

TRANS AM BARRACUDA

DAN GURNEY

**The
rapid transit
system**



PRESS INFORMATION



March 4, 1970

TO: ALL PLYMOUTH DIRECT DEALERS

RE: AAR 'CUDA

Plymouth is proud to announce the newest entry into the sport compact market, the AAR 'Cuda. Featuring optimum handling and braking packages with 340 6-bbl performance, the AAR 'Cuda earns its affiliation with America's best known road racer, Dan Gurney. Named after Dan Gurney's All American Racers, the AAR 'Cuda represents the cars he will campaign in 1970 Trans-Am competition.

Distinctive in appearance, the AAR 'Cuda features a new hinged fiberglass hood with functional hood scoop, ducktail type rear spoiler, side outlet exhausts, biased tire sizes--G60 x 15 rear and E60 x 15 front--and the new AAR 'Cuda body side strobe tape stripe. AAR 'Cuda identity is strengthened by the flat back grille, hood, and fender top paint treatment and the deleted wheel lip, sill, and belt moldings.

Mechanically, the AAR 'Cuda further displays its Trans-Am affiliation. Powered by a new 340 6-bbl engine with special head and block castings and equipped with special rear springs and shocks and new front and rear sway bars, the AAR 'Cuda provides performance unmatched in the pony car market. Coupled with its superior handling characteristics, the AAR 'Cuda features disc front brakes and new 11-inch rear drum brakes to provide the ultimate in stopping ability.

The complete list of standard equipment on the AAR 'Cuda is as follows:

- *E55 340 6-bbl Engine (Rated at 290 hp)
- *D21 4-Speed Manual Transmission (D34 Torqueflite
Transmission Available at Extra Cost)
- *D56 3.55 Axle Ratio or
- *D57 3.91 Axle Ratio
- Sure-Grip
- Heavy Duty Suspension with Front and Rear
Sway Bars

- Heavy Duty Shocks
- Power Disc Front Brakes
- *U01 G60 x 15 Rear and E60 x 15 Front White Raised Letter Tires
- Collapsible Spare Tire
- Left Remote Racing Mirror
- Rallye Road Wheels
- *V6H Tape Stripe

To order the AAR 'Cuda, please code BS23 body style and special group code A53. Additionally, code the asterisked items listed above.

In addition to the above listed standard equipment, the following AAR 'Cuda options will be available:

- S74 Fast Ratio Power Steering
- J78 Front Spoiler (Dealer Installed)
- M26 Wheel Lip Molding

Due to the AAR 'Cuda's distinctive styling and standard equipment heavy duty chassis, the following options will not be offered:

- H51 Air Conditioning
- S77 Conventional Power Steering
- B11 Heavy Duty Drum Brakes
- J81 Rear Spoiler - Wing Type
- A45 Front and Rear Spoiler Package
- M91 Luggage Rack
- W23 Road Wheels
- Wheel Covers (All)
- A35 Trailer Tow Package
- D13 Three-Speed Manual Transmission
- A04 Basic Group
- N96 Shaker Hood
- Axle Packages (All)
- S15 Extra Heavy Duty Suspension
- V68 Delete Tape Stripe
- V50 Vinyl Side Protection Molding
- N88 Automatic Speed Control

Vinyl roof availability will be limited to code VLX (Black) only.

The AAR 'Cuda carries the same warranty as offered on other 1970 'Cuda 340 models.

The AAR 'Cuda is priced at \$3966.00, Manufacturers Suggested Retail Price. Complete pricing information is contained in the attached bulletin.

Demand for this type of special quality pony car has been strong. The exclusive three - two barrel version of a special performance 340 CID engine and strong exterior identity will attract many appreciative buyers to Barracuda. Place your order now for this limited production AAR 'Cuda so that you can take full advantage of this unique sales and profit opportunity.



F. G. HAZELROTH,
General Sales Manager

1970 PLYMOUTH BARRACUDA
CONFIDENTIAL PRICE BULLETIN
AAR 'CUDA

TO ALL PLYMOUTH DIRECT DEALERS:

Following are the Factory Wholesale Prices at Factory, Detroit, Michigan; Factory Retail Prices at Factory, Detroit, Michigan; Excise, Handling and Other Charges; Manufacturer's Suggested Retail Prices, and Miscellaneous Charges for the new 1970 AAR 'Cuda. The prices shown in the Manufacturer's Suggested Retail Price column will appear on the price label that Federal law requires be affixed to each new vehicle. Factory Wholesale Prices to Direct Dealers are based on an 18½% discount from Factory Retail Prices of cars.

Direct Dealers will be paid \$25.00 per car on their wholesale deliveries of Plymouth Barracuda Passenger Cars to their Associate Dealers of record, provided Direct Dealers report such sales monthly on the Affidavit Forms provided for this purpose or such other forms as Plymouth may designate.

All Plymouth Barracuda Passenger Cars delivered at the Factory to Retail Customers, for Direct Dealers or their Associate Dealers, will be given complete new car inspection and servicing, for which a net charge of \$25.00 will be added to the car invoice.

For the convenience of your customers who take delivery of their new Plymouth Barracudas at the Factory, a full tank of gasoline will be supplied in each car. The gasoline will be furnished at current local charges.

A charge of 25 cents per car will be made for preparing and furnishing Manufacturer's Statements or Certificates of Origin on cars shipped into States where this Certificate is required.

BODY TYPE CODE	MODEL	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE *
BS23	AAR 'CUDA - 2 DOOR HARTTOP	3039.95	216.00	3255.95	3730.00	3966.00

CODE A53 MUST BE CODED ON ORDER

*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New Car Preparation of \$20.00.

The following items are Standard Equipment on the AAR 'CUDA:

- E55 340 CID Engine (MUST BE CODED)
- D21 4-Speed Manual Transmission (MUST BE CODED)
- D56 3.55 Axle Ratio (MUST BE CODED)
- or
- D57 3.91 Axle Ratio (MUST BE CODED)
- D91 Sure Grip Differential
- S13 Heavy Duty Suspension
- S25 Heavy Duty Shock Absorbers
- B41 Disc Brakes
- B51 Power Brakes
- U01 G60 x 15 Rear and E60 x 15 Front - White Raised Letter Tires (MUST BE CODED)
- W35 Collapsible Spare Tire
- G34 Left Remote Control Racing Mirror
- W21 Rallye Road Wheels
- V6H Tape Stripe (MUST BE CODED)

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ORDER CODE	DESCRIPTION	FACTORY WHOLESAL PRICE	E.H.&O.	FACTORY WHOLESAL PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE **
A21	Elastomeric Front Bumper Group	38.10	2.85	40.95	50.15	53.00
A22	Elastomeric Front and Rear Bumper Group	68.35	4.95	73.30	89.95	94.90
A67	Backlite Louver Package					
	Models Without Bumper Group A21 or A22	115.20	8.35	123.55	151.60	159.95
	Models With Bumper Group A21 or A22	107.35	7.80	115.15	141.25	149.05
G36	Mirror - Racing - Right Manual (NA W/Group A21, A22 or A67)		.60	8.45	10.35	10.95
M26	Wheel Lip Mouldings	5.40	.45	5.85	7.15	7.60
J78	Front Spoiler	15.00	1.20	16.20	19.75	20.95
S74	Power Steering - Fast Ratio	68.30	4.95	73.25	85.40	90.35
D34	Transmission - Torqueflite	24.40	1.85	26.25	30.50	32.35
VIX	Vinyl Roof (Black)	60.45	4.40	64.85	79.55	83.95

** Includes Factory Retail Price, Excise, Handling and Other Charges.

The Following "Cuda" Options Are Not Available On This Model:

- A04 Basic Group
- A45 Spoiler Package
- A35 Trailer Towing Package
- M91 Deck Lid Luggage Rack
- N88 Automatic Speed Control
- E73, E74, E86 and E87 Engines
- H51 Air Conditioning
- N96 Shaker Hood Fresh Air Package
- V50 Body Side - Vinyl Protection Moulding
- V68 Delete Tape Stripe

- A31, A32, A33, A34 and A36 Performance Axle Packages
- J81 Spoiler - Rear
- S15 Extra Heavy Duty Suspension
- B11 Heavy Duty Drum Brakes
- S77 Power Steering
- D13 3-Speed Manual Transmission
- Vinyl Roof (Except VIX Black)
- W11 & W15 Wheel Covers
- W23 Chrome Styled Road Wheels
- T86 & U82 Tires

This Model is not Eligible for use with (J01) Driver Education or (Y13) Demonstrator.

All Other "Cuda" Options and Accessories, Other Than Standard Items or the Options Listed Above, May Be Ordered and Will Be Invoiced at Established Prices.

The Factory Retail Prices and Factory Wholesale Prices do not include any State and/or Local Taxes, Excise, Handling and Order Charges or Destination Charges. The Manufacturer's Suggested Retail Prices do not include any State and/or Local Taxes, or Destination Charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

We will, as in the past, make every effort to ship cars as ordered by you. However, because of current conditions and possible material shortages, some changes or substitutions may be necessary.

The foregoing Factory Retail Prices and Manufacturer's Suggested Retail Prices (including the Factory Retail Provision for Dealer New Car Preparation) are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that Dealers are absolutely unrestricted in such respects.

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