

1974 Plymouth **DUSTER-VALIANT BARRACUDA**

Duster • Duster 360 • Valiant • Scamp • Barracuda



DUSTER/DUSTER 360/GOLD DUSTER

Meet the 1974 Plymouth Duster. A lot of car for the money. Again.

And you've got some different ways to enjoy Duster. There's our popular Duster Coupe (shown on the cover) that's been a super success for four years running. No wonder, when you consider all of the engineering differences this compact offers.

Electronic ignition, unibody construction and torsion-bar suspension are just some of the Chrysler Corporation engineering differences. Read about them on pages 8 and 9.

There's also room for five, and the trunk holds 19.8 cu. ft. of assorted luggage. Compare those figures to some other compacts and Duster can more than hold its own. And your choice of three engines: an economical 198 Six, a 318 V-8, or an optional 225 Six.

If you want all of the Duster specialities with more performance, you'll want to consider the Duster 360. Standard equipment includes a new version of our husky 360 V-8 with dual exhausts, heavy-duty suspension with front sway bar and heavy-duty shocks, E70 x 14" tires on heavy-duty wheels,

three-speed, fully synchronized manual transmission with floor-mounted gear selector, 8¼-inch rear axle, plus rear deck and body side tape stripes. The premium features of the 360 engine are outlined on page 9.

Another way to enjoy Duster is with our special package called Gold Duster. In addition to all of the Duster's features you get wall-to-wall carpeting, pleated, all-vinyl seats, white-walls, wheel covers, a deluxe insulation package and special exterior trim. To complete the package, there's also a stylish canopy vinyl roof. It's available at no extra charge when you buy the car as described. Since the factory doesn't charge the dealer for it, he doesn't have to charge you.

Our Duster with the optional Space Duster Pak gives you various combinations of security panel and rear-seat usage: seat up and panel up, you have a concealed storage area (the trunk); with the seat down and the panel up, increased interior load space; seat up and panel down, increased trunk capacity; seat and panel down, you have a carpeted cargo area 6½ feet long.

That's the extra value of a Space Duster Pak. Plenty of extra space and versatile use. You can add even more enjoyment and versatility with an optional sliding metal sun roof.

You can get a lot more out of a Space Duster Pak because we put a lot more into it.



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Foreground: Gold Duster Background: Duster 360



With a Space Duster Pak you can leave the security panel up and have a conventional trunk compartment which provides concealed storage space for items like golf clubs and luggage. The trunk also has room for a concealed (below the trunk mat) full-size spare tire that is fully inflated and ready for use.



It only takes seconds to convert the Space Duster Pak into a mini-wagon with 35.6 cubic feet of carpeted cargo area 6½ feet long. Great for long, bulky items like skis and ladders.



Optional Duster and Duster 360 all-vinyl, split-back bench seat with adjustable head restraints is available in gold, green, blue, parchment or black. This interior is included in the Gold Duster package and is standard on the Scamp. Two other optional Duster interiors: all-vinyl bench seat with a center armrest (shown on page 5) and all-vinyl bucket seats. Standard Duster and Duster 360 cloth-and-vinyl bench seat (not shown) is available in blue, green or black/white.



An optional sliding metal sun roof (also available on Scamp) is the perfect way to enjoy the sun and that open-air feeling. Other available options for your Duster include an air conditioning system, new steel-belted, radial-ply, white-sidewall tires and an electric rear-window defroster.

3

VALIANT

Fourteen years ago the Big Three introduced three compact cars. Of these three only Valiant survives. Valiant's built-in value has made it one of the winners in the automotive world.

In 1974 Valiant's wheelbase increased three inches . . . it's up to 111". These three inches add more comfort as there is 1.2" more leg and knee room for rear-seat passengers.

The exterior is also restyled in a more contemporary manner that is both bold and handsome—yet remains distinctively Valiant . . . distinctively different.

The new looks are highlighted by new rear-end and side

treatments that are shared with the Scamp Hardtop. Valiant's new bumpers have hydraulic shock absorbers. These bumpers pass the federal government's safety standards and provide additional front and rear protection for the car.

What else is new with Valiant? New interiors . . . and nine new exterior colors out of a total of 16.

Sure the Valiant's been changed, but it's still another name for value.

That's because it still has four-door convenience, unibody construction, torsion-bar suspension, electronic ignition and the seven-step, dip-and-spray, rust-preventative process.

Our extra care in engineering . . . it makes a difference.



Valiant

VALIANT/SCAMP INTERIORS

The compact cars we offer have interiors that don't look like they belong in an economy car. The interiors are not only pleasing to the eye, but a comfort to sit in, too.

Take, for instance, the two optional interiors on this page. The one on the left is available on the Valiant 4-door Sedan. (It's one of two available seat options for the Valiant 4-door Sedan.) The one on the right is for the Scamp 2-door Hardtop.

The standard Valiant interior is an all-vinyl bench seat. Available in blue, green, or black.

The standard Scamp interior is a pleated, all-vinyl bench

seat. Available in blue, green, gold, black, or parchment. (This interior is shown on page 3.)

The instrument panel dress-up shown below is standard on Scamp and is optional on Duster and Valiant models. Simulated wood-grain decor accents the instrumentation. (The steering wheel shown is also available as part of the optional interior convenience group on Duster and Valiant models. In addition to the steering wheel, the package includes a glove box lock, cigar lighter and an inside hood release.)

Other options to consider include air conditioning, power steering and a light package. A comprehensive options list is on pages 10 and 11.



Standard Scamp Instrument Panel—Optional on Duster and Valiant



Valiant optional, all-vinyl, split-back bench seat with pull-down center armrest. Colors: blue, green, black or parchment.



Scamp optional, cloth-and-vinyl, split-back bench seat with pull-down center armrest. Colors: blue, green, black, or parchment.

SCAMP

Unlike much of the competition, Scamp still remains a true 2-door hardtop.

Its slick, classic styling features a new rear-end design. Plus it has all these extra care in engineering features: torsion-bar front suspension, unibody construction and the Electronic Ignition System.



'CUDA/BARRACUDA

A full measure of sport is available in either the 1974 'Cuda or Barracuda.

Both models come equipped with the standard 318 V-8 engine. Standard transmission is a sporty all-synchromesh, three-speed manual with floor-mounted shifter. Optional transmissions include the proven TorqueFlite automatic or four-on-the-floor.

Additional features include front disc brakes, unibody construction and the Electronic Ignition System for up to 35% higher starting voltage than conventional systems.

The 'Cuda has more in the way of standard items: F70 tires, power bulge hood, heavy-duty suspension system (including front and rear sway bars), black-painted, lower-deck panel and special ornamentation that lets everyone know you're driving a 'Cuda.

You can add extra sport to your car in a number of ways. A new 360 V-8 (this engine's premium features are covered on page 9). Dual racing mirrors. Vinyl side moldings. Tape stripes. Raised, white-letter tires. Chrome road wheels.

The "standards" and the "extras" are all there. Your only problem is to decide which model—'Cuda or Barracuda—best suits your lifestyle.



Foreground: 'Cuda Background: Barracuda

BARRACUDA INTERIORS

Just as the exterior of a Barracuda or 'Cuda is sporty, so is the interior.

The standard Barracuda and 'Cuda bucket seats come in a new vinyl grain in any of four colors: blue, green, black, or white/black. These buckets are not only good-looking, as you can see, but they are also designed to reduce fatigue and stress as they provide support and comfort.

The instrument cluster is floodlit for easy, quick viewing; and all controls are placed conveniently in front of the driver. In addition, gauges for the fuel and temperature, plus an

indicator for the alternator, keep you informed of what's happening under the hood.

If you want more information along with a sporty appearance, order the optional Rallye Cluster. It provides you with a number of additional informative items like a tachometer, tripodometer, oil pressure gauge and an electric clock.

The Hurst Shifter is a handy high-performance option for any buff as are rallye road wheels. Options sure to be appreciated by those who want more sport.

These three options are illustrated at the bottom of this page. For an illustration of what a 'Cuda or Barracuda can do for your life, ask your dealer for a test drive.



Barracuda and 'Cuda Interior



Rallye Cluster



Hurst Shifter



Rallye Road Wheels

1974 EXTRA CARE IN ENGINEERING FEATURES

There are many reasons for choosing a compact car. Feel. Handling. Maneuverability. Easy parking. Low initial cost. Operating economy. If you're like most people, those are the things you're basically looking for in a compact car.

Our 1974 Valiants and Dusters have the things you're looking for in a compact/economy car and quite a bit more.

The 1974 Scamp and Barracuda can give you compact feel and handling but with more style and flair.

And they all share some common features that are not commonly found among their competitors.

Our suspension won't let you down.

Take, for example, our front torsion-bar suspension. For many years, torsion bars have been a standard feature on all Chrysler products made in this country. And for good reason.

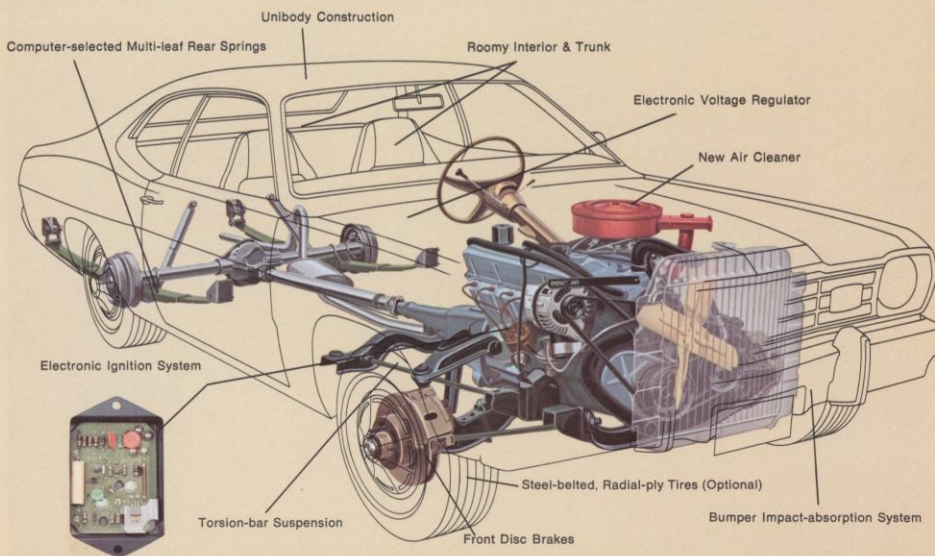
Torsion bars work through the twisting movement of a steel bar. As the car's wheels encounter road bumps and dips, the up-and-down wheel action is converted to rotary action and the torsion bars help cushion the shock.

Torsion bars have proven themselves on millions of vehicles driving hundreds of millions of miles. In the rear, multi-leaf springs are used that have been computer selected to accurately control rear bumper height.

Built-to-last car bodies.

Another feature that every one of these cars has is unibody construction. It's another example of our extra care in engineering.

Unibody construction literally joins the frame and body into a single unit. Over 4,000 tough welds combine to fuse



Extra care in engineering makes a difference in Chrysler and Plymouth . . . coming through for you.

There are important engineering differences offered in every Chrysler and Plymouth car made in this country. Differences that are *basic* to the way we build our cars. Differences that could help you choose your next car.

Electronic Engine Testing—Every one of our engine plants in this country has Electronic Engine Function Testers to help keep standard engines out of your car. These testers check the engines for correct exhaust pressure pulses—one of the keys to a smooth-running, dependable engine.

Use of Electronics—Chrysler-Plymouth offers such space-age electronic advancements as an Electronic Ignition System, silicon electronic voltage regulator, optional electronic digital clock, and our factory-installed optional electronic Security Alarm System.

TorqueFlite Transmission—Rugged and dependable. With no recommended fluid replacement, filter replacement or band adjustment under normal driving conditions.

Electronic Ignition—Standard on every Chrysler and Plymouth built in America,

our proven Electronic Ignition System delivers up to 35% more starting voltage than conventional systems to help you start in any kind of weather.

Torsion-bar Suspension—Standard on all Chrysler and Plymouth cars, our torsion-bar front suspension is more easily adjusted for height than conventional coil springs.

Unibody Construction—The body panels and structural members on all Chryslers and Plymouths are fused into one unit by more than 4,000 tough welds for strength and durability.

the two together. Box-section structural members are used in the roof side rails, body side sill, door pillars and underbody structure. With unibody construction you're surrounded by strength and durability.

We also protect our car bodies from rust—inside and out—through immersion in our 7-step, dip-and-spray process. Then acrylic dispersion enamel in one of 16 colors is applied as a final finish.

The age of electronics.

Chrysler Corporation has pioneered in the field of automotive electronics. For one, there's our standard Electronic Ignition System which was introduced two years ago that provides up to 35% more starting voltage than conventional systems. In addition, there are no points or condenser—so there are no ignition tune-ups except for a spark plug change at about 18,000 miles. The system should work like new for 50,000 miles or more.

Other electronic devices on our cars include an electric assist choke to shorten the period of choke operation and an electronic voltage regulator that helps prolong battery life.

Power for the people.

The Valiant, Scamp and Duster models offer you a choice of a 198 cu.-in. Six or a 318 cu.-in. V-8 as standard engines. The 318 V-8 is standard on the Barracuda and 'Cuda, while the high-performance 360 cu.-in. V-8 is standard on the Duster 360 and optional for the 'Cuda and Barracuda. A 225 cu.-in. Six is also available as an optional engine on all Valiant, Duster and Scamp models.

Our 360 high-performance engine should be especially appealing to any buffs in the crowd. It has many of the same time-tested components found in its famous predecessor—the 340. Its features include a four-barrel carburetor, shot-peened crankshaft, heavy-duty bearings, high-performance camshaft, special intake and exhaust valves (the stems of the exhaust valves are chrome-plated for improved scuff resistance), high-load valve springs with surge dampers, double roller timing chain, oil pan windage tray, slip drive fan and dual exhausts.

The standard transmission for all models is the 3-speed manual—floor-mounted on the Duster 360, Barracuda and 'Cuda and column-mounted on all other models. Optional transmissions for all models include an improved TorqueFlite automatic that has more consistent shift quality and a four-on-the-floor for the Duster 360, Barracuda and 'Cuda.

Safety first.

Building safe, dependable, well-engineered cars has long been the creed at Chrysler. In 1974, we continue to do so by meeting or exceeding the federal government's new safety standards for low-speed impacts with our front and rear bumper systems. We also meet all safety standards with our passenger restraint system with starter interlock.

You have also undoubtedly heard about the greater fade resistance of a disc brake system, as compared to a conventional system. Our front disc brakes are equipped with slotted brake linings for improved fade capability under continuing braking conditions. This added feature is standard on all cars with V-8 engines. Power front disc brakes are standard on the Duster 360 and 'Cuda, and optional for others.

Other comforting thoughts.

Just as we've spent a lot of time getting the exterior styling and "under-the-skin" engineering to meet our standards, so we have spent a lot of time on the inside.

Our standard cloth-and-vinyl or all-vinyl interiors are built to last and to stay attractive. That's one of the reasons why you don't think about buying seat covers anymore.

Some models offer the added comfort of an optional center armrest seat—and some have a new steering wheel.

Room is another part of any comfort story. The Duster seats five while our Valiant 4-door Sedan and Scamp Hardtop are built for six. Compare those numbers with some other compacts.

We've also done our best to make you an ecology-minded citizen through continuing improvements in our Cleaner Air System.

The kind of car you want.

If you're in the market for a compact car—either of the economy or sporty variety—we feel we've got something for you. Our Valiants, Dusters, Scamps, Barracudas and 'Cudas can fill your driving needs with certainly more than just basic transportation. And if you want to personalize your car, we've got the makings there.

Options like new steel-belted radial-ply tires that are manufacturer-guaranteed for 40,000 miles . . . electrically heated rear windows . . . improved air conditioners . . . a choice of sound systems . . . even a trailer-towing package on all Valiant, Duster and Scamp models.

The choice is yours. Any way you want it, Plymouth comes through with the kind of compact car you want. Again.

EXTERIOR DIMENSIONS

Scamp Hardtop	Barracuda Hardtop	Valiant Sedan	Duster Coupe
Wheelbase 111"	Wheelbase 108"	Wheelbase 111"	Wheelbase 108"
Overall length . . . 197.6"	Overall length . . . 195.6"	Overall length . . . 197.6"	Overall length . . . 194.1"
Overall width 71.0"	Overall width 75.6"	Overall width 71.0"	Overall width 71.8"
Overall height 52.8"	Overall height 50.9"	Overall height 54.3"	Overall height 53.1"
Front track 57.1"	Front track 60.2"	Front track 59.1"	Front track 59.1"
Rear track 55.4"	Rear track 60.7"	Rear track 55.4"	Rear track 55.4"

DUSTER/VALIANT/BARRACUDA OPTIONS: Check off your choice with this handy

OPTIONS	CAR MODELS						CHECK LIST
	Valiant	Scamp	Duster	Duster 360	Barracuda	'Cuda	
Comfort/Convenience							
Air Conditioning	O	O	O	O	O	O	
Cigarette Lighter	O	S	O	S	S	S	
Clock—Electric	NA	NA	NA	NA	O	O	
Console	NA	NA	O	O	O	O	
Defogger—Rear-window	O	O	O ¹	O ¹	O	O	
Defroster—Rear, Electric	O	O	O	O	NA	NA	
Deluxe Sound Insulation Pkg.	O	O	O	O	NA	NA	
Differential—Sure-Grip	O	O	O	O	O	O	
Disc Brakes—Manual	S ²	S ²	S ²	NA	S	NA	
Disc Brakes—Power	O	O	O	S	O	S	
Glove Box Lock	O	O	O	O	S	O	
Inside Hood Release	O	O	O	O	O	O	
Interior Convenience Group	O	NA	O	O	NA	NA	
Light Package	O	O	O	O	O	O	
Power Steering	O	O	O	O	O	O	
Radio—AM	O	O	O	O	O	O	
Radio—AM/FM	O	O	O	O	NA	NA	
Radio—AM/FM Stereo	NA	NA	NA	NA	O	NA	
Rallye Cluster	NA	NA	NA	NA	O	O	
Rear-seat Speaker	O	O	O ¹	O ¹	O	O	
Space Duster Pak	NA	NA	O	O	NA	NA	
Sun Roof	NA	O	O	O	NA	NA	
Tinted Glass	O	O	O	O	O	O	
Tinted Windshield	O	O	O	O	NA	NA	
Trailer-Towing Package	O	O	O	O	NA	NA	
Undercoating & Hood Pad	O	O	O	O	O	O	
Windshield Wipers—3-speed with Electric Washers	O	O	O	O	O	O	
Decor/Dress-up							
Bright Bumper Guards	O	O	O	O	S	S	
Carpets	O	S	O	O	S	S	
Custom Exterior Group	O	NA	O	O	NA	NA	
Hood Blackout Treatment	NA	NA	O	O	NA	NA	

¹Not available with Spacemaker Pak ²Optional with 6-cylinder engine ³Available in package only ⁴Set of four ⁵Available only with V-8 engine

TWISTER PACKAGE

For those buyers who want good handling and an extra sporty looking car but with a smaller displacement engine—Twister's the answer. With unique upper-body side tape stripes, deck lower panel tape applique, and bright drip moldings,



the Twister looks like its big brother—the respected Duster 360. Left-hand, remote-control sport mirror with matching right-hand sport mirror and distinctive Twister decals on the quarter panels enhance the sporty image. Also included are rallye wheels with argent painted rims and a front sway bar to add to Duster's fine handling characteristics.

option selector.

OPTIONS	CAR MODELS						CHECK LIST
	Valiant	Scamp	Duster	Duster 360	Barracuda	'Cuda	
Decor/Dress-up Cont.							
Hood—Sport	NA	NA	NA	NA	O	S	
Interior Decor Package	O	S	O	O	NA	NA	
Mirrors—Dual Racing	NA	NA	O	O	O	O	
Mirror—Inside Day/Night	O	O	O	O	S	O	
Mirror—Remote-control, Left	O	O	O	O	O	O	
Molding—Sill	O	O	O ³	O ³	O	O	
Molding—Vinyl Side	O	O	O	O	O	O	
Sport Decor Package	NA	NA	NA	NA	O	NA	
Steering Wheel—"Tuff"	O	O	O	O	NA	NA	
Tape Stripe—Body Side	NA	NA	O	S	O	O	
Tape Stripe—Lower Deck	NA	NA	O	S	NA	NA	
Tires—Whitewall	O	O	O	O	O	S	
Tires—Raised White-letter	O	O	O	O	O	O	
Tires—Steel-belted, Radial-ply	O	O	O	O	O	O	
Twister Package	NA	NA	O	NA	NA	NA	
Wheel Covers—Deluxe ⁴	O	O	O	O	O	O	
Wheels—Chrome-style ⁴	NA	NA	NA	NA	O	O	
Wheels—Rallye Road ⁴	O	O	O	O	O	O	
Vinyl Roof—Full	O	O	O	O	O	O	
Vinyl Roof—Canopy	NA	NA	O	O	NA	NA	
Performance							
198—Six	S	S	S	NA	NA	NA	
225—Six	O	O	O	NA	NA	NA	
318—V-8	S	S	S	NA	S	S	
360—V-8	NA	NA	NA	S	O	O	
Battery—375-amp	O	O	O	S	O	S	
Heavy-duty Suspension	O	O	O	O	O	S	
Special Axle Ratios	O	O	O	S	O	S	
Sway Bar—Front	O	O	O	S	O	S	
Performance Axle Package	NA	NA	NA	NA	O	O	
Transmission—3-speed, Floor-mounted	O	O	O	S	S	S	
Transmission—Column-mounted	S	S	S	NA	NA	NA	
Transmission—4-speed, Manual	NA	NA	O ⁵	O	O	O	
Transmission—TorqueFlite Automatic	O	O	O	O	O	O	

O—Optional S—Standard NA—Not Available

Electric Rear Defroster. Helps to improve rear-window visibility. (Not available on Barracuda and 'Cuda.)

Inside Hood Release. Helps protect your engine compartment from uninvited entry.

"Tuff" Steering Wheel. For those who want a better grip on their Valiants and Dusters.



Electric Rear-window Defroster



"Tuff" Steering Wheel



Rallye Road Wheels & Steel-belted, Radial-ply Tires



Trailer-Towing Package



Inside Hood Release



Power Front Disc Brakes

Radial-ply Tires. You can order these two options together or separately. **Power Front Disc Brakes.** Standard on the Duster 360 and 'Cuda.

1974 STANDARD FEATURES

Duster,

Valiant & Scamp Standard Features

198 CID Six or 318 CID V-8 engine • 3-speed manual transmission • Torsion-bar suspension • Electronic Ignition System • Electronic voltage regulator • Electric assist choke • Fuel gauge • Temperature gauge • Ammeter gauge • Front disc brakes with V-8 engine • Color-keyed armrests • Swing-out rear quarter window (Duster only) • Cleaner Air System • Vent wings (Valiant Sedan) • Soft coat hooks • Concealed spare tire • Two-door hardtop model (available Scamp only) • Door hold-open checks • Dome lamp switch (both front doors) • Keyless door locking • Cigarette lighter (Scamp only) • Hubcaps (set of four).

Duster 360

(All of the above Duster features plus these additions and changes.) 360 CID V-8 engine • 3-speed full-synchromesh manual transmission with floor-mounted shifter • Unique body side tape stripes • Roof drip rail molding • Heavy-duty suspension • Cigarette lighter • E70 bias-belted tires • 5½x14" wheels

• Heavy-duty shock absorbers • 8¼" axle • Dual exhaust.

Barracuda & 'Cuda Standard Features

318 CID V-8 engine • 3-speed, all-synchromesh, manual transmission with floor-mounted shifter • Electronic Ignition System • Electric assist choke • Electronic voltage regulator • Inside day/night, rearview mirror • Fuel gauge • Temperature gauge • Ammeter gauge • Torsion-bar suspension • Bucket seats • Cigarette lighter • Ventless side glass • Color-keyed headlining and armrests • Roadlamp-styled parking lamps • Twin circular taillights • Chrome wheel lip and sill molding* • Performance hood* • Argent grille and black rear deck panel* • Heavy-duty suspension* • F70x14" white sidewall tires* • Power disc brakes*

*Standard on 'Cuda

Standard Safety Features

Bumper impact-absorption system, front and rear • Passenger restraint system with starter interlock • Energy-absorbing steering column • Roof intrusion protection • Supplementary

throttle return spring • Back-up lights • Side marker lights and reflectors • Turn signal with lane-change feature • Flame-retardant interior materials • Anti-theft ignition and steering column lock with ignition warning buzzer • Energy-absorbing front seat-back and armrests • Manual inside door lock (levers have non override lock feature, except driver's door) • Interlocking door latches • Flush-type inside, door-release levers • Cushioned sun visors • Dual braking system with warning light • Hazard warning lights • Windshield wipers—2-speed, electric • Windshield washers • Locking latch on all folding front seat-backs • Left outside rearview mirror • Padded instrument panel • Side door beams.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation in prices, specifications, colors and materials, and to change or discontinue models.

DUSTER/VALIANT/BARRACUDA EXTERIOR COLORS

	Powder Blue		Dark Moonstone Metallic
	Lucerne Blue Metallic		Sienna Metallic
	Rallye Red		Spinnaker White
	Burnished Red Metallic		Formal Black
	Frosty Green Metallic		Golden Fawn
	Deep Sherwood Metallic		Yellow Blaze
	Avocado Gold Metallic		Golden Haze Metallic
	Sahara Beige		Tahitian Gold Metallic

NOTE: Due to occasional printing irregularities, the above may vary slightly from actual hues. See your Plymouth Dealer for accurate color chips.

Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth dealer.



KEEP YOUR
CAR
"FACTORY NEW"
WITH GENUINE
MOPAR PARTS

Plymouth  **CHRYSLER**
MOTOR CORPORATION