

BULLETIN NO. BB-DD
 DATE September 30, 1965
 REVISED January 1, 1966
 REVISED EFFECTIVE CONCURRENT WITH
DATE OF EXCISE TAX INCREASE

PLYMOUTH

CONFIDENTIAL PRICE BULLETIN

1966 BARRACUDA PASSENGER CARS

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 1966 Barracuda passenger cars and factory installed options and accessories. 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 a 19% discount from Factory Retail Prices of cars.

<u>BODY TYPE CODE</u>	<u>MODEL</u>	<u>FACTORY WHOLESALE PRICE</u>	<u>FACTORY RETAIL PRICE</u>	<u>E.H. & O.</u>	<u>MANUFACTURER'S SUGGESTED RETAIL PRICE*</u>
<u>BARRACUDA SIX</u>					
BP29	2 DOOR SPORTS HARDTOP	1939.14	2394.00	142.00	2556.00
<u>BARRACUDA V-8</u>					
BP29	2 DOOR SPORTS HARDTOP	2001.51	2471.00	146.00	2637.00

*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New Car Preparation of \$20.00.

Direct Dealers will be paid \$25.00 per car on their wholesale deliveries of 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 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 \$20.00 will be added to the car invoice.

For the convenience of your customers who take delivery of their new 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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CONFIDENTIAL PRICE BULLETIN

1966 BARRACUDA FACTORY INSTALLED OPTIONS AND ACCESSORIES

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE *
<u>ACCESSORY GROUPS</u>					
351	Basic				
359	Sport (6Cyl. Only)	49.10	64.65	3.70	68.35
359	Sport (8 Cyl. Only) (NA Group 367)	67.50	89.50	5.05	94.55
367	Formula "S" Package (8 Cyl. Only) (NA Group 359 or 368)	58.50	77.65	4.45	82.10
368	Suspension Package (NA Group 367)	185.30 9.75	239.10 12.85	13.65 .75	252.75 13.60
411	AIR CONDITIONER (NA 273 Cu.In.Eng. with 3 Speed Man. Trans.)	229.50	302.00	16.50	318.50
483	BUMPER GUARDS - Frt. & Rear	12.50	16.45	1.00	17.45
486	CONSOLE (NA 3 Speed Man. Trans.)	35.00	46.10	2.60	48.70
408	DIFFERENTIAL - Sure Grip	27.00	35.55	2.05	37.60
	<u>CLEANER AIR PKG.</u> (California Only - Mandatory)				
471	6 Cylinder	13.55	16.95	1.05	18.00
471	8 Cylinder	18.85	23.60	1.40	25.00
646	EMERGENCY FLASHER (Mandatory New York State)	9.00	11.85	.75	12.60
32	ENGINE-Commando 273-4BBL-8 Cyl. (NA 3 Speed Man. Trans.)	73.60	92.00	5.30	97.30
628	FAST MANUAL STEERING (NA Code 456)	9.50	12.50	.75	13.25
<u>GLASS - TINTED</u>					
521	All Windows	20.00	26.35	1.55	27.90
522	Windshield Only	10.00	13.20	.85	14.05
416	DELETE HEATER (NA Code 411)	(51.80)	(65.60)	(3.70)	(69.30)
<u>MIRRORS</u>					
534	Day/Night-Inside Rear View	2.95	3.90	.25	4.15
536	Remote Control-Outside Left	4.90	6.45	.40	6.85
<u>POWER EQUIPMENT</u>					
451	Brakes	30.00	39.50	2.25	41.75
456	Steering	60.75	75.95	4.40	80.35
421	RADIO-Transaudio AM	41.25	54.30	3.05	57.35
548	SUN VISORS - PADDED	4.50	5.95	.40	6.35
557	SEAT BELTS - Retractable-2 Frt. & 2 Rear	6.95	9.15	.50	9.65
573	STEERING WHEEL-3 Spoke Simulated Wood Grain	12.00	16.00	1.00	17.00
638	SHOCK ABSORBERS-Firm Ride	2.25	3.00	.25	3.25
577	TACHOMETER (8 Cyl. Only)	35.00	46.10	2.60	48.70
<u>TRANSMISSIONS</u>					
393	Manual - 4 Speed (8 Cyl. Only)	132.70	165.90	9.55	175.45
395	Torqueflite (6 Cyl. Only)	127.00	158.75	9.20	167.95
395	Torqueflite (8 Cyl. Only)	134.00	167.50	9.70	177.20
579	UNDERCOATING-With Underhood Pad	11.00	14.50	.90	15.40
<u>WHEEL COVERS</u>					
583	Bolt On Design - 13"	23.80	31.75	1.75	33.50
583	Bolt On Design - 14"	25.60	33.70	1.90	35.60
<u>PAINT AND TRIM</u>					
294	Paint - Racing Stripes	22.00	28.95	1.70	30.65
708	Paint - Special Buffed	12.00	15.80	1.00	16.80
306-7	Roof - Vinyl	45.00	59.25	3.35	62.60

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1966 BARRACUDA FACTORY INSTALLED OPTIONS AND ACCESSORIES

(CONTINUED)

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE *
	<u>TIRES - SET OF 5 - 6 CYLINDER</u>				
	<u>Replaces 6.50 x 13 B.S.W.</u>				
03	6.50 x 13 W.S.W.	20.50	27.00	1.55	28.55
11	7.00 x 13 B.S.W. (a)	9.00	11.85	.75	12.60
13	7.00 x 13 W.S.W.	31.70	41.75	2.30	44.05
16	7.00 x 13-8 PR. B.S.W.-Nylon	42.50	55.95	3.10	59.05
18	7.00 x 13-8 PR. W.S.W.-Nylon	65.20	85.80	4.75	90.55
21	6.95 x 14 B.S.W.	14.40	18.95	1.10	20.05
23	6.95 x 14 W.S.W.	37.10	48.85	2.75	51.60
28	Special Bluestreak (Code 368 Req'd)	48.10	63.30	3.55	66.85
	<u>TIRES - SET OF 5 - 8 CYLINDER</u>				
	<u>Replaces 7.00 x 13 B.S.W.</u>				
13	7.00 x 13 W.S.W.	22.70	29.90	1.70	31.60
16	7.00 x 13-8 PR. B.S.W.-Nylon	33.50	44.10	2.45	46.55
18	7.00 x 13-8 PR. W.S.W.-Nylon	56.20	73.95	4.10	78.05
21	6.95 x 14 B.S.W.	5.40	7.15	.45	7.60
23	6.95 x 14 W.S.W.	28.10	37.00	2.10	39.10
28	Special Bluestreak (Code 368 Req'd)	39.10	51.45	2.90	54.35

(a) Minimum Size for 6 Cylinders with Air Conditioner

E - Extra Cost;

S - Standard Equipment;

NA - Not Available

* Includes Factory Retail Price and Excise, Handling and Other Charges.

Refer to the 1966 Barracuda Order Code List for availability of options within groups, color combinations and trim.

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 Price does not include any State and/or Local Taxes or Destination Charges.

ALL PRICE, 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.

BULLETIN NO. BB-DD
 SUPPLEMENT NO. 2
 DATE September 30, 1965
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PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1966 BARRACUDA TRAILER TOWING PACKAGE

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 and Manufacturer's Suggested Retail Prices for the 1966 Barracuda Trailer Towing Package. 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.

<u>ORDER CODE</u>	<u>DESCRIPTION</u>	<u>FACTORY WHOLESALE PRICE</u>	<u>FACTORY RETAIL PRICE</u>	<u>E.H. & O.</u>	<u>MANUFACTURER'S SUGGESTED RETAIL PRICE*</u>
	<u>TRAILER TOWING PACKAGE</u>				
578	6 Cylinder	\$ 40.05	\$ 52.70	\$ 3.00	\$ 55.70
578	8 Cylinder (NA with Formula S Package)	26.50	34.90	1.95	36.85
578	8 Cylinder (With Formula S Package)	16.75	22.05	1.25	23.30

PLEASE NOTE

The following options and accessories are required with the Trailer Towing Package and must be ordered separately: Torqueflite Automatic Transmission, 7.00 x 13 8 PR Nylon Tires (unless Formula S Package is ordered).

Also, the following options and accessories are not available with the Trailer Towing Package: Sport Group, Suspension Package, Disc Brakes.

*Includes Factory Retail Price and Excise, Handling and Other Charges.

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 Price does 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 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.

PLYMOUTH
 CONFIDENTIAL PRICE BULLETIN
 1966 BARRACUDA DISC BRAKE PACKAGE

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 and Manufacturer's Suggested Retail Prices for the 1966 Barracuda Disc Brake Package. 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.

ORDER CODE	DESCRIPTION	FACTORY WHOLESALE PRICE	FACTORY RETAIL PRICE	E.H. & O.	MANUFACTURER'S SUGGESTED RETAIL PRICE*
479	DISC BRAKE PACKAGE	\$ 59.00	\$ 77.65	\$ 4.30	\$ 81.95
	Available Only with the Disc Brake Package:				
367	FORMULA S PACKAGE (8 Cyl.)	179.90	232.00	13.20	245.20
	<u>TIRES - Replaces 6.95 x 14 B.S.W.</u>				
23	6.95 x 14 W.S.W.	22.70	29.90	1.70	31.60
28	Special Bluestreak (Code 368 Required)	33.70	44.35	2.45	46.80

PLEASE NOTE:

The following options and accessories are not available with the Disc Brake Package:
 Sport Accessory Group, 13" Tires, 13" Wheel Covers, Trailer Towing Package.

*Includes Factory Retail Price and Excise, Handling and Other Charges.

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 Price does 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 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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CHRYSLER-PLYMOUTH DIVISION
 CHRYSLER MOTORS CORPORATION