

BULLETIN NO. FB-DD  
SUPPLEMENT NO. 2  
DATE MARCH 4, 1970

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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.

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

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ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	E.H.&O.	FACTORY WHOLESALE PRICE AND E.H.&O.	FACTORY RETAIL PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE **
<u>The Following Charges Will Apply for the Options Listed When Ordered With This Model:</u>						
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)	7.85	.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	A31, A32, A33, A34 and A36 Performance Axle Packages
A45 Spoiler Package	J81 Spoiler - Rear
A35 Trailer Towing Package	S15 Extra Heavy Duty Suspension
M91 Deck Lid Luggage Rack	B11 Heavy Duty Drum Brakes
N88 Automatic Speed Control	S77 Power Steering
E63, E74, E86 and E87 Engines	D13 3-Speed Manual Transmission
H51 Air Conditioning	- Vinyl Roof (Except VIX Black)
N96 Shaker Hood Fresh Air Package	W11 & W15 Wheel Covers
V50 Body Side - Vinyl Protection Moulding	W23 Chrome Styled Road Wheels
V68 Delete Tape Stripe	T86 & U82 Tires

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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 Other 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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