

this is no
ordinary

Mercury

COMET



MERCURY COMET

performance and you



What performance means to you has often been summed up as "You can sell an old man a young man's car, but you can't sell a young man an old man's car." This is something that is important to remember since over 40% of the population is in the under-25 age group, and it won't be long before half of the entire population of the country is under 25 years of age.

Of course you're interested in the car-buying segment of this group. It's also growing by leaps and bounds. The 15- to 19-year-old group will increase 41% by 1974, and the 20- to 24-year-old group will increase 54%. An interesting thing to

note is that the 35- to 39-year-old group will decline by 11%. So now, more than ever before, we want our products to appeal to young people. There are a lot of them around and they buy a lot of cars. In fact, one out of three men between 18 and 24 buys a car every year. These men buy cars on an emotional basis and most of them are performance oriented. They like "jazzy" cars, and they like "hot" cars. Later on, they'll settle for a practical sedan version of the "fun car" they had as a kid.

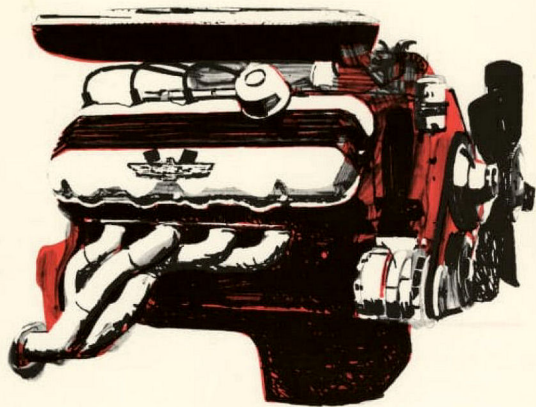
Right now we want to be sure that Comet has the image of a sporty, high-performance car that a young man can be proud

to drive. To do this we offer high-performance options and sporty styling, but we still need to show what Comet can do. We want it to be respected as a car that has proved it can get out and go!

The booming sport of drag racing provides an excellent showcase for Comet's high-performance potential. The purpose of this brochure is to let you know what drag racing is all about, and show you how you can make the most of this activity to sell more new and used Comets and high-performance parts to the young people who dominate your market.

Frank E. Zimmerman, Jr.
GENERAL MARKETING MANAGER

What the is doing



Division

The Lincoln-Mercury Division was quick to recognize the significance of drag racing and what it could do for the performance and durability image of Comet. Eight Comets, specially designed for drag racing, were purchased by some of the leading drivers in the nation last year. These cars were sponsored and maintained by various Lincoln-Mercury Dealer Associations. They made a very impressive showing at meets around the country and did a great job of making people aware of Comet's high-performance potential.

This year, four 1966 Comet Cyclone GT's, equipped with 427 SOHC engines, will be made available for sponsorship. These four Match Race Cars will compete at all major drag events, and it is strongly believed they will be the fastest cars in their class with top speeds in the 170 mph category. In addition, four Comet Cyclone GT's equipped with 390 4V engines will be run in the stock classes where they should prove highly competitive. The cars will be big news in all of the performance magazines, and their action on the strips will highlight and underscore all Mercury Comet drag oriented promotions. You will be kept aware of what the cars are doing and advised of how you can make the most of their success.

To help you familiarize your prospects and customers with the basics of drag racing, the "What Makes Drag Racing?" brochure is being produced in quantity along with the 1966 Comet Specifications/NHRA Classes brochure that shows how Comet qualifies for drag competition. These brochures make excellent handouts that will help bring more perform-

ance enthusiasts into your dealership. You will soon be receiving a brochure describing High-Performance Conversion Kits that can be ordered for Mercury Comet. This brochure will also contain a Parts Catalog, listing exotic, high-performance parts available from Holman and Moody, Shelby American and other suppliers. You can order additional copies of this brochure to loan out to customers who are interested in building up a competitive car.

Periodic newsletters will be sent out to keep you up-to-date on all aspects of the drag racing activity. These bulletins will keep you informed of what is happening around the drag circuit. They will also cover new technical developments and give you new ideas for promoting the high-performance capabilities and drag racing potential of Comet. Articles on high-performance tuning, ignition systems, carburetion, etc., will also be included to help you provide the kind of valuable information that the performance enthusiasts in your area will be looking for. These bulletins will be available for you to use as handouts.

The Division periodically will be running ads in the automotive and drag racing magazines. These ads will be geared to the performance enthusiast. Mention will be made of the literature and equipment that is available from your dealership. The ads will be designed to get more people into your dealership to talk performance and buy Comet cars and high-performance equipment.

The operators of the NHRA strips in your area will be contacted by the Division and encouraged to cooperate with you

on any of your drag oriented promotions. These people are anxious to do anything to promote the sport of drag racing, and they should be valuable to you as a source of information and advice. Many of them have already indicated their willingness to cooperate.

P.R. releases and articles will be sent out to the various automotive and hot rod publications whenever Comet is doing something that is of interest to performance-minded people. The Comet Match Race Cars will always be big news, and a number of background stories can back up their action on the strip. The intention is to continually keep Comet associated with the tough, fast, competitive cars that are admired and respected by the young people of America today.

An emblem is being developed that will identify Comet's association with drag racing. It will appear on the Match Race Cars and can be used on any Comet racing in the various Stock Classes. The emblem will also serve to identify all uniforms, display materials and literature relating to the racing activity. It will give the program unity, glamour and strong identification. This emblem will be made available to you in decal form. It should prove popular with all those who want to associate with Comet's high-performance image.

As you can see, the Division is solidly behind this program to boost Comet as a high-performance car. There are many ways you can tie in with this effort so that your dealership becomes the recognized headquarters for the performance-conscious young people in your area.

DRAGS coming on big!

COMET

Drag racing has come a long way since it began in the late 1940's among a group of California aficionados. There are now nearly 400 drag strips operating throughout the country, and it is estimated that over 5 million spectators attended drag events at these strips last year. Statistics, compiled by the National Hot Rod Association, show that over 3 million spectators watched close to 3,000 embryos at nearly 2,000 NHRA sanctioned events.

The attendance at the NHRA Nationals in Indianapolis this year hit the 100,000 mark and the NHRA International in Los Angeles drew 70,000.

Drag racing itself is simply a test of acceleration from a standing start to a point a quarter of a mile away. Two cars line up and, at the given "GO" signal (either done electronically or by a simple flag), try to beat each other to the finish line. The first car to cross the finish line is the winner of that race. The elapsed time and the terminal speed of each car are announced. The winner then goes on to face other competition.

To make a contest of it, there are classes, depending on weight and horsepower, and categories, depending on the special equipment a car might have. But the purpose is the same in all cases: to get there first in the least amount of time.

The winning car continues to compete until it has eliminated all others in its class. The class winner then becomes eligible for various top eliminator titles where a handicap system permits slower cars to compete with faster cars.

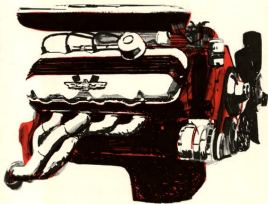
The enclosed brochure "What Makes Drag Racing?" explains the sport in greater detail. It includes a definition of the various NHRA classes. The green sheet of 1980 Comet Specifications and NHRA Stock Car Classifications shows how the various Comet models fit into the NHRA classifications. You should read both of these brochures for a better understanding of drag racing.

Experts predict that drag racing is just beginning to come into its own. They are probably influenced by NHRA statistics like these:

- Increase in sanctioned events since 1975 30%
- Increase in sanctioned miles since 1975 60%
- Increase in paid spectators since 1975 45%

The future of drag racing seems assured and, because it helps take a great many of the competition-minded young people off the public streets and places them in the sanctioned surroundings of a drag strip, it has the support of almost everyone connected with automobile design and performance, driving skill and highway safety.





LINCOLN-MERCURY DIVISION

Litho in U.S.A.