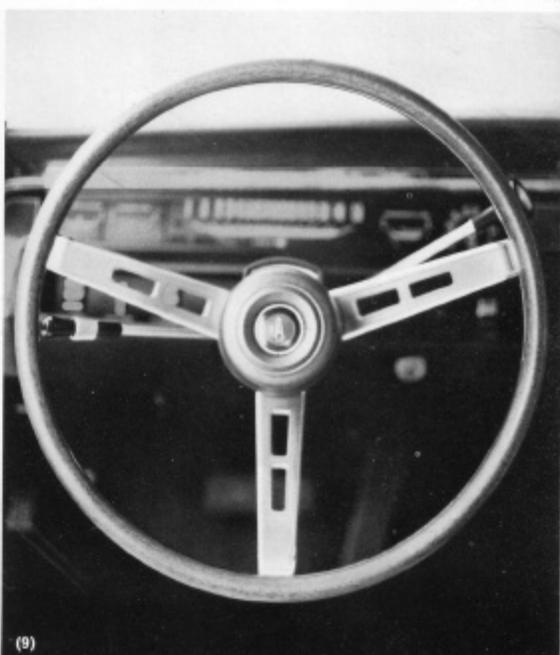
(6)



(7)



(8)



(9)

**Make it easier
on yourself.
Plymouth options
can take the effort
out of trailering.**

Power Brakes. (1) Give your leg a rest. Add power brakes to your Plymouth and the stopping is effortless and sure.

Front Disc Brakes. (2) Stop! With front disc brakes, the most efficient braking system we offer. Self-adjusting, fade-resistant and available on all Plymouths powered by V-8 engines.

Auto-Speed Control. (3) Lets you set the speed you want and forget it. Set it by pushing a button on the end of the turn signal lever. The system disengages when you tap the brakes, kicks back in when you twist the knurled ring to resume the desired speed. This handy option is available on all but Valiant and Barracuda models.

Electric Door Locks. (4) Lock it up the easy way with electric door locks on Plymouth Fury. Push a button on the driver's door and all the doors lock.

Tilt-A-Scope Steering Wheel. (5) Find the driving position that suits you best on those long and short hauls. Get Tilt-A-Scope steering wheel on Plymouth Fury. Adjusts to 7 positions and telescopes in and out.

Airtemp Air Conditioning. (6) It's a hot, muggy day. You're on your way out of town with a trailer. That could be a real grind without Airtemp air conditioning. Order it for your Plymouth and keep your cool.

Sure-Grip Differential. (7) Planning to get off the beaten path? Then you'll want Sure-Grip differential. That extra traction will be right there when you need it. No wasted power on a spinning wheel.

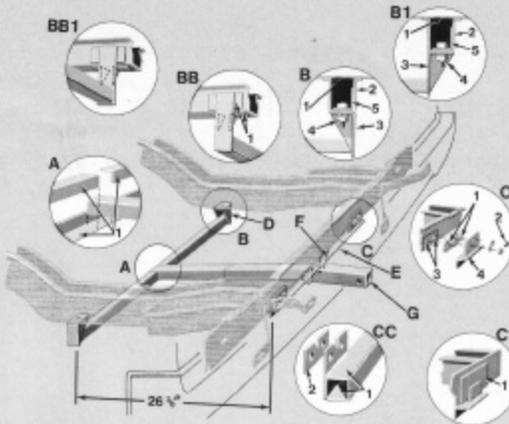
Tinted Glass. (8) Sun glare can really get to you. So cut it by ordering tinted glass. Reduces heat, too. Available for windshield alone, or all around.

Power Steering. (9) For snaking in and out of those tight places with a trailer, there's nothing like power steering. A flick of the wrist and you're there.

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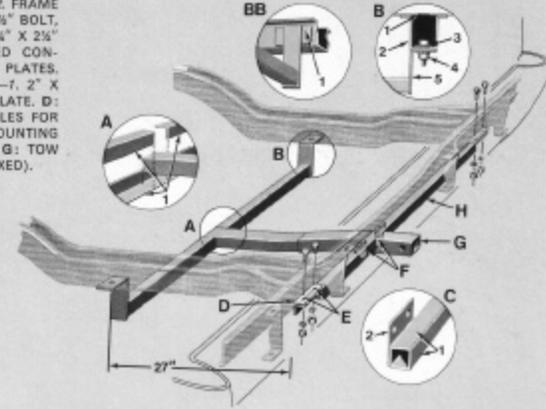
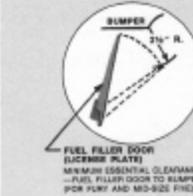
FURY

A: WELDED CONSTRUCTION—1. 2" X 2" X 1/4" ANGLE (BOXED). B: FOR STATION WAGON ONLY—7. DRILL 1" ACCESS HOLE IN TRUNK FLOOR 2. FRAME RAIL 3. 1/2" X 2 1/2" STRAP 4. 1/2" BOLT, NUT, & LOCK WASHER ASSY. 5. SHIPPING HOLD DOWN REINFORCEMENT. B1: FOR SEDAN ONLY—SAME PARTS AS FOR "B". BB: ALTERNATE WELDED ASSY. FOR STATION WAGONS ONLY—1. 2 1/2" X 4" X .090" PLATES. BB1: ALTERNATE WELDED ASSY. FOR SEDANS ONLY—1. 2 1/2" X 4" X .090" PLATES. C: 1. 1/2" BOLTS WELDED TO 4" X 6" X 3/16" PLATE WELDED TO CROSS MEMBER 2. 1/2" NUT J. CLEARANCE HOLES 4. 1 1/2" X 2 1/2" X 1/4" ANGLE. C1: ALTERNATE WELDED CONSTRUCTION—1. 4" X 10" X .090" PLATE WELDED TO CROSS MEMBER. CC: FOR STATION WAGON ONLY—1. 2" X 2" X 1/4" ANGLE (BOXED) 2. 4" X 10" X .090" PLATE WELDED TO CROSS MEMBER. D: 1/2" GUSSET PLATES. E: 2 1/2" X 2 1/2" X 1/4" ANGLE. F: 1/2" GUSSET PLATES. G: TOW BAR.



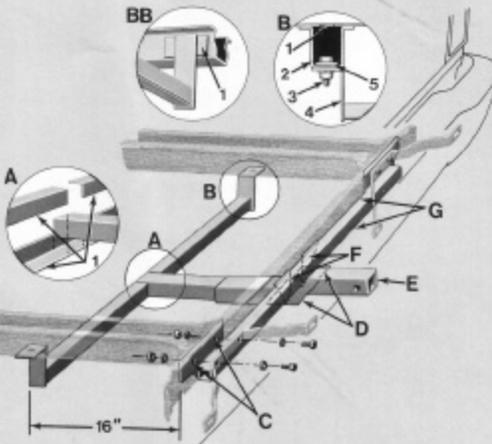
MID-SIZE 5

A: WELDED CONSTRUCTION—1. 2" X 2" X 1/4" ANGLE (BOXED). B: 1. CUT 2" X 1" ACCESS HOLE IN TRUNK FLOOR 2. FRAME RAIL 3. 1/2" X 1 1/2" X 2 1/2" PLATE 4. 1/2" BOLT, NUT, & LOCK WASHER ASSY. 5. 1/2" X 2 1/2" STRAP. BB: ALTERNATE WELDED CONSTRUCTION—1. 2 1/2" X 4" X .090" PLATES. C: FOR STATION WAGON ONLY—1. 2" X 2" X 1/4" ANGLE (BOXED) 2. 1/2" PLATE. D: 1 1/2" X 3 1/2" X 1/4" SPACER. E: HOLES FOR BUMPER MOUNTING BRACKET, MOUNTING BOLTS. F: 1/2" GUSSET PLATES. G: TOW BAR. H: 2" X 2" X 1/4" ANGLE (BOXED).



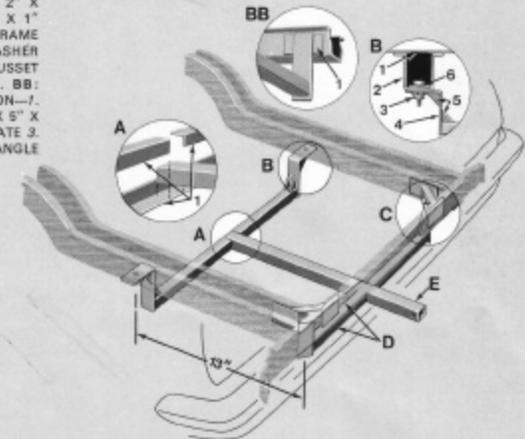
VALIANT

A: WELDED CONSTRUCTION—2" X 2" X 1/4" ANGLE. B: 1. CUT 2" X 1" ACCESS HOLE IN TRUNK FLOOR 2. FRAME RAIL 3. 1/2" BOLT, NUT & LOCK WASHER ASSEMBLY 4. 1/2" X 2 1/2" STRAP 5. 1/2" X 1 1/2" X 2 1/2" PLATE. BB: ALTERNATE WELDED CONSTRUCTION—2 1/2" X 4" X .090" PLATE. C: HOLES FOR BUMPER BRACKET MOUNTING BOLTS: 3/16" PLATE. D: 3/16" PARALLELOGRAM PLATES. E: TOW BAR. F: 1/2" GUSSET PLATES. G: 2" X 2" X 1/4" ANGLE (BOXED).



BARRACUDA

A: WELDED CONSTRUCTION—2" X 2" X 1/4" ANGLE (BOXED). B: 1. CUT 2" X 1" ACCESS HOLE IN TRUNK FLOOR 2. FRAME RAIL 3. 1/2" BOLT, NUT & LOCK WASHER ASSY 4. 1/2" X 2 1/2" STRAP 5. 1/2" GUSSET PLATES 6. 1/2" X 1 1/2" X 2 1/2" PLATE. BB: ALTERNATE WELDED CONSTRUCTION—1. 2 1/2" X 4" X .090" PLATE. C: 1. 3 1/2" X 5" X .090" PLATE 2. 3 1/2" X 4" X .090" PLATE 3. 3" X 1 1/2" CHANNEL D: 2" X 2" X 1/4" ANGLE (BOXED). E: TOW BAR.



How to hook it up.

Hitches:

There are trailer hitches and there are trailer hitches. All are designed for a specific kind of application and it pays to be sure you get the right kind for your purpose.

Two things are important: trailer weight (how much does whole rig weigh when loaded for the road) and tongue weight (how much weight rests on the trailer hitch).

If you're towing something heavy enough to require a trailer-towing package, you'll need a frame-type, load-equalizing hitch.

Recommended Hitches:

The frame-mounted, load-equalizing hitch distributes the load evenly throughout the car body, all wheel bearings, both front and rear suspension members, and tires. About 2/3 of the trailer tongue weight is

divided between the front and rear wheels of the car, while approximately 1/3 is shifted back onto the trailer itself.

Both car and trailer keep a more level attitude with this type of hitch and driving control is better maintained. The load-equalizing hitch is preferred for towing travel trailers.

The ball-hitch is a non-equalizing type but it, too, is frame-mounted and is satisfactory for towing trailers which do not require a trailer-towing package.

Hitches Not Recommended:

The bumper hitch is essentially a device that clamps on a bumper, putting the entire tongue load on that part of the car. It is not recommended because both the bumper and the hitch can flex. Damage to your car or trailer easily can exceed any savings over

the price of a properly installed frame-type trailer hitch.

The axle-housing hitch is a semi-equalizing hitch that shifts the trailer tongue load entirely onto the rear axle, imposing heavy stresses on the housing, on the axle shafts and on the bearings.

Towing your trailer with an improper or inadequate hitch is dangerous, can damage your car and in some cases void your warranty. Always be sure your loaded trailer weight and tongue weight are within limits set by your warranty. And be sure your trailer hitch is the proper kind for your application. It's a small investment that can pay big dividends.

The Plymouth win-you-over beat goes on. 

Here's how our Customer Care Warranty protects you.

Chrysler Corporation warrants to the *first registered owner* the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and warrants to the *first and second registered owners* the entire vehicle (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever

occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A) have an authorized Imperial, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing 24 month or 24,000 mile warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

Trailer-towing requirements for warranty qualifications.

The Manufacturer's Passenger Car Warranty will apply to Plymouths used to haul trailers for non-commercial use, but if the loaded trailer weight exceeds (A) pounds, the following conditions must be met:

1. Equip the vehicle with a factory-installed trailer-towing package or equivalent equipment.
2. If the loaded tongue weight exceeds (B) pounds, equip the vehicle with a properly installed frame-type hitch (see illustrations).
3. In addition to the normal Required Maintenance Services stated on pages 6-7 of the Owner's Manual:
 - a. Change transmission oil and filter after initial 36,000 miles or 3 years, whichever comes first, and every 12,000 miles or each year thereafter (whichever comes first).
 - b. Change rear axle lubricant every 36,000 miles or 3 years, whichever comes first.
4. Loaded trailer weight must not exceed (C) pounds.

	Barracuda/Valliant	Mid-Size	Plymouth Fury
(A)	1500	2000	2500
(B)	150	200	250
(C)	2000	4000	5000

How to have a happy trip

Engines: The kind of trailer you plan to tow, the kind of terrain you will be towing in, even the design of your trailer all may have a bearing on the kind of engine you choose. Larger-displacement engines give you extra power for passing, hill-climbing and acceleration in expressway traffic. And remember that altitude has an effect on the performance of an automobile engine. At 8,000 feet above sea level, an engine loses as much as 25% of its power, so allow for an extra power reserve if you plan to trailer in the mountains.

Transmissions: When towing a trailer large enough to require the Plymouth trailer-towing option, your car must be equipped with a TorqueFlite automatic transmission. This rugged unit cushions the strain of shifts hydraulically and automatically selects the optimum gear for a situation. Yet it allows you to downshift manually to let the engine help with braking on downhill stretches and lets you keep it in any of the three forward gears as long as you want by shifting manually.

Tire Pressure: When towing with a Plymouth equipped with the trailer-towing option, increase tire pressure by 4 lbs. over the full-rated loads listed in your owner's manual.

Controlling Engine Temperature: Towing a heavy trailer usually causes engine temperature to rise above normal. Especially when climbing hills or operating at turnpike speeds. This is no cause for alarm. Under certain extreme conditions, it may be necessary to take the following steps to keep temperatures down: when climbing hills, select a lower gear so fan and water pump turn faster for better cooling; when stopped in traffic, idle the engine in neutral at a higher speed than normal to increase cooling; when traveling on highways, cruise at slightly lower speeds than normal.

If Overheating Occurs: If the needle on your temperature gauge reaches the last mark on the dial, or if you hear a buzzing sound from the radiator pressure cap, you will know that your coolant is boiling. Take the following steps immediately to prevent the possibility of engine damage: pull off the road to a safe place and set the brakes; keep the engine running and raise the hood for better air circulation; shift the transmission to "Park" and idle the engine faster than normal. On cars with air conditioning, turn off the air conditioning until engine temperatures are reduced.

Trailers With Extra Electric Circuits: A heavy-

duty alternator and heavy-duty battery are recommended where extra electrical circuits are involved. Plymouth offers an optional 46-amp alternator (Sales Code 621) and a 70-amp/hr. battery (Sales Code 626) for all models. One or both may be standard on some models, depending on equipment.

Launching A Boat: If you submerge the rear axle of your Plymouth while backing a boat trailer into the water, always have a service dealer drain and change the rear axle lubricant immediately. Contamination of the lubricant can take place when water enters the axle housing.

Excessive Hitch Load: Too much unequalized trailer tongue weight can lower the rear end of your car and raise the front end, resulting in loss of some steering control and in rear end bottoming on bumps. A properly adjusted load-equalizing hitch will prevent this and keep your headlights level for night driving.

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. Automobiles pictured, in some cases, show optional equipment, available at extra cost.

Plymouth

