

WHAT'S HOT FOR NASCAR IN '66?

FEBRUARY 1966

60¢ IN CANADA

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CAR LIFE

Ranchero V-8 Road Test

TURBO-CHARGED CHEVELLE

HOW TO FIGHT DEPRECIATION



On-the-Road Comparison:

BUICK RIVIERA vs. OLDS TORONADO

Plymouth has been pulling some fast ones.

Or more accurately, specially equipped Plymouths, and some pretty good drivers have been really romping the last 12 months.

Plymouth, USAC Champ

Norm Nelson's and Paul Goldsmith's Hemi-Powered Belvederes wrapped up both 1st and 2nd place in the '65 USAC Stock Car Championship. (Jim Hurtubise's Plymouth was in 4th place, point standing.)



NASCAR: 13 starts—6 records

And Richard Petty. Although the Hemi-Powered Belvedere didn't run until July (then only on short tracks), Petty still racked up some fine finishes. Out of 13 starts, he took four 1sts, four 2nds and two 3rds. And qualified on the pole seven times... six of them with a new qualifying lap record. With this warmup, and NASCAR '66 rules allowing Hemi-Powered Plymouth Belvederes on the big tracks, watch out for Plymouth at Daytona.

NHRA's 11 Top Stockers

At the NHRA Winternationals the only cars to qualify for Top Stock Eliminator were 11 Plymouths! And Plymouth took nine class wins as well.

SCCA: 2 championships!

In the sports car world, Scott Harvey's Plymouth Barracuda carried him to his second consecutive Sedan-Class National Champion-

ship in SCCA road racing. While Dennis and Sally Koelmel drove their Plymouth Barracuda to the



SCCA National Rally Championship.

USAC-FIA world's record

And, in case you're interested in '66, there's the Bonneville record run made by a '66 Plymouth Belvedere. The Hemi-Powered Belvedere, completely showroom stock except for tires and pipes (and a healthy roll cage), made a USAC-FIA timed and sanctioned two-way flying mile run to average 156.35 mph for a new record in Class B, American closed stock cars.

Which about sums up Plymouth's winning ways to date. Oh yes, in



addition to our hot performers we do make a variety of economy and luxury cars in all lines—like VIP, Fury, Belvedere, Valiant and Barracuda.

So go to your Plymouth Dealer's and ask him to show you the '66s. It's worth the trip.

***For the smoothest brute
on wheels,
add one cubic inch to 427***

Everybody knows our 427-solid lifters, headers, double four-barrels and all. That's a *strong* engine and it comes on like Saturday night in Stanleyville.

Well, we've got a bigger one here—one cube bigger which works out to 428 cubic inches or 7-Litres, which is its name. But there's a silk shirt over all these muscles. Hydraulic lifters. Single four-barrel. 10.5 compression. An exhaust that doesn't play "The Ride of the Valkyries." And a lot of civilized joy like front power disc brakes, standard. Bucket seats. Console shift. Choice of four-on-the-floor or Cruise-O-Matic. Really rich carpeting, vinyl interiors, special striping. In two flavors: Convertible or 2-Door Hardtop.

So now we've got a new kind of car: a brute—but a very, very smooth brute. A 97-pound girl can herd this 7-Litre and never know it has 345 horses and 462 pounds-feet of torque—unless she gets mad and stamps her foot. *Then* she'll know!

AMERICA'S
TOTAL PERFORMANCE CARS

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CYCLONE GT



LINCOLN-MERCURY DIVISION OF



Hottest new entry in the whole blazing GT world.

Performance fans! Here's your breakfast, lunch, dinner and midnight snack. The big, roomy, new Comet Cyclone GT. With a new 390 4-barrel V-8 roaring under its twin scoop hood, this Cyclone GT delivers go that can shove you right back into your bucket seat. Also included: console mounting for the transmission you choose (there's a 4-speed manual specially geared to be quick on the takeoff); heavy-duty, wide-rim wheels; engine dress-up kit; fade-resistant brakes. Plus high-rate front and rear springs, a big-diameter stabilizer bar, and HD front and rear shocks. Add the optional tach and this car's ready to rally! And because it's a new-generation Comet, there's special luxury here. You'll see it in the interior trim and feel it in the soft vinyls and carpets. See all the bigger, livelier new '66 Comets. Thirteen of them cover the field from a rakish Comet 202 to the handsome Capris and Galientes and this blazing Cyclone GT. They're at your Mercury dealer's. Now.

the big, beautiful performance champion

Mercury Comet

GT

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COVER: Buick's 1966 Riviera; Photo by Chan Bush



POOR RICHARD'S ALMANAC

A bash at Bristol didn't dent ex-champion Richard Petty's determination to battle his way along the rough road to a NASCAR comeback. A forecast starts on Page 48.