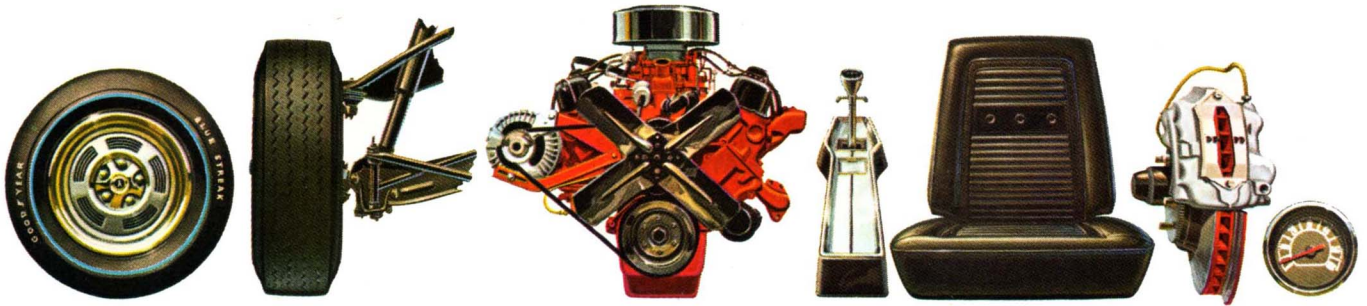


Formula 'S' Barracuda



**Special Blue Streak tires,
stiff suspension,
a high-performance V-8,
optional center console,
bucket seats, optional front
disc brakes, tachometer.**

And a short fuse.

Specially equipped Formula 'S' Barracudas finished first and second in their class at the 1965 850-mile Canadian National Rally. And took the class win at the SCCA-sponsored 12-hour endurance race for compact sedans at Marlboro, Md., last August. Barracuda has also clinched the California State Rally Championship with five wins in six rallies.

That's the kind of car it is. But don't forget this in the rush: Barracuda's back seat folds down to make a 7-foot-long carpeted cargo space. That goes to make our hot car a very practical hot car.



***Plymouth* ...a great car by Chrysler Corporation.**

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.



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

PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION

Let yourself go... *Plymouth*

VIP FURY BELVEDERE VALIANT BARRACUDA



Plymouth Barracuda



What's a high-performance fastback doing with a 7-foot-long utility space?

Making sport of utility.

After all the applause for Barracuda's sporty fastback styling, there was only one way to go . . . and Barracuda went.

It went with an optional Formula 'S' performance pack. One that gives you a 273-cu.-in. Commando V-8, a tachometer, wide-rim wheels, special Blue Streak tires, heavy-duty shocks, springs and sway bar, and simulated bolt-on wheel covers. And a new option for '66: front-wheel disc brakes.

And you get all this new power and still get room for five, with individual bucket seats up front. Or, you can put two in front and flip down the rear seat to get a fully carpeted 7-foot-long cargo space. A fastback feature you get only in Barracuda. Why don't you take some action . . . and get some?



Charter Membership in Plymouth National Barracuda Club open to all owners. See Plymouth in action on NCAA and AFL Football and The Bob Hope Show, NBC-TV.



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