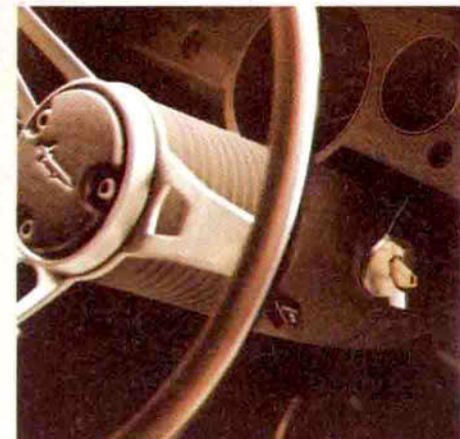




1970 Plymouth Barracuda
Only the name is the same.

Plymouth
makes it 



'Cuda Hardtop

Anti-theft, column-mounted ignition switch.

'Cuda.
Barracuda 'Cuda.
Available in five high-
potency formulas.

Meet 'Cuda. Our high-performance Barracuda. (It's also pictured on the cover.)

'Cuda is one of three brand-new 1970 Barracudas. There's the Barracuda Gran Coupe—which is Barracuda in its most refined state. There's Barracuda Barracuda—our standard model. And there's 'Cuda.

One thing 'Cuda has over all other sporty cars is under it.

'Cuda carries essentially the

same underpinnings (torsion bars, shock absorbers, rear springs, anti-sway bars, frame, axle, etc.) as our bigger, intermediate-size cars. And not only are the handling goodies oversized; they're heavy-duty.

'Cuda 340s and 383s even come equipped with a front and a rear anti-sway bar.

You can tell 'Cuda's a 'Cuda by its hood. See the bulges? Hood lock pins hold it down.

And in the case of our optional super-displacement 440 6-bbl. and Hemi engines, there's a "Shaker" hood scoop available, standard with the Hemi, otherwise known as the I.Q.E.C. A.G. (Incredible Quivering Exposed Cold Air Grabber). The air cleaner puts on a song-and-dance right before everyone's eyes!

'Cuda is long. Low-slung. With twin high-intensity road

lamps below the bumper that make it look even lower.

And in the rear, 'Cuda is chopped—short decked. (Just to make the rear deck look a little wicked, we paint it flat black.)

If the tires look big, fat and wide, it's because they're big, fat and wide. So you get a better bite. Which means better cornering and traction.

And, like all Barracudas, it has an anti-theft ignition switch

(like the one above) on the column that locks the wheel when you remove the key.

(For the complete performance story, pick up Plymouth's performance catalog.)

Now, here are a few options that are particularly appropriate for 'Cuda.

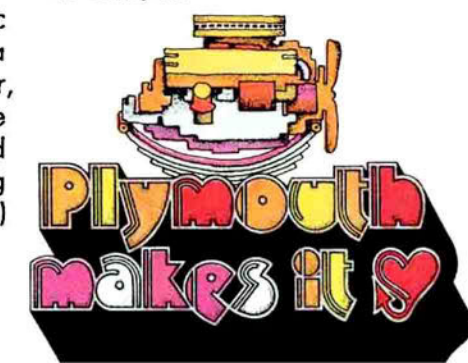
Our inverted "hockey stick" paint stripe—interrupted by engine designation. It's available only on 'Cuda models.

Our Rallye instrument cluster. Which includes a 150 mph speedometer, oil pressure gauge, clock, trip odometer, and enormous tachometer.

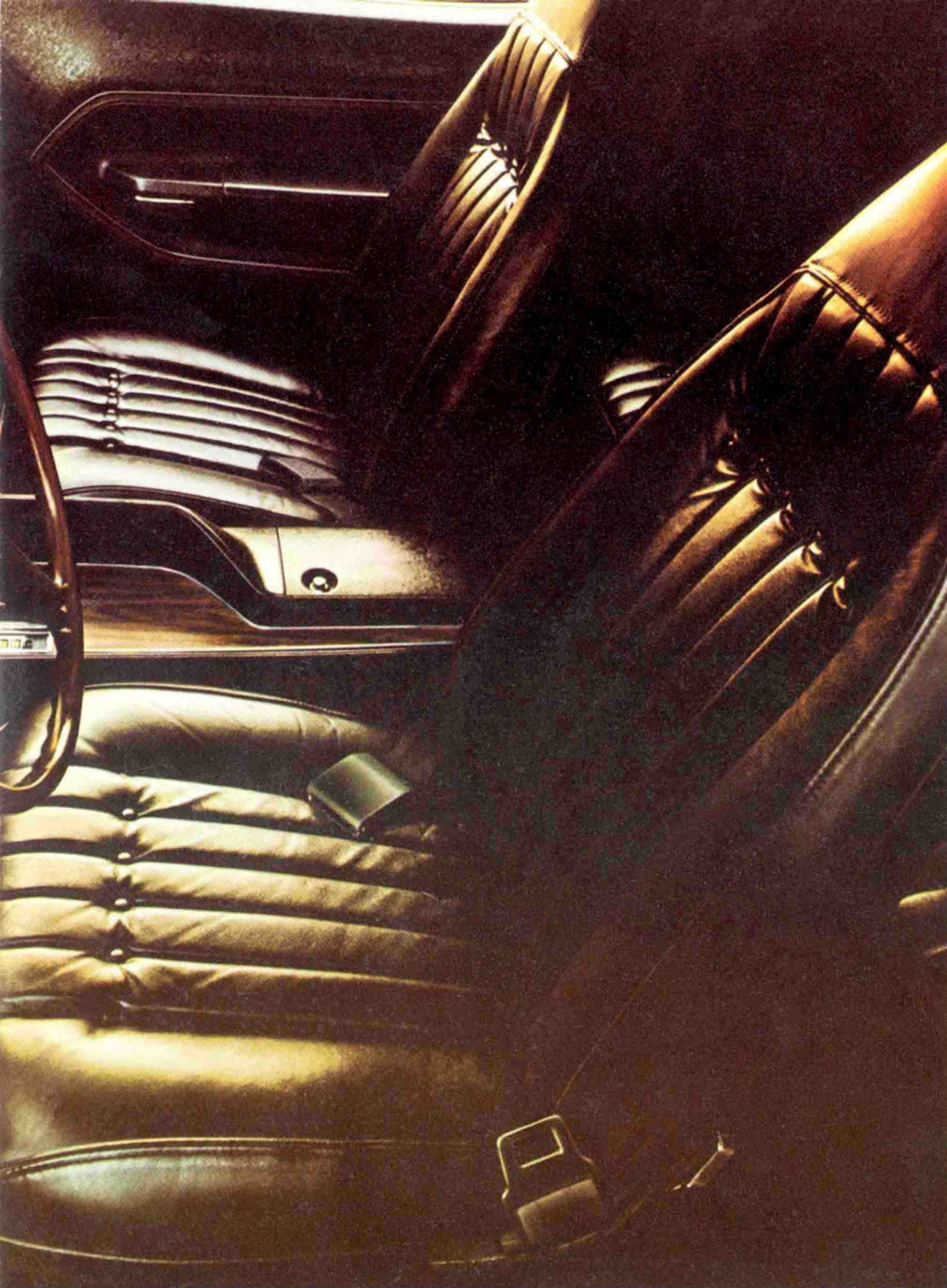
Or one of our elastomeric bumper packages. (We take a standard unchromed bumper, mold a smooth skin of urethane over it, and paint it. The end result is a really good looking bumper with lots of resiliency.)

Think about how you want us to build your 'Cuda and we'll build it that way.

Because it has the foundation to carry it.



'Cuda Hardtop



Leather bucket seats

Gran Coupe.
Barracuda Gran Coupe.
Our luxury/sports/personal car.

You have something in common with us.

You like sporty cars. You think a car should be more than basic transportation. (You'd probably agree with us that since you put a lot into a car, you have a right to expect a lot out of it.)

This is what we had in mind when we designed the 1970 Barracuda Gran Coupe.

We give partial credit for the newness of the new Barracuda Gran Coupe to the Grand Touring cars. Which are elegant, extraordinary automobiles with leather seats, wire wheels, long hoods and short decks, enormous brakes, coachmaker crests, etc. Best of all, these cars are personal and completely individual. That's what a Barracuda Gran Coupe is all about.

Naturally, we reserve the lion's share of the credit for ourselves. Because, as you can see, the result of our efforts is quite beautiful.

If the seats in the Gran Coupe feel and smell and look like real leather, it's because they are. Bolster and back of the seats are made of durable vinyl.

Barracuda Gran Coupe Hardtop



A roof-mounted console (married to a deluxe molded headliner) in the Gran Coupe tells you when you're running low on gas, warns you when a door is ajar and reminds you to fasten your seat belt. (There's a little map light up there, too. So if you get lost, you can see where you are. Or aren't.)

As personal as Gran Coupe is, it wouldn't be complete without a few of your own touches to make it even more personal.

The 74-wire wire wheel covers you see on the Gran Coupe above are a natural. (They're optional.)

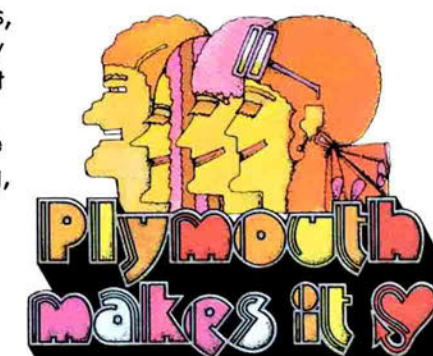
Our new "Slap Stick" automatic transmission shifter shifts like a manual stick shift (there's a definite stop for each gear).

An optional vinyl roof in black, white, green or "Gator" grain would look great.

And with Gran Coupe's interior being as cushy as it is, you may as well go all the way and order the 160-position seat adjuster.

While the Gran Coupe is the sporty car that has everything, it's priced sensibly.

You see, we were prepared to build a car that makes it. But not at all costs.





All-vinyl bucket seats



Barracuda Convertible

Barracuda.
Our standard Barracuda.
A ball to drive
and a gas to look at.

Barracuda. Available in convertible or hardtop.

The most changed car in America. Strong. Low (one of the lowest four-seaters in the industry). Wide (one of the widest tracks of any American-made sporty car). Maneuverable. Fun. And, above all, low-cost.

In one sense, what you get out of a Barracuda is what you get inside of one.

It has a rugged constitution. Partly because of what Plymouth calls "Unibody."

What Unibody means is that the frame and body (the skin) are like "one." We weld frames and bodies together structurally instead of bolting them together in conventional fashion.

And what all that means is fewer squeaks and rattles to

drive you wacky as the miles pile up.

We include high-back, all-vinyl bucket seats as standard equipment. And a sporty floor-mounted shift lever, wall-to-wall carpeting in the passenger compartment and a three-spoke steering wheel with padded spokes and a simulated wood-grain rim.

Our standard 225 cubic inch Six and 318 cubic inch V-8 power plants are among the most trustworthy engines in the industry.

In another sense, what you get out of a Barracuda is what you get on the outside.

The windshield wipers have been discreetly hidden.

We put the trunk lock on the side (to the right) of the deck

lid so you can open it from the curb and avoid water lurking in the gutter.

And we've made the door handles flush because the smoother a car's skin the better it looks. So we also added ventless side glass.

We could tell you about a lot of other ways Barracuda makes it, as is. But since half the fun of buying a new car is deciding

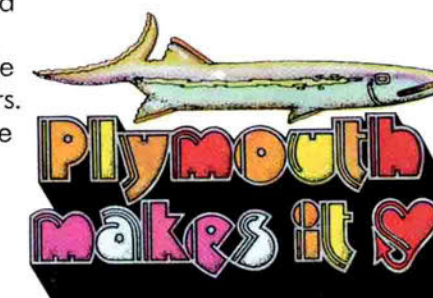
which options to opt for, we'll suggest a few you may wish to consider.

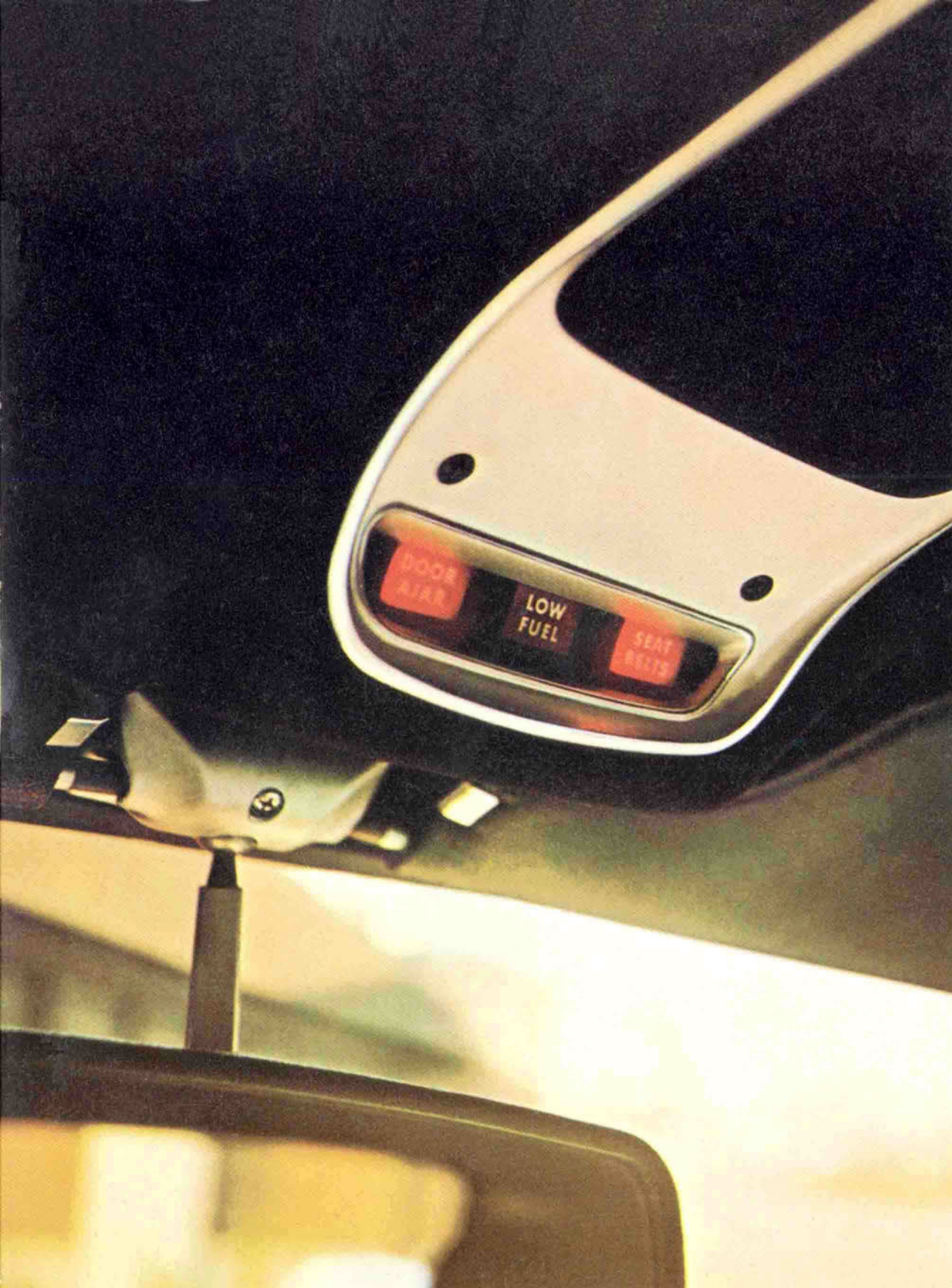
For example, you could order either of two body side treatments — elastomeric side rub strips in one of five colors, or a lower black paint treatment.

You could order a couple of racing-type rearview mirrors. Or some Rallye wheels or Deluxe wheel covers.

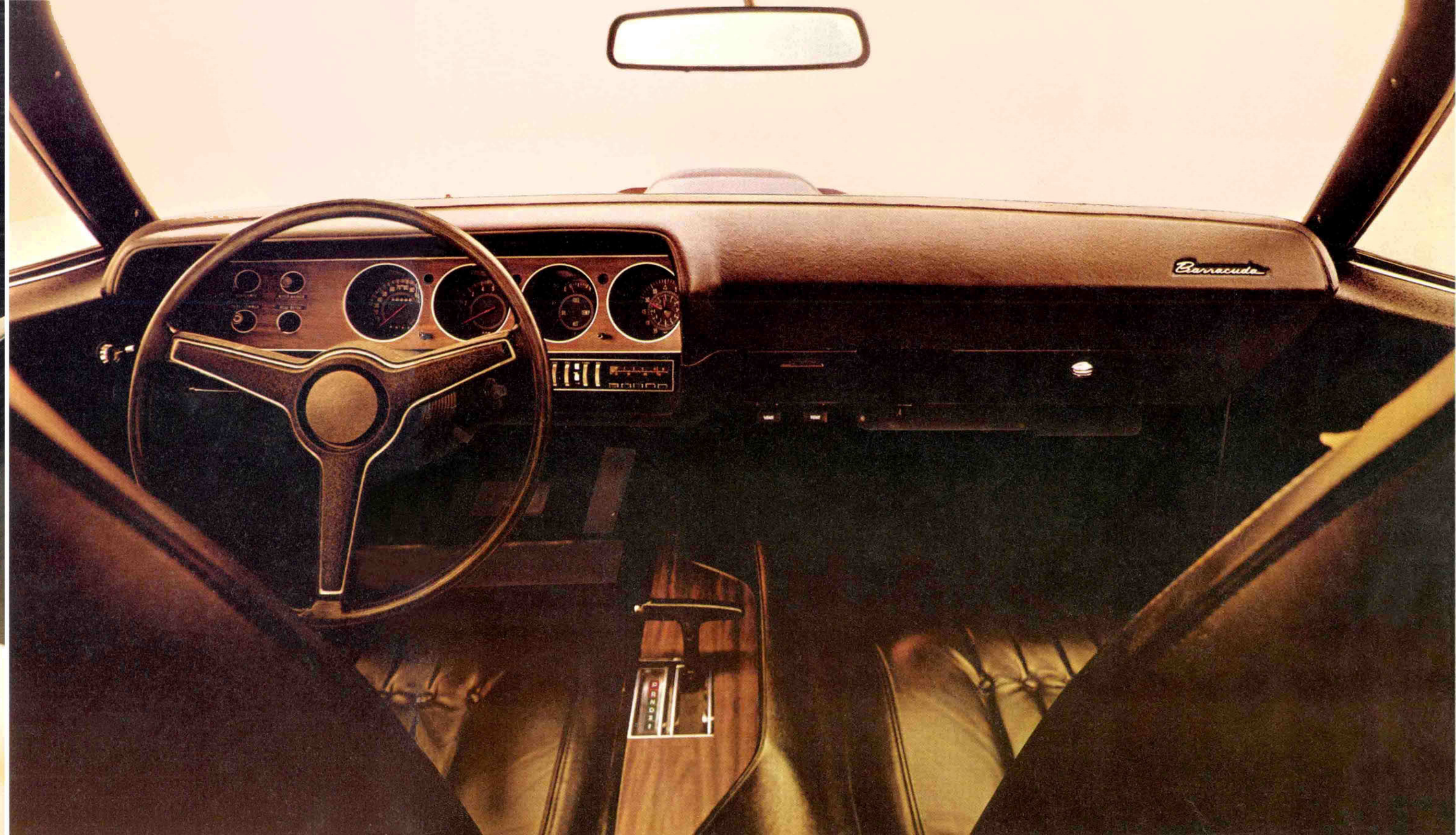
Once you've seen our standard Barracuda, you'll be hard pressed to call it standard.

It's too good looking.





The roof-mounted console shown above is standard on Gran Coupe Hardtop only.



Optional Rallye instrument cluster shown above.

Every Barracuda interior makes it. With a cockpit, big readable gauges, a couple of high-back bucket seats and an abundance of craftsmanship.

Cockpit—You will like it here. It's what we call "driver-oriented." It's comfortable. It's bucket seats. It's a brand-new instrument panel (big new gauges, new design, new everything). It's wall-to-wall carpeting in the passenger compartment. It's a floor-mounted shift lever. It's functional. (We got some of our

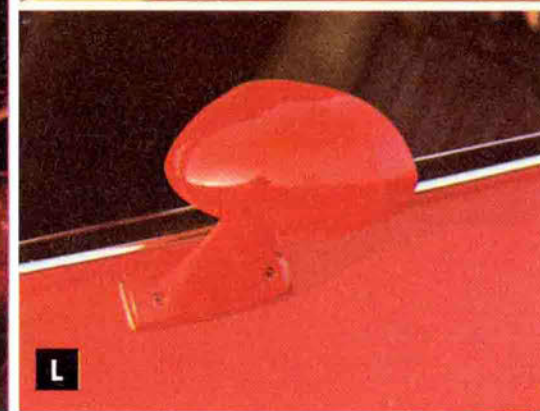
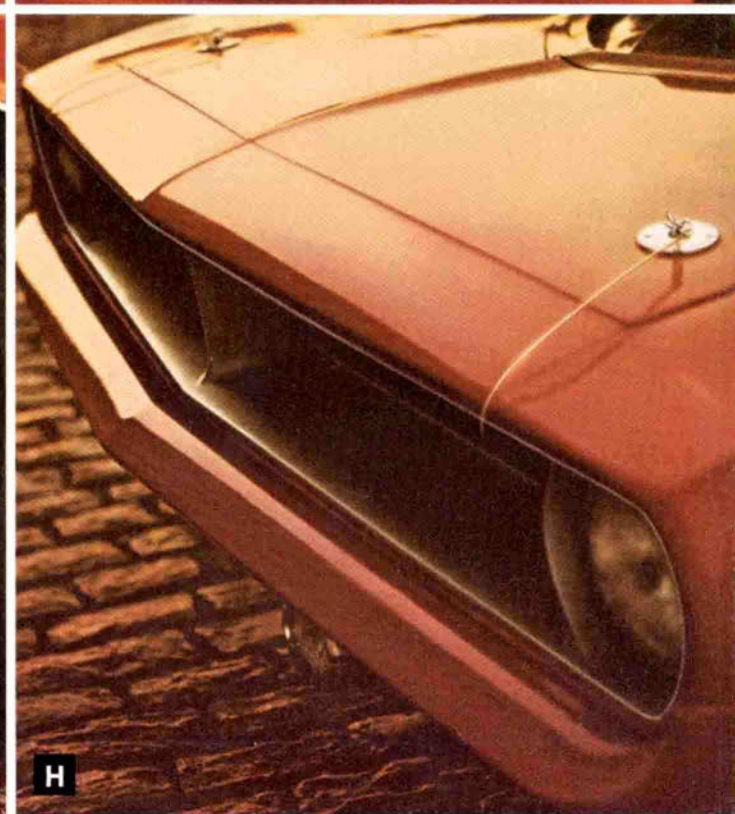
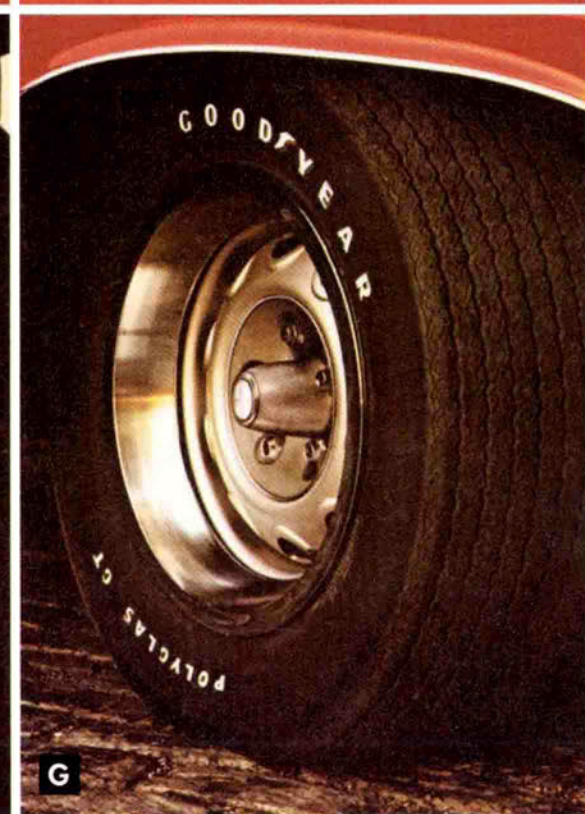
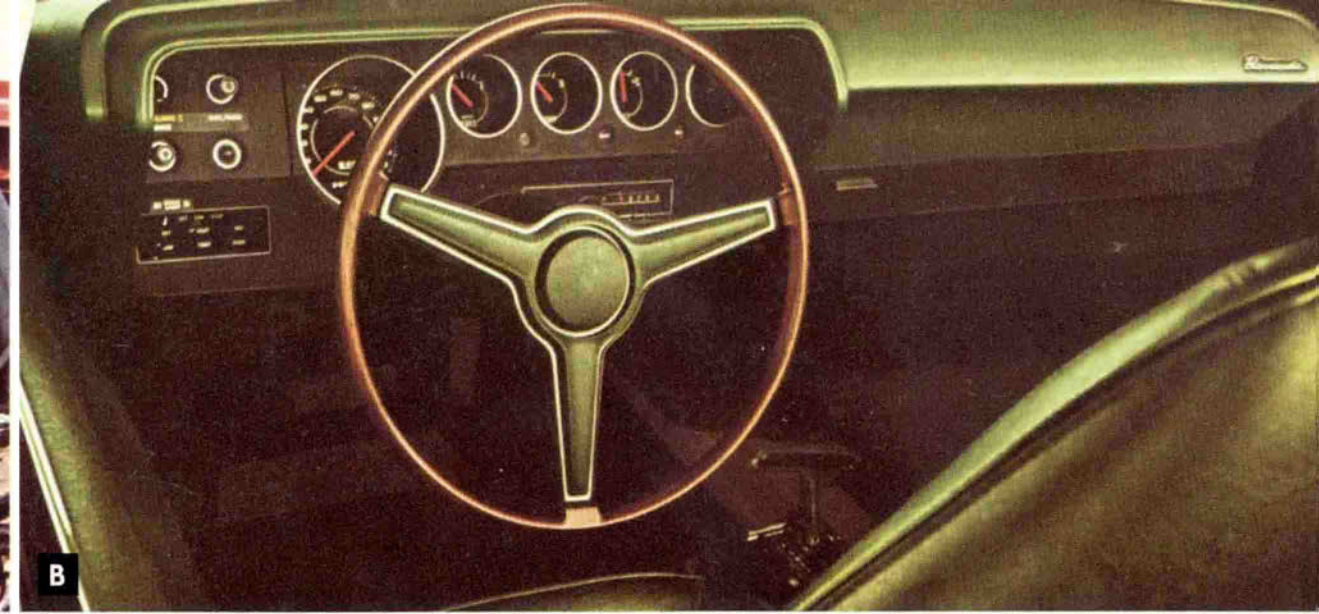
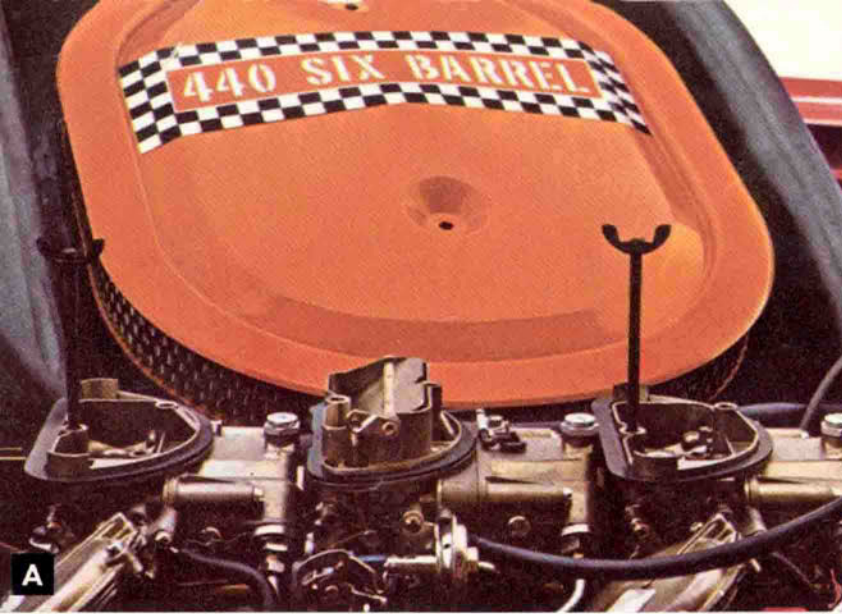
ideas from looking at aircraft cockpits. Which are noted for their conspicuous lack of bric-a-brac and gauges that play hide-and-seek.) It's luxury. It's fun. You will like it here.

Big readable gauges—You'll like them. Look. Large individual gauges. Fuel gauge. Temperature gauge. Ammeter. Speedometer. Odometer. Toggle switches. Wide needles. (You can't see skinny needles as well as fat needles.) White-on-black lettering (easier to read). Color-coded switches and controls. Clean. Functional. All big. All easy to read. All in the right places. You'll like them.

High-back bucket seats—Ahhh. Leather bucket seats with vinyl trim. Or all-vinyl bucket seats. Or all-vinyl *deluxe* bucket seats. Or cloth-and-vinyl bucket seats. Or all-vinyl bench seats. (Depending on model.) Take your pick. They're firm. But *comfortably* firm. Have a seat. Ahhh.

An abundance of craftsmanship. Craftsmanship lives! When Plymouth's interior makers aren't interior making, they're interior thinking. If you want a sporty car interior that makes it, Plymouth's interior makers make it. Craftsmanship lives!





Power Teams

Engine	Transmission	Rear Axle Ratio
225 Six-Cyl.	3-spd. Man.	3.23 std.; no opt.
	3-spd. TorqueFlite Auto.	3.23 std.; 2.76 opt.
318 V-8	3-spd. Man.	3.23 std.; no opt.
	4-spd. Man.	3.23 std.; no opt.
	3-spd. TorqueFlite Auto.	2.76 std.; 3.23 opt.
340-4	3-spd. Man.	3.23 std.; no opt.
	4-spd. Man.	3.23 std.; 3.55* & 3.91* opt.
	3-spd. TorqueFlite Auto.	3.23 std.; 3.55* & 3.91* opt.
383 2-bbl. V-8	3-spd. TorqueFlite Auto.	2.76 std.; 3.23 opt.
383 4-bbl. V-8s	3-spd. Man.	3.23 std.; no opt.
	4-spd. Man.	3.23 std.; 3.55* & 3.91* opt.
	3-spd. TorqueFlite Auto.	3.23 std.; 2.76, 3.55 & 3.91 opt.
440-4, 440-6 & 426 V-8s	4-spd. Man.	3.54* std.; 4.10* opt.
	3-spd. TorqueFlite Auto.	3.23 std.; 3.55* & 4.10* opt.

*Available in performance axle packages only.

Suspension, Barracuda

Front: Independent, lateral, non-parallel control arms with ball joints and torsion bars.
 Rear: 57 in. outboard-mounted asymmetrical leaf springs, 4 1/2 leaf (Special on 'Cuda).

Shock Absorbers: Tubular, Hydraulic-Telescoping Type.

Brakes: Dual Hydraulic Braking system standard on all '70 Plymouths. System contains a dual master-cylinder. One system for front; one system for rear. Both systems are actuated by the same brake pedal. Instrument panel mounted warning light signals pressure loss in either system. Brakes are self-adjusting; servo-contact, self-energizing, with Bonded Linings. Brake shoes are internal expanding type. Separate mechanical parking brake, cable connected, operates on rear wheel brakes.

Six-Cyl. Models:	V-8 Models except 'Cuda:	'Cuda:
10 x 2 1/2" front and rear;	10 x 2 1/2" front and rear;	11 x 3" front,
165.9 sq. in. eff. lining area.	195.2 sq. in. eff. lining area.	11 x 2 1/2" rear;
		234.1 sq. in. eff. lining area.

Capacities:

Fuel Tank	19 Gals.
Engine Crankcase	4 Qts. + 1 Qt. Filter

**Tires and Wheels
Barracuda and Gran Coupe:**

Size:	Wheel	Usage
E78 x 14" BSW	5.0J	Std. on six-cyl. & 318 V-8
E78 x 14" WSW	5.0J	Opt. on six-cyl. & 318 V-8
F78 x 14" BSW	5.0J	Std. on 383 V-8; Opt. on six-cyl. & 318 V-8
F78 x 14" WSW	5.0J	Opt. on all
F70 x 14" WSW	6.0JJ	Opt. on V-8s only
F70 x 14" White Letter	6.0JJ	Opt. on V-8s only

'Cuda

Size:	Wheel	Usage
F70 x 14" WSW	6.0JJ	Opt. on 383 & 440 V-8s
F70 x 14" White Letter	6.0JJ	Std. on 383 & 440 V-8s
E60 x 15" White Letter	7.0JJ	Std. on 340 V-8; Opt. on 383 & 440 V-8s
F60 x 15" White Letter	7.0JJ	Std. on 426 Hemi

These are your options. Exercise them.

A. 440 6-bbl.—Our mighty 440 is now available with a triple-carb setup. Fantastic. 'Cudas only.
B. Instrument Panel—Not an option. Easy-to-read-gauges.
C. I. Q. E. C. A. G.—The Incredible Quivering Exposed Cold Air Grabber! The "Shaker" hood scoop that quivers. The only catch is, you have to order one of our special 'Cuda engines to go with it. All the better! (Available on 'Cuda models only.)
D. Air Conditioning—This year, the controls and outlet are built right into the instrument panel. They look better there.

E. AM Radio. The best in relaxed listening. Five push buttons for ease of selection.
F. Houndstooth Seats—Our plush houndstooth cloth-and-vinyl seats are available on Gran Coupe only.
G. Fiberglass-belted F60 x 15 tire—This is THE wide tire.
H. Elastomeric Bumper—Two packages. One consists of the front bumper in any one of nine body colors and racing mirrors. The other package has the front and rear

bumpers and racing mirrors in Rallye Red. The hood pins come as standard equipment on 'Cuda. Not available on other models.
I. Wheels and Wheel Covers—There are all sorts. 1. Rallye Wheels (14" x 5 1/2" and 15" x 7")—If you like big, fat tires, we recommend these wheels. (Especially if you don't have \$300 for mags.) 2. 14" Road Wheels. You've seen these wheels on Road Runners and GTXs. 3. Deluxe 14" Wheel Covers. They look good. And they're reasonably priced. Get them.

4. 74-wire 14" Wire Wheel Covers. Order these if you can (or even if you can't) extol the virtues of a gran touring car.
J. 340 4-bbl.—Our high-winding, lightweight wonder. 'Cudas only.
K. "Pistol Grip" Shifter—Lets you take permanent possession of each gear. Standard on 4-speeds.
L. Racing Mirrors—Now you can have sideview mirrors that do more than tell you what's going on behind your back. These look good. (Available in five colors or chromed.)

Optional features not shown.
(But just as important.)

Solex tinted glass. (Keeps you a little cooler, resists glare and just simply adds beauty to your car.) Light package. (Special lights inside and out.) Headlight delay shut-off system with warning buzzer. (Lights your way for about 30 seconds after you shut the ignition off.) Inflatable, collapsible spare tire. (You'll have more room in the trunk.) Power convertible top. Vinyl roof (black, white, green, "Gator" grain and two floral-pattern Mod Tops.) Deluxe seat belts. Rear window

defogger. Bench seats. Auto-Speed Control. Power windows. (Available with Barracuda and 'Cuda hardtop models only.)



Colors—There are 18 different colors available on all Barracuda models.



*Extra cost.

Specifications

Engine	225 Six	318 V-8	340 V-8	383 V-8	383 V-8	383 V-8	383 V-8	440 V-8	440 V-8	426 Hemi V-8
Horsepower	145 @ 4000 rpm	230 @ 4400 rpm	275 @ 5000 rpm	290 @ 4400 rpm	330 @ 5000 rpm	335 @ 5200 rpm	375 @ 4600 rpm	390 @ 4700 rpm	425 @ 5000 rpm	
Torque lbs.-ft.	215 @ 2400 rpm	320 @ 2000 rpm	340 @ 3200 rpm	390 @ 2800 rpm	425 @ 3200 rpm	425 @ 3400 rpm	480 @ 3200 rpm	490 @ 3200 rpm	490 @ 4000 rpm	
Compression Ratio	8.4 to 1	8.8 to 1	10.5 to 1	8.7 to 1	9.5 to 1	9.5 to 1	9.7 to 1	10.5 to 1	10.25 to 1	
Bore Inches	3.40	3.91	4.04	4.25	4.25	4.25	4.32	4.32	4.25	
Stroke Inches	4.125	3.31	3.31	3.38	3.38	3.38	3.75	3.75	3.75	
Displacement cu. in.	225	318	340	383	383	383	440	440	426	
Carburetion	1-bbl.	2-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	3, 2-bbl.	2, 4-bbl.	
Exhaust	Single	Single	Dual	Single	Dual	Dual	Dual	Dual	Dual	
Camshaft Type	Standard	Standard	Special	Standard	Standard	Special	Special	Special	Special	
Fuel Recommended	Regular	Regular	Premium	Regular	Premium	Premium	Premium	Premium	Premium	
Standard On	Barracuda, Gran Coupe	Barracuda, Gran Coupe	None	None	None	'Cuda	None	None	None	
Optional On	None	None	'Cuda	Barracuda, Gran Coupe	Barracuda, Gran Coupe	None	'Cuda	'Cuda	'Cuda	

Exterior Dimensions (Hardtop)

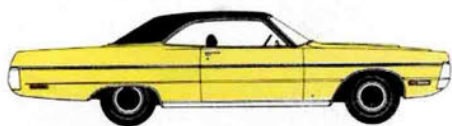
	Barracuda & Gran Coupe	'Cuda
Wheelbase	108"	108"
Overall Length	186.7"	186.7"
Overall Width	74.7"	74.7"
Overall Height	51.0"	50.0"
Track, Front	59.7"	60.3"
Track, Rear	61.3"	60.7"

Interior Dimensions (Hardtop)

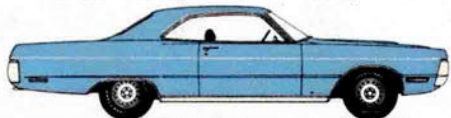
Head room, Front	37.4"	37.4"
Head room, Rear	35.7"	35.7"
Leg room, Front	42.3"	42.3"
Leg room, Rear	28.9"	28.9"
Shoulder room, Front	57.5"	57.5"
Shoulder room, Rear	55.3"	55.3"
Usable Trunk Capacity	5.9 cu. ft.	5.9 cu. ft.

1970 Plymouths

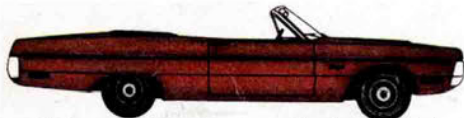
FURY



Sport Fury (4-door sedan and hardtop, 2-door hardtop and formal hardtop—V-8)



Sport Fury GT (2-door hardtop—V-8)
S/23 (2-door hardtop—V-8)



Fury III (convertible, 2-door formal hardtop and 4-door hardtop—V-8; 4-door sedan and 2-door hardtop—V-8 or Six)



Fury II (2- and 4-door sedans—V-8 or Six)

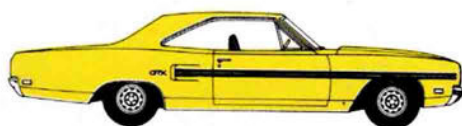


Fury I (2- and 4-door sedans—V-8 or Six)

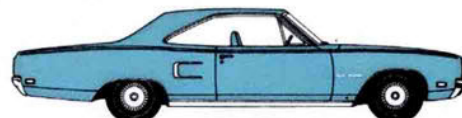


Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2-seat model—V-8 or Six 3-seat model—V-8)

BELVEDERE



GTX (2-door hardtop—V-8)



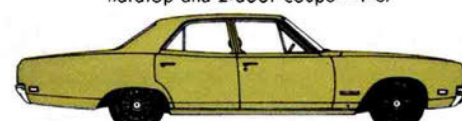
Sport Satellite (2-door hardtop and 4-door sedan—V-8)



Satellite (convertible, 2-door hardtop and 4-door sedan—V-8 or Six)



Road Runner (convertible, 2-door hardtop and 2-door coupe—V-8)



Belvedere (2-door coupe and 4-door sedan—V-8 or Six)



Belvedere wagons (Sport Satellite 2- and 3-seat models—V-8) (Satellite 2- and 3-seat models—V-8 or Six) (Belvedere 2-seat model—V-8 or Six)

BARRACUDA

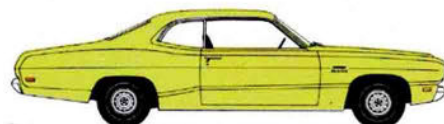


Gran Coupe (convertible and 2-door hardtop—V-8 or Six) Barracuda (convertible and 2-door hardtop—V-8 or Six)



'Cuda (convertible and 2-door hardtop—V-8)

VALIANT



Duster (2-door coupe—V-8 or Six)
Duster 340 (2-door coupe—V-8)



Valiant (4-door sedan—V-8 or Six)

Standard Safety Features:

New for 1970: Larger rear reflectors and lights. Increased fuel-tank impact protection. Lane change turn signal. Locking steering wheel. Superior seat belt anchorage. Continued or improved: Energy-absorbing steering column and wheel. Energy-absorbing instrument panel. High strength windshield. Energy-absorbing front seat-back and armrests. Seat belts, all seating positions. Shoulder belts, 2 front (except convertibles). Manual door locks—levers with non-override lock feature, except driver's door. Interlocking door latches. Flush-type inside door release levers. Larger cushioned sun visors. Dual braking system with warning light. Side marker lights. Hazard warning light system. Windshield wipers, 2-speed, electric. Vinyl-clad day/night inside rearview mirror on double-ball-joint mount (except Valiant). Head restraints, 2 front. Locking latch on all folding front seat-backs. Left outside rearview mirror. Flush-type header latch (convertibles). Fiberglass-belted tires (standard on most models). Optional safety features: Headlight time-delay. Power door locks. Rear window defogger (except convertibles and wagons). Shoulder belts, 2 sets, rear (except convertibles). Disc brakes, front. Tailgate window washer/wiper.

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customer
care

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

Plymouth

