

1968 Mercury Cougar



The better idea in luxury sports cars... Mercury Cougar



For 1968, Mercury unleashes four new Cougars, packed with better ideas, and ready to reconfirm Cougar's position as America's foremost luxury sports car.

This year, Cougar features new colors, new interiors and new models...with the fine-car touches

you'd expect from the makers of Lincoln Continental.

Having won "Car of the Year" honors its first year out, this year Cougar is out to conquer new worlds.

It all begins with...



Shown above in descending order:
Cougar's optional Decor Group includes
custom-grade seat and door trim, door-
mounted courtesy lights, deluxe wheel covers.

Cougar's concealed headlamps that gleam by
night, stay hidden by day.

Cougar's sequential taillights that flicker in
three steps to point the way you're turning.

Cougar's luxurious standard bucket seats:
shown with optional adjustable headrests.



America's most completely equipped

There is no other car like it... anywhere. It combines the best of two motoring worlds... the sports car styling of the exotic European imports, and the luxury features that distinguish the expensive fine cars of America... all at a popular price! All along its sleek silhouette, Cougar retains the classic styling that won

Motor Trend magazine's "Car of the Year" honors in '67. From gleaming die-cast grille and dual hideaway headlamps, through full length body stripes, bright curb moldings and curved side glass, to sequential rear turn signals, Cougar's style remains clean, uncluttered, functional. New front fender marker lights, front bumper guards

luxury sports car... COUGAR

and wide-tread tires, all standard equipment, add an extra measure of safety and convenience. Beneath it's long, low hood beats the heart of a new Cougar 302 V-8... standard! Other pulse-quickenning V-8's with up to 325 horsepower are also available. Add Cougar's unitized body construction, rubber-cushioned

suspension system, extra sound insulation, and the result is cat-quick handling and a silent, silken smooth ride. Inside Cougar you're in the lap of luxury. It's everywhere you look... in everything you touch. You sense it in the sporty walnut-toned steering wheel; see it in the padded instrument panel and smartly tailored cockpit decor. You

feel it in the foam-cushioned vinyl-covered bucket seats, in deep-loop carpeting stretching from wall-to-wall and in new folding paddle-type door handles. Altogether making Cougar, pound for pound and dollar for dollar, the best equipped luxury sports car in America. Now, examine Cougar's blood brother...



The look of hand-tooled elegance... COUGAR XR-7

If there's an ultimate way to refine a Cougar, XR-7 is it. From the outside you'd think it was hand-tooled in Europe! On the inside you'd swear to it!

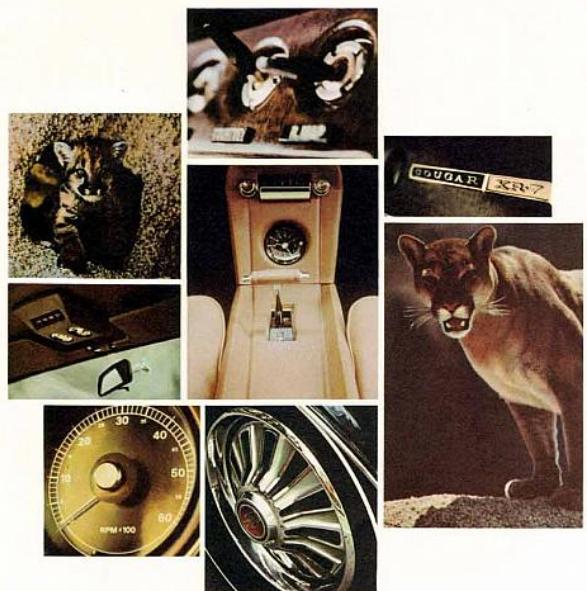
Exterior characteristics of Cougar XR-7 include special XR-7 wheel covers*, a gleaming XR-7 plaque emblazoned on the rear roof pillars and a unique deck-lid medallion.



Inside the XR-7 you discover this is indeed a different breed of Cougar. You find leather... full, rich and sumptuous, trimmed with vinyl. You feel its elegant texture ingrained in the foam-cushioned bucket seats. You smell it and even hear it as you settle back for one of the smoothest rides possible in a luxury sports car.

The theme of hand-crafted elegance is continued in XR-7's instrument panel. European-style toggle switches, set in a field of warmly burnished walnut tones, operate instrument panel lights, rear roof courtesy lights and dual overhead map lights. The unique instrument cluster contains a tachometer, ammeter, trip odometer, oil pressure, temperature and fuel gauges, all standard!

An overhead console, shown at right, contains a seat belt reminder light, dual map lights plus warning lights for low fuel, door-ajar and parking brake. Kitten-soft deep-loop nylon carpeting, a map pocket in each door, three-speed, floor-mounted gear shift with simulated wood-grain knob and Ford Motor Company Lifeguard Design Safety Features, all standard! You can add such options as an AM/FM Stereo Radio, Select-Shift Merc-O-Matic or any of the other fine options listed on page 11.



Bred for excitement... COUGAR 7.0-LITRE GT-E

If you prefer the "feel" of a pure-bred high performance car, look no further. It's all here—in Cougar 7.0-Litre GT-E.

Beneath the twin scoops of GT-E's long, low hood throbs a 427 V-8 (4V), teamed to a Select-Shift Merc-O-Matic transmission, and ready to perform at your command. It's standard equipment on Cougar 7.0-Litre GT-E, and was specially developed with the same engineering know-how that produced the winning combination at the 24-hour LeMans Grand Prix in '66 and '67 and at the Indianapolis 500 in '65, '66 and '67.

Of course, Mercury engineers know it takes more than a magnificent engine to give a car the stature of a GT-E; so they loaded Cougar's low-slung body with better ideas for high performance: extra-stiff front and rear springs, adjustable heavy-duty shocks, an extra-large diameter stabilizer bar, wide-tread radial-ply tires, with white or red band, power front disc brakes, styled steel wheels, quadruple trumpet exhausts, a specially modified grille and taillight design and a gleaming Cougar 7.0-Litre emblem... all standard!

Cougar GT-E is available in 11 stunning color combinations, all in harmony with the gleaming silver-grey trim standard on the lower body. Any Cougar or Cougar XR-7 interior appointment group is available for the Cougar 7.0-Litre GT-E. Want more? Add any of the optional features listed for Cougar GT-E on page 11.

Nothing else needs to be said except—"try it."



Take a good look at some of GT-E's Better Ideas... Standard!

390 hp 427-cu.-in. V-8 engine with four-barrel carburetor and special chrome highlights. Identified on the outside by the shining 7.0-Litre GT-E plaque.

Power front disc brakes for smooth, high-performance stopping power.

Select-Shift Merc-O-Matic transmission. Lets you shift for yourself, or leave it in automatic. Shown, at right, mounted in optional Sports Console.

Styled Steel Wheels in gleaming chrome finish. Specially designed and reinforced for high performance Cougar GT-E.

Bold Twin-Scoop Hood.

Power steering for cat-quick handling.



7.0-LITRE COUGAR 427E V-8 (4V) ENGINE



POWER FRONT DISC BRAKES



SELECT-SHIFT MERC-O-MATIC



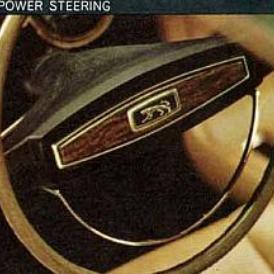
STYLED STEEL WHEELS

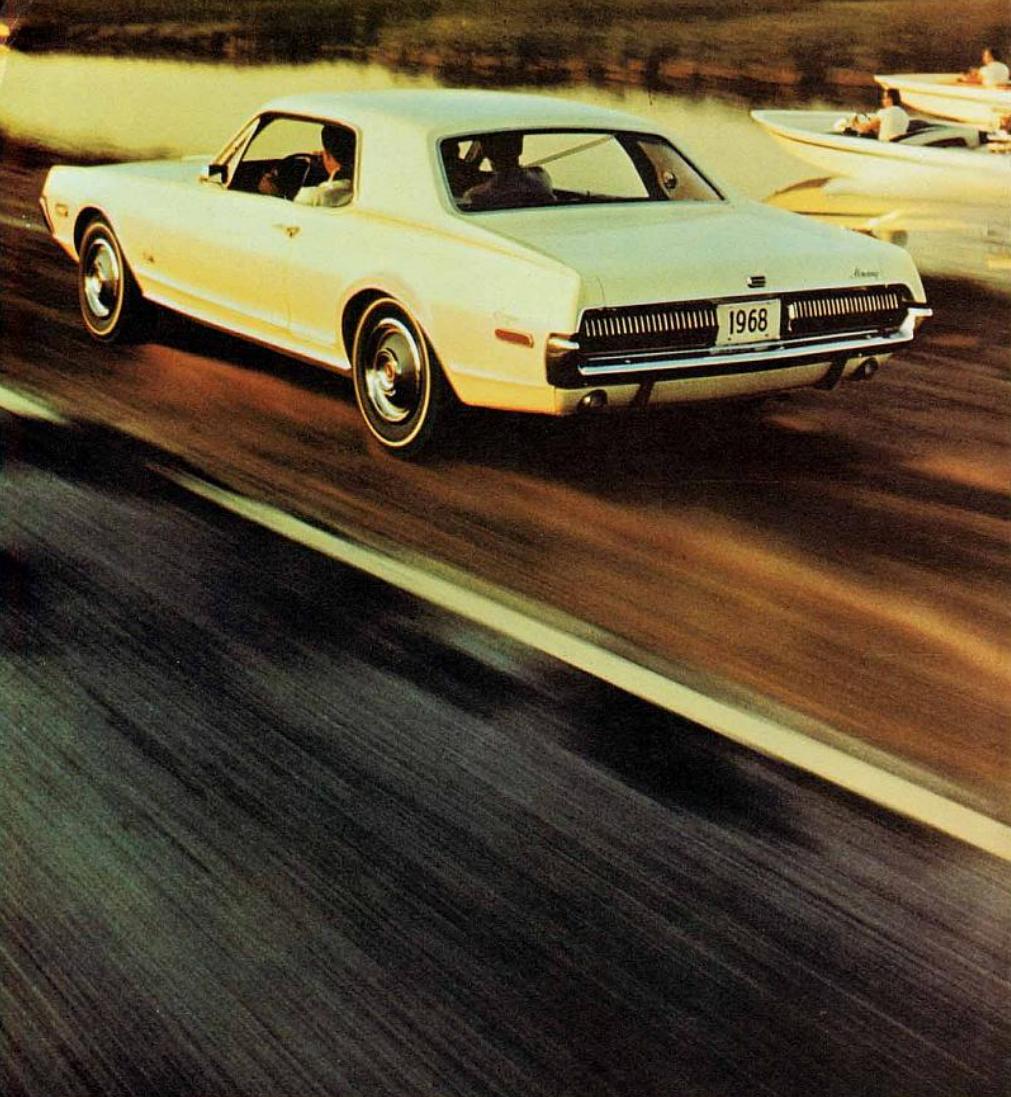


TWIN-SCOOP HOOD



POWER STEERING





COUGAR GT...a quick kind of Cougar

It looks just like the normal Cougar... with bucket seats, wall-to-wall carpeting, sequential rear turn signals and hideaway headlamps.

But there the similarity ends.

Cougar GT is ready to go rallying with its 4-barrel Marauder 390 GT V-8 with special chrome highlights.

And Cougar GT is ready to charge

as soon as you let go the leash. A special heavy-duty, fully synchronized three-speed transmission is standard. Or you can choose an optional four-speed or Select-Shift Merc-O-Matic.

And, Cougar GT comes equipped with stiffer front and rear springs, heavy-duty, front and rear, shock absorbers, low back pressure dual exhausts, F70-14

wide-tread white sidewall tires and a large diameter stabilizer bar... all standard. Power front disc brakes are standard, as is the power booster fan and, of course, all Ford Motor Company Lifeguard Design Safety Features.

Five interior appointment groups are available for Cougar GT: as are many of the options described on the next page.

Almost everybody likes to add personal touches to a new car... even when dealing with a luxury sports car as completely equipped as Mercury Cougar. For 1968, Cougar's list of options and accessories includes a host of better ideas for your extra comfort, convenience and driving pleasure: from a Whisper-Aire Conditioner, that gentles the hot summer sun, to adjustable headrests. Cougar XR-7 bucket seats may be ordered at reduced cost in Comfort-Weave Vinyl. A special knitting process provides thousands of tiny air holes to

keep you cool and refreshed. Other interior options shown below include a combination AM Radio/Stereo-Sonic Tape System that surrounds you with your favorite music in full fidelity. The Speed Control located on the turn-signal lever... a flick of your finger and your Cougar maintains the speed you select.

Cougar's exterior options include Wire Wheel Covers, Deluxe Wheel Covers with recessed spinners, Styled Steel Wheels, elegant vinyl-covered Oxford Roof and many more.

- (a) Special XR-7 wheel covers standard, available only on Cougar XR-7. (Deluxe Wheel Covers furnished in Pennsylvania.)
- (b) Not available with F70-14 or F70-14 tires in Pennsylvania.
- (c) Sports Console requires either AM or AM/FM Stereo Radio, or Combination AM Radio/Stereo-Sonic Tape System.
- (d) Decor Group includes deluxe seat and door trim, door-mounted courtesy lights and color-keyed rear window interior molding, Deluxe Wheel Covers.
- (e) Courtesy light group includes rear roof pillars, luggage compartment and parking brake warning lights. Standard with XR-7 interior.
- (f) Available only with Select-Shift Merc-O-Matic transmission. Not available with 427-cu.-in. V-8.
- (g) Standard equipment with 300 CID engines and Select-Shift Merc-O-Matic transmission.



WIRE WHEEL COVERS

Optional Equipment (Partial List)	Cougar	Cougar XR-7	Cougar GT+E	Cougar GT
Select-Shift Merc-O-Matic Optional (Black or Ivory)	X	X	STD	X
Styled Steel Wheels	X	X	STD	X
Deluxe Wheel Covers	X	NA(b)	NA	X
Deluxe Wheel Covers	X	X	NA	X
Wire Wheel Covers	X(b)	X(b)	NA	X(d)
XR-7 Sports Console with Indicator	NA	X(c)	X(c)	X(c)
Indicator	NA	NA	X(c)	X(c)
Sports Console	X(c)	NA	X(c)	X(c)
Bucket Seats/Headrests	X	X	X	X
Decor Group	X(d)	NA	X(d)	X(d)
Remote-Control Side View Mirror	X	STD	X	X
Tinted Glass	X	X	X	X
Tinted Windshield	X	X	X	X
Courtesy Light Group	X(e)	STD	X(e)	X(e)
Power Steering	X(f)	X(f)	NA	X(f)
Power Front Disc Brakes	X	X	STD	STD
Power Steering	X	X	STD	X
Power Front Disc Brakes	X	X	X	X
Heavy-Duty Battery	X(g)	X(g)	STD	STD
AM Radio with antenna	X	X	X	X
AM/FM Stereo Radio with antenna	X	X	X	X
Combination AM Radio/ Stereo-Sonic Tape System	X	X	X	X
Whisper-Aire Conditioner	X	X	NA	X
Tilt-Away Steering Wheel	X	X	X	X



ADJUSTABLE HEADRESTS



FINGERTIP SPEED CONTROL



VINYL-COVERED OXFORD ROOF



WHISPER-AIRE CONDITIONER



FULL-WIDTH FRONT SEAT—ROOM
FOR THREE PASSENGERS



STYLED STEEL WHEELS



COMFORT-WEAVE VINYL BUCKET SEATS



DELUXE WHEEL COVERS WITH
RECESSED SPINNERS

OPTIONS & ACCESSORIES

SPECIFICATIONS

COLOR AND TRIM COMBINATIONS

MODELS	Cougar Cougar GT Cougar GT-E	Cougar Cougar GT Cougar GT-E	Cougar Cougar GT Cougar GT-E	Cougar XR-7 Cougar GT Cougar GT-E	Cougar XR-7 Cougar GT Cougar GT-E
INTERIORS	Bucket Seats All-Vinyl Interior	Bucket Seats Decor Group Optional Vinyl Interior Trim*	Full-width Front Seat Decor Group Optional Vinyl Interior Trim*		Bucket Seats Leather with Vinyl Upholstery (1)
EXTERIOR COLORS**	INTERIOR COLORS				
ONYX (Black)	Black, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Nugget Gold, Parchment	Black, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Nugget Gold, Parchment	Black, Light Blue, Dark Red, Parchment	Black, Dark Blue, Dark Red, Saddle, Dark Ivy Gold, Aqua, Nugget Gold, Parchment	Black, Dark Blue, Dark Red, Saddle
MADRAS BLUE (Dark Aqua Metallic)	Black, Aqua, Parchment	Black, Aqua, Parchment	Black, Parchment	Black, Aqua, Parchment	Black
DIAMOND BLUE (Light Blue)	Black, Light Blue, Dark Red	Black, Light Blue, Dark Red	Black, Light Blue, Dark Red	Black, Dark Blue, Dark Red	Black, Dark Blue, Dark Red
GLACIER BLUE (Medium Blue Metallic)	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Dark Blue, Parchment	Black, Dark Blue
CARIBBEAN BLUE (Medium Aqua Metallic)	Black, Aqua, Parchment	Black, Aqua, Parchment	Black, Parchment	Black, Aqua, Parchment	Black
WELLINGTON BLUE (Dark Blue Metallic)	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Dark Blue, Parchment	Black, Dark Blue
NORDIC BLUE (Bright Blue Metallic)	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Light Blue, Parchment	Black, Dark Blue, Parchment	Black, Dark Blue
SEA FOAM GREEN	Black, Light Ivy Gold, Parchment	Black, Light Ivy Gold, Parchment	Black, Parchment	Black, Dark Ivy Gold, Parchment	Black
AUGUSTA GREEN (Dark Green Metallic)	Black, Saddle, Light Ivy Gold, Nugget Gold, Parchment	Black, Saddle, Light Ivy Gold, Nugget Gold, Parchment	Black Parchment	Black, Saddle, Dark Ivy Gold, Nugget Gold, Parchment	Black, Saddle
LIME FROST	Black, Light Ivy Gold, Parchment	Black, Light Ivy Gold, Parchment	Black Parchment	Black, Dark Ivy Gold, Parchment	Black
GRECIAN GOLD	Black, Nugget Gold, Parchment	Black, Nugget Gold, Parchment	Black, Parchment	Black, Nugget Gold, Parchment	Black
FAWN (Light Beige)	Black, Saddle, Parchment	Black, Saddle, Parchment	Black, Parchment	Black, Saddle, Parchment	Black, Saddle
SAXONY (Yellow)	Black, Saddle, Nugget Gold, Parchment	Black, Saddle, Nugget Gold, Parchment	Black, Parchment	Black, Saddle, Nugget Gold, Parchment	Black, Saddle
BLACK CHERRY	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red
CARDINAL RED	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red, Parchment	Black, Dark Red
POLAR WHITE	Black, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Nugget Gold, Parchment	Black, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Nugget Gold, Parchment	Black, Dark Red, Light Blue, Parchment	Black, Dark Blue, Dark Red, Saddle, Dark Ivy Gold, Aqua, Nugget Gold, Parchment	Black, Dark Blue, Dark Red, Saddle

(1) Standard in Cougar XR-7 and in XR-7 appointment groups for the GT and GT-E.

(2) Available in place of standard leather at reduced cost on Cougar XR-7 and in XR-7 appointment groups for the GT and GT-E.

* Optional at extra cost.

** Cougar two-tone color combinations: Polar White roof available with all body colors except Polar White. Onyx roof available with all colors except Onyx, Augusta Green, Madras Blue, Glacier Blue, Caribbean Blue and Wellington Blue.

POWER TEAM COMBINATIONS

Engines	Cougar 350 V-8	Cougar Super V-8	Marauder 390 V-8	Marauder 390 GT V-8	Cougar 427 E V-8
Standard with	Cougar Cougar XR-7	—	—	Cougar GT	Cougar GT-E
Optional at extra cost with	—	Cougar Cougar XR-7	Cougar Cougar XR-7	Cougar Cougar XR-7	—
Displacement	302 cu. in.	302 cu. in.	390 cu. in.	390 cu. in.	427 cu. in.
Bore & stroke (in.)	4.00 x 3.00	4.00 x 3.00	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78
Adv. hp @ rpm	210 @ 4600	230 @ 4800	280 @ 4400	325 @ 4800	390 @ 5600
Adv. torque lb-ft @ rpm	295 @ 2600	310 @ 2800	403 @ 2600	427 @ 3200	460 @ 3700
Carburetor	2-bbl.	4-bbl.	2-bbl.	4-bbl.	4-bbl.
Compression ratio	9.0:1	10.0:1	10.5:1	10.5:1	10.9:1
Fuel	Regular	Premium	Premium	Premium	Premium
Exhaust	Single	Dual	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic

TRANSMISSIONS (all floor or console mounted)

Standard	3-speed manual	3-speed manual	Select-Shift Merc-O-Matic*	Heavy-duty 3-speed manual	Select-Shift Merc-O-Matic
Optional at extra cost with	4-speed manual Select-Shift Merc-O-Matic	4-speed manual Select-Shift Merc-O-Matic	—	4-speed manual Select-Shift Merc-O-Matic	—

*Installed at extra cost.

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 Isolocam and "voiced" rear spring front eye bushings—the Isolocam act to isolate road vibrations from the passenger compartment by eliminating metal to metal contact between axle and rear springs. The "voiced" rear spring eye bushing affords slight fore and aft movement of the rear springs to absorb vibrations.

MAJOR SPECIFICATIONS:

Hood length.....	63.8"	Front head room (eff.).....	37.3"
Greenhouse length.....	90.6"	Front shoulder room.....	53.9"
Rear deck length.....	33.5"	Front hip room.....	54.2"
Wheelbase.....	103.3"	Front legroom (max. eff.).....	42.7"
Overall length.....	190.3"	Rear head room (eff.).....	35.8"
Wheel tread—Fr. rear.....	58.5"	Rear shoulder room.....	53.4"
Min. width.....	71.3"	Rear hip room (min. eff.).....	51.7"
Front (rear bumper).....	17 gal.	Rear legroom (min. eff.).....	29.8"
Fuel capacity.....	9.5 cu. ft.	Interior dimensions with front seat in rearmost position.	
Storage luggage capacity.....	32.3 cu. ft.		
Curb weight.....	33.30 lbs.		

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 thereto. 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.

1968 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

- Dual Hydraulic Brake System with warning light.
- Dual front disc brakes with self-adjusting front wheel hub, steering wheel hub, wiper arms, steering wheel hub, horn button, rearview mirror and windshield pillars.
- Energy-absorbing steering column and steering wheel.
- Energy-absorbing armrests and safety-designed door handles.
- Front and rear seat belts with front outboard retractors.
- Turn indicators with lane-changing signal feature.
- Inside day/night, yield-away, windshield-mounted rearview mirror.
- Energy-absorbing instrument panel with padding.
- Padded safety sun visors.
- Padded windshield pillars.
- Two-speed or variable-speed windshield wipers.
- Windshield wiper washers.
- Double-thick laminate safety glass windshield.
- Double-yoke safety door latches and safety hinges.
- Positive door-lock buttons.
- 4-way emergency flasher.
- Back-up lights.
- Side marker lights or reflectors.
- Energy-absorbing front seat backs with padding.
- Side-tilting folding seats.
- Shoulder belts for outboard front seat passengers (except convertibles).
- Vehicle speedometer designed to limit steering column displacement.
- Safety-designed coat hooks.
- Safety-designed window regulator levers.
- Safety-designed radio remote push buttons.
- Padding on back of second seat in station wagons.
- Outside rearview mirror, driver's side.
- Safety rim wheels and load-rated tires.
- Corrosion-resistant brake lines.
- Uniform transmission shift quadrant.



NOTICE: Product changes since this literature was printed

The following changes in standard and optional product equipment have been made since the printing of the Product Literature. Please check with your dealer if you have any questions.

1968 MERCURY

- The total Mercury model count is now 34 with the addition of the new Brougham 2-door hardtop. The Brougham 2-door features Marquis styled cloth and vinyl seat and door trim and twin-comfort lounge seats as standard equipment. Interior colors and materials include: Black, Dark Blue, Nugget Gold, or Dark Ivy Gold Premiere Fabrique fabric and crinkle vinyl; or Dark Red Camelot fabric and crinkle vinyl.
- The Colony Park simulated woodgrain side paneling is now offered as an option on the Park Lane and Brougham 2-door hardtops and the Park Lane convertible.
- The Oxford (vinyl covered) roof is now standard on all Brougham models.

- The Marquis styled vinyl covered roof is now offered as an option on the Montclair 2-door hardtop.
- The electric clock is now optional on Montclair.
- The windshield pillar padding has been replaced by color-keyed metal moldings on all models.
- The spare tire cover is no longer available.
- The deluxe (simulated woodgrain) steering wheel is now optional on Montclair, Park Lane and Colony Park models.
- The optional right hand side-view mirror is no longer available.
- Tinted windshield is not available. Full tinted glass is available.
- Rear seat shoulder belts are no longer available.

1968 MONTEGO, CYCLONE AND COMET SPORTS COUPE

- Deep-loop carpeting is now standard on all Montegos.
- Instrument panel courtesy lights are now optional for Montego MX hardtop, sedan and station wagon as part of the courtesy light group option.
- The reflective tape stripe option for Cyclone and Cyclone GT is no longer available.
- The Special Performance Handling Package option for the 302 cu. in. engine is no longer available. It is standard with all Cyclone GT models.
- The 427 CID engine is no longer available.
- The exterior engine emblems for 302 2-V and 4-V engines are no longer available.
- The 289 2V (195 H.P.) engine replaces the 302 2-V engine as the standard V-8 engine option for the Comet Sports Coupe.
- Wire wheel covers are no longer available as an option.

- The Deluxe steering wheel is now optional on all Cyclone and Cyclone GT models.
- The Visual Check Group option is no longer available.
- The optional GT engine accessory group is no longer available.
- The windshield pillar padding has been replaced by color-keyed metal moldings on all models.
- Tinted windshield is not available. Full tinted glass is available.
- Rear seat shoulder belts are no longer available.
- The second seat back pad is no longer available on the Montego MX station wagon.
- The rear window defogger is no longer available as an option.
- The Appearance Protection Group is not available as an option.

1968 COUGAR

- The windshield pillar padding has been replaced by color-keyed metal moldings as standard equipment.
- The following items are no longer standard on the base Cougar. They are now part of the optional Decor Group and standard on the XR-7:
 - Padded windshield pillars and roof rails.
 - Rear seat armrests.
 - Deluxe steering wheel with simulated woodgrain rim.
 - Rocker panel molding.
- The Visual Check Panel is not available on any Cougar except the XR-7, where it is standard.
- Front and rear bumper guards are now optional on all Cougars except the GT-E, where they are not available.

- Optional red band FR 70 x 14 radial-ply tires are no longer available. White sidewall FR 70 x 14 radial-ply tires are available.
- The 289 CID V-8 (195 H.P.) replaces the 302 CID V-8 as the standard engine in the base Cougar. The 302 CID V-8 is included in base Cougars with the Decor Group Option and in the XR-7.
- Tinted windshield is not available. Full tinted glass is available.
- Rear seat shoulder belts are no longer available.
- Deluxe seat and front shoulder belts are now optional on XR-7.
- The rear window defogger is not available as an option.

1968 LINCOLN CONTINENTAL

- The vanity mirror is now optional.