

Mercury presents

Cougar
and XR-7





Mercury Cougar, the car that captured America overnight, wins "Oscar" of the automobile world



"Car of the Year" . . . that's Mercury Cougar! So named by authoritative Motor Trend Magazine after a careful examination of all 1967 cars. And this top honor came as no surprise to an enthusiastic public who immediately greeted Cougar as a better idea. A better idea because Cougar improved on European lines without copying them. The precision handling makes the driver a real pro. There's a degree of silence, smoothness and riding comfort that can only come with the

greater length and weight of Cougar. And, of course, there's V-8 power at no extra cost. In fact, Cougar is a whole car full of luxury features from front to rear: concealed headlamps, bucket seats, deep-loop carpeting, floor-mounted shift, and sequential turn signals to name a few. You'll like all the better ideas that make up Cougar. For a unique experience in the luxury/sports car field, take a test drive in a Mercury Cougar.

Concealed headlamps hide by day.



Triple taillights and sequential turn signals.



Spirited, sports car performance is very much a part of the Cougar personality with the Cougar 289 V-8 standard.



XR-7



Sports Console (optional) mounts transmission control, electric clock and radio.

Overhead Console features low fuel warning light, seat belt reminder light, door ajar warning light, parking brake warning light. Dual map lights are mounted in this console.



Toggle switches control instrument panel courtesy lights, rear roof pillar courtesy lights and dual map lights mounted in Overhead Console.



Door panels provide a handy map pocket and door assist strap.



Spacious, full-width rear seat is upholstered in leather and vinyl for inviting comfort.

Mercury leaps ahead with a royal new Cougar called XR-7!

Look no further if you have hoped for the custom-crafted appointments of a classic European road car in an all-American package. It is here in Cougar XR-7! Supple, glove-soft leathers are combined with vinyl to give the front bucket seats the comfort and support so desirable in a fine road car. The rich deep tones of simulated walnut enhance the instrument panel and surround the

black-faced, competition-type gauges that fully report engine operation. The Cougar XR-7 incorporates all features of the Cougar, plus the custom luxury features detailed here. So much, in fact, that Cougar XR-7 demands your personal attention and careful inspection. No American sports car offers more to delight you. It's your personal invitation to driving adventure.





Cougar shown with optional vinyl-covered Oxford Roof.

Mercury Cougar— America's first luxury sports car at a popular price!

This is a better idea—the basic idea behind Mercury Cougar. Add new excitement to personal transportation through inspired styling and an unexcelled line-up of luxury features—all at a popular price.

You simply can't put a Cougar together by starting with a cheaper sports car and piling on options . . . no matter how much you spend. Because a lot of Cougar ideas aren't even available in them. Try the better idea, Mercury Cougar.

Personal luxury describes the standard Cougar interior. There's deep-loop, color-keyed carpeting, bucket seats and full vinyl upholstery. Note the sports type, three-spoke steering wheel, the padded instrument panel, Instrument panel courtesy light, glove box light and lower door courtesy lights are standard.

Sixteen handsome exterior body colors in baked Acrylic Super Enamel are offered. Stylish vinyl covered Oxford Roof is optional in choice of black or ivory.



Select-Shift Merc-O-Matic transmission allows driver to manually control shifting in first and second gears or leave selector in "D" for automatic operation. Shown mounted on optional Sports Console



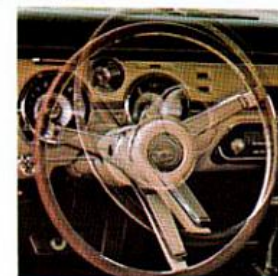
Whisper-Aire Conditioner is "styled in", has high capacity for fast cooling.



Power Front Disc Brakes reduce fade for high performance stopping.



Combination AM Radio/Stereo-Sonic Tape System . . . a true entertainment center.



Tilt-Away Steering Wheel adjusts to nine different positions, swings aside for easy entrance and exit.



Speed Control maintains desired speed. Control button is located on end of turn signal lever.



Comfort-Weave Vinyl* is a cooler-breathing upholstery. Bucket seat interiors only in black, blue or parchment.



Full-width Front Seat* with center armrest offers extra passenger room with bucket seat comfort.

Personalize your Cougar with these exciting options

Here is just an idea of the extra luxury convenience and excitement you can add when you tailor a Cougar to your personal taste. Check the back cover of this folder for additional options.

Deluxe Wheel Covers in a smart vanned design with massive hub. Offered as standard equipment for Cougar XR-7.



Wire Wheel Covers have the look of real wire wheels. Specially styled for Cougar.



Stylish Steel Wheels with hub, rim, lugs and outer edges of five radials in sparkling chrome finish.

Size: 14" x 5 1/2", all steel.



GT Performance Group includes Marauder 390 GT 4V engine; performance handling package; wide-oval, white sidewall, nylon-cord tire; low-restriction dual exhausts; power front disc brakes; power booster fan; low-restriction air filter; special 6" rim wheels.

*Also available individually.
‡Available individually with Marauder 390 GT 4V engine.





Mercury Cougar and Cougar XR-7 Specifications

Cougar XR-7 Instrument Panel Details

Toggle Switches for left and right hand map lights, rear quarter courtesy lights, instrument panel courtesy lights

Hi-Beam Indicator
Ammeter
Speedometer and Trip Odometer
Fuel Gauge
Temperature Gauge
Tachometer
Radio (optional)



Sports Console (optional)
Electric Clock (included with Sports Console)
Oil Pressure Gauge
Walnut-toned Instrument Panel Applique
XR-7 Instrument Panel Plaque

Standard Safety Features

Every 1967 Mercury Cougar includes all of the Ford Motor Company Lifeguard Design Safety Features listed below:

Dual hydraulic brake system with warning light □ Front and rear seat belts □ Front seat belt retractors □ Impact-absorbing steering wheel with deep-padded hub □ Padded instrument panel □ Padded windshield pillars □ Double-yoke safety door latches and safety hinges □ Outside rear view mirror □ Day-Night inside mirror with shatter-resistant flexible backed glass and breakaway or double-pivot supports □ Windshield washers □ Two-speed windshield wipers □ Padded sun visors □ Thick laminate safety plate glass windshield □ Turn indicators with lane-changing signal feature □ Positive door lock buttons □ Back-up lights □ 4-way emergency flasher □ Front seat shoulder belt anchors □ Tire safety rims □ Corrosion-resistant brake lines □ Safety-designed instrument panel and controls □ Uniform shift quadrant □ Reduced glare instrument panel and wiper arms and blades □ Energy-absorbing armrests

Exclusive Combination of Chassis Features for Luxury Ride and Feel

Full rubber-cushioned road-control front suspension with deep, 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 (c), for manual selection of gears or fully automatic operation □ Fully-synchronized 3-speed or 4-speed (c) manual transmissions

Body Colors

Onyx □ Polar White □ Tiffany Blue □ Glacier Blue □ Caspian Blue □ Nordic Blue □ Turquoise □ Trafalgar Blue □ Jamaican Yellow □ Sage Gold □ Lime Frost □ Inverness Green □ Fawn □ Cinnamon Frost □ Cardinal Red □ Burgundy □ TWO-TONE COMBINATIONS—available with all body colors: roof colors in Onyx or Polar White only □ COUGAR INTERIOR TRIMS—Bucket seats: Black, Red, Blue, Aqua, Parchment, Ivy Gold, Saddle; (Comfort-Weave Vinyl); Black, Blue, Parchment; Full-width front seat: Black, Blue, Parchment □ COUGAR XR-7 INTERIOR TRIMS—(Leather with Vinyl) Bucket seats: Black, Dark Red, Dark Blue, Parchment, Dark Ivy Gold, Aqua, Saddle □ OXFORD ROOFST—Black, Ivory (Extra cost option)

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	10.5:1	10.5:1
Fuel	Regular	Premium	Premium
Exhaust	Single	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic
Alternators	42-amp.	42-amp.	42-amp.
Transmissions			
3-Speed Manual (Std.)	X	X	X (b)
4-Speed Manual (c)	X	X	X
Select-Shift Merc-O-Matic (c)	X	X	X

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

(b) Fully-synchronized heavy-duty 3-speed manual transmission installed at extra cost.

(c) Optional at extra cost.

Optional Equipment (Partial List)

	Cougar	Cougar XR-7
Performance Handling Package (a).....	X	X
Power Transfer Axle.....	X	X
Speed Control (with Select-Shift Merc-O-Matic only).....	X	X
Power Brakes.....	X	X
Power Front Disc Brakes.....	X	X
Power Steering.....	X	X
AM Radio (b).....	X	X
AM/FM Radio (b).....	X	X
AM Radio/Stereo-Sonic Tape System (b,c).....	X	X
Whisper-Aire Conditioner (d).....	X	X
Styled Steel Wheels (e).....	X	X
Deluxe Wheel Covers.....	X	Std.
Wire Wheel Covers.....	X	X
Tinted Glass (complete).....	X	X
Tinted Windshield.....	X	X
Visual Check Panel.....	X	Std.
Deluxe Front and Rear Seat Belts with Reminder Light.....	X	Std.
Electric Clock.....	X	X (f)
Tilt-Away Steering Wheel.....	X	X
Sports Console (g).....	X	NA
Sports Console and Electric Clock (g).....	NA	X

X—Available; Std.—Standard; NA—Not Available

(a) Includes higher rate front and rear springs, larger diameter stabilizer bar, heavy-duty front and rear shock absorbers, faster 16:1 steering ratio if specified (standard with power steering), and 6" rim wheels; available—Marauder 390 GT engine only.

(b) Radio or Radio/Stereo Combination required when Sports Console ordered.

(c) Not available with AM-FM Radio. System includes 2 speakers located in the coat bin panels.

(d) 55-amp alternator, power booster fan and heavy-duty radiator standard.

(e) The recessed spoke area of the wheels available in: Argent, Red, Medium Blue, Aqua, Sage Gold, and Bronze.

(f) Unique Electric Clock included with Sports Console.

(g) Requires either AM or AM-FM Radio or Combination AM Radio/Stereo-Sonic Tape System.

Major Specifications

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

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.

