

Mercury Cougar



Untamed Elegance!



A new high in luxury features... standard in every Cougar

Headlamps are hidden by day behind the handsome die-cast grille. Vacuum-powered doors that conceal lights open automatically when lights are turned on.

Large triple taillights with die-cast bezels flash in 1-2-3 sequence to point the way of your turn.

The big luggage compartment provides surprising luggage room for long distance travel.



Personal luxury describes the standard Cougar interior. There is deep-loop color-keyed carpeting from door to door. Bucket seats accent the sports car appearance and the vinyl upholstery has the custom feel of hand-rubbed leather. Note the coved and padded sides of the rear compartment, the courtesy lights in lower door. A total of 13 interior trims are available.



COUGAR 289 V-8 (standard). Two-barrel carburetion. Runs on regular fuel. Standard transmission: fully-synchronized 3-speed manual.



Take your choice of 16 handsome body colors in baked acrylic Super Enamel. Stylish vinyl covered Oxford Roof is optionally available in black and ivory. Two-tone combinations available with all 16 body colors.



ar!

Sport-type three-spoke steering wheel has heavily padded hub. Facing half of wheel is simulated wood-grain—lower half and spokes are color-keyed. Full instrumentation is positioned for easy viewing. Panel is padded. Instrument panel courtesy light, glove box light and glove box lock are standard.



The Cougar rear compartment is planned for passenger comfort and features outstanding room for a personal car.



Meet Mercury Cougar

*the personal luxury car
with a sporty European flair!*

A better idea from Mercury, the Man's Car! In a class by itself, Cougar offers new excitement in personal transportation.

There's an invitation to adventure in the long-hood, short-rear-deck profile . . . and more than a trace of a foreign accent. Advanced styling features include curved glass side windows, gleaming, solid die-cast grille and rear ornamentation, headlamps that disappear behind the grille and dramatic triple taillights. Turn signals are sequential and flash, in three steps, to positively point the way you are turning.

Interior appointments go far beyond the ordinary. Full vinyl upholstery and trim has the rich appearance and supple feel of fine leather. Deep cushioned bucket seats, luxurious color-matched full carpeting, padded instrument panel, deluxe seat belts with front retractors and reminder light and floor-mounted shift are all standard. For still greater luxury in a custom-sports manner, windshield pillar moldings are padded and rear compartment panels are coved, padded and covered with color-matching vinyl. The wide rear seat provides outstanding comfort with excellent knee room.

Outstanding performance is very much a part of the Cougar personality with a Cougar 289 2V V-8 engine as standard equipment. Outstanding riding smoothness, quietness and sure-footed road handling are the result of the 111" wheelbase, deep-coil front springs and extra-length rear leaf springs.

Features previously found only on costly cars are standard on Mercury Cougar!

- Doors 50" wide for easy entrance.
- Concealed headlamps that open automatically when lights are turned on.
- Front bucket seats foam padded to body contours and upholstered in pleated vinyl.
- Cougar 289 V-8 engine and floor-mounted, fully-synchronized 3-speed shift.
- Ford Motor Company Lifeguard Design Safety Features including dual hydraulic brake system with warning light, impact-absorbing steering wheel with deep-padded hub, padded instrument panel and padded sun visors, deluxe front and rear seat belts with front retractors and reminder light, four-way emergency flasher, double-yoke safety door latches, turn indicators with lane-changing signal feature, and many more.
- Unique triple taillights and sequential turn signals.
- Curved glass side windows.
- Deep-coil front springs and extra-length (59") rear springs.
- Heavy sound insulation, including 1" fiber glass under hood for super quietness.
- Color harmonized full carpeting in lush deep-loop weave.

To help you fully personalize your Cougar, a wide choice of modern options is available. These range from super sports high-performance engines to styled steel wheels to combination AM radio/Stereo-Sonic Tape System. Turn the flap for a comprehensive listing of these exciting options.

Get an idea of the extra luxury, convenience and excitement added when you tailor a Cougar to your personal taste.

Personalize your Cougar with these exciting options...



WHEEL COVERS (above)—the look of wire wheels specially styled for Cougar. **STYLED WHEELS** (below)—These are 14" x 5 1/2" wheels. The hub, rim, lugs and outer five radials have a sparkling chrome plated areas of the wheels come in six colors to match or complement the car.



OPTIONAL POWER up to a Cougar Super 289 4V V-8 or Marauder 390 GT 4V V-8.



TILT-AWAY STEERING WHEEL moves to nine different positions, swings aside for easy entrance.



FINGER-TIP SPEED CONTROL maintains desired speed. Mounted on turn signal lever.



COMFORT-WEAVE VINYL is a cooler-breathing upholstery for your Cougar. Bucket seats only in black, blue or parchment.



FULL-WIDTH FRONT SEAT WITH CENTER ARMRESTS offers extra passenger room with bucket seat comfort. Black, blue, parchment.



SELECT-SHIFT MERC-O-MATIC for automatic or manual shifting at driver's choice.



STYLED-IN WHISPER-AIRE CONDITIONER has high capacity for fast cooling.



GT PERFORMANCE GROUP includes Marauder 390 GT 4V engine, performance handling package, Wide Oval nylon-cord tires, low-restriction dual exhausts, power front disc brakes, power booster fan, low-restriction air filter, special 6" rim wheels. Available as a GT performance group or individually.

and that's only the beginning

Additional Cougar options include: Performance handling package (with Marauder 390 GT engine only). Power transfer axle, Power brakes, Power front disc brakes, Power steering, Tachometer, Electric clock, Visual Check Panel, AM and AM/FM radios, Courtesy Light Group (rear roof pillar, luggage compartment and parking brake warning lights), Sports console, Full tinted glass or tinted windshield. Plus many, many others for an almost unlimited number of ways to customize a Cougar.

See back page for complete detailed specifications.

Mercury Cougar specifications

POWER TEAM COMBINATIONS

	Cougar 289 V-8	Cougar Super 289 V-8 (a)	Marauder 390 GT V-8 (a)
Displacement	289 cu. in.	289 cu. in.	390 cu. in.
Bore & stroke (in.)	4.00 x 2.87	4.00 x 2.87	4.05 x 3.78
Adv. hp @ rpm	200 @ 4400	225 @ 4800	320 @ 4800
Adv. torque lb-ft @ rpm	282 @ 2400	305 @ 3200	427 @ 3200
Carburetor	2-bbl	4-bbl	4-bbl
Compression ratio	9.3:1	9.8:1	10.5:1
Fuel	Regular	Premium	Premium
Exhaust	Single	Single	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic
Alternators	42-amp.	42-amp.	42-amp.

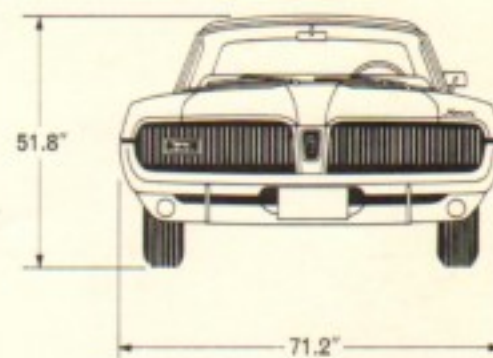
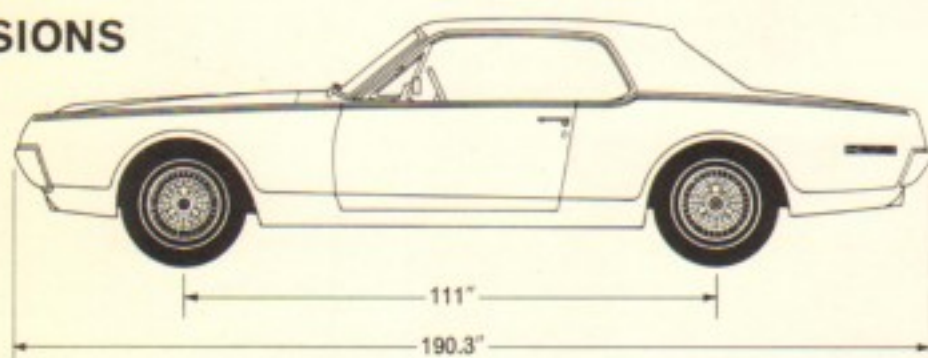
(a) The Cougar 289 V-8 is the standard engine. The Cougar Super 289 V-8 and the Marauder 390 GT 5.5-Litre V-8 are optional at extra cost. The Marauder 390 GT 5.5-Litre V-8 is installed with the Cougar GT Performance Group.

TRANSMISSION

	Cougar 289 V-8	Cougar Super 289 V-8 (a)	Marauder 390 GT V-8 (a)
3-Speed Manual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (c)
4-Speed Manual (b)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Select-Shift Merc-O-Matic (b)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) Floor-mounted or console-mounted shift for all models. All-synchronized 3-speed manual transmission standard, and 4-speed all-synchronized manual or Select-Shift Merc-O-Matic optional at extra cost for all 289 CID engines.
(c) Fully-synchronized heavy-duty 3-speed manual transmission installed at extra cost.

DIMENSIONS



Major Specifications

Hood length	63.7"	Wheel tread—Fr., Rear	58.1"
Greenhouse length	90.7"	Max. Width (Over rear bumper)	71.2"
Rear deck length	33.4"	Fuel capacity	17 gal.
Wheelbase	111"	Usable luggage capacity	9.1 cu. ft.
Overall length	190.3"	Curb weight	3119 lbs.
Overall height	51.8"		

Interior Dimensions

Front head room (eff.)	37.5"	Rear hiproom	51.7"
Front shoulder room	53.8"	Rear legroom (min. eff.)	30.7"
Front hiproom	54.2"	Distance between front and rear seat passengers	31.6"
Front legroom (max. eff.)	41.8"	(Interior dimensions with front seat in rearmost position.)	
Rear head room (eff.)	35.9"		
Rear shoulder room	53.2"		

COLOR AND TRIM

EXTERIOR COLORS	INTERIOR COLORS (BUCKET SEATS)		
	Crinkle Vinyl	Saddle Finish Vinyl	Comfort-Weave Vinyl & Crinkle Vinyl*
ONYX	Black, Red, Blue, Aqua, Parchment, Ivy Gold	Saddle	Black, Blue, Parchment
POLAR WHITE	Black, Red, Blue, Aqua, Parchment, Ivy Gold	Saddle	Black, Blue, Parchment
SHEFFIELD SILVER	Black, Red, Blue		Black, Blue
GLACIER BLUE	Black, Blue, Parchment		Black, Blue, Parchment
CASPIAN BLUE	Black, Blue, Parchment		Black, Blue, Parchment
TURQUOISE	Black, Aqua, Parchment		Black, Parchment
TRAFALGAR BLUE	Black, Aqua, Parchment		Black, Parchment
JAMAICAN YELLOW	Black, Parchment	Saddle	Black, Parchment
SAGE GOLD	Black, Parchment, Ivy Gold		Black, Parchment
LIME FROST	Black, Parchment, Ivy Gold		Black, Parchment
INVERNESS GREEN	Black, Parchment, Ivy Gold	Saddle	Black, Parchment
FAWN	Black, Parchment	Saddle	Black, Parchment
CUMBERLAND BEIGE	Black, Parchment	Saddle	Black, Parchment
CINNAMON FROST	Black, Parchment	Saddle	Black, Parchment
CARDINAL RED	Black, Red, Parchment		Black, Parchment
BURGUNDY	Black, Red, Parchment		Black, Parchment

*Optional at extra cost.

TWO-TONE COMBINATIONS*

Lower Body Color	Roof Color	Lower Body Color	Roof Color	Lower Body Color	Roof Color
Onyx	Polar White	Trafalgar Blue	Turquoise	Fawn	Onyx
Polar White	Onyx	Jamaican Yellow	Polar White	Fawn	Cumberland Beige
Sheffield Silver	Onyx	Jamaican Yellow	Onyx	Cumberland Beige	Fawn
Sheffield Silver	Polar White	Sage Gold	Onyx	Cumberland Beige	Polar White
Caspian Blue	Polar White	Sage Gold	Polar White	Cumberland Beige	Onyx
Caspian Blue	Glacier Blue	Sage Gold	Inverness Green	Cinnamon Frost	Polar White
Glacier Blue	Polar White	Lime Frost	Polar White	Cinnamon Frost	Onyx
Glacier Blue	Caspian Blue	Lime Frost	Onyx	Cardinal Red	Polar White
Turquoise	Polar White	Inverness Green	Polar White	Cardinal Red	Onyx
Turquoise	Trafalgar Blue	Inverness Green	Sage Gold	Burgundy	Polar White
Trafalgar Blue	Polar White	Fawn	Polar White	Burgundy	Onyx

*Two-tone exteriors are optional at extra cost.

EXCLUSIVE COMBINATION OF CHASSIS FEATURES FOR LUXURY SPORTS CAR RIDE AND FEEL

- Full rubber-cushioned Road-Control front suspension with long, soft coil springs
- Articulated front suspension compliance strut with rubber bushings at both front and rear ends
- Low-friction threaded pivot bushings in upper front suspension arms
- Butyl-rubber front suspension jounce bumpers
- Front stabilizer bar tailored to the vehicle—.72" diameter for standard Cougars and .84" for the high-performance handling package
- Flexible rubber and fiber coupling in steering shaft for insulation
- Hotchkiss drive rear suspension with 59" long rear springs. The 4-leaf low-friction springs with low deflection rates afford softer riding
- Butyl-rubber cushioned Iso-Clamps insulating rear springs from axle for greater smoothness and quiet
- Nylon tip liners for rear spring leaves for reduced friction
- 111" long wheelbase and 58.1" wide wheel tread
- P-R-N-D-2-1 sequence for Select-Shift Merc-O-Matic, for manual selection of gears or fully automatic operation
- Fully-synchronized 3-speed or 4-speed manual transmissions

While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. However, it may be deleted on car orders, if desired, at an appropriate price reduction. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer's.



Mercury

