

# The Plymouth Win-You-Over Beat Goes On

## The 1968 Plymouth Furys



## The Mid-Size 5. From Plymouth '68



## The 1968 Barracudas

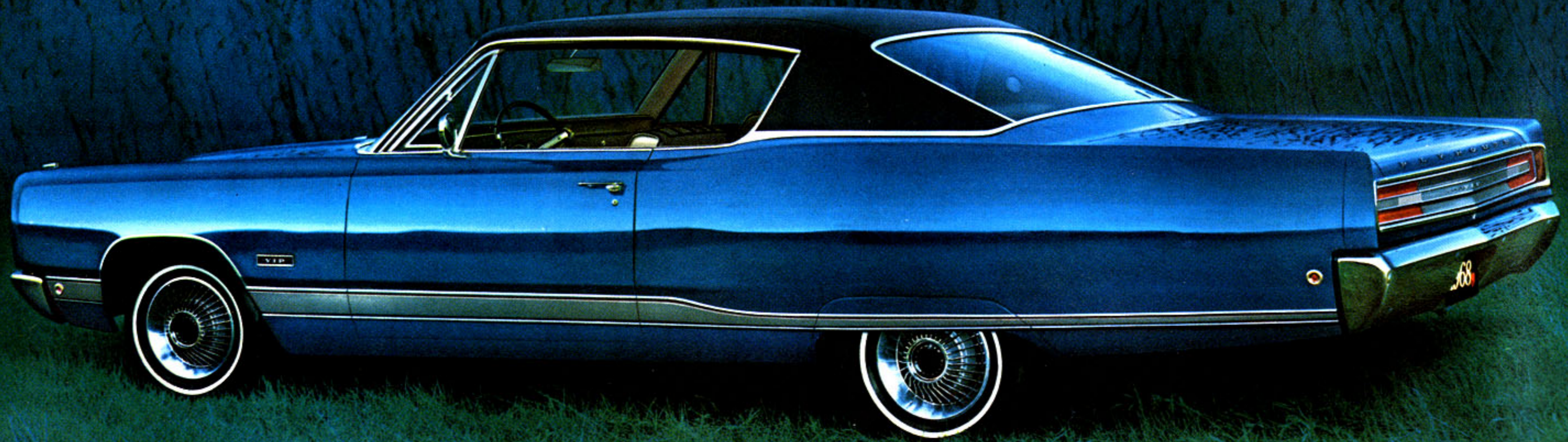


## The 1968 Valiants





Safe/Flight instrument panel



The VIP 2-door Fast Top

## VIP

This year's VIP is elegant in stance and stature, 17 $\frac{3}{4}$  feet of graceful persuasion.

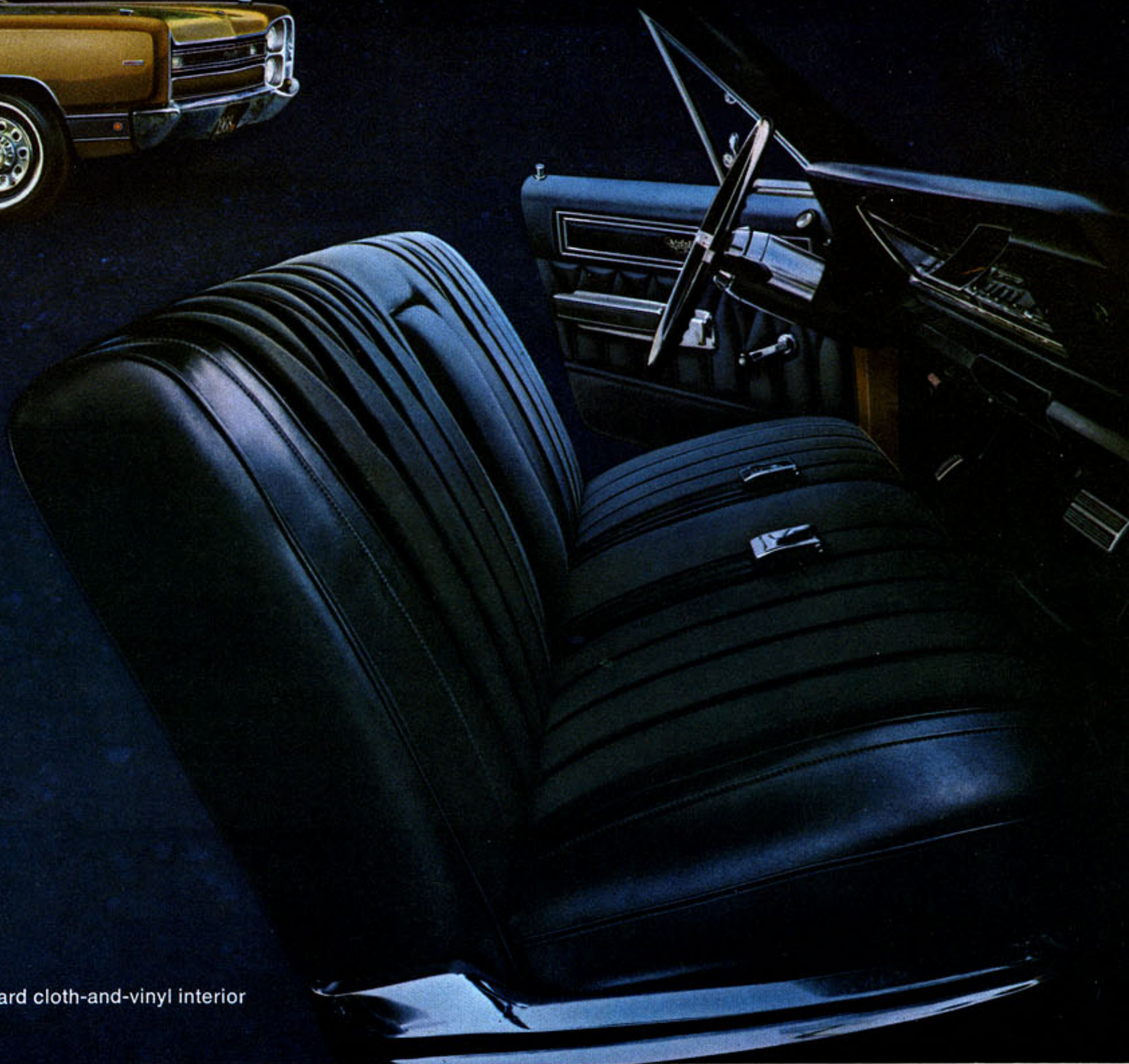
VIP is luxury, from the premium grille to handsome dual tail lamps with appliqué-and-surround molding at the rear. Between the two, an integrated lower side molding the entire length of the car, plus "mini" fender skirts over rear wheel openings.

Deluxe wheel covers are standard. As are fender-mounted turn signal indicators. Recessed nameplate that sets flush with fender metal. Sure, we could have built the VIP like any other low-price car. But we got carried away.

We built in an instrument panel that makes even a high-price, luxury-car buyer sit up and take notice. We call it Safe/Flight instrumentation. It's protection-padded across the top and bottom. Illuminated by miniaturized indirect floodlights. All switches are either toggle or roller type.



The VIP 4-door Hardtop




Standard cloth-and-vinyl interior

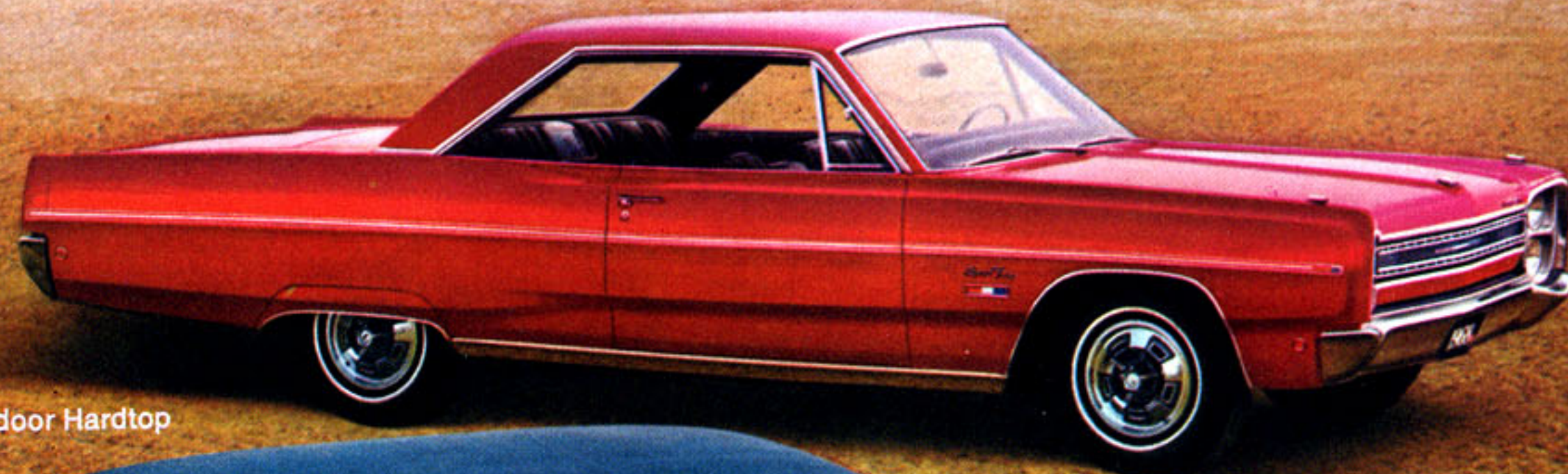
Inside, there's deep-ribbed vinyl on doors, bright pedal moldings, rich knit cloth seats with vinyl trim and standard fold-down armrest in front. Lights in the trunk. The glove box. "C" pillar lights on both sides. A map light. Courtesy lights at each side of the instrument panel.

And something else new and unique: a time delay ignition switch light. It comes on when you open the door, stays on after you close the door. Then, the light shuts itself off without you giving it a thought.

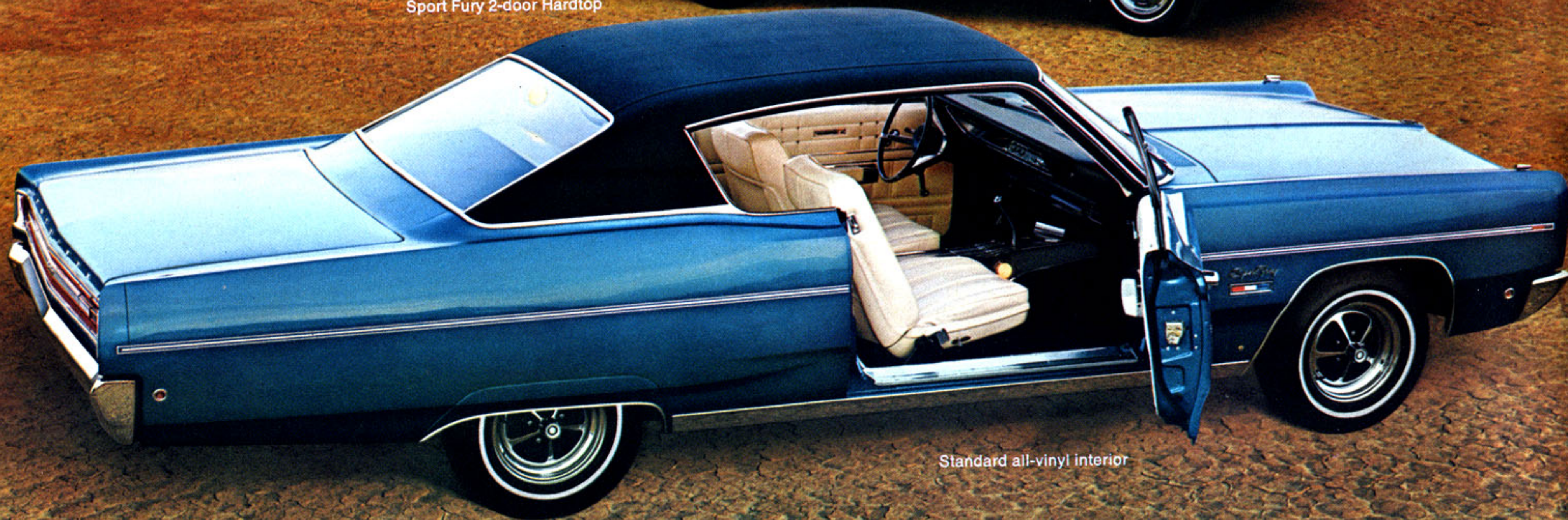
Both the VIP 4-door hardtop and the 2-door Fast Top offer you the great looking interior shown above, except the Fast Top has individual front seat backs. Also available, optional all-vinyl interior or genuine leather upholstery. Or, to really set off your VIP—individualized front comfort seats (passenger seat reclines).

What else is optional? 8-track, high fidelity tape system. Auto-Speed control. Airtemp air conditioning with automatic temperature control. A textured-vinyl roof in black, green on green, or gold on white.

The Plymouth win-you-over beat goes on. 



Sport Fury 2-door Hardtop



Standard all-vinyl interior

Sport Fury Fast Top

## Sport Fury

People who are just natural-born sports lovers love Sport Fury. Snap into a seat belt. You'll understand.

From a Sport Fury Fast Top to a Hardtop to a Convertible. Three great choices with a lot in common.

All Sport Furys come with a new extruded aluminum grille with Sport Fury designation and black background. Sport wheel covers. Bright wheel opening and sill moldings. A dashing paint stripe down the side.




Sport Fury Convertible

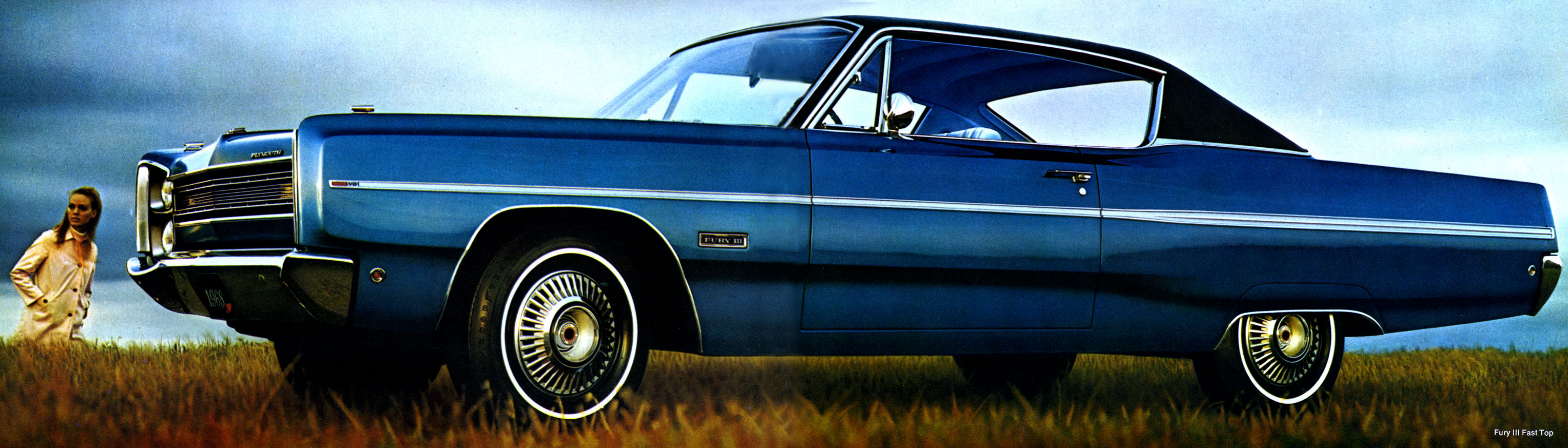
Choose any one of four great V-8s. From the biggest standard V-8 (318 cu. in.) to the biggest optional V-8 (440 cu. in.) in the class. Front torsion-bar suspension is standard. Only two other American-built cars (outside Chrysler Corporation) have it. And they're priced \$1500 to \$3000 beyond Sport Fury.

But then Sport Fury does everything up right. Like the rear seats. They're notch back. And the front? Buckets with ribbed upholstered strips and thick foam padding. You get an unheard of choice between the buckets: (1) a floor-mounted console with transmission shift control, or

(2) a center seat with back that folds down as an armrest. There's lots to love about Sport Fury. All-vinyl on doors, seats, roof liner. Dense loop carpeting. A full complement of interior lights. And numerous other features we've included to make this your big year with Plymouth.

For even more sport, go ahead. Add options like heavy-duty suspension. Front disc brakes. 4-speed manual transmission. Or Plymouth's very positive 3-speed automatic transmission.

The Plymouth win-you-over beat goes on. 



Fury III Fast Top

## Fury III

**You're looking at a new addition to the line. A Plymouth Fury III Fast Top. Part of the beat. A movement. A trend. An awakening.**


The win-you-over beat is a car that handles and drives as if there were no such thing as a bad road. It's a car whose resale value has shown the greatest improvement, year after year, of any competitive automobile. It's a distinct big car that happens to be like no other car. A case in point: the Plymouth Fury III Fast Top.

This is a suave good-looker with one basic theme: excitement. With generous highlights of bright molding the full length of the body, around wheel lips and windows. And at the rear—dual tail lamps, each side, with integrated backup lights and appliqué.

The excitement's no secret. When you offer the biggest standard and optional V-8s going in this price range, in a car that looks this sporty, the word is bound to get around.

The fabric-and-vinyl interior is deluxe. Carpeting is color-keyed. And there are long front door armrests with bright bases. Rear armrests with ashtrays. Deep foam-padded seat cushions.

And more. A unique instrument panel to the front of you. An acclaimed suspension under you. And all around where it counts, plenty of sound deadener for peace and quiet.

Something else you'll like: those "mini" skirts over the rear wheel openings. Would you expect less on a get-with-it car? 



Fury III 2-door Hardtop

Fury III 4-door Hardtop



Fury III Convertible

**Our stylists went out of their way to make last year's best selling Fury a trend setter again in '68.**

The front end is more massive. From the rear, Fury looks wider and lower. And in profile no other car in its class looks anywhere near as luxurious. No wonder these Fury IIIs are so popular.

Outside, there are wheel lip and full length body side moldings. Dual rear tail lamps, each side, with integrated back-up lights and distinctive appliqué. Your choice of 17 different exterior colors. And, like all Furys, Fury III spans 17¾ feet in length with a 119 inch wheelbase.



Optional all-vinyl interior (std. on Convert.)



Fury III 4-door Sedan

Inside, color-keyed nylon carpeting. An electric clock. Cigar lighter. Rear seat courtesy lamps (There's a dome lamp on 4-door sedans). Glove box lock. All standard.

Fact is, most of what you want is standard. Inside and outside rearview mirrors. Lights in the glove box and trunk. Padded visors. Dual braking system. A glass back light on convertibles that won't discolor or scratch. Handsome

cloth-and-vinyl interior. Or, optional all-vinyl. 10 color-coordinated choices for Fast Top, hardtop and sedan models.

For other options, take your pick of a 6-way power front seat. Power steering. Power brakes. Power door locks. Power windows.

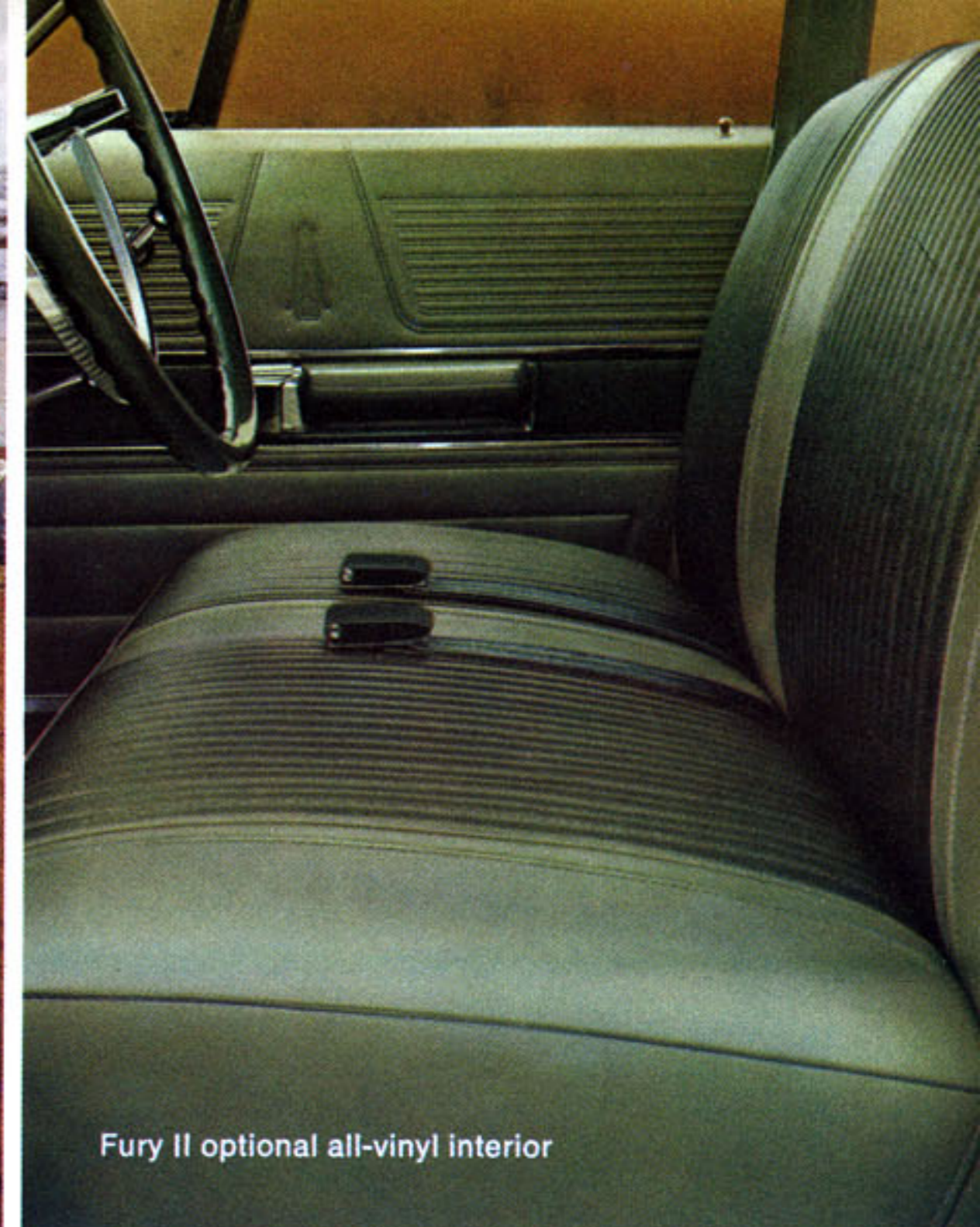
We could go on, but why spoil the fun of trying out a winner for yourself? Go ahead. The wheel is waiting.

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





Fury II 4-door Sedan



Fury II optional all-vinyl interior



Fury II 2-door Sedan

## Fury II

In one long sweep, 17 $\frac{3}{4}$  feet of motion breaks the look-alike barrier.

With Fury II you can take off on your own. With the freshest difference in cars the budget has yet experienced.

The very modest price includes drip molding and full-length body side molding. Rear moldings with satin aluminum insert area between dual taillights. Directional signals, seat belts, front and rear. Instrument panel and visor padding. Interiors of handsome cloth-and-vinyl (or optional all-vinyl).

It all adds up: The Fury II you buy today is a wise investment for tomorrow.

The Plymouth win-you-over beat goes on.





Fury I standard cloth-and-vinyl interior



Fury I 2-door Sedan


## Fury I

**Fury's the car that's winning the West, East, North, South and all points in between.**

These 2- and 4-door sedans are a couple of other reasons why Plymouth popularity is making such a grand sweep.

Here's all the room, comfort and quality engineering the Plymouth win-over is all about. You get carpeting. Steering wheel with partial horn rim. A glove box that locks. Armrests, front and rear. A standard economy-champ 225 cu. in. Six, or for more kicks, a 318 cu. in. V-8.

It's hard to believe this is the lowest priced of the long, successful Fury line. But it is.

The Plymouth win-you-over beat goes on. 



Fury I 4-door Sedan



GTX Hardtop

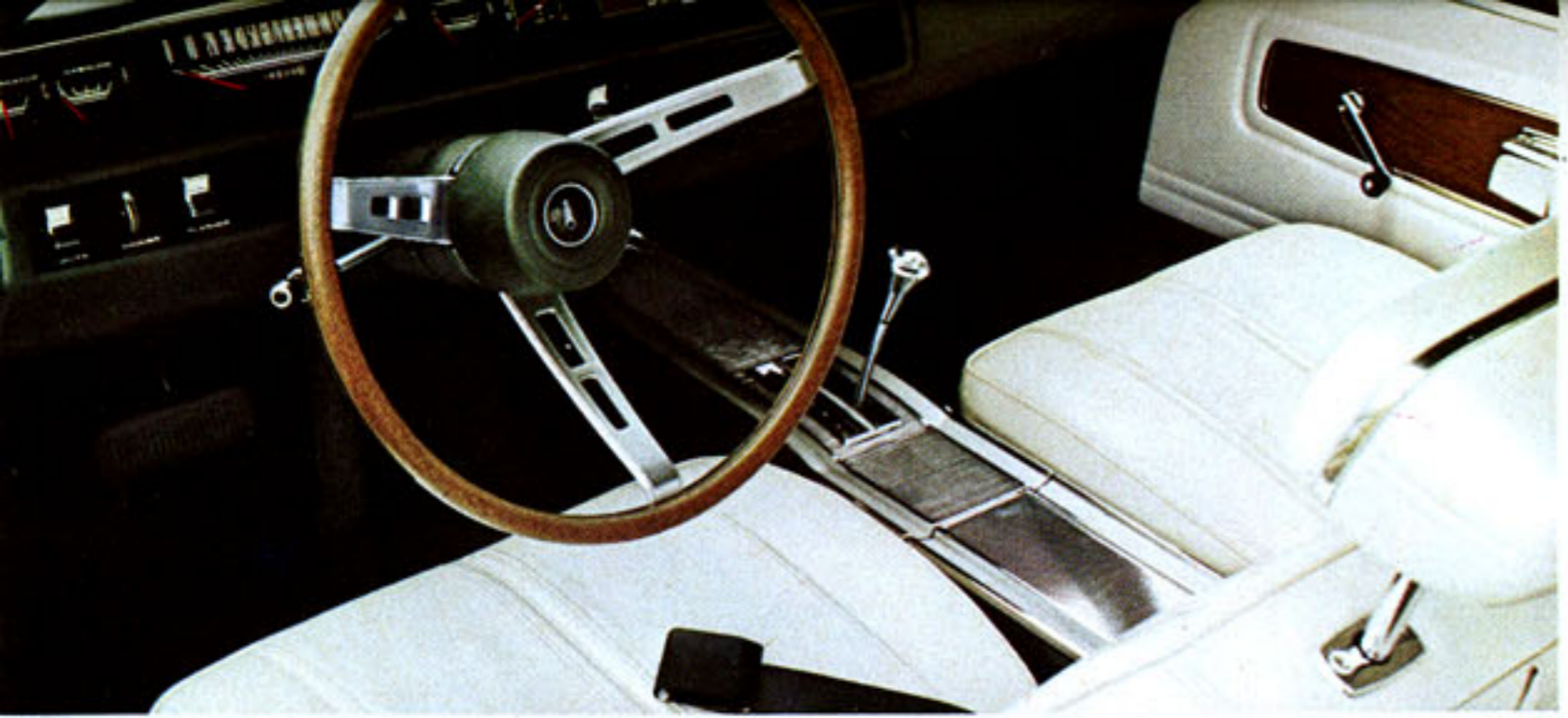
## GTX

**The Boss is back—leading off the all-new mid-size 5 from Plymouth '68. With totally new skin from tread to top.**

“Boss” being the name specially prepared GTXs have earned on the nation’s drag strips. A name they well deserve.

GTX is the car that sings with confidence in everything it does—be it sanctioned competition or stop-and-go commuting.

The reason for GTX’s crouched good looks? A 59.9 inch front track and a 59.2 inch track at the rear. With heavy-duty torsion and anti-sway bars suspending this wide stance. You get track-shoe control on just about any road surface.



GTX Convertible

On to the reasons why the "Boss" is called Boss.

Open up the hood. Inside, our Super Commando 4-barrel 440 cu. in. V-8 is standard. Among its attributes . . . Extra-large throttle bores. Cast headers. Unsilenced air cleaner. A performance cam. And oversize ports and valves

Or, order the 426 Street Hemi as an option. Either way, your morning trip to the office is guaranteed to be a fun run.

In a more subdued vein, the all-new GTX interiors are just as you'd want them to be: rich, yet simple. Buckets are slim, yet fully padded with foam. Door and instrument panels are trimmed with simulated walnut grain. Seats are available in eight color combinations.

Naturally, you get seat belts, front and rear. Loop-pile carpeting throughout. And you can add things like chromed steel road wheels or a performance hood patch.

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



Sport Satellite Hardtop

## Sport Satellite

If you're looking for "plain-vanilla" transportation, you'd best look elsewhere. The Sport Satellite is anything but.

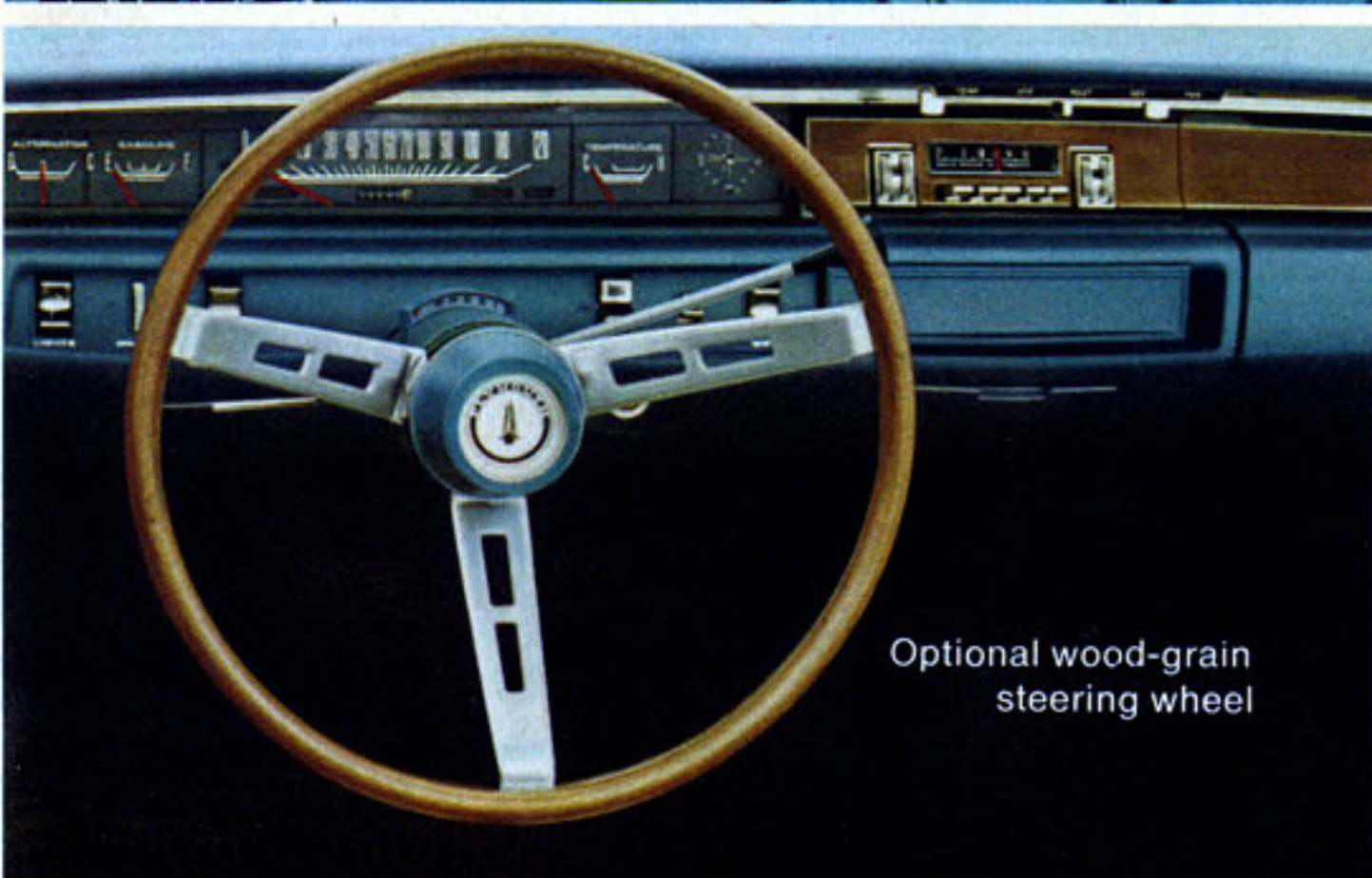
The massive styling features high curvature side glass. Full-length body accent stripes. And a flared, "hour-glass" look in the rear quarter panel area.

Power? Plenty. It starts with a standard 318 cu. in. V-8 and soars to an optional Super Commando 383 4-barrel—the latter with dual exhausts.

To top off your confection, you can even add a vinyl roof, in traditional black, or two new overprints that aren't traditional at all. Gold fleck on white. Dark green on medium green.



Sport Satellite all-vinyl interior with optional two-way seat



Optional wood-grain steering wheel



Sport Satellite Convertible

If you go the convertible route, you'll discover our engineers' foresight has done wonders for hindsight. The back window is glass. Won't discolor or scratch like plastic.

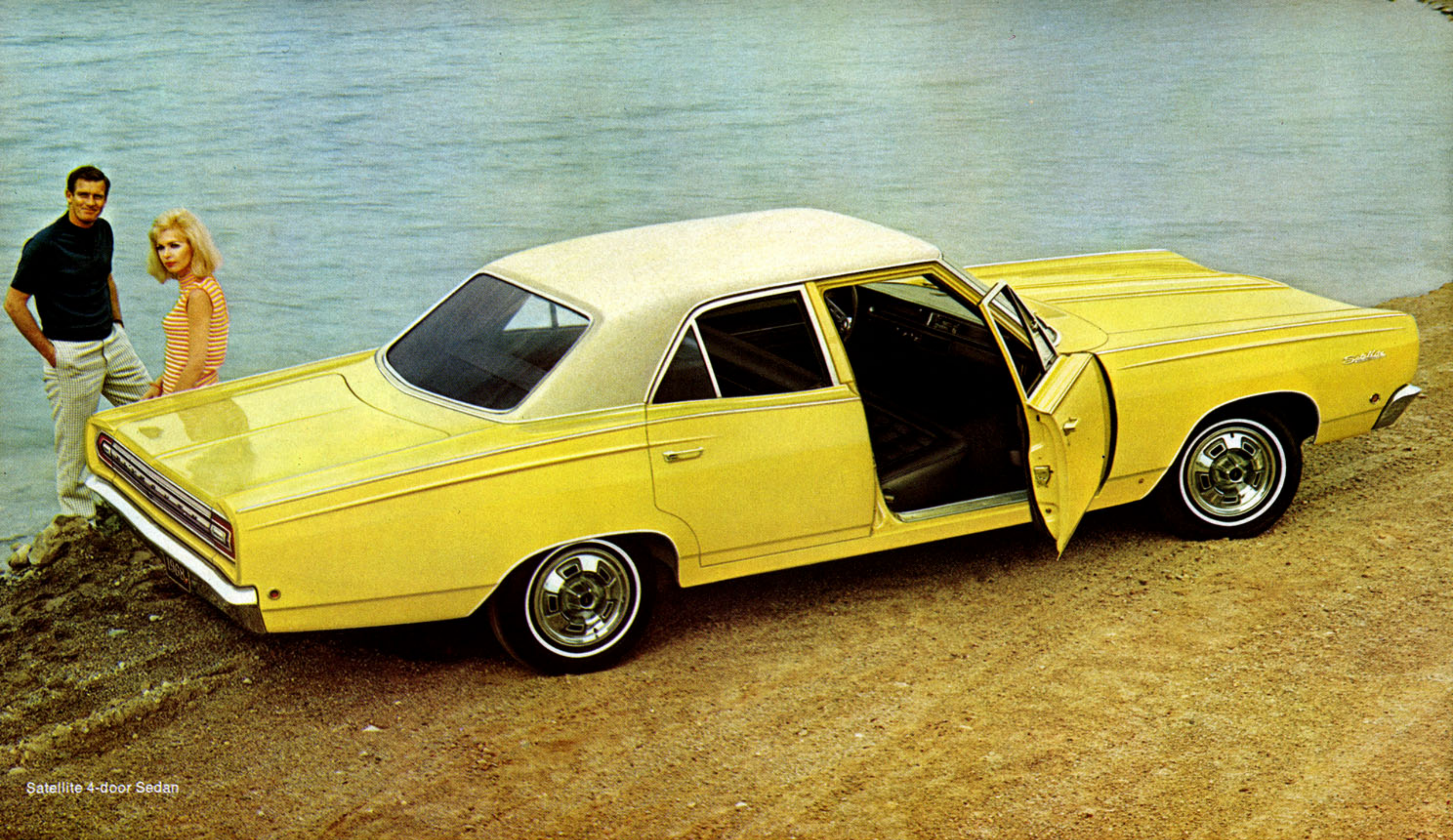
Buckets are standard, of course. And if you choose the optional center sport console, it comes with side-mounted courtesy lights plus a lockable stowage compartment. (Particularly valuable in the convertible to discourage theft when the top is down.)

But you can also ask for our optional two-way seat. It's a combination fold-down armrest and center cushion. Up, there's plenty of room for three, or lots of room for two. Down, you've got buckets with a place to rest your arms.

And here's another little clue to the kind of options available for '68.

AM radio/stereo tape setup artfully built into the instrument panel.

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



Satellite 4-door Sedan

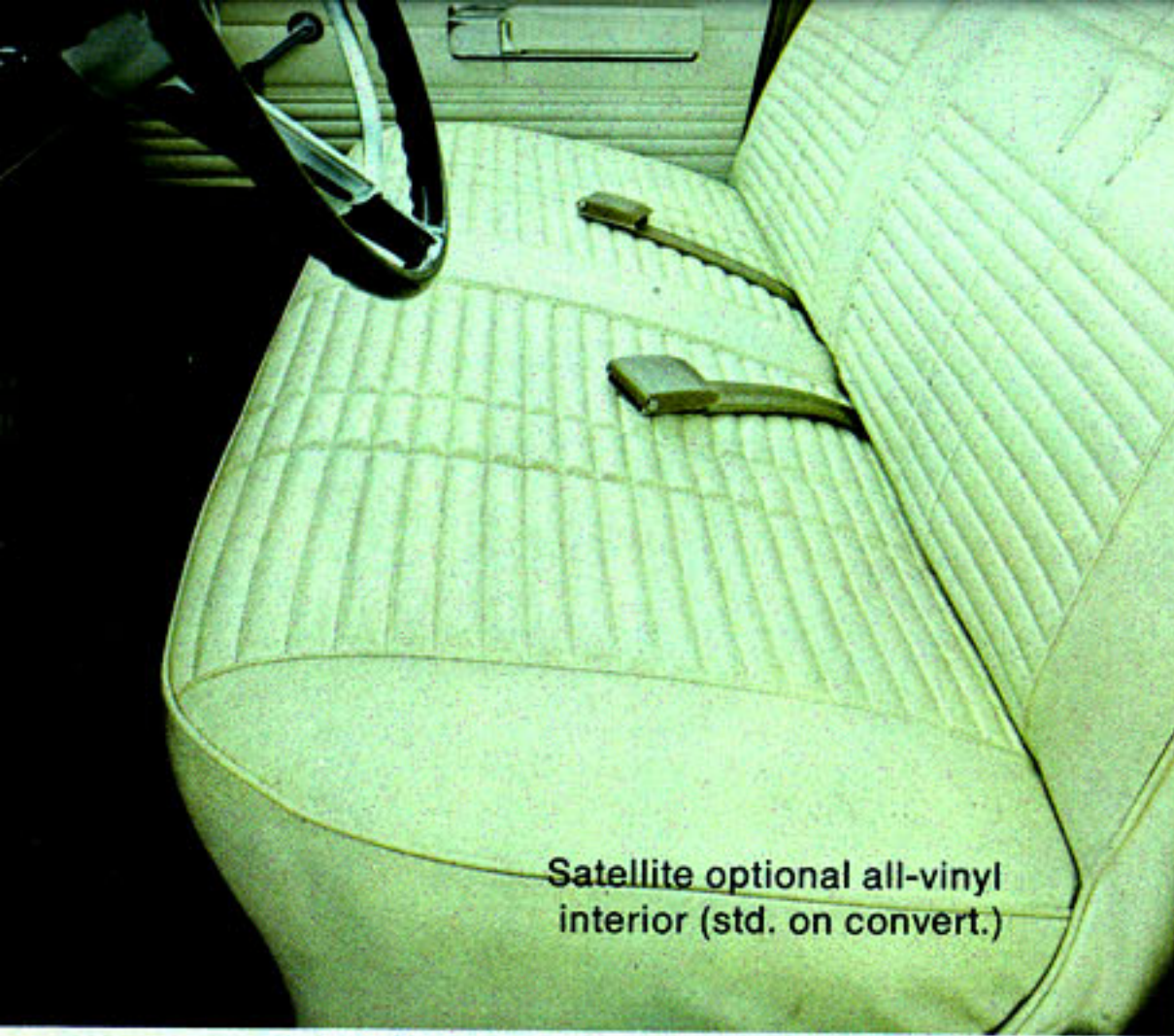
## Satellite

**How about a car that helps you insert the ignition key? That's luxury. But then, Satellite makes things easy all the way around.**

Just one of our new options on Satellite is the time delay ignition light. It comes on when you open the door and, after you slip behind the wheel and close the door, it stays on. That way, there's no stabbing in the dark to insert the key. Then, it turns itself off.

And that's just for openers. The optional map and courtesy light is now mounted under the brow of the instrument panel—by far the most convenient place for it. Great for map-minding, purse-peeking, and the like.

Here are some other things you'll appreciate—especially if you're of the fairer sex.



Satellite optional all-vinyl interior (std. on convert.)



Satellite Hardtop



Satellite standard cloth-and-vinyl interior



Satellite Convertible

There's vinyl on the door panels, vinyl on the nylon-faced seats. Cleans with a damp cloth. And if you really want to do the practical thing in a beautiful way, order the optional all-vinyl interior. A dressy way to save cleanup effort.

In the same spirit, we build in quality extras like an aluminized muffler and tail pipe. And your choice of standard engines. Just decide whether you want to go heavy on performance or heavy on economy. You can have either our 225 cu. in. Six or 273 cu. in. V-8. And there are three optional V-8s to boot.

Options include front disc brakes. Head restraints—right, left or both. High-capacity, low-draft Airtemp air conditioning. Or our new Auto-Speed control. (It's located on the end of the turn signal lever.

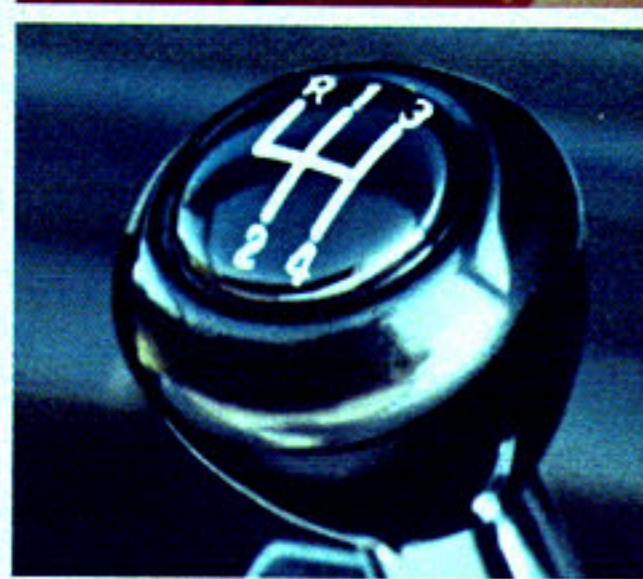
Which puts it about as close to your fingers as you can get.)

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





Road Runner Coupe




## Road Runner

**Brilliant performance.  
And the price is right. Road Runner  
is what "out of sight" is all about.**

Get this. Road Runner's got a standard engine so exclusive you can't even get it on another Plymouth. It's called the Road Runner 383. Has a 4-barrel carb. All this and more in a new 2-door coupe that's exclusive among Plymouth's competition. (By giving it the same roof as our hardtops, you get frameless

front door glass. And the rear windows tip out.)

For kicks, you get a Road Runner nameplate on the dash and deck lid. Another on the doors. Plus a cartoon Road Runner on the deck lid, the doors and on the instrument panel

The Plymouth win-you-over beat goes on. 



Belvedere 2-door Coupe

# Belvedere

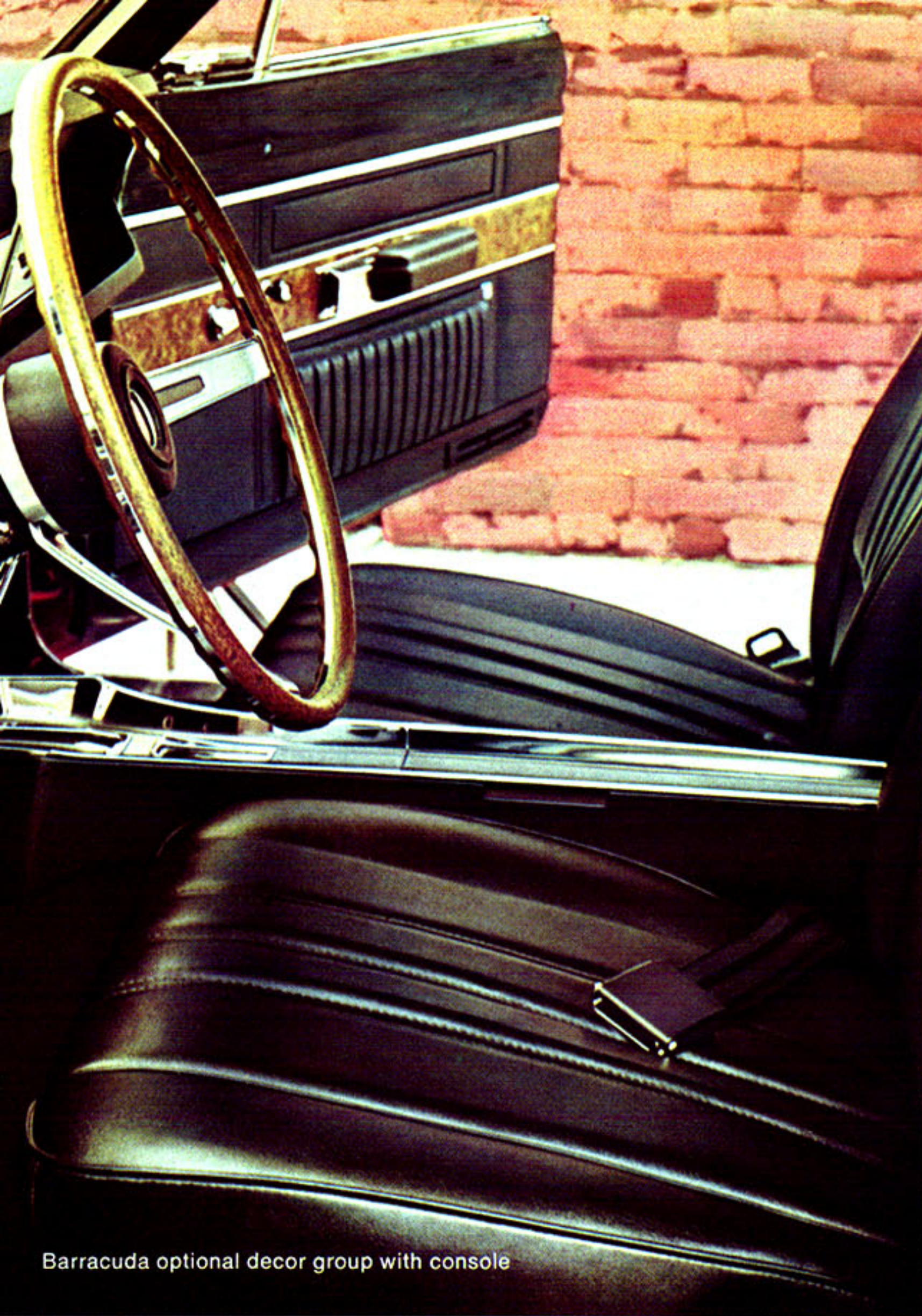
**Snug inside, surrounded by standard luxuries—who'd guess there's an economy champ under Belvedere's hood?**

The 225 cu. in. Six that's standard in Belvedere has been gobbling up economy run competition for years. And it's no patsy in the performance area, either.

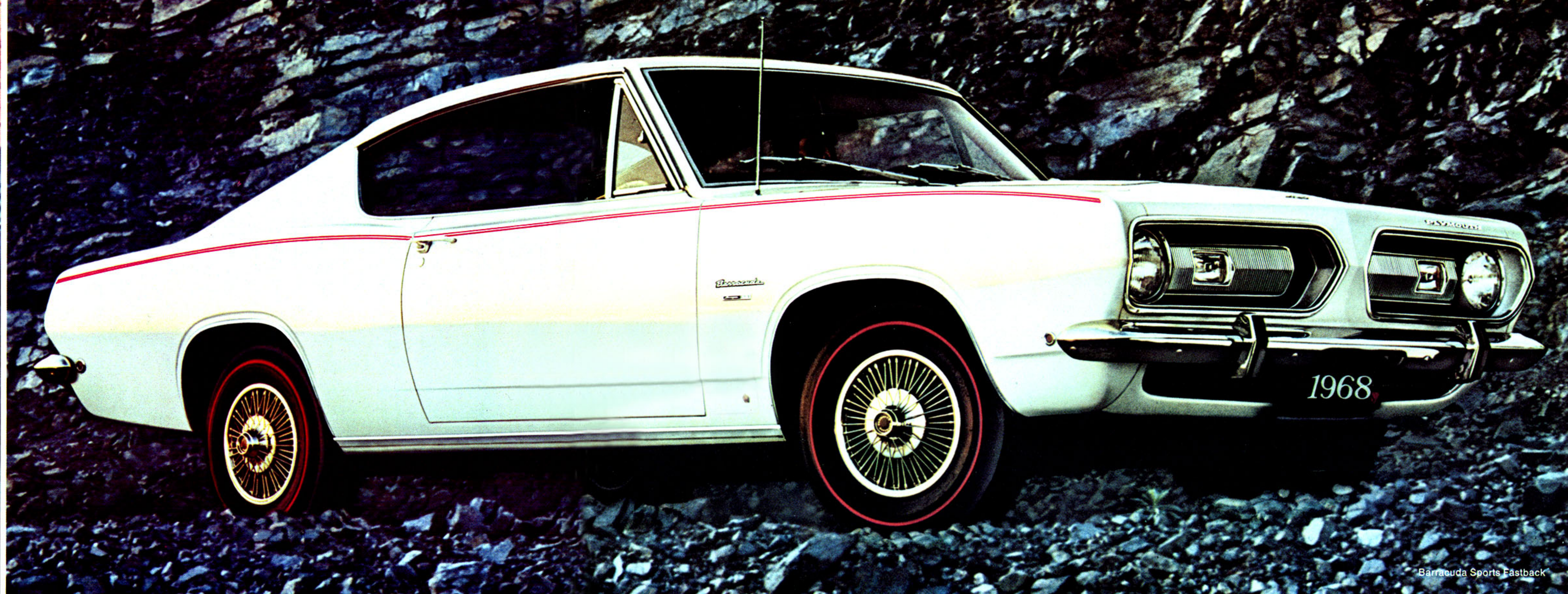
But what's really tough to believe is all the standard equipment you get. Like a glove box that locks. Large bonded brakes. An outside rearview mirror. Nylon-faced fabric seats trimmed with vinyl on sedan, all-vinyl on coupe. Lots more. All in the lowest priced models of Plymouth's mid-size 5.

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





Barracuda optional decor group with console



Barracuda Sports Fastback

## Barracuda


**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.**

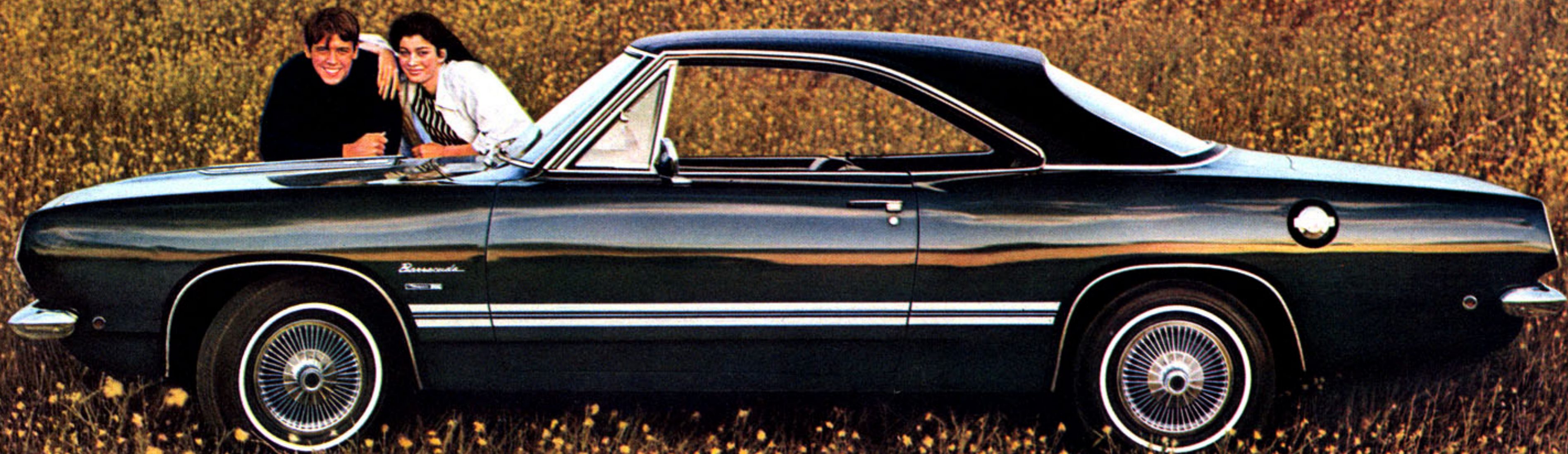
A quick pull on the stick and you're in motion. A Plymouth kind of motion. With a new fluted grille. Torsion-bar suspension that makes you sure of yourself in the turns.

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.

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

From there, gear up with extras. Accent stripes, as shown above. 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. Catch the wild crowd. 



Barracuda Hardtop Coupe

**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 (above) is our lowest priced way to win you over. Easy on your gas money, too.

Barracuda, fastback variety, gives you room like you'd never expect a sports car to have. 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.

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



Barracuda Sports Fastback With Formula S



Barracuda standard "Sportseat"



Barracuda Convertible Coupe

is real glass. And both of these features are standard. For a groovy dress-up touch, add options like red plastic wheel-house liners, the Barracuda interior decor group or the rallye cluster.

Once you've picked your model, make it a King 'Cuda with the Formula S performance package. Your choice. The 383-S, featuring the 383 Super Commando V-8. Or, the 340-S. It includes the

brand-new 340 Commando V-8—the most exciting thing to happen to iron in years. With special cam, 4 barrels. Dual breaker distributor and low restriction dual exhausts.

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. Anti-sway bar. Heavy-duty shocks. Special trimmings outside so you can brag a little. You're entitled.

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



Valiant Signet: even our high line keeps its self-respect—an economical luxury compact.

# Valiant

**Valiant sticks to the original compact car idea, skip the doodads and concentrate on more car for less money.**

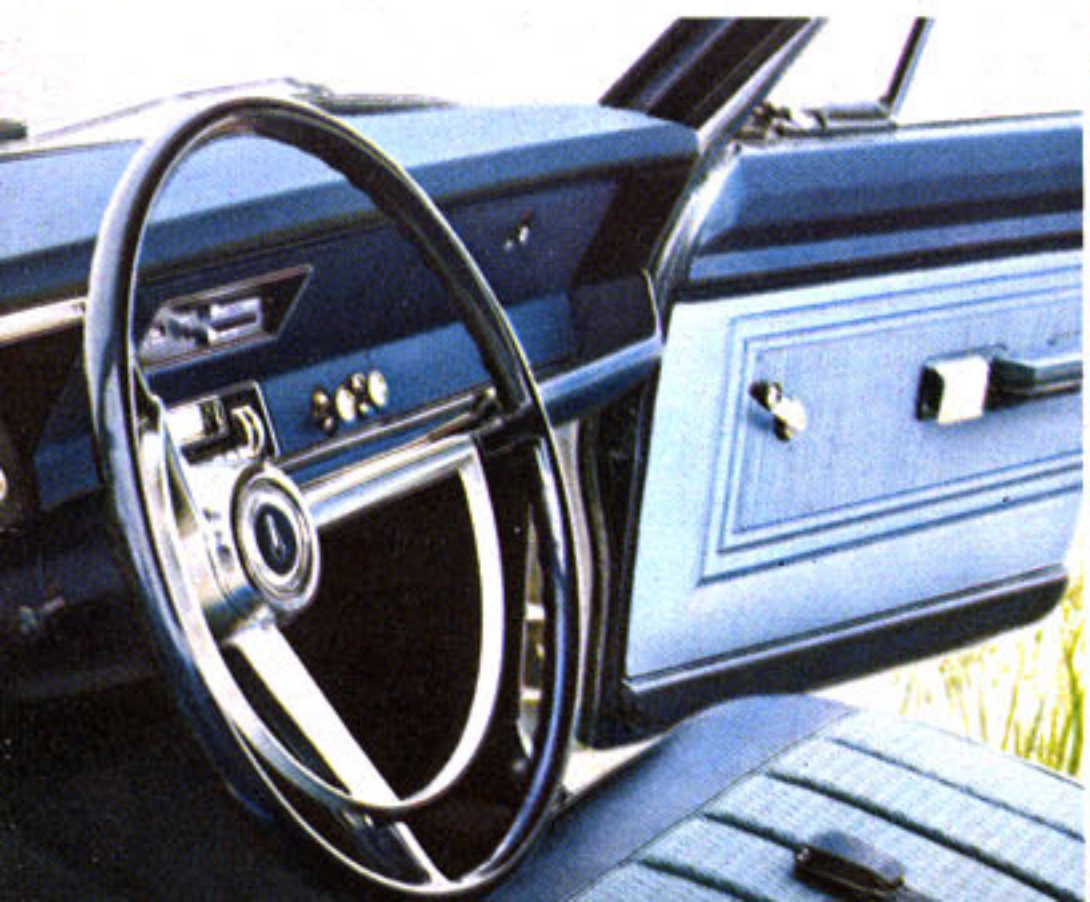
Last year, a 1967 Valiant had the best mileage of any car in the Mobil Economy Run.

This year we've modified both of Valiant's engines—the standard 170 cu. in. Slant Six and the optional 225 cubic incher—to make them even more miserly with your gas money.

We've also added more leg room up front. Yet, Valiant's overall length remains the same. Whether you buy a Valiant 100, or our cushier Valiant Signet, you can still shoehorn into parking places other people have to pass up.

No wonder Valiant boasts the highest percentage of repeat owners of any American compact. Think they might know something?

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





Suburban Wagon, 2-seat models



Custom Suburban Wagon, 2- and 3-seat models



Sport Suburban Wagon, 2- and 3-seat models

## Fury Wagons

**With the biggest hauling capacity in their class, our wagons don't really have to look pretty. But we figure, let's live a little and make them gorgeous, too.**

First exhibit, the Sport Suburban. The big luxury wagon with the look of wood-grain paneling on the sides. Bright moldings around windows and on the drip rails. Full width rear appliqué between dual tail lamps. Beautiful, but beautiful.

And big? Cavernous! With 2nd and 3rd seats folded, the cargo area stretches 10½ feet from back of front seat to end of the lowered tail gate. That's big. And, up front, luxurious: All-vinyl upholstery. Carpeting. Individual front seat backs and fold-down armrest.

The handling? That's something else again. Positive. Precise. Solid. Because of Sport Suburban's 121 inch wheelbase. And because there's big standard V-8 power, you can take on mountains with ease. (Optional V-8s? To 440 cu. in.!).





Optional electric rear window goes down dirty . . .



. . . comes up clean.

Self-washing window (available on all Fury and mid-size wagons)



Sport Suburban standard all-vinyl interior

Second exhibit, our Custom Suburban. A practical good looker. With full length paint-filled side molding. Wheel lip, drip rail and window moldings. Distinctive rear trim with Custom Suburban designation. All-vinyl upholstery? Of course. (And like all Fury wagons, the

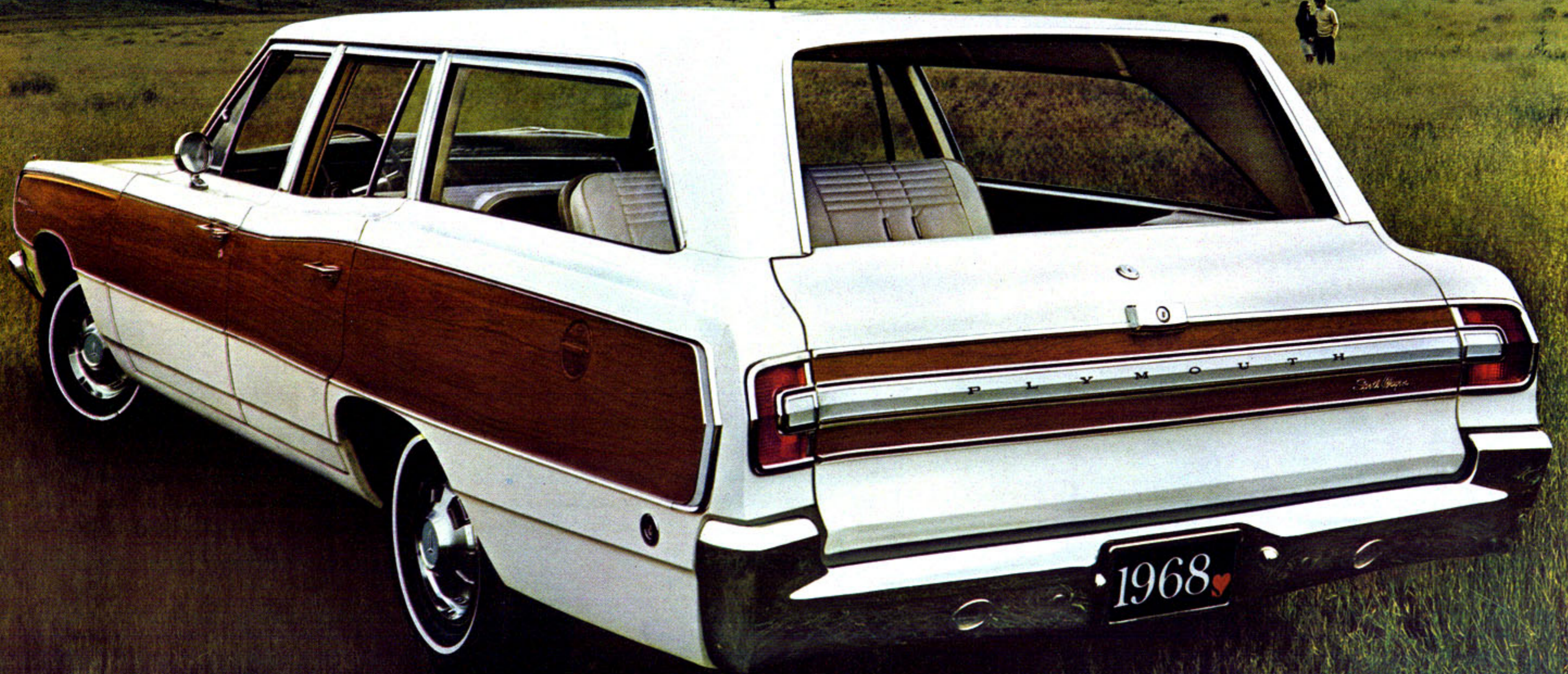
cargo capacity is huge: 96.9 cu. ft., plus a compartment under the floor.)

For exhibit three, we present the Suburban. Our lowest priced Fury wagon. With full length side molding, full width appliqué between tail lamps. Carpeting. Your choice of an economical Six or a 318 cu. in. V-8 model.

In all, three great wagons. And you get durable cargo area covering. Front torsion-bar suspension. Power tail gate windows on the three seaters. Options, too: 3-speed automatic transmission. Dual Airtemp air conditioning with automatic temperature control (exclusive in this

price class). Handsome roof rack. Plus our new self-washing electric tail gate window. Lower it. Push the washer button. Raise it. Instant clean! Available with all tail gate power windows.

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



Satellite Sport Wagon, 2- and 3-seat models

## Mid-Size Wagons

**An architect might describe our wagons as "Classic marriages between form and function." We submit that all of them hold plenty, look terrific and can take the punishment kids can dish out.**

See that wood-grain vinyl on the tail gate and sides of our Satellite Sport Wagon? It's there for two reasons—beauty and protection. Paint is easy to chip. Vinyl isn't.

We make our ceiling out of sectional hardboard. Rich looking. And should your son give it a good jab with the Troop 10 flag pole, you can always replace the damaged section.

There's also color-keyed nylon carpeting in the passenger area. Plus the kind of looks, ride and handling you'd expect only in a much bigger car.



Two-way tail gate as tail gate



Satellite Wagon, 2- and 3-seat models



Two-way tail gate as door



Belvedere Wagon, 2-seat model

**Wouldn't you know it? Our least expensive wagons have 88 cubic feet of cargo area.**

Our mid-size wagons offer you a two-way tail gate, standard. Drop it down when you've got something long or heavy to load, swing it open for the kids to hop in.

The self-washing window is an optional exclusive we've just developed, and you can order it with any mid-size wagon. Same goes for one of our gleaming all-purpose roof racks. Power steering. Power brakes. Lots of other goodies.

Our Belvedere wagon is out to win you over with your choice of 225 cu. in. 6-cylinder or 273 cu. in. V-8 engines. Inside, more pleasant decisions to mull over.

Upholstery and trim is all-vinyl no matter what color you choose. Extra good looking and ice cream proof. The Plymouth win-you-over beat goes on. ❤️

# Options and Accessories

Here's how to make your Plymouth even better.

These are just a few of the many extra-cost options that are available for your Plymouth. Check with the Plymouth salesman concerning availability for individual models. Some of this equipment may be standard on the Plymouth you choose.

**(1)** 1-2-3-4 floor-mounted stick shift: An extra sporty touch for the shift-for-yourself set. Stir those gears by hand and love it!

**(2)** Front disc brakes: The best thing that's happened to stopping in a long time.

**(3)** Auto-Speed control: The control is right at hand on the end of the turn signal lever. Just push a button when the car reaches desired speed and it's set. Tap the brakes, it disengages, kicks back in when you twist the knurled ring to resume the set speed.

**(4)** Power windows: Flick the switch and down they come. Flick it again and up they go. No more leaning into the back seat and straining to reach the window crank.

**(5)** Head restraints: Available with any type front seat, these vinyl-covered restraints make for greater safety. They're sporty, too.

**(6)** Simulated wood-grain steering wheel: A handsome way to turn on a sporty look.

**(7)** Airtemp air conditioning: Don't sweat it. Cool it with our new automatic temperature control air conditioning. Pick your temperature, summer or winter, and forget it. Also available without automatic temperature control.

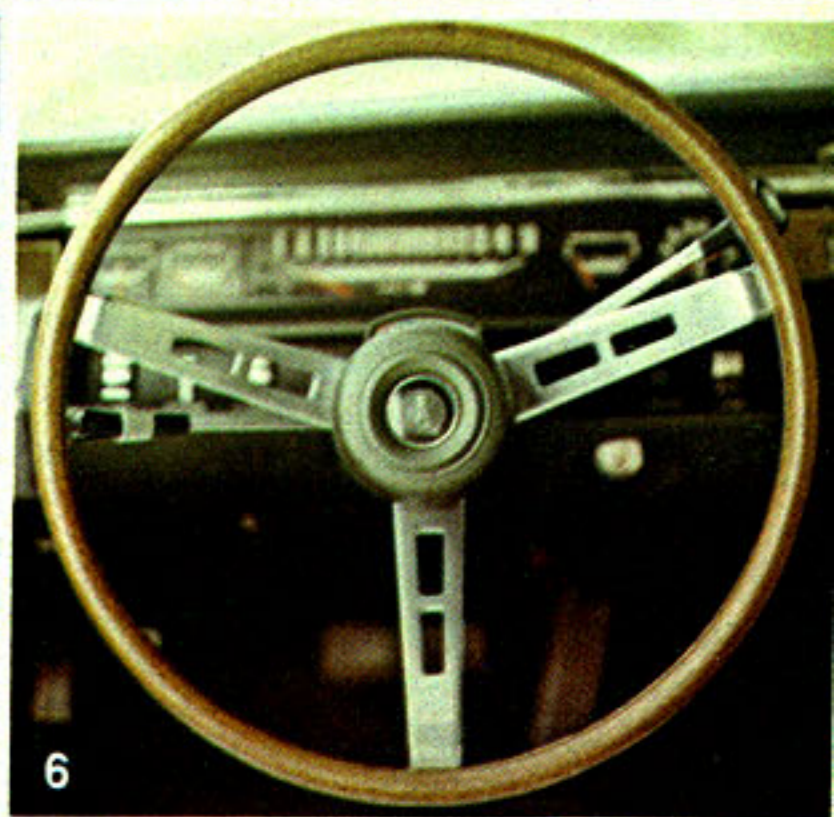
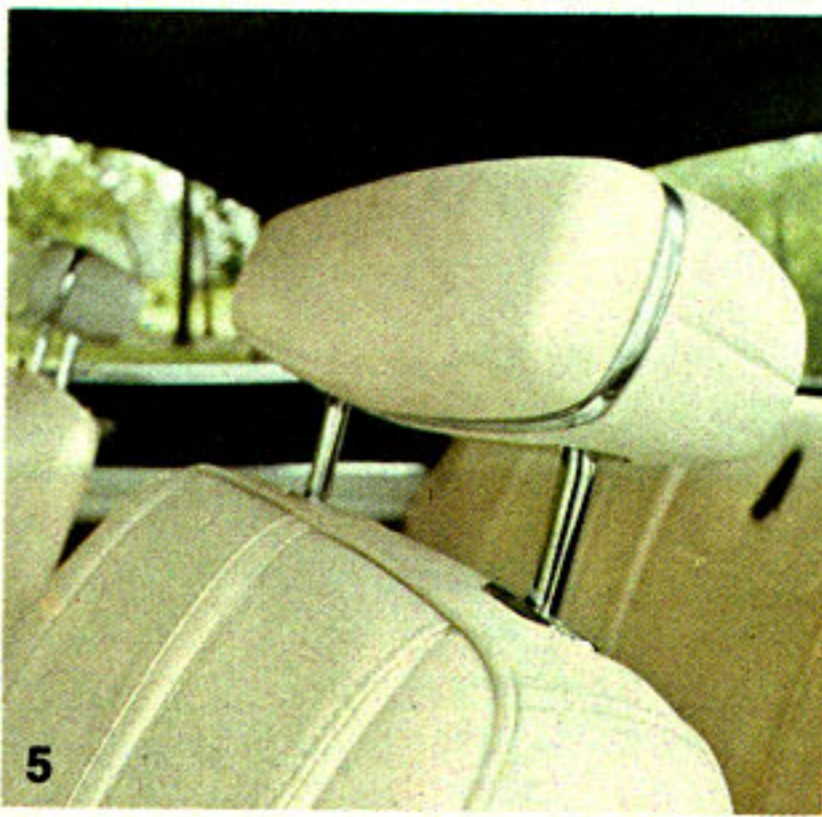
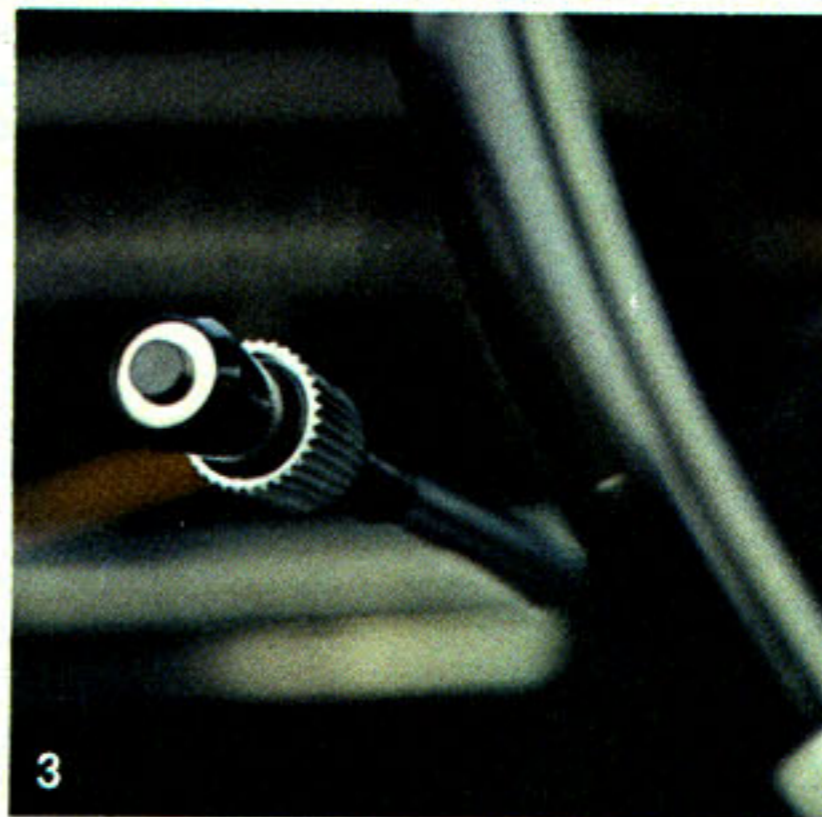
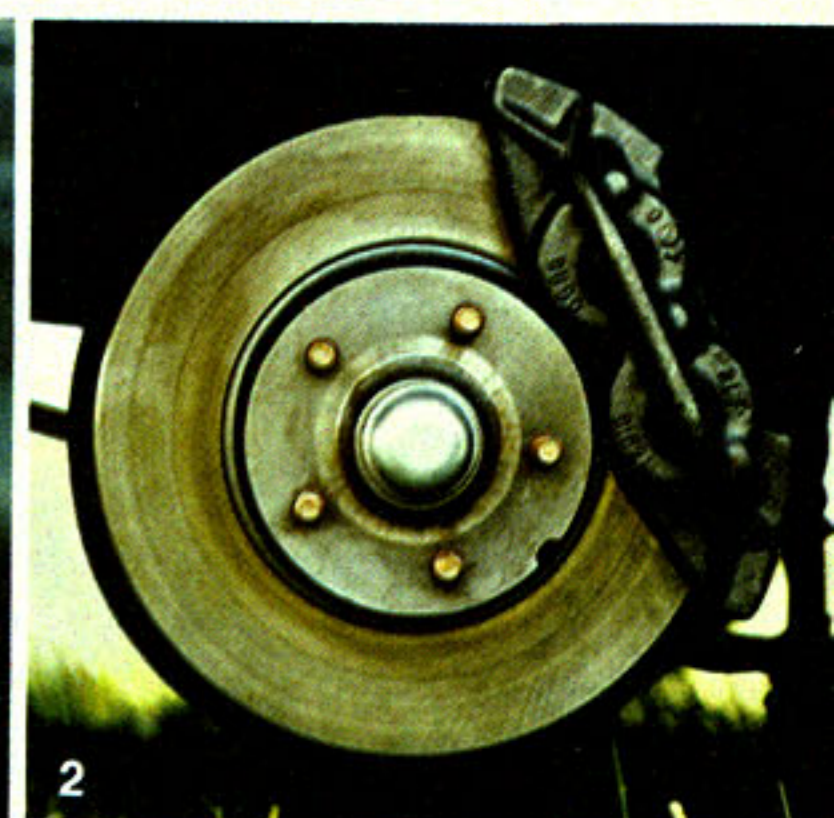
**(8)** Stereo 8 tape cartridge player: When you've got a ticket to ride, pick up those good vibrations with the sound that's coming on strong. You can also get your satisfaction with the companion AM radio.

**(9)** Fender-mounted turn signal indicators: You don't even have to glance down to see which turn signal is on. It's part of a package that includes a time delay ignition switch light.

**(10)** Tachometer: An extra-sporty option for the buff or the extra-sporty sport.

**(11)** Time delay ignition switch light: Open the door and it comes on. Close the door. Surprise! It stays on. Then it shuts itself off after you're in awhile. No more nighttime key fumbling.

**(12)** Power brakes: Just a little pressure goes a short way here. Sure, fast stopping every time.




# Standard Safety Features

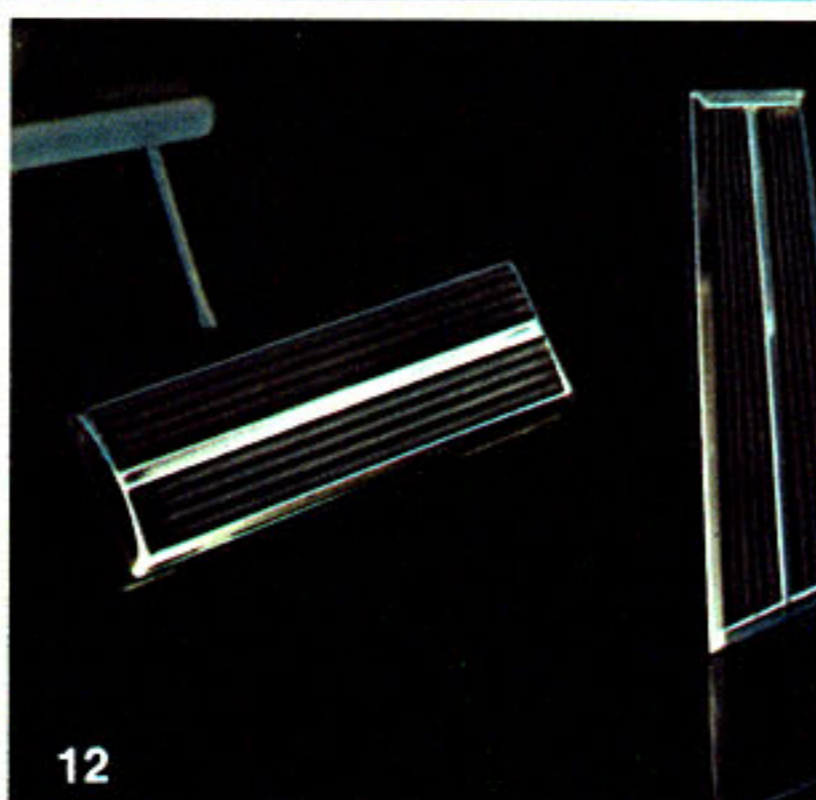
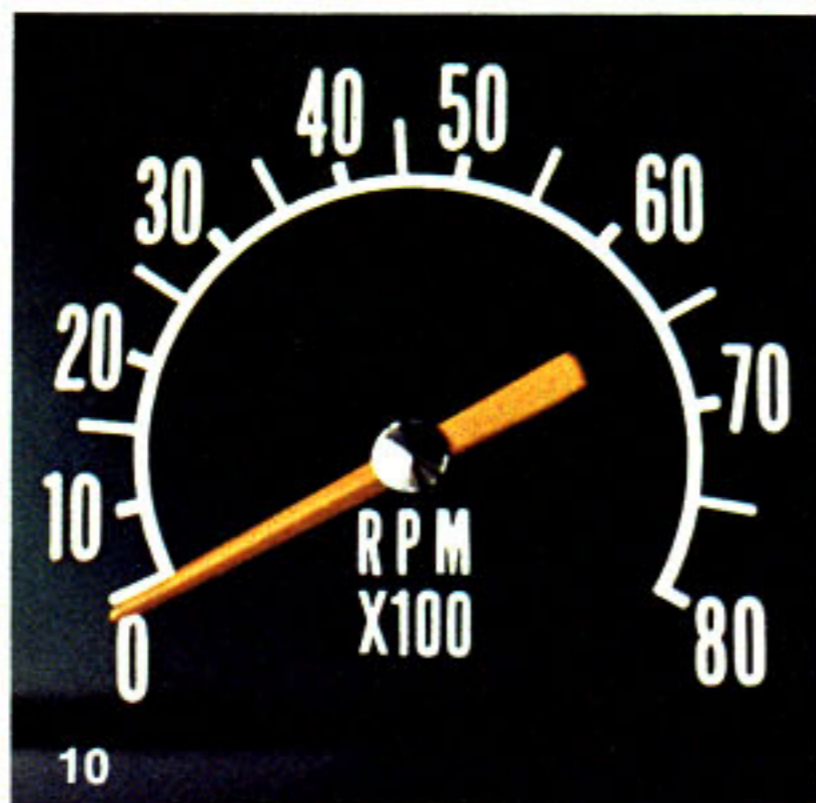
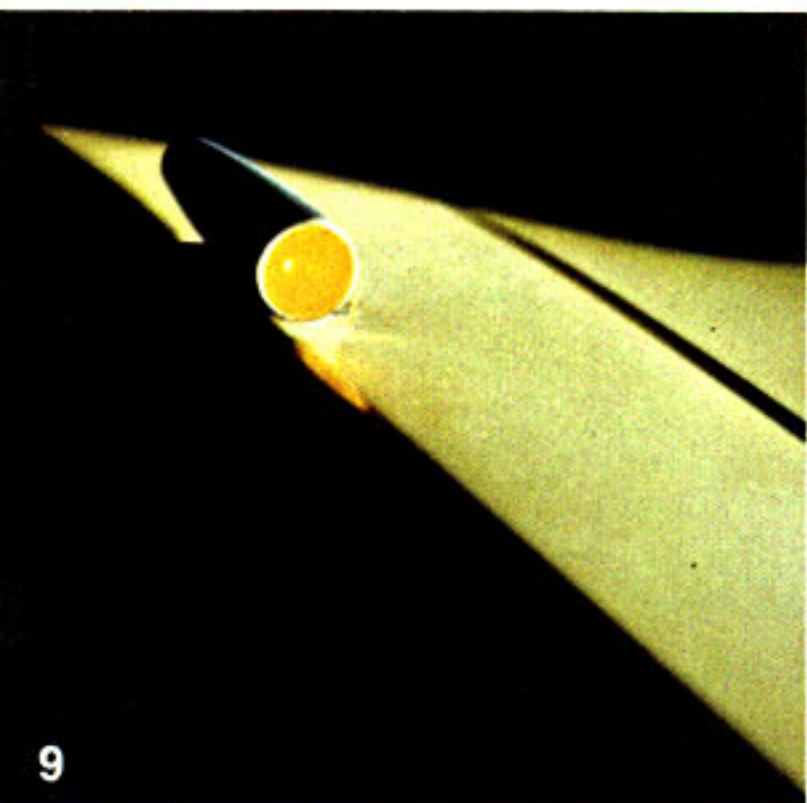
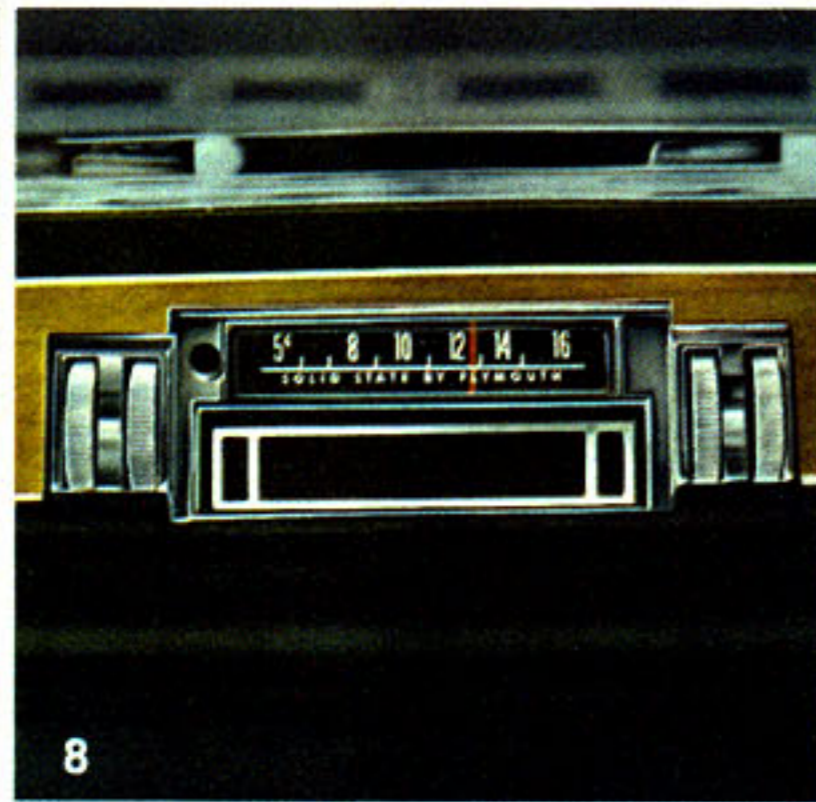
**With all Plymouths, safety is not an afterthought, it's built in.**

- Improved fuel tank retention
- vehicle side marker lights
- folding seat back-latches (2-door models and 3rd seat in wagons)
- instrument panel padding (full upper and lower)
- recessed instrument panel knobs and switches
- break-away or concealed instrument panel ashtrays
- energy-absorbing front seat back tops
- safety armrests
- heavy laminate windshield glass
- non-override inside doorlocks
- soft window crank knobs
- painted windshield garnish moldings (glare-resistant)
- left outside rearview mirror
- Safety-Rim wheels
- Safety-Action inside door handles
- 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 (plus 2 in wagon 3rd seat)
- 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

Other options not pictured:

- TorqueLite automatic transmission
- AM/FM radio
- Rear window defogger
- Tinted glass
- Bucket seats
- Chrome-plated road wheels
- A varied selection of wheel covers including wire wheel covers
- Undercoating with hood insulation pad
- Variable or 3-speed electric windshield wipers
- Sure-Grip differential
- Fast ratio manual steering
- Electric clock
- Sports console
- Sport stripes
- Heavy-duty suspension
- Vinyl roofs in black, green on green, or gold on white
- Trailer towing package
- Front and/or rear bumper guards
- Left outside remote control mirror
- Power steering
- Manually controlled right outside mirror
- Oversize tires
- Whitewall or wide tread Red Streak tires
- Red plastic wheelhouse liners.

The Plymouth win-you-over beat goes on. 



# Specifications:

	A	B	C	D	E	F	G	H	I	J	K
	170 "6"	225 "6"	273 V-8	318 V-8	Commando 340 V-8	Commando 383 V-8	Super Commando 383 V-8	Super Commando 383 V-8	Road Runner 383 V-8	Super Commando 440 V-8*	426 Hemi V-8
Horsepower . . . . .	115 hp at 4400 rpm	145 hp at 4000 rpm	190 hp at 4400 rpm	230 hp at 4400 rpm	275 hp at 5000 rpm	290 hp at 4400 rpm	300 hp at 4200 rpm	330 hp at 5000 rpm	335 hp at 5200 rpm	375 hp at 4600 rpm	425 at 5000 rpm
Torque, lbs.-ft. . . . .	155 at 2400 rpm	215 at 2400 rpm	260 at 2000 rpm	340 at 2400 rpm	340 at 3200 rpm	390 at 2800 rpm	400 at 2400 rpm	425 at 3200 rpm	425 at 3400 rpm	480 at 3200 rpm	490 at 4000 rpm
Compression ratio . . .	8.5 to 1	8.4 to 1	9.0 to 1	9.2 to 1	10.5 to 1	9.2 to 1	10.0 to 1	10.0 to 1	10.0 to 1	10.1 to 1	10.25 to 1
Bore, inches . . . . .	3.40	3.40	3.63	3.91	4.04	4.25	4.25	4.25	4.25	4.32	4.25
Stroke, inches . . . . .	3.125	4.125	3.31	3.31	3.31	3.38	3.38	3.38	3.38	3.75	3.75
Displacement, cu. in.	170	225	273	318	340	383	383	383	383	440	426
Carburetor type . . . .	1-bbl.	1-bbl.	2-bbl.	2-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.	2, 4-bbl.
Air cleaner type . . . .	Silenced	Silenced	Silenced	Silenced	Unsilenced	Silenced	Unsilenced	Silenced	Unsilenced	Unsilenced	Unsilenced
Exhaust . . . . .	Single	Single	Single	Single	Dual	Single	Dual	Dual	Dual	Dual	Dual
Camshaft . . . . .	Standard	Standard	Standard	Standard	Special	Special	Special	Special	High Performance	High Performance	High Performance
Fuel . . . . .	Regular	Regular	Regular	Regular	Premium	Regular	Premium	Premium	Premium	Premium	Premium

**AVAILABILITY—Valiant—A, B, C, D Barracuda—B, D, E, G Mid-Size 5—B, C, D, F, H, I, J, K Fury—B, D, F, H, J**

\*For Fury station wagons, a Commando 440 V-8 with regular camshaft is offered, developing 350 hp @ 4400 rpm, 480 lbs.-ft. @ 2500 rpm.

## FURY—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	119 in.
(wagons)	121 in.
Track, front	62.0 in.
Track, rear	60.7 in.
Length, overall	213.1 in.
Width, overall	77.7 in.
Height, overall**	56.3 in.

INTERIOR DIMENSIONS†	
Head room, front	39.5 in.
Head room, rear	37.7 in.
Leg room, front	41.8 in.
Leg room, rear	37.0 in.
Shoulder room, front	60.0 in.
Shoulder room, rear	60.0 in.

## MID-SIZE 5—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	116 in.
Track, front	59.5 in.
Track, rear	58.5 in.
Length, overall	202.7 in.
Width, overall	76.4 in.
Height, overall**	54.7 in.

INTERIOR DIMENSIONS†	
Head room, front	38.6 in.
Head room, rear	37.4 in.
Leg room, front	41.9 in.
Leg room, rear	36.3 in.
Shoulder room, front	58.1 in.
Shoulder room, rear	58.1 in.

## BARRACUDA—Basic Specifications

EXTERIOR DIMENSIONS	
Wheelbase	108 in.
Track, front	57.4 in.
Track, rear	55.6 in.
Length, overall	192.8 in.
Width, overall	71.6 in.
Height, overall**	52.6 in.

INTERIOR DIMENSIONS†	
Head room, front	37.4 in.
Head room, rear	35.8 in.
Leg room, front	41.7 in.
Leg room, rear	30.2 in.
Shoulder room, front	55.4 in.
Shoulder room, rear	55.4 in.

## VALIANT—Basic Specifications

EXTERIOR DIMENSIONS*	
Wheelbase	108 in.
Track, front	57.4 in.
Track, rear	55.6 in.
Length, overall	188.4 in.
Width, overall	71.0 in.
Height, overall**	53.7 in.

INTERIOR DIMENSIONS†	
Head room, front	38.4 in.
Head room, rear	37.3 in.
Leg room, front	41.7 in.
Leg room, rear	34.5 in.
Shoulder room, front	55.4 in.
Shoulder room, rear	55.4 in.

\*All dimensions listed are for sedans unless otherwise noted.  
\*\*5-passenger load.  
†AMA Standards of measurement.

## 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 1968 automobiles for 5 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 filler cap 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 36,000 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 his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

On cars equipped with a 426 cu. in. Hemi engine, the above warranty is for 12 months or 12,000 miles and applies to original retail purchaser only, provided the car is not submitted to any form of extreme operation or altered or modified in any manner.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer and safer car. Hence, specifications, equipment, and prices are subject to change without notice. Automobiles pictured, in some cases, show optional equipment, available at extra cost. Product information published in this catalog is subject to change.



customer  
care

**Plymouth**



**CHRYSLER**  
MOTORS CORPORATION