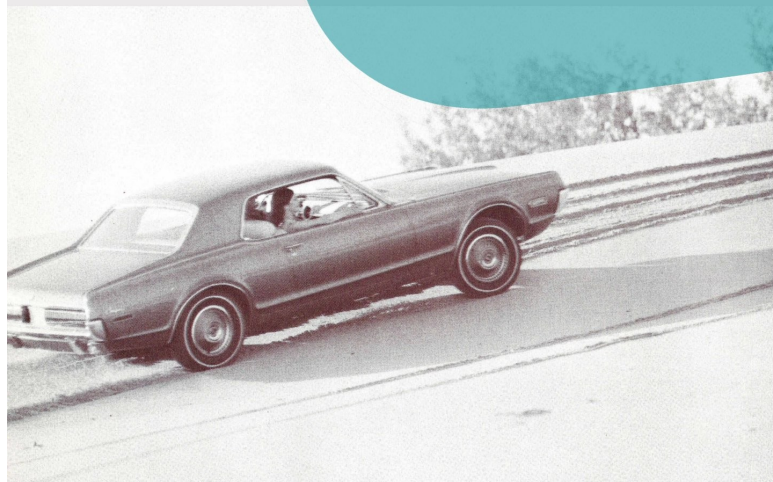


**1968**

# **Lincoln-Mercury**



**Dealer Guide**

### FRONT SEAT SHOULDER BELTS

Attractive black shoulder belts limit extreme thrust of upper body in impact situations or during sudden stops. (Available on all Cougar models except XR-7.)

### DELUXE FRONT SHOULDER BELTS

These attractive shoulder belts are equipped with deluxe buckles and webbing color-keyed to the car's interior. Designed for the utmost comfort, these shoulder belts give added protection to front seat driver and passenger by reducing thrust of upper body during sudden stops. (Available only with deluxe seat belts.)



### REAR SEAT SHOULDER BELTS

Specially designed and tested for utmost comfort and protection, these black shoulder belts help restrain upper-body movement of rear seat passengers in case of sudden stops. (Available on all Cougar models except XR-7.)

### DELUXE REAR SHOULDER BELTS

Deluxe rear seat shoulder belts with deluxe buckles are available only with Cougars equipped with optional deluxe seat and front shoulder belts. (The Cougar XR-7 has deluxe seat belts as standard.)



## Add The Finishing Touch For Fun Loving Care

### DELUXE SEAT BELTS

These seat belts are equipped with deluxe buckles and webbing color-keyed to the car's interior for that extra touch of beauty. Included is a "fasten belt" reminder light that glows for approximately eight seconds after the ignition is turned on. (Available on all Cougar models—standard on XR-7.)



### REAR BUMPER GUARDS

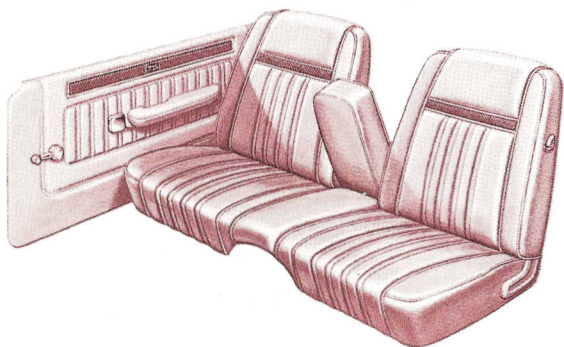
Heavy gauge, attractively styled rear bumper guards help reduce bumper dents and scratches. They are customized to follow the smart body lines of your Cougar. (Not available on GT-E.)



### DOOR EDGE GUARDS

Prevent annoying nicks, scratches and chips at door edges. Have these handsome, narrow stainless steel door edge guards installed on your new Cougar. (Not available on GT-E.)





#### DECOR GROUP

Add these extra Cougar appearance and convenience items: deluxe seat and door trim, door-mounted courtesy lights, and deluxe wheel covers. (Not available on Cougar XR-7 which has most of these items as standard.)

#### OXFORD ROOF

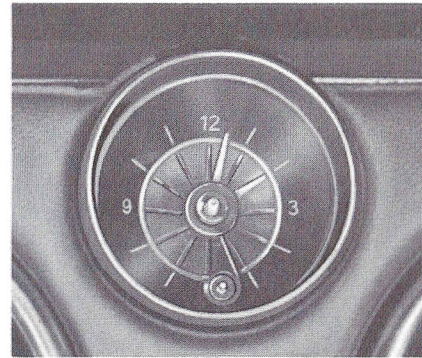
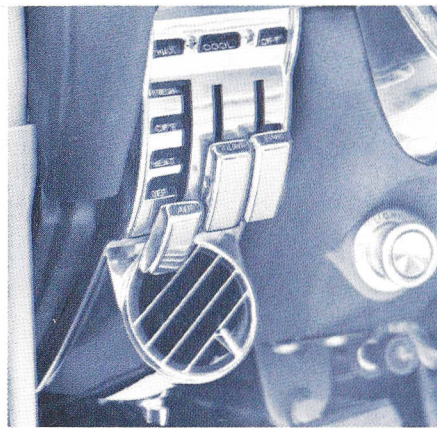
Make Cougar an ultra-elegant automobile. Heads will turn to catch a glimpse of this attractive, richly textured vinyl roof covering. It also helps resist the extreme effects of inclement weather. Available in Black or Ivory.





### WHISPER-AIRE CONDITIONER

Deluxe in every respect, this quiet air conditioner, with its large capacity cooling and heating units and its simplified controls, will add to your motoring enjoyment throughout every season of the year. (Not available on GT-E.)



### ELECTRIC CLOCK

Accurate, useful, attractive and with luminous, easy-to-read dial, describes this self-regulating electric clock available for your Cougar. It will serve you well. (Not available in Cougar XR-7 which has a unique electric clock in its optional sports console.)

## Take time for a comfortable atmosphere o

### AM RADIO WITH ANTENNA

For straight AM reception, this top quality 5-push-button radio delivers exceptional performance. Whether listening preference is news, sports or music, favorite programs are there at the touch of a button. Manual tuning brings in other stations less frequently desired.



### AM-FM STEREO RADIO WITH ANTENNA

Finger tip touch allows push-button selection of 5 AM stations—or any five preferred FM and FM-STEREO stations. Other AM and FM broadcasts are tuned manually. This system includes 2 matched speakers in the cowl trim panels and a high-reception antenna. (Not available with Combination AM Radio/Stereo-Sonic Tape System.)

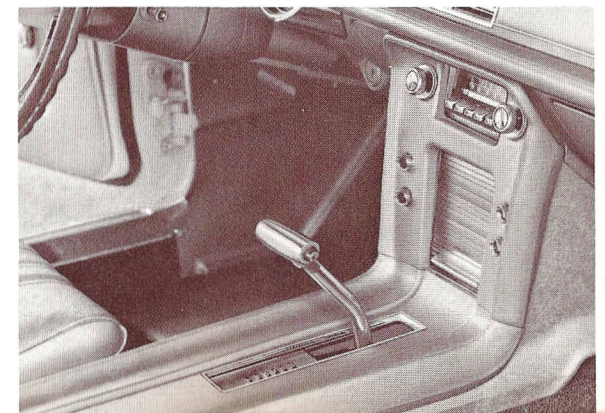
### COMBINATION AM RADIO/STEREO-SONIC TAPE SYSTEM

A brand new entertainment combination that provides great variety of pleasurable listening. The AM radio offers pre-set push-button selection of five stations and manual tuning for those less frequently desired. The cartridge type stereo tape system allows playing entire programs of music. Twin speakers located in the cowl trim panels provide thrilling stereo throughout the car. (Not available with AM-FM Stereo Radio.)

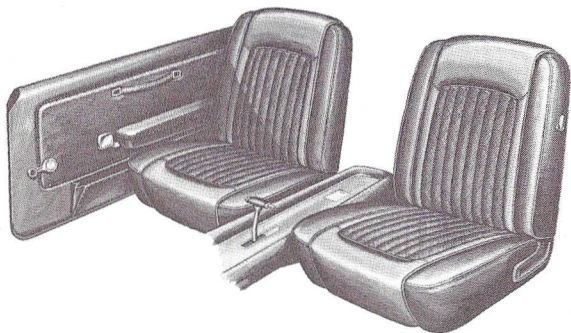


### SPORTS CONSOLE

This rugged, pace setting console puts the finishing touch to Cougar's overall foreign sport car flavor. (Either the AM or AM/FM radio or combination AM radio/Stereo-Sonic Tape System is required.)







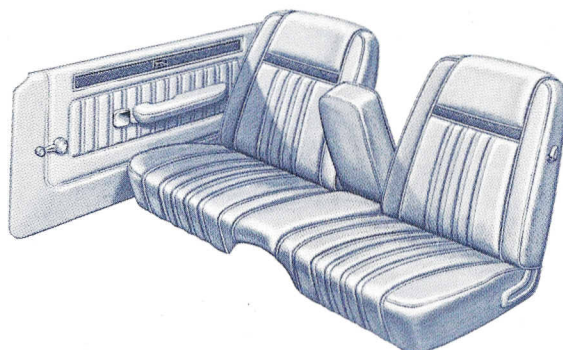
#### COMFORT WEAVE VINYL BUCKET SEATS

Bucket seats give you the extra luxury of individual, club-chairs. These are upholstered in live, breathable vinyl, for all season comfort, and for easy cleaning. (Available only on XR-7 in place of standard leather with vinyl bucket seats at reduced cost.)

## Listening Pleasure

#### FULL WIDTH FRONT SEAT WITH CENTER ARMREST

When the armrest of this bench seat is folded in the down position, both driver and passenger enjoy lounge-chair luxury for more relaxed motoring. (Available only in the base model when decor group is ordered.)



#### ADJUSTABLE HEADREST

These large, well padded headrests can be adjusted manually to the exact position most suitable for the individual's comfort. Richly upholstered in quality vinyl and available in colors keyed to Cougar interiors.



#### SPORTS CONSOLE AND CLOCK

This smartly styled full length console is available on the Cougar XR-7 in conjunction with the AM or AM-FM Radio or the AM Stereo-Sonic Tape system. It comes equipped with an electric clock that features an elapsed time indicator and a rear seat courtesy light.

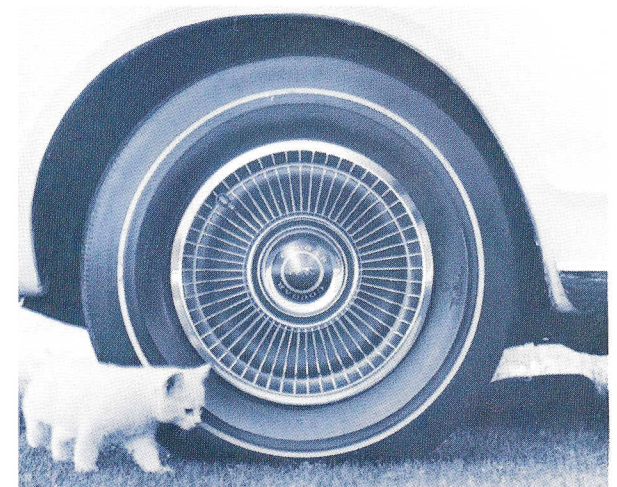


### STYLED STEEL WHEELS

Give a solid, "going" look to your Cougar. These racing-type, complete wheels come in sets of five and are handsomely unique in appearance. (Standard on GT•E.)

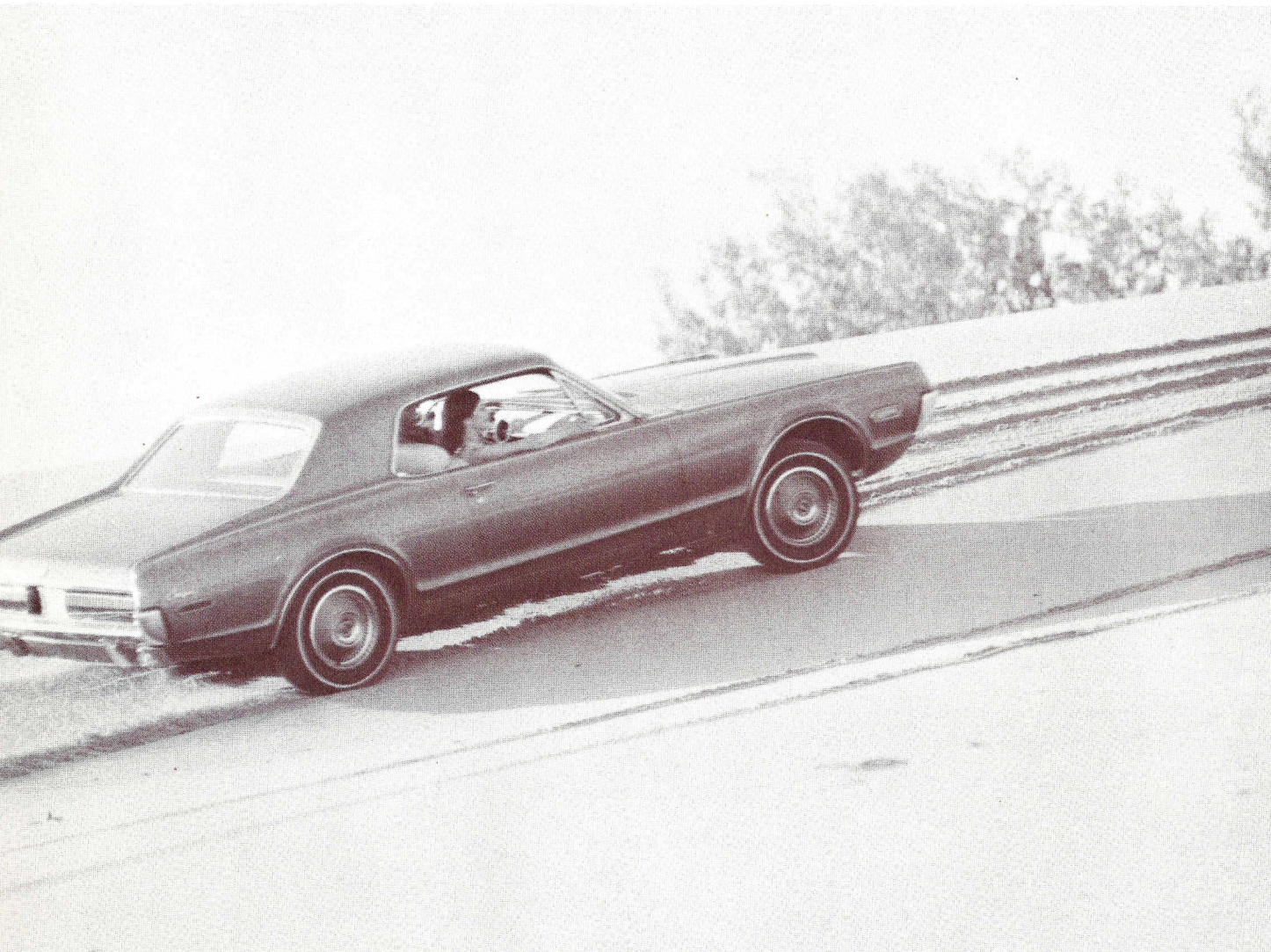


## Wheels That Draw

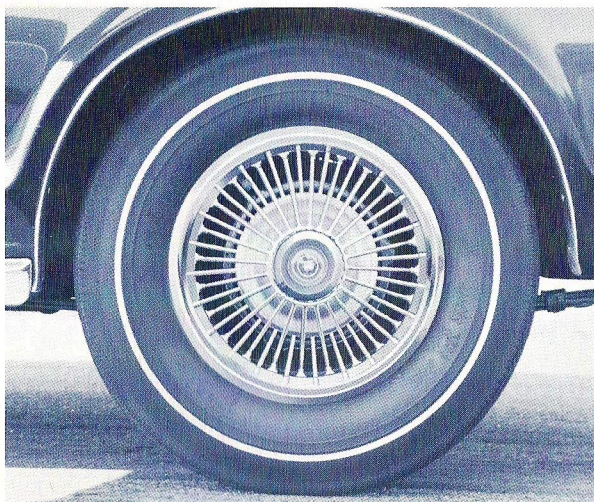


### DELUXE WHEEL COVERS

These deluxe wheel covers are distinctively styled yet sufficiently conservative to offer an unobtrusive accent to Cougar's clean lines. (Not available on Cougar XR-7 or GT•E—Also included in Decor Group.)







#### WIRE WHEEL COVERS

Attract admiring glances on the road and at every "pit stop" with these covers that mirror the look of traditional sports car wire wheels. (Not available on GT•E.)

#### FR70 x 14 RADIAL PLY TIRES

Wide tread, rayon tires, either whitewall or with narrow red racing stripe, employ the latest radial ply design for increased road holding qualities under all driving conditions and for appreciably longer tire life. (They are available with the GT option only—White Sidewalls standard on GT•E—Red band optional on GT•E.)

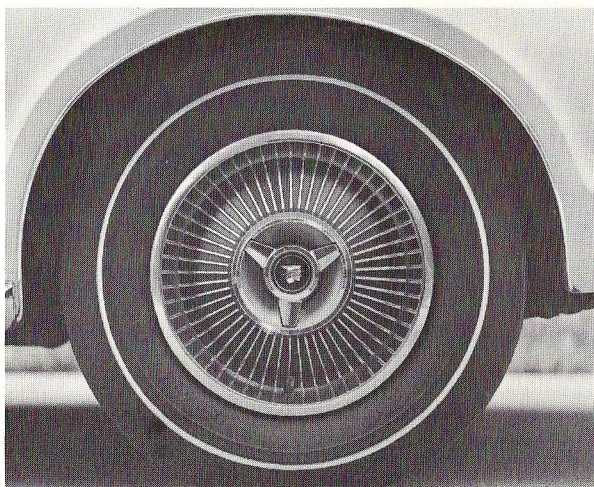
#### E70 x 14 and F70 x 14 RAYON/POLYESTER TIRES

The Rayon/Polyester whitewall tires, add considerably to the sharp appearance of Cougar. With the GT option the F70 (white sidewall) is standard and the E70 is not available. The E70 is standard (blackwall) on the other models. Six inch wheels are standard with all F70 tires and with the E70 when the 390-4V GT engine is specified. Otherwise the E70 comes on 5½" wheels.

#### 7.35 x 14 RAYON WHITE SIDEWALL TIRES

For those who prefer, the 7.35 x 14 Rayon Black or White Sidewall tires are available in place of E-70 x 14 tires.

## Attention... And Built To Handle The Action

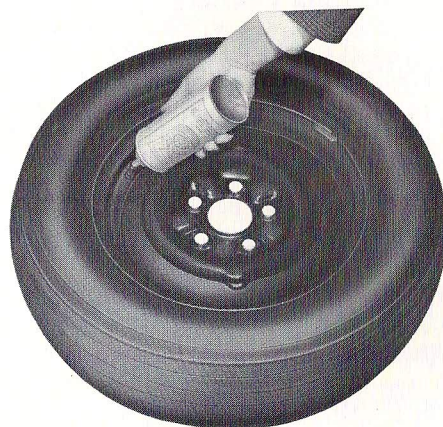


#### DELUXE WHEEL COVERS WITH RECESSED SPINNERS

The true competition-car, appearance of Cougar is enhanced by these fashion-flare covers with simulated knock-off hubs. (Not available on GT•E.)

#### SPACE SAVER SPARE TIRE

This is an emergency, blackwall tire that can be mounted and carried deflated in Cougar's trunk to release additional load space. When needed, it is inflated from an accompanying can of pressurized freon and will travel as far as 100 miles to where tire service is available.



#### COUGAR TIRE AVAILABILITY

	Base Cougar	XR-7	With GT Opt.	GT•E
7.35 x 14 BSW (Rayon).....	X-No Cost	X-No Cost	NA	NA
7.35 x 14 WSW (Rayon).....	X	X	NA	NA
E70 x 14 BSW (Rayon/Polyester)	STD.	STD.	NA	NA
E70 x 14 WSW (Rayon/Polyester)	X	X	NA	NA
F70 x 14 WSW (Rayon/Polyester)	X	X	STD.	NA
FR70 x 14 Radial Ply Rayon/ Polyester WSW or red band...	NA	NA	X	STD.

Key: NA—Not Available  
X—Extra Cost  
X—No Cost—No Cost Option  
STD.—Standard Equipment





#### POWER STEERING

Power steering adds so much to the enjoyment and security of driving that the majority of new car buyers specify this feature. Especially appreciated by women, it has become a favorite of all drivers for maneuvering through traffic and getting in and out of parking spaces. (Standard on GT•E.)



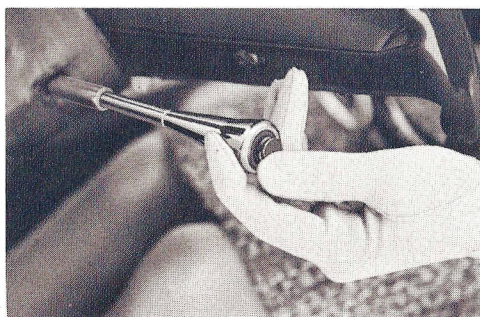
#### FULL TINTED GLASS

Protects the eyes and aids driving by filtering out glaring light. It also discourages the build-up of warm air inside the car and makes an air conditioner more effective.

## Let Your Cougar Guide You All The Way—With Maximum

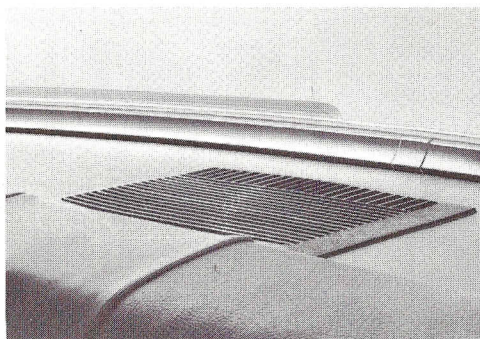
#### SPEED CONTROL

Maintains the speed you select . . . automatically responds to steep grade changes. Disengages instantly by touching brake pedal or by manually switching to off for conventional foot control. (Available only with Select-Shift Merc-O-Matic—not available with Cougar GT•E.)



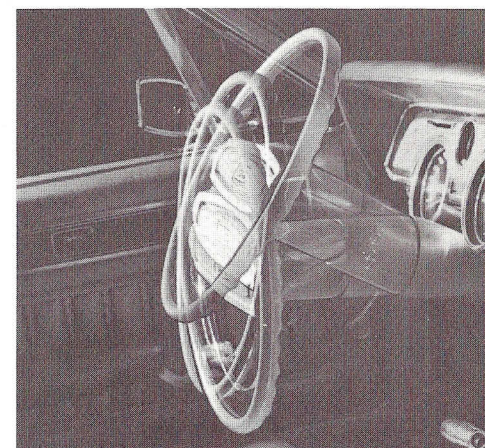
#### REAR WINDOW DEFOGGER

This unit provides greater rear visibility and is a separate unit from the defrosting system. A multi-speed blower located below a grille in the rear package tray, forces air across the rear window eliminating condensation. The unit's multi-speeds are controlled by an instrument panel mounted switch. It is a real aid to foul weather driving. Grille matches package tray when tray is Red—otherwise available only in Black.



#### VISUAL CHECK PANEL

This consists of a group of warning lights indicating when fuel is low, parking brake is on, or a door is ajar. A fourth light serves as a reminder to fasten seat belts. Optional on Cougar (requires the sports console when air conditioning is ordered on base Cougar—standard on XR•7 in unique overhead console).



#### TILT-AWAY STEERING WHEEL

The tilt feature of this steering wheel provides a nine position adjustment to best suit the requirements of each individual driving the car. It also allows the same driver to alter the wheel position on long trips to lessen arm fatigue. Opening the driver's door swings the column up and to the right providing extra entry and exit room.



#### **COURTESY LIGHT GROUP**

Cougar owners and passengers will appreciate this convenience group. Includes: rear roof pillar lights, luggage compartment and parking brake warning light. (Standard on Cougar XR-7.)

## Light Control

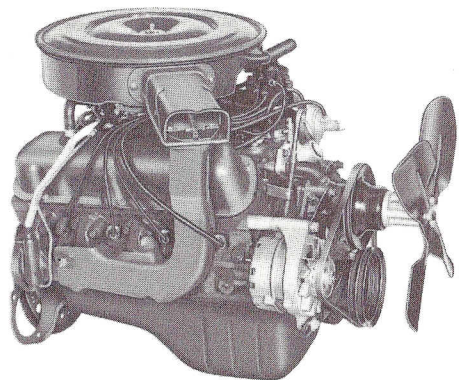


#### **REMOTE CONTROL OUTSIDE MIRROR (LEFT SIDE)**

Increase left side rear visibility when passing, parking and pulling out into traffic. This remote control mirror quickly adjusts, from within the car to meet the individual driver's requirements for maximum visibility. (Standard on Cougar XR-7.)

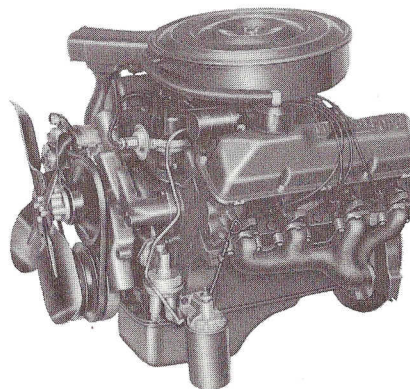






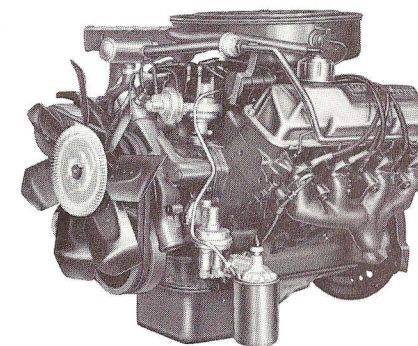
#### **COUGAR SUPER 302-4V ENGINE**

This is the premium fuel four barrel carburetor version of the 8-cylinder engine that is standard in both the Cougar and Cougar XR-7. It delivers 230 horsepower and develops 310 pounds/foot of torque. It comes equipped with dual exhausts.



#### **MARAUDER 390P-2V 280 H.P. ENGINE**

This Marauder high-compression 10.5:1 engine features dual exhausts and is teamed with the Select-Shift Merc-O-Matic transmission for top performance. It develops 403 pounds/foot of torque and has an in-line exhaust system which reduces back-pressure for increased efficiency.



#### **MARAUDER 390 GT-4V ENGINE**

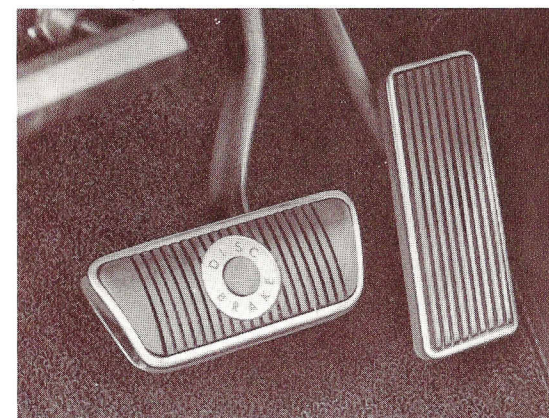
Developing 325 H.P. with its four barrel carburetor and 10.5 to 1 high compression ratio. This engine produces 427 pounds/foot of torque and is available with the optional heavy-duty 3-speed manual, 4-speed manual or Select-Shift Merc-O-Matic transmission (regular 3-spd. N.A.). This engine is included in the Cyclone GT.

## For Those Who Love More Excitement With



#### **PERFORMANCE HANDLING PACKAGE**

For those who are performance minded, this package includes; higher rate front and rear springs, larger diameter stabilizer bar, heavy duty front and rear shock absorbers, 6-inch wheels. (Available only with 302 and 390 engines.)



#### **POWER FRONT DISC BRAKES**

Smoother stops with maximum resistance to brake fade under severe conditions is an important feature of power front disc brakes. Power rear drum brakes included. (Standard on the GT and GT•E and available as an option on both the Cougar and Cougar XR-7.)



### 3-SPEED HEAVY-DUTY, MANUAL TRANSMISSION

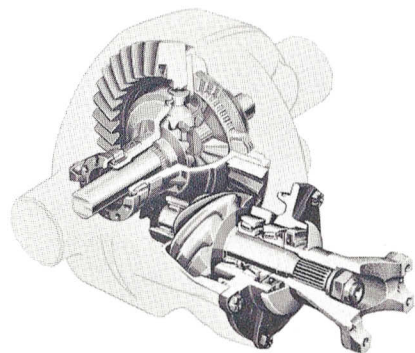
This fully synchronized heavy-duty unit is standard in the Cougar GT and optional with the 390 GT (4-v) engine. It can be ordered with floor or console mounted shift lever.

### HEAVY DUTY BATTERY (55 AMPS)

This 55 AMP battery can be ordered in place of the 45 AMP battery which is standard with the 302 engine and the 390 with manual shift. It will handle the higher electrical loads demanded by additional equipment and accessories, plus provide easier starting during cold weather.

### DUAL EXHAUST

Better all around engine performance is obtained with this dual exhaust system. It provides more efficient exhaust flow resulting in reduction in back pressure. (Available only with 302-2v engine.)



### POWER TRANSFER AXLE

For sure-footed traction under difficult road conditions you'll appreciate the way this axle performs. When one rear wheel begins to slip and runs free in rain, snow, mud or ice, power is immediately transferred to the other wheel to help you get out of trouble.

## All Out Performance



### 4-SPEED MANUAL TRANSMISSION

This is a true "four-on-the-floor" installation for the individual who wants absolute control of his power train's performance. The 4-speed manual fully synchronized transmission is available with all Cougar engines except the 390P and the 427E. It is available either floor mounted or in the optional console.



### SELECT-SHIFT MERC-O-MATIC

This is the most versatile of Cougar transmissions. One minute it is the docile automatic for fully relaxed driving. The next it is responding to the challenge of the driver, going through gears by manual shifts. (Standard on GT•E.) (Available either floor mounted or in the optional sports console.)

### 1968 MERCURY COUGAR ENGINE AND TRANSMISSION AVAILABILITY <sup>a/</sup>

	3-Speed Manual (Fully Synchronized)	Heavy Duty 3-Speed Manual (Fully Synchronized)	4-Speed Manual (Fully Synchronized)	Select-Shift Merc-O-Matic
<b>Cougar 302-2V*</b>	STD	NA	X	X
<b>Cougar Super 302-4V * b/</b>	X	NA	X	X
<b>Marauder 390P-2V * b/</b>	NA	NA	NA	X
<b>Marauder 390 GT-4V b/d/</b>	NA	Xc/	Xf/	X
<b>Cougar 427E-4V * e/</b>	NA	NA	NA	STD

NOTE: All transmission controls will be console mounted on Cougars equipped with Optional Sports Console; otherwise all transmission controls will be floor mounted.

<sup>a/</sup> XR-7 Engine and Transmission availability identical to base Cougar.

<sup>b/</sup> Dual Exhausts standard.

<sup>c/</sup> Heavy Duty 3-speed manual fully synchronized transmission standard with Cougar GT.

<sup>d/</sup> Available both as part of GT Performance Group or in a non-GT application. GT has GT Ornament. Non-GT has 6.5 Litre Ornament.

<sup>e/</sup> Standard and available only in 7.0 Litre GT•E.

<sup>f/</sup> Close Ratio available at same cost when transmission is ordered with GT Group (First Gear 2.32:1 in place of 2.78:1); close ratio is only ratio available when transmission is ordered without GT Group.)

Key: NA—Not Available  
X—Extra Cost Option  
STD—Standard Equipment

### HIGH PERFORMANCE AXLES

An option designed for those who want all-out high performance. From the following chart select the axle ratio that best meets the performance you want teamed up with your engine.

### 1968 MERCURY COUGAR REAR AXLE AVAILABILITY <sup>a/</sup>

Engine	Axle	Rear Axle Ratio		
		3-Speed Manual	4-Speed Manual	Select-Shift Merc-O-Matic
<b>Cougar 302-2V</b>	Standard Axle	2.79:1	3.00:1	3.00:1
	Optional Axle	3.00:1	2.79:1	2.79:1
	Optional Axle	3.25:1	3.25:1	
	Power Transfer Rear Axle	3.00:1	3.00:1	3.00:1
<b>Cougar Super 302-4V</b>	Standard Axle	3.00:1	3.00:1	3.00:1
	Optional Axle	2.79:1	2.79:1	2.79:1
	Optional Axle	3.25:1	3.25:1	
	Power Transfer Rear Axle	3.00:1	3.00:1	3.00:1
<b>Marauder 390P-2Vb/</b>	Standard Axle			2.75:1
	Optional Axle			3.25:1
	Optional Axle			3.00:1
	Power Transfer Rear Axle			3.00:1
<b>Marauder 390 GT-4Vb/ (With GT Package)</b>	Standard Axle	3.25:1	3.25:1	3.25:1
	Optional Axle	3.00:1	3.00:1	2.75:1
	Optional Axle			3.00:1
	Power Transfer Rear Axle	3.25:1	3.25:1	3.25:1
<b>Marauder 390 GT-4Vb/ (Without GT Package)</b>	Standard Axle	3.00:1	3.00:1	2.75:1
	Optional Axle	3.25:1	3.25:1	3.00:1
	Optional Axle			3.25:1
	Power Transfer Rear Axle	3.25:1	3.25:1	3.25:1
<b>Cougar 427E-4V</b>	Standard Axle			3.50:1
	Power Transfer Axle			3.50:1

<sup>a/</sup> XR-7 Rear Axle Availability Identical to Base Cougar.

<sup>b/</sup> Air Conditioned Vehicles will use either a 3.00:1 or 2.75:1 Axle.



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