

ARE DRIVERS ONLY HALF-SAFE?

ICD

CAR LIFE

50 CENTS
MARCH 1967

ROAD TESTS
A Pair of 'CUDAS
Chevrolet CAMARO
Plymouth 440 GTX



FIREBIRD...Pontiac's Plush New Ponycar



Pontiac Motor Division

Big Brother.

Behind that appropriately ferocious split grille, there's a 428 cubic inch V-8 that releases 360 horses as fast as you can add $2 + 2$. Which is one good reason why Big Brother may well make you stone your present machine.

Others include a floor-mounted, heavy-duty, all-synchro three speed, buckets, carpeting and special suspension that lets you take a curve like you were riding slots.

Of course, these things are available on *all* the big Pontiacs. Grand Prix, Bonneville and Catalina offer

you a power choice that ranges from a very respectable 400 cubic inch V-8 all the way up to a 376 hp Quadra Power 428. And an option list that includes everything from a four-speed stick to rally wheels. Even a hood-mounted tach.

Naturally, the GM safety package (including the new energy absorbing steering column) is standard. But why sit here reading this when you could be down at your Pontiac dealer's driving one? Big Brother is watching.



Want to watch Big Brother? And friends? We'll send you five 26" x 11" full-color pictures of 2+2, GTO and OHC Sprint, plus complete specs and decals, if you'll send 25¢ (35¢ outside USA) to: '67 Wide-Tracks, P.O. Box 880D, 196 Wide-Track Blvd., Pontiac, Mich. 48056. Please include your ZIP code.

Wide-Track Pontiac

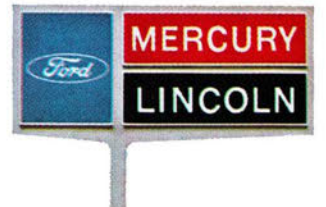
Mercury announces a royal new Cougar called the XR-7!



Just arrived! European elegance comes to Cougar Country in Mercury's Car of the Year. Soft glove leather! Walnut-grained vinyl panels. Dials you can read! Overhead console! Hidden headlights! Pow-

erful V-8 engine. And *all* as standard equipment. Come drive Cougar XR-7—the first popular-priced luxury sports car that's customized just for you.

Mercury, the Man's Car.





The new Sports Barracuda. Hardtop and Convertible models also available.

It bites when cornered.

It bites all right, but it doesn't fight back. And the reasons it doesn't are many.

One is Barracuda's uncanny torsion-bar suspension and front end geometry that helps keep the wheels at right angles to the road, where they have to be for maximum adhesion.

Another is a teathy bag of tricks called Formula S, an option package that brings added sophistication to an already excellent-handling machine. Wide Oval tires, for example, provide a bigger, more tenacious footprint for Barracuda to ride upon. At the same time, items like higher rate springs, firmer shocks and a big front stabilizer bar help

add lateral stability by limiting body lean and front end "plough." Extra-wide 5½ in. rims help out, too, as does a fast 16.0-1 steering option.

The remainder of Barracuda's cornering power is supplied by just that: power. The spice rack starts with a 225 cu. in. Six, which is standard, and runs all the way through two 273 cu. in. V-8s, up to our biggest option, a 383 cubic incher. In all instances, there's enough reserve punch on tap to cope with the side forces encountered in hard turns. Call it power steering, if you like. From Plymouth. The people who are going flat-out to win you over this year.



'67 Barracuda

Plymouth



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CAR LIFE

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COVER: Firebird in Flight; photo by Paul E. Hansen.



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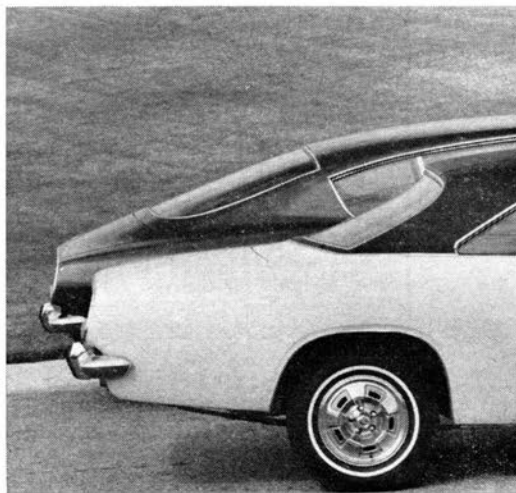
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SCOTT MALCOLM

BACKARRUDA ARE HERE

In the forefront of the back business—fast, notch and square—is Plymouth Division with back-to-back entries at the Ponycar post. Back up a minute, you say? It's true. Front to back in this very magazine, Pages 52-59, is the entire story.