

LINCOLN-MERCURY **COUGAR** 1969

THE WINNER LEADS THE WAY!



COUGAR

NEW CAT WITH
WINNING WAYS!



1967:



"Car of the year . . ."

1968:



"Best sporty car
of 1968 . . ."

1969:



Lincoln-Mercury leads the
way again, with completely
new line of Cougars, in-
cluding two dashing
convertibles!

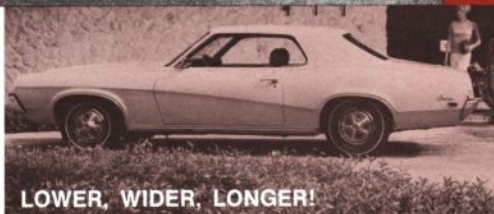
COUGAR—SUCCESS FROM THE START!

The first of a recent string of success cars from Lincoln-Mercury. A quarter of a million sales later, Cougar's ready to do it again in 1969—with another exciting generation of America's best-equipped personal sports cars.



COMPLETELY NEW SCULPTURED BODY

**COUGAR
LEADS
THE WAY
IN NEW
FEATURES
AND
VALUE**

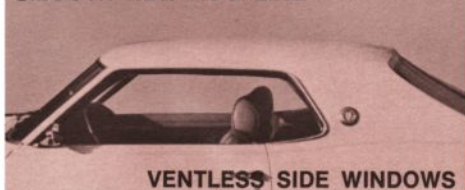


LOWER, WIDER, LONGER!



**NOW—
A COUGAR
CONVERTIBLE!**

SMOOTH NEW ROOFLINE—

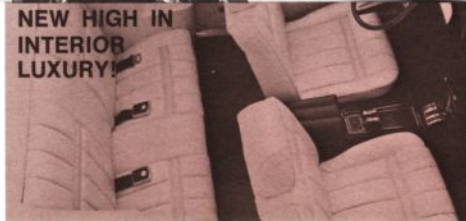


VENTLESS SIDE WINDOWS

ALL-NEW INSTRUMENT AND COMMAND PANEL!



**NEW HIGH IN
INTERIOR
LUXURY!**



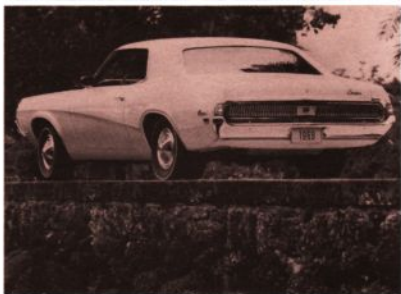
COUGAR

STILL AMERICA'S BEST-EQUIPPED PERSONAL SPORTS CAR!

ALL NEW—ALL OVER AGAIN!

Still very much a Cougar, but with all-new styling that—once again—leads the way in sporty appearance.

There's new styling excitement—in the rugged, die-cast grille—the smart, sculptured body lines—the new wraparound backup lights—the crisply styled, concave rear grille—Cougar is new from end to end, top to bottom.



A BIGGER CAT—ALL AROUND!

Cougar for 1969 *looks* longer—because it *is* longer. Bigger all around: Three and a half inches longer than before, on an 111-inch wheelbase, still the longest among personal sports cars.

A new roofline and greater width at the beltline give curved side windows a more rakish slant, and result in more passenger comfort, with 1 inch extra hip

room—and 2 extra inches of shoulder room.

And even with this roomier interior, Cougar has a sleeker, lower profile, with a slightly lower overall height.

Luggage capacity is greater, too—now 10.2 cubic feet. The bigger 20-gallon fuel tank increases cruising range by almost 20 percent.

LEADER IN STANDARD EXTERIOR FEATURES

- | | |
|--|---|
| <input type="checkbox"/> Concealed dual headlamps, in new horizontal grille. | <input type="checkbox"/> Front and rear side marker lights. |
| <input type="checkbox"/> Dual upper-body paint stripes. | <input type="checkbox"/> Wraparound backup lights. |
| <input type="checkbox"/> Ventless side windows. | <input type="checkbox"/> Sequential turn signals. |
| <input type="checkbox"/> Wide-tread tires. | <input type="checkbox"/> Concealed, centered gas cap. |
| <input type="checkbox"/> Wheel lip moldings. | <input type="checkbox"/> Bright windshield, rear window and drip rail moldings. |
| <input type="checkbox"/> Rallye-styled parking lamps. | |

BIGGER STANDARD POWER: 250 H.P.!

Cougar's new 351 cu.-in., standard V-8 engine gives greater power reserve for turnpike cruising and exhilarating sports car performance. This competitive edge

in performance features dual carburetion and a dual air-intake system that blends hot and cold air for improved combustion and greater operating efficiency.

COMPLETELY NEW INTERIOR STYLING

1969 Cougars have an all-new cockpit-type, command-center instrument panel, finished in simulated rosewood. A complete complement of instruments and controls are conveniently grouped in a four-pod cluster. The command-center panel mounts such optional equipment as sound systems and the visual check panel. New features include lighted heater controls and ignition switch, and instrument-panel-mounted control for

the electric windshield washer system.

New interiors include front bucket seats, of course, foam-padded and handsomely finished in parallel-pleat vinyl. Full door-trim panels are also standard, as are comfortable, padded front armrests and new squeeze-type interior door handles.

MORE STANDARD CONVENIENCE AND SAFETY

- Rosewood instrument panel applique.
- Reversible keys and illuminated ignition switch.
- Panel-mounted electric windshield washers.
- Floor-mounted shift lever.
- Lockable, illuminated glove box.
- Step-on parking brake.
- New, high-level cowl ventilation system.
- Color-keyed, energy-absorbing steering wheel with horn ring.
- Controls recessed in fully padded panel.



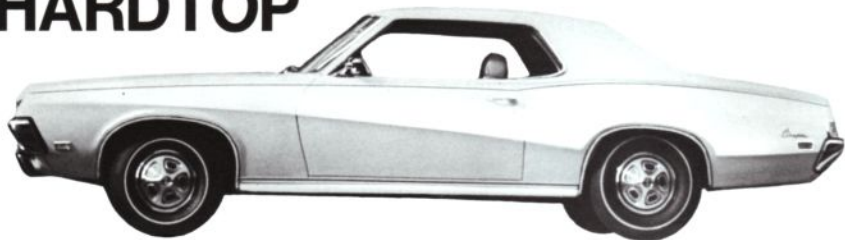
MORE STANDARD LUXURY



- Foam-padded vinyl bucket seats.
- Wall-to-wall carpeting.
- Door-actuated courtesy light.
- Squeeze-type door handles, nested in larger, energy-absorbing armrests.
- Full door-trim panels, with wrap-over design.
- Bright-trimmed pedals.



OPTIONAL DECOR GROUP FOR COUGAR HARDTOP



EXTERIOR FEATURES

A new optional Decor Group for Cougar hardtops includes special exterior trim, as well as a higher level of interior luxury, comfort and style.

In addition to basic Cougar exterior styling features, the Decor Group includes:

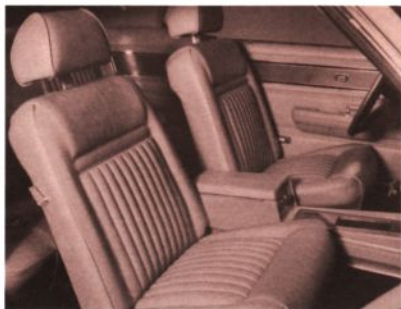
- New full wheel covers.
- Bright curb molding.

INTERIOR FEATURES

The optional Decor Group offers the many Cougar standard values, combined with an exciting interior style treatment for those who demand a distinctive flair.

Interior features of the Decor Group include:

- Richer, higher level of seating and trim in a boldly styled, all-vinyl, vertical rib pattern. This vinyl interior is available in a choice of eight color schemes.
- Fully padded front and rear armrests.
- Door-mounted courtesy lights.
- Padded windshield pillars and roof rails.
- Bucket seats are standard, of course, but a bench seat, with center armrest, is optionally available with the Decor Group.



NEW RIM-BLOW WHEEL

Decor Group also includes a new wood-toned, three-spoke, sport-type steering wheel and "rim blow" horn. Just squeeze anywhere around the rim to sound the horn.



COUGAR

TAKES THE
LID OFF
MOTORING
EXCITEMENT



Now—a whole new way to go! Sun-filled, fun-filled motoring in a Cougar convertible!

In keeping with the Cougar convertible's luxury image, the outstanding features of the optional Decor Group are *standard* on the convertible; Deluxe vinyl

bucket-seat interior; wood-toned steering wheel, with new "rim blow" horn feature; front and rear armrests; door-mounted courtesy lights; curb moldings; deluxe wheel covers, plus all of the standard Cougar luxury features.

NEW CONVERTIBLE TOP LINKAGE

Cougar leads the way in convertible top design, with a streamlined, compact new top linkage that takes up less space—leaves more room for rear-seat passengers.



POWER-OPERATED TOP—STANDARD!

Cougar's standard power-operated top also features a clear, pliable, tempered safety-glass rear window, with the "invisible hinge" at the center, for neat, fold-a-way storage.

The tight, anti-ballooning top design not only improves appearance, but limits wind noise, too.

Cougar convertible tops are available in a choice of black or white.



COUGAR XR-7

THE ULTIMATE
PERSONAL
SPORTS CAR!



Cougar XR-7—an exciting road car with European style and flair. For 1969, Cougar XR-7 has a host of new features, with special exterior styling touches that clearly say: "This is an XR-7!"

Unique XR-7 exterior features include:

- Special wheel covers with XR-7 medallion.
- XR-7 medallion on rear roof pillars (hardtops only).
- XR-7 identification on the rear deck.
- Left-side, color-keyed, remote-control, racing-type mirror.
- Bright belt molding.
- Bright curb molding.

EVEN RICHER XR-7 INTERIORS

XR-7's matchless interior luxury and comfort, once available only in the most expensive European cars, put this very special road car in a class by itself.

Now, luxury-oriented American motorists can have interior luxury, outstanding performance and a fine road-car ride, all in one handsome vehicle—Cougar XR-7, available in either convertible or hardtop models.

Special Cougar XR-7 interior features include:

- New, luxurious, glove-soft leather and vinyl bucket seats.
- Deluxe seat belts and shoulder harnesses (harnesses not available on convertibles).
- New super-puff door trim panels.
- Door-mounted courtesy lights.
- Door-mounted assist straps.



SPECIAL XR-7 HARDTOP FEATURES

- Courtesy lights in rear roof pillars
- New covered rear seat
- Thickly padded rear armrest
- Comfort-Weave knitted vinyl seats also available

NEW XR-7 MAP POCKETS

New XR-7 map pockets are located on the backs of the front seats, for the convenience of rear passengers, as well as front seat occupants.



ALL-NEW XR-7 INSTRUMENT PANEL



Even the XR-7 instrument panel is unique to this luxury road car:

- New sports-type, three-spoke steering wheel, with simulated, burlled-walnut spoke inserts and "rim blow" horn actuator.
- Simulated burlled-walnut instrument panel facing.
- New rocker-type switches for panel lights, map light, courtesy lights and accessories.
- Full instrumentation, including tachometer, ammeter,

temperature and oil pressure gauges.

- Instrument panel map, trunk and under-hood lights.
- Speedometer has rallye-type trip odometer.
- Visual check panel, with low-fuel, door-ajar, and parking brake warning lights.
- Special XR-7 elapsed-time electric clock is mounted on the instrument panel, no longer requires an optional center console.

A WIDE CHOICE OF

Bigger standard V-8 power and even hotter new engine options await the 1969 Cougar buyer.



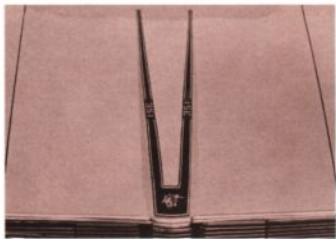
NEW 351 CU.-IN. V-8—STANDARD

Cougar again leads the way with V-8 power—standard! The new standard 351 cu. -in. engine has 49 additional cubic inches in 1969, producing 250 hp and more torque in the mid-range speeds, for better acceleration in passing situations. This 2-barrel V-8 can be teamed with the standard 3-speed manual transmission, optional 4-speed manual, or Select-Shift automatic transmission.

351—OPTIONAL FOUR-BARREL PERFORMER

The optional new 351 high-performance, 4-barrel V-8 has the *poke*—290 horsepower worth—plus the *looks* of a performance machine, when ordered with the 351 Performance Group, featuring a unique hood stripe in black or silver, decorated with a special "cat" decal. To go with the engine's extra performance, the 351 Performance Group also includes a handling package with higher rate front and rear springs, heavy-duty shock absorbers, and a larger diameter stabilizer bar.

The 3-speed manual transmission is standard. A 4-speed manual or Select-Shift automatic is optional.



SMOOTHER 390-4V V-8

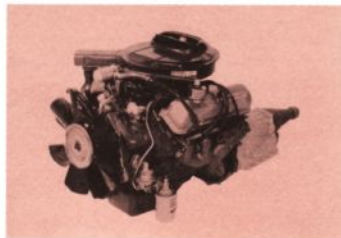
The well-known and respected 390 cubic-inch, 4-barrel engine has undergone refinements to make it even smoother and more durable. The 390 cu.-in., 4-barrel V-8 is rated at 320 hp. This high-torque engine requires the optional heavy-duty 3-speed manual transmission, 4-speed manual or 3-speed automatic transmission.

BIG NEW 428-CJ V-8

This big 428 cubic-inch, 4-barrel, 335-hp V-8 comes with a long list of performance and appearance equipment: Matte-black or silver hood stripe; engine dress-up components; competition handling package (including higher rate front and rear springs; heavy-duty shock absorbers and large-diameter stabilizer bar); new E70 x 14 fiber-glass belted, wide-tread, whitewall tires on 6-inch rims; and low back-pressure dual exhausts. This engine requires the optional 4-speed manual transmission or the Select-Shift automatic.



COUGAR POWER



RAM AIR OPTION FOR 428-CJ V-8

The Ram Air device incorporates an automatic vacuum-powered air valve that by-passes the air cleaner element under full throttle to ram more volume of cool air directly into the carburetor for higher power output.

The CJ Ram Air engine package includes a functional hood scoop, keyed to the body color, exposed hood-locking pins and die-cast aluminum rocker covers.



1969 COUGAR PERFORMERS

Displacement & Carburetion	Horsepower	Bore/ Stroke	Comp. Ratio	Fuel	Exhaust System
351-2V	250	4.00 x 3.50	9.5:1	Regular	Single (Dual Optional)
351-4V	290	4.00 x 3.50	10.7:1	Premium	Dual
390-4V	320	4.05 x 3.78	10.5:1	Premium	Dual
CJ 428-4V Non-Ram (Ram Air option available.)	335	4.13 x 3.98	10.6:1	Premium	Dual

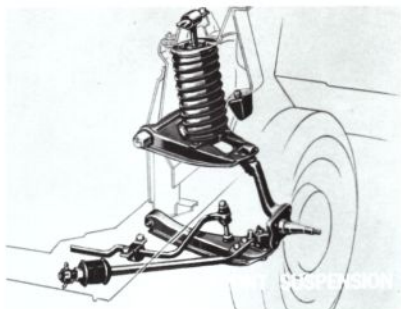


SMOOTH,
QUIET,
SURE-FOOTED

COUGARS

LONGEST WHEELBASE

Cougar's smooth stable ride starts with the 111-inch wheelbase—longest among personal sports cars.



ROAD-CONTROL FRONT SUSPENSION

Cougar's front suspension incorporates a "hockey stick" front compliance strut, completely cushioned by

rubber. This suspension system is designed to "give" with road bumps, for a truly big-car ride.

SOFT-RIDING, STABILIZING REAR SUSPENSION

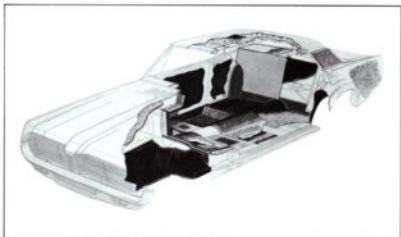
A combination of leaf springs for extra stability and Iso-Clamp spring mountings produce a soft, pleasurable ride. Extra-long, 59-inch rear springs have a lower rate

for a boulevard ride. The patented Iso-Clamps employ butyl-rubber cushions to isolate road harshness and vibration.

EVEN MORE INSULATION FOR AN EVEN QUIETER RIDE

Cougar—already heavily insulated—goes a giant step further in 1969, with an even higher level of body insulation for restful, living-room quiet.

The new insulation adds its quieting effect to Cougar's tight, solid unit-built body on a platform chassis. Double-panel construction in such areas as hood, deck lid and doors gives these components added strength.



BUILT TO LAST

Corrosion—one of the automobile's worst enemies—gets a rough time from Cougar's built-to-last construction.

Before one drop of paint is applied to a Cougar, the car goes through a 7-step protective process of rust-prevention. Zinc-rich primers are applied exten-

sively to underbody panels and other critical areas.

Galvanized steel—a highly corrosion-resistant metal—is used for such vital underbody parts as rocker panels, side sills, rear underbody rails, torque boxes and other important structural members.

NEW LUXURY OPTIONS

NEW! POWER WINDOWS

The 1969 Cougar adds the convenience of power windows to its long list of options.

NEW! COMFORT-STREAM VENTILATION

Cougar's new Comfort-Stream Ventilation changes the air in the car within just 60 seconds for fresh motoring comfort.



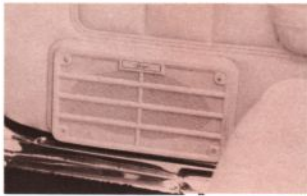
NEW! RIM-BLOW HORN FEATURE

Just squeeze the simulated wood-grained rim anywhere to sound the horn. This option is standard with the Decor Group and on XR-7 models.



NEW! DOOR-MOUNTED STEREO SPEAKERS

Cougar doors act as built-in speaker baffles for the full, rich sound of stereo—Standard with either AM/FM Stereo Radio or AM Radio/Stereo-Sonic Tape System.



NEW! TRACTION-LOK AXLE

This new Traction-Lok axle incorporates a clutch mechanism that handles greater torque for better straight-line starts under hard acceleration—a "must" for performance buffs.

NEW! BEAUTIFUL FLOOR PROTECTION

Optional new color-keyed floor mats are now available for both front and rear compartments.

... PLUS MANY MORE POPULAR OPTIONS:

- Tilt-Away steering wheel
- Center Sports Console.
- Bench seat, available with the Decor Group.
- Space-saver spare.
- Power front disc brakes.
- Speed control
- Air-conditioner

... AND OTHERS—FOR MOTORING COMFORT, CONVENIENCE, PERFORMANCE, STYLE

COUGAR'S EXTRA-VALUE STANDARD FEATURES:

- 351 cu.-in. V-8 engine.
- All-synchronized, 3-speed manual transmission.
- All shift levers either floor- or console-mounted.
- Die-cast grille.
- Retractable headlamp covers.
- Dual headlamps.
- Sequential turn signals.
- Front and rear side marker lights
- Dual body paint stripes.
- Ventless side windows.
- Wheel lip moldings.
- Curved side glass.
- Bright windshield, rear window and drip rail moldings.
- E78 x 14 wide-tread tires.
- 111-Inch wheelbase—longest in its class.
- Rubber-cushioned Road Control front suspension.
- Hotchkiss-drive rear suspension with 59-inch rear springs and Iso-Clamps.
- Exhaust emission control system.
- Concealed, centered gas filler cap.
- Aluminized and stainless steel mufflers.
- Self-adjusting brakes.
- Acrylic Super Enamel finish.
- High-level body insulation.
- Wraparound backup lights.
- Rallye-styled, front turn-signal lights.
- Space-saving convertible top linkages.
- Hidden fasteners for convertible boot.
- Larger 20-gallon fuel tank.
- Unit-built body with platform chassis.
- Foam-padded bucket seats.
- All-vinyl interiors.
- Squeeze-type interior door handles.
- High-level cowl ventilation system.
- Reversible keys and keyless door locking.
- Color-keyed, 2-spoke steering wheel.
- Foot-operated parking brake.
- Full instrumentation.
- Lockable, lighted glove box.
- Door-operated courtesy light.
- Deep-loop, color-keyed nylon carpeting.
- Bright-trimmed suspended pedals.
- Cigarette lighter and ashtray.
- Front seat headrests.
- Full door-trim panels.
- Wood-toned instrument panel.

... PLUS

all Ford Motor Company
Lifeguard Design Safety
Features.

1969 COUGAR

DIMENSIONS AND SPECIFICATIONS

	1968 Cougar Hardtops	1969 Cougar Hardtops	1969 Cougar Convertibles
Wheelbase (inches):	111.1	111.0	111.0
Overall length (inches):	190.3	193.8	193.8
Overall width (inches):	71.3	74.2	74.2
Overall height (inches):	51.7	51.5	51.5
Tires (B.S.W.):	E70 x 14	E78 x 14	E78 x 14
Track Front/Rear (inches):	58.5	58.5	58.5
Fuel tank capacity (gallons):	17	20	20
Luggage capacity (cubic feet):	9.2	10.2	10.2
	Front/Rear	Front/Rear	Front/Rear
Effective head room (inches):	37.3/35.8	37.4/35.8	38.2/35.9
Shoulder room (inches):	53.9/53.4	55.9/54.5	55.9/43.2
Hip room (inches):	54.2/51.7	55.2/52.4	55.2/43.6
Effective leg room (inches):	42.7/29.8	41.1/30.6	41.1/28.0



HOW WELL DO YOU KNOW THE 1969 COUGAR?

Spot check your 1969 Cougar product knowledge with this quiz. Check the one best answer to each question.

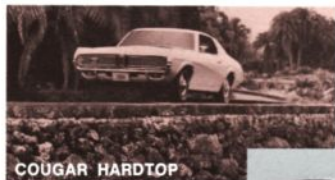
- 1** Standard engine on Cougar is:
- A. 302-2V V-8
 B. 351-2V V-8
 C. 390-2V V-8
 D. 351-4V V-8
- 2** Cougar's overall length is:
- A. A fraction of an inch shorter than in 1968.
 B. Almost exactly the same as in 1968.
 C. Three and a half inches longer than before.
 D. One inch longer than 1968.
- 3** New Cougar fuel tank capacity is:
- A. 18 gallons.
 B. 19 gallons.
 C. 20 gallons.
 D. 25 gallons.
- 4** New Cougar luggage capacity is:
- A. 10.2 cubic feet.
 B. 11.0 cubic feet.
 C. 9.2 cubic feet.
 D. 18.0 cubic feet.
- 5** Greater overall width increases front shoulder room by:
- A. Slightly less than one inch.
 B. About 1½ inches.
 C. Almost 2½ inches.
 D. Two inches.
- 6** Which item is not part of the new optional Decor Group?
- A. Sports-type steering wheel with "Rim Blow" horn.
 B. Door-mounted courtesy/safety lights.
 C. Visual check panel.
 D. DeLuxe interior trim.
- 7** The main advantage of the new Cougar convertible's special top linkage is:
- A. It minimizes the chance of tearing top.
 B. It permits raising top while in motion.
 C. It saves rear-compartment passenger space.
 D. It saves trunk space.
- 8** Cougar convertible's rear window is made of:
- A. Strong, rigid glass.
 B. Pliable tempered glass.
 C. A very tough plastic.
- 9** On the Cougar convertible, a power top is:
- A. Standard.
 B. Standard on XR-7, optional on Cougar.
 C. Optional on *all* models.
- 10** What feature is standard on the Cougar convertible, but not on the Cougar hardtop?
- A. 100% nylon carpeting.
 B. Floor- or console-mounted shift lever.
 C. Sequential turn signals.
 D. DeLuxe wheel covers.
- 11** New to Cougar for 1969 is:
- A. Illuminated heater controls and ignition switch.
 B. Lockable glove box.
 C. Suspended, bright-trimmed pedals.
 D. Crank-operated vent windows.
- 12** Which is not a Cougar engine for 1969?
- A. 390-2V V-8
 B. 351-2V V-8
 C. 351-4V V-8
 D. 428-4V V-8
- 13** Which engine requires the optional heavy-duty, 3-speed manual transmission?
- A. 302-4V V-8
 B. 390-4V V-8
 C. 351-4V V-8
 D. 428-4V V-8
- 14** XR-7 toggle switches have been replaced by:
- A. "On-Off" push buttons.
 B. New rotating switches.
 C. Rocker switches.
 D. Have not been replaced at all.
- 15** XR-7 map pockets are:
- A. Again located on the doors.
 B. On both cowl panels for front passenger convenience.
 C. On the backs of the front seats.
 D. On the instrument panel.
- 16** The new 428 Cobra Jet Ram Air automatic, vacuum-powered, induction system functions:
- A. Constantly.
 B. Only at low r.p.m.'s, when it is needed most.
 C. At wide-open throttle.
- 17** Cougar body insulation:
- A. Remains at the same high level as 1968.
 B. Has been further increased.
 C. Insulates against *sound*, only.
- 18** Among new options are stereo speakers mounted:
- A. On either side of the headliner in hardtops; not available in convertibles.
 B. In the doors.
 C. In the cowl panels.
- 19** Which of the following is not standard on the Cougar XR-7?
- A. Electric clock.
 B. Console.
 C. Tachometer.
 D. Temperature gauge.
- 20** Which of the following is not a new Cougar option?
- A. Power side windows.
 B. Steering wheel with "Rim Blow" horn.
 C. Comfort-Stream ventilation.
 D. Tilt-Away steering wheel.

3 (C)	6 (C)	9 (A)	12 (A)	15 (C)	18 (B)
2 (C)	5 (D)	8 (B)	11 (A)	14 (C)	17 (B)
1 (B)	4 (A)	7 (C)	10 (D)	13 (B)	16 (C)
					19 (B)
					20 (D)



SEVEN EXCITING WAYS TO GO...

COUGAR 1969!



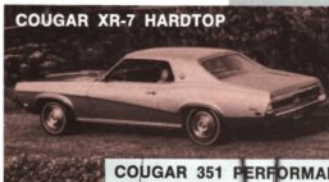
COUGAR HARDTOP



COUGAR HARDTOP
WITH DECOR. GROUP



COUGAR
CONVERTIBLE



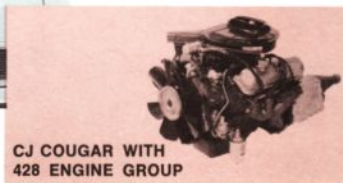
COUGAR XR-7 HARDTOP



COUGAR XR-7 CONVERTIBLE



COUGAR 351 PERFORMANCE
GROUP



CJ COUGAR WITH
428 ENGINE GROUP



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MERCHANDISING DEPT.