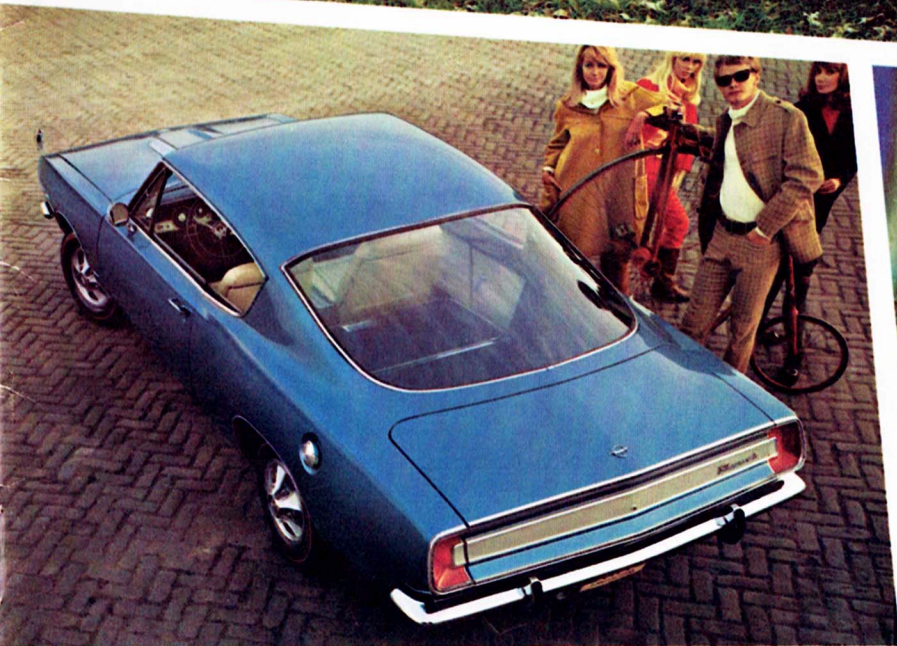


'67 Barracuda



Plymouth is out to win you over.







The '67 Sports Barracuda in Bright Blue Metallic

**So you've always wanted a European GT. On a small-car budget.** You've wanted a sports car. Quick. Quick cornering. The tight, sure feel of the wheel on a hard curve. The positive grip of the tires on the road. You've wanted a car

that looks as good as it drives. A car that attracts people when it's parked at the curb. People who will run their hands over it. And peer inside. But you've never been able to afford your brand of gear. Well, friend, meet Sports

Barracuda. Sure, it looks like some wild European animal. But its price is tame as a puppy. So take a loving look above. Then give it a long hard think. What do you get for your money? For one, a new unibody.

The look is strictly from Italian GT. Uncluttered. Very swift. Check that pit-stop gas cap. Quick fill. So your 'Cuda's back on the track while others are still getting their fill. (See close-up on the next page.) Check the new acrylic

paints. 19 of them to be exact. (There's one to match anybody's driving suit.) The buckets (above on next page) are standard on the convertible—extra cost elsewhere. But why deny yourself? Sports Barracuda. Fastback variety. The

three-car car. Sleek as your cousin's kazoo and twice as practical. It's a four-passenger hardtop. Two in the foam padded, vinyl pleated front seat. Plus another couple in back.

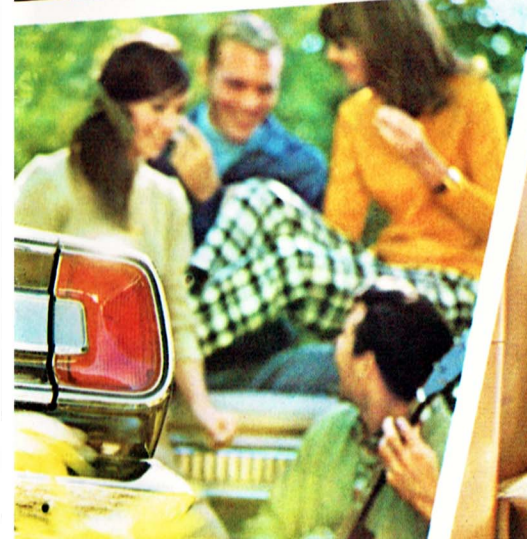
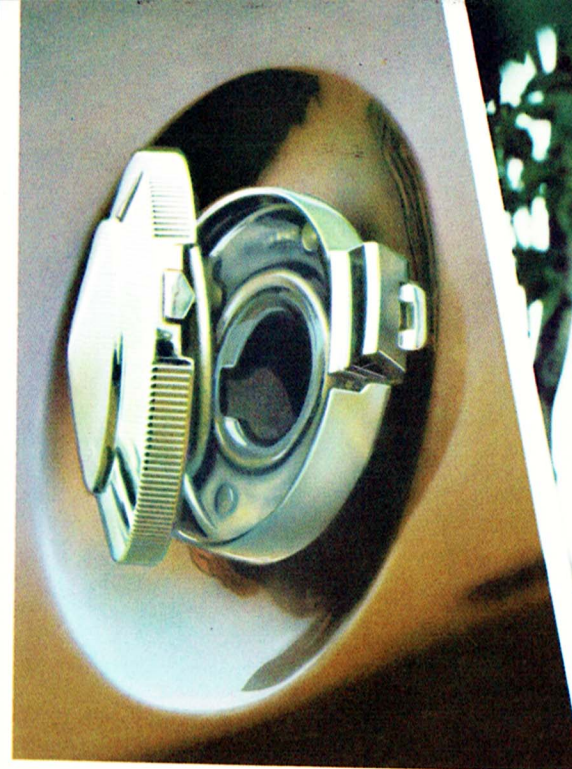
It's a two-passenger sports coupe. Just throw the small recessed lever, fold the rear seat forward and you're ready to rallye. You've got a trunk for your duffle plus a storage area behind the front seat. Or, it's a shooting brake. (That's sports car talk.

Meaning kind of like a station wagon only without the dull.) Unlatch the security panel, let it fold down and you've got seven-plus feet of uninterrupted cargo space for skis, surfboards or other long stuff. If you want to carry 10

ft. vaulting poles, fold down the front passenger seat too. Oh yes . . . the security panel can only be unlatched from the rear. You can hide your gold medals in the trunk and nobody'll know it but you. The rear window is

tinted. (Such visibility, everyone ought to have.) What do you get for your money? Sports Barracuda. An unordinary car for the unordinary you. And another plus. You can add everything you want to your Barracuda—make it just

your kind of car. Luxury car, or stormer. So think about your dream car and read on.







The '67 Barracuda Hardtop in White

If this car can't make you loot your piggybank—dust off your bifocals, Old One.

The '67 Barracuda Hardtop. All new. All right. And all-out to win you over.

What makes it go? Standard is the improved 225 Six that may turn

your weekly gas-stop into a biweekly event. And deliver enough spunk on the highway to make even huge-car drivers envious.

Stop is provided by new, smoother-operating brakes

And the dual master-cylinder helps the brakes be right there when

you need them.

Instrumentation is full. Gas gauge, temperature gauge, oil pressure gauge and amp gauge. And a trip odometer. Rallye proven. All at no extra cost. ('Cuda's got more standard wonderfals than most anybody.)

The brake system warning light monitors the parking brake and warns you of hydraulic pressure loss.

The Performance Indicator measures engine manifold vacuum. It's extra cost, but who cares?

The panel is finished

like the case of an expensive camera. To set it off, you can buy the full-ring steering wheel shown above. Or the sport wood-grain wheel. (It's not real walnut but it looks like it, and who needs splinters anyway?)

And how about 'Cuda's

"Sportseat"? Armrest up, it's a wide bench. Down, it gives you that bucket-back Monte-Carlo feeling. Like having your cake and eating it too.

When you think about Barracuda's spare, think neat. To reach it, you lift up the floor mat, raise the

flush floor panel and peer into the tire well.

Sure the 'Cuda's got rallye lights. Big, square yellow ones. And when you snap on your headlights, they continue to burn. Why? So you can spot another Barracuda coming towards you at

night. So you can wave or tap your horn.

You've been elected to a club.

With a quick-cornering membership badge.







The '67 Barracuda Convertible in Yellow

Imagine it's one of those long, dull Saturday afternoons . . . Everything's kind of bland. Sort of ordinary. It's summertime hot and there's no place to go. So turn things inside out. Add one Barracuda Convertible. And split.

You take it to the game. Go girl watching. Make it to the beach. Hang ten. Maybe you're really up tight. So follow the sun. A thousand miles, running hot, straight and true. Barracuda. It undulls things. Buckets so plush they

sigh when you sit in 'em. The console that snuggles between the buckets has an extra storage compartment and an ashtray. It's extra cost. But extra sporty too. And while we're on the subject of "sport," Barracuda's other standard

engine is a 273 V-8. (The optional 4-bbl. variety is shown.) Scat. And to translate its scat into scoot, you can buy an extra cost 4-speed grab handle or the extra-cost, manually shiftable, strip-proven TorqueFlite automatic transmission.

Hard to tell which is quicker. Or more fun to operate. The trunk's huge-car sized. Plenty of room for all the 'punkins' in the South Forty. Or, if you're the city type, you can carry your tuba, the music for the municipal

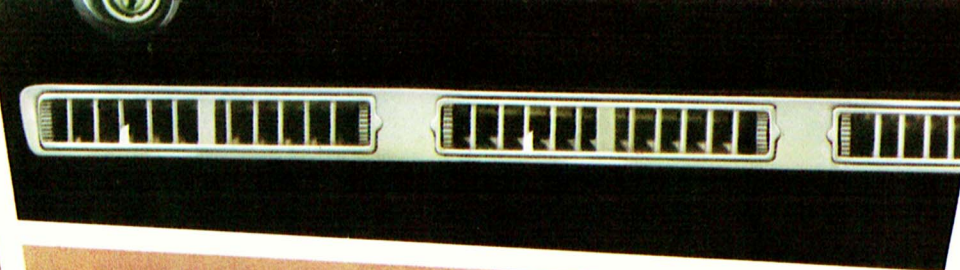
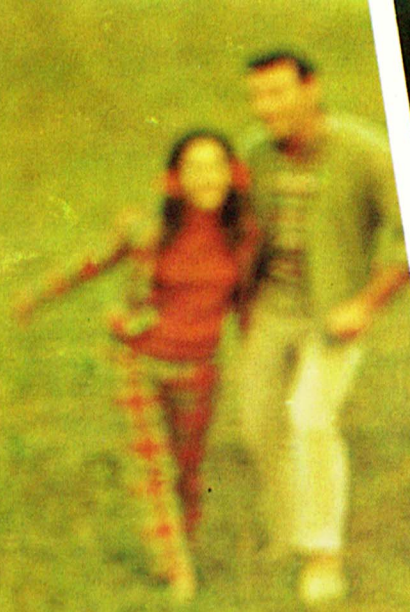
marching band and two or three pastrami sandwiches to boot. The Convertible trunk, of course, is a touch smaller than the Hardtop trunk we've shown—so you'll probably have to skip the pastrami sandwiches. The rear window is glass.

And when you throw the switch, your 'Cuda's top folds out of sight. But that's all nuts and bolts stuff. What counts is the way it feels. Biting into the turns. Prowling along the straightaways. What counts is the way it makes you feel.

Next Saturday, go down to your 'Cuda Keeper's. Take a test prowl.







The '67 Sports Barracuda in Dark Blue Metallic

**"Oh, when will this list of wonders and surprises ever cease?"** At the back bumper. Meanwhile . . .

Inside, Barracuda's plush. So roomy, you could almost take in boarders. Carpeting is deep and door-to-door.

There's a new automatic air-circulation system which exchanges old air for new. All you have to do is leave the windows up.

There's lots of standard safety features—like an energy-absorbing steering column, padded instrument panel, seat belts

front and rear, interlocking door latches, and Safety-Action inside door handles designed to help prevent accidental openings.

When you have to pull over and change a tire, throw the little switch on the instrument panel. Your turn

signals will blink, 'watch out' both front and rear.

And another thing. You've got a girl. Let your 'Cuda turn her on. Ask her what she'd like on the car—and do right.

Barracuda's got an interior decor package that'll make you look

like a big spender. (Without spending very much.)

The look of walnut on the dash and doors, brushed steel pedal trim, rallye speedometer and rear seat armrests with ashtrays.

(If that doesn't break her resistance, tell her you

bought the TorqueFlite because it's so easy in city traffic. Don't mention the strip . . . Yet!) Ply her with extra-cost power steering or power brakes.

Collect your dimes for an AM or FM/AM radio or even a Stereo 8 tape

cartridge player.

Buy an air conditioner. It takes the muggy out of summer.

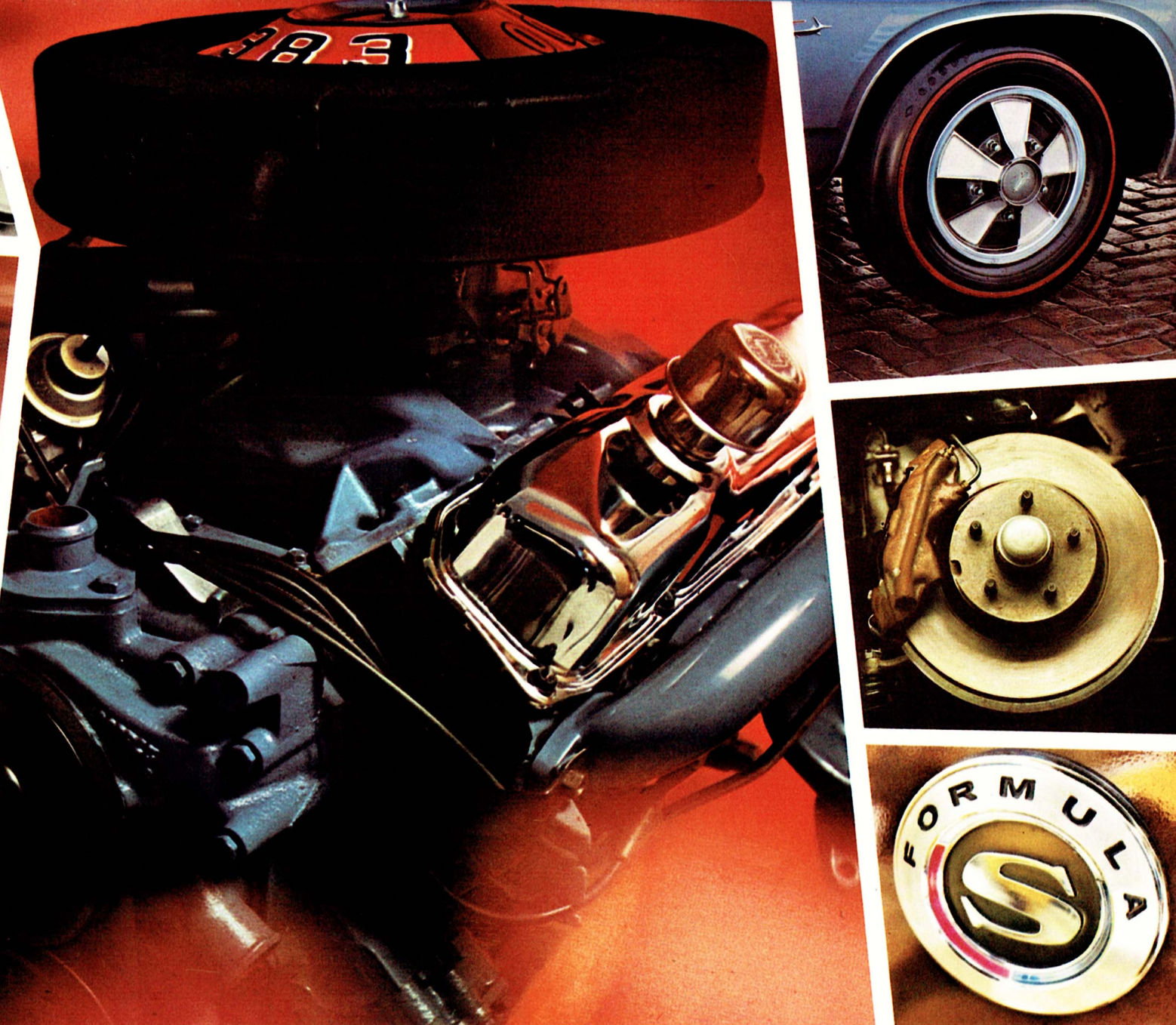
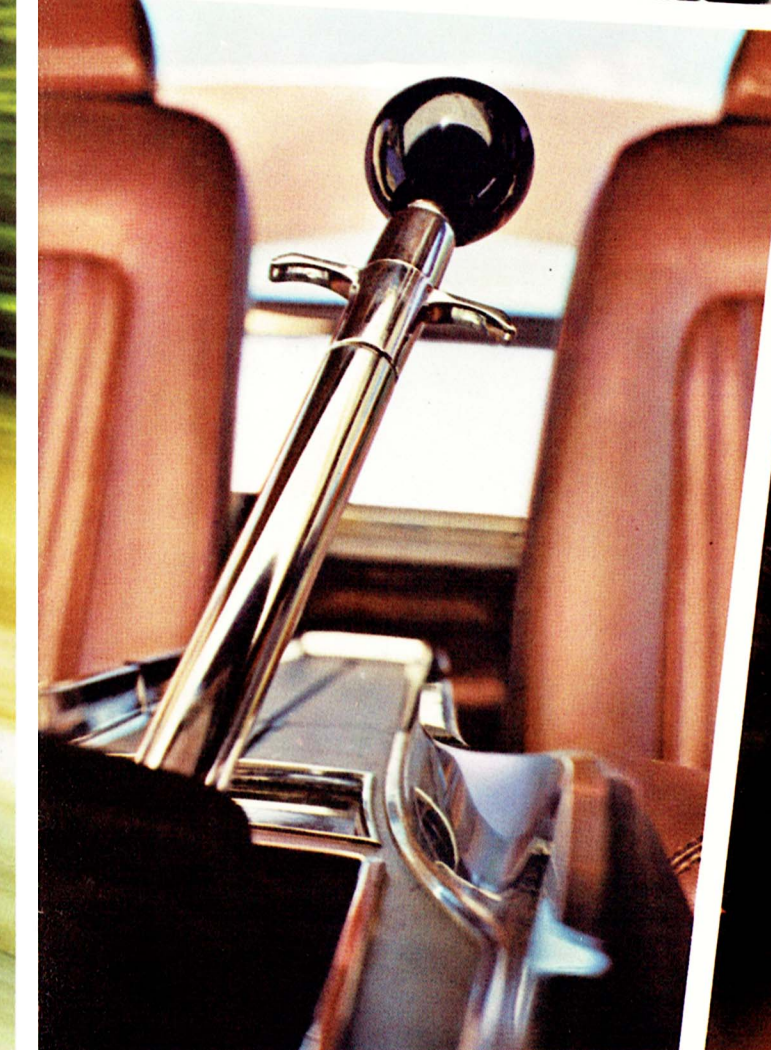
Order the extra cost headrests for the bucket seats.

Buy one of Barracuda's optional wheel covers. Like the bolt-on cover shown

above—or the mag-type cover which adorns the Convertible on the previous page—or the road sport cover which lurks at the top of the next page. But talk it over with her. Argue about it. Both of you pick out the Barracuda options you really want.

Then win each other over. Sometimes with lovers' quarrels, everybody wins.





The '67 Sports Barracuda in Dark Copper Metallic

**My, Barracuda, what big teeth you have. Snap.** Here's how to cook up a real machine. Heavy duty. Positive. And performance that lives up to Barracuda's sports car look. Take one Barracuda. Add: 273 4-bbl. Commando V-8,

14 in. Wide Oval Red Streak Tires, heavy-duty suspension, anti-sway bar and heavy-duty shocks. Blend thoroughly, add official sanctioning and stand back. The ingredients come as separate options. Or, you can lump them together,

add a medallion and call it Formula S. (You'll want a name for it when you brag to your friends.) Or buy your Formula S with 383 muscle and really bend their ears. (It'll be available in plenty of time for Sebring.) All the suspension goodies we've talked

about already. And a 383 cu. in. V-8 to make the wheels go round. Dual pipes (that growl—just a little) and "383 Four Barrel" fender plaques. A column shift on this machine would be as out of place as a bald Beatle. Which is why,

when you opt for the S-383, we insist you buy a 4-on-the-floor or a TorqueFlite automatic with buckets and console. (Just to live up to the bear under the hood.) Fade-resistant front disc brakes are a mandatory option.

And the engine compartment's so full of engine that there just isn't room for power steering or air conditioning. The sports stripes, tachometer, and road sport wheel covers come extra. More luxury touches? Sure . . . bumper guards

and tinted glass. All this gear—extra cost. But not much extra. Now, what else could we possibly do to win you over? Invite you to take a test drive. Alright, you're invited.

**Barracuda standard features include:** 225 Six or 273 V-8 engine • energy-absorbing steering column • 3-speed manual transmission • 2-speed windshield wipers with washers • chromed hood louvers • heater with defroster • carpeting • pit-stop gas cap • dual master-cylinder brakes • Silent Flow ventilation system • power top and glass rear window on convertible • fold down rear seat with recessed latch on Sports Barracuda • "Sportseat" with flip-down center armrest (except convertible) • full instrumentation • rallye lights • trip odometer. **Extra-cost gear includes:** Formula S package • Formula S package with 383 V-8 • console • 4-speed manual transmission (unavailable with 225 Six) • front shoulder belts • buckets (standard on convertible) • bucket seat headrests • Performance Indicator • sport wood-grain steering wheel • fast manual steering • front disc brakes • sport stripes • tachometer • bolt-on wheel covers • mag-type wheel covers • road sport wheel covers\* • TorqueFlite automatic transmission • interior decor package • aluminum sill molding • trailer-towing package • vinyl roof for hardtop • rear window defogger\* (except convertible) • tinted glass • power steering • power brakes • air conditioning • locking glove compartment • full ring steering wheel • remote control mirror • AM or FM/AM radio\* • Stereo 8 tape cartridge player\* • Enough stuff to make your Barracuda personal as the color of your gal's eyes. \*Dealer installed.



Engines:	Standard 6	Standard V-8	Optional 273 V-8	Optional 383 V-8
Bhp @ rpm	145 @ 4000	180 @ 4200	235 @ 5200	280 @ 4200
Torque, lbs.-ft.	215 @ 2400	260 @ 1600	280 @ 4000	400 @ 2400
Bore, in.	3.40	3.63	3.63	4.25
Stroke, in.	4.125	3.31	3.31	3.38
Displacement, cu. in.	225	273	273	383
Compression ratio	8.4:1	8.8:1	10.5:1	10.0:1
Minimum allowable combustion chamber volume, cc.	53.8	57.3	57.3	73.5
Deck Height, in.	—, 141 Min.	—, .011 Min.	—, .129 Max.	—, .014 Min.
Carburetion	1-bbl Holley	2-bbl Ball & Ball	4-bbl Carter	4-bbl Carter
Throttle Bore, in.	1.69	1.44	P:1.44 S:1.56	P:1.44 S:1.56
Camshaft duration, deg.—				
Intake	240	240	248	256
Exhaust	236	240	248	260
Overlap	16	16	26	32
Camshaft Lift @ Zero Lash				
Intake	.394	.395	.415	.425
Exhaust	.390	.405	.425	.437
Valve Diameter				
Intake	1.62	1.78	1.78	2.08
Exhaust	1.36	1.50	1.50	1.60
Tappet Clearance				
Intake	.010 Hot	.013 Hot	.013 Hot	Hydraulic
Exhaust	.020 Hot	.021 Hot	.021 Hot	Hydraulic
Max. Valve Spring Pressure, lbs.(closed/open)				
Intake	74/150	74/150	103/184	134.5/208
Exhaust	74/150	74/150	103/184	134.5/208
Max. Spark Advance, deg.				
Manual	40	52	43	40
Automatic	40	47	43	40
Exhaust System	Single	Single	Low restriction single w/resonator	Low restriction dual

### POWER TRAINS:

Engine:	Transmission:	Ratio: 2.93	3.23	3.55	2.93	3.23	3.55	3.91
(Sure-Grip)								
225 cu. in. 6-cylinder	3 speed manual Automatic	std. std.	std. opt.	opt. opt.	std.	std. opt.		
273 cu. in. 8-cylinder, 2-bbl.	3 speed manual Automatic	std. std.	opt. std.		std.	opt. std.*	opt.* opt.*	opt.*
273 cu. in. 8-cylinder, 4-bbl.	4 speed manual Automatic		std.* std.			std.* std.*	opt.* opt.*	opt.* opt.*
383 cu. in. 8-cylinder, 4-bbl.	4 speed manual Automatic		std.* std.*			std.* std.*		

**Plymouth's new Customer Care Warranty protects you:** Chrysler Corporation warrants against defects in materials and workmanship and will repair or replace without charge for parts or labor at any Plymouth, Imperial, Chrysler or Dodge Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1967 automobiles for 5 years or 50,000 miles and all other parts for 24 months or 24,000 miles, whichever occurs first, excluding only tires, normal maintenance replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items. Maintenance services required under the warranty are: change oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change, clean carburetor air filter every 6 months and replace every 2 years, lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 6 months have a Plymouth, Imperial, Chrysler or Dodge Dealer certify (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage.

**TRANSMISSIONS:** A 3-speed manual transmission with column mounted lever is standard (but not available with 273 4-bbl. or 383 V-8).

The synchromesh 4-speed is extra cost for all V-8s and may be mounted on the floor or in the optional console. Ratios are 2.66:1, 1.91:1, 1.39:1, and 1.00:1.

The famous Torqueflite automatic transmission is extra cost with all engines. It mounts on the column or console. With ratios of 2.45:1, 1.45:1 and 1.00:1. (It is manually-shiftable to boot.) The sure-grip differential puts all the power to the ground. Extra cost.

**DIMENSIONS:**

	Body Style:	Fastback	Hardtop	Convertible
Wheelbase		108.0 in.	108.0 in.	108.0 in.
Overall length		192.8 in.	192.8 in.	192.8 in.
Overall width		71.6 in.	71.6 in.	71.6 in.
Overall height*				
6-cylinder		53.7 in.	53.5 in.	54.1 in.
V-8		53.4 in.	53.5 in.	54.1 in.
Track, front wheels		57.4 in.	57.4 in.	57.4 in.
Track, rear wheels		55.6 in.	55.6 in.	55.6 in.

\*Height dimensions are based on an established full rated load of passengers and luggage.

**PASSENGER SPACE: (in inches)**

	Fastback		Hardtop		Convertible
	Bench	Bucket	Bench	Bucket	Bucket
Effective head room					
Front seat	37.4	37.9	37.2	37.7	39.1
Rear seat	36.5	36.5	35.8	35.8	36.9
Effective leg room					
Front seat	40.9	40.7	40.9	40.7	40.7
Rear seat	30.5	31.2	29.1	29.9	33.3
Shoulder room					
Front seat	55.4	55.4	55.4	55.4	55.4
Rear seat	55.4	55.4	55.4	55.4	54.8
Seat height					
Front seat	8.9	8.4	8.9	8.4	8.4
Rear seat	10.3	10.3	10.3	10.3	10.3

**SUSPENSION:**

**Standard (all models except Formula S)**

Front.....Torsion bars and ball joints. Rate at wheel, 90 lbs. per in.  
Rear.....2½ in. outboard-mounted asymmetrical leaf springs.  
Rate at wheel, 110 lbs. per in.

**Shock absorbers.....**Oriflow type

**Optional (Standard on Formula S and Trailer Towing Package)**

**Front.....Heavy-duty torsion bars and ball joints.**  
Rate at wheel, 103 lbs. per in.

**Anti-Sway Bar.....** Heavy duty .88 dia.  
**Rear.....** Heavy duty 2½ in. outboard-mounted asymmetrical leaf springs.  
 Rate at wheel, 136 lbs. per in.

**Shock absorbers.....Firm ride oriflow type**

**ELECTRICAL:** A 12 volt, 48 amp/hrs. (59 amp/hrs. with 383) battery produces a very hot spark when charged by a 37 amp alternator for V-8 or a 30 amp alternator with the Six. Optional (and hotter yet), is Chrysler Corporation's 46 amp alternator. (If you buy air-conditioning, you get one free.)

**STEERING:** Recirculating ball bearing steering gear. Standard ratio is 24.0:1 with 5.3 turns lock to lock. Fast manual steering (not recommended with 383 V-8) is 16.0:1, 3.6 turns lock to lock. Power steering is 15.7:1, 3.5 turns lock to lock.

**TURNING DIAMETER:**

Curb to curb .....	Outside Front 38.0 ft.	Inside Rear 22.5 ft.
Wall to wall.....	Outside Front 40.8 ft.	Inside Rear 21.9 ft.

**BRAKES:**

**Drum type . . . 6-cylinder engine models have 9 in. diameter brakes with total lining area of 153.5 sq. in., swept area of 254.5 sq. in. V-8 engine models have 10 in. diameter brakes with total lining area of 156.2 sq. in., swept area of 251.3 sq. in.**

**Disc brakes (front) . . . 6-cylinder and V-8 both have 102.3 sq. in. total lining area, swept area of 314.7 sq. in. Rear brake is 10 in. diameter drum type.**

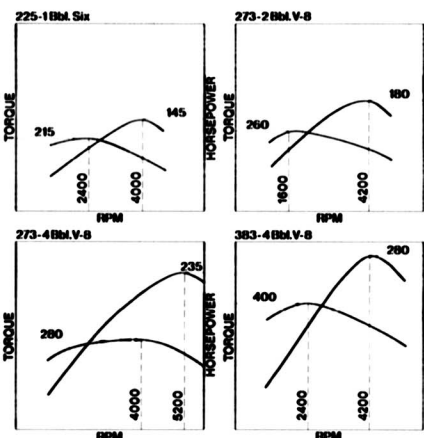
**CAPACITIES:**

Fuel tank	18 gals.
Engine crankcase requirement	4 qts.
Coolant (with heater)	
6-cylinder engine (standard)	13 qts.
273 cu. in. V-8 (standard)	19 qts.
273 cu. in. V-8 Commando (optional)	19 qts.
383 cu. in. V-8 Commando (optional)	17 qts.

**MPH PER 1000 RPM IN HIGH GEAR:**

<b>Tires</b>	<b>Axle ratios:</b>	<b>2.93</b>	<b>3.23</b>	<b>3.55</b>	<b>3.91</b>
<b>D 70 x 14 (optional)</b>					
5½ in. rims (Red Streak wide ovals)	<b>24.82</b>	<b>22.52</b>	<b>20.49</b>	<b>18.60</b>	
<b>6.95 x 14 (standard)</b>					
4½ in. rims	<b>25.06</b>	<b>22.74</b>	<b>20.69</b>	<b>18.79</b>	

**(A word for you buffs. When you go the 'Cuda route, you can join the National Barracuda Owners Club. Write them at Box 478, Detroit, Michigan for the address of your local Chapter.)**



## We all share in Customer Care



Engines:	Standard 6	Standard V-8	Optional 273 V-8	Optional 383 V-8
Bhp @ rpm	145 @ 4000	180 @ 4200	235 @ 5200	280 @ 4200
Torque, lbs.-ft.	215 @ 2400	260 @ 1600	280 @ 4000	400 @ 2400
Bore, in.	3.40	3.63	3.63	4.25
Stroke, in.	4.125	3.31	3.31	3.38
Displacement, cu. in.	225	273	273	363
Compression ratio	8.4:1	8.8:1	10.5:1	10.0:1
Minimum allowable combustion chamber volume, cc.	53.8	57.3	57.3	73.5
Deck Height, in.	—, .141 Min.	—, .011 Min.	+ .129 Max.	—, .014 Min.
Carburetion	1-bbl Holley	2-bbl Bail&Ball	4-bbl Carter	4-bbl Carter
Throttle Bore, in.	1.69	1.44	P:1.44 S:1.56	P:1.44 S:1.56
Camshaft duration, deg.—				
Intake	240	240	248	256
Exhaust	236	240	248	260
Overlap	16	16	26	32
Camshaft Lift @ Zero Lash				
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Max. Spark Advance, deg.				
Manual	40	52	43	40
Automatic	40	47	43	40
Exhaust System	Single	Single	Low restriction single w/resonator	Low restriction dual

POWER TRAINS:								
Engine:	Transmission:	Ratio:	2.93	3.55	2.93	3.23	3.55	3.91
(Sure-Grip)								
225 cu. in. 6-cylinder	3 speed manual Automatic	std.	std. opt.	opt. opt.	std.	std. opt.		
273 cu. in. 8-cylinder, 2-bbl.	3 speed manual 4 speed manual Automatic	std.	opt. std. opt.		std.	opt. opt.* opt.	opt.* opt.* opt.*	opt.*
273 cu. in. 8-cylinder, 4-bbl.	4 speed manual Automatic		std.* opt.	std.*		std.* std.*	opt.* opt.*	opt.* opt.*
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**PLYMOUTH DIVISION**  **CHRYSLER**  
MOTORS CORPORATION

	Body Style:	Fastback	Hardtop	Convertible
Wheelbase		108.0 in.	108.0 in.	108.0 in.
Overall length		192.8 in.	192.8 in.	192.8 in.
Overall width		71.6 in.	71.6 in.	71.6 in.
Overall height <sup>1</sup>				
6-cylinder		53.7 in.	53.5 in.	54.1 in.
V-6		53.4 in.		54.1 in.
Track, front wheels		57.4 in.	57.4 in.	57.4 in.
Track, rear wheels		55.6 in.	55.6 in.	55.6 in.

	Fastback		Hardtop		Convertible
	Bench	Bucket	Bench	Bucket	
Effective head room					
Front seat	37.4	37.9	37.2	37.7	39.1
Rear seat	36.5	36.5	35.8	35.8	36.9
Effective leg room					
Front seat	40.9	40.7	40.9	40.7	40.7
Rear seat	30.5	31.2	29.1	29.9	33.3
Shoulder room					
Front seat	55.4	55.4	55.4	55.4	55.4
Rear seat	55.4	55.4	55.4	55.4	54.8
Seat height					
Front seat	8.9	8.4	8.9	8.4	8.4
Rear seat	10.3	10.3	10.3	10.3	10.3

is Chrysler Corporation's 46 amp alternator. (If you buy air-conditioning, you get one free.)

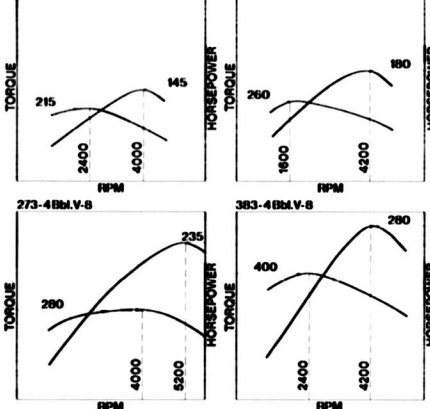
lining area of 156.2 sq. in., swept area of 251.3 sq. in.  
Disc brakes (front) . . . 6-cylinder and V-8 both have 102.3 sq. in. total lining  
area, swept area of 314.7 sq. in. Rear brake is 10 in. diameter drum type.

**CAPACITIES:**

Fuel tank. . . . . 18 gals.  
Engine crankcase requirement . . . . . 4 qts.  
Coolant (with heater)  
6-cylinder engine (standard) . . . . . 13 qts.

MPH PER 1000 RPM IN HIGH GEAR:				
Tires	Axle ratios: 2.93      3.23      3.55      3.91			
D 70 x 14 (optional)				
5½ in. rims (Red Streak wide ovals)	24.82	22.52	20.49	18.60
6.95 x 14 (standard)				
4½ in. rims	25.06	22.74	20.69	18.79

225-1Bbl Six 273-2Bbl V-8



## We all share in Customer Care



**Plymouth is out to win you over.**