

# 1966 PLYMOUTH FURY 3 CONVERTIBLE

1966 Plymouth Fury III Convertible, 2-door

Owners: Bernie and Janice Taulborg Collection

Original cost: \$3,074.00 (In 1966: average car cost \$2,650; average household income: \$6,900; average home cost \$14,200; gallon of gas cost 32 cents)

Number made: 4,326

Engine, etc.: 8 cyl., automatic; 318 cu. in., 230 hp; 121 in. wheelbase; 3,720 lbs.; Series BP2-H, Body/style PH27

The Plymouth Fury was introduced in 1956 and continued as a production line series until 1989.

The initial desire for the Fury was to highlight the abilities of the Plymouth division and create a stunning automobile that would capture the attention of consumers. It was a popular choice for many police forces because of its reliability and performance.

The second generation started in 1960 and had as options a 318 cu. in. or 383 cu. in engine.

A limited edition turbocharged engine was made in 1963 for racing but was not street-legal; it was modified and made street-legal 1964. (Richard Petty won the Daytona 500 in 1964 in a 550 hp "Race Hemi" Plymouth Belvedere.)

The Fury I, II, and III naming scheme started in 1965.

The Fury III was next to the top in this line of cars with only the Sport Fury above it. In addition to all of the equipment included on the Fury I (heater, defroster, front seat belts) and Fury II (front foam seats, carpet), the Fury III had the light package, electric clock, and back-up lights, oversize tires on the convertible, and special molding treatment.

Options included tilt steering-wheel and four passenger seat belts with optional front shoulder belts. Door handles were replaced by handles mounted on the front edge of the armrests which reduced the chance of a door accidentally opening if the handle was caught on clothing or used as a hand grip.

In December 1965, the 14 millionth Plymouth Fury, a hardtop, was produced.

The Fury line was dropped in 1979 after the fifth series but the name Gran Fury was revived by Plymouth in 1980. Sales weren't strong and it was abandoned in 1981.

Sources: Standard Catalog of American Cars, 1946 – 1974. John Gunnell. Rev. 4th ed. Krause Publications, 2002.

<http://www.classiccardatabase.com/specs.php?series=8181&year=1966&model=33648>

<http://www.conceptcarz.com/z25602/Plymouth-Fury-III.aspx>

<http://www.allpar.com/model/fury.html>

[http://uniquecarsandparts.com/lost\\_marques\\_plymouth.htm](http://uniquecarsandparts.com/lost_marques_plymouth.htm) (History)

See

also: <http://www.oldcarbrochures.com/static/NA/Plymouth/1966%20Plymouth/1966%20Plymouth%20Fury%20Brochure/index1.html> (Original 1966 sales brochure)