

1970 Hemi-'Cuda with "Shaker" hood.

Our 1970 Barracudas are totally new. From the plush Barracuda Gran Coupe to the tough little 'Cuda with the Hemi engine.

The Hemi-'Cuda. With a Quivering Cold

Air Grabber poking through the hood. So the 426 cubes below can breathe easy.

Very possibly this is the fastest production car in the country.

If you had something

gentler, but equally sporty, in mind, we also make Barracuda and the Barracuda Gran Coupe.

So remember the name, new people. Barracuda. It's all yours.

Hello, new people. We have a new car for you.





How do you like your power? Plymouth makes it any way you want. And as new as you want.

We'll make you a car like this 1970 Hemi 'Cuda. With a 426 Hemi engine. (Which is certainly not a run-of-the-mill Mill.) And a "Shaker" on the hood to help our two 4-bbl. carburetors breathe easier.

It's all new.

We slung it two inches lower than last year's Barracuda, pushed the wheels more than three inches farther apart and put on a set of fat tires.

So it crouches.

And it goes as fast as the law allows. (If you're thinking of going faster, remember, we also make cars for the law.)

The 1970 Hemi 'Cuda is part of our whole system of performance cars. From our high-winding Duster 340 (with its low Valiant price, and a super 340 V-8 engine). Right up to the executive Supercar—Sport Fury GT.

Whatever price you put on power. Plymouth makes it.

'Cuda Power



See the 1970 Hemi 'Cuda at your Plymouth Dealer's September 23.

The Rapid Transit Authority.



It's Hemi-'Cuda. Our angriest, slipperiest-looking body shell, wrapped around ol' King Kong hisself.

Ah yes, and we've perched the entire setup atop the ruggedest ponycar suspension in the industry. The front suspension is the same extra-heavy-duty combination used on Hemi Road Runners and GTXs—the same torsion bars, shock absorbers, anti-sway bar, spindles, ball joints, etc. Ditto the rear suspension, which carries two extra half-leaves in the right rear spring, to prevent torque steer off the line.

As for the brakes, they're giant 11-inch diameter drum-type units.

The standard transmission is (1.) a heavy-duty 4-speed with Hurst linkage and our new "Pistol Grip" shift handle, or (2.) Chrysler's famed TorqueFlite 'auto' with

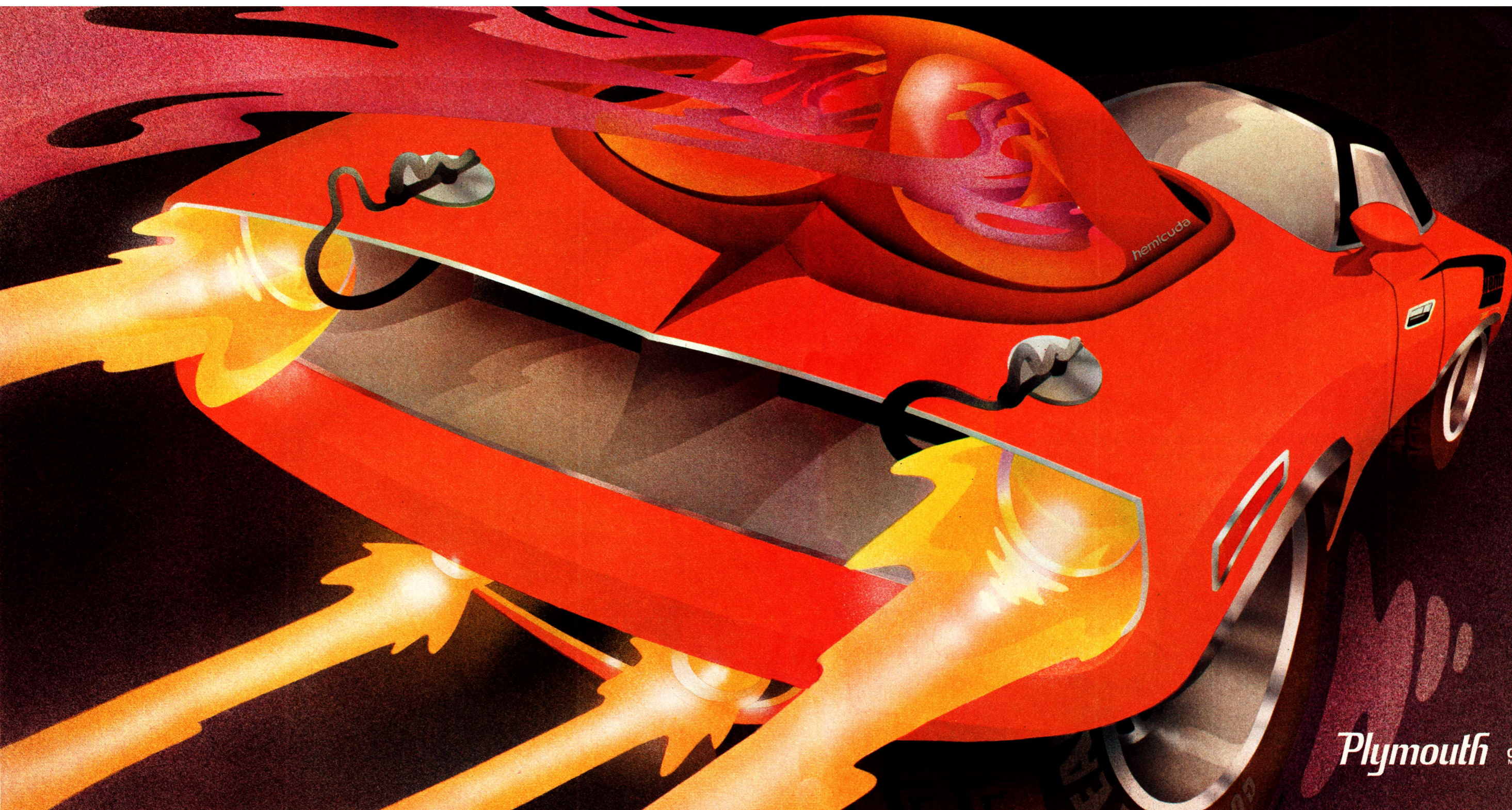
our new "Slap-Stik" shifter.

Tires? Fiberglass-belted F60 X 15s.

Air induction? That's courtesy of Air Grabber, which sticks right up through the hood. Aside from the fact that it looks tough and the girls dig it, it's good for .15 to .20 of a second in the quarter. And the Hemi it connects to now has hydraulic lifters, so it stays in tune longer.

Availability? Why, at your Plymouth dealer's Rapid Transit Center, of course. There you'll find 'Cudas of all denominations—340s, 383s, 440s, and 440 Six-Barrels.

Giving people what they want is easy. When you have a System.



Plymouth



Our SCCA Invasion Force.

Yessiree, race fans, Plymouth is going Trans-Am racing this year, and the effort is spearheaded by the All-American racer himself, Daniel S. Gurney.

As you may know, this is Dan's first all-out go at the Trans-Am Series. It also happens to be Plymouth's first real go at the Trans-Am Series. So needless to say, we've got some serious catching up to do.

And with that in mind, the talents of Dan's All-American Racers, Inc. and Plymouth's Rapid Transit System have combined to produce the two conveyances shown below.

The one on the right is the real Dan Gurney race car; the one he'll use to demonstrate the art of Rapid Transit to

Mark, Parnelli, Jerry and so on. You could buy one like it for, oh, \$18,000. Problem is Dan only plans to build four or five. So "act now," as they say in ads.

The one on the left is our version of Dan Gurney's race car, the AAR 'Cuda. As such, it has a lot in common with Dan's own car. Standard equipment includes:

- "Trans-Am" cylinder block and heads (the street version is 340 cu. in. and uses three Holley 2-bbl. carbs).
- Heavy-duty "Trans-Am" suspension, including front and rear anti-sway bars, special rear springs and rear shock absorbers.
- E60 X 15" fiberglass-belted tires, front; G60 X 15" rear.

- Side outlet dual exhausts.
- "Ducktail" rear spoiler.
- Fiberglass hood with aerodynamic cold air intake.
- Non-glare finish on hood and grille.
- AAR strobe stripe along body.
- Disc front brakes.
- Sure-Grip differential.

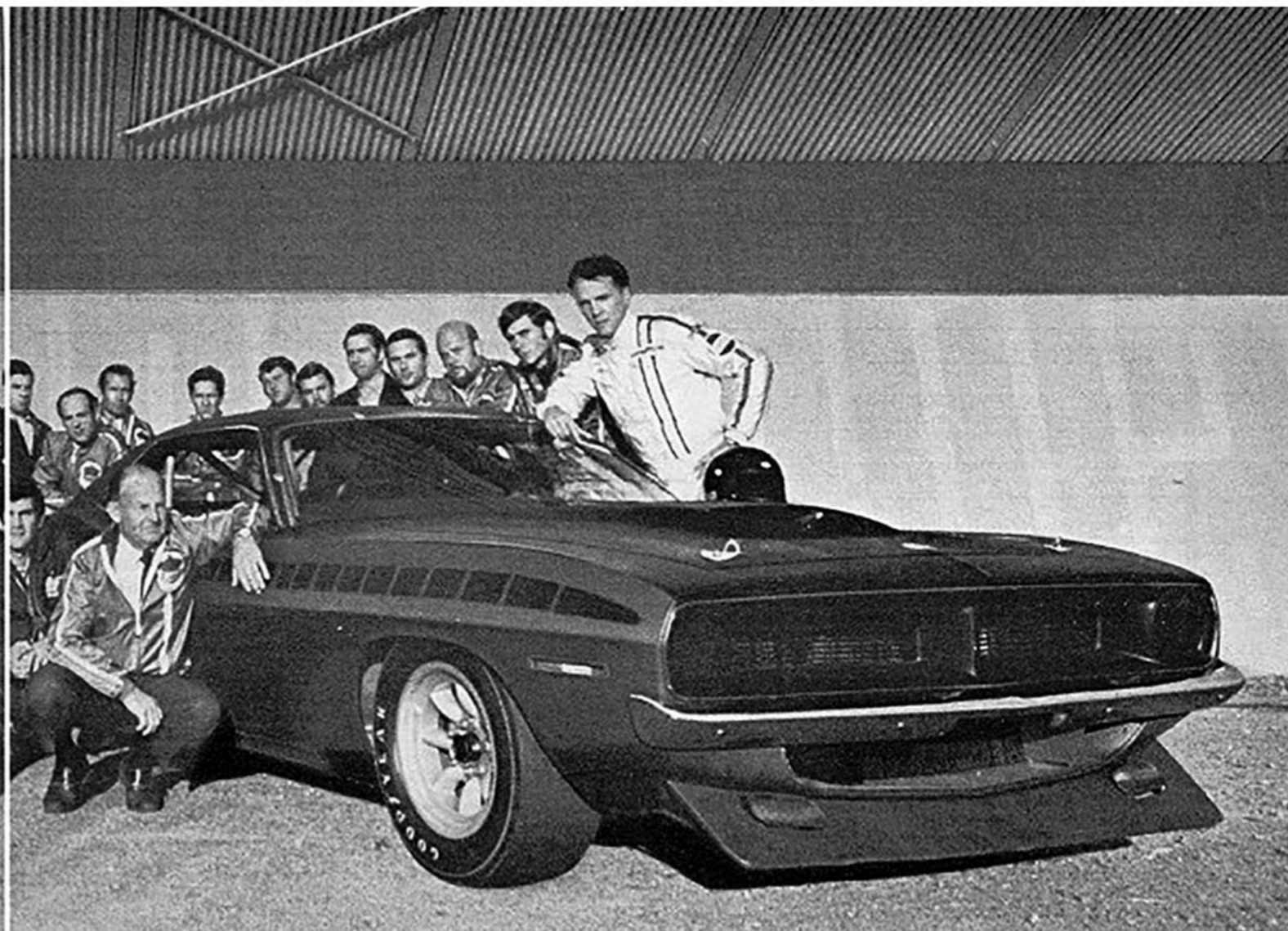
We plan to build only a limited number of AAR 'Cudas, so if you'd like one, see your dealer pronto. The price? Under \$4,000.* Although it'll handle with \$10,000-plus machinery. Like Dan's car, it's a real piece of machinery.

What better way to root for us in Trans-Am, than by wheeling around in an AAR 'Cuda. Support Dan Gurney for President!



*Based on manufacturer's suggested retail price excluding store and local taxes, destination charges, optional equipment and equipment required by state law.

Background, r to L D. Gurney, S. Savage, M. Mahleron, G. Wheeler, J. Ramirez, D. Barron, D. Simpson, B. Boxx, G. Kelly, B. Tarozzi, J. Miller, K. Block, B. Junior, P. Hutchinson, P. Remington, B. Brown. Foreground, r to l E. Forbes-Robinson, M. Nells, N. Lynes.



Plymouth

