

# Plymouth



## The 1969 Barracuda: Take It Personally

This is the car that can be an extension of your individuality. Your own thing from the ground up. From a 383 full power V-8 to a flowered vinyl roof. From the fun-loving Sports Coupe to the sun-loving convertible.

Maybe your own thing is a hot Formula "S" version with heavy-duty suspension, wide oval tires, and special body trim. Plus the get-up-and-go 340 V-8. Or the uninhibited, performance-proven 383 V-8.

These engines are also available in the two new performance packages for '69. Take your pick—'Cuda 340 or 383 version. With two bold, black hood stripes and matching air scoops. Plus lower body paint treatment and a 4-Speed Hurst Shifter. For the purist.

There are interiors to match your

wildest desires. Choose the sport-seat, with folding center armrest. Or all-vinyl buckets. Both available at no extra cost. Customize the interior even more with walnut trim in the optional Deluxe Decor Package. And then add power extras like power steering and brakes.

On any Barracuda, you get custom items as standard features. Like a set of gauges, not just indicator lights. Rallye lights, a pit-stop gas cap, pin striping. Dress it up in standard colors like Blue Fire Metallic or Scorch Red.

The 1969 Barracudas—Sports Fastback, Sports Coupe and Convertible. Sports cars with quite a bit of character. Yours.



**Look what Plymouth's up to now.**