1970 Plymouth Barracuda

Only the name is the same.

Plymouth makes it.

Meet 'Cuda. Our high-performance Barracuda. (It's also pictured on the cover.)

'Cuda is one of three brand-new 1970 Barracudas. There's the Barracuda Gran Coupe—which is Barracuda in its most refined form. There's the Barracuda Barracuda—all classic models. And then there's 'Cuda.

One thing 'Cuda has over all other sporty cars is understated. 'Cuda carries essentially the same underpinnings (transmission, suspension, steering, etc.) as our biggest, most luxurious cars. So you're not one of them.

'Cuda 340s and 360s even come equipped with a front and rear anti-sway bar. You can tell 'Cuda is a 'Cuda by its hood. See the bulges? Hood lock pins hold it down.

In the case of our optional super-displacement 440 6-bbl. and Hemi engines, there's a "Shaker" hood scoop available, standard with the Hemi, otherwise known as the L.O.E.C. (Labeled On Every Car). Exposed Cold Air Grabber! The air cleaner sits on a song-and-dance ride before everyone's eyes.

'Cuda is long. Low-slung. With twist high-intensity road lamps below the bumper that make it look even lower. And in the rear, 'Cuda is chopped—short decked. (Just to make the rear deck look a little wicked, we paint it flat black.) If the trees look big, low and wide, it's because they're big, fat and wide. So you get a better bite. Which means better cornering and traction.

And, like all Barracudas, it has an anti-theft ignition switch (like the one above) with the lock that locks the wheel when you remove the key.

For the complete performance story, pick up Plymouth's performance catalog.

Now, here are a few options that are particularly appropriate for 'Cuda.

Our inverted "hockey stick" paint stripe—interrupted by engine designation. It's available only on 'Cuda models. Our Rallye instrument cluster. Which includes a 130-mph speedometer, oil pressure gauge, clock, trip odometer, and a mirror. And one of our aluminized bumper packages. (We take a standard chrome bumper, mold it smooth and form it over it, and paint it. The end result is a really good looking bumper with lots of resilience.)

Think about how you want us to build your 'Cuda and we'll build it that way. Because it has the foundation to carry it.
Gran Coupe.
Barracuda Gran Coupe.
Our luxury/sports/personal car.

You have something in common with us. You like sporty cars. You think a car should be more than basic transportation. You'd probably agree with us that since you put a lot into a car, you have a right to expect a lot out of it.

This is what we had in mind when we designed the 1970 Barracuda Gran Coupe.

We gave partial credit for the newness of the new Barracuda Gran Coupe to the Grand Touring cars. Which are elegant, extraordinary automobiles with leather seats, wire wheels, long hoods and short decks, enormous brakes, coachmaker seats, etc. Best of all, these cars are personal and completely individual. That's what a Barracuda Gran Coupe is all about.

Naturally, we reserve the lion's share of the credit for ourselves. Because, as you can see, the result of our efforts is quite beautiful.

If the seats in the Gran Coupe feel and smell and look like real leather, it's because they are. Bolster and back of the seats are made of durable vinyl.

As personal as Gran Coupe is, it wouldn't be complete without a few of your own touches to make it even more personal. The 74-wide wire wheel covers you can see on the Gran Coupe above are a natural. (They're optional.)

Our new "Stop Stick" automatic transmission shifter shifts like a manual with shift there's a definite stop for each gear.

An optional vinyl roof in black, white, green or "Glotter" grain would look great. And with Gran Coupe's interior being as classy as it is, you may as well go all the way and order the 160-position seat auditor.

While the Gran Coupe is the sporty car that has everything, it's priced sensibly.

You see, we were prepared to build a car that makes it. But not at all costs.
Barracuda. Available in convertible or hardtop.

The most changed car in America. Strong, low (one of the lowest four-seaters in the industry). Wide (one of the widest tracks of any American-made sports car). Maneuverable. Fun. And, above all, low-cost.

In one sense, what you get out of a Barracuda is what you get inside of one.

It has a rugged constitution. Partly because of what Plymouth calls "Unibody." What Unibody means is that the frame and body (the skin) are "one." We weld frames and bodies together structurally instead of bolting them together in conventional fashion.

And what all that means is fewer squeaks and rattles to drive you wacky as the miles pile up.

We include high-back, all-vinyl bucket seats as standard equipment. And a sporty floor-mounted shifter, wall-to-wall carpeting in the passenger compartment and a three-spoke steering wheel with padded spokes and a simulated woodgrain rim.

Our standard 225 cubic inch Six and 318 cubic inch V-8 power plants are among the most trustworthy engines in the industry.

In another sense, what you get out of a Barracuda is what you get on the outside. The windshield wipers have been discreetly hidden. We put the trunk lock on the side (to the right of the deck lid) so you can open it from the curb and avoid water lurking in the gutter.

And we've made the door handles flush because the smoother a car's skin the better it looks. So we also added ventless side glass.

We could tell you about a lot of other ways Barracuda makes it as is. But since half the fun of buying a new car is deciding which options to opt for, we'll suggest a few you may wish to consider.

For example, you could order either of two body-side treatments—economical side rub strips in one of five colors, or a lower black paint treatment. You could order a complete set of racing-type rearview mirrors. Or some Rallye wheels or Deluxe wheel covers.

Once you've seen our standard Barracuda, you'll be hard pressed to call it standard. It's too good looking.
Every Barracuda interior makes it.
With a cockpit, big readable gauges, a couple of high-back bucket seats and an abundance of craftsmanship.

Cockpit—You will like it here. It's what we call "driver-oriented." It's comfortable. It's bucket seats. It's a brand-new instrument panel. Big new gauges, new design, new everything. It's wall-to-wall carpeting in the passenger compartment. It's a floor-mounted shift lever. It's functional. We got some of our ideas from looking at aircraft cockpits, which are noted for their conspicuous lack of bric-a-brac and gauges that play hide-and-seek. It's luxury. It's fun. You will like it here.

Big readable gauges—You'll like them, too. Large individual gauges. Fuel gauge. Temperature gauge. Ammeter. Speedometer. Odometer. Toggle switches. Wide needles. You can't see skinny needles as well as fat needles. White-on-black lettering is easier to read. Color-coded switches and controls. Clean. Functional. All big. All easy to read. All in the right places. You'll like them.

High-back bucket seats—All-leather bucket seats with vinyl trim. Or all-vinyl bucket seats. Or cloth-and-vinyl bucket seats. Or all-vinyl bench seats. (Depending on model.) Take your pick. They're trim. But comfortably firm. Have a seat. Aisle.

An abundance of craftsmanship. Craftsmanship lives! When Plymouth's interior makers aren't interior making, they're interior thinking. If you want a sporty car interior that makes it, Plymouth's interior makes it. Craftsman ship lives!
## Power Systems

<table>
<thead>
<tr>
<th>Engine</th>
<th>Transmission</th>
<th>Rear Axle Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>235 Six-Cyl.</td>
<td>3-spd. Man.</td>
<td>3.31, std. or opt.</td>
</tr>
<tr>
<td>318 V-8</td>
<td>3-spd. TorqueFlite Auto.</td>
<td>2.95, std. or opt.</td>
</tr>
<tr>
<td>340 V-8</td>
<td>3-spd. Man.</td>
<td>3.31, std. or opt.</td>
</tr>
<tr>
<td>360 V-8 (400)</td>
<td>3-spd. TorqueFlite Auto.</td>
<td>2.95, std. or opt.</td>
</tr>
<tr>
<td>383 V-8</td>
<td>3-spd. TorqueFlite Auto.</td>
<td>3.31, std. or opt.</td>
</tr>
<tr>
<td>383 4-bbl. V-8</td>
<td>4-spd.</td>
<td>3.31, std. or opt.</td>
</tr>
<tr>
<td>400 V-8 (440)</td>
<td>4-spd. TorqueFlite Auto.</td>
<td>3.31, std. or opt.</td>
</tr>
</tbody>
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*Available in performance axle packages only.*

## Suspension, Brakes

<table>
<thead>
<tr>
<th>Front</th>
<th>Rear</th>
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</thead>
<tbody>
<tr>
<td>Independent, lateral, non-parallel control arms with coil springs and torsion bars.</td>
<td>Rear: 17 in. bolted-body rearleaf spring and leaf</td>
</tr>
<tr>
<td>Leaf</td>
<td>Leaf</td>
</tr>
</tbody>
</table>

## Fuel

<table>
<thead>
<tr>
<th>Type</th>
<th>Tank Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline</td>
<td>17 gal.</td>
</tr>
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## Tires and Wheels

<table>
<thead>
<tr>
<th>Size</th>
<th>Wheel</th>
</tr>
</thead>
<tbody>
<tr>
<td>14&quot; x 6.5&quot; BSW</td>
<td>5.00</td>
</tr>
<tr>
<td>14&quot; x 6&quot; WSW</td>
<td>5.00</td>
</tr>
<tr>
<td>14&quot; x 6&quot; TSW</td>
<td>5.00</td>
</tr>
<tr>
<td>14&quot; x 6&quot; WSW</td>
<td>5.00</td>
</tr>
<tr>
<td>14&quot; x 6&quot; White Letter</td>
<td>6.00</td>
</tr>
<tr>
<td>14&quot; x 6&quot; White Letter</td>
<td>6.00</td>
</tr>
</tbody>
</table>

## Colors—There are 18 different colors available on all Barracuda models.

## Optional Features not shown.

- Air Conditioning
- AM Radio
- Automatic Transmissions
- Belted Traction Bars
- Full Pneumatic Brakes
- Power Steering
- Power Brakes
- Power brakes
- Power windows
- Power seat
- Power steering

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*These are your options. Exercise them.*
To keep your Plymouth in top condition, have it serviced by the man who knows it best—your Plymouth Dealer.

Form No. 81-055-0025

Litho in U.S.A. 8-69