

FORMULATED FISH



Unpretentious but potent: the feisty '68 Barracuda

text and photography by Dale Amy



Draw a dividing line on your musclecar memory charts between the years 1968 and 1969. It wasn't until '69 that musclecars started to look really radical – reflecting the

psychedelic times with outlandish colors as loud as exhaust systems and stripe packages that drew the eye like mylar magnets. Spoilers, wings, scoops and louvers were to become as common as flower children at Woodstock, and fat styled-steel or aluminum wheels mounting ever-wider-and-lower skins were almost obligatory. Up until then, styling had been kinda quiet.

We take you back now to those less flashy days and the 1968 Barracuda Formula S, a time when Plymouth's feisty fish was still known by its full name (the 'Cuda model was to show up in '69). Available as a hardtop, convertible or fastback, '68 styling was a carry-over from 1967, but there was

big news on the engineering front: the introduction of the lightweight, high-performance 340.

High on the list of all-time great small-blocks, the 340 cranked out an underrated 275 horses at 5000 rpm; it was light enough to allow balanced handling; and it fit the confined spaces under the Barracuda's hood far better than the B-block 383, that was also available. It fit well enough that power steering and/or air conditioning could be ordered, neither of which was available with the 383.

Dave Ferguson's Formula S hardtop has a particularly understated look as a result of its muted Light Green Metallic paint and matching vinyl roof. Sure, it's got stripes but