



1969
Plymouth Barracuda



Look what Plymouth's up to now.



The Sports Fastback: Cubes. Gauges. Gears. RPM's. And a back seat.

It's a car based on the theory that you can sell a young man a young man's car, and sometimes an older man a young man's car. In short, it's hardly a slouch on the drive-in circuit.

It's a car that can transport four, even five, people comfortably. Yet it's

hardly the proverbial "family bus." It has too much character for that.

It's a car that picks up the bread at the corner store just as readily as it takes off on weekend jaunts through the country.

You might say Barracuda combines

the best of two worlds: Sporty European and Yankee Practical.

Barracuda is big without being clumsy. Functional but not drab. Sporty and not frivolous.

It's for the buff with stuff; for the guy who hates station wagons—and

needs one.

Inside, for example, you won't find a lot of indicator lights staring you in the face. The dash has a real honest-to-goodness set of gauges. Standard.

And when you step on the gas pedal, you know you've put your foot

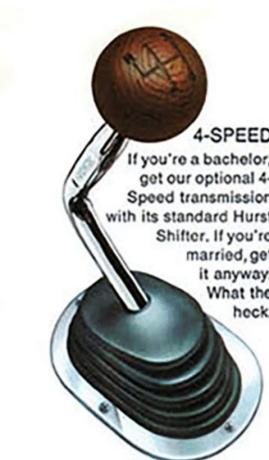
on something. Like a 318 cubic inch standard V-8.

But where Barracuda pleases most is on a stretch of highway with a few bends in it. It sticks to the pavement like it was married to it.

And if your Barracuda happens to

be the optional Formula "S" version, above, propelled by our high-winding 340 or stump-pulling 383 V-8, the effect is even more impressive.

Flip the page and see how you can personalize it to become yours, and yours alone.

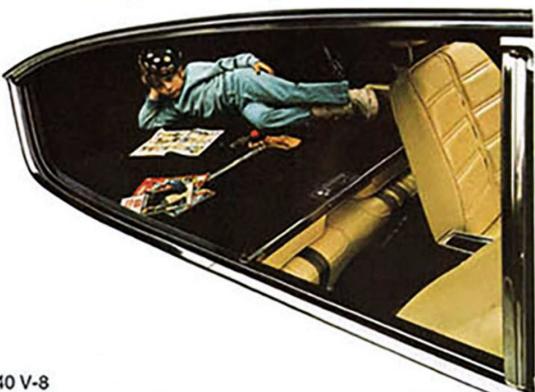


4-SPEED
If you're a bachelor, get our optional 4-Speed transmission with its standard Hurst Shifter. If you're married, get it anyway. What the heck.



340 V-8

Specify the optional "340" and get a four-barrel carb, 10.5:1 compression ratio, performance cam, unsilenced air cleaner, dual-breaker distributor, dual exhausts, 275 horsepower. If that's not enough, refer to "Horse."



FOLDING REAR SEAT

Provides more than seven feet of straight-through load space. Makes a great storeroom. Optional. Fastbacks only.



383 V-8

Giddyap. Four-barrel, high-performance cam, unsilenced air cleaner, dual-breaker distributor, dual exhausts, 330 horses. The "383" option is available only with the optional Formula S suspension package (described on the opposite page). But then, who'd want it any other way?



DELUXE INTERIOR DECOR OPTION

Order it and you get specially-trimmed contour buckets, simulated walnut on trim panels, door map pouches, bright trim on foot pedals, rear armrests and ashtrays. Plus, in the Sports Fastback, carpeted wheelhousings.

WOOD-GRAIN STEERING WHEEL

It isn't really wood. But it looks and feels like it. Fortunately, it won't warp or crack. And you never have to worry about termites. A sporty option.

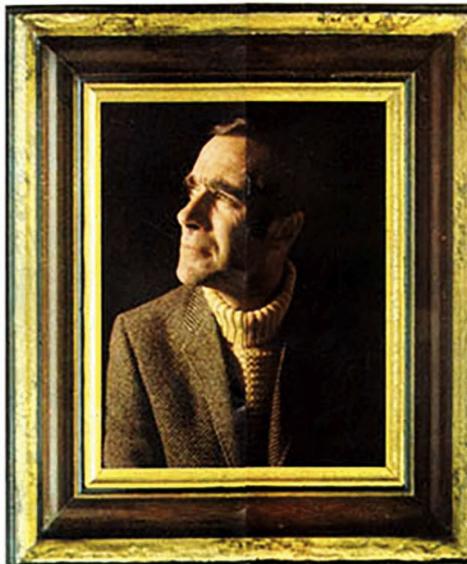


ROAD WHEELS AND WIDE OVAL TIRES

Suddenly, the go-to-dinner Barracuda looks like the go-to-the-dragstrip type. The optional



Personalization.



FORMULA "S" PACKAGE

HDTB₂ HDRS₂ SB₁ FRS₁ SE₃₄₀ OE₃₈₃ WOT₄ FST₁. That's the formula. Translated differently, it means heavy-duty torsion bars and rear springs, front stabilizer bar, Firm-Ride shocks, standard engine—340 V-8, optional engine 383 V-8, Wide Oval tires and Formula "S" body trim. Optional.



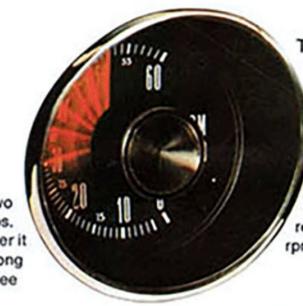
"'CUDA" PERFORMANCE PACKAGE

An option that wins half the battle on looks alone. Two bold, black stripes down the hood. Twin hood scoops. Lower body paint treatment all the way around. Order it and get the 340 or 383 V-8 as part of the bargain, along with a 4-Speed transmission and Hurst Shifter. To see what the "'Cuda 340" looks like, turn to page 11.



TORQUEFLITE AUTOMATIC

Purists may laugh at first: an automatic—hah! Then you take it through the gears, shifting at will. Suddenly, the laughter stops. Order with a center console and picture it between the Deluxe Bucket Seats on the opposite page. Optional.



TACHOMETER

Even though it's an option, the serious crank watcher should never be without one. Never can tell how things are going to wind up. The dial reads from 0-6,000 rpm.



VIRILE COLORS

These are the rich, muscular colors. The softer tones are on page 8.



DISC BRAKES

Our discs call things to a halt. Quickly. Say the word and we'll put this option on the front of your Barracuda.



The Sports Coupe: Good mileage.

Barracuda has its practical side. Case in point: the Sports Coupe.

It's for people who want to get a kick out of driving without getting kicked in the wallet.

The standard engine is a regular tightwad. It's a six-cylinder, and ex-

tremely easy to care for. Best of all, it has a serious aversion to gas pumps of the premium variety.

The brakes are big. They're easy to push and they're self-adjusting.

And the trunk is a trunk that's a real trunk. The biggest in its class. By far.

The seats are all-vinyl. And anyone who's ever labored over a stain on cloth upholstery will appreciate that.

Color-coordinated seat belts and front shoulder harnesses are standard.

And because Barracuda is a light car in general, there's less wear on

Brakes. Belts. And a big trunk.

tires, brake linings and that sort of thing.

It also happens to be extremely maneuverable, which means you don't have to hunt for an oversized parking spot.

'But practical doesn't mean bland.

Barracuda has no dull side. Not with standard equipment like bucket seats, a pit-stop gas cap and rallye lights that burn simultaneously with the headlamps.

And with options like the vinyl roof treatment above, plus others you'll see

on the following pages, Barracuda isn't *over*practical. Otherwise, it just wouldn't be Barracuda.

So read on. And as you pore through Barracuda's many offerings, think about how you'd express yourself in one . . . your very own.

SPORTSEAT

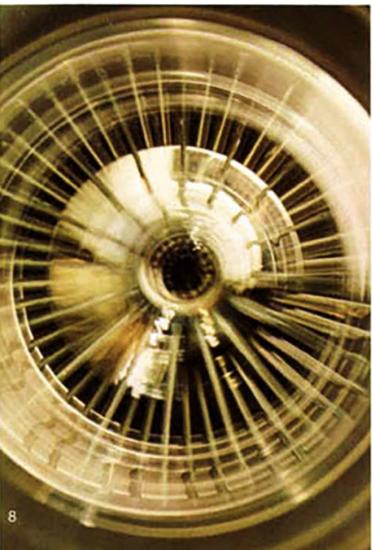


A full-width, all-vinyl front seat with a folding center armrest that gives you something to lean on. And this is one option that doesn't cost anything. You can have the Sportseat or Bucket Seats, standard. But not both.



POWER STEERING

Just three-and-a-half easy spins of the wheel take you from hard left to hard right. With about half the normal effort. Optional.



WIRE WHEEL COVERS

Sort of like jewelry. Only on a car. They're optional, naturally.

SOFT COLORS

This is the other half of Barracuda's color selection. The soft, light tones.



POWER BRAKES

Power stoppers go hand-'n'-foot with power steering. They don't make the car stop much faster, but they sure do make stopping a lot easier. Optional.



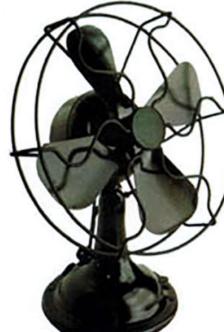
LEATHER-LIKE STEERING WHEEL

You might say we built a set of driving gloves right into the steering wheel. Naturally it costs a bit extra.

TORQUEFLITE AUTOMATIC

If the stick-'n'-clutch thing bothers you, order our optional Torqueflite automatic transmission. Comes standard on the "tree." And it's available with a center console when you order Buckets.

Complements.



AIR CONDITIONING

Cool. Refreshing. Ahhh. Optional. This time, get it.



AM/FM RADIO

Optional AM/FM plays everything from hard rock to Beethoven for the discriminating listener. A plain AM is also available—for a little more rock and a little less Ludwig.



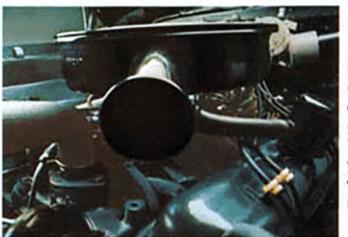
BUMPER GUARDS

A self-explanatory option.



SLANT SIX

It's an engine. With six cylinders, 225 cubic inches, a 1-barrel carb, drop forged steel crankshaft, and—aw, who cares? It's easy to take care of and it's economical. And it's standard.



318 V-8

It has an economical 2-barrel carburetor and runs on regular gas. Very little of it. As proof, a '68 Barracuda equipped with a 318 V-8 won its class in last year's Mobil Economy Run with an average of 20.01 miles per gallon.

OPTIONAL MOD TOP

A sign of the times for the ordering. The top and seats come as shown. Or you can have the top and not the seats. Or the seats and not the top. Or a black vinyl top and the mod seats. Or...



Barracuda. Have it your way.



THE "DROPHEAD"

Otherwise known as the Convertible, it's the best way we can think of to get a tan before you even get to the beach. Some extras you'll want are beach balls, umbrellas, towels, a bucket and a shovel. Oh yes, and some of the things you can order from Plymouth. Like a Sure-Grip limited slip differential for better sand traction and an AM/FM radio for beach party entertainment.



THE "SLICKBACK"

Take one Barracuda Fastback, add our vinyl roof treatment and you've got it.



THE "KNOCKABOUT"

This is the basic Barracuda Hardtop. No frills. No fancies. Just a six-cylinder engine. Three-on-the-tree. And a clutch. You might splurge just a little, though, and order Deep-dish wheel covers and whitewalls. They look good.



THE "'CUDA 340"

Our get-up-and-go model. Just ask for our "'Cuda 340" Performance Package. You get a Barracuda with two black hood stripes, lower body paint treatment, 340 V-8, 4-Speed with Hurst Shifter, and twin hood scoops. And for even more "git," there's a "'Cuda 383" with all of the above, plus a 383 V-8.

SPECIFICATIONS

Engine:	225 cu. in.	318 cu. in.	340 cu. in.	383 cu. in.
Horsepower	145 @ 4000 rpm	230 @ 4400 rpm	275 @ 5000 rpm	330 @ 5200 rpm
Torque, lbs-ft.	215 @ 2400 rpm	340 @ 2400 rpm	340 @ 3200 rpm	410 @ 3600 rpm
Bore & Stroke	3.40 x 4.125 in.	3.91 x 3.31 in.	4.04 x 3.31 in.	4.25 x 3.38 in.
Carburetion	1-bbl.	2-bbl.	4-bbl.	4-bbl.
Compression Ratio	8.4:1	9.2:1	10.5:1	10.0:1
Fuel Recommended	Regular	Regular	Premium	Premium

POWER TRAINS:

Engine:	Transmission:	2.76	3.23	3.55	Axle Ratio:				
					2.76	3.23	3.55	3.91	(Sure-Grip)
225 cu. in. 6-cylinder	3-speed manual Automatic	std.	std.	opt.	opt.	std.	std.	opt.	opt.
318 cu. in. 8-cylinder	3-speed manual 4-speed manual Automatic	std.	std.	opt.	opt.	std.	std.	opt.	opt.
340 cu. in. 8-cylinder	4-speed manual Automatic	std.	std.	std.	std.	std.	std.	opt.	opt.
383 cu. in. 8-cylinder	4-speed manual Automatic	std.	std.	std.	std.	std.	std.	opt.	opt.

*8.75 Ring Gear Dia. Others 7.25.

MPH PER 1000 RPM IN HIGH GEAR:

Tires	Axle ratios:			
	2.76	3.23	3.55	3.91
(standard) 0.95 x 14	20.85	22.09	20.65	18.75
(optional) D70 x 14	26.35	22.52	20.49	18.60
E70 x 14	27.04	23.10	21.02	19.08

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

Fury



VIP (2- and 4-door Hardtops—V-8s)



Fury II (2-door Coupe and 4-door Sedan—V-8s and 6s)

Belvedere



GTX (2-door Hardtop and Convertible—V-8s)



Road Runner (2-door Coupe, 2-door Hardtop and Convertible—V-8s)

Barracuda



Barracuda Sports Fastback (V-8 or 6)

Valiant



Valiant Signet (2- and 4-door Sedans—V-8s and 6s)

Suspension:

Front	Torsion bars 2½ in. wide, 55 in. long outboard- mounted asymmetrical leaf springs
Rear	Shock absorbers— With 225 and 318 cu. in. engines With 340 and 383 cu. in. engines

Telescopic

Telescopic Firm-Ride

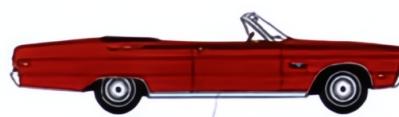
Dimensions:

Wheelbase	108.0
Overall Length	192.8
Overall Width	69.6
Track, Front	57.5
Track, Rear	55.6

Capacities:

Fuel tank	18 gals.
Engine crankcase	4 qts. + 1 qt., filter

The 1969 Plymouths.



Sport Fury (2-door Hardtop and Convertible—V-8s)



Fury I (2-door Coupe and 4-door Sedan—V-8s and 6s)



Fury III (4-door Hardtop and Convertible—V-8s) (4-door Sedan and 2-door Hardtop—V-8s and 6s)



Fury Wagons (Sport Suburban, 2- and 3-seat models—V-8s) (Custom Suburban, 2- and 3-seat models—V-8s) (Suburban, 2-seat model—V-8 or 6)



Sport Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s)



Belvedere (2-door Coupe, 4-door Sedan—V-8s and 6s)



Satellite (4-door Sedan, 2-door Hardtop and Convertible—V-8s and 6s)



Belvedere Wagons (Sport Satellite, 2- and 3-seat models—V-8s) (Satellite 2- and 3-seat models—V-8s and 6s) (Belvedere, 2-seat model—V-8 or 6)



Barracuda Sports Coupe (V-8 or 6)



Barracuda Convertible (V-8 or 6)



Valiant 100 (2- and 4-door Sedans—V-8s and 6s)

... 64 Plymouth models in all!

To keep your Plymouth in top condition, have it serviced by the man who knows it best—your Plymouth Dealer.

Plymouth

CHRYSLER
MOTORS CORPORATION


customer
care