

1969 MERCURY MONTEGO



**THE WINNER
POURS IT
on!**



Daytona 500 Atlanta 500

Firecracker 400 Virginia 500

World's Closed Course Speed Record

Union/Pure Oil Trials Winner

Sales Winner

A one-two winner at Atlanta 500, Daytona 500 and at the Firecracker 400. World's closed course speed record holder. Big winner at the Union/Pure Oil Trials. AND a sales winner from the start!

That's Montego! Blazing into 1969 with an enviable record of proven performance.

FOR 1969...
THE WINNER POURS IT ON!

FOR 1969...

A special new brand of Montego Magic



• NEW STYLE

• NEW PERFORMANCE • NEW LUXURY

• NEW FEATURES • NEW OPTIONS



New, low, racier profile.



New Continental-inspired grille.

New styling and models.



New power and performance.

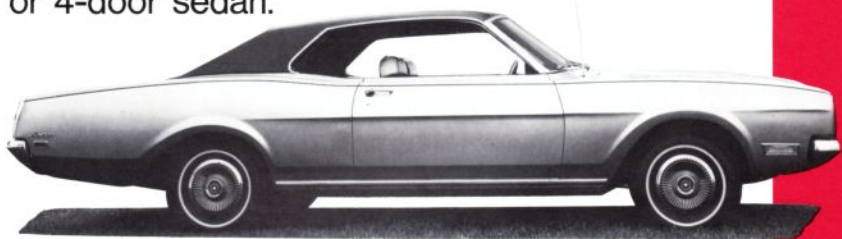


New luxury interiors.



MERCURY MONTEGO BIG! BOLD! BEAUTIFUL!

The trend-setter
intermediate in a
2-door hardtop
or 4-door sedan.



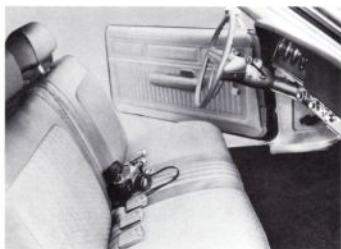
Montego is far and away the trend-setter in the intermediate car market.
It's fresh. It's new! It's long! It's low! It's sleek!

A beautiful package of explosive good looks, Montego for 1969 is big, bold, and beautiful. Riding on a full 116-inch wheelbase and wrapped in silk-like luxury, the new Montego is the *in* car for the *now* generation.

NEW DIE CAST GRILLE

Extra splashes of bright-metal accentuate the styling refinements of the 1969 Montego. The bold thrust of the new three-piece, die-cast grille is Continental-inspired. Montego—the front runner in style and smartness—is available in 16 colors, including 5 new hues.





Rich and tasteful, Montego is as sharp and sassy going away as it is head on. The new more *massive taillights* and *safety side marker lights* add to the fine-car flair.

For added zing, new *sporty dual paint stripes* emphasize Montego's big 206-inch overall length. New bright and black *curb and rear deck moldings* provide an extra good-looking styling touch to the lower body. Two-door models feature *ventless side windows*.

Fresh, new and luxurious inside, Montego's handsome instrument cluster is beautifully trimmed in *rich teakwood paneling*. The new *steering wheel* is also *color-keyed*—adding to the plush interior decor.

Big and roomy, Montego for 1969 features a higher level interior than ever achieved before. The attractive *new seat styles* match the fine cloth with rich vinyl for a striking blend of luxury. Setting off this fine interior decor is *wall-to-wall, color-keyed carpeting* of deep loop pile.

New punch and power are standard for Montego in 1969. An all-new and bigger 250-cubic-inch six-cylinder engine with improved acceleration and greater all-around performance is now standard. With a stronger block and heavier crankshaft, this new 155 hp. Six provides increased durability with smooth operating and economical efficiency.

OTHER MERCURY MONTEGO VALUE FEATURES:

- 20-gallon fuel tank.
- Aluminized and stainless steel exhaust system.
- Self-adjusting brakes.
- Dual headlamps.
- Galvanized steel and zinc-rich primer and anti-corrosion body.
- Factory-applied undercoating and sound-deadener.
- Full-view, one-piece rear side windows (Sedans).
- 2" foam padded seats.
- 7.75 x 14 tires.

PLUS MANY MORE STANDARD FEATURES

OPTIONAL MONTEGO DECOR GROUP FOR EXTRA BEAUTY

- Bright wheel lip moldings.
- Trunk lid applique.
- Bright upper door frames (4-dr. models).
- Deluxe wheel covers (Hardtops).

MONTEGO MX WITH CONTINENTAL FLAIR

Four Outstanding Models.



Montego MX convertible.



Montego MX 2-dr. hardtop.



Montego MX 4-dr. sedan.



Montego MX station wagon with optional Yacht Deck paneling.

The Montego MX series adds a new level of plushness to the intermediates. Superbly styled (both outside and inside) with Continental touches, Montego MX is a big step up in luxury.



Styling is characterized by the Montego MX fender script and fine-quality touches of molded brightness. There is an all-new bright fender peak molding which runs the length of the car, plus full-length curb and bright wheel-lip moldings. Adding to the richness is a special MX trunk lid applique and bright window frames on sedans.



Montego MX Interior—Luxury plus.

Handsome pleated upholstery schemes in the MX tradition of extra luxury. The Montego MX also features pedals attractively trimmed in bright-metal and a Montego MX instrument panel plaque providing extra good looks.



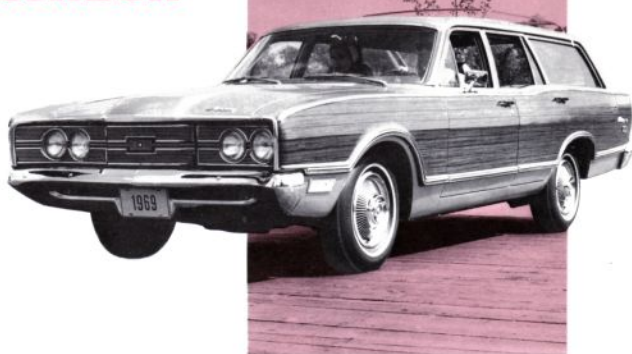
Teakwood-grain, rich and lustrous, is amply applied to both the upper and lower instrument panel.



Wood-tone applique on the doors and the fully padded panels with the wrap-over design are just a few of the many extra touches of luxury to be found in the Montego MX.

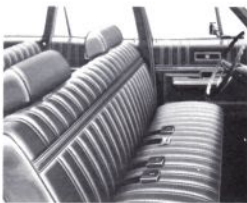
MONTIGO MX STATION WAGON

The beautiful way to
answer the call of
the open road



For 1969, and in the Colony Park tradition, the Montego MX station wagon offers the optional new "Yacht Deck" body paneling. Extending from the front fenders to the taillights, this handsome paneling provides the Montego MX wagon with the rich, tasteful good looks normally found only in more expensive models.

For load-carrying, the Montego MX with its 85.2-cubic foot cargo capacity is a real hauling champion. There's an extra 7.6 cubic feet of lockable below-deck storage, and an optional rear-facing seat is also available.



Big and roomy, with the same high-level of interior comfort, luxury and convenience as all MX models, the new Montego MX wagon is the classiest way to load up on intermediate field value.



Ford Motor Company pioneered the Dual-Action tailgate that permits opening as a door or as a tailgate for maximum convenience. This is another standard feature on the Montego MX station wagon.



Adding to the fresh new look is the optional luggage rack. Newly designed to blend with the sleek MX styling, the luggage rack adds sparkle and utility.

THE MAGNIFICENT MONTEGO MX BROUGHAM



The most
luxurious car in the
intermediate field

The Brougham coach mark looks especially good against the optional vinyl roof. A remote-control side-view mirror and Comfort Stream Ventilation head a long list of standard equipment.



Plush is the word for the Montego MX Brougham. From the *handsome, wood-toned padded doors to the leather-like door pulls and carpeted lower door panels*, extra luxury is evidenced throughout.



The Brougham's seat styling is the ultimate in fine, luxurious seating. New soil-resistant fabrics and vinyls, both beautiful and durable, add to the fine, luxury-car interior of the Brougham.

The instrument panel proudly carries a Brougham identification plaque. The rich interior decor is unparalleled in the intermediate field.

Optional on other models, the sporty wood-grained steering wheel with Rim-Blow feature is another example of Brougham's standard luxury. To blow the horn, a Brougham driver need only squeeze the wheel . . . anywhere around the rim.



IT'S CYCLONE FOR UNIQUE STYLING— EXTRA PERFORMANCE



In 1969, Cyclone comes in only one exciting package—the pepper-hot *fastback*! It is the fastback that performance buffs want and they get it in the sleekier, racier, sportier 1969 Cyclone. The *tinted rear glass window* and big 302 V-8 engine with its 220 hp are standard.



In addition to a *special grille ornament*, Cyclone's *distinctive rear deck and black-out taillight treatment* combine with the new *bright-and-black curb molding, rear roof panel speed slashes, rear fender identification tape and thin upper dual stripes* — all part of Cyclone's standard extras.

The interior features *beautifully trimmed bench seats. Door trims that are exclusively Cyclone.* Styled and designed to appeal to the swinging set. A *Cyclone plaque* is placed upon the instrument panel.



Cyclone GT Optional Appearance Group for even greater flair and racier looks.

- Special turbine-styled wheel covers
- Body-colored, racing-type, remote-control side-view mirror
- Three-spoke sports steering wheel with Rim-Blow feature
- Comfort-Weave Vinyl bucket seats
- GT tape letters on the rear deck
- Instrument panel GT plaque
- White sidewall, F70 x 14 fiber-glass belted tires

A New Kind of Going Machine



CYCLONE CJ

(Shown above with Ram Air Option)



DESIGNED TO GO — GO — GO !!

The heart of the new Cyclone CJ is the powerful CJ 428 4V V-8 mill that grinds out 335 hp. This engine can also be equipped with a *Ram Air Option* that automatically rams air directly into the carburetor under full throttle. This option also includes a functional air scoop and racing-looking hood locking pins. The CJ 428 engines have full *engine dress-up components*, including chrome rocker cover, bright oil-filter filler cap, dip stick and radiator cap.



BEEFED-UP FOR MAXIMUM PERFORMANCE

Naturally, white sidewall, fiber-glass belted, F70 X 14 tires and a *Competition Handling Package* are standard. So are dual exhausts, wheel lip moldings, and sharp-looking Cyclone CJ fender identification. Ram Air Option buyers also get F70 X 14 traction tires.



LOOKS LIKE IT PERFORMS—HOT!!

A special hood tape in either matte-black or silver and a black-out grille mark the Cyclone CJ as a real mover. Interiors feature teakwood-toned instrument cluster, carpeting and handsome bench seats.

Cyclone CJ with its CJ 428 engine provides top performance, yet has full warranty coverage, and is not in the highest insurance coverage class.

COMET...

The Value Leader



The Comet Sports Coupe for 1969 continues to be the value leader in the Montego-class of vehicles. It has a full 116-inch wheelbase and a big-car ride and dimensions; yet it is priced to attract compact and intermediate sedan buyers.

Extra-value standard equipment includes:

Teakwood-toned instrument cluster, ventless side windows, 250-cubic-inch Six, fully synchronized 3-speed manual transmission, bright drip moldings, anti-corrosion body, suspended brake and accelerator pedals, color-keyed steering wheel, plus many, many more features.

MONTIGO OPTIONS ARE PART OF WHAT'S NEW

New options for 1969 give the Montego-class models more to offer.



New, deluxe, wood-grain steering wheel with the Rim-Blow feature. Simply squeeze the rim *anywhere* and the horn sounds.



New Cyclone GT Appearance Group, consisting of Comfort-Weave vinyl bucket seats, Rim-Blow steering wheel, turbine-styled wheel covers, color-keyed racing mirror, the GT plaque, GT trunk letters, and fiber-glass belted whitewall tires. The Cyclone CJ Sports Appearance Group also offers the turbine-styled wheel covers, Rim-Blow horn and racing-style, side-view mirror; however, the bucket seats are not the Comfort-Weave style.

ELEVEN MONTEGO MODELS

CHART:	4-Door Sedan	2-Door Formal Hardtop	2-Door Fastback Hardtop	2-Door Convertible	Station Wagon	Models
Comet Sports Coupe	—	X	—	—	—	1
Montego	X	X	—	—	—	2
Montego MX	X	X	—	X	X	4
Montego MX Brougham	X	X	—	—	—	2
Cyclone	—	—	X	—	—	1
Cyclone CJ	—	—	X	—	—	1
Total Models 11						

ENGINE SPECIFICATIONS	250 (1) "6"	302 (2) V-8 (2V)	351 (3) V-8 (2V)	351 (3) V-8 (4V)	390 (3) V-8 (4V)	CJ 428 V-8 (4V) (4)
Displacement	250 cu. in.	302 cu. in.	351 cu. in.	351 cu. in.	390 cu. in.	428 cu. in.
Bore X Stroke	3.68" x 3.91"	4.00" x 3.00"	4.00" x 3.50"	4.00" x 3.50"	4.05" x 3.78"	4.13" x 3.98"
Hp @ rpm	155 @ 4000	220 @ 4600	250 @ 4600	290 @ 4800	320 @ 4600	335 @ 5200
Torque @ rpm	240 @ 1600	300 @ 2600	355 @ 2600	385 @ 3200	427 @ 3200	440 @ 3400
Carburetor	1-bbl.	2-bbl.	2-bbl.	4-bbl.	4-bbl.	4-bbl.
Compression ratio	9.0:1	9.5:1	9.5:1	10.7:1	10.5:1	10.6:1
Fuel	Regular	Regular	Regular	Premium	Premium	Premium
Exhaust	Single	Single	Single	Dual	Dual	Dual
3-Speed manual	*	*	*	*	*	NA
4-Speed manual (3)	NA	NA	(5)	(5)	(5)	(5)
SelectShift Transmission (3)	(3)	(3)	(3)	(3)	(3)	(3)

(1) Standard on all models except Cyclone and Cyclone CJ.

(2) Standard on Cyclone, also Base V-8 engine.

(3) Optional at extra cost. (250, 302, 351, and 390 engines not available on Cyclone CJ.)

(4) Optional on hardtop models only.

(5) Standard on Cyclone CJ—optional on other models except station wagons and Montego MX Brougham sedan.

NEW MONTEGO OPTIONS

- New engine offerings: Two lively 351 V-8's—a 2V and 4V, plus the new Ram Air option for the CJ 428 4V.
- Racing-Type Mirrors: Remote-control, sideview mirror for driver's side and matching right-hand mirror available.
- New Yacht Deck paneling for station wagons, plus a lower cost, non-adjustable luggage carrier.

- Traction-Lok Axle — 351, 390 and CJ 428 engines only.
- For engine, transmission and axle ratio details, see Engine Chart.

POWER EQUIPMENT

- Power Disc Brakes.
- Power Steering.
- Power Windows.

SEATING ITEMS

- Power Seats (4-way, Bench).
- Bucket Seats — All Montego MX and Cyclone 2-Door Hardtops and Convertibles (included as part of Cyclone CJ Sports Appearance and GT Appearance Groups).
- Sports Console—All 2-Door Hardtops and Convertibles with bucket seats.
- Comfort-Weave Vinyl Interior—MX and Cyclone.
- Deluxe Seat Belts and Front Shoulder Harness — (except convertible).

1969 MONTEGO-CLASS OPTIONS

PERFORMANCE ITEMS

- Heavy-Duty Battery—55 or 70 AH battery for all manual shift transmission cars and 250 and 302 engines with SelectShift. 85 AH trunk-mounted for 428 engine vehicles. 70 AH for others, standard.
- Tachometer—(N.A. with 6-cylinder engine or electric clock).
- Power Transfer Axle—250 and 302 CID engines only.

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NEW MONTEGO OPTIONS

Continued

VISUAL AID EQUIPMENT

- Courtesy Light Group — Includes 2 instrument panel lights (standard on convertible) and lights for glove box, ash tray, luggage compartment (cargo light on station wagon), plus rear door light switches on sedans.
- Interval Windshield Wipers.
- Tinted Glass, complete.
- Remote - Control, Side - View Mirror — (standard on Brougham).
- Racing Mirror, Left-Hand Side, Remote-Control (Included in Sports and GT Appearance Groups).
- Racing Mirror, Right-Hand Side, Manual.

APPEARANCE ITEMS

- Special Appearance Equipment Group — All models, except Cyclone CJ, optional tires or Appearance Groups (includes Deluxe Wheel Covers, WSW tires, Courtesy Light Group and Comfort Stream Ventilation).
- Montego Decor Group — Base Montego only (includes bright wheel lip moldings and trunk lid applique, bright upper door frames for 4-door models only, and deluxe wheel covers for 2-door models only).
- GT Appearance Group — Cyclone (includes Turbine wheel covers, Comfort-Weave Vinyl bucket seats, racing sideview mirror, Rim-Blow deluxe steering wheel, GT Identification and F70 x 14 WSW tires).
- Sports Appearance Group — Cyclone CJ only (includes Turbine wheel covers, racing sideview mirror, Rim-Blow steering wheel and vinyl bucket seats).
- Vinyl Roof — All models except convertible, station wagon, and Cyclone series.
- Two-Tone Paint — All models except Cyclone, Cyclone CJ and convertibles.
- Styled Steel Wheels (set of five) — except station wagon.
- Wheel Covers, Deluxe — (Not Available with Appearance Groups).
- Cyclone Body Tape Stripe (Cyclone and Cyclone CJ only).
- Wheel Covers, Deluxe, with spinner — All models (Not Available with Appearance Groups).
- Deluxe Steering Wheel with Rim-Blow Horn — (part of GT and Sports Appearance Groups).
- Curb Molding — Cyclone CJ only.

RADIOS AND RELATED EQUIPMENT

- AM Radio (push button) with antenna.
- AM/FM Stereo Radio (push button) with antenna and dual cowl-mounted speakers.
- Dual Rear Seat Speakers — (except convertible and station wagon).

HEATING AND AIR CONDITIONING

- Whisper-Aire Conditioning — except 6-cylinder station wagons.

- Comfort-Stream Ventilation — (NA with Whisper-Aire Conditioning — standard on Brougham).

OTHER ITEMS

- Electric Clock — (NA with Tachometer).

UNIQUE STATION WAGON ITEMS

- Power Rear Window.
- Rear-Facing Third Seat with bumper step-plate.
- Luggage Carrier.
- Yacht Deck Paneling.

TIRE OPTIONS

- 7.35 x 14 WSW — Comet Sports Coupe only (with 250 or 302 engines only).
- 7.75 x 14 BSW — Comet Sports Coupe



Rear-Facing Third Seat for Station Wagon.

Cyclone Body Tape Stripe.



New station wagon luggage carrier. More rugged, better looking, more rigid.



Other Montego-Class Options include STANDARD MONTEGO-CLASS FEATURES

Every 1969 Montego-class model has a wide range of quality car features in addition to those already described.

- 250-1V 155-hp Six.
- All engines have hot and cold dual air-intake system, Imco exhaust emission control.
- 20-Gallon fuel tank.
- In-line exhaust system has aluminized and stainless steel muffler for long life.
- Standard 3-speed manual transmission is synchronized in all forward speeds.
- Self-adjusting brakes with dual hydraulic system.
- 116-inch wheelbase — up to four inches longer than most competitive models.
- 7.75 X 14 tires (7.35 X 14 — Comet Sports Coupe).
- Modern unit body.
- Galvanized steel and zinc-rich primer anti-corrosion body.
- Triple-coat, baked acrylic Super Enamel finish.
- Double-panel power dome hood.
- Extensive body insulation, both fibrous pad and sprayed-on types, for fine-car quietness.
- Ventless door windows on hardtops and convertibles.

- only (std. with 351, 390, or CJ 428 engines).
- 7.75 x 14 WSW. (N/A on station wagons, Cyclone CJ models or with GT Appearance Group).
- 7.75 x 14 BSW — Montego MX Station Wagon only (standard with 351 or 390 CID engines).
- 7.75 x 14 WSW Heavy Duty Montego MX Station Wagon only.
- F70 x 14 WSW fiber-glass belted tires (standard with Cyclone CJ and Cyclone GT Appearance Group—N/A on station wagons).
- F70 x 14 fiber-glass belted traction tires. (Available only on vehicles with CJ 428 engine—Std. with Ram Air Option).

- Full-view, sedan rear-door windows with one-piece glass.
- Dual headlamps.
- Wraparound front and rear bumpers.
- Factory-installed undercoat and sound-deadener.
- 2-inch front foam-padded seats.
- Reversible keys and keyless door locking system.
- Color-keyed two-spoke steering wheel with padded hub.
- Squeeze-type safety door handles.
- Front and rear seat belts and front shoulder harness (except convertible).
- Energy-absorbing steering column and front-end design.
- Suspended accelerator, brake and clutch pedals.
- Foot-operated parking brake with pull release.
- Front door-operated dome light.
- Cigarette lighter and breakaway - type ball-bearing ash tray.
- Safety breakaway glove box door.
- Mercury identification on hood and trunk, plus series identification inside and out.

PLUS — Ford Motor Company Lifeguard Design Safety Features.

MAJOR DIMENSIONS

MONTEGO 4-DOOR SEDAN

Wheelbase	116"
Wheel Tread front/rear	58.8"/58.5"
Overall Length	206.2"
Overall Height (Design)	54.1"
Overall Width	76.0"
Usable Luggage Capacity	18.0 cu. ft.
Fuel Tank Capacity	20 gals.
Tire Size	7.75 x 14

	Front	Rear
Head Room (eff.)	38.6"	37.4"
Leg Room (eff.)	42.4"	36.0"
Hip Room	59.5"	59.5"
Shoulder Room	58.0"	58.0"

MONTEGO— SELF QUIZ ?

To find out how much you know about the important facts on the 1969 Montego series, take a moment for this quiz:

1. The wheelbase measurement for the Montego series is:

- A. ☐ 112 inches
- B. ☐ 114 inches
- C. ☐ 116 inches
- D. ☐ 118 inches

2. The total number of models offered in the Montego series is:

- A. ☐ 10
- B. ☐ 11
- C. ☐ 12
- D. ☐ 15

3. The new standard engine for all models in the Montego series except the Cyclone is:

- A. ☐ 227 1V Six
- B. ☐ 250 1V Six
- C. ☐ 265 1V Six
- D. ☐ 302 1V Six

4. Major styling refinements for the 1969 Montego series include:

- A. ☐ New die-cast grille
- B. ☐ New upholstery styles
- C. ☐ New safety side marker lights
- D. ☐ All of the above

5. The overall length of the 1969 Montego 2-door hardtop models is:

- A. ☐ 199 inches
- B. ☐ 201 inches
- C. ☐ 206 inches
- D. ☐ 208 inches

6. The dash panel on all models in the 1969 Montego series is handsomely trimmed with:

- A. ☐ Walnut veneer
- B. ☐ Imitation leather
- C. ☐ Teakwood-grain applique
- D. ☐ Padded vinyl applique

7. The Montego MX is available in:

- A. ☐ 4 models
- B. ☐ 5 models
- C. ☐ 2 models
- D. ☐ 1 model only

8. The 1969 Montego MX station wagon offers a new "Yacht Deck" option. This option is:

- A. ☐ New body paneling
- B. ☐ New plexiglas roof
- C. ☐ New tailgate extension
- D. ☐ New tailgate design

9. The Vinyl Roof is offered on:

- A. ☐ All models
- B. ☐ The Brougham only
- C. ☐ The Montego MX station wagon only
- D. ☐ All models except convertible, station wagon, and Cyclones.

10. The Cyclone is available in:

- A. ☐ A fastback model only
- B. ☐ A fastback and a convertible
- C. ☐ A 2-door hardtop only
- D. ☐ A fastback and formal hardtop

11. Which engine horsepower is incorrect below:

- A. ☐ 250 Six—155 HP
- B. ☐ 302 2-V V-8—220 HP
- C. ☐ 351 2-V V-8—250 HP
- D. ☐ 351 4-V V-8—260 HP

12. The Cyclone CJ's standard equipment does not include:

- A. ☐ CJ 428 engine with dress-up components
- B. ☐ Bucket seats and carpeting
- C. ☐ Fiber-glass belted tires and competition handling package.
- D. ☐ Black-out grille and hood type

13. Which is *not* an advantage of the CJ 428 engine:

- A. ☐ Full warranty coverage
- B. ☐ The engine is not in the highest insurance group
- C. ☐ The engine uses regular fuel
- D. ☐ The engine is an all-out performer

14. Check the items which are standard on the Montego MX Brougham:

- A. ☐ 302 2-V V-8 engine
- B. ☐ Leather-like door pulls
- C. ☐ Comfort-Stream Ventilation
- D. ☐ Vinyl roof

15. Which engine is not available with the 4-speed Manual Transmission:

- A. ☐ 250 (1-V) Six
- B. ☐ 351 2-V V-8
- C. ☐ 351 4-V V-8
- D. ☐ 428 4-V V-8

16. What item is part of both the GT appearance group and the Cyclone CJ sports appearance group:

- A. ☐ Comfort-weave vinyl bucket seat
- B. ☐ Wood-toned Rim-Blow steering wheel
- C. ☐ Fiber glass belted tires
- D. ☐ Engine dress-up components

17. How many engines are available for Montego class cars:

- A. ☐ 5
- B. ☐ 6
- C. ☐ 7
- D. ☐ 8

18. Which models have dual full-length upper paint stripes:

- A. ☐ Montego and Cyclone
- B. ☐ Montego MX and Montego MX Brougham
- C. ☐ Cyclone CJ only
- D. ☐ Comet Sports Coupe and Montego

19. Ventless side windows are available on which models:

- A. ☐ Convertibles only
- B. ☐ Station wagons and sedans
- C. ☐ Hardtops and convertibles
- D. ☐ Cyclone models only

20. What is the standard tire size for Montego models:

- A. ☐ 7.35 X 14
- B. ☐ 7.35 X 15
- C. ☐ 7.75 X 14
- D. ☐ 7.75 X 15

- (C) 02 (V) 51 (V) 01 (C) 5
(C) 61 (C) (B) 41 (C) 6 (D) 4
(V) 11 (C) 31 (V) 8 (B) 3
(B) 21 (B) 21 (V) 2 (B) 2
(B) 91 (D) 11 (C) 9 (C) 1

MONTIGO 1969

THE WINNER POURS IT on!



**MERCHANDISING
DEPARTMENT**