

W. E. FORAKER
SALES MANAGER

CHRYSLER - PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION

September 4, 1964

TO ALL PLYMOUTH DIRECT DEALERS:

In the short time that we have had the Plymouth Barracuda in production, it has become clear that this car has caught on with the public as an appealing entry in the market for sport-type cars.

People are attracted to it not only for its dashing lines and utility, but also for its reputation as a lively performer.

In 1965, as a means of enhancing that reputation, we are offering a new high-performance version of the 273-cubic inch V-8 engine, a Rallye-type suspension package and a "Sport Stripe" paint job of the type used on competition cars. Later in the year you will be hearing and reading about Barracudas competing in sports car rallies. We are confident they will do well.

As a further step in promoting the Plymouth Barracuda as a snappy performer, we have now made the 225-cubic inch six cylinder engine standard. The 170-cubic inch six has been withdrawn as an availability in the Barracuda. It will, of course, continue to be available in the Plymouth Valiant line. Orders calling for the 170 engine in the Barracuda are being changed accordingly and revised code sheet will be sent to you shortly.

In keeping with Mr. P. N. Buckminster's letter of August 17, 1964 regarding the pricing and delivery of 1965 model Barracudas, all Barracudas equipped with the 225 engine purchased by you and sold at retail prior to the 1965 public announcement date of September 25th will be billed at the 1964 225 engine option bulletin price.

We are looking forward to 1965 as a big Barracuda year. I know we can count on your cooperation in promoting its already strong performance appeal.

Yours very truly,