


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 Hardtop 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 tail lights that stay on to keep the headlights company. A pit-stop gas cap for that Super Stock look. All standard.

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.

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.

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. 



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.

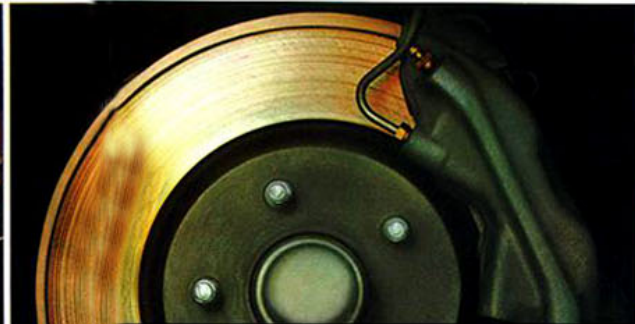
The 340-S includes the brand-new 340 Commando V-8—the most exciting thing to happen to iron in years. It's loaded with a special cam, 4-bbl. carburetion, a dual breaker distributor and a low restriction dual exhaust. Pick up those good vibrations.

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. ❤️





Barracuda Hardtop Coupe

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.

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. ❤️



The Plymouth win-you-over deal 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 2-Dr. Fast Top V-8



Fury 2-Dr. Hardtop V-8



Fury 4-Dr. Hardtop V-8



Fury 2-Dr. Convertible V-8



Fury 4-Dr. Sedan V-8



Fury 2-Dr. Sedan V-8



Fury 4-Dr. Sedan V-8



Fury 2-Dr. Sedan V-8



Fury 4-Dr. Sedan V-8



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



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



Suburban Wagon V-8, 2-door

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



DTE 2-Dr. Hardtop V-8



DTE Convertible V-8



Sport Satellite 2-Dr. Hardtop V-8



Aconcagua Convertible V-8



Satellite 2-Dr. Hardtop V-8



Satellite Convertible V-8



Satellite 4-Dr. Sedan V-8



Road Runner 2-Dr. Coupe V-8



Belvedere 2-Dr. Coupe V-8



Belvedere 4-Dr. Sedan V-8



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



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



Belvedere Wagon V-8, 2-door

... and on Compact Valiants



Super 2-Dr. Sedan V-8



Super 4-Dr. Sedan V-8



Valiant 100 2-Dr. Sedan V-8



Valiant 100 4-Dr. Sedan V-8

... and on Sports-car Barracudas



Barracuda Fastback V-8



Barracuda Hardtop V-8



Barracuda Custom V-8

Plymouth



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