

1968 Plymouth Road Runner

2dr Hardtop Coupe · 8-cyl. 383cid/335hp 4bbl Hi-Perf

#1 Concours condition

\$75,200

▾ -6%

#2 Excellent condition

\$59,200

▾ -6%

#3 Good condition

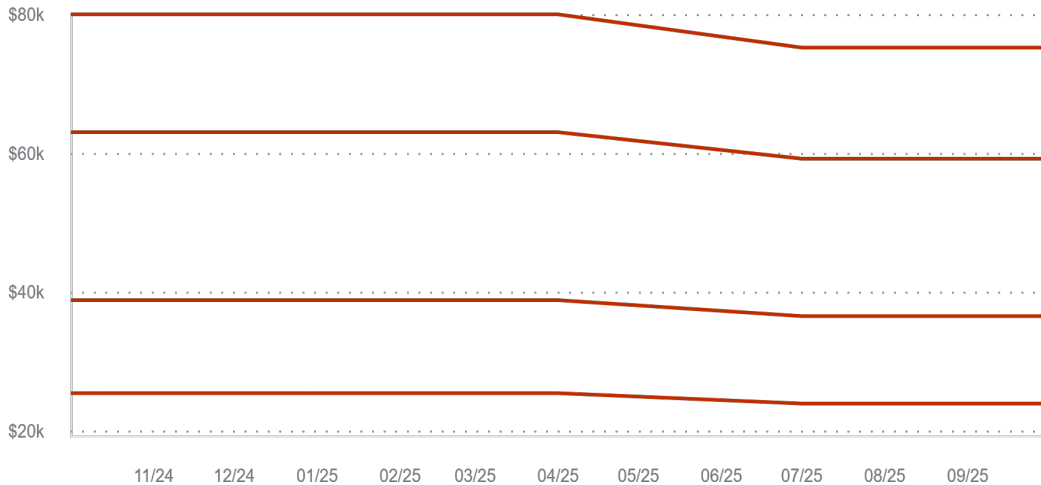
\$36,500*

▾ -5.9%

#4 Fair condition

\$23,900

▾ -5.9%



NOTE: The chart displays price changes for the last year.

Value adjustments

+10%
for 4-spd.

Model description

Plymouth's boxy Belvedere GTX may have been late to the mid-size muscle car market in 1967, but the division stole a march on everybody else in 1968 with the Road Runner.

This time Plymouth got it right; putting a 335 bhp 383 cid V-8 engine with 440 Super Commando heads and camshaft in a bare bones 3,000-lb, two-door hardtop with a 4-speed floor-shift synchro transmission. Base price was \$2,870, skinned down to a rubber floor mat and non-pleat taxicab interior. A total of 29,240 buyers bought the coupe and a further 15,359 stepped up for the two-door hardtop – which was added mid-year – for the 44,559 total.

If you wanted carpet and brightwork you had to spend \$79.20 for the décor group. The 425 bhp, 426 cid Street Hemi cost another \$714.30. But the base car was quick and simple, and capped by a charming beep-beep Road Runner cartoon horn, which supposedly cost \$50,000 to license from Warner Brothers (plus \$10,000 to develop the beep-beep sound).

Road testers enjoyed the performance, but were less charitable about the drum brakes and the lack of traction off the line. While 0-60 came up in 7.3 seconds, the quarter mile took 15.37 at 91.4 mph and top speed was 122 mph.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)[®] on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

