

'67 Plymouth

Barracuda Fury Belvedere Valiant



Plymouth is out to win you over.





The '67 Sports Barracuda in Bright Blue Metallic.

'67 Plymouth Barracuda

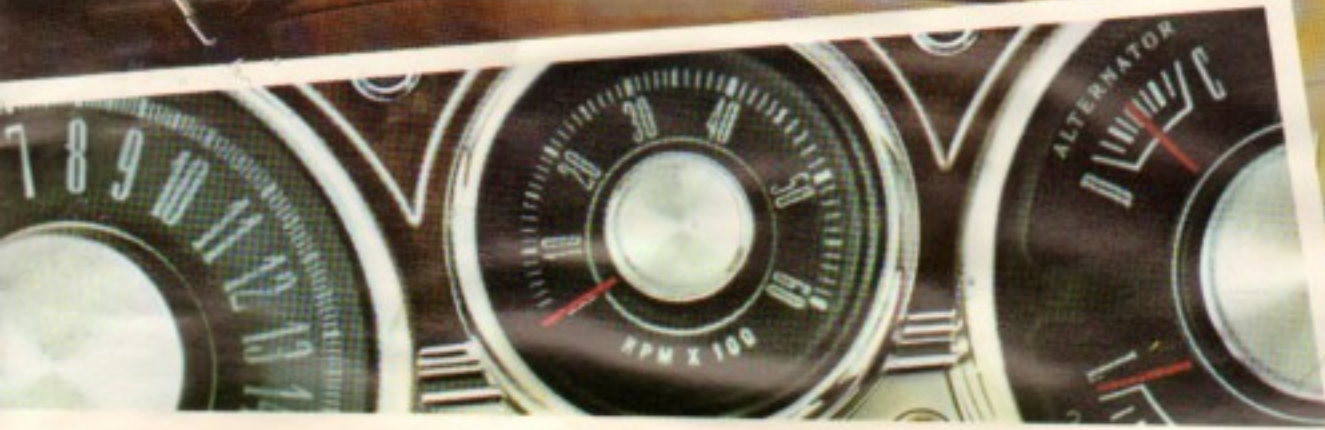
Sports Barracuda: V-8 models: 2-door fastback, 6-cylinder models: 2-door fastback.
Barracuda Hardtop: V-8 models: 2-door hardtop, 6-cylinder models: 2-door hardtop.
Barracuda Convertible: V-8 models: 2-door convertible, 6-cylinder models: 2-door convertible.

Barracuda:
So you've always wanted a European GT. On a small-car budget. You've wanted a sports car. Quick. Quick cornering. The tight, sure feel of the wheel on a hard curve. The positive grip of the tires on the road.

You've wanted a car that looks as good as it drives. A car that attracts people when it's parked at the curb. People who will run their hands over it. And peer inside. But you've never been able to afford your brand of gear.

Well, friend, meet the new Barracuda. Sure, it looks like some wild European animal. But its price is tame as a puppy. So take a loving look above. Then give it a long hard think. What do you get for your money?

For one, a new Unibody. The look is strictly from Italian GT. Uncluttered. Very swift. Check the new acrylic paints. 19 of them to be exact. (There's one to match anybody's driving suit.) Check the gauges in front of you. Instrumentation



is full. Gas gauge, temperature gauge, oil pressure gauge and amp gauge. And a trip odometer. Rallye proven. All at no extra cost.

The tach, shown above, comes extra. But who cares?

Buckets so plush they sigh when you sit in them. (Standard on the convert-

ible. Extra elsewhere.)

The console that snuggles between the buckets has an extra storage compartment and an ashtray.

It's extra cost. But extra sporty too.

Sports Barracuda is the fastback variety. It converts from a four-passenger

hardtop into a shooting brake. (That's sports car talk. Meaning kind of like a station wagon only without the dull.)

To make it change personality just fold the rear seat forward and unlatch the security panel. You've got seven-plus

feet of uninterrupted cargo space for surfboards, skis or other long stuff.

What makes it go? Standard is the improved 225 Six that may turn your weekly gas stop into a biweekly event. And deliver enough spunk on the highway to make even

huge-car drivers envious.

What do you get for your money? The Barracuda Hardtop, Barracuda Convertible or Sports Barracuda. An unordinary car for the unordinary you.

And another plus. You can add everything you want to your Barracuda—

make it just your kind of car. With luxury features like the interior decor package (Part of the decor is shown above.) With performance gear that lives up to Barracuda's 'stormer' look.

So think about your dream car and read on.



The '67 Barracuda Hardtop in White.



Imagine it's one of those long, dull Saturday afternoons . . .

Everything's kind of bland. Sort of ordinary. It's summertime hot and there's no place to go.

So turn things inside out. Add one Barracuda. And split.

You take it to the game. Go girl watching. Make it to the beach. Hang ten.

Maybe you're really up tight. So follow the sun. A thousand miles running hot, straight and true.

Barracuda. It undulls things. The pit-stop gas cap is shown above. Quick fill.

So your 'Cuda's back on the track while others are still getting their fill.

Inside, Barracuda's plush. So roomy, you could almost take in boarders. Carpeting is deep and door-to-door. The instrument panel is finished like the case of an

expensive camera.

It has a new automatic air circulation system which exchanges old air for new. All you have to do is leave the windows up.

Lots of safety gear is standard. Like an energy-absorbing steering column, padded dash, seat belts

front and rear, interlocking door latches and Safety-Action inside door handles.

('Cuda's got more standard wonderfuls than most anybody.)

And how about 'Cuda's "Sportseat"? Armrest up, it's a wide bench. Down, it gives you that bucket-back



The '67 Barracuda Convertible in Yellow

Monte-Carlo feeling. Like having your cake and eating it too.

Performance options? The whole bag. Starting with wheel covers or racing stripes and including 4-on-the-floor or the strip proven Torqueflite automatic. And a bunch of V-8

powerplants all the way up to the booming 383 cubic inch stormer.

But that's all nuts and bolts stuff. What counts is the way it feels. Biting into the turns. Prowling along the straightaways. What counts is the way it makes you feel.

Next Saturday, go down to your 'Cuda Keeper's. Take a test prowl.

Barracuda standard features include: 225 Six or 273 V-8 engine • energy-absorbing steering column • 3-speed manual transmission • 2-speed windshield wipers with washers • chromed hood louvers • heater with defroster • carpeting • pit-stop gas cap • dual master-cylinder brakes • Silent Flow ventilation system • power top and glass rear window on convertible • fold down rear seat with recessed latch on Sports Barracuda • "Sportseat" with flip-down center armrest (except convertible) • full instrumentation • rallye lights • trip odometer. **Extra-cost gear includes:** Formula S package • Formula S-383 package • console • 4-speed manual transmission (V-8 only) • front shoulder belts • buckets (standard on convertible) • bucket seat headrests • Performance indicator • sport wood-grain steering wheel • fast manual steering • front disc brakes • sport stripes • tachometer • bolt-on wheel covers • mag-type wheel covers • road sport wheel covers* • Torqueflite automatic transmission • interior decor package • aluminum sill molding • trailer-towing package • vinyl roof for hardtop • rear window defogger (except convertible) • tinted glass • power steering • power brakes • air conditioning • locking glove compartment (standard on convertible) • full ring steering wheel • remote control mirror (right) • AM or FM/AM radio* • Stereo 8 tape cartridge player* • Enough stuff to make your Barracuda personal as you want to make it.
*Dealer installed.



VIP 4-door Hardtop in Bright Red

VIP: 4-door hardtop • 2-door hardtop.

Sport Fury: 2-door Fast Top • 2-door hardtop • convertible.

Fury III V-8 models: 4-door hardtop • 2-door hardtop • convertible • 4-door sedan • 3-seat station wagon • 2-seat station wagon. 6-cylinder models: 2-door hardtop • 4-door sedan.

Fury II V-8 models: 4-door sedan • 2-door sedan • 3-seat station wagon • 2-seat station wagon. 6-cylinder models: 4-door sedan • 2-door sedan.

Fury I V-8 models: 4-door sedan • 2-door sedan • 2-seat station wagon. 6-cylinder models: 4-door sedan • 2-door sedan • 2-seat station wagon.

VIP:
**Our most lavish
temptation.**

This is the '67 Plymouth that goes to extraordinary lengths to win you over from whatever you may be driving now.

VIP starts with the longest, lowest, most

expensive look Plymouth has ever worn. Then it melds in luxuries you'd expect to pay over \$5000 to enjoy. Generous inlays with the look of walnut. Wide center armrests. Even fender-mounted turn signal indicators.

Now, temper all this elegance with a price tag that makes luxury suddenly very easy to own.

That's a quick summary of how much you stand to gain—when you allow Plymouth's VIP to win you over this year.



VIP 2-door Hardtop in Medium Blue Metallic



With sumptuous seats like the one above to pamper you in a VIP, what more could we offer to please you?

Optional, individualized comfort seats so luxurious most high-priced cars don't have them yet:

In our 4-door VIP,

they appear as front seats which are deeply comfortable private lounge chairs. But fold away their center armrests, and you have a 5-foot sofa for three.

In our 2-door VIP, they take the form of distinctively styled dual

seats. Each padded, contoured and pleated for the ultimate in private comfort. Yet between them is a unique armrest/seat cushion unit which permits three up front when the occasion arises.

Among their standard equipment, our VIPs

provide new, controlled Flow-Through ventilation. Fresh air flows in softly—with windows closed—and moves out gently through louvers below the rear window.

Just another thoughtful touch of elegance designed to win you our way.

VIP standard features: 318 cu. in. V-8 • Flow-Through ventilation, both models • Simulated walnut paneling • Deluxe gold-fleck fabric interior with vinyl trim • Choice of 21 body colors • Contrasting body accent stripes • Deluxe wheel covers • Fender-mounted turn signal indicators • Trunk light • Glove box light • Electric clock • Padded instrument panel • Torsion-bar front suspension • Safety-Action inside door handles and 19 safety and value features provided on all full-size Plymouth models. (See page 17). Popular options: Vinyl roof covering • Leather upholstery • Power brakes • Air conditioning • FM/AM radio • Power steering • Power seat adjustment • Choice of high-performance engines • Plus many others.

VIP



Sport Fury Convertible in Dark Green Metallic

SPORT FURY: Our fiery persuader. Plymouth's gone all out to live up to that word "sport" in this series name. (We wouldn't even let a 4-door hardtop into the clan; wouldn't have seemed right.)

So—flip-top, Fast Top or hardtop, your Sport Fury

will have two doors.

We went and designed a set of sport wheel covers especially for this series. You get those with our compliments. And all three Sport Furys come with accent stripes on the character line of the lower body, free of charge.

Feel yourself slipping a little? Read on.



Sport Fury Fast Top in Light Green Metallic



Sport Fury 2-door Hardtop in Yellow



Deep, contoured bucket seats are standard. So is a special 3-spoke steering wheel with a horn bar in each spoke. And you take your choice of an armrest/seat cushion center unit or a console between the seats—at no extra cost, either way.

The Sport Fury above is our hardtop, with as neat a balance of rakishness and restraint as you'll see this year. But if you're not the restrained type, sneak a peek at our Fast Top at top right—that's the one for you!

Engine options? The true call of the wild is our Super Commando 440 V-8. Twin snorkels, twin exhausts, extra-large 4-barrel carb. Special cam. Biggest production engine in the low price car world.

If that's a little too much zoom, there's the

Commando 383 4-barrel V-8 with the same special credentials. Or, a quieter Commando 383 2-barrel V-8. And if you stick with our standard 318 V-8—you've still got plenty going for you. You'll save money, too—it runs on regular gas.

Sport Fury standard features: 318 cu. in. V-8 • Flow-Through ventilation—Fast Top • Bucket seats • All-vinyl interior • Choice of arm-rest/seat cushion center unit or console • 3-spoke sport steering wheel • Choice of 21 body colors • Contrasting body accent stripes • Special sport wheel covers • Fender-mounted turn signal indicators • Trunk light • Glove box light • Electric clock • Padded instrument panel • Torsion-bar front suspension system • Safety-Action inside door handles and 19 safety and value features provided on all Plymouth Fury models. (See page 17.) Popular options: Vinyl roof covering • 4-speed manual transmission • Choice of high performance engines • Tachometer • Sure-Grip differential • Front disc brakes • Plus many others.

SPORT FURY



Fury III 2-door Hardtop in Dark Blue Metallic

FURY III: Whatever it takes to please you, it's here. Just make out your list, then look around. Fury III is the Plymouth that shows you just how anxious we are to move you into our driver's seat.

Inside this car that's too long, too lavish, too

plush to be a Plymouth—but is—there's an especially beautiful example:

Interiors come in 13 delicious flavors. With high-fashion upholstery choices that make a connoisseur out of you (which color to take?). The fabric-and-

vinyl seats are done up in a high-sheen nylon, with "biscuit" pleats. Rich and luxuriant. And our all-vinyl seats are sewn into plump, foam-filled pleats.



Fury III 4-door Hardtop in Turbine Bronze Metallic



Now look at our Safe/Flight instrumentation. You can't call this a dashboard anymore. It's all toggles and roller-type controls. Lit by non-glare miniaturized floodlights. All hooded over by a panel of thick foam padding. Not only can you read the

dials by night, you can find the controls and the ashtray—without groping or breaking a fingernail. And there's room for options of your own: FM/AM radio. A Stereo 8 tape cartridge player. And air conditioning, to name a few. (We'll stop at

nothing to win you our way.) What's nicest is that Fury III never scrimps—most of what it takes to please you is already standard. Electric clock. Brake system warning light. Trunk light. Glove box lights and locks across the board. The biggest

standard V-8 in the low price field; and if you add the TorqueFlite automatic transmission option, it's a 3-speed, not two.



There's a strange, emotional power to a convertible. If you've never felt it, you will now! Plymouth's flip-top Fury III takes what psychiatrists dream about and packages it 17 feet long. And isn't it your dream come true, too?

If so, remember—the standards and optionals on the previous pages don't even scratch the surface of what you can do to make it the real you.

You can option for 4-on-the-floor. Power brakes. Front disc brakes

or heavy-duty drums all around. Special suspension. Sure-Grip differential. Deep-dish wheel covers. Or chrome custom road wheels you don't use covers on. Power steering. Power seat adjustment. Front seat

shoulder belts. Tilt-A-Scope steering wheel. And, of course, air conditioning.

made in
USA



Fury III 4-door Sedan in Beige

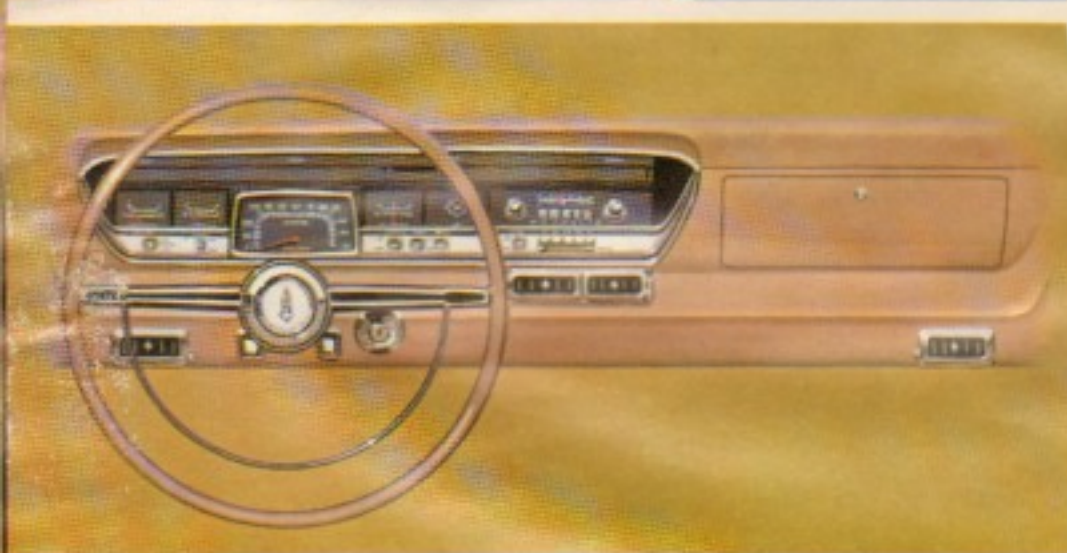
Top up, you spot something new about all our converts for '67. Glass backlights. *Tempered* glass backlights. Clean, clear, uncloudable. The better for onlookers to see those nicely notched rear seat backs.

The tops themselves are color-keyed to make your styling choices a bit more tantalizing this year. You can go black, white or blue—with the appropriate body colors, of course. And there are 21 of those to flip over.

Now add to all that the choices of all-vinyl interior—well, you can see why some people are won over by our Plymouth dealer's Color and Upholstery Book alone.

Fury III standard features: 318 cu. in. V-8 • Flow-Through ventilation—4-door hardtop • Deluxe fabric-and-vinyl interiors in hardtops and sedans; all-vinyl in convertible and wagons • Foam-padded seat cushions, front and rear • Electric clock • Brake system warning light • Trunk light • Map and courtesy light—convertible • Glove box light and lock • Choice of 21 body colors • Torsion-bar front suspension • 3 speed manual transmission (all Furies) • Safety-Action inside door handles and 20 safety and value features provided on all Plymouth Fury models. (See page 17.) **Popular options:** Vinyl roof covering • Choice of high-performance engines • Automatic transmission • FM/AM radio • Deluxe wheel covers • Power steering • Power brakes • Plus many other options and accessories.

FURY III



FURY II: Most temptatious sedan surprises of '67.

Fury II is out to win you over with a look. And a hook.

The look: the same curves that you expect only in hardtops and sultry convertibles—in a family sedan.

The hook: a fistful of

economy with the deluxe kind of features you also find on higher-up Fury models.

Fury II gives you the same floodlit, padded instrument panel. Big, soft, chrome-accented armrests. Full-comfort foam cushions

in both front and rear seats.

The same big engine we used further up the line comes as standard equipment in these V-8 models. Six-cylinder models have a 225 cu. in. engine that spaces your cash over more miles.

And shows a lot of spunk along the way.

The real hook is, you can't tell by looking where the first ends and the other begins—but you can by the savings.



Fury II 2-door Sedan in Dark Copper Metallic

Since we're talking family sedans, now's a good time, to mention what we've done in the interest of safety.

There's a new energy-absorbing steering column and a new inside mirror with Safety-Action arm that permits the mirror to

yield in any direction.

Two-speed electric windshield wipers clear a clean, steady pattern even at expressway speeds.

If you have cause to pull off the road at night, turn on our roadside warning flashers. All taillights and the front

parking lights will blink to warn on-coming traffic.

Left-hand outside mirror, back-up lights, padded sun visors and four sets of seat belts are already included, of course. An extra set of optional belts, front and rear, can be added if you need them,

and front shoulder belts are another option, if you prefer.

Furys are built with self-adjusting brakes, and a dual braking system for double assurance of safe stops.

Fury II standard features: 316 cu. in. V-8 or 225 cu. in. 6-cylinder engine • Choice of 18 body colors • Fabric-and-vinyl sedan interiors • Foam-padded seat cushions, front and rear • Color-keyed carpeting • Glove box lock • Heater-defroster • Dual braking system • Brake system warning light • Left-hand outside rearview mirror • Inside mirror with Safety-Action arm • Back-up lights • Energy-absorbing steering column • Double hood latch • 2-speed windshield wipers with anti-glare arms • Windshield washers • Roadside warning flashers • Padded sun visors • Padded instrument panel • Seat belts, front and rear • Safety-Rim wheels • Interlocking door latches • Safety-Action inside door handles. Popular options: See pages 30 & 31.

FURY II



Fury I 4-door Sedan in Buffed Silver Metallic

FURY I: So much car you forget it's our lowest priced Fury.

Don't ever think we're letting up on winning you over—the low end of our full-size Plymouth line stands right up with most of the costlier models in the low price field—and

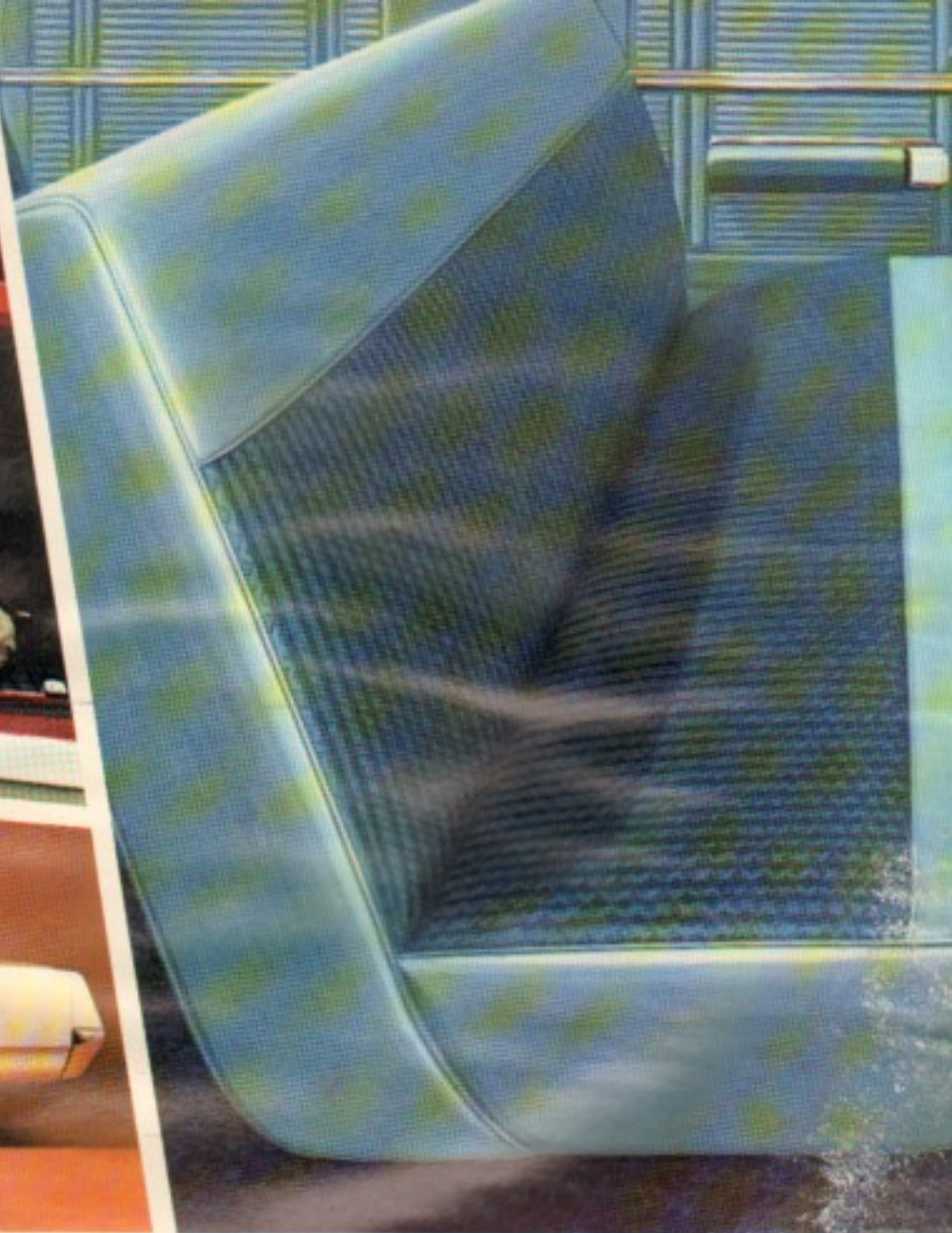
comes out making you look very wise indeed. (Right on through trade-in time!)

There's another side to the built-in economy of Fury I sedans to consider: Plymouth dependability. It's a big plus. Slam a door on that all-welded unibody. Take a ride

on that torsion-bar front suspension. You can tell this one is built to last. And if you have any doubts left, be sure to read our back cover.



Fury I 4-door began in White



But then, a canny buyer like you couldn't be won by appearances alone. So Fury I moves in on you with a standard engine on its V-8 models that's sizeably bigger than the pack—yet it runs on regular gas and Plymouth thrift. And does

it again with heart-warming quality features like 2-speed electric wipers. The biggest brakes in its class. Room all around. A trunk that holds over 19 cubic feet. Even a 25-gallon gas tank to reduce gas stops! How's that for persuasion?

Obviously there's nothing stripped-down about the look of Fury I inside, either. The rich carpeting, foam-padded seats front and rear, vinyl roof lining and Safety-Action door handles designed into the armrests add up to a strictly uptown atmosphere.

Fury I standard features: 318 V-8 or 225 6-cyl. engine • Choice of 16 body colors • 3 fabric-and-vinyl sedan interiors Plus these Plymouth Fury standard safety and value features: Foam-padded seat cushions • Color-keyed carpeting • Glove box lock • Heater-defroster • Dual braking system • Brake system warning light • Left-hand outside mirror • Inside mirror with Safety-Action arm • Back-up lights • Energy-absorbing steering column • Double hood latch • 2-speed windshield wipers with anti-glare arms • Windshield washers • Roadside warning flashers • Toggle and roller-type instrument panel controls • Padded sun visors • Padded instrument panel • Seat belts, front and rear • Safety-rim wheels • Interlocking door latches • Safety-Action inside door handles. Popular options: See pp. 30 & 31.

FURY I

'67 Plymouth Belvedere



GTX 2-door Hardtop in Yellow

Belvedere GTX: V-8 models: 2-door hardtop • convertible.
Belvedere Satellite: V-8 models: 2-door hardtop • convertible.
Belvedere II: V-8 models: 2-door hardtop • convertible • 4-door sedan • 2- and 3-seat wagons. 6-cylinder models: 2-door hardtop • convertible • 4-door sedan • 2- and 3-seat wagons.
Belvedere I: V-8 models: 4-door sedan • 2-door sedan • 2-seat wagon. 6-cylinder models: 4-door sedan • 2-door sedan • 2-seat wagon.
Belvedere: V-8 2-seat wagon • 6-cylinder 2-seat wagon.

GTX: Plymouth's fastest way to win you. The most exciting Supercar to come out of Detroit in years.

What lights the GTX flame? That deep-throated roar from under the hood gives you an inkling. It's the Super

Commando 440 cu. in. V-8. Biggest GT engine anywhere. It's standard. And formidable.

GTX handling in the convertible and 2-door hardtop is as you'd suspect. Every curve gets a big, firm bear hug. Lean and sway? Virtually eliminated.

Heavy-duty torsion bars and over-sized anti-sway bars provide outstanding control on any surface.

We've muscled-up our famous TorqueFlite 3-speed automatic, too. It's the standard equipment running mate for the Super Commando 440.



GTX Convertible in Bright Red

Prefer to shift for yourself? You'll find our 1-2-3-4 manual* punch right up your rally.

Beauty marks, GTX style, include dual scoops on the hood, chromed dual exhaust outlets, pit-stop gas cap, special Red Streak tires. All standard.

You can go one step further with optional dual sport stripes on hood and rear deck.

The GTX interior oozes luxury. Rich, supple vinyl is everywhere: on door panels, seats front and rear, and on padded dash.

Does GTX have an

optional engine? Does GTX have an optional engine! The fantastic Street Hemi† with 426 cubes to go. Save this one for the day you have everything. Including official sanctioning.

GTX standard features: 440 cu. in. Super Commando V-8 • Pit-stop gas cap • Heavy-duty TorqueFlite 3-speed automatic • Front bucket seats • Seat belts, front and rear • Heavy-duty dual braking system • Energy-absorbing steering column • Roadside warning flashers • Left-hand outside mirror • Red Streak tires • Heavy-duty torsion bars, springs, shocks, and anti-sway bar • Glass backlight, convertible. **Popular options:** 426 cu. in. Street Hemi V-8 • Sports console or armrest/center seat • Electric tachometer, console-mounted • Sport wood-grain steering wheel • Custom road wheels • Front disc brakes • Dual sport stripes, hood and deck • Vinyl roof. More options, pages 30-31.

*With optional special performance package.
†Optional, GTX only.

GTX



Satellite Convertible in Buffed Silver Metallic

SATELLITE: If your present rig has you feeling powerless all of a sudden—surrender. Belvedere Satellite could happen to anybody, from sports buff to breadwinner.

Either way, Satellite fills the bill. Beautifully. Actively. Front row center you find a lockable

sports console.† The chrome trim and courtesy lights make it a beautiful go-between for those cushy up-front bucket seats. So sports buff, beware.

If you're a gregarious gamester, we're still out to lure you. Satellite is longer, wider, roomier

than its chief competition. Great for a party of five. Or six, if you choose the fold-down armrest† with center seat.

Now, snap on your seat belt and sample Satellite spirit.

It starts with the standard 273 cu. in. V-8 and booms

its way—all the way—to our 383 cu. in. 4-bbl. job.*