

Legendary Rapid Transit Cuda Consigned to Mecum Auctions Indy 2023 Event

Walworth, Wis. – April 14, 2023 – Hidden away for more than 50 years, unrestored and retaining both its custom metalwork and lacquer paint dating back to circa 1971, the legendary Rapid Transit Cuda—one of the four original Plymouth Rapid Transit System Caravan traveling road show cars—was unveiled today at Mecum Houston 2023. The rare and historic car will be offered at auction at Dana Mecum’s 36th Original Spring Classic this May 12-20 at the Indiana State Fairgrounds in Indianapolis.

Identified by Serial No. 0005 and showing an intact VIN and an odometer reading of less than 1,000 miles, the famed Cuda was designed by Harry Bradley, the man responsible for the initial Hot Wheels toy car line in 1967 and 1968. The over-the-top build was completed by Chuck Miller, winner of the coveted Don Ridler Memorial Award in 1968, and it was funded by Plymouth and built specifically for inclusion in the memorable Rapid Transit System Caravan that toured from 1970-71.

The car’s fender tag denotes a 440 CI 6-barrel V-8 engine with a TorqueFlite automatic transmission. The numerous and extreme body modifications, including a nose cone constructed from four identical angles welded into a single insert, were completed in steel. Other radical features include custom-made corners and grille with Cibie headlamps, side exhaust, a rolled front pan featuring a split spoiler layout with integrated lower lens housing, the iconic Shaker hood, custom tail lamps and a faux parachute. Chrome caster-style wheelie bars and an original Rapid Transit System Caravan show sign are included in the sale.

The custom car world was never the same after Chuck Miller arrived, and the Rapid Transit System Caravan tour is still unequaled as one of the most impactful traveling promotional efforts in automotive history. Add in the fact that Hot Wheels’ Harry Bradley designed this car, and the historical significance of this 440-powered 1970 Cuda is made clear. There is nothing else like it available anywhere.



1970 Plymouth Cuda RTS 400

Offered During Dana Mecum’s 36th Original Spring Classic, May 12-20, 2023

Dana Mecum’s 36th Original Spring Classic, the flagship auction for the family-owned enterprise, will feature an estimated 3,000 vehicles, daily Road Art selections, food, exhibitors, the Dodge Thrill Ride, and, of course, the ceaseless high-energy Mecum auction action. Those interested in consigning a vehicle for auction at this year’s Spring Classic may find complete details about the consignment process and pricing at Mecum.com and are encouraged to submit a Request for Position form now to take advantage of pre-auction marketing opportunities.

Mecum has reinvented its bidder registration process, making it easier than ever for collector car enthusiasts to bid on their dream car, both from home and at the auction. Options for in-person, telephone and internet bidding start at \$100. For more information on Dana Mecum’s 36th Original Spring Classic in Indianapolis and all other Mecum auctions, visit Mecum.com. Mecum’s website is updated daily with the latest consignments and includes detailed descriptions and photographs of the vehicles to be offered. For schedule information, to consign a vehicle or to register as a bidder for this and all Mecum events, visit Mecum.com, or call (262) 275-5050 for more information.

Schedule:

- Dana Mecum’s 36th Original Spring Classic
- Indiana State Fairgrounds
- 1202 East 38th Street
- Indianapolis, IN 46205
- May 12-20, 2023
- Admission: \$20 in advance online, and \$30 at the door and online after May 11—per person, per day; children 12 and younger receive complimentary admission
- Preview: Gates open daily at 8 a.m.
- Auction: The vehicle auction will begin on Friday, May 12 through Thursday, May 18 at 10 a.m. and on Friday and Saturday, May 19 and 20 at 9 a.m., with Road Art to be offered 30 minutes prior to the vehicles
- TV Schedule on MotorTrend: To be announced (All Times Eastern)

Check out our new menu!! **Drink Specials Change Daily!** **3pm-Close: Mon-Thurs** **~~~ SPECIALS ~~~**
Monday: WINGS
Tuesday: HARD TACOS
Wednesday: Fajita Night
Thursday: ACP
Sunday: QUESADILLA FAJITA
3 pm to Close



**THURSDAYS
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