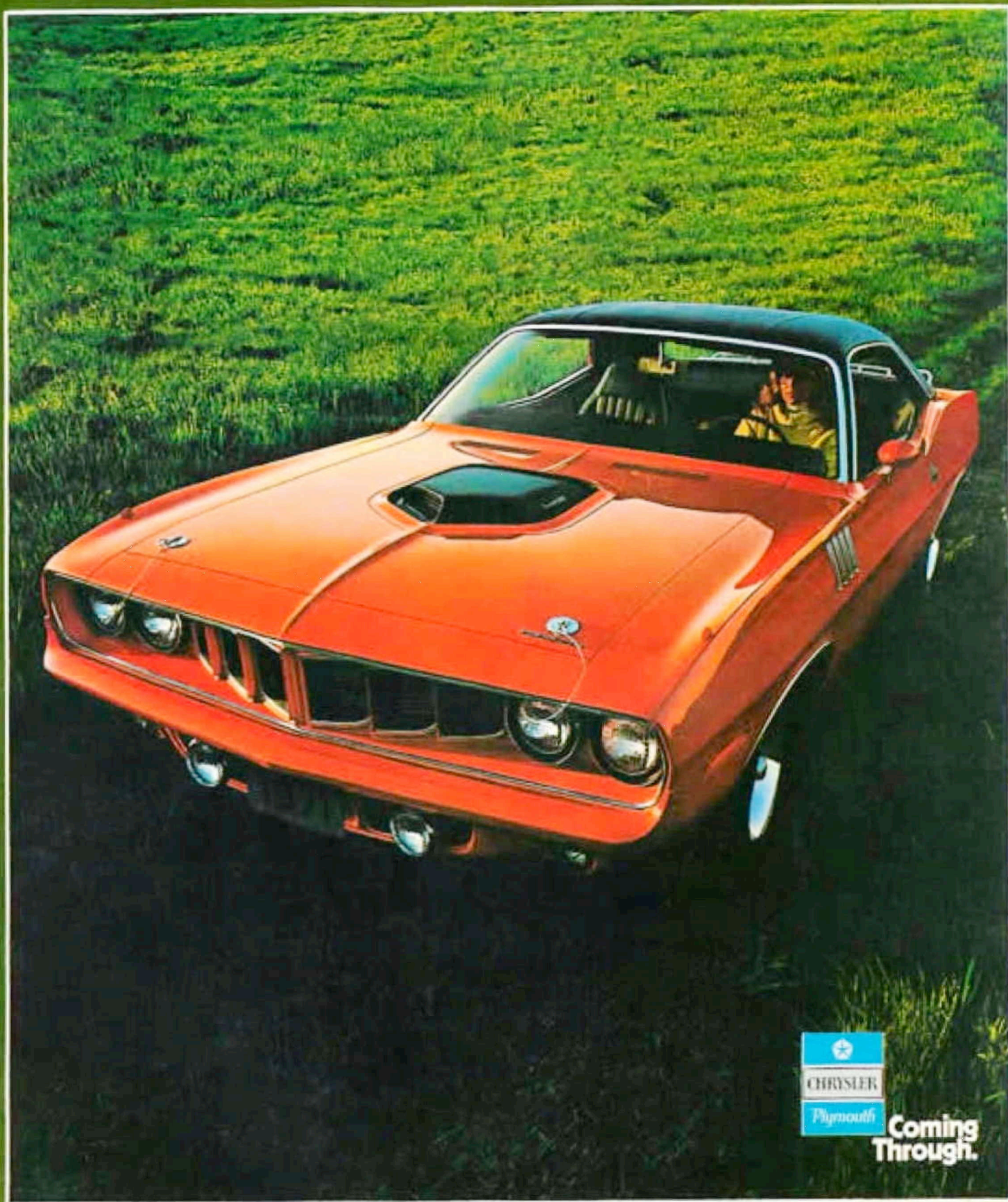


1971 Plymouth Barracuda



Coming
Through.



Barracuda comes through for you in 1971.



'Cuda Pages 4-5



Gran Coupe Pages 6-7



Barracuda Pages 8-9

Fold out back cover for:
Engines, Options, Colors

The 1971 Barracuda is knocking the stuffing out of a few old-fashioned notions about sporty cars. Notions like "feel of the road" means a bone-jarring, tooth-rattling ride. That "performance" means a big engine and a straight road. That "luxury" means limousine. Or that the bigger the sporty car, the bigger the sporty car price.

Here is the car you've been waiting for. With styling that has tough written all over it. Not just a tough shell on the outside, but tough from the inside out. Barracuda 1971 is coming through for you.

Coming through with new features. Tough new front appearance with • Dual headlamps • New interior colors and fabrics • Newly designed bucket seats • Wild exterior colors • More regular fuel engines for easy going • Optional new stereo tape cassette system with the ability to record off the radio plus a microphone for dictation • And that's only the beginning.

Coming through for every sports fan. What we did was make four different Barracudas to fill your needs. If you want an economical sporty car, we come through. If performance is your kick, we come through. Luxury? We come through. Plus a sporty car with a little bit of everything. And we're coming through with new developments in cleaner air devices for our engines. With more engines than ever before that run on regular gas.

Coming through economically. That's what the basic Barracuda, the coupe, is all about. Not just the best-looking sporty car, it's also the best-priced sporty car. In fact, last year it was the lowest-priced sporty car in America. And we didn't skimp on the quality. We still came through with torsion-bar suspension, bucket seats, unibody construction and a 7-step dip-and-spray rust protection process. All

the things that make Chrysler engineering famous. It's your basic bargain.

Looking for performance? We've come through.

It's what you call your 'Cuda. And it beats the devil out of the idea that performance is no more than a big engine and fat tires going in a straight line. Oh, 'Cudas have the cubes alright. 340, 383, 440, and 426 Hemis. Fat tires, too. But underneath it all is where the road negotiation takes place. That's where the special shocks, rear springs, sway bars and the rest of the heavy-duty handling goodies really come through. It gives new understanding to curves and corners.

Sport with a touch of glamour.

If hard muscled performance isn't your thing, how about sport that's wrapped in luxury. Barracuda Gran Coupe. Complete with leather buckets. Overhead console with warning lights. Map light. Coachmaker crests. All things personal. There's no other car like it.

The right-in-the-middle Barracuda.

We're talking about the standard model. It takes the best of the others, and puts them all together. Beautifully. Convertible or hardtop. Low slung Unibody. Hidden wipers. Sixes or eights. A little extra performance, a little

extra comfort. A very compact price. This is the one that helped bump up Barracuda sales better than 50% in 1970. It makes sense.

Coming through is doing your own thing.

Which means adding your options to your Barracuda. To make it more you. There are over 75 to choose from. Like air conditioning. A new cassette tape system with a microphone and a recorder, so you can dictate or record direct from the radio as you go. An optional Rallye Instrument Cluster with speedometer, oil pressure gauge, trip odometer and tachometer. Power brakes. Power steering. Wire wheel covers, road wheels, floor shifters, you name it.

A colorful ending.

In truth, there are 18 colorful Barracuda finishes, five of which are extra cost. Everything from optional Tor-Red to In-Violet. Add a vinyl roof or special striping to finish it off. Any way you want it. Barracuda comes through for you.

What coming through is all about. You.

That's it in a word. You. The Barracuda was built with that one word in mind. To deliver what you expect. For as long as you expect it. And fun all the

way. That's the way 1971 will be in a Barracuda. Coming through.

1971 Standard Features

Dual headlamps • Keyless door locking • Dual horns* • Bias-belted tires*** • Hub caps (set of 4) • Inside day/night rearview mirror* • Padded instrument panel • Brake warning light • Outside rearview mirror • Fuel gauge • Temperature gauge • Ammeter gauge • Emergency flashers • Torsion-bar suspension • Dual front shoulder harness • Bucket seats • Self-adjusting brakes • Cigar lighter* • Directional signals with lane-change feature • Heater and defroster • Anti-theft steering column lock • Three-speed all-synchro floor-mounted transmission • Two-speed electric windshield wipers • Barracuda Coupe Std. engine: 198 CID "Six," or 318 CID V-8 • Barracuda Std. engine: 225 CID "Six," or 318 V-8 • Gran Coupe Std. engine: 318 CID V-8 • Overhead console** • Pedal dress-up** • Leather bucket seats** • Formed headlining** • Gran Coupe ornamentation*** • Chrome wheel lip and sill moldings*** • 383 CID V-8 engine*** • Performance hood*** • Color-keyed† grille and black rear deck panel*** • Heavy-duty suspension*** • 'Cuda ornamentation*** • Heavy-duty brakes***

*Not on Barracuda Coupe
**Std. on Gran Coupe only
***Std. on 'Cuda only

****Std. on Gran Coupe and 'Cuda

†In nine popular colors

Standard Safety Features

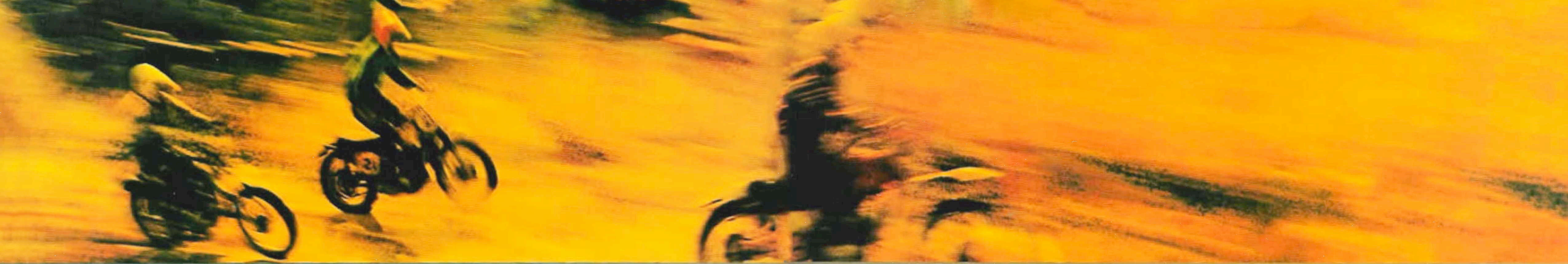
High-strength windshield • Energy-absorbing front seat-back • Large rear reflectors and lights • Fuel-tank impact

protection • Lane-change turn signal • Locking steering column • Superior seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • Seat belts, all seating positions • Shoulder belts, 2 front (except convertibles) • Manual door locks—with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Large cushioned sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers, 2-speed, electric • Vinyl-clad inside rearview mirror on double-ball-joint mount • Head restraints, 2 front (integral) • Locking latch on front seat-backs • Left outside rearview mirror • Flush-type header latch (convertibles) • Bias-belted tires (Standard on 'Cuda, optional on Barracuda and Gran Coupe) • Flush-mounted outside door handles

Exterior Dimensions (Hardtop)

	Barracuda Coupe, & Barracuda	Gran Coupe & 'Cuda
Wheelbase	108 in.	108 in.
Overall Length	186.6 in.	186.6 in.
Overall Width	74.9 in.	74.9 in.
Overall Height	50.9 in.	50.9 in.
Track, Front	59.7 in.	60.2 in.*
Rear	61.6 in.	60.7 in.
Head Room, Front	37.4 in.	37.4 in.
Rear	35.7 in.	35.7 in.
Leg Room, Front	42.3 in.	42.3 in.
Rear	28.9 in.	28.9 in.
Shoulder Room, Front	57.5 in.	57.5 in.
Rear	55.3 in.	55.3 in.
Trunk Capacity	7.1 cu. ft.	7.1 cu. ft.

*Gran Coupe—59.7 in.



'Cuda Hardtop



'Cuda Convertible

'Cuda

Coming through with all the right moves. Part of the Rapid Transit System. Could be the fastest part. With a standard 383 cubic inch V-8. Special suspension. Wide treads. Or try an optional 426 Hemi. With "Shaker" hood scoop. And optional racing mirrors, "Slap-Stick" floor shift. It's tough.



Barracuda Gran Coupe

What coming through in the sport/luxury manner is all about. Rich leather-and-vinyl buckets and overhead console with warning lights, and thick carpeting. Automatic transmission, and color-keyed bumpers optional. It's America's Gran Touring car. Gran Coupe.



Barracuda Gran Coupe



Barracuda Coupe



Barracuda 2-Door Hardtop

Barracuda

Barracuda coupe. The best-looking, low-priced sporty car in America. Or go Barracuda hardtop or convertible. Dress it up with sporty options such as a vinyl roof. Body side tape stripes in blue, green, white, black, gold. Go first class. Nobody comes through with a better buy.

Barracuda Interiors

Coming through comfortably. Coming through in style. The '71 Barracuda interiors.

A. All-vinyl split bench seat with center armrest. For big comfort. It's optional on Barracuda and 'Cuda hardtops. Colors: blue, green, white, black, tan. B. Optional

Gran Coupe high-backed all-vinyl bucket seats. Colors: gold, blue, green, tan, black. C. Plush cloth-and-vinyl buckets. Available on Barracuda Gran Coupe (black only), Bar-

racuda and 'Cuda hardtops. Colors: black, orange. D. Leather. Genuine leather bucket seats. Standard on Gran Coupe and optional on 'Cuda. Real luxury. Black,

tan, (gold, Gran Coupe only). E. Standard all-vinyl Barracuda and 'Cuda bucket seats. Your choice of colors: orange, blue, green, tan, black, white. F. Rallye Cluster.

Individual gauges for Fuel, Temperature, Ammeter, Speedometer. Toggle switches. Tachometer. Clock. Color-coded switches and controls. Optional. G. Overhead Console.

With warning lights for Low Fuel, Door Ajar and Seat Belts. Plus overhead map light.



A



D



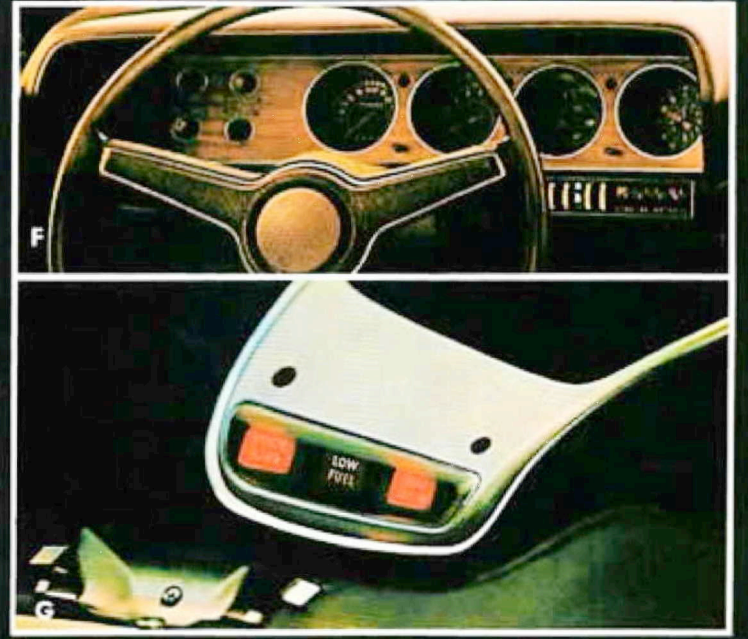
B



C



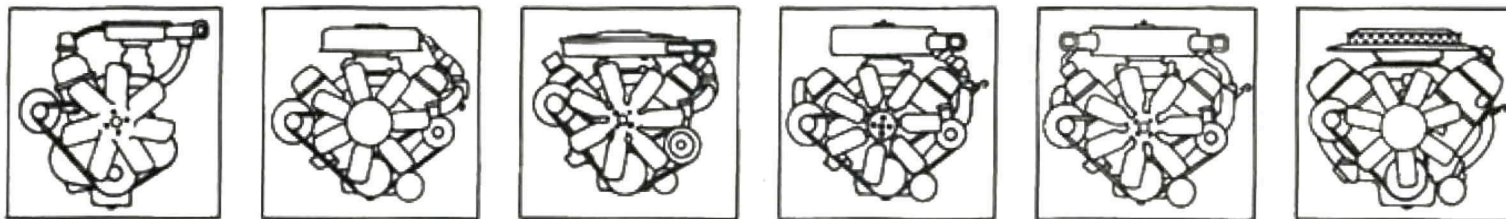
E



F



G



Displacement	Carb.	Horsepower Ratings		Comp. Ratio	Air Cleaner	Exhaust System	Barracuda	Barracuda	Barracuda	'Cuda
		Gross	Net**				Coupe	Barracuda	Gran Coupe	
198 "6"	1-bbl.	125	105	8.4 to 1	Silenced Single	Single	Std.	—	—	—
225 "6"	1-bbl.	145	110	8.4 to 1	Single Snorkel	Single	Opt.	Std.	—	—
318 V-8	2-bbl.	230	155	8.6 to 1	Single Snorkel	Single	Std.	Std.	Std.	—
340 V-8	4-bbl.	275	235	10.3 to 1	Dual Snorkel	Dual	—	—	—	Opt.
383 V-8	2-bbl.	275	190	8.5 to 1	Single Snorkel	Single	Opt.	Opt.	Opt.	—
383 V-8	4-bbl.	300	250	8.5 to 1	Single Snorkel	Dual	Opt.	Opt.	Opt.	Std.
440 6-Barrier	3, 2-bbl.	385	330	10.3 to 1	Unsilenced* Unsilenced* with Air Grabber	Dual	—	—	—	Opt.
426 Hemi V-8	2, 4-bbl.	425	350	10.2 to 1		Dual	—	—	—	Opt.

*Unavailable in California **Installed

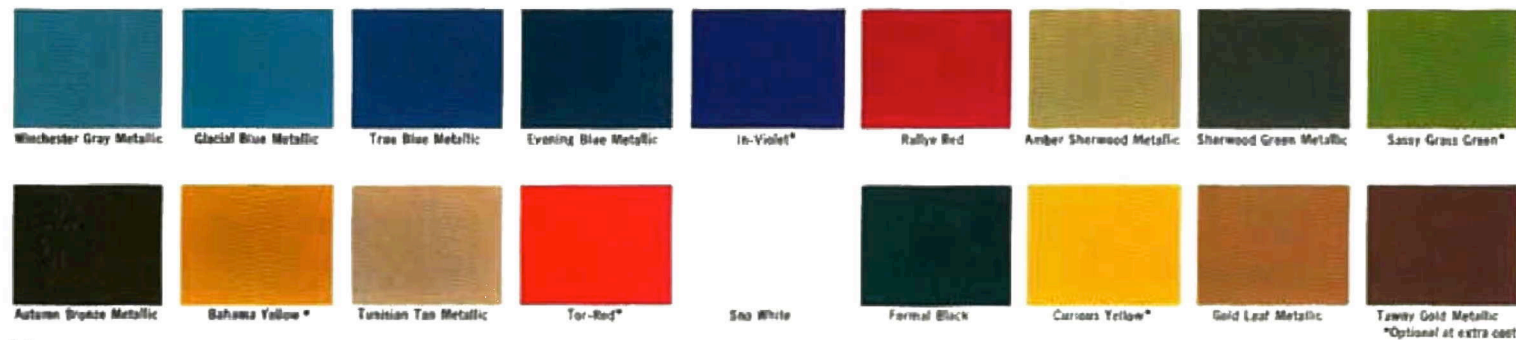
1971 Barracuda Options

Options	Barracuda	Gran Coupe	'Cuda
Light Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elastomeric Front Bumper Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elastomeric Front and Rear Bumper Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rallye Instrument Cluster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Console	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mirror—Racing—Manual Right, Chrome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mirror—Racing—Dual Body Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mirror—Racing—Remote Left, Chrome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glove Box Lock (Std. Convertibles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variable Speed Wipers & Electric Washers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric Clock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luggage Rack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alternator—50 Amp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery—70 Amp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tinted Glass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rear Window Defogger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaker Hood	NA	NA	<input type="radio"/>
Body Side Vinyl Moldings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport Stripe	NA	NA	<input type="radio"/>
Upper Body Side Tape Stripes	<input type="radio"/>	<input type="radio"/>	NA
Performance Axle Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-Performance Axle Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Track Pak	NA	NA	<input type="radio"/>
Super Track Pak	NA	NA	<input type="radio"/>
Sure-Grip Differential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heavy-Duty Suspension	<input type="radio"/>	<input type="radio"/>	S
Disc Brakes (Front)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Power Brakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Power Windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Options	Barracuda	Gran Coupe	'Cuda
Power Convertible Top	<input type="radio"/>	NA	<input type="radio"/>
Power Steering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid State AM Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AM w/Stereo Cassette Tape Player	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AM/FM w/Stereo Cassette Tape Player	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multiplex AM/FM Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microphone with Cassette Recorder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3-Spoke Rim-Blow Steering Wheel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4-Speed Manual Transmission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TorqueFlite Automatic Transmission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vinyl Roof	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wheel Trim Rings (Set of four)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deluxe Wheel Covers (Set of four)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wire Wheel Covers (Set of four)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rallye Road Wheels (Set of four)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chrome Styled Road Wheels (Set of four)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bigger Tires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collapsible Spare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backlight Louver Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aerodynamic Spoiler Package	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat Adjuster—Manual 6-way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air Conditioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hood Pins	<input type="radio"/>	<input type="radio"/>	S
Performance Hood	<input type="radio"/>	<input type="radio"/>	S
Undercoating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Lights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bumper Guards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firm-Ride Shock Absorbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

O—Optional S—Standard NA—Not Available

COLORS. The key is to color-key. Check salesman to see how you can match optional vinyl roofs, protective vinyl side moldings, and bumper and racing mirror colors so they all match. Vinyl roofs are available in black, white, green, and gold.



Options

1. **Backlight Louvers.** Give your Barracuda a mean look. 2. **Road Wheels.** The look of sport. (Set of four). 3. **Elastomeric Bumpers.** In six colors keyed to the car. Hood pins that lock are also available. 4. **Racing Mirrors.** Available in eleven colors. 5. **Hurst Shifter.** Lets you take per-

manent possession of each gear. 6. **Wheel Covers.** Dress up your wheels. (Set of four). 7. **Shaker Hood.** The incredible exposed quivering cold air grabber. 8. **Road Lights.** Better visibility at night and in the fog. 9. **Air Conditioning.** Designed to keep you cool. 10. **Disc Brakes.** The advantages of

fade-resistant, sure stops. 11. **Rallye Wheels.** 14 in. x 5½ in. and 15 in. x 7 in. A must for the real performance buff. (Set of four). 12. **Rear Spoiler.** For that tough look. 13. **AM/FM Cassette System.** With the ability to record off the radio plus a microphone for dictation.

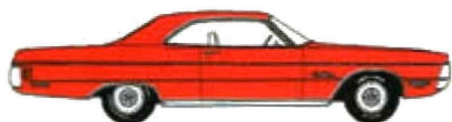


1971 Plymouths

FURY



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



Sport Fury GT (2-door hardtop—V-8)



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



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



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

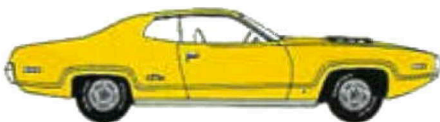


Fury Wagons (Sport Suburban 2- and 3-seat models—V-8) (Custom Suburban 2- and 3-seat models—V-8) (Suburban 2- and 3-seat models—V-8)

SATELLITE



Satellite Sebring (Sebring-Plus 2-door hardtop—V-8) (Sebring 2-door hardtop—V-8 or Six)



GTX (2-door hardtop—V-8)



Road Runner (2-door hardtop—V-8)



Satellite (2-door coupe—V-8 or Six)



Satellite Brougham (4-door sedan—V-8)
(Satellite Custom 4-door sedan—V-8 or Six)
(Satellite 4-door sedan—V-8 or Six)



Satellite Wagons (Satellite Regent 2- and 3-seat models—V-8) (Satellite Custom 2- and 3-seat models—V-8 or Six) (Satellite 2-seat—V-8 or Six)

BARRACUDA



Barracuda Gran Coupe (2-door hardtop—V-8)



Barracuda (convertible, 2-door hardtop—V-8 or Six)
(Barracuda 2-door coupe—V-8 or Six)



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

VALIANT



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



Scamp (2-door hardtop—V-8 or Six)



Valiant (4-door sedan—V-8 or Six)

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customer
care

Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth Dealer.

Plymouth

