

Barracuda

The spectacular new fastback by

Plymouth

**What more can you say
about a brand-new car
that looks like this,
seats five and is priced
under \$2500*?**



You can say it has a
back seat for three that
folds down for cargo.
And twin buckets in
front. (Seating for five
is standard on the
Barracuda.)

For less than \$2500*,
your new fastback
Barracuda comes with
14.4 sq. ft. of fully tinted
glass in the rear
window—largest of its
kind ever put into a
standard production car.
And that's only one of
the many comfort,
convenience and style
features designed into
this car for people of
all ages and interests.



*"Priced under \$2500" is based on Manufacturer's Suggested Retail Price for 6-cylinder model, exclusive of destination charges, state and local taxes, if any, whitewall tires, wheel covers, back-up lights and other optional equipment such as V-8 engine.

Even with the back seat folded down for cargo (left) you have a lockable place for valuables in the trunk. (With back seat and "security panel" down, right, you've room for such things as water skis and scuba gear.)



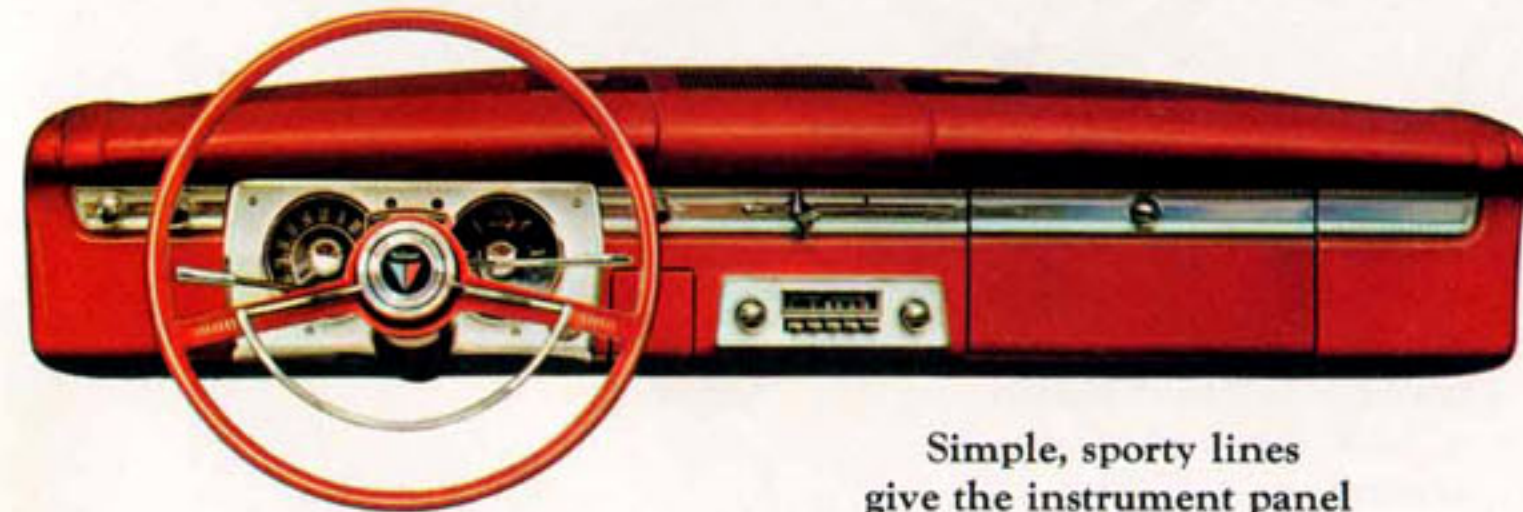
Once you're inside a new Barracuda, what more can you say? Wow!

Leather-like vinyl interiors come in glamorous gold, rich blue or black or bright red. Embossed pleats repeat seat cushion designs around door and window controls and armrests. Bands of bright plastic add highlights to door and quarter panels, and a painted metal garnish forms the upper panel frames.



You'll find the back seat and "security panel" fold down, creating 7 feet of fully carpeted "anything" space.

When you drop the "security panel", you can load up the 7-foot-long cargo space through the back.



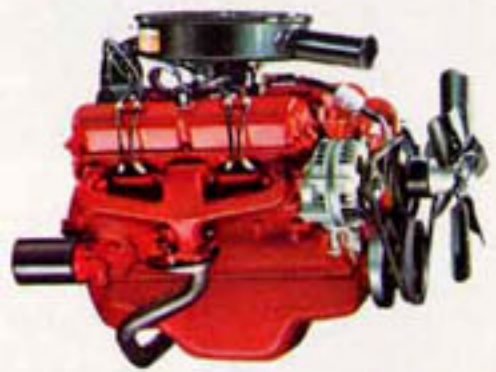
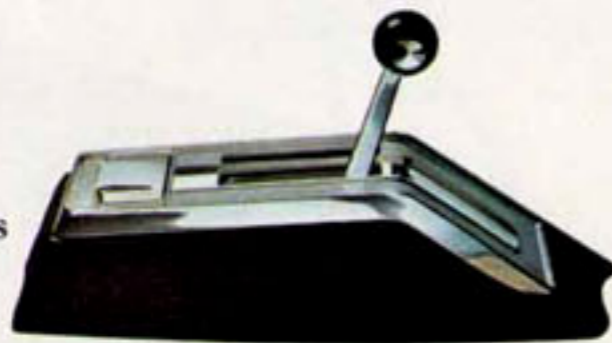
Simple, sporty lines give the instrument panel a clean, fresh look. (Padded dash and radio, shown above, are optional.)



Simulated wood-grained steering wheel gives you the feel of a "racing car".

Check the "specs", engines and options available at modest extra cost. You get a lot of choice in a new Barracuda. Things like these:

Automatic 3-speed TorqueFlite transmission comes with short floor-mounted console which has an illuminated selector dial and an ash tray.



Husky 273-cu.-in. V-8 engine develops 180 hp at 4200 rpm.



Magnesium-type sport wheel covers, with exposed chrome-plated wheel lugs, go well with white sidewall tires. Or: ribbed wheel covers with simulated knock-off hubs.



Transistorized, push-button radio is a great companion any time.

Additional options: Four-on-the-floor stick shift with Hurst linkage is available with either "225" or "273" engines. Power steering. Power brakes. Tinted glass for windshield only or all windows. (Tinted rear window is standard.) Padded instrument panel. Retractable front seat belts.

Twin-jet windshield washers and variable-speed electric wipers. Sure-Grip differential. Undercoating. Day/night rear-view mirror. Remote-control outside mirror. Air conditioning. Back-up lights. Rear window defogger unit and disc brakes are available as dealer-installed options.

Choose your favorite color from this array.



Interiors, in durable vinyl, come in gold, red, blue, or black.



Exterior colors:
 Gold† White Light Tan Medium Tan† Medium Red† Ruby Light Blue Medium Blue† Dark Blue† Light Turquoise Medium Turquoise† Ivory Black †metallic



Two new hues—copper metallic (see front cover) and Barracuda silver metallic* (left) have been added to the Barracuda rainbow for 1965. You also may choose one of five different "racing stripes", available at extra cost, color-coordinated with a dozen different body colors.

*Optional at extra cost.

For the sporty set: A Commando 273-cu.-in. V-8 engine, "Rallye Pack" suspension (heavy-duty springs and sway bar), heavy-duty shocks. "Formula S" package: wide rim (14-in.) wheels, special wide tread tires, simulated bolt-on wheel covers, tachometer, plus "Rallye Pack", Commando 273-cu.-in. V-8 and heavy-duty shocks. (Note: "Formula S" options will be available in Fall, 1964.)

1965 Barracuda Specifications

Interior Dimensions

Headroom, Front*	38.5 in.
Headroom, Rear*	36.8 in.
Legroom, Front	40.6 in.
Legroom, Rear	31.1 in.
Hiproom, Front	56.9 in.
Hiproom, Rear	56.4 in.
Seat Height, Front	7.8 in.
Seat Height, Rear	10.3 in.
Kneeroom, Rear	1.0 in.

*Includes cushion deflection due to passenger weight according to A.M.A. standards of measurement.

Exterior Dimensions

Wheelbase	106.0 in.
Tread, Front	55.9 in.
Tread, Rear	55.6 in.
Length, Overall	188.2 in.
Width, Overall	70.1 in.
Height, Overall (5-pass. load)	53.5 in. on V-8 models; 53.8 in. on 6-cyl. model

Brakes

Four-wheel hydraulic, internal expanding, duo-servo with self-energizing shoes. Molded asbestos lining, bonded shoes. Size: 9 x 2.25 front shoes, front wheel; 9 x 2.50 rear shoe, front wheel; 9 x 2.00 both shoes, rear wheel. Lining area: 153.5 square inches.

Suspension

Front	torsion bars and ball joints
Rear	2½-inch outboard-mounted asymmetrical leaf springs
Shock absorbers	Oriflow type

Standard 6-cyl. Engine

Horsepower	145 at 4000 rpm
Torque, ft. lbs.	215 at 2400 rpm
Compression ratio	8.4 to 1
Bore, in.	3.40
Stroke, in.	4.125
Displacement, cu. in.	225

Standard V-8 Engine

Horsepower	180 at 4200 rpm
Torque, ft. lbs.	260 at 1600 rpm
Compression ratio	8.8 to 1
Bore, in.	3.625
Stroke, in.	3.31
Displacement, cu. in.	273

Optional Commando V-8 Engine

Horsepower	235 at 5200 rpm
Torque, ft. lbs.	280 at 4000 rpm
Compression ratio	10.5 to 1
Bore, in.	3.625
Stroke, in.	3.31
Displacement, cu. in.	273

Electrical System

48-amp.-hr. standard with all engines. Chrysler Corporation alternator with high charging rate at low engine speeds.

Rear Axle

Type . . . Hotchkiss drive, hypoid rear axle. Ratio with "6" and manual transmission . . . and with Commando V-8 (all transmissions) . . . 3.23 to 1 . . . with "6" and automatic transmission . . . and standard V-8 (all transmissions) . . . 2.93 to 1.

Tires and Wheels

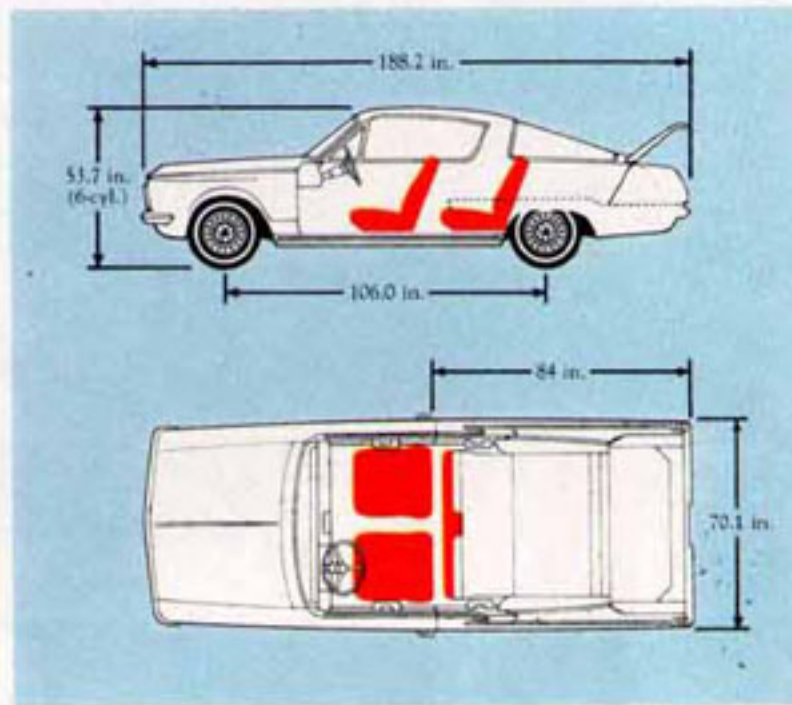
Safety-Rim wheels with low-pressure tubeless tires. Wheels are 13 x 4.5 inches with 6.50 x 13 tires standard on 6-cyl. model, 7.00 x 13 on V-8s.

Capacities

Fuel tank	18 gallons
Cooling system:	
6-cyl.	13 qts.
V-8	17 qts.
Engine crankcase	4 qts.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, product information, specifications, equipment, and prices, while correct at time of publication, are subject to change without notice. Automobiles pictured show optional equipment items.

The New Plymouth Barracuda
Quality-Engineered
by Chrysler Corporation



*And to top it all off, you've
also the satisfaction of
knowing the engine and
drive train are covered
by a famous warranty!**

*HERE'S HOW PLYMOUTH'S 5-YEAR/50,000-MILE WARRANTY PROTECTS YOU: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque convertor, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1965 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

PLYMOUTH DIVISION



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Built in Detroit. By Heretics.

Obviously Barracuda isn't the product of everyday thinking. It's a daring car, and it had to come from daring people—automotive heretics, if you will.

Who else would offer a car this wildly good-looking? With a pit-stop gas filler that opens to the touch? Or rallye lights that go on simultaneously with the headlamps? Or a torsion-bar front suspension? Or full instrumentation? Or an inclined, 12-port six-cylinder engine? Or a 7 ft. storage compartment behind the

front seats? Heresy. Pure heresy is what it is.

And that's just the standard equipment.

As for options, who else would offer you a 383 cu. in. V-8 or two 273 cu. in. V-8s? Or fast-ratio steering? Or a Formula S package that makes this one of the best handling American cars ever built?

Who else? Who else, indeed, but the heretics at Plymouth. Surely you must know them. They're out to win you over this year. '67 Barracuda



The new Sports Barracuda. A Hardtop and Convertible are also available.



Plymouth





The New Sports Barracuda, Hardtop and Convertible models also available.

What happens when a ton and a half of Barracuda swallows a 383 cu. in. V-8?

Hoo-hah! Lights flash; heads turn; mouths gape; and when the smoke settles on the strip the guy at the helm is likely to walk off with the lion's share of the hardware.

The 383, you see, is Barracuda's new engine option. With a bore of 4.25 in. and a stroke of 3.38 in., it cranks out 280 hp and 400—yes, 400—lbs.-ft. of torque. Intake is through an AFB 4-barrel and massive side-by-side ports, while exhaust exits through cast headers and low-restriction megaphones.

Sort of makes you want to turn trophy hunter yourself, doesn't it? In that case, you'll be glad to know the rear seat folds into a roomy 7-ft. utility compartment. When the smoke settles, maybe you'll need it for storage. Plymouth is out to win you over this year.



383 Cubes. And a trophy room in back.



'67 Plymouth Barracuda





The new Sports Barracuda. Hardtop and Convertible models also available.

It bites when cornered.

It bites all right, but it doesn't fight back. And the reasons it doesn't are many.

One is Barracuda's uncanny torsion-bar suspension and front end geometry that helps keep the wheels at right angles to the road, where they have to be for maximum adhesion.

Another is a toothy bag of tricks called Formula S, an option package that brings added sophistication to an already excellent-handling machine. Wide Oval tires, for example, provide a bigger, more tenacious footprint for Barracuda to ride upon. At the same time, items like higher rate springs, firmer shocks and a big front stabilizer bar help

add lateral stability by limiting body lean and front end "plough." Extra-wide 5½ in. rims help out, too, as does a fast 16:0-1 steering option.

The remainder of Barracuda's cornering power is supplied by just that: power. The spine rack starts with a 225 cu. in. Six, which is standard, and runs all the way through two 273 cu. in. V-8s, up to our biggest option, a 383 cubic inch. In all instances, there's enough reserve punch on tap to cope with the side forces encountered in hard turns. Call it power steering, if you like. From Plymouth, The people who are going flat-out to win you over this year.



'67 Barracuda

Plymouth



Barracuda: wild to win you over.



Barracuda's winning ways spell doom for an entire city. Dullsville.

Pity. Life in Dullsville was so uncomplicated. ("Sure I'd like a sports car. But I can't afford one.")

Then Barracuda had to bollix things up. With three wild ones guaranteed to cure the dreariness.

A fastback. A convertible. And a \$2449¹ hardtop — America's lowest priced sports car. (Repeat: sports car, not sporty car. Barracuda delivers.) Proof? Find a quick stretch of road.

Downshift. Flick the wheel. With torsion-bar suspension, you don't corner, you carve. Clean. Confident.

Scan the instruments. They're gauges, not warning lights. Readable at a glance.

Now—track toward the sun. If you chose the optional 273 or 383 V-8 with Formula S Package, you've made a great sports car even sportier.

Chase the horizon. A smile round your eyes as a sigh blots by. Dullsville: Population 0.



MSRP. Dealer's suggested retail price for selected 1967 Plymouth Barracuda Hardtop, convertible, 273-cu. in. V-8 and 383-cu. in. V-8, with optional equipment. Excludes destination tax, license fees, title and other charges. 1967.

Plymouth



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Plymouth Barracuda



There are plenty of fish
in the sea, but there's
only one '66 Barracuda.

Watch it get away.

Take a standard 8-cylinder Barracuda and light a fire under it. Result: The Formula 'S' Barracuda. A fish of a wholly different color.

This is the Formula 'S' option: A high-performance 273-cu.-in. V-8 with a high-lift, long-duration cam, domed pistons, 4-barrel carburetor, dual-breaker distributor and a low-back-pressure exhaust system. Heavy-duty torsion bars, shocks and springs. Anti-roll bar. Simulated bolt-on wheel covers. Special Blue Streak tires on wide-rim wheels. Tachometer. Optional front-wheel disc brakes. Optional racing stripe.

What a wonderful way to go.

So, go. Straight to your Plymouth Dealer's.



Clubster Membership in Plymouth National Barracuda Club open to all owners.

PLYMOUTH DIVISION



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Let yourself go... *Plymouth*

VIP FURY BLUESTREAK TACHOMETER BARRACUDA