

Cougar  
Cougar XR-7  
Cougar Eliminator

PASSWORD FOR ACTION IN THE '70'S





## MERCURY COUGAR XR-7 FOR '70 ...WHERE WILD MEETS ELEGANT.

The mood is upbeat. The spirit is untamed. The car is Cougar. For '70 the look is new. Longer in line, sleeker in silhouette, everywhere sportier in flair. Spacious hardtops and convertibles with the hand-tooled look of Europe's most exotic Grand Touring cars. A full-fledged, full-grown sports machine with impeccable road manners and a serenely smooth ride. With precision-honed V-8's ranging from the advanced 351-2 V (standard) to the brilliantly conceived CJ 428-4 V with Ram Air Induction (optional). With classic fittings marking Cougar the foremost car in its class. Headlamps that gleam by night, hide by day... rear turn signals that flicker in sequence... rich cockpit carpeting... new hi-back bucket seats... a lengthy list of desirable options. Wild and elegant—Cougar for '70. To connoisseurs of American sporty cars the ultimate of its type!

The elegant XR-7 hardtop—distinguished by its bright and black grille, unique XR-7 wheel covers, curb molding, XR-7 plaque enblazoned on rear roof pillar and remote-control racing mirror. Shown with optional Houndstooth Check vinyl roof.





Cougar XR-7 convertible

## COUGAR XR-7 ...ITS INTERIOR THE PURIST'S DELIGHT.

Cougar's proud pedigree is evident at a glance in the lavishly fitted cockpit of the XR-7 hardtop or convertible. You see it in tawny tones of warmly burled walnut vinyl appliqué on instrument panel and sporty steering wheel. In hi-back bucket seats tailored in vinyl with accents of richly grained leather. In the authoritative layout of rocker switches and instruments, replete even to tachometer, trip odometer and clock with elapsed time indicator. All standard in XR-7, as are the left hand remote-control racing mirror... distinctive XR-7 wheel covers... rear seat armrests... seat-back map pockets... map and courtesy lights... the visual check panel with lamps that signal low fuel or door ajar... deep-loop carpeting wall-to-wall.

XR-7 instruments include tachometer and trip odometer, cove-inset to permit extra legibility. A center pod houses rocker switches for map, panel and courtesy lights, defogger or convertible top.



Map pockets in XR-7 seat backs.

Sporty XR-7 wheel covers.







Cougar hardtop

The upbeat look in optional Houndstooth Check cloth and vinyl, shown in medium brown. Also available in black.



Standard Cougar interior features new hi-back bucket seats in vinyl, shown in medium blue. Also available in black, red, brown, green and white. Cockpit fully carpeted.

Optional Decor Group interior (standard in Cougar convertible) in Comfortweave vinyl. Shown in medium blue; also black, red, brown, green and white.



Cougar convertible

## STANDARD COUGAR

...AMERICA'S BEST EQUIPPED LUXURY SPORTS CAR AT A POPULAR PRICE.

Nobody in Cougar's class can top it for so much standard equipment! Hidden headlamps. Hi-back bucket seats. Heater-defroster. Wall-to-wall carpeting. Sequential rear turn signals. A husky 351 V-8. Pound for pound, dollar for dollar, the top cat! And for '70—with new front end, new taillamp design and a lengthened hood, too. Longer overall, with a long, ride-smoothing wheelbase. Superb handling. Track-bred performance. All at a price as popular as the car!

STANDARD COUGAR FEATURES: Dual concealed headlamps... Sequential rear turn signals... ventless side windows... color-keyed nylon carpeting... Hi-back bucket seats... All-vinyl interior... locking steering column... 351 cu. in. 2V V-8... fully synchronized floor-mounted 3-speed gearbox... Rosewood vinyl appliqué on instrument panel... E78 x 14 belted BSW tires... Dual body paint stripes... Flow-Thru ventilation... Bright moldings on wheel openings and deck lid... stainless steel hub caps... sound insulation package... Full complement of Ford Motor Company Lifeguard Design Safety Features.



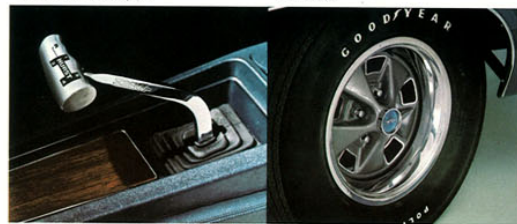


## COUGAR ELIMINATOR ...SPOILERS HOLD IT DOWN ...NOTHING HOLDS IT BACK.

Eliminator is a hardcore high performer and offers hardware to match. Front and rear spoilers are a clue, and so are the racing mirrors, the blackout grille, the tough hood with its black scoop and stripe, the black wheels with hub caps and trim rings, the full-length Eliminator stripe. For proof positive there's a four-barrel 351 cubic inch V-8 under the hood (300 hp), a 3.25:1 rear axle, F70 x 14 belted traction tires, full competition suspension system with heavy-duty shocks and springs, and rear stabilizer bar. The cockpit is completely in character: hi-back bucket seats, a full spread of instruments and switches (including 6000 rpm tachometer, oil pressure gauge, rally clock with sweep second hand and E.T. indicator) set in a field of black; two-spoke steering wheel with pad-blow horn; and a visual check panel housing door-ajar and low-fuel signals. You can custom-breed your Cougar Eliminator with any number of high-performance options, from Styled Steel Wheels to Drag Pak, from a 4-speed gear box with Hurst Shifter® to the Detroit No-Spin Locker rear axle. V-8 engines? From "Boss" 302 to the CJ 428-4V with Ram Air induction. Ask your Mercury dealer for a complimentary copy of his special high-performance catalog.

Hurst Shifter®, an integral feature coupled with 4-speed transmission option.

Sporty dress-up for any Cougar model: optional styled steel wheels.







## MAKE YOUR COUGAR AS PERSONAL AS YOU CARE TO WITH OPTIONS THAT ADD CONVENIENCE, APPEARANCE, PERFORMANCE.

As fully fitted out as Cougar is, there may still be personal touches you'll want to add. To help you with your decision-making, here are a few of the more popular options available.

1. Combination AM Radio and Stereo Tape System, and Whisper-Aire Conditioner. Air conditioning lets you drive and arrive refreshed and relaxed. You make your own fair weather, warm in winter, cool in summer. Both options centrally mounted for convenience.
2. Power front disc brakes. Take some of the effort out of braking and enjoy steady, more positive stopping power. Fade-resistant design.
3. Sports console. Houses glove box, ashtrays for front and rear passengers, cigarette lighter and shift lever housing.
4. Vinyl roof. A great touch of added elegance and a distinctive look of sportiness for your Cougar hardtop. Available in solid colors (black, white, blue, green or brown) or new Houndstooth Check pattern (black or medium brown).
5. Power windows. The convenience of rocker switches within easy reach for driver and passengers alike. A master switch overrides the entire system.
6. Tilt steering wheel. A great convenience for Cougar families with more than one driver. Adjusts to several driving angles.
7. Deluxe wheel covers sports-styled especially for Cougar; will make the top cat look even more like the wild and elegant car it is.

	Cougar Hardtop	Cougar Conv.	XR-7 Hardtop	XR-7 Conv.	Eliminator Hardtop
<b>Performance and Power Equipment</b>					
351-4V V-8	x	x	x	x	std
CJ 498-4V V-8	x	x	x	x	x
Box 302-4V V-8	na	na	na	na	na
Rear Air Induction (b)	x	x	x	x	x
Select-Shift Transmission	x	x	x	x	x
4-speed Manual Trans. (c)	x	x	x	x	x
Autolite Heavy-duty battery	x	x	x	x	x
Competition Handling Pkg (d)	x	x	x	x	std
High-performance Axle	x	x	x	x	x
Traction-Lok Differential	x	x	x	x	x
Drag-Pak (e)	x	x	x	x	x
Power Steering	x	x	x	x	x
Power Brakes (front disc, rear drum)	x	x	x	x	x
Power Side Windows	x	x	x	x	x
<b>Interior Options</b>					
Sports Console	x	x	x	x	x
3-spoke Rim Blow Steering Wheel (f)	x	std	std	std	x
Deluxe Seat and Front Shoulder Belts (g)	x	std	x	std	x
Houndstooth Cloth-and-Vinyl Seats	x	na	x	na	x
AM Radio (spr in instrument panel)	x	x	x	x	x
Combination AM Radio/Stereo Tape System (h)	x	x	x	x	x
AM/FM Stereo Radio (h)	x	x	x	x	x
Rear Seat Speaker	x	na	x	na	x
Whisper-Aire Conditioner (i)	x	x	x	x	x
Courtesy Light Group (j)	x	x	std	std	x
Visual Check Panel (k)	x	x	std	std	std
Rear Window Defogger	x	na	x	na	x
Tinted Glass Complete	x	x	x	x	x
Electric Clock (l)	x	x	std	std	std
Tilt Steering Wheel	x	x	x	x	x
Automatic Seat Back Release	x	x	x	x	x
<b>Exterior Options</b>					
Sun Roof	x	na	x	na	na
LH Remote-Control Racing Mirror	x	x	std	std	std
LH Remote-Control Mirror	x	x	na	na	na
Interval Windshield Wipers	x	x	x	x	x
Vinyl Roof	x	na	x	na	na
Deluxe Wheel Covers (i)	x	std	na	na	na
Deep Dish Wheel Covers	x	x	x	x	x
Wire Wheel Covers	x	x	x	x	x
Styled Steel Wheels	x	x	x	x	x
Decor Group (m)	x	std	na	na	x
Space-Saver Spare Tire (BSW only, 7.75 x 14)	x	x	x	x	x
Appearance Protection Group (n)	x	x	x	x	x

Codes: x—available std—standard na—not available

- (a) Available only with 4-speed or Select-Shift Transmission. Includes dual exhausts, competition handling package, 3.50:1 rear axle.  
 (b) Available only with CJ 498-4V engine. Includes functional hood scoop.  
 (c) Gear ratios available: 2.78 (wide) with 302-4V and 351 CID engines; 2.39 (close) with any engine.  
 (d) Optional with 351 CID engine; std with all others. Includes higher rate front and rear springs, heavy-duty shocks, larger diameter rear stabilizer bar.  
 (e) Mandatory with 498 CID engine (with 3.91 or 4.30 axle ratios) and "Boss" 302 (with 4.30 axle). Includes Traction-Lok with 3.91 axle ratio and Detroit Locker with 4.30 axle ratio, engine oil cooler, strengthened crankshaft, connecting rods, connecting rod bolts, piston pins and flywheel. NA for any other applications.  
 (f) Also included in Decor Group.  
 (g) Shoulder belts NA on convertibles. Includes seat belt reminder light and deluxe buckles.  
 (h) Includes two door-mounted speakers.  
 (i) Requires Select-Shift when ordered with 498 CID engine.  
 (j) Includes rear roof pillar, trunk, underhood and map lights and headlamp-on buzzer with light.  
 (k) Includes door-ajar and low-fuel warning lights.  
 (l) ET clock std on XR-7 and Eliminator. Regular clock available in standard Cougar.  
 (m) Includes deluxe wheel covers, curb moldings, 3-spoke rim blow steering wheel, Comfortweave vinyl hi-back bucket seats, custom grade door and quarter trim, door courtesy lights, rear seat quarter armrests.  
 (n) Includes front bumper guards, door edge guards, front and rear floor mats.

# SPECIFICATIONS

## COLOR AND TRIM COMBINATIONS

MODELS	COUGAR HARDTOP	COUGAR HARDTOP & CONVERTIBLE	COUGAR & COUGAR XR-7 HARDTOP	COUGAR XR-7 HARDTOP & CONVERTIBLE	COUGAR ELIMINATOR HARDTOP	COUGAR ELIMINATOR HARDTOP	COUGAR ELIMINATOR HARDTOP
HILBACK BUCKET SEAT INTERIORS	All-vinyl	Decor Group Comfortweave vinyl*	Houndstooth Check Cloth-and-Vinyl**	Vinyl with leather accents	All-vinyl	Decor Group Comfortweave vinyl†	Decor Group Houndstooth Check Cloth-and-Vinyl†
EXTERIOR COLORS:				INTERIOR COLORS			
BLACK WHITE	Black, Blue, Red, Green, White with Black components	Black, Blue, Red, Medium Brown, Green, White with Black components	Black, Med. Brown	Black, Blue, Red, Medium Brown, Green, Dk. Brown, White with Black components	N.A.	N.A.	N.A.
DK. IVY GREEN MET.	Black, Green, White with Black components	Black, Med. Brown, Green, White with Black components	Black, Med. Brown	Black, Med. Brown, Green, White with Black components	N.A.	N.A.	N.A.
MED. LIME MET.	Black, Green, White with Black components	Black, Green, White with Black components	Black	Black, Green, White with Black components	N.A.	N.A.	N.A.
LT. IVY YELLOW	Black, Green, White with Black components	Black, Med. Brown, Green, White with Black components	Black, Med. Brown	Black, Med. Brown, Green, Dk. Brown, White with Black components	N.A.	N.A.	N.A.
DEEP GOLD MET. MED. GOLD MET.	Black, White with Black components	Black, Med. Brown, White with Black components	Black, Med. Brown	Black, Med. Brown, Dk. Brown, White with Black components	N.A.	N.A.	N.A.
MED. BLUE MET. BRIGHT BLUE MET.	Black, Blue, White with Black components	Black, Blue, White with Black components	Black	Black, Blue, White with Black components	N.A.	N.A.	N.A.
PASTEL BLUE	Black, Blue, White with Black components	Black, Blue, White with Black components	Black	Black, Blue, White with Black components	Black, Blue, White with Black components	Black, Blue, White with Black components	Black
COMPETITION COLORS							
BLUE, GOLD YELLOW, GREEN ORANGE	Black, White with Black components	Black, White with Black components	Black	Black, White with Black components	Black, White with Black components	Black, White with Black components	Black

\*Optional at extra cost in hardtop; standard in convertible

\*\*Optional at extra cost in Cougar hardtop with Decor Group; standard in XR-7 hardtop

†Optional at extra cost

‡Cougar two-tone color combinations: White roof available with all body colors except White and Pastel Blue. Black roof available with all colors except Black, Dark Ivy Green Metallic and Bright Blue Metallic. Two-tone color combinations not available for convertibles or Cougar Eliminator.

## POWER TEAM COMBINATIONS

V-8 Engines	351-2V	351-4V	CJ 428-4V	CJ 428-4V Rem Air	Boss 302-4V
Standard with Extra Cost Option with	Cougar Cougar XR-7	Eliminator	Cougar Cougar XR-7	Cougar Cougar XR-7 Eliminator	Eliminator
Displacement (cu. in.)	351	351	428	428	302
Bore x Stroke (in.)	4.00 x 3.50	4.00 x 3.50	4.13 x 3.98	4.13 x 3.98	4.00 x 3.00
Adv. hp @ rpm	250 @ 4600	300 @ 5400	335 @ 5200	335 @ 5200	290 @ 5800
Adv. torque (lb-ft @ rpm)	355 @ 2600	380 @ 3400	440 @ 3400	440 @ 3400	390 @ 4300
Carburetor	4-bbl. Autolite	4-bbl. Autolite	4-bbl. Holley	4-bbl. Holley	4-bbl.
Compression ratio	9.5:1	11.0:1	10.6:1	10.6:1	10.6:1
Fuel	Regular	Premium	Premium	Premium	Premium
Exhaust System	Single	Dual	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Mechanical

TRANSMISSIONS (floor or console mount)	351-2V	351-4V	CJ 428-4V	CJ 428-4V Rem Air	Boss 302-4V
3-Speed Manual	std	std	NA	NA	NA
4-Speed Manual (1)	opt	opt	opt	opt	opt
Select-Shift Automatic	opt	opt	opt	opt	NA

(1) Wide ratio (2.78:1 in low gear) std with 351 CID and 302 CID engines; close ratio (2.32:1 in low gear) standard with 428 CID engine, optional on 302 CID and 351 CID  
std—standard na—not available opt—optional

## 1970 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

- Dual Hydraulic Brake System with warning light.
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rear view mirror/mirror mounting and windshield pillars.
- Energy-absorbing steering column and steering wheel.
- Energy-absorbing armrests and safety-designed door handles.
- Front and rear lap belts for all seating positions.
- Shoulder belts for front outboard occupants (except convertibles).
- Turn indicators with lane-changing signal feature.
- Inside view away rear view mirror.
- Energy-absorbing instrument panel with padding.
- Padded sun visors.
- Two-speed or variable speed windshield wipers.
- Windshield washers.
- High strength laminate safety glass windshield.
- Double-yoke safety door latches and safety hinges.
- 4-way emergency flasher.
- Back-up lights.
- Side marker lights coupled with turn indicators.
- Energy-absorbing front seat back tops with padding.
- Self-locking front seat backs on 2-door vehicles.
- Safety-designed coat hooks (except convertibles).
- Safety-designed radio control knobs and push buttons.
- Outside rear view mirror, driver's side.
- Safety rim wheels and load-rated tires.
- Corrosion-resistant brake lines.
- Uniform transmission shift quadrant.
- Parking lamps coupled with headlamps.
- Non-reversing odometer.
- Safety design front end structure.
- Head restraints or high back seats for front outboard occupants.
- Safety glove box latch (on all cars equipped with glove boxes).

## SUSPENSION

- Coil spring road control front suspension with compliance drag struts connecting lower body cross-member to the suspension. Rubber bushings at front end of drag strut allow slight fore-and-aft wheel movement for a smooth ride over rough road surfaces.
- Leaf spring rear suspension with axle isocamp and rear spring front eye bushings—the isocamps act to isolate road vibrations from the passenger compartment by eliminating metal-to-metal contact between axle and rear springs. Rear spring eye bushing affords slight fore-and-aft movement of the rear springs to dampen vibrations.

## MAJOR SPECIFICATIONS (hardtop)

Wheelbase	111.1"
Overall Length	196.1"
Overall Height	51.3"
Wheel Tread front/rear	58.5/58.5"
Overall Width	74.2"
Fuel Tank Capacity	90 gal.
Luggage Capacity	10.2 cu. ft.
Curb Weight	3431 lb

## INTERIOR DIMENSIONS (hardtop)

Front Headroom	37.4"
Front Shoulder Room	55.9"
Rear Hip Room	55.9"
Front Leg Room	41.1"
Rear Headroom	35.8"
Rear Shoulder Room	54.5"
Rear Hip Room	52.4"
Rear Leg Room	30.6"

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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. 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.

