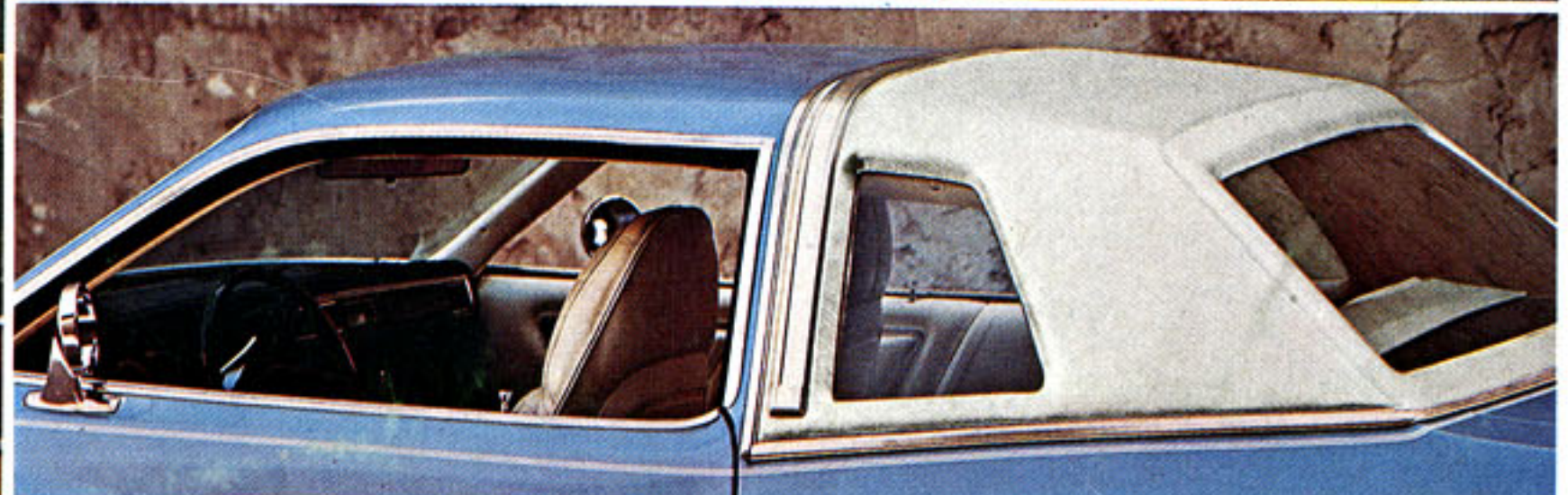
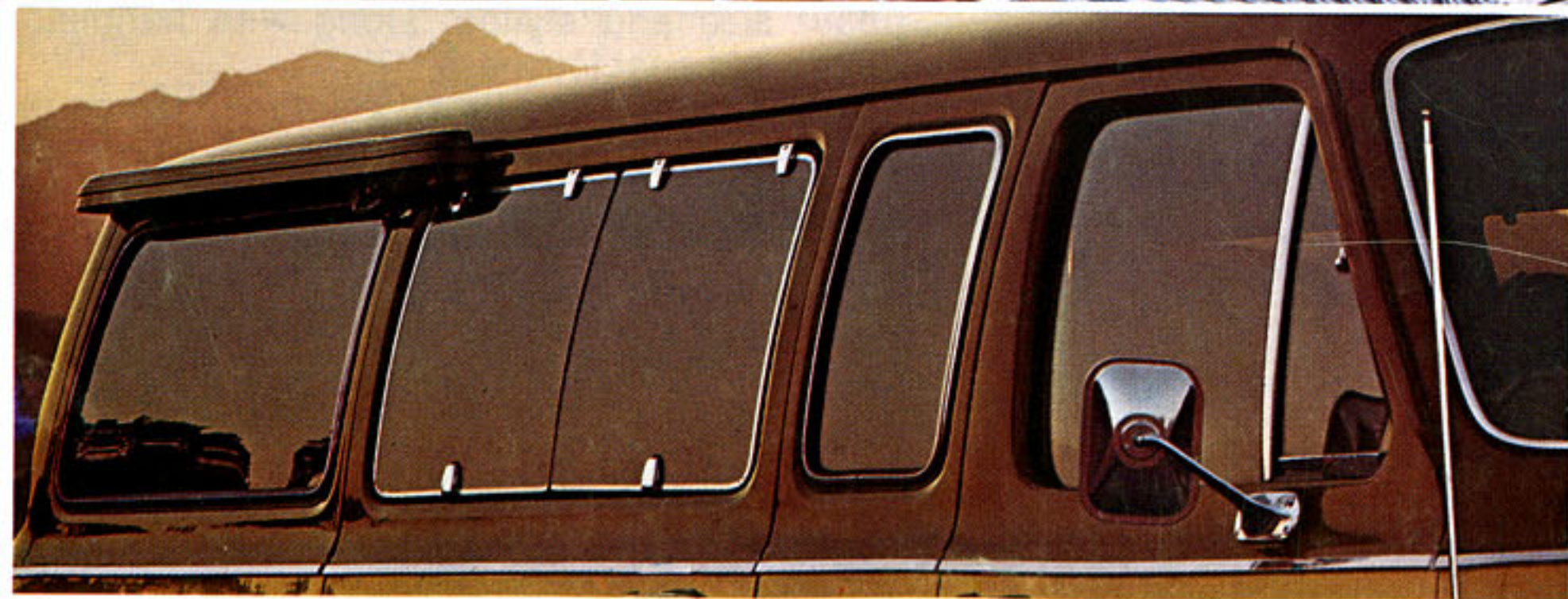
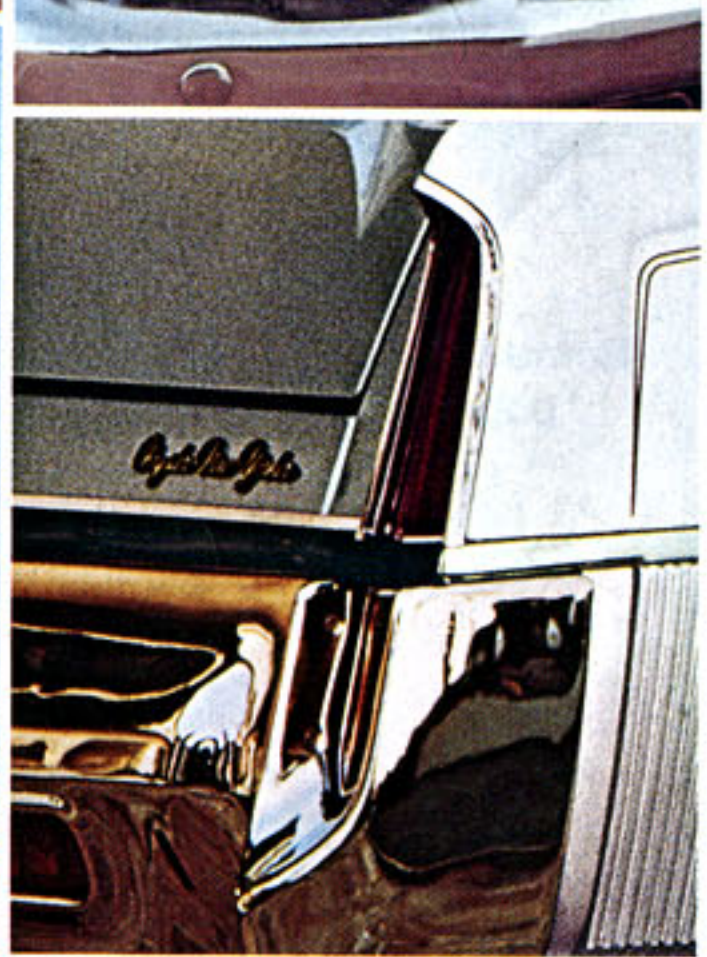
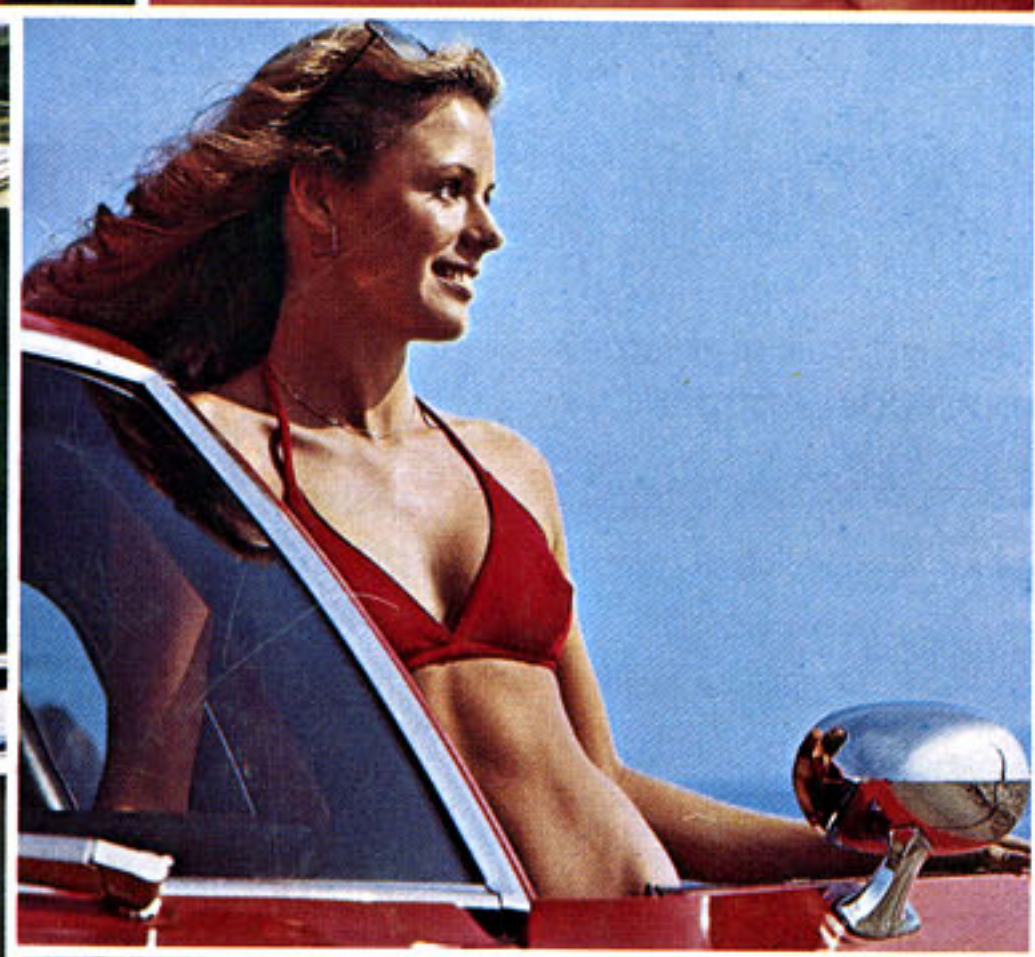
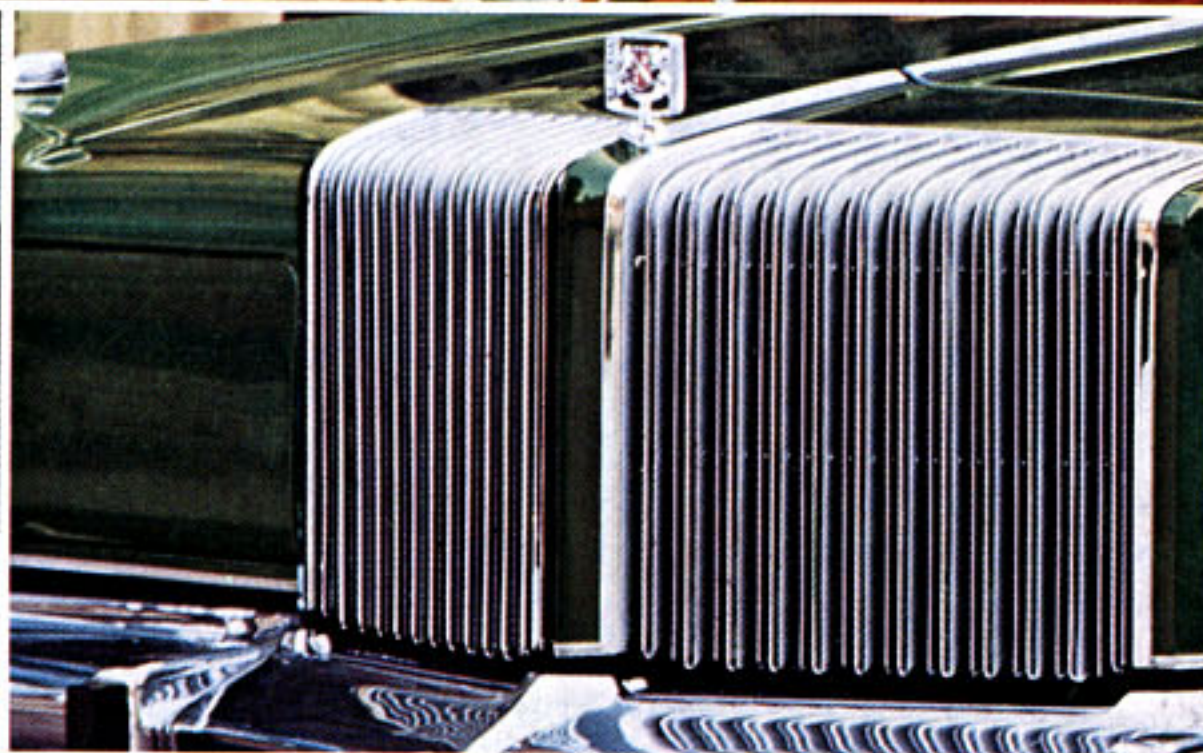
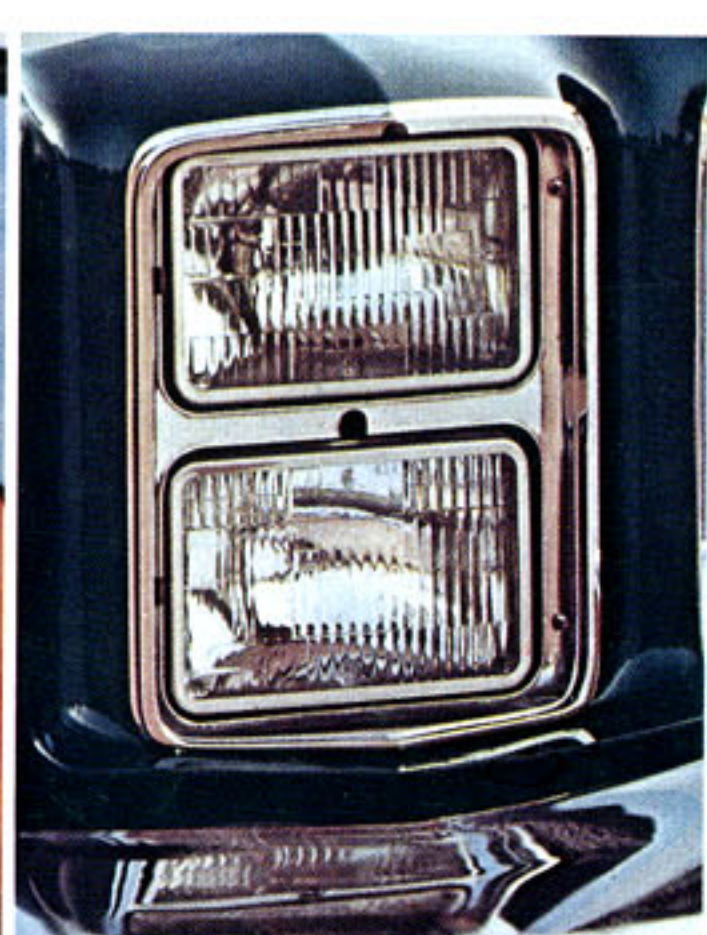


1977 Chrysler-Plymouth

CHRYSLER • CORDOBA • GRAN FURY • FURY • VOLARÉ • ARROW • VOYAGER • TRAIL DUSTER





Chrysler Cordoba with optional Crown roof.

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

Moving ahead with Chrysler-Plymouth.

This is a nation of people who believe they not only have the right to decide where they're going, but how they're going. And who's going with them. In other words, America is a nation of freedom on wheels.

And Chrysler-Plymouth designs and builds cars for this big traveling country.

Cars that go where you're going and do what you're doing, with style, confidence and comfort . . . making the many hours you spend in your car a time of satisfaction.

For the driver who wants a full-size measure of this on-the-road enjoyment, Chrysler New Yorker Brougham and Chrysler Newport are superbly appointed and engineered to fulfill your desires.

Plymouth Gran Fury and Gran Fury Brougham

present a full-size approach to fine styling and equally impressive value and versatility. Then there's the beautifully elegant Cordoba, a personal automobile of great dignity and distinction. Also in the mid-size range, Plymouth Fury, Fury Sport and Fury Salon give you young ideas about size and styling, along with handling ability and spaciousness.

Volaré, ever since its appearance, has been an immediate success with Americans who want a small car . . . but a car with interior comfort and a big-car ride . . . and they get it in the Volaré, Volaré Custom and Volaré Premier line. Including the hot new Road Runner with its performance-styled Super Pak option.

And since they first headed west, wagons have been a big favorite with Americans who

are looking for an extra measure of room.

Chrysler-Plymouth adds a lot of comfort and convenience to the usable space in the magnificent Chrysler Town & Country* . . . Plymouth Gran Fury Suburban* and Sport Suburban* . . . mid-sized Fury and Fury Sport Suburban . . . and the fast-selling Volaré Premier and Volaré wagons.

And another wagon that is winning the west, east, north and south is the Plymouth Voyager. It's a multi-purpose vehicle that works and plays with versatile cargo or passenger space, and station wagon interior comfort.

For rugged terrain or rugged climate—or both—you have a natural in the Plymouth Trail Duster, a fine 2- or full-time 4-wheel drive vehicle that has to be driven to be appreciated.

All the choices in optional equipment and

accessories that truly make a car your own are available throughout the Chrysler-Plymouth line, from full-size to small.

Chrysler-Plymouth has striven for excellence in engineering over the years . . . with Unibody all-welded construction, widely adopted through the industry; torsion-bar front suspension; electronic ignition for greater reliability; and achievements in electronic engineering, highlighted this year by the Electronic Lean Burn System, for smooth acceleration and firing precision.

For detailed information, consult the separate brochure for each car line, available from Chrysler-Plymouth dealers.

Chrysler-Plymouth. Building cars for this big country.

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

Plymouth Volaré Coupe

The accent is on comfort and styling! Volaré Premier Coupe's optional Landau vinyl roof with opera windows, standard color-keyed vinyl body molding and stripes, underline Volaré's stylish shape. In the Custom, there's full carpeting, custom seats and door trim, rear armrests and other fine features. You have the standard 225 Slant Six and 318 V-8, and the optional peppy 225 2-bbl. Super Six*. The new "T"-bar roof is a fantastic option for Volaré "Sun Runner" coupes . . . plus a new Super Pak option group for "Front Runner" coupes. And the option of a 360 4-bbl. V-8 with the Electronic Lean Burn System*. Plus exciting optional two-tone paint combinations!

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

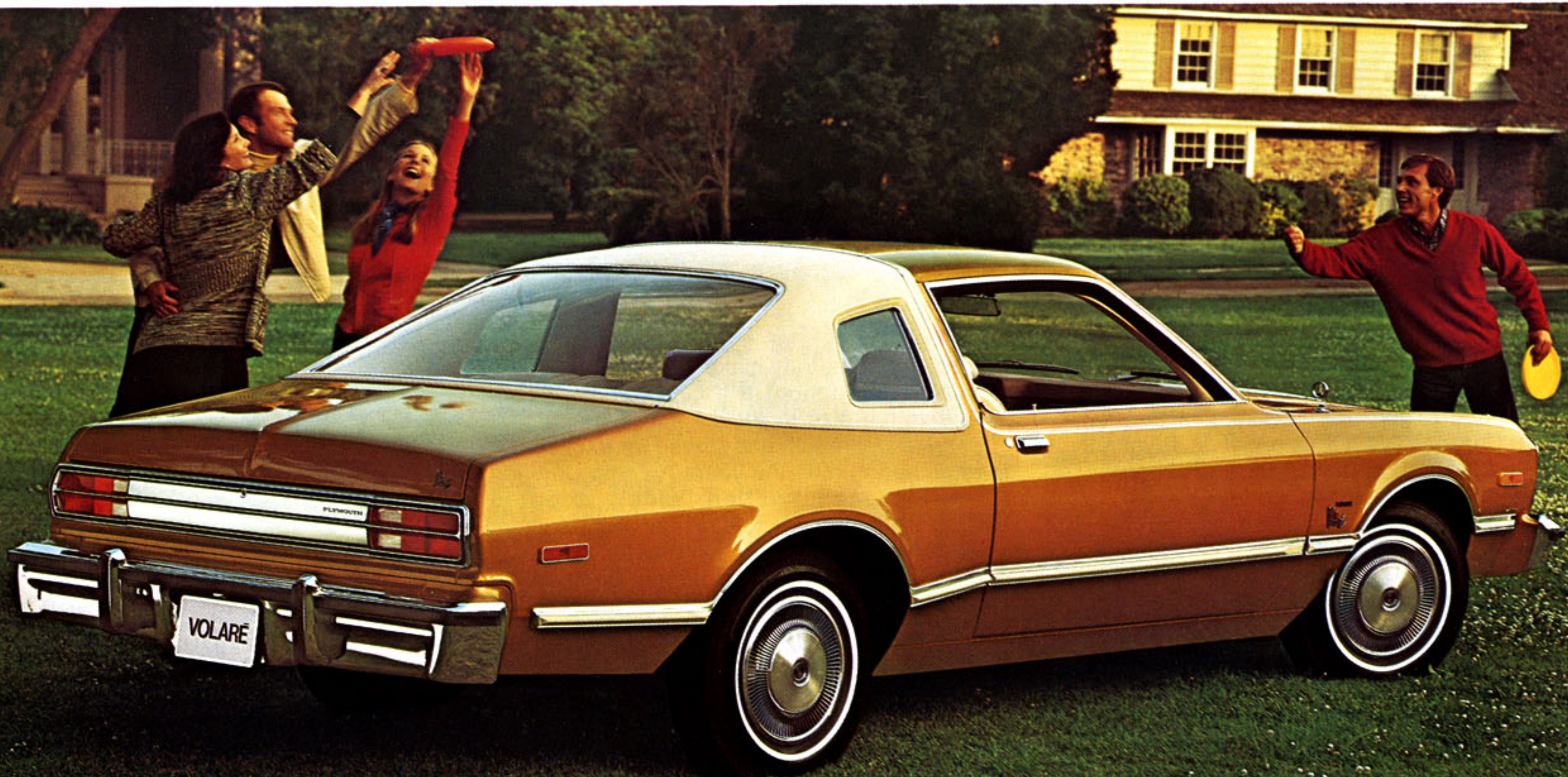


Optional "T"-bar roof for sun and fun.



Optional Road Runner Pak available on 2-Door Coupe.

Plymouth Volaré Premier Coupe with optional Landau vinyl roof.



Plymouth Volaré Sedan

Elegant and spacious . . . attractively designed . . . smooth-riding and quiet.

That's the 1977 Volaré, Volaré Custom and Volaré Premier Sedans—among the best selling small sedans since their introduction. With Volaré's interior design, you have wide door openings and plenty of headroom, legroom, hiproom and glass area. Fine-car options are available, such as the full range of power assists, rapid-cool-down air conditioning, stereo radio and tape systems.

In Volaré Premier Sedan, you have standard equipment that's as impressive as its styling. Such



Volaré Premier's optional 60/40 cloth bench seat with center armrest and dual seat-back recliners.

as richly detailed seat and door trim, power steering, premium wheel covers, and lockable glove box.

One of the finest points about Volaré is the Isolated Transverse Suspension System that produces a smooth, big-car ride.

As well as TorqueFlite automatic transmission, you have a choice of the Overdrive-4** manual transmission with the 225 Slant Six, optional 225 2-bbl. Super Six*, or 318 V-8. And these Volaré Sedans are priced to fit beautifully into your plans for 1977.

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

**Not available in altitudes over 4000 feet.

Plymouth Volaré Premier 4-Door Sedan.



Plymouth Volaré Station Wagon

This wagon has taken off in sales since its introduction! It's a different kind of small wagon. Six-passenger size, with four doors—and all of them wide enough for easy in-and-out.

Inside, you have space in all directions . . . with a great view through Volaré's broad glass areas.

And behind you, 72.8 cu. ft. of cargo space. That's 70% as much usable cargo space as you'll find in our full-size wagons!

And best of all, Volaré gives you all this room in a wagon that's small and inexpensive to own.



Optional Volaré Premier Wagon Hillcrest cloth-and-vinyl 60/40 bench seats with center armrest and dual recliners.

From the ground up, Volaré is easy on you. Because it has an Isolated Transverse Suspension System that helps produce the big-car type of ride so characteristic of Volaré.

Volaré's 225 2-bbl. Super Six* and 318 V-8 are available this year with the Overdrive-4** manual transmission.

1977 Volaré and Volaré Premier. The small wagons that make comfort and style a beautiful starting point.

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

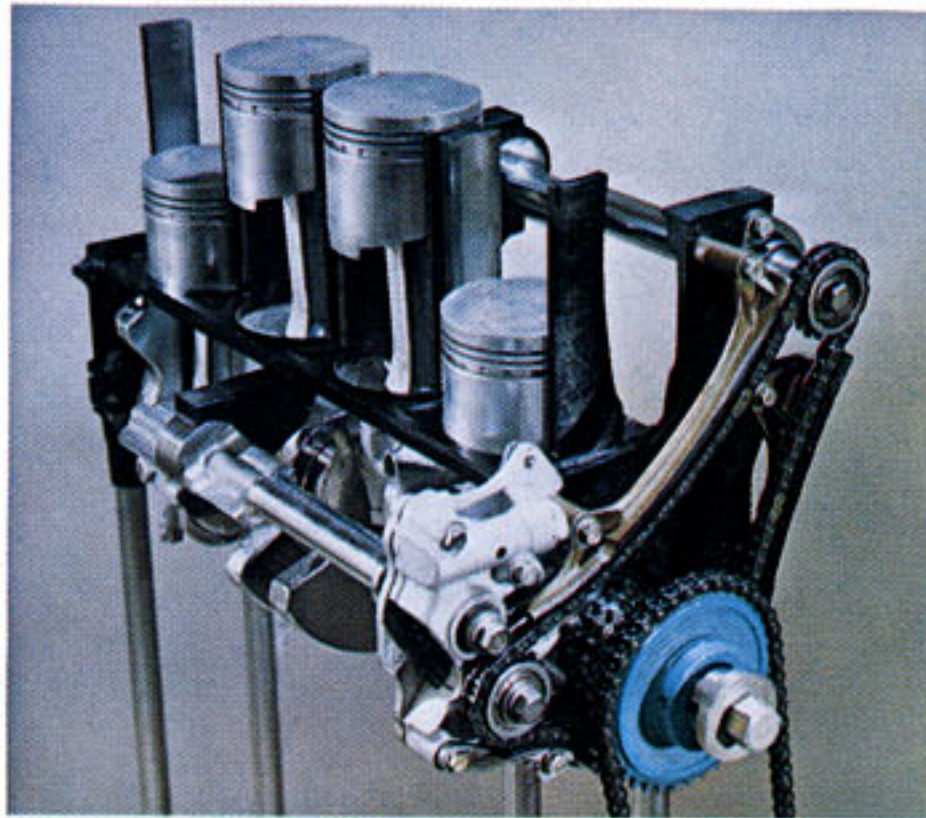
Plymouth Volaré Premier Wagon.



Plymouth Arrow

Plymouth's exciting answer to look-alike hatchbacks! Arrow is economical for today's demands; only as long and wide as it needs to be to seat four comfortably or to double as a small cargo carrier. Lightweight, yet sure-footed for responsive ride and handling. Arrow's standard features—like power front disc brakes, tilt steering column, individual reclining front bucket seats, fold-down rear seat—give you the kind of driving you'd expect from something more expensive.

GT's racy stripes, black-out grille treatment and dual racing mirrors suggest this is a very special brand of small car. The GT standard engine is a 4-cylinder, overhead-cam, hemi-head 1600-cc



Optional 2000-cc Silent Shaft 4-cyl. engine. Available on GT and GS.

"Silent Shaft" powerplant. It's teamed with a fully synchronized 5-speed manual transmission that lets you shift from performance through the gears . . . to overdrive in the 5th. If you'd rather not shift for yourself, GT also offers TorqueFlite automatic.

The lowest priced Arrow is the 160. It gives exciting specialty-car styling, including hatchback and fold-down rear seat at a very affordable price.

The new Arrow GS has eye-appeal aplenty . . . with styled road wheels, chrome-plated bumpers and bright moldings. And to top off its good looks you can also order a black or white vinyl roof!

What more can a little car give?

Plymouth Arrow GT.



Plymouth Fury Sport

Fury Sport is one of the roomiest mid-size 2-door hardtops built in America!

And puts all this space inside a young sports body on an agile 115" wheelbase . . . with fresh new zing in its styling.

Other nifty things to watch for are the optional Canopy vinyl roof and opera windows. Or the plush velour bench seats with folding center armrest and padded luxury trim . . . Fury Sport standard features. Come ride the wind. Ride the Fury.

Plymouth Fury Salon

Stylish and mid-sized . . . a great family car with a young viewpoint about price and features.

Fury Salon has that relaxed, smooth-riding elegance that takes you anyplace, with confidence. And Salon's 4-door roominess starts with its 117.4" wheelbase.

Value shows up clearly in features like thick shag carpeting, plush velour split-back bench seat with center armrest, and fully-isolated torsion-bar front suspension.



Above, Plymouth Fury Sport 2-Door Hardtop.

Below, Fury Salon 4-Door Sedan.



Fury Salon optional all-vinyl 60/40 split-bench seat with center armrest and dual recliners.



Plymouth Fury

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

In 2-door hardtop or 4-door sedan, Fury has long, beautiful lines and wide expanses of glass . . . tasteful accents of bright trim and molding.

Fury can open your eyes to the elegance of its interiors: the Regency cloth-and-vinyl bench seat . . . or the optional all-vinyl split-back bench seat . . . with a wide center armrest, color-keyed carpeting, smart padded door trim. Upper level ventilation system is standard. Fury has styling and comfort—and the room to enjoy it.

In other ways, Fury measures up to your ideas on quality details . . . 12" rearview mirror . . . 18"



Optional all-vinyl split-bench seat, center armrest

wide-sweep wiper blades . . . and at no extra cost, power front disc brakes.

Solid motoring value!

There are two ways to go with standard engines . . . the peppy 225 2-bbl. Super Six,* or the 318 V-8. You can add what you want in the way of Fury optional equipment and accessories . . . from the full range of power assists, automatic speed control and electric rear window defroster to AM/FM stereo radio and tape.

In 1977, Fury does great things with mid-size motoring—and does it with style!

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

Plymouth Fury 2-Door Hardtop.

Plymouth Fury 4-Door Sedan.



Plymouth Gran Fury Brougham

There have seldom been as many fine reasons for owning a full-size car as you have with this dazzling 1977 Gran Fury Brougham.

It has great elegance and full-size, six-passenger spaciousness in the 4-door sedan . . . and also in the sleek 2-door hardtop.

For your pleasure, Gran Fury Brougham greets you with brocade-like cloth-and-vinyl bench seating with a center armrest. Luxurious details are abundant . . . handsome padded door trim with pull handles and full-length console armrests . . . color-keyed nylon carpeting . . . upper-level ventilation



Optional cloth-and-vinyl 50/50 split-back bench seat.

for refreshing front-to-back air flow . . . an extra-large 20.4 cu. ft. trunk.

Gran Fury Brougham's standard equipment includes TorqueFlite automatic transmission, power steering, power front disc brakes, fiberglass radial-ply tires, and torsion-bar suspension.

This year, the 360-2 V-8* is standard. And with the optional 400* and 440 V-8s you can experience firing precision, smoothness and responsiveness in the Electronic Lean Burn System.

1977 Gran Fury Brougham. To drive it is to know the full meaning of quality in a full-size car.

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

Plymouth Gran Fury Brougham 2-Door Hardtop.



Plymouth Gran Fury

Look at 1977 Gran Fury—and then look at the features that add up to value in this impressive, full-size 2-door hardtop or 4-door sedan.

Six passengers can be accommodated in roomy, elegant comfort. The richly-textured Pompeii cloth-and-vinyl bench seating is a standard pleasure.

Special points of interest are the handsome 2-spoke steering wheel, modular instrument panel with simulated woodgrain accents.

Gran Fury has all the choices in rapid-cool-down air conditioning, Tilt-&-Telescope steering wheel, sun roof, AM/FM stereo radio available with 8-track tape, dealer-installed CB radio . . .the list is as long as your interest in options.

Beneath you, the torsion-bar front suspension is isolated from the Unibody . . . to isolate you from noise and vibration.

1977 Gran Fury, in 2-door hardtop or 4-door sedan. It puts a new value on fine motoring.



Above, Plymouth Gran Fury 2-Door Hardtop.

Below, Plymouth Gran Fury 4-Door Sedan.



Optional sleek Gran Fury all-vinyl bench seat.



Chrysler Cordoba

By nature, a personal automobile must be both personalized to its owner's tastes . . . and luxurious in its range of equipment.

Cordoba is such an automobile.

It knows what you enjoy. Such as the plush velour of Verdi cloth-and-vinyl bench seats with center armrest, the standard of Cordoba luxury. From there, you may consider the handsome Super-Soft all-vinyl optional interior . . . the Corinthian leather bucket seats . . . and the optional 60/40 split-bench seats with dual reclining seat-backs in your choice of Checkmate cloth or Verdi velour cloth-and-vinyl.



Optional genuine Corinthian leather bucket seats.

But above all, something uniquely Cordoba. It's the optional Crown landau roof in padded elk-grain vinyl . . . illuminated by a slender band of light that extends across the roof. Totally distinctive. And the fantastic new optional "T"-bar roof with its lift-out glass panels opens up new routes to driving pleasure.

Magnificent performance comes from the standard 400 V-8* that powers Cordoba, with the computer-controlled Electronic Lean Burn System.

Dignified, desirable . . . yet so unexpectedly affordable. In 1977, Cordoba so richly deserves your personal attention.

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

Chrysler Cordoba.



Chrysler

New Yorker Brougham

This 1977 New Yorker Brougham is the most magnificent of all Chryslers, in 2-door or 4-door hardtop.

It's beautiful, obviously. With its classic grille, concealed headlamps and impeccable styling, New Yorker Brougham goes to great lengths to please your eye.

But it also has an uncommon share of the qualities that make a fine car a fine investment.

Power windows, power steering and power front disc brakes. The enveloping plushness of deep foam 50/50 seating in ribbed, crushed velour with separate comfort position controls. At your feet,



Optional leather-and-vinyl 50/50 bench seat with folding center armrests.

a carpet of thick, soft shag.

Small courtesies must not—and could not—be overlooked.

An electronic digital clock. Remote-control left outside mirror. Rear-seat center armrest. Automatic parking brake release. Lighting wherever you need it.

And should you choose to make a detailed comparison of New Yorker Brougham and other cars in its price class, you'll find that its concept of worth has no equal.

What a beautiful 1977 New Yorker Brougham. It's the talk of the town.

Chrysler New Yorker Brougham 4-Door Hardtop.



Chrysler Newport

In 1977, Newport is setting the pace for motoring style!

With its fine grille, deluxe wheel covers and elegant bright moldings, Newport is unmistakably designed to impress you.

And what might impress you even more is the quality it offers in its price class. A look inside reveals the richness of deep, body-conforming foam cushioning . . . bench seating with folding center armrest in beautiful cloth-and-vinyl . . . finely detailed door panels.

What more could you want? Perhaps the optional Tilt-&-Telescope steering column, power windows, styled road wheels. And much more that's yours for the choosing in options and accessories.

For 1977, the computer-controlled Electronic Lean Burn System is an exciting part of Newport's standard 400 V-8*, for firing precision, smoothness, and responsiveness.

1977 Newport. It's a lot of Chrysler for the money.

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



Above, Chrysler Newport 2-Door Hardtop.

Below, Chrysler Newport 4-Door Sedan.



Chrysler Newport standard cloth-and-vinyl split-back bench seat with center armrest.

Chrysler Town & Country*

The wagon of wagons! It could only be Chrysler Town & Country, in 6- or 8-passenger version.

So exceptionally spacious . . . so superbly tailored for an active yet elegant lifestyle.

Town & Country interiors bring you in luxurious touch with deep-foam, all-vinyl 50/50 bench seats. Rich carpeting extends from front floor all the way to the rear doorgate.

In between there's 102.4 cubic feet of cargo space. That's room for a 4'x8' sheet of paneling—without moving the front seats forward!

Standard Town & Country features give you a 3-way doorgate with power window, automatic



Standard deep foam all-vinyl 50/50 bench seats with center armrests and passenger-side recliner.

doorgate locking when ignition is turned on, a roof air deflector, courtesy and convenience lighting.

For rough going, it's good to know you have power front disc brakes and a suspension system tuned to steel-belted radial-ply tires, with a front sway bar. And this year, the high-performing standard 440 V-8 has the Electronic Lean Burn System . . . to fire with precision, to accelerate smoothly!

All in one beautiful wagon—the utility you want and the luxury you love.

1977 Town & Country. The undisputed standard by which other wagons are judged.

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

Chrysler Town & Country



Plymouth Gran Fury Sport Suburban*

This is the wagon that handles people or cargo with superb ease, big-car comfort and style! In Gran Fury Sport Suburban, you have 102.4 cu. ft. of cargo area—room for 4'x8' paneling!

Standard pleasures of driving this big, beautiful wagon extend to foam-padded vinyl split-bench seating with center armrest... a fold-down third seat (3-seat model) . . . color-keyed carpeting . . . cargo light . . . 3-way doorgate with

power window for loading ease . . . roof air deflector, to begin with.

Other standards are power front disc brakes, power steering, TorqueFlite automatic transmission and steel-belted radial-ply tires.

For a more basic version of Gran Fury top-flight features, look to Gran Fury Suburban.

Gran Fury optional equipment and accessories take you from power door locks, power

seats, electronic digital clock and AM/FM stereo radio and tape systems . . . through a neatly concealed lockable storage bin, electric rear window defroster, with many fine choices in between.

No matter where you're going, Gran Fury Suburban and Sport Suburban are the wagons that bring elegance with you.

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

Plymouth Gran Fury Sport Suburban.



Plymouth Fury Sport Suburban

These handsome Fury Wagons are outstanding for their "just right" combination of mid-sized handling ease, carrying capacity, and young, family-sized price.

Foam-padded seats, elegant door trim, padded instrument panel and full carpeting in both passenger and cargo area. And outside, rich accents like simulated wood-grain exterior inserts.

There's a standard heavy-duty suspension . . . power steering . . . power front disc brakes . . . automatic transmission . . . and a free-breathing, smooth 360 V-8 up front.

Beautifully functional! That's Fury Sport Suburban. And getting down to basics, you'll find a good-looking wagon with a lot of value appeal in the Fury Suburban. It has all the handy, mid-size seating and cargo capacity you want. With quality wagon features, convenience, and a very affordable price that go with it.



Above, Plymouth Fury Sport Suburban Wagon.

Below, Plymouth Volaré Wagon.

Plymouth Volaré Wagon

The popularity of Volaré and Volaré Premier Wagons has taken off since their introduction! Six-passenger size, with four doors—and all of them wide enough for easy in-and-out.

And behind you, 72.8 cu. ft. of cargo space. That's 70% as much usable cargo space as you'll find in our full-size wagons.

And best of all, Volaré gives you all this room in a wagon that's small and inexpensive to own.

It has an Isolated Transverse Suspension System that helps produce the big-car type of ride so characteristic of Volaré.

You have a choice of Volaré Wagon's standard 225 2-bbl. Super Six* or 318 V-8, available with Overdrive-4** manual transmission.

1977 Volaré and Volaré Premier. The small wagons that make comfort and style a beautiful starting point.

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

**Not available at altitudes over 4000 feet.



Plymouth Voyager

This handsome, multi-purpose vehicle comes in Voyager, Voyager Custom and Voyager Sport trim levels—plus the Premium Trim Package. Select your style in comfort, with optional features such as high-back Command Seats, both swivel or non-swivel type, with dual armrests on passenger seat, and an inboard armrest on the driver's seat . . . Sunscreen glass in side and rear windows for added privacy and reduced interior heat load.

Voyager has good-looking, easy-going features such as durable, color-keyed vinyl seats, armrests, and a single rear door for easy, one-handed opening and closing.



Optional Command Seats in cloth-and-vinyl.

You have two wheelbases—109" and 127"—plus the extra-spacious extended body.

This year, the 3-passenger rear seats have a quick disconnect feature for easy removal.

The driving and handling is easy on you, with power front disc brakes, independent front suspension, short turning radius, and dual side mirrors.

Rapid-cool-down air conditioning, AM/FM radio, dealer-installed CB radio, auxiliary heater, automatic speed control. It's a far-ranging choice in options.

1977 Plymouth Voyager. You're going to find a world of ways to enjoy owning one.

Plymouth Voyager Sport on a 127" wheelbase.



Plymouth Trail Duster

With either 2-wheel or full-time 4-wheel drive, Trail Duster is designed to get you to the mountains, the deserts, the boondocks—and just as important, to get you back.

The heart of Trail Duster's *full-time* 4-wheel drive system is its transfer case, with Inter-Axle Differential. It delivers equalized driving power to both the front and rear axles. It allows the wheels on one axle to travel at a different rate of speed from the wheels on the other axle. It's a big advantage when cornering or traversing uneven terrain. And it cuts down on tire wear and stress through the entire drive train. With Trail Duster's full-time 4-wheel drive, the driving power of four



Optional high-back cloth & vinyl Command Seat interior.

wheels is always there. Handling and stability are consistent—on or off the road—wherever you go with your Trail Duster.

Standard engines are the 225 Slant Six** and 318 V-8. Optional are the 360 V-8, 400 V-8* and 440 V-8 (available on 4x4 models only).

Top Trail Duster two ways. With an optional steel roof that unbolts or the dealer-installed soft top with roll-up side windows.

Because the backwoods probably don't begin in your backyard, Trail Duster is equipped with station wagon comfort and styling along with 4WD ruggedness.

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


**Not available in California on PW models.

Plymouth Trail Duster.

(Some optional equipment shown, such as brush-and-grille guard, is not manufacturer's original equipment.)

















1977 Chrysler-Plymouth Colors

 Vintage Red Sunfire Metallic	 Jade Green Metallic	 Burnished Copper Metallic	 Rallye Red	 Forest Green Sunfire Metallic	 Spitfire Orange*
 Mojave Beige	 Moondust Metallic	 Russet Sunfire Metallic	 Claret Red	 Coffee Sunfire Metallic	 Spinnaker White
 Formal Black Sunfire Metallic	 Light Chestnut Metallic	 Jasmine Yellow	 Caramel Tan Metallic	 Silver Cloud Metallic	 Golden Fawn
 Cadet Blue Metallic	 Yellow Blaze*	 French Racing Blue*	 Regatta Blue Metallic	 Inca Gold Metallic	 Spanish Gold Metallic
 Starlight Blue Sunfire Metallic	 Light Mocha Tan	 Wedgewood Blue			

*High Impact Colors—Designed primarily for Coupe usage.
NOTE: Also Burnished Silver Metallic available with Chrysler St. Regis Package only.

1977 Trail Duster/Voyager Colors

 Harvest Gold	 Yellow	 Bright Red	 Russet	 Light Green Metallic	 Medium Green Sunfire Metallic
 Russet Sunfire Metallic	 Light Tan	 White	 Black Sunfire Metallic	 Bright Tan Metallic	 Silver Cloud Metallic
 Light Blue	 Medium Blue Metallic				

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1977 Arrow Colors

 Bright Blue	 Red	 Silver	 Bright Yellow	 Orange	 Copper
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CHRYSLER

Plymouth



YOUR SIGNS FOR MOTORING SATISFACTION.

YUKYW Litho in U.S.A.

