



The Rapid Transit System. Anybody can offer a car. Only Plymouth offers a

Those of us at Plymouth who design and build high-performance cars have been inspired to go beyond just offering cars with big engines, good suspensions, great brakes and fat tires.

We now have a System. An integrated program. It's Mathematics rather than numbers. Oceanography rather than salt water. It's a total concept in high-performance transportation which combines the lessons learned in competition, an information network, people who understand high-performance, trick parts and great products.

The Rapid Transit System is years of racing experience—at Daytona, Indianapolis, Riverside, Irwindale, Cecil County. It's the race cars themselves—drag racing cars, Grand National stockers, rally and Championship cars. And it's the input (and output) gained

from all this racing.

The Rapid Transit System is information—the straight scoop from us to you—on how to tune and modify your car, which equipment to use, and how to set the whole thing up for racing. (The subject matter covers everything from

this high-performance car catalog, to Supercar Clinics, to Road Runner decals, to tips on full-race Hemis.) See your dealer or write the Rapid Transit System, P.O. Box 7749, Detroit, Michigan 48207.

The System is people. People like yourself who like cars.

The System is high-performance parts
—special cams, manifolds, pistons, bearings, etc.—which are now more readily available through parts centers strategically located across the country.

The System is even a piece of the action for beginners. Let's say you're

System.

still a few years away from a driver's license, but that hasn't dampened your enthusiasm for cars. Your favorite cartoon is Road Runner, your favorite car is Road Runner, and you only wish your driveway were a couple of miles long. Well, maybe you're not old enough to drive, but you sure can wear a Plymouth racing jacket. And you can also pick up or send for a handful of our decals, stickers, catalogs and brochures. And go to free Sox & Martin or Don Grotheer Supercar Clinics.

Above all, the RTS is the product.

Everything from a "sleeper" Duster with a 340 cu. in. V-8, to a giant 440 cu. in. Sport Fury GT, all the way up to a Hemi-'Cuda with a Quivering Exposed Cold Air Grabber.

And, in between, there are Road Runners and GTXs available with 6-barrel carburetion and vacuum-controlled induction systems. And 'Cudas with lightweight, high-winding 340 V-8s. Each one is a complete high-performance car. With suspension, brakes, driveline and tires to match. (The system doesn't allow for a car that won't corner or stop or

stand up under the strain when you stand on it.)

Finally, the Rapid Transit System is common sense on your part. You know — when you want to really turn it on, turn it on at a sanctioned strip.

This year, give the Rapid Transit System careful consideration.

Compare it with mere cars.

And, if you come to the conclusion you can't beat it—join it.



'Cuda Hardtop

'Cuda.The R.T.S. presents the ultimate Barracuda.

It was inevitable, really.

Sooner or later we knew our guys would have to step in and show the rest of the ponycar builders what ponycar biz' is all about.

Not that there's anything wrong with other people's ponycars, per se. Indeed, the average specimen looks the partthe long hood, the short trunk, the plethora of spoilers, airfoils, racing stripes and fake scoops.

But in the beginning, most ponycars were designed to be little more than personalized compacts. And despite

the demands of car enthusiasts for something gutsier, many ponycars still cling to their spindly-legged ancestry.

We figured it was time someone gave equal time to the ponycar's dark side: its chassis—the suspension, brakes, driveline and so on. We figured our ponycar ought to begin life as nothing less than a bona fide Sports GT car.

The result of our efforts is called simply, 'Cuda.

You can obtain 'Cuda in any of five high-potency formulae - 340, 383, 440, 440 6-bbl. or 426 Hemi. We'd suggest

that if you're a Gran Turismo bug, order the 340, because of its excellent weight distribution, rear anti-sway bar and resultant great handling. If you're a straight-liner, dial a bigger number, like maybe our new triple-carbureted 440. In between, there's our 383, which is standard. If all else fails, order the Hemi by George, that oughta do it.

Whatever its propellant, though, every 'Cuda carries the most overengineered underside in the industry. In fact, the entire chassis setup is virtually the same used on our intermediatesize Supercars—torsion bars, shock absorbers, rear springs, spindles, wheel bearings, axle shafts, driveshafts, bolt circles, control arms, front and rear track, U-joints, ball joints, anti-sway bars—even the brakes, which are big 11" units. All this, to underpin a body configuration that's as lithe as they come.

Needless to say, the effect it has on 'Cuda's all-around stability is something like having the Rock of Gibraltar as the foundation for a phone booth.

As for the body shell itself, it sports one of the lowest 4-place rooflines in

America, preceded by one of the angriest looking snouts in the business. Racing-type hood pins are standard, as are road lamps. Also available, on Hemi-'Cudas and 'Cuda 440s, is our quivering air scoop that protrudes right through the hood. Optional, but very racy, are elastomeric (body color) bumpers.

And speaking of racy, every 'Cuda Coupe carries crash-bracing designed on the same principle as the roll cages in Trans-Am and Grand National race cars. It offers protection from side

impact as well as roll-over. Not that you'll ever need it. But how nice to know it's there.

That's Plymouth's Rapid Transit System working: It assures that our race cars and our street cars always have a lot in common.

For further details, see pages 14 and 16 of this book, and/or your Plymouth dealer.



put-on.

The ultimate put-on.

That was the way they described Road Runner when it was first introduced in September of 1967.

What? A car with a horn that goes "Beep-Beep" instead of Honk-Honk and uses gawky little cartoon birds for insignia. The very idea

Where were the usual symbols of Supercar virility? Like maybe ermine carpeting or lightning bolts flashing from your hood-mounted gas gauge? Road Runner? You're kidding Haw-Haw!

But it was no put-on. Road Runner was the country's first no-nonsense high-performance car. Its theme was race-car simple: a rugged two-door coupe, deliberately devoid of interior and exterior frills, with maximum attention on engine, driveline, suspension and brakes. In turn, that meant the price could be held to a minimum, and for the first time, the young people of this country could afford the kind of car they wanted—brand new.

Haw-Haw. In its first two years, Road

Runner sold well over 100,000 units. Last year it was named Car of the Year by Motor Trend.

The 1970 version reflects both its original product philosophy and its own incredible popularity.

The 383 cubic inch engine with its 440 cubic inch heads, cam and carburetion is still standard equipment. The same goes for the heavy-duty suspension, special 11" heavy-duty brakes and heavyduty rear axle. The only change is that we've substituted a floor-mounted

3-speed in place of the usual 4-speed, which is now available as an option.

So much for tradition. Over the years, we've expanded Road Runner's model lineup to include a hardtop and a convertible as well as offering options such as fancy interiors, consoles and the like. To give it what our research people call "broadened market appeal." The 1970 Road Runner offers the biggest list of add-on goodies ever.

Of these, perhaps the most newsworthy is a 440 cu. in. V-8 fed by three

Holley 2-barrel carbs. Performance, as you might expect, is positively mindexpanding and nearly equals the Street Hemi, even though the "6-bbl." is priced many skins less. And speaking of the Hemi, you can throw away your feeler gauges-hydraulic lifters are now stan-

In addition, there's a new Air Grabber induction system available. Touch a switch on the dash and Zap! - the scoop raises up out of the hood like a NIKE launcher.

Beyond that, there are trick options like dust trails that span the length of the body, new flat-black hood striping, a set of low-cost road wheels and extra-wide F-60 rubber.

Funny about those guys who laughed at the first Road Runner.

They're so silent lately. Haw-Haw.



Valiant Duster 340. From the System that brought you America's first low-pice Supercar—America's first Super-low-price Supercar.

Duster 340 Coupe

You'll recall from the preceding spread that we were expounding on the chicken-in-every-pot philosophy as it relates to high performance, and how Plymouth's Rapid Transit System is dedicated to that end.

We think Supercars should be affordable. Heck, what's the sense of liking anything if you have to wait till you're

pushing 30 and your second million to enjoy it?

With that in mind, we set out to do an encore to Road Runner and create the industry's lowest-priced high-performance car.

Better yet, we decided to make it a sleeper that would blow the doors off hulking, pretentious behemoths twice its size. A karate expert with spectacles.

For a start, we needed a body shell that was strong, simple and inexpensive to produce. It also had to be lightweight and compact, so that it could achieve a Supercar power-to-weight ratio with a relatively small displacement engine. We figured that with a good driver and 3.91 gearing, it should be able to just

touch the 13-second bracket. (In fact, it would have to; because any car that can't cut a 14-second quarter, doesn't qualify for R.T.S. membership.)

Our logical choice was the body of the new Valiant Duster, because in addition to being a strikingly goodlooking shell, it had all the necessary prerequisites. For an engine, we dropped in the obvious: our light, high-winding 340 cubic-incher. (The same basic mill that took Top Stock Eliminator at the '69 NHRA Winternationals.)

From there, we gave it our usual rash of heavy-duty underpinnings: high-rate torsion bars, rear springs, shock absorbers and front anti-sway bar. Then came fat E70 x 14 fiberglass-belted

tires, 5½" road wheels, front disc brakes, a special dash and 3-speed floor shift, all standard. Finally, for identification, a flat-black grille in front, dual side stripes and two black stripes interrupted by an angry cloud of dust, in back.

The price? Let's just say there isn't an easier way to join the System.

See pages 15 & 16 for technical details.

8



Plymouth GTX and Sport Fury GT. Our Executive Branch.

Mea, 25 and over, take note.
Maybe you were like a lot of globack when hot machinery was the distine property of Rollo the Rich Seemed like one thing after anot prevented you from globking for long-covered set of wheels, dish! Rist achool, then the service, then

riage, then kids —
Until there you are right now, util
without your wheels. And there you are

uh, seyway. And there you are, r in fist, about to kid yourself into a those ignominious conveyorces it as the family sedon. Ugh.

> Join the Executive Branch of Rapid Transit System. Sun City can Take the GTX for example. Our

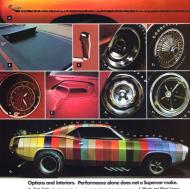
displacement, hot constatt, highcylinder heads and 4-barrel certure oil the way to its fat tires, bulging h and heavy-duty undercomings. But inside—aththi—security plus to decree a Sobre substitute hors to

grain paneling, full instrument works. On top of that, the w



to tractable even your motherloselfs tool if proceed the drivering of Nach thing you know, the Till the or why you sided it get if with the traship and the 4.10 near cale. No addressingly Woman's capacity proying a man's car. Order the I On the other basel, if family now grabbles, consider the Sport fur, grabbles, consider the Sport fur, placement engine. Ye King-abe don't let that fool you. We don't build you go to be don't build you go to be to be build be build bui

springs, shocks and from prilinkey. Obsailed 10 is new, detro-wide 17hs endowed, Hr can do things a lo so-called "Supercon" can't do. It's obtinate sleepers. A read Q-delpt, in fact, Big Doddy's shock value well be in greather quality. Just income well be in greather display. Just income he look or people's faces after the fact that the price of the price of the fact that the price of the price of the look or people's faces after the fact the price of the price of the fact that the price of the the price of the the price of the



A. Dust Trails. An extra touch of whitery for the well-equipped Road Russer.

8. Air Grabber. Available on Road Russer and GTA file a twitch, the trap door on the hold opens, and the engile breather cool, avgen-changed as

in the quarter. Note the field-black hood triging, also available on either can C. Skillers. On 4-spred cars, our Patol Grip shift handle allows you to really put the erm to the off Hunt. On settle to the care to the off Hunt. On settle they look tough and the girls dig 'en.

D. Techemeters, No. 4-speed car should be without one of our big, read-oble, dash-mounted tacks. They're handly an automatic cars, too.

E. LO.E.C.A.G. Otherwise known on

froedble Governg Grobber, which is the decline system that's "Cuidas, available on Because it's sittacks Sport Fury GTs. 15" x r
2 Wire Wheel Cover.

Cudes, Roed Renners o
14" wheels, all Dutters.
3. Rollye Wheel, Avoidal
55); " fatd, on Duster S
7" on "Cude, Road Rav
4. Deluse Rood Wheel.

Road Runner and GTX.

G. Colors. Latest West Coast flavors.

See chest at right for availability.





H-D

See chart

F-70 x 14

14 x 6"

H-D

14 x 6"

F-70 x 14"

duty, Dana-built 93/4"dia.ring gear Extra-heavy-duty, Dana-built

15 x 6"

H-70 x 15"

Driveshaft dia.

U-joints

Rear axle

Axle ratios

Rim size (std.)

Tire size (std.)

3.0"

H-D

15 x 7"

E-60 x 15'

3.0"

H-D

14 x 6"

F-70 x 14"

Heavy-duty, Chrysler-built

8¾" dia. ring gear

3.0"

H-D

14 x 6"

F-70 x 14"

See chart

3.0"

H-D

14 x 6"

F-70 x 14"

Extra-heavy-duty, Dana-built

93/4" dia. ring gear

H-D

15 x 7"

F-60 x 15"

H-D

14 x 6"

F-70 x 14"

Extra-heavy

2.75" manual,

Heavy-duty

Chrysler-built

14 x 51/2"

E-70 x 14"

83/4" ring gear

See chart

3.00" automatic

3.25"

Heavy-duty

14 x 6"

F-70 x 14"

Chrysler-built 83/4" ring gear

3.25"

15 x 6"

H-70 x 15"

93/4" dia. ring gear

See chart

3.25"

14 x 6"

F-70 x 14"

3.25"

14 x 6"

F-70 x 14"

Extra-heavy-duty Dana-built

93/4" dia. ring gear

See chart



Supergears for Plymouth Supercars.

The following information applies to all high-performance Plymouths**, depending on your engine

Reer Axle Retios

		3.23	3.54	3.55	2.91	4.10
340	Monual Auto	Std. Std.	NA.		100	NA.
383	Manual Auto	Std. Std.	NA.			NA.
440	Manual Auto	NA. SM.	NA.	NA.	NA NA	
440 5-bbL	Manual Auto	N.A. Std.	NA.	NA.	NA NA	
Hersi	Manual Auto	N.A. Std.	NA.	NA.	NA NA	:

"Arcifoble with Suro-Grip only.
"Except Sport Fury GT, which is available with 3.22 and 2.76 ratios only.

All product flustrations and specifications are based on authorized information. Although descriptions are believed screen



