The 1971 Barracuda is knocking the stuffing out of a few old-fashioned notions about sporty cars. Notions like "feel of the road" means a bone-jarring, tooth-rattling ride. That "performance" means a big engine and a straight road. That "luxury" means limousine. Or that the bigger the sporty car, the bigger the sporty car prices.

Here is the car you've been waiting for. With styling that has tough written all over it. Not just a tough shell on the outside, but tough from the inside out. Barracuda 1971 is coming through for you.

Barracuda comes through for you in 1971.

Coming through with new features.
Tough new front appearance with • Dual headlamps • New interior colors and fabrics • Newly designed bucket seats • Wild exterior colors • More regular fuel engines for easy going • Optional new stereo tape cassette system with the ability to record off the radio plus a microphone for dictation • And that's only the beginning.

Coming through for every sports fan.
What we did was make four different Barracudas to fill your needs. If you want an economical sporty car, we come through. If performance is your kick, we come through. Luxury? We come through. Plus a sporty car with a little bit of everything. And we're coming through with new developments in cleaner air devices for our engines. With more engines than ever before that run on regular gas.

Coming through economically.
What's that basic Barracuda, the coupe, is all about. Not just the best-looking sporty car, it's also the best-priced sporty car. In fact, last year it was the lowest-priced sporty car in America. And we didn't skimp on the quality. We still come through with torsion-bar suspension, bucket seats, unibody construction and a 7-step dip-and-spray rust protection process. All the things that make Chrysler engineer ing famous. It's your basic bargain.

Looking for performance? We've come through.
It's what you call your 'Cuda. And it bears the devil out of the idea that performance is no more than a big engine and fat tires going in a straight line. Oh, 'Cudas have the cubes alright, 340, 383, 440, and 426 Hemi. Fat tires, too. But underneath it all is where the road negotiation takes place. That's where the special shocks, rear springs, sway bars and the rest of the heavy-duty handling goodies really come through. It gives new understanding to curves and corners.

Sport with a touch of glamour.

The right-in-the-middle Barracuda. We're talking about the standard model. It takes the best of the others, and puts them all together. Beautifully. Convertible or hardtop. Low slung Unibody. Hidden wipers. Sixes or eights. A little extra performance, a little extra comfort. A very compact price. This is the one that helped bump up Barracuda sales better than 50% in 1970. It makes sense.

Coming through is doing your own thing.
Which means adding your options to your Barracuda. To make it move your. There are over 75 to choose from. Like air conditioning. A new cassette tape system with a microphone and recorder, so you can dictate or record direct from the radio as you go. An optional rallye instrument cluster with speedometer, oil pressure gauge, trip odometer and tachometer. Power brakes. Power steering. Wire wheel covers, road wheels, floor shifters, you name it.

A colorful ending.
In truth, there are 18 colorful Barracuda finishes, five of which are extra cost. Everything from optional Tor-Rod to In Violet. Add a vinyl roof or special striping to finish it off. Any way you want it. Barracuda comes through for you.

What coming through is all about.
You. That's it in a word. You. The Barracuda was built with that one word in mind. To deliver what you expect. For as long as you expect it. And fun all the way. That's the way 1971 will be in a Barracuda. Coming through.

1971 Standard Features
Dual headlamps • Keyless door locking • Dual horns • Belted bias tires • Hub caps (set of 4) • Inside day/night rearview mirror* • Padded instrument panel • Brake warning light • Outside rearview mirror • Fuel gauge • Temperature gauge • Ammeter gauge • Emergency flashers • Forcible suspension • Dual front shoulder harness • Bucket seats • Self adjusting brakes • Cigar lighter* • Directional signals with lane-change feature • Heater and defroster • Anti-theft steering column lock • Three-speed all-synchro floor-mounted transmission • Two-speed electric windshield wipers • Barracuda Coupe Std. engine: 198 CID "Six," or 318 CID V-8 • Barracuda Std. engine: 225 CID "Six," or 318 V-8 • Gran Coupe Std. engine: 318 CID V-8 • Overhead console • Pedal dress-up* • Leather bucket seats** • Formed headlining* • Gran Coupe ornamentation* • Chrome wheel lip and sill moldings* • 383 CID V-8 engine*** • Performance hood*** • Color-keyed grille and black rear deck panel*** • Heavy-duty suspension*** • Heavy-duty brakes*** • Pedal Dress-up • Std. on Gran Coupe only • Formed headlining • Std. on Gran Coupe and Cuda • Black vinyl interior

Standard Safety Features
High-strength windshield • Energy-absorbing front seat-backs • Large rear reflectors and lights • Fuel-tank impact protection • Lane-change turn signal • Locking steering column • Superior seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • Seat belts, all seating positions • Shoulder belts, 2 front (except convertibles) • Manual door locks— with non-override lock feature, except driver's door • Interlocking door latches • Flash-type interior door release levers • Large cushioned sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers, 2-speed, electric • Vinyl-clad inside rearview mirror on double-ball-jaunt mount • Head restraints, 2 front (integral) • Latch lock on front seat-backs • Left outside rearview mirror • Flash-type head- er latch (convertibles) • Belted bias tires (Standard on Cuda, optional on Barracuda and Gran Coupe) • Flash-mounted exterior door handles

Exterior Dimensions (Hatch I Top)

<table>
<thead>
<tr>
<th>Barracuda Coupe</th>
<th>Gran Coupe</th>
<th>Cuda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>108 in.</td>
<td>108 in.</td>
</tr>
<tr>
<td>Overall Length</td>
<td>186.6 in.</td>
<td>186.6 in.</td>
</tr>
<tr>
<td>Overall Width</td>
<td>74.9 in.</td>
<td>74.9 in.</td>
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<tr>
<td>Overall Height</td>
<td>50.9 in.</td>
<td>50.9 in.</td>
</tr>
<tr>
<td>Track</td>
<td>59.7 in.</td>
<td>59.7 in.</td>
</tr>
<tr>
<td>Headroom, Front</td>
<td>37.4 in.</td>
<td>37.4 in.</td>
</tr>
<tr>
<td>Shoulder Room</td>
<td>35.7 in.</td>
<td>35.7 in.</td>
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<tr>
<td>Legroom, Front</td>
<td>42.9 in.</td>
<td>42.9 in.</td>
</tr>
<tr>
<td>Rear</td>
<td>28.9 in.</td>
<td>28.9 in.</td>
</tr>
</tbody>
</table>

*Gran Coupe—59.7 in.
Barracuda Gran Coupe

What coming through in the sport/luxury manner is all about. Rich leather-and-vinyl buckets and overhead console with warning lights, and thick carpeting. Automatic transmission, and color-keyed bumpers optional. It's America's Gran Touring car, Gran Coupe.
Barracuda coupe. The best-looking, low-priced sporty car in America. Or go Barracuda hardtop or convertible. Dress it up with sporty options such as a vinyl roof, body-side tape stripes in blue, green, white, black, gold. Go first class. Nobody comes through with a better buy.
Barracuda Interiors

Coming through comfortably. Coming through in style. The '71 Barracuda interiors.

### 1971 Barracuda Options

<table>
<thead>
<tr>
<th>Options</th>
<th>Barcode Code</th>
<th>Gran Code</th>
<th>Code</th>
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<tbody>
<tr>
<td>Light Package</td>
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<tr>
<td>Blotomeric Front Bumper Group</td>
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<tr>
<td>Blotomeric Front and Rear Bumper Group</td>
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<tr>
<td>Rallye Instrument Cluster</td>
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<tr>
<td>Chrome</td>
<td>O</td>
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<tr>
<td>Mirror—Racing—Manual Right, Chrome</td>
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<tr>
<td>Mirror—Racing—Dual Body Color</td>
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<tr>
<td>Mirror—Racing—Remote Left, Chrome</td>
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<tr>
<td>Glove Box Lock (Standard)</td>
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<tr>
<td>Variable Speed Wipers &amp; Electric Washers</td>
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<tr>
<td>Electric Clock</td>
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<tr>
<td>Luggage Rack</td>
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<tr>
<td>Alternator—50 Amp</td>
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<tr>
<td>Battery—75 Amp</td>
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<tr>
<td>Tinted Glass</td>
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<tr>
<td>Rear Window Defogger</td>
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<tr>
<td>Shaker Hood</td>
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<tr>
<td>Body Side Vinyl Moldings</td>
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<tr>
<td>Sport Stripe</td>
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<tr>
<td>Upper Body Side Tape Stripes</td>
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<tr>
<td>Performance Axle Package</td>
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<td>High-Performance Axle Package</td>
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<tr>
<td>Track Pak</td>
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<tr>
<td>Super Track Pak</td>
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<tr>
<td>Sure-Grip Differential</td>
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<tr>
<td>Heavy-Duty Suspension</td>
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<tr>
<td>Disc Brakes (Front)</td>
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<tr>
<td>Power Brakes</td>
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<td>O</td>
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<tr>
<td>Power Windows</td>
<td>O</td>
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</tr>
</tbody>
</table>

**Barcode Code**
- O: Optional
- S: Standard
- NA: Not Available

**Code**
- Power Convertible Top
- Power Steering
- Gold Trim AM Radio
- AM/FM Radio w/ Cassette Tape Player
- Dash Mounted Cassette Tape Player
- Multiplex AM/FM Radio
- Microphone with Cassette Recorder
- 3-Speed AM/FM Radio
- 6-Speed Manual Transmission
- TorqueFlite Automatic Transmission
- Vinyl Roof
- Wheel Trim Rings (Set of four)
- Deluxe Wheel Covers (Set of four)
- Wire Wheel Covers (Set of four)
- Rallye Road Wheels (Set of four)
- Chrome Style Road Wheels (Set of four)
- Bigger Tires
- Castable Saddle
- Backlight Louver Package
- Aerodynamic Spoiler Package
- Seat Adjuster—Manual 6-way
- Air Conditioning
- Hood Pin
- Performance Hood
- Undercoating
- Headlights
- Bumper Guards
- Rear-Ride Shock Absorbers
- Dune Buggy Saddle

**Colors**
- Black
- White
- Gold
- Silver
- Blue
- Red
- Orange
- Green
- Brown
- Gray
- Other

*Options 1. Backlight Louvers, Give your Barracuda a mean look. 2. Road Wheels, The look at sport (Set of four). 3. Electromagnetic Bumpers, six colors keyed to the rear. Hood pins that lock are also available. 4. Racing Mirrors, Available in eleven colors. 5. Hurst Shifter, Lets you take permanent possession of each gear. 6. Wheel Covers, Dress up your wheels. (Set of four). 7. Shock Absorbers, The incredible expanded quivering cold air grabber. 8. Road Lights, Better visibility at night and in the fog. 9. Air Conditioning, Designed to keep your cool. 10. Disc Brakes, The advantages of fade-resistant, sure stops. 11. Rallye Wheels, 14-in. x 3 1/2 in. and 15-in. x 7 in. A must for the real performance buff. (Set of four). 12. Rear Spoiler, For that tough look. 13. AM/FM Cassette System. With the ability to record off the radio plus a microphone for dictation.*
1971 Plymouhths

**FURY**
- Sport Fury (4-door sedan and hardtop, 2-door hardtop and formal hardtop—V-8)
- Sport Fury GT (2-door hardtop—V-8)
- Fury III (2-door formal hardtop, 4-door hardtop—V-8; 4-door sedan and 2-door hardtop—V-8 or Six)
- Fury II (2-door hardtop and 4-door sedan—V-8 or Six)
- Fury I (2-door coupe and 4-door sedan—V-8 or Six)
- Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2- and 3-seat models—V-8)

**SATELLITE**
- Satellite Sebring (Sebring-Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-8 or Six)
- GTX (2-door hardtop—V-8)
- Road Runner (2-door hardtop—V-8)
- Satellite (2-door coupe—V-8 or Six)
- Satellite Brougham (4-door sedan—V-8) (Satellite Custom 4-door sedan—V-8 or Six) (Satellite 4-door sedan—V-8 or Six)
- Satellite Wagons (Satellite Regent 2- and 3-seat models—V-8) (Satellite Custom 2- and 3-seat models—V-8 or Six) (Satellite 2-seat—V-8 or Six)

**BARRACUDA**
- Barracuda Gran Coupe (2-door hardtop—V-8)
- Barracuda (convertible, 2-door hardtop—V-8 or Six) (Barracuda 2-door coupe—V-8 or Six)
- 'Cuda (convertible, 2-door hardtop—V-8)

**VALIANT**
- Duster (2-door coupe—V-8 or Six) (Duster 340 2-door coupe—V-8)
- Scamp (2-door hardtop—V-8 or Six)
- Valiant (4-door sedan—V-8 or Six)

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