

1970 Hemi 'Cuda



The redesigned 1970 Barracuda removed all attributes it once shared with the Valiant. The original fastback design was deleted from the line and the Barracuda now consisted of coupe and convertible models. The all-new model, styled by John E. Herlitz, was built on a shorter, wider version of Chrysler's existing B platform, called the E-body. Sharing this platform was also the newly launched Dodge Challenger; however, no sheet metal interchanged between the two cars, and the Challenger had a 2-inch (51 mm) longer wheelbase.

The E-body Barracuda was now able to shake its economy-car stigma. Three trim levels were now offered: the base Barracuda (BH), the luxury oriented Gran Coupe (BP), and the sport model 'Cuda (BS). The high-performance models were marketed as 'Cuda deriving from the 1969 option. The E-body's engine bay was larger than that of the previous A-body, facilitating the release of Chrysler's 426 cu in (7 L) Hemi for the regular retail market.

Two six-cylinder engines were available — a new 198 cu in (3.2 L) version of the slant-6, and the 225 — as well as six different V8s: the 318, 340, 383, 440-4bbl, 440-6bbl, and the 426 Hemi. The 440- and Hemi-equipped cars received upgraded suspension components and structural reinforcements to help transfer the power to the road.

Other Barracuda options included decal sets, hood modifications, and some unusual “high impact” colors such as “Vitamin C”, “In-Violet”, and “Moulin Rouge”.

A street version of the AAR 'Cuda was produced, powered by the 340 cu in (5.6 L) “six pack” (three two-barrel carburetors) engine.

The Barracuda was changed slightly for 1971, with a new grille and taillights, seat, and trim differences. This would be the only year that the Barracuda would have four headlights, and also the only year of the fender “gills” on the 'Cuda model.

The 1971 Barracuda engine options would remain the same as that of the 1970 model, except the 4-barrel carbureted 440 engine was not available; all 440-powered Barracudas had a six-barrel carburetor setup instead. The 426 Hemi remained available, and the Hemi-powered 1971 Barracuda convertible is now considered one of the most valuable collectible muscle cars. Only eleven were built, seven of which were sold domestically. Examples of these cars have sold for \$2 million.

In 1970 and 1971, the shaker hood and the Spicer-built Dana 60 rear axle were available. The shaker hood was available with 340, 383, 440-4bbl and 440-6bbl, and 426 Hemi engines. The heavy-duty (and heavy) Dana 60, with a 9¾ in ring

gear, was standard equipment with manual transmissions and 440-6bbl and 426 Hemi engines, and was optional on those with the automatic transmission.

As with other American vehicles of the time, there was a progressive decrease in the Barracuda's performance. To meet increasingly stringent safety and exhaust emission regulations, big-block engine options were discontinued. The remaining engines were detuned year by year to reduce exhaust emissions, which also reduced their power output. There was also an increase in weight as bumpers became larger, and starting in 1970, all E body doors were equipped with heavy steel side-impact protection beams. By 1974, only the 318 and 360 engines were available. Higher fuel prices and performance-car insurance surcharges deterred many buyers as the interest in high performance cars waned. Sales had dropped dramatically after 1970, and Barracuda production ended April 1, 1974, ten years to the day after it had begun.



1965 Plymouth Barracuda Formula S

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