



This 39,000-mile Rally Red 'Cuda was a recent Diamond Award Winner at the 2017 Muscle Car & Corvette Nationals. It belongs to the Tim Schell Collection in Canada.

Collectible Insights

Around 108 Hemi 'Cuda hardtops were equipped in 1971 with the 426ci Hemi V8. Because of the special engine and one-year only design elements, they're highly sought after by collectors. Hagerty Insurance values one today in Concours condition at \$530,000.

1971 Plymouth Hemi 'Cuda

PLYMOUTH SORELY MISSED THE BOAT with the launch of their Barracuda model. Despite the sports fastback debuting weeks before the Mustang came out, buyers didn't take the bait. Ford's pony car stole the spotlight, riding off with the majority of market share for years to come. Plymouth was determined to reel muscle car shoppers back into showrooms and finally, in 1970, they

had real a contender. This would be their car's third redesign and the brand went all out in making it a wicked performance machine.

This latest version featured a bold 'racy' theme, complete with a long hood, short deck, and a steeply raked windshield. For a streamlined look, the wipers were concealed, and the door handles were flush. The car could be had in basic Barracuda form or in two special upgraded series: a cushy Gran Coupe or muscled-up 'Cuda. The 'Cuda could be had with every Plymouth high-performance engine including the 426ci, double four-barrel, Hemi V8 (an \$871.45 option), underrated at 425 horsepower. When equipped with that monster, the car became known as a 'Hemi 'Cuda'. One of the coolest aspects was its 'shaker' hood, which consisted of a matte black air scoop and air cleaner extending through an opening in the hood. When drivers romped on the gas, they would see it vibrate and shake. 'Cudas also got add-ons like hood pins and race-inspired rearview mirrors.

The Barracuda received further updates in 1971, many of which ended up being one-year only features. Such changes included chromed 'gills' on the front fenders and a new grille design that incorporated four headlights (instead of two).

It had all the right pieces to rise to the top, but Plymouth never caught up with their competition. Just under 16,500 Barracudas were sold in 1971—a ninth of Mustang sales and a sixth of Camaro sales. With emission standards and insurance premiums on the rise, the '71 Barracuda would be a high-water mark for the model as it was the last year available with the legendary 426 Hemi engine. U



The Shaker hood setup included a cable control so the driver could manually open or close the scoop for maximum performance.



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