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The opening pages of

1967 Plymouth GTX Restoration Guide

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RESTORATIONESSENTIALS

1967 Plymouth Gtx

Factory-Correct Restoration Guide

Key facts at a glance

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1. Manufacturer History: Plymouth

Plymouth was created in 1928 by Walter P. Chrysler as his answer to Ford and Chevrolet: a low-priced car with engineering a step above its price class. The first Plymouth, the Model Q, carried hydraulic brakes at a time when its rivals still used mechanical brakes, and the brand's reputation for value engineering was set early. Through the Depression, Plymouth grew into America's number-three brand by selling honest, durable transportation.

The 1950s brought Virgil Exner's 'Forward Look' styling, tailfins, and torsion-bar front suspension ('Torsion-Aire'), which gave Plymouths handling their competitors could not match. The 1960s were Plymouth's performance decade: the Max Wedge Super Stock cars, the 1964 Barracuda (which beat the Ford Mustang to market by two weeks), the GTX, and the 1968 Road Runner — a back-to-basics muscle car that proved performance could be affordable.

Chrysler's engineering culture shaped every Plymouth of this era: the slant-six, the LA small-block V8 family, the B and RB big-blocks, the 426 Hemi, the TorqueFlite automatic (widely considered the best automatic of its day), and unit-body construction that made Mopars lighter and more rigid than their body-on-frame rivals. For the restorer, this is good news: mechanical parts interchange broadly across the corporation, and factory service manuals are unusually thorough.

The 1970s brought emissions controls, insurance surcharges, and the end of the high-compression era. Plymouth soldiered on with Volare, Horizon, and a string of rebadged Mitsubishis before the brand was discontinued in 2001. But the 1964-1973 performance cars — Barracuda, GTX, Road Runner, Duster 340, and the Superbird — remain the heart of the hobby, and factory-correct restoration of these cars is supported by one of the deepest reproduction ecosystems in the business.

2. Model History: Plymouth GTX

The Plymouth GTX arrived in 1967 as the 'gentleman's muscle car' — Plymouth's answer to buyers who wanted big-block performance without the Road Runner's stripped-down austerity (the Road Runner itself would not arrive until 1968). Based on the Belvedere hardtop and convertible bodies, the GTX came standard with the 440 Super Commando four-barrel (375 hp) and offered only one option in the engine bay: the 426 Street Hemi. It was performance with manners, and it sold 12,690 cars in its first year.

For 1968-1969 the GTX rode the B-body's famous 'Coke bottle' redesign — the rounded fuselage-preview styling with the sweeping character line that defines the era's Mopars. The formula

RESTORATION ESSENTIALS — 1967 Plymouth GTX did not change: standard 440, optional Hemi, upscale trim, and distinctive GTX badging. Production peaked in 1968 at 18,940 cars, then settled to 15,602 in 1969 as the Road Runner — cheaper, louder, and deliberately anti-establishment — ate into the GTX's market.

The 1970 GTX wore the B-body's one-year loop-bumper restyle and gained a new option: the 440 Six Barrel (390 hp), available for the first time in the GTX. But the market had moved on — only 7,748 GTX hardtops were built in 1970 (convertibles were gone from the GTX line), including 72 Hemi cars and 768 Six Barrel cars. The GTX was becoming a rare car in real time.

1971 was the GTX's last year as a standalone model, and the fuselage-styled cars are among the most distinctive Mopars ever built. Just 2,942 GTXs were produced for 1971 — with secondary sources reporting only 30 Hemi cars and 135 Six Barrel cars — making the 1971 GTX one of the rarest production performance Mopars of the muscle-car era. After 1971, the GTX name survived



an option package on the 440-powered Road Runner.

For the restorer, the GTX's appeal is its specification: every GTX left the factory with a 440 or a Hemi, upscale trim, and heavy-duty running gear. The cars were expensive when new and are rare today, which means restoration costs are high but the finished cars are blue-chip. Authentication is straightforward — the RS VIN prefix is GTX-only — but verify the engine code (U, V, or R in 1970-1971; L or J in 1967-1969) against the car's equipment, because drivetrain swaps are common after fifty years.

3. What Makes the 1967 Unique

The 1967 GTX is the first-year car — the one that invented the 'gentleman's muscle car' formula. Before the Road Runner existed, before the 'Coke bottle' styling, there was this: a Belvedere-based hardtop or convertible with a standard 440, an optional Hemi, and upscale trim throughout. First-year cars carry a permanent premium in the hobby, and the 1967 GTX's clean, sharp-edged styling has aged beautifully.

The 1967 engine program was the simplest the GTX ever offered: the 440 Super Commando four-barrel (375 hp) standard, the 426 Street Hemi (425 hp) as the sole option. No small-blocks, no six-cylinders, no compromises — every 1967 GTX left the factory with a big engine and heavy-duty running gear. The Hemi cars (engine code J) are the blue-chip collectibles; the 440 cars (code L) are the drivers.

The 1967 GTX's styling is distinct from the later cars: the sharp 1966-1967 B-body lines, the GTX-specific grille and badging, and the simulated hood scoops. The 1968 redesign changed

RESTORATIONESSENTIALS — 1967 Plymouth GTX

everything, which makes the 1967 cars visually unmistakable — and makes 1967-only trim parts a restoration consideration. Verify part numbers against 1967-specific references.

Production was 12,010 hardtops and 680 convertibles. The convertibles are genuinely rare — 680 cars, with Hemi convertibles among the scarcest Mopars of the decade. Authentication is straightforward: the RS VIN prefix is GTX-only for 1967-1971, and the engine code (L or J) is the fifth character. As with all early B-bodies, check the body for the rust pattern these cars are known for: lower fenders and quarters, trunk floor, and frame rails.

Restoration notes specific to 1967: the Hemi cars use the dedicated Hemi torque table in this guide — the Street Hemi's fastener specifications differ from the B/RB big-block's, and this guide uses the corrected 70 ft-lb figure for iron B/RB heads (see the torque note). Reproduction support for the 1967 GTX is thinner than for the 1968-1970 cars, so verify parts availability before committing to a project. The 1967 GTX restorer faces a first-year car: some trim and fasteners are one-year-only, and the aftermarket prioritizes the higher-volume 1968-69 cars. The RS VIN prefix and the 440/Hemi engine codes are the authentication bedrock — and the 1967-only details (grille, taillights, interior patterns) are what separate the knowledgeable from the hopeful.

In the market, 1967 is the connoisseur's GTX: first year, lowest early production of the standalone era, and the purest expression of the gentleman's-muscle-car formula. Hemi cars are blue-chip; 440 cars are the value — and convertibles of either engine are genuinely rare.

Mechanically, the 1967 is pure B-body: the 440 Super Commando is a torque-rich, well-documented engine, and the chassis is shared with the entire 1966-67 intermediate line, so mechanical parts are easy. It is the trim and body details that test the restorer — buy the most complete car you can find. Year-to-year changes at a glance.

■ GTX debuts as a standalone model — Belvedere-based upscale performance hardtop and convertible.