



COUGAR

1969



Has Cougar done something for an encore? You'd better believe it. Virtually everything is new for 1969, from skinside to inside. The Cougar convertible is unmistakably new, but then so is nearly everything else. There's bold new styling, sinewy and more fluid with a European flair. From bold new grille to wraparound rear bumper the car looks quicker, sleeker. Longer by more than three inches, wider by more than two. More room for you and friends, more room for your luggage. Even the fuel tank is roomier to add reach to Cougar's stride.

There's new pounce under the hood: a twin venturi 351-cubic inch V-8 is standard, and power options climb all

the way to a CJ 428 Ram. And there are other exciting new options and cockpit designs to help you custom breed your Cougar to your kind of driving.

About the only things not new are features that make Cougar the best equipped car in its class: hideaway headlamps . . . sequential rear turn signals . . . full-compartment carpeting . . . bucket seats . . . floor mounted shift.

So stalk these pages carefully. Whether you choose the standard Cougar or XR-7, the hardtop or convertible, you'll make the scene with the most exciting g-r-r in town . . . Cougar for 1969!









## If you're destined for the sports car life, let Cougar lead the way

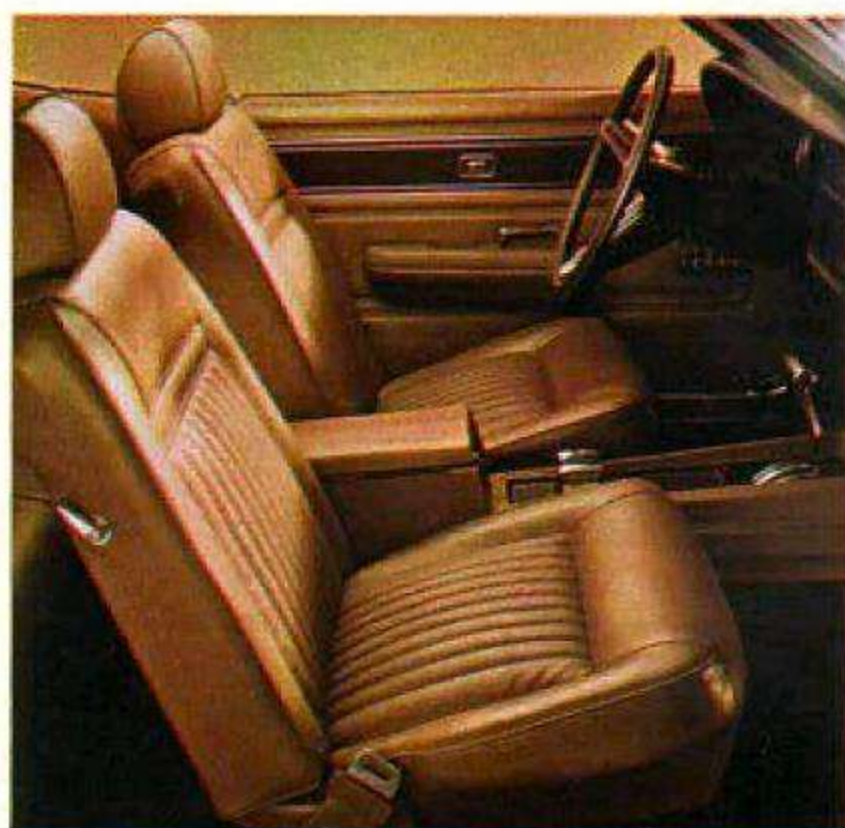
In this the third year of the cat (top cat, that is) more and more people will find themselves on the brink of becoming a buff. And that's because, for 1969, the Continental-makers asked themselves, "How can we make a better Cougar?" And came up with the answer in the form of Cougars that are longer and stronger and sportier than ever. Take the basic Cougar for example (there's a convertible in addition to the hardtop shown at left). Note the new ventless windows and how they add to the wide-open look, the racy curve of the side window glass, the dual full-length paint stripes on the upper body sides, the tasteful use of brightwork. This is the right-now look of the U.S.A.'s foremost luxury/sports car, unique in its blend of European road car élan with American fine-car elegance. Cougar for 1969 . . . now more than ever, the top cat!

### Standard Cougar features:

Concealed headlamps . . . Sequential rear turn signals . . . Ventless side windows . . . Color-keyed nylon carpeting . . . Front bucket seats . . . 351-cubic inch 2V V-8 engine with fully synchronized 3-speed manual transmission . . . Curved glass side windows . . . All-vinyl interior . . . Heavy sound insulation package . . . Hi-capacity heater/defroster . . . Foam-padded front armrests . . . Electric windshield wiper/washer system . . . Sideview mirror . . . Bright windshield and wheel-cut moldings . . . Rosewood-tone instrument panel inserts . . . Full complement of Ford Motor Company Lifeguard Design Safety Features.



Standard all-vinyl hardtop interior (Console optional)



Decor group (standard on Cougar convertible, optional on hardtop) includes custom grade seat, door and quarter trim, rear seat armrests, deluxe wheel covers, door courtesy lights, curb molding and rim-blow steering wheel in 3-spoke design with simulated woodgrain inserts adding to the sporty look. Sports console, shown, is optional.



Sequential turn signals



Hideaway headlamps





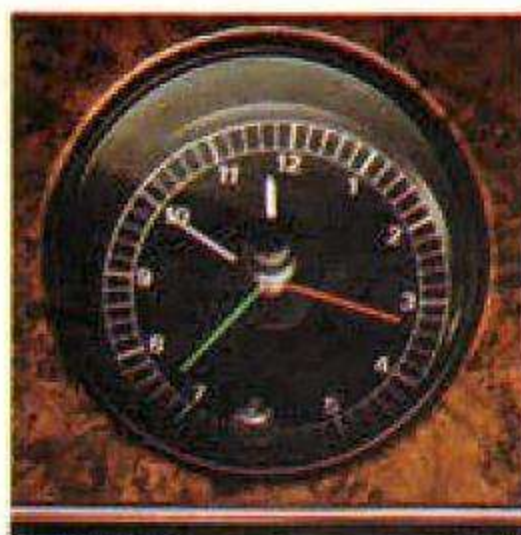
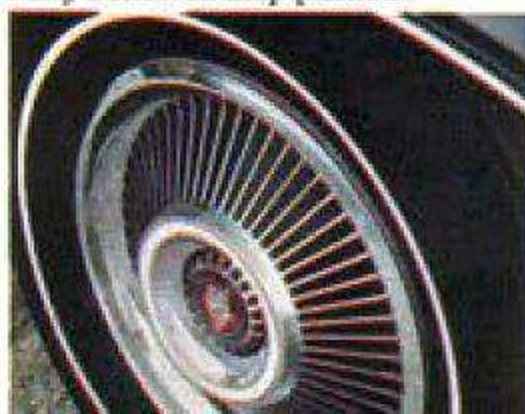
If you're taken by the lack of austerity in the XR-7 interior it's entirely by design. From its very debut Cougar set a precedent for uncommon luxury and the heritage continues for 1969. The lavish use of supple vinyl in upholstery, accented by touches of genuine leather, the rich warmth of simulated burl walnut on the instrument panel and steering wheel, the authentic array of rocker switches and dials (even a tachometer and trip odometer) all contribute smartly to the hand-crafted elegance that sets XR-7 beautifully apart. There are amenities galore, among them door courtesy lights . . . rear seat armrests . . . door assist straps . . . electric clock with elapsed time indicator . . . center pod switches for panel lights, map light, courtesy lights and accessory . . . map pockets on the back of each front seat . . . perforated vinyl headlining . . . rich, wall-to-wall carpeting . . . coved rear seat design (hardtop). And, if you choose, you may even add a new sports console as an option.



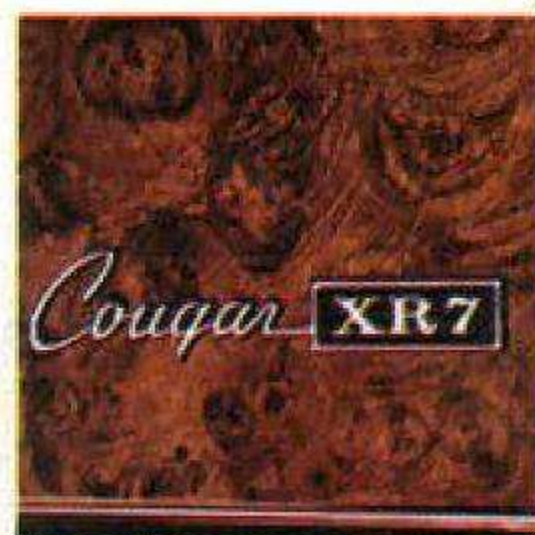
Center pod rocker switches



Fully bellowed map pockets



Electric clock



Cougar XR-7 emblem

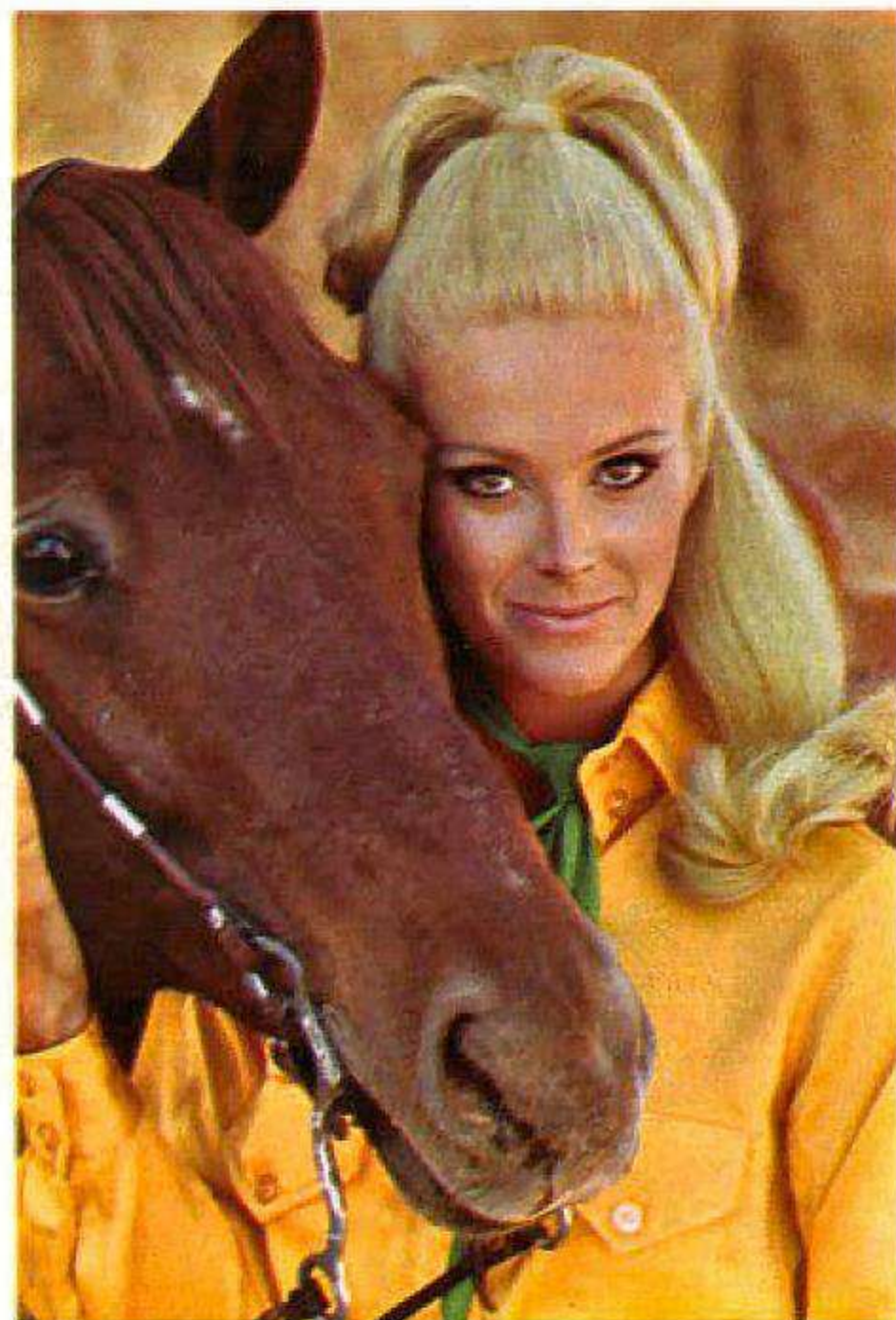


Speedometer with trip odometer and tachometer



## Cougar XR-7 and an enlightened interior

Let's face it; you're going to be looked at in your XR-7 and you're going to love it. It's a romance that starts the moment you put your hands to the wheel and your toe to the throttle. On the outside a distinctive XR-7 insignia denotes this as the ultimate in luxury among sporty cars. The remote-control sideview racing mirror, sculptured side panels, bright-with-black accent curb molding and unique wheel covers with XR-7 emblem—all mark this a higher breed of Cougar. It's yours in a choice of hardtop or convertible, each with buckets, floor-shift, concealed headlamps, taillamps that sequentially point the way you turn, and the hot new 351 V-8 as standard. The powered convertible top sports a tempered glass rear window that allows the top to be lowered whether the window is up or down. Among the host of options you can elect are a new Sports console, Traction-Lok differential, AM/FM stereo radio or Combination AM radio/stereo-sonic tape system, Whisper-Aire conditioner, Power windows, brakes and steering.



Below: The Cougar XR-7 hardtop







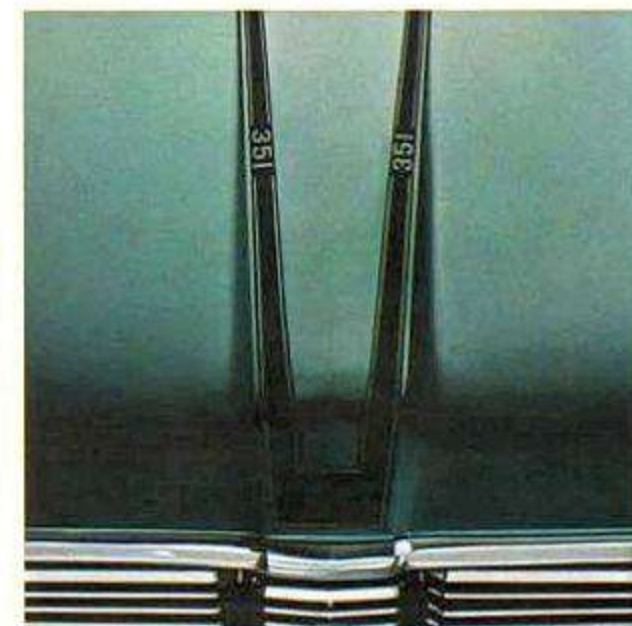
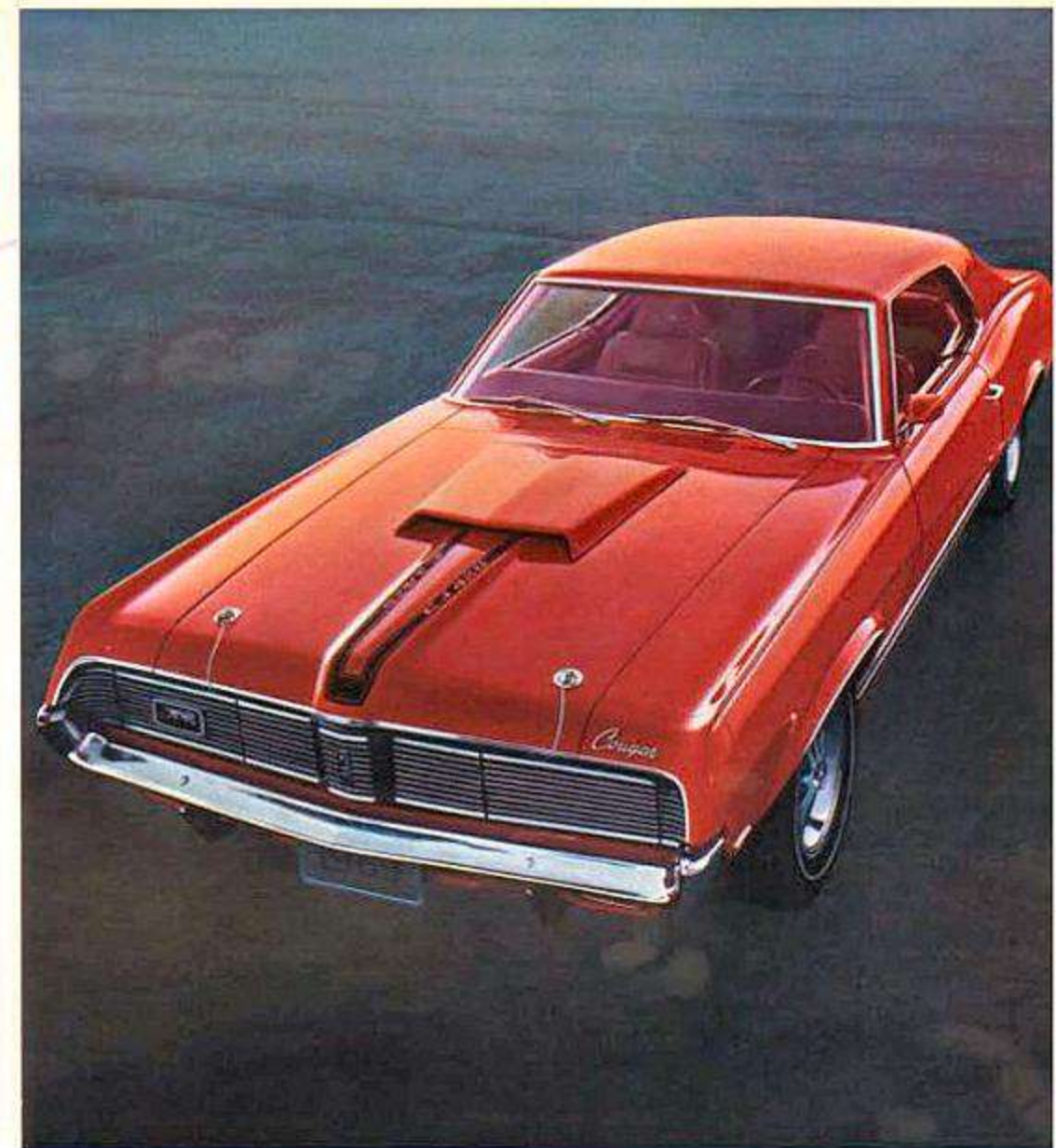
## Cougar with CJ 428 V-8 ...the high performance cat

This is the prowler breed of Cougar that leaves tracks of its own. And you can specify CJ 428 for any Cougar or XR-7 model. You'll command the performance of a dressed up CJ 428-cubic inch 4-barrel V-8, teamed with four-speed stick or Select-Shift automatic transmission, dual pipes and competition handling setup. It delivers high torque through a 3.50:1 rear axle to wheels outfitted with F70 x 14 belted whitewalls. It can be recognized in passing by the power dome hood with color-keyed dual stripes signifying it as a CJ 428.

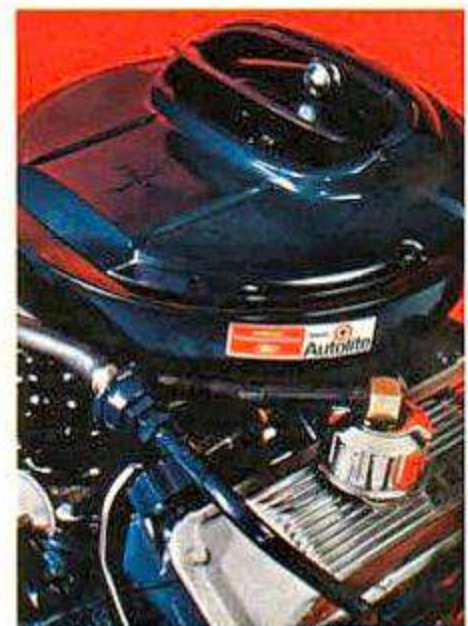
For more growl you can go with the CJ 428 Ram. This affords increased power output by the injection of cool air through the functional hood scoop with unique ram air valve (shown at right) and standard F70 x 14 BSW tires with raised white letters, no-cost optional FR70 or F70 x 14 WSW tires and racing stripes complete the picture of a cat with very sharp claws.

### Options to sharpen your Cougar's claws

Traction-Lok differential with 3.91 or 4.30 axle ratio . . . Power brakes. Power steering . . . Styled steel wheels . . . Tinted glass . . . Racing mirror [standard on XR-7]. With custom steering wheel. Select Shift.



Optional 351 Performance group: 351-4V V-8, power dome hood stripes, WSW F70 x 14 belted tires, higher rate springs, stabilizer bar and heavy-duty Autolite shock absorbers.



CJ 428 Ram V-8 features air induction hood scoop, F70 x 14 BSW tires (std.), FR70 or F70 x 14 WSW tires (no-cost option).



POWER EQUIPMENT	Cougar 2-Dr. H.T.	Cougar Conv.	XR-7 2-Dr. H.T.	XR-7 Conv.
Ram air induction <sup>(a)</sup>	X	X	X	X
351 Performance Group <sup>(b)</sup>	X	X	X	X
Dual exhausts (351-2V engine only. Std. all others.)	X	X	X	X
Autolite heavy-duty battery	X	X	X	X
Competition handling package <sup>(c)</sup>	X	X	X	X
Performance tire and handling group <sup>(d)</sup>	X	X	X	X
High performance axle	X	X	X	X
Traction-Lok differential	X	X	X	X
Speed control <sup>(e)</sup>	X	X	X	X
Power brakes (front disc & rear drum)	X	X	X	X
Power steering	X	X	X	X
Power windows	X	X	X	X
Power-operated sunroof (includes vinyl roof)	X	NA	X	NA
<b>INTERIOR ITEMS</b>				
AM radio (Speaker in instrument panel)	X	X	X	X
AM/FM stereo radio (2 door- mounted speakers only)	X	X	X	X
Combination AM radio / stereo sonic tape system (2 door- mounted speakers only)	X	X	X	X
Rear seat speaker (Available with AM radio only)	X	NA	X	NA
Whisper-Aire conditioner <sup>(a)</sup>	X	X	X	X
Comfort Stream ventilation <sup>(f)</sup>	X	X	X	X
Sports console (Bucket seats only)	X	X	X	X
Decor group <sup>(g)</sup>	X	Std	NA	NA
Front-and-rear rubber floor mats	X	X	X	X
Rim-blow steering wheel <sup>(h)</sup>	X	Std	Std	Std
Electric clock <sup>(i)</sup>	X	X	Std	Std
Tilt-away steering wheel	X	X	X	X
Courtesy light group <sup>(j)</sup>	X	X	Std	Std
Visual check panel <sup>(k)</sup>	X	X	Std	Std
Deluxe seat and front shoulder belts <sup>(l)</sup>	X	NA	X	NA
Deluxe seat belts <sup>(l)</sup>	NA	X	NA	X
<b>EXTERIOR ITEMS</b>				
Racing mirror (L/H, remote control)	X	X	Std	Std
Remote-control L/H mirror	X	X	NA	NA
Tinted glass—complete <sup>(m)</sup>	X	X	X	X
Vinyl roof (black or white)	X	NA	X	NA
Door edge guards	X	X	X	X
Front bumper guards	X	X	X	X
Wheel covers—Deluxe	X	Std	NA	NA
Deluxe with spinner	X	X	X	X
Wire	X	X	X	X
Styled steel wheels	X	X	X	X
Curb molding <sup>(n)</sup>	X	Std	Std	Std
Space-Saver spare tire (BSW only—all sizes)	X	X	X	X

CODES:  
X—Available Std—Standard NA—Not Available

<sup>(a)</sup> Available only with CJ 428-4V engine. Includes ram air induction system, functional hood scoop in body color, and F70 x 14 BSW tires with raised white letters (std.) or WSW tires (no-cost option).

<sup>(b)</sup> Includes 351-4V engine, power dome hood dual stripes in black or silver (color-keyed) with "351" insignia, WSW F70 x 14 belted tires, and competition handling package.

<sup>(c)</sup> Only available with 351 & 390 engines; comparable items Std. on all others. Includes higher rate front-and-rear springs, Autolite H.D. front-and-rear shock absorbers and larger diameter stabilizer bar.

<sup>(d)</sup> Available only with Select-Shift: N.A. with CJ 428.

<sup>(e)</sup> Available only with 3.00 axle. (Select-Shift required with CJ 428-4V.)

<sup>(f)</sup> Not available with air conditioning.

<sup>(g)</sup> Includes deluxe wheel covers, curb molding, rim-blow steering wheel, custom grade seat, door and quarter

trim, door courtesy lights, rear seat armrests, and windshield pillar and roof rail pads (pads N.A. on convertible).

<sup>(h)</sup> Also included in decor group; 3-spoke, simulated woodgrain.

<sup>(i)</sup> On XR-7, clock includes elapsed time indicator.

<sup>(j)</sup> Includes rear roof pillar, trunk, underhood, and map lights.

<sup>(k)</sup> Includes door-ajar and low-fuel warning lights.

<sup>(l)</sup> Includes seat belt reminder light. Deluxe belts are color-keyed in black, dark blue, aqua, dark red, dark ivy gold, nugget gold and saddle.

<sup>(m)</sup> Included in Decor group.

<sup>(n)</sup> Competition handling package included with choice of WSW F70 x 14 belted tires, F70 x 14 belted traction tires or FR70 x 14 tires.

<sup>(o)</sup> Convertible back window is not tinted.

## Cougar options and accessories— for the personal touch

Even with a car so fully fitted out as Cougar, you can experience the personal pleasure of adding even more convenience, appearance and performance from a list of Cougar-styled options and accessories.

1. Deluxe wheel covers. One of many stylish ways to "design" your own kind of Cougar.
2. Deluxe wheel covers with spinners. The recessed spinners add an authentic flair.
3. Wire wheel covers. Very sporty looking and you'll find them easy to keep clean.
4. Racing mirror. Clean, aerodynamic design adds function to good looks. Operates by remote control.
5. Power windows. Switch panel at driver's position permits individual control of each window.
6. Power-operated sunroof. This vinyl-covered electric sunroof gives your Cougar hardtop the versatility of a convertible.
7. Speed control. Fingertip control on steering column allows you to preselect cruising speed. Reduces fatigue.
8. AM/FM stereo radio. Pushbuttons permit you instantly to select your favorite from five AM and five FM stations. A stereo balance control provides for realistic reception. Solid state circuitry.
9. Sports console. Includes pockets for seat belt buckles, glove box, ashtrays for front and rear seat passengers, cigarette lighter and shift lever housing (T-bar and indicator dial for Select-Shift transmission, bellows boot for manual shift). Features woodtone appliqué.
10. Vinyl roof. Adds distinction and an added touch of elegance to your Cougar hardtop.
11. Rim-blow steering wheel. Permits you to operate the horn from any position on the wheel rim simply by finger pressure.



1.



2.



3.



4.



5.



8.



6.



7.



9.



10.



11.



# Specifications

## COLOR AND TRIM COMBINATIONS

MODELS	COUGAR HARDCAP	COUGAR HARDCAP AND CONVERTIBLE	COUGAR HARDCAP	COUGAR XR-7 HARDCAP AND CONVERTIBLE	COUGAR XR-7 HARDCAP
INTERIORS	Bucket Seats All-Vinyl Interior	Bucket Seats Decor Group Optional Vinyl Interior*	Full-width Front Seat Decor Group Optional Vinyl Interior**	Bucket Seats Vinyl with Leather Accents	Bucket Seats Comfortweave Vinyl Interior Option***
EXTERIOR COLORS†	INTERIOR COLORS				
BLACK	Black, Light Blue, Dark Red, Light Ivy Gold, White	Black, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Nugget Gold, White	Black, Light Blue, Dark Red, White	Black, Dark Blue, Dark Red, Saddle, Dark Ivy Gold, Aqua, Nugget Gold, White	Black, Dark Blue, Dark Red, Saddle
WHITE					
PASTEL GRAY	Black, Light Blue, Dark Red	Black, Light Blue, Aqua, Dark Red, Saddle	Black, Light Blue, Dark Red	Black, Dark Blue, Dark Red, Aqua, Saddle, Dark Ivy Gold	Black, Dark Blue, Dark Red, Saddle
DARK AQUA METALLIC	Black	Black, Aqua, White	Black	Black, Aqua, White	Black
LIGHT AQUA METALLIC					
BRIGHT BLUE METALLIC	Black, Light Blue, White	Black, Light Blue, White	Black, Light Blue, White	Black, Dark Blue, White	Black, Dark Blue
MEDIUM BLUE METALLIC					
BURNT ORANGE METALLIC	Black, White	Black, White	Black, White	Black, White	Black
MEDIUM GREEN METALLIC					
DARK IVY GREEN METALLIC	Black, Light Ivy Gold, White	Black, Saddle, Light Ivy Gold, Nugget Gold	Black	Black, Saddle, Dark Ivy Gold, Nugget Gold, White	Black, Saddle
MEDIUM LIME METALLIC					
LIGHT IVY YELLOW	Black, Light Ivy Gold, White	Black, Light Ivy Gold, White	Black	Black, Dark Ivy Gold, White	Black
MEDIUM GOLD METALLIC	Black, White	Black, Nugget Gold, White	Black	Black, Nugget Gold, White	Black
YELLOW	Black	Black, Saddle, Nugget Gold, White	Black	Black, Saddle, Nugget Gold, Dark Ivy Gold, White	Black, Saddle
MAROON	Black, Dark Red, White	Black, Dark Red, White, Saddle	Black, Dark Red, White	Black, Dark Red, White, Saddle	Black, Dark Red, Saddle
RED	Black, Dark Red, White	Black, Dark Red, White	Black, Dark Red, White	Black, Dark Red, White	Black, Dark Red

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

\*\* Optional at extra cost.

\*\*\* Available in place of standard leather with vinyl at reduced cost.

† Cougar two-tone color combinations: White roof available with all body colors except White and Pastel Gray. Black roof available with all colors except Medium Green Metallic, Dark Ivy Green Metallic, Medium Blue Metallic, Bright Blue Metallic and Black. Vinyl roof in Black or White available for any exterior color.

## POWER TEAM COMBINATIONS

Engines	351-2V V-8	351-4V V-8	390-4V V-8	CJ 428-4V V-8
Standard with	Cougar Cougar XR-7			
Optional at extra cost with		Cougar Cougar XR-7	Cougar Cougar XR-7	Cougar Cougar XR-7
Displacement	351 cu. in.	351 cu. in.	390 cu. in.	428 cu. in.
Bore & stroke (in.)	4.00 x 3.50	4.00 x 3.50	4.05 x 3.78	4.13 x 3.98
Adv. hp @ rpm	250 @ 4600	290 @ 4800	320 @ 4600	335 @ 5200
Adv. torque lb.-ft. @ rpm	355 @ 2600	385 @ 3200	427 @ 3200	440 @ 3400
Carburetor	2-bbl.	4-bbl.	4-bbl.	4-bbl.
Compression ratio	9.5:1	10.7:1	10.5:1	10.6:1
Fuel	Regular	Premium	Premium	Premium
Exhaust	Single	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
TRANSMISSIONS (all floor or console mounted)	351-2V V-8	351-4V V-8	390-4V V-8	CJ 428-4V V-8
3-speed manual	STD	STD	NA	NA
Heavy-duty 3-speed manual	NA	NA	OPT	NA
4-speed manual (A)	OPT	OPT	OPT	OPT
Select-Shift automatic	OPT	OPT	OPT	OPT

(A) Wide ratio (2.78:1 first gear) standard with 351 CID engines (optional at no extra cost with 390 CID engines); close ratio (2.32:1) optional at same price for 351 CID engines and standard with 390 CID and C) 428 engines.

STD-Standard NA-Not Available OPT-Optional

## SUSPENSION

\* Coil spring road control front suspension with compliance drag struts - the compliance drag strut connects the lower body cross member to the suspension. Rubber bushings at front end of the drag strut allow slight forward and rearward front wheel movement for a smoother ride over bumpy roads.

\* Leaf spring rear suspension with axle isoclamp and rear spring front eye bushings - the isoclamps act to isolate road vibrations from the passenger compartment by eliminating metal-to-metal contact between axle and rear springs. The rear spring eye bushing affords slight fore-and-aft movement of the rear springs to absorb vibrations.

## 1969 FORD MOTOR COMPANY LIFE GUARD DESIGN SAFETY FEATURES

- Dual Hydraulic Brake System with warning light.
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview 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 with front outboard retractors.
- Turn indicators with lane-changing signal feature.
- Inside day/night, yield-away rearview mirror.
- Energy-absorbing instrument panel with padding.
- Padded sun visors.
- Two-speed or variable-speed windshield wipers.
- Windshield washers.
- Double-thick laminate safety glass windshield.
- Double-yoke safety door latches and safety hinges.
- 4-way emergency flasher.
- Back-up lights.
- Side marker lights or reflectors.
- Energy-absorbing front seat back tops with padding.
- Self-locking folding front seat backs.
- Shoulder belts for outboard front seat passengers (except convertibles).
- Safety-designed coat hooks.
- Safety-designed window regulator knobs.
- Safety-designed radio control knobs and push buttons.
- Outside rearview mirror, driver's side.
- Safety rim wheels and load-rated tires.
- Corrosion-resistant brake lines.
- Uniform transmission shift quadrant.
- Front seat head restraints.

## MAJOR SPECIFICATIONS (hardtop)

Wheelbase	111.0"
Overall length	193.8"
Overall height	51.5"
Wheel tread-Front and rear	58.5"
Overall width	74.2"
Fuel capacity	20 gal.
Usable luggage capacity	10.2 cu. ft.
Curb weight	3402 lbs.

## INTERIOR DIMENSIONS (hardtop)

Front headroom	37.4"
Front shoulder room	55.9"
Front hiproom	55.2"
Front legroom	41.1"
Rear headroom	35.8"
Rear shoulder room	54.5"
Rear hiproom	52.4"
Rear legroom	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's.

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