


The 1968 Barracudas

Call them unique. They are.
The one-of-a-kind sports cars
with a zest for the fun life. These
are the cars that are coming on
strong all over America.
The Plymouth win-you-over beat
goes on 





Barracuda Convertible Coupe



Barracuda Sports Fastback

The 1968 Barracudas are here.

The ones that define the American sports car. The ones that turn heads when you roll through town. The ones that make driving fun again.

A pull on the stick and you're in motion. A Plymouth kind of motion. With a new fluted grille. Front torsion-bar suspension that makes you sure of yourself in the turns.


Barracuda doesn't make you pay extra to impress your friends. Chromed hood louvers. Amber rallye lights that stay on to keep the headlights company. A pit-stop gas cap for that Super Stock look. All standard.



Barracuda Hardtop Coupe



Pick a 'Cuda: Sports Fastback. Hardtop Coupe. Or Convertible Coupe. Add the optional Formula S. With either of two new engines. New, wider Red Streak tires. Beefed-up heavy-duty suspension.

The Plymouth win-you-over beat goes on. 

From there, gear up with options. Sport stripes. Wire wheel covers. A vinyl roof. Console. Tachometer. Bumper guards. Radio. Stereo. TorqueFlite automatic. 4-on-the-floor.

Inside, you're surrounded by comfort and convenience. Loop-pile carpeting. Full instrumentation with 16 meters, gauges, lights and switches. Your choice of cushy buckets or the "Sportseat" with a flip-down center armrest.



Formula S

Take any Barracuda. Add the Formula S performance package. Call it King 'Cuda.

The Formula S is an optional performance package available on any model Barracuda. Fastback. Hardtop. Convertible. It comes in two winning ways—340-S and the super 383-S. Either way, Formula S makes driving a new experience. On city streets, or the open highway—this is where it's at.

The 340-S includes the brand-new 340 Commando V-8—the most exciting thing to happen to iron in years. It's loaded with a special cam, 4-bbl. carburetion, a dual breaker distributor and a low restriction dual exhaust. Pick up those good vibrations.




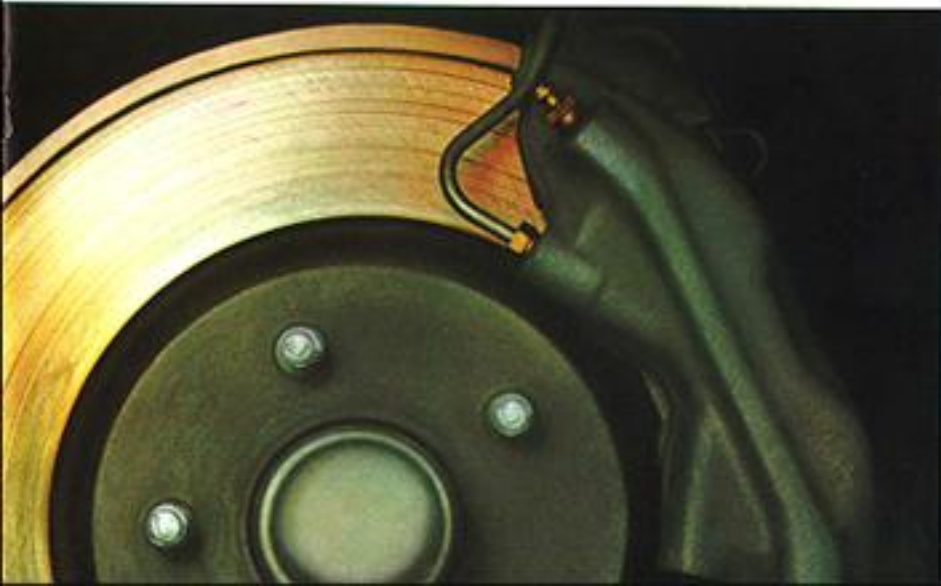


The 383-S, for all-out performance devotees, features the whopping 383 Super Commando. It's been re-engineered for '68. New cylinder heads and a new 4-bbl. intake manifold help give the 383 the kind of power you'd expect in a unique sports car.

No matter which engine you go with, Formula S packs the equipment to back it up. 14 in. Red Streak Super Wide Oval rubber. Heavy-duty suspension. A stabilizer bar and Firm-Ride shocks. You take turns with gyroscope sureness. And outside, Formula S gives you unique hood louvers and a shiny medallion so that you can brag a little.

Compliment your 'Cuda with optional sport touches like disc brakes (shown below). Sport stripes (shown above). 4-on-the-floor. A tachometer. A performance gauge. Red plastic wheelhouse liners. The rallye cluster group.

The Plymouth win-you-over beat goes on. 



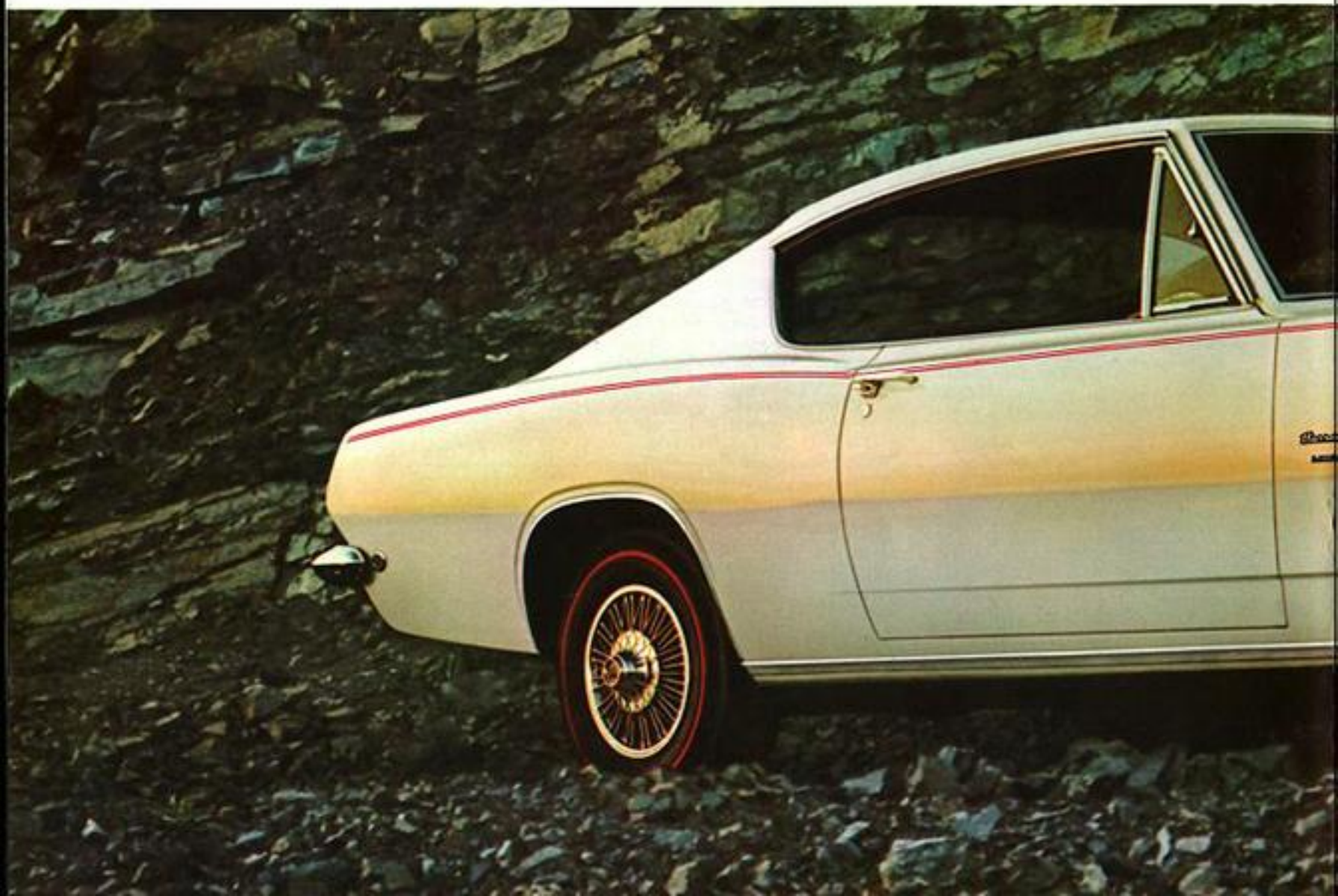


Sports Fastback

The fastback. And the front's no slouch either.
A driver's car from bumper to bumper.

And what American sports car gives you room like you'd never expect a sports car to have? That's right—Barracuda, fastback variety. Just lower the back seat and flip down the security panel. You've got seven-plus feet of cargo area with no interruption. Plenty of room for surfboards, guitar amplifiers or even your etchings.

The cargo area is carpeted, too. Wall to wall. (Even up the walls if you get the optional decor group.) Lower the passenger seat up front and you've added three feet for real long stuff.






Options? You name it. We've got it. The rallye cluster group, directly above. The Barracuda interior decor group, above right. Air conditioning. Or a new ignition switch light with a time delay. Open the door and it comes on. Now close the door. Surprise. It stays on to prevent nighttime key fumbling. Then it shuts itself off.

The instrument panel gives you all the information you need without making you search for it. Speedometer, fuel gauge, temperature gauge, ammeter, and an oil pressure gauge are a few of the standards. They let you know what's happening, while it's happening, not afterwards.

After that, you can add options to your heart's content. An electric clock. A performance gauge that measures engine manifold vacuum. AM radio. FM/AM radio. Stereo 8 pack. Simulated wood-grain steering wheel. Accent stripes (shown below).

The Plymouth win-you-over beat goes on. 





Hardtop & Convertible

Barracuda likes to go places. To beach parties. Deb parties. Church socials. Blasts. Wedding receptions. And the corner grocery.

And what a way to go! Barracuda hardtop coupe, our lowest-priced way to win you over. Easy on your gas money, too. Witness Plymouth's win with a Barracuda in the 1967 Mobil Economy Run. And how about the standard pit-stop gas cap, shown below. Sport, all the way.

Plush, all-vinyl bucket seats are also standard on all Barracudas, with the "Sportseat", pictured below at right, available as a no-cost option. With the armrest up, it's a plenty-of-room-for-three bench. Down, you're rally-set. Seat belts are standard front and back, and they're just one of many standard safety features.






Barracuda Hardtop Coupe

To dress up your 'Cuda, take your pick from four different optional wheel covers. The "Mag" cover. Exposed lug-nut sport covers. The deluxe covers. Or the new wire wheel covers.

If fresh air turns you on, check the convertible. You can control the top from the driver's seat. Just flick a switch and contemplate the clouds. The back window is real glass. And both these features are standard. For a groovy dress-up touch you can add the optional Barracuda interior decor group.

Catch the wild crowd with Barracuda. Sports Fastback. Hardtop Coupe. Or Convertible Coupe.

The Plymouth win-you-over beat goes on. 



Options

Some extra-cost (but well worth it) '68 gear for your 'Cuda.

- (1) Something to really turn you on. Our sports-type 3-spoke steering wheel. It's got the wood-grain look, of course. And has a padded hub.
- (2) Something every true sports car needs. Our Sports Console. Available only with bucket seats, naturally. With either the 4-speed manual or TorqueFlite automatic transmission.
- (3) Add a sporty touch. Head restraints. Order either one—or both.
- (4) Something to cap the sporty 'Cuda look. Wheel covers. (a) "Mag" wheel cover, (b) exposed lug-nut sport cover, (c) wire-wheel type, and (d) our deluxe wheel cover.
- (5) Something that puts extra bite in Barracuda. Our top-end 383 cu. in. V-8. Need we say more?
- (6) Something to fill your 'Cuda with sound—an AM radio. Also available: FM/AM radio* or the Stereo 8 tape cartridge player*.
- (7) An absolute necessity for sports car purists. The Barracuda Tachometer for V-8s. And visible to its left, an optional companion for the Tach—a specially calibrated speedometer.
- (8) Super Wide Oval tires. Red or white streaked. To really underscore Barracuda's sporty look, add the red plastic wheelhouse liners.

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

- Accent stripes (available in 5 colors)
- Sport stripes (available in 5 colors)
- Vacuum performance gauge (not available with tachometer or electric clock)
- 4-speed manual transmission (floor-mounted shift lever)
- TorqueFlite, column-mounted lever (console-mounted with optional console)
- Front disc brakes with 10 in. x 1 3/4 in. drum rear brakes (both self adjusting)
- Airtemp air conditioning unit

'68 Barracuda Decor Group

- Luxury bucket front seats
- Luxury bench rear seat
- Simulated wood-grain appliqué on door and quarter trim panels (with map pockets on doors)
- Simulated wood-grain appliqué on quarter trim panels
- Rear armrests with bright bases and ashtrays (Hardtop and Fastback)
- Carpeted wheel housings in rear compartment of Fastback
- Pedal dress-up for accelerator, brake, and clutch pedals

Rallye Cluster Group

- Simulated wood-grain appliqué across the instrument panel
- A specially calibrated speedometer
- A trip odometer

Formula S

- Available with either the 340 cu. in., 275 hp V-8 or the 383 cu. in., 300 hp V-8
- Heavy-duty clutch and 4-speed transmission, or high-speed governor and high-performance torque converter and automatic transmission
- Heavy-duty wide rim wheels
- Heavy-duty suspension with anti-sway bar
- E70 x 14 in. Red or White Streak Wide Oval tires
- Firm-Ride shock absorbers
- Low restriction dual exhaust system
- Body side sill molding
- "Formula S" ornamentation
- *Dealer installed option.



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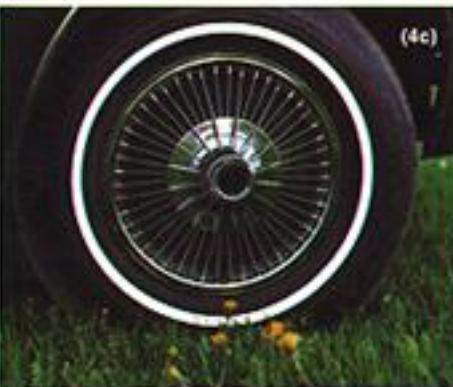
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(4a)



(4b)



(4c)



(4d)



(5)



Specifications:

Engines:	Standard 6	Standard V-8	Formula S 360 V-8	Formula S 383 V-8
Bhp @ rpm	145 @ 4000	210 @ 4400	275 @ 5000	300 @ 4200
Torque, lbs.-ft.	215 @ 2400	340 @ 2400	340 @ 3200	400 @ 2400
Bore, in.	4.40	3.91	4.04	4.35
Stroke, in.	4.125	3.51	3.51	3.38
Displacement, cu. in.	295	318	340	383
Compression ratio	8.4:1	9.2:1	10.5:1	10.0:1
Minimum allowable combustion chamber volume, cc.	53.8	60.6	63.5	79.5
Deck Height, in.	-1.41 Min.	+0.22 Max.	+0.45 Max.	+0.20 Max.
Carburetion	1-bbl	2-5bl	4-bbl	4-bbl
Throttle bore, in.	Holley	Ball & Ball	Carter	Carter
	1.69	1.44	P-1.44	P-1.44
			S-1.69	S-1.69
Camshaft duration, deg.			Man. Auto. Trans. trans.	
Intake	240	240	276	265
Exhaust	205	240	264	260
Overlap	18	20	32	32
Camshaft Lift @ Zero Leash				
Intake	.384	.372	.445	.450
Exhaust	.390	.400	.455	.443
Valve Diameter				
Intake	1.62	1.78	2.02	2.05
Exhaust	1.35	1.50	1.50	1.74
Tapet Clearance				
Intake	.010 Hot	Hydraulic	Hydraulic	Hydraulic
Exhaust	.020 Hot	Hydraulic	Hydraulic	Hydraulic
Max. Valve Spring Pressure, lbs. (closed/open)				
Intake	74/154	103/142	114/245	135/240
Exhaust	74/154	103/142	114/245	135/240
Max. Spark Advance, deg.				
Manual	41.4	55.5	50.0	52
Automatic	41.5	55.0	50.0	52
Exhaust System	Single	Single	Low restriction dual	Low restriction dual

Aluminum steel skirt elliptically-turned tin plated pistons. Low restriction air cleaner on 4-bbl. engines. Crankshaft: 368 is cast ductile iron, 225, 340, and 383 are forged steel. Full flow oil filter.

POWER TRAINS:

Engines:	Transmission:	Ratio						
		2.76	3.23	3.55	2.78	3.23	3.55	3.91
225 cu. in. 6-cylinder	3 speed manual	std.	std.	opt.			std.	opt.
	Automatic	std.	opt.	opt.	std.		opt.	
318 cu. in. 8-cylinder	3 speed manual		std.*				std.*	
	Automatic		std.*				std.*	opt.*
340 cu. in. 8-cylinder	4 speed manual		std.*				std.*	opt.*
	Automatic		std.*				std.*	opt.*
383 cu. in. 8-cylinder	4 speed manual		std.*				std.*	opt.*
	Automatic		std.				std.*	opt.*

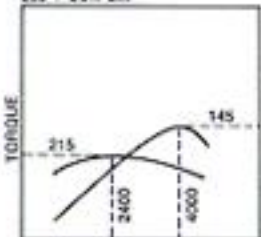
*8.75 Ring Gear Dia. Others 7.25.

TRANSMISSIONS: A 3-speed manual transmission with column mounted lever is standard (but not available with Formula S). 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.

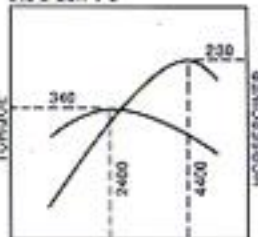
The famous TorqueFlite automatic transmission is extra cost with all engines. It mounts on the column or console. With ratios of 2.45:1, 1.45:1 and 1.00:1. (It is manually-shiftable to boot.) The Sure-Grip differential puts all the power to the ground. Extra cost.

With Barracuda, safety is built in, not added on • Standard safety features • Improved fuel tank retention • Vehicle side marker lights • Folding seat back-latches • Instrument panel padding (full upper and lower) • Recessed instrument panel knobs and switches • Breakaway instrument panel ashtrays • Energy-absorbing front seat back tops • Safety armrests • Heavy laminate windshield glass • Non-override inside door locks • Soft window crank knobs • Painted windshield garnish moldings (anti-glare) • Left outside rearview mirror • Energy-absorbing steering column • Dual brake system and warning light • Emergency flashers • Swing-away inside prismatic day/night mirror • Seat belts, 2 front, 2 rear • Padded sun visors • 2-speed windshield wipers with washers • Dull-finish windshield wiper arms and blades, horn ring, steering wheel hub, inside rearview mirror frame and bracket, turn signal and gear shift levers • Safety-Action inside door handles • Safety-Rim wheels • And the Plymouth win-you-over beat goes on.

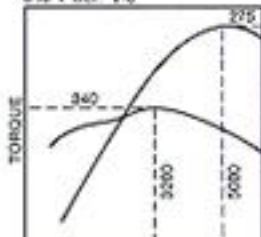
225-1 Bbl. Six



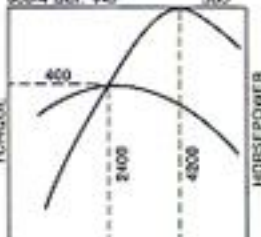
318-2 Bbl. V-8



340-4 Bbl. V-8



383-4 Bbl. V-8



Here's How Chrysler's Customer Care Warranty Protects You.

Chrysler Corporation warrants to the first and second registered owners 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 1966 automobiles for 3 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance, such as 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 are not included. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filter every 6 months and replace ventilator valve every year; 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 30,000 miles, whichever occurs first; and every 12 months, (A.) have an authorized Imperial, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of its purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

DIMENSIONS: (in inches)

	Body Style:		
	Fastback	Hardtop	Convertible
Wheelbase	108.0	108.0	108.0
Overall length	192.8	192.8	192.8
Overall width	71.6	71.6	71.6
Overall height*			
6-cylinder	52.6	52.6	53.2
V-8	52.8	52.7	53.2
Track, front wheels	57.4	57.4	57.4
Track, rear wheels	55.6	55.6	55.6

*Height dimensions are based on a five passenger load.

STANDARD SUSPENSION:

Engines:	Standard 6	Standard V-8	Formula S 340	Formula S 383
Front-Torsion bars				
Rate at wheel, lbs./in.	85	100	103	115
Rear—2 1/2 in. outboard mounted asymmetrical leaf springs				
Rate at wheel, lbs./in.	108	132	132	150
Anti-Sway bar, diameter, in.	none	none	.55	.94
Shock Absorbers	Criflow	Criflow	Criflow Firm-Ride	Criflow Firm-Ride

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. Optional (and hotter yet) is Chrysler Corporation's 48 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 15.6:1, 3.6 turns lock to lock. Power steering is 15.7:1, 3.5 turns lock to lock.

TURNING DIAMETER: (in feet)

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

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 10.2 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.
318 cu. in. V-8 (standard).....	18 qts.
340 cu. in. V-8 Commando (optional).....	18 qts.
383 cu. in. V-8 Super Commando (optional).....	17 qts.

MPH PER 1000 RPM IN HIGH GEAR:

Tires	Axis ratios: 2.78	3.23	3.55	3.91
E 70 x 14 (optional)	27.94	23.10	21.02	19.00
D 70 x 14	26.35	22.52	20.49	18.60
6.55 x 14 (standard)	26.63	22.69	20.65	18.75

(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.)

The Plymouth win-you-over beat goes on ...
27 models of the big-size Fury



Fury 2-Dr. Fast Top V-8



Fury 4-Dr. Hardtop V-8



Sport Fury 2-Dr. Fast Top V-8



Sport Fury 2-Dr. Hardtop V-8



Sport Fury Convertible V-8



Fury 3-Dr. Fast Top V-8 & 6



Fury 3-Dr. Hardtop V-8 & 6



Fury 3-Dr. Hardtop V-8



Fury 3-Dr. Hardtop V-8



Fury 3-Dr. Hardtop V-8



Fury 3-Dr. Hardtop V-8 & 6



Fury 3-Dr. Hardtop V-8 & 6



Fury 3-Dr. Hardtop V-8 & 6



Fury 3-Dr. Hardtop V-8 & 6



Sport Suburban Wagon V-8, 2- or 3-door



Sport Suburban Wagon V-8, 2- or 3-door



Suburban Wagon V-8 & 6, 2-door

... and on 23 models of the mid-size five



GTS 2-Dr. Hardtop V-8



GTS Convertible V-8



Sport Satellite 2-Dr. Hardtop V-8



Sport Satellite Convertible V-8



Satellite 2-Dr. Hardtop V-8 & 6



Satellite Convertible V-8 & 6



Satellite 4-Dr. Sedan V-8 & 6



Road Runner 2-Dr. Coupe V-8



Belvedere 2-Dr. Coupe V-8 & 6



Belvedere 4-Dr. Sedan V-8 & 6



Satellite Sport Wagon V-8, 2- or 3-door



Satellite Wagon V-8 & 6, 2- or 3-door



Belvedere Wagon V-8 & 6, 2-door

... and on Compact Valiants



Valiant 2-Dr. Sedan V-8 & 6



Valiant 4-Dr. Sedan V-8 & 6



Valiant 100 2-Dr. Sedan V-8 & 6



Valiant 100 4-Dr. Sedan V-8 & 6

... and on Sports-car Barracudas



Barracuda Fastback V-8 & 6



Barracuda Hardtop V-8 & 6



Barracuda Convertible V-8 & 6

Plymouth

