



Plymouth  **CHRYSLER**
MOTORS CORPORATION

The Plymouth Program comes as a package deal, marked Sport Fury for 1970. A car that makes it. At work. After work.

There are a number of new styling points to think about. Like concealed headlamps.

Plymouth's new wide stance. Plus massive front and rear loop bumpers and optional vinyl body side moldings.

Inside, a Sport Fury is designed, above all, for comfort. From a wide bench front seat with center armrest (cloth-and-vinyl or all-vinyl), to simulated

walnut-grain appliqué on door panels and the instrument panel. Sport Fury is a board room. A family room as well.

If you want a car that works hard and plays hard, Plymouth makes it.

The Plymouth Program for improved working conditions.

