

So you're coming up to the Christmas tree and the exhaust is going *bappetybappety-bappetybappety* and all those little internal bits are going *whumpawhumpawhumpa-whump* and you're out to grind the sound barrier into bite-sized equations with your howlin' Barracuda.

Say what? BARRACUDA? You're kidding! Nope. And this is why:

A new, lightweight, high-winding 340 cubic inch you can order. Its strength lies in things like intake valve diameters of 2.02 inches and exhaust diameters of 1.60 inches. Then there's the cam, which goes in 4-speed cars and is definitely of the


"let's do it" variety: .445 inch lift on intake and .455 inch on exhaust, with 60 degrees of overlap. Intake duration is 284 degrees with 292 degrees on exhaust. The resultant idle is so wild an automatic box can't quite cope with it. Hence, the cam you get with TorqueFlite models is a bit less hairy. The score: 275 bhp @ 5,000 rpm.

As if that isn't enough, we have another engine option, this one with 383 cubic inches. For openers, the heads are new and have big 2.3 inch ports. The intake valves are 2.08 inches in diameter and the exhausts are 1.74. The cam provides a .425 inch lift on intake and .437 on exhaust.

Overlap is 40 degrees; duration is 264 degrees, intake, and 268 degrees, exhaust. For a total of 300 bhp @ 4,200 rpm. And *much* torque.

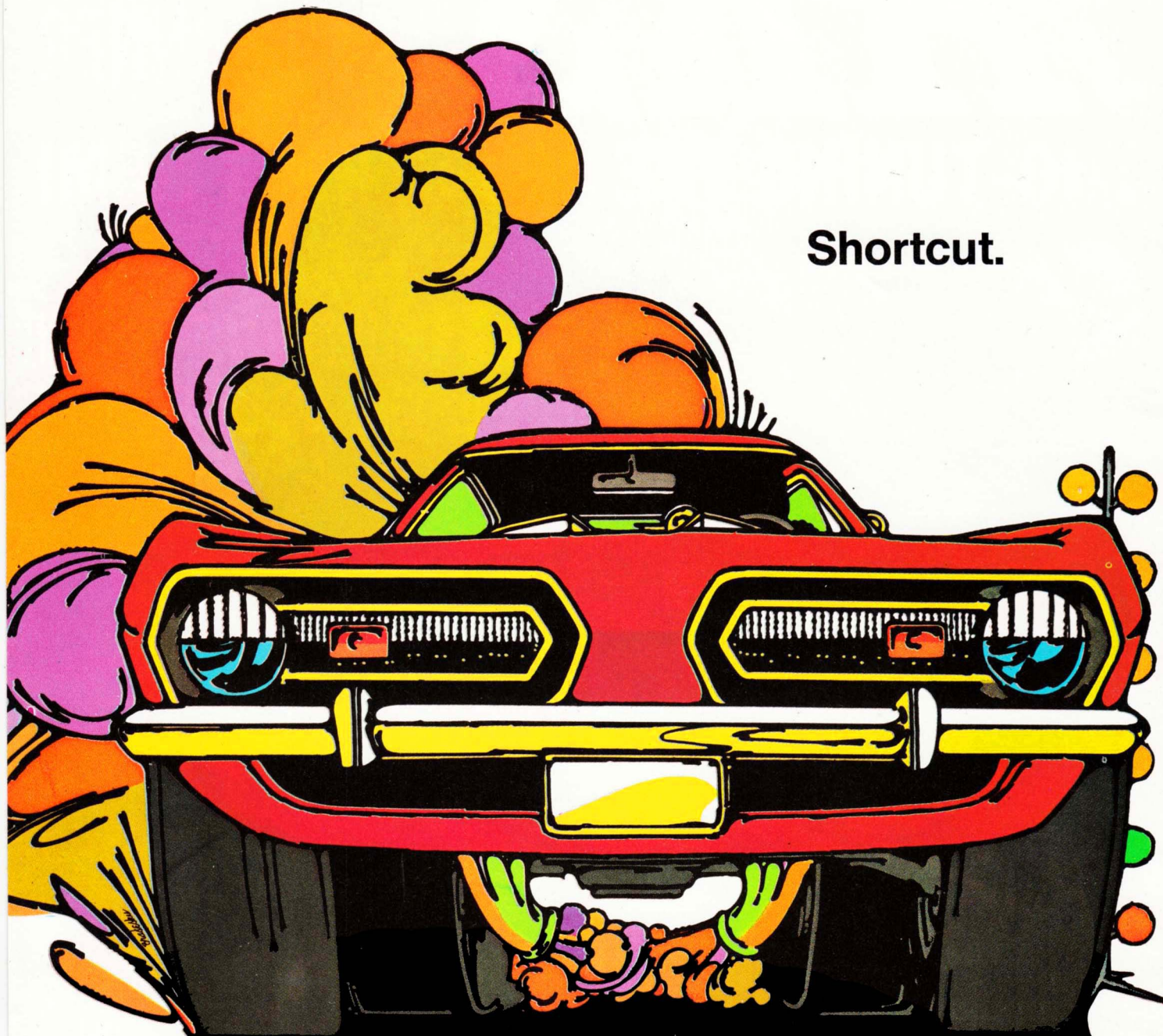
In either case, Barracuda is one running organization—a natural for sanctioned drag racing.

And just to show how we feel about sanctioned drags, we'll pay you to do your racing there. Any Plymouth that takes Stock Eliminator at a NHRA National or Regional gets a cash contingency award from us. You won't get rich from it, but it helps. Sort of makes safety pay.

...the Plymouth win-you-over beat goes on. 

Write for four 24 in. x 17 in. full-color cartoon posters of GTX, Road Runner and Barracuda (shown below). Send \$1.00 to: Posters, P.O. Box 7749, Detroit, Mich. 48211.

**Shortcut.**



**Plymouth**





# The 1968 Barracuda. We gave it 4 new engines, just for kicks.

We widened Barracuda's optional  
Wide Oval tires.

And blended the taillights with the  
rear deck.

And restyled the grille.

In short, we made it look a whole lot  
cleaner and quicker.

And the beat goes on. ❤️

We also gave Barracuda options  
it never had before.

Like carpeting on the walls.

And map pouches on the doors.

Order a tach and you'll find the shift  
points in the "12 o'clock" position.

They're easier to see that way.

And the beat goes on. ❤️

Our new engines: 318, 340 and 383 cu. in.

V-8s and a 225 cu. in. Six.

Powering your choice of hardtop,  
fastback or convertible body styles.

And the beat goes on. ❤️



## Plymouth



...the Plymouth win-you-over beat goes on. ❤️



## The Grunchless Wonder

There you were, grunching down through the unsynchronized gears, rain burbling under the windscreen, the heater wheezing at your ankle, and the wind screaming through the leaks in your sidecurtains. Glorious!

But that was a long time ago, friend. It's a whole new era now. A new Barracuda can cut a better lap time anywhere from Watkins Glen to Waterford Hills, and keep you comfortable at the same time.

The reason is engineering. Refinements like a torsion-bar front suspension. Options like 340 and 383 cubic inch V-8s. Additions like big disc brakes and a slick 4-speed. Civilization in the cockpit just followed naturally. The only thing left over from that other era is the excitement.

That's still there even when you take off the helmet and gloves and put Barracuda on the road. So don't fight it. Join it. That road is still there, and so is the wind. And somewhere, if the evening is just right, there's the same old thrill.

... the Plymouth win-you-over beat goes on. ❤️



*Plymouth*





## Forsake the herd.

And if you need a reason for so doing, look about you.

Behold: a veritable herd of sporty cars, each with the same look, the same sound, the same general behavior. People buy them because —well—because everyone else does.

Happily, Barracuda isn't that way.

Which is why you should buy it.

It doesn't look like the others. If anything, Barracuda was styled after cars like Ferrari and Aston Martin (which is hardly a bad tradition to follow).

It doesn't handle like the others. Barracuda doesn't lean, squat, dive, dip or wallow. And the reason for that is a torsion-bar front suspension which no production car in this league, short of Jaguar or Porsche, offers.

It doesn't perform like the others, either. Barracuda goes *and* stops. As engine displacement goes up, so do spring rates and brake sizes. Six-cylinder Barracudas, for example, carry big 9 in. drums; V-8s use massive 10-inchers. We've always prided ourselves on Barracuda's being a perfectly balanced package, and the '68 is no exception.

Barracuda, you see, isn't different just for the sake of being different. It's different because it's a guttier machine.

By comparison, you might say everything else lacks character. . . . the Plymouth win-you-over beat goes on. ♡

**Plymouth**

