

Lead the way with

# THE 1969 COUGAR

Still America's  
Best Sports Car Value!



1969  
LINCOLN-MERCURY

**RED  
LETTER  
VALUES**

A critical comparison of the 1969 Cougar  
with the Firebird 350, Camaro, Javelin SST,  
Barrocuda, and Mustang Grandé.

COMPETITIVE PRODUCT  
COMPARISON BOOKLET  
CONFIDENTIAL



Cougar

## COUGAR OUTVALUES FIREBIRD



Firebird 350

### RED LETTER EVALUATION

Cougar is \$11 less than Firebird 350 on a comparably equipped basis. Other Cougar advantages include:

- REB** A unique selection of models in two distinctive series—hardtops and convertibles in both Cougar and the unmatched Cougar XR-7 luxury series.
- REB** More standard power! In its class, only Cougar offers a V-8 engine as standard on all models.
- REB** All-new styling, inside and out—larger and roomier in 1969.
- REB** Select-Shift three-speed automatic transmission is a more flexible transmission because it offers a choice of automatic or manual shifting.
- REB** Distinctive size and appearance—a unique sports car with European long hood/short deck styling flair and the greatest length in its class.
- REB** Unique luxury-level interior with unmatched standard decor features and more comfortable seats.
- REB** Body welded securely to a platform chassis that supports all four wheels—more solid, one-piece construction that provides a quieter, vibration-free ride.
- REB** Superior suspension features—both front and rear wheels flex rearward to cushion road shocks; patented Iso-Clamps to isolate vibration; and rear springs that are the longest in the field—give Cougar the finest ride in its class.
- REB** Many premium-car features, including a rich die-cast grille with concealed dual headlights in front and sequential turn signals in the rear—unique in Cougar's class.

### PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

COUGAR		FIREBIRD 350
\$2,999.00	2-Door Hardtop with V-8	\$2,924.88
<b>EXTRA-COST ITEMS</b>		
STD.	Dual Horns	4.21
90.70	Decor Group	57.93
(a)	Custom Trim	78.99
(a, b)	Custom Sports Steering Wheel	34.76
\$3,089.70	<b>TOTAL—Comparably Equipped</b>	\$3,100.77
\$11.07	<b>PRICE ADVANTAGE</b>	

(a) Included in Cougar Decor Group.  
(b) "Rim-Blow" feature of Cougar Decor Group steering wheel not available on Firebird.

### COUGAR

### SIZE-STYLING

### FIREBIRD 350

- 3-Inch longer wheelbase and 2.7-inch longer overall length help make Cougar more car for the money.
- Cougar's distinctive, European sports-car styling is clearly unique—shared with no other car.
- Cougar's practical-sized trunk opening is 45% greater than Firebird's—and usable luggage capacity is 10.2 cubic feet with a conventional spare tire; can be increased even more with the optional Space-Saver spare tire.
- 108-Inch wheelbase and 191.1-inch overall length.
- Firebird roof line and many body contours are common with Camaro; hood appearance is shared with other Pontiac models.
- Forward to rearward trunk opening measures only 17½ inches—also, trunk has only 9.9 cubic feet with the Space-Saver spare tire.

### COUGAR

### EXTERIOR FEATURES

### FIREBIRD 350

- Full-width, die-cast grille gives a look of rich quality to the Cougar front end.
- Dual headlights concealed behind retractable covers look smarter, protect against road spray when not in use.
- Sturdy bumpers with wide, deep wraparound ends provide maximum sheet-metal protection.
- An optional sun roof is offered—blending the open air characteristics of a convertible with the styling and features of a hardtop. Another Cougar exclusive!
- Big, attractive, sequential rear turn signals—a luxury-car feature offered only by Cougar in its class.
- Bright wheel-opening moldings and dual paint stripes on upper body sides are standard high-style features.
- Large, wraparound, back-up lights illuminate to the sides as well as to the rear, providing better driver visibility.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.
- Plastic grille is dull-finished with a bright-metal rim and body-colored plastic.
- Dual headlights are exposed—less attractive; require cleaning more often.
- Front bumper is a steel molding covered with plastic—does not extend to full width of front-end sheet metal.
- A sun roof is not offered as standard or extra-cost equipment.
- Thin-slit taillights and conventional turn signals.
- Wheel opening moldings are part of Firebird's extra-cost decor option. Body paint stripes are not offered.
- Back-up lights with smaller lenses light less area to the side, making close clearance maneuvering more difficult.
- Interval windshield wipers are not offered, either as standard or extra-cost equipment.



COUGAR

## INTERIOR FEATURES

- Rich, rosewood-tone inserts on both sides of the instrument panel provide a luxury look.
- Bucket seats have thickly padded, 3-inch molded latex foam seat-cushions for greater passenger comfort.
- Color-keyed, two-spoke steering wheel features a deep-padded hub with a convenient horn ring.
- Full vinyl-covered door trim panels, like those used on more expensive luxury cars, have a soft-padded, garnish molding area.
- Instrument panel is fully padded to enhance luxury level of interior decor.
- Suspended pedals with attractive, bright trim are standard.
- Trunk has sound-deadening, vinyl-coated floor mat for a quality finished look.



FIREBIRD 350

- Wood-grain vinyl instrument panel trim is optional at extra-cost—and available only for the driver's side.
- Bucket seats have less padding and lack the comfort level of Cougar's foam cushioning.
- 3-Spoke steering wheel with horn buttons—lacks the richness and convenience of Cougar's wheel and horn ring.
- Firebird's full door trim panels have no padding in the garnish molding area.
- Instrument panel is padded only at top.
- Standard pedals are untrimmed—bright trim is available only at extra-cost.
- Trunk floor and sides are spatter-painted. Floor mat is available only at extra-cost.



COUGAR

## COMFORT AND CONVENIENCE

- Large, fully padded, 15-inch armrests give extra-comfort.
- Squeeze-type door release handles are recessed into armrests—more convenient to use, more difficult to open accidentally.
- Front seat-back release latch is located at waist level on side of front seat for convenient one-hand operation.
- Rim-Blow steering wheel, standard on convertible and all XR-7's, permits horn operation without removing hands from the wheel—you simply squeeze inner wheel rim.
- Cougar convertible top is power-operated—provides greater driver convenience at no extra-cost.
- Swept-away design of lower instrument panel gives big-car knee room.
- Reversible key system assures correct key insertion every time.
- Front seat passenger has no obstruction which limits leg room.



FIREBIRD 350

- Armrests are common with other GM sports, intermediate and compact lines . . . partially padded and only 11 inches long.
- Lever-type door release handles are fully exposed and extend forward from the smaller armrests.
- Floor-level, front seat-back release latch is located at base of front seat—difficult to reach and operate.
- Rim-Blow steering wheel is not offered as either a standard or extra-cost item.
- Standard convertible top is manually operated. More convenient, power-operated convertible top is available only as an extra-cost option.
- Instrument panel design provides less knee room.
- Conventional key system—key must be inserted right side up.
- Heater protrudes into front seat passenger's leg room area.

## RIDE AND HANDLING

### COUGAR

- Fully rubber-insulated front suspension with deep-coil springs and curved compliance struts provides controlled wheel recession under high-impact forces for a smoother, more comfortable ride.
- 59-inch long, rubber-insulated rear springs with voided rubber front spring-eye bushings for a soft and flexible response to horizontal shocks.
- Patented Iso-Clamps isolate road noise and vibration; forward-of-center spring and axle mountings resist acceleration "squat."

### FIREBIRD 350

- No compliance strut feature.
- 56-inch rear springs—3 inches shorter than Cougar's—have no voided bushings.
- Spring-axle with conventional mounting pads and single U-bolts gives more noise transmission and greater spring wind-up under high torque.

## POWER AND PERFORMANCE

### COUGAR

- Choice of four V-8 engines available in any Cougar model.

351 2V, 250 hp V-8 (Regular Fuel) Std. (New)  
351 4V, 290 hp V-8 (Premium Fuel) Opt. (New)  
390 4V, 320 hp V-8 (Premium Fuel) Opt.  
CJ 428 4V, 335 hp V-8 (Premium Fuel) Opt.

- The Ram-Air Induction option on the CJ 428 V-8 engine has an automatically controlled air scoop to feed denser, cooler air as required.
- Select-Shift three-speed automatic transmission offers choice of automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery pavement.
- Choice of floor-mounted or console-mounted shift levers with any transmission.

### FIREBIRD 350

- Two Sixes and five V-8's available in Firebird, but must be purchased as complete model options.

250 1V, 175 hp Six (Regular Fuel) Std.  
250 4V, 215 hp Six (Premium Fuel) Opt. (Sprint Model)  
350 2V, 265 hp V-8 (Regular Fuel) Opt.  
(Firebird 350 Model)  
350 4V, 325 hp V-8 (Premium Fuel) Opt.  
(Firebird HO Model)  
400 4V, 330 hp V-8 (Premium Fuel) Opt. (Firebird 400)  
400 4V (HO), 335 hp V-8 (Premium Fuel) Opt.  
(Firebird 400)  
400 4V Ram-Air IV, 345 hp V-8 (Premium Fuel) Opt.  
(Firebird 400)

- Ram-Air IV package on Firebird 400 has manually controlled scoop inlets the driver must open manually when top power is needed. Ram-Air is routed through an air filter element, restricting maximum air flow.
- Two-speed automatic transmission available with 250 1V Six and 350 2V V-8. Three-speed Turbo Hydra-Matic is available with all engines; always starts in first, even when second gear is selected by the driver.
- Except for four-speed transmission, shift levers are automatically column-mounted if a sports console is not purchased.



COUGAR



FIREBIRD 350

## BODY CONSTRUCTION

- Body welded to a platform chassis that supports all four wheels, resulting in a solid, one-piece construction that provides a quieter, vibration-free ride.
- Triple-coat Baked Acrylic Super Enamel finish for greater lasting beauty and longer mar-resistant life.

- Unitized body construction only from the cowl back. Has separate stub frame bolted on to support weight of engine, front suspension, steering and other heavy parts.
- Acrylic lacquer is used—a less durable finish.



Cougar



Camaro

## COUGAR OUTVALUES CAMARO

### RED LETTER EVALUATION

**■** A unique selection of models in two distinctive series—hardtops and convertibles in both Cougar and the unmatched Cougar XR-7 luxury series.

**■** More standard power! In its class, only Cougar offers a V-8 engine as standard—with the new 351 2V engine having 110 horsepower more than Camaro's standard Six; 40 horsepower more than Camaro's base V-8; plus the highest horsepower-rated optional V-8 engine.

**■** All-new styling, inside and out—larger and roomier in 1969.

**■** Select-Shift three-speed automatic transmission is a more flexible transmission because it offers a choice of automatic or manual shifting.

**■** Distinctive size and appearance—a unique sports car with European long hood/short deck styling flair and the greatest length in its class.

Cougar is priced within \$2 of Camaro on a comparably equipped basis. However, Cougar value advantages include:

**■** Unique luxury-level interior with unmatched standard decor features and more comfortable seats.

**■** Body welded securely to a platform chassis that supports all four wheels—more solid, one-piece construction that provides a quieter, vibration-free ride.

**■** Superior suspension features—both front and rear wheels flex rearward to cushion road shocks; patented Iso-Clamps to isolate vibration; and rear springs that are the longest in the field—give Cougar the finest ride in its class.

**■** Many premium-car features, including a rich die-cast grille with concealed dual headlights in front and sequential turn signals in the rear—unique in Cougar's class.

**■** Over 200 pounds more car! A difference that is bound to be reflected in the ride!

### PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

COUGAR		CAMARO
\$2,999.00	2-Door Hardtop (V-8)	\$2,726.00
	<b>EXTRA-COST ITEMS</b>	
STD.	350 Cu.-In. Engine	52.70
STD.	Floor Shift	10.55
90.70	Decor Group	—
(b)	Sport Steering Wheel	34.80
(a)	Rally Sport Package	131.65
(a)	Custom Interior Group	110.60
(a)	Wheel Covers	21.10
\$3,089.70	<b>TOTAL</b> Comparably Equipped	\$3,087.40
	<b>PRICE ADVANTAGE</b>	\$2.30

(a) Comparable equipment included in Cougar Decor Group or as standard equipment.

(b) "Rim-Blow" feature of Cougar Decor Group steering wheel not available on Camaro.

### COUGAR

### SIZE-STYLING

### CAMARO

- 3-inch longer wheelbase and 7.8-inch longer overall length help make Cougar more car for the money.
- Cougar's distinctive European sports-car styling is clearly unique—shared with no other car.
- Cougar's practical-sized trunk opening is 45% greater than Camaro's—and usable luggage capacity is 1.9 cubic feet greater.

- 108-inch wheelbase and 186.0-inch overall length—the shortest car in its class!
- Camaro roof line and many body contours are common with Firebird; dull-finish plastic grille and hood lock similar to lower priced Nova design.
- Forward to rearward trunk opening measures only 17½ inches—also, trunk has only 8.3 cubic feet of usable luggage space.

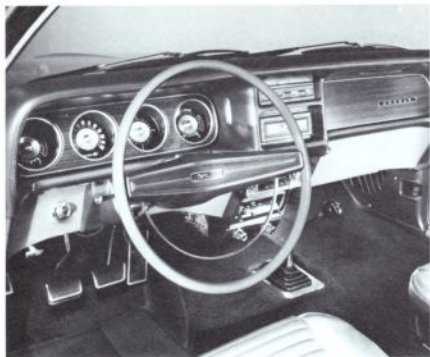
### COUGAR

### EXTERIOR FEATURES

### CAMARO

- Full-width die-cast grille gives a look of rich quality.
- Dual headlights are concealed behind retractable covers—a luxury-car feature for better appearance and protection against road spray when not in use.
- Sturdy bumpers with wide, deep wraparound ends provide maximum sheet-metal protection.
- Big, attractive, sequential, rear turn signals—a luxury-car feature offered only by Cougar in its class.
- Bright wheel-opening and drip rail moldings, and dual paint stripes on upper body sides are three high-style features that are standard on Cougar.
- Large wraparound, back-up lights illuminate to the sides as well as to the rear, providing better driver visibility.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.
- An optional sun roof is offered—blending the open-air characteristics of a convertible with the styling and features of a hardtop. Another Cougar exclusive!

- Plastic grille is dull-finished.
- Single headlights constantly exposed to dirt. Even with optional retractable covers, dirt-laden moisture can reach lamps through grillework in covers.
- Thin-line bumpers offer less protection for front and rear sheet metal.
- Rally Sport option must be purchased at extra-cost if taillight dress-up components are desired.
- Bright wheel-opening and drip rail moldings as well as body paint stripes are all extra-cost—included as components of the Rally Sport option.
- Back-up lights with smaller lenses light less area to the sides, making close clearance maneuvering more difficult.
- Interval windshield wipers are not offered either as standard or extra-cost equipment.
- A sun roof is not offered as standard or extra-cost equipment.



COUGAR



CAMARO

## INTERIOR FEATURES

- Rich rosewood-tone inserts on both sides of the instrument panel provide a luxury look.
- Bucket seats have thickly padded, 3-inch thick, molded latex foam seat-cushions for greater passenger comfort.
- Color-keyed, two-spoke steering wheel features a deep-padded hub with a convenient horn ring.
- Full vinyl-covered door trim panels, like those used on more expensive luxury cars, have a soft-padded garnish molding area.
- Instrument panel is fully padded to enhance luxury level of interior decor.
- Suspended pedals with attractive bright trim are standard.
- Trunk has sound-deadening, vinyl-coated floor mat for a quality finished look.
- Wood-grain, vinyl instrument-panel trim is available only as part of extra-cost interior.
- Bucket seats have less padding and lack the comfort level of Cougar's foam cushioning.
- 3-Spoke steering wheel with horn buttons—lacks the richness and convenience of Cougar's wheel and horn ring.
- Camaro's full-door trim panels have no padding in the garnish molding area.
- Instrument panel is padded only at top.
- Standard pedals are untrimmed—bright trim is available only at extra-cost.
- Trunk floor and sides are spatter-painted. Floor mat is available only at extra-cost.

## COMFORT AND CONVENIENCE

COUGAR

CAMARO

- Large, fully padded 15-inch armrests give extra-comfort.
- Squeeze-type door release handles are recessed into armrests—more convenient to use, more difficult to open accidentally.
- Front seat-back release latch is located at waist level on side of front seat for convenient, one-hand operation.
- Rim-Blow steering wheel, standard on convertible and all XR-7's, permits horn operation without removing hands from the wheel—you simply squeeze inner wheel rim.
- Swept-away design of lower instrument panel gives big-car knee room.
- Reversible key system assures correct key insertion every time.
- Front seat passenger has no obstruction which limits leg room.
- Glove-box light and dual courtesy lights under instrument panel are standard.
- Cougar convertible top is power-operated—provides greater driver convenience at no extra-cost.
- Armrests are common with other GM sports, intermediate and compact car lines . . . partially padded and only 11 inches long.
- Lever-type door release handles are fully exposed and extend forward from the smaller armrests.
- Floor-level, front seat-back release latch is located at base of front seat—difficult to reach and operate.
- Rim-Blow steering wheel is not offered as either a standard or extra-cost item.
- Instrument-panel design provides less knee room.
- Conventional key system—key must be inserted right side up.
- Heater protrudes into front seat passenger's leg-room area.
- Glove-box light and courtesy lights are available only as part of extra-cost lighting group.
- Standard convertible top is manually operated. More convenient, power-operated convertible top is available only as an extra-cost option.

## RIDE AND HANDLING

### COUGAR

- Fully rubber-insulated front suspension with deep coil springs and curved compliance struts provide controlled wheel recession under high-impact forces for a smoother, more comfortable ride.
- 59-inch long, multi-leaf, rubber-insulated rear springs with voided rubber front spring-eye bushings for a soft ride and flexible response to horizontal shocks.
- Patented Iso-Clamps isolate road noise and vibration; forward-of-center spring and axle mountings resist acceleration "squat."

### CAMARO

- No compliance strut feature.
- 56-inch single-leaf rear springs—3 inches shorter than Cougar's—no voided rubber bushings. Multi-leaf springs, similar in design to Cougar's, are available only at extra-cost.
- Spring-axle with thin, rubber-cushioned mounting pads and no U-bolts gives more noise transmission and greater spring wind-up under high torque.

## POWER AND PERFORMANCE

### COUGAR

- Choice of four V-8 engines available on any Cougar model; CJ 428 outpowers any engine on Camaro.
  - 351 2V, 250 hp V-8 (Regular Fuel) Std. (New)
  - 351 4V, 290 hp V-8 (Premium Fuel) Opt. (New)
  - 390 4V, 320 hp V-8 (Premium Fuel) Opt.
  - CJ 428 4V, 335 hp V-8 (Premium Fuel) Opt.
- The CJ 428 V-8 engine with Ram-Air Induction offers performance-oriented power.
- Select-Shift, three-speed automatic transmission offers choice of automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery pavement.
- Choice of floor-mounted or console-mounted shift levers with any transmission.

### CAMARO

- Camaro offers two Sixes and four V-8's. Base V-8 has less horsepower than its Cougar counter-part.
  - 230 1V, 140 hp Six (Regular Fuel) Std.
  - 250 1V, 155 hp Six (Regular Fuel) Opt.
  - 327 2V, 210 hp V-8 (Regular Fuel) Std. (Base V-8)
  - 350 2V, 255 hp V-8 (Regular Fuel) Opt.
  - 350 4V, 300 hp V-8 (Premium Fuel) Opt.
  - 396 4V, 325 hp V-8 (Premium Fuel) Opt.
- Camaro offers no Ram-Air Induction option.
- Three-speed Turbo Hydra-Matic always starts in first gear, even when second range is selected by the driver.
- Standard, three-speed manual transmission shift lever for all Sixes and 327 V-8 is column-mounted; floor-mounting is extra-cost. Automatics have column-mounted levers, unless an extra-cost console is purchased. Four-speed manual transmission has floor-mounted lever.



COUGAR



CAMARO

## BODY CONSTRUCTION

- Body welded to a platform chassis that supports all four wheels, resulting in a solid, one-piece construction that provides a quieter, vibration-free ride.
- Triple-coat, baked acrylic Super Enamel finish for greater lasting beauty and longer mar-resistant life.
- Unitized body construction only from the cowl back. Has separate stub frame bolted on to support weight of engine, front suspension, steering and other heavy parts.
- Acrylic lacquer is used—a less durable finish.



Cougar



Javelin SST

## COUGAR OUTVALUES JAVELIN SST

### RED LETTER EVALUATION

Cougar is priced within \$171 of Javelin SST\* on a comparably equipped basis. However, Cougar's value advantages include:

- Two distinctive series to choose from** — Cougar and the unmatched Cougar XR-7 luxury series.
- A new convertible model provides twice as many model offerings as competition.**
- More standard power!** In its class, only Cougar offers a V-8 engine as standard—with the new 351 2 V engine having 105 horsepower more than Javelin's Six; 50 horsepower more than Javelin's base V-8; plus the highest horsepower-rated optional V-8 engine.
- All-new styling, inside and out—larger and roomier in 1969.**
- Nearly 500 pounds more car!** Longer, wider, with greater wheelbase and wider tread. Differences that are bound to be reflected in the ride!

\*Cougar has been compared to the Javelin SST rather than the Javelin, because Javelin's extremely limited standard and optional equipment availability does not permit a direct or meaningful comparison.

- Distinctive Cougar appearance** — a unique sports car with European long hood/short deck styling flair.
- Unique luxury-level interiors with unmatched standard decor features and more comfortable seats.**
- Superior suspension features** — both front and rear wheels flex rearward to cushion road shocks; patented Iso-Clamps to isolate vibration; and rear springs that are the longest in the field — give Cougar the finest ride in its class.
- Many premium-car features, including a rich die-cast grille with concealed dual headlights in front and sequential turn signals in the rear, exclusive in Cougar's class.**

### PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

COUGAR		JAVELIN SST*
\$2,999.00	2-Door Hardtop with V-8	\$2,734.00
STD.	<b>EXTRA-COST ITEMS</b>	
STD.	Dual Exhaust System	30.60
STD.	Insulation System	21.15
20.80	Wheel Covers	STD.
15.60	Curb Moldings	STD.
—	Visibility Group	42.75
10.40	Remote-Control Mirror	VIS. GP.
15.60	Clock	VIS. GP.
206.10	Automatic Transmission	287.25
57.10	Console	A.T.
53.20	351 4V/343 4V Opt. V-8's (a)	90.70
<b>\$3,377.80</b>	<b>TOTAL—Comparably Equipped</b>	<b>\$3,206.45</b>
	<b>PRICE ADVANTAGE</b>	<b>\$171.35</b>

\*Base Javelin does not permit a direct or meaningful comparison with Cougar because of its extremely limited standard and optional equipment availability.

(a) Lowest priced comparable engines.

### COUGAR

### SIZE-STYLING

### JAVELIN SST

- Cougar styling includes sporty convertible models.
- 2-inch longer wheelbase and 4.6-inch longer overall length, make Cougar more car for the money.
- Cougar's distinctive European sports-car styling is clearly unique—shared with no other car.
- 3358 pounds of solid built-in quality—482 pounds more materials than in Javelin SST. A difference that is bound to be reflected in the ride!
- Practical-sized trunk opening nearly 65% greater than Javelin SST's.
- No convertible model offered.
- 109-inch wheelbase and 189.2-inch overall length.
- American Motors' two-passenger specialty car, the AMX, is similar in looks and dimensions to Javelin series cars.
- Curb weight is 2876 pounds.
- Narrow, 15½-inch forward to rearward trunk opening restricts trunk access.

### COUGAR

### EXTERIOR FEATURES

### JAVELIN SST

- Full-width, die-cast grille gives a look of rich quality to the Cougar front end.
- Dual headlights concealed behind retractable covers look smarter; protect against road spray when not in use.
- Big, attractive, sequential rear turn signals—a luxury-car feature offered only by Cougar in its class!
- Standard, two-speed, electric windshield wipers have electric-powered washer.
- Large, back-up lights illuminate to the sides, as well as to the rear, providing better driver visibility.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.
- An optional sun roof is offered—blending the open air characteristics of a convertible with the styling and features of a hardtop. Another Cougar exclusive!
- Twin grilles of black-colored plastic, accented by one narrow horizontal and one vertical bright line.
- Single headlights are exposed—less attractive; require cleaning more often.
- Conventional taillights are much smaller.
- Standard windshield wipers have manual washers. Electric windshield wipers and washers available only at extra-cost.
- Back-up lights light less area to the sides, making close clearance maneuvering more difficult.
- Interval windshield wipers are not offered, either as standard or extra-cost equipment.
- A sun roof is not offered as standard or extra-cost equipment.





COUGAR



JAVELIN SST

## INTERIOR FEATURES

- Rich, rosewood-tone inserts on both sides of the instrument panel provide a luxury look.
- Bucket seats have thickly padded, 3-inch thick, molded latex foam seat-cushions for greater passenger comfort.
- Color-keyed, two-spoke steering wheel features a deep-padded hub with a convenient horn ring.
- Full vinyl-covered door trim panels, like those used on more expensive luxury cars, have a soft-padded, garnish molding area.
- Instrument panel is fully padded to enhance luxury level of interior decor.
- Center section of instrument panel is wood-toned.
- Bucket seats have less padding and lack the comfort level of Cougar's foam cushioning.
- Three-spoke steering wheel with horn buttons—lacks the richness and convenience of Cougar's wheel and horn ring.
- Javelin SST's full door trim panels have no padding in the garnish molding area.
- Plastic instrument cluster housing is hollow; no panel padding in the driver's area.



COUGAR



JAVELIN SST

## COMFORT AND CONVENIENCE

- Larger, fully padded, 15-inch armrests give extra-comfort.
- Squeeze-type, door release handles are recessed into armrests—more convenient to use, more difficult to open accidentally.
- Front seat-back release latch is located at waist level on side of front seat for convenient, one-hand operation.
- Rim-Blow steering wheel, standard on convertible and all XR-7's, permits horn operation without removing hands from the wheel—you simply squeeze inner wheel rim.
- Reversible key system assures correct key insertion every time. Has keyless locking.
- Glove-box light and dual courtesy lights under the instrument panel are standard.
- Armrests are smaller.
- Lever-type, door release handles are fully exposed.
- Floor-level front seat-back release latch is located at base of front seat—difficult to reach and operate.
- Rim-Blow steering wheel is not offered as either a standard or extra-cost item.
- Conventional key system—key can be inserted only one way, and must be used to lock door.
- Glove-box light and courtesy lights are part of extra-cost Light Group option.

## RIDE AND HANDLING

### COUGAR

- Fully rubber-insulated front suspension, with deep coil springs and curved compliance struts, provide controlled wheel recession under high impact forces for a smoother, more comfortable ride.
- 59-Inch long, multi-leaf rear springs with voided rubber front spring-eye bushings for a soft ride and flexible response to horizontal shocks.
- Rear axle mounted to springs with patented Iso-Clamps, isolating road noise and vibration.

### JAVELIN SST

- No compliance strut feature.
- 53-Inch rear springs—shortest in the field.
- Spring-axle mounting, lacks Iso-Clamps—permits more noise transmission.

## POWER AND PERFORMANCE

### COUGAR

- Choice of four V-8 engines is available on any Cougar model.  
351 2V, 250 hp V-8 (Regular Fuel) Std. (New)  
351 4V, 290 hp V-8 (Premium Fuel) Opt. (New)  
390 4V, 320 hp V-8 (Premium Fuel) Opt.  
CJ 428 4V, 335 hp V-8 (Premium Fuel) Opt.
- All optional V-8's have a dual exhaust system as standard equipment for more efficient engine breathing.
- The CJ 428 V-8 engine with Ram-Air induction offers performance-oriented power.
- Wide range of extra-performance optional tires, both radial and belted, up to F70 x 14 size.

### JAVELIN SST

- A standard Six and three V-8's are available for base Javelin, all smaller than Cougar's standard engine! Biggest V-8 is only available on SST.  
232 1V, 145 hp Six (Regular Fuel) Std.  
290 2V, 200 hp V-8 (Regular Fuel) Opt.  
290 4V, 225 hp V-8 (Premium Fuel) Opt.  
343 4V, 280 hp V-8 (Premium Fuel) Opt.  
390 4V, 315 hp V-8 (Premium Fuel) Opt. — SST only.
- Dual exhaust system standard only with 390 engine; available only at extra-cost on other premium fuel V-8's.
- Javelin SST offers no Ram-Air induction option.
- E70 x 14 belted tire is only extra-performance optional tire.



COUGAR



JAVELIN SST

## BODY CONSTRUCTION

- Luxury-level insulation makes Cougar the quietest car in its class.
- Two-step hood latch has safety catch that keeps hood from opening completely if latch is accidentally released.

- Undercoating and hood insulation are available only as an extra-cost option group.
- Hood opens completely as soon as latch is released—has no safety check latch.



Cougar



Barracuda

## COUGAR OUTVALUES BARRACUDA

### RED LETTER EVALUATION

Cougar is priced within \$108 of Barracuda on a comparably equipped basis. However, Cougar's value advantages include:

**RE** A unique selection of models in two distinctive series—hardtops and convertibles in both Cougar and the unmatched Cougar XR-7 luxury series.

**RE** More standard power! In its class, only Cougar offers a V-8 engine as standard—with the new 351-2V engine having 105 horsepower more than Barracuda's 225 CID Six.

**RE** All-new styling, inside and out—larger and roomier in 1969.

**RE** Select-Shift, three-speed automatic transmission is a more flexible transmission because it offers a choice of automatic or manual shifting.

**RE** Distinctive size and appearance—a unique sports car with European long hood/short deck styling flair and the greatest length in its class.

**RE** Unique luxury-level interiors with unmatched standard decor features and more comfortable seats.

**RE** Body welded securely to a platform chassis that supports all four wheels—more solid, one-piece construction that provides a quieter, vibration-free ride.

**RE** Superior suspension features—both front and rear wheels flex rearward to cushion road shocks; patented Iso-Clamps to isolate vibration; and rear springs that are the longest in the field—give Cougar the finest ride in its class.

**RE** Many premium-car features—including a rich die-cast grille with concealed dual headlights in front and sequential turn signals in the rear—unique in Cougar's class.

**RE** Over 450 pounds more car! A difference that is bound to be reflected in the ride!

### PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

COUGAR		BARRACUDA
\$2999.00	2-Door Hardtop with V-8	\$2763.00
	<b>EXTRA-COST ITEMS</b>	
53.20	351-4V/340-4V V-8 (a)	141.00
STD.	Undercoating & Hood Pad	16.60
STD.	Steering Wheel with Horn Ring	9.60
STD.	Glove Box Lock & Light	4.10
206.10	Automatic Transmission	216.20
\$3,258.30	<b>TOTAL Comparably Equipped</b>	\$3,150.50
	<b>PRICE ADVANTAGE</b>	\$107.80

(a) Lowest priced comparable engines.

#### COUGAR

#### SIZE-STYLING

#### BARRACUDA

- 3-Inch longer wheelbase with wider tread and greater length overall helps make Cougar more car for the money.
- Cougar's distinctive European sports-car styling is clearly unique—long hood/short deck—shared with no other car.
- 3358 pounds of solid built-in quality—463 pounds more materials than in Barracuda. A difference that is bound to be reflected in the ride.

- 108-Inch wheelbase; 192.8-Inch overall length; 57.5-inch front tread; 55.6-inch rear tread.
- Changes from '68 have been minor—styling execution still retains corporate family resemblance.
- Curb weight is 2895 pounds.

#### COUGAR

#### EXTERIOR FEATURES

#### BARRACUDA

- Full-width, die-cast grille gives a look of rich quality to the Cougar front-end.
- Ventless side windows provide unobstructed visibility and complement Cougar's long, low, smooth lines.
- Dual headlights concealed behind retractable covers look smarter; protect against road spray when not in use.
- Big, attractive sequential rear turn signals—a luxury-car feature offered only by Cougar in its class!
- Gas cap is concealed behind attractive Lincoln-Mercury Division emblem in center of rear grille.
- Large, back-up lights illuminate to the sides as well as to the rear, providing better driver visibility.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.
- An optional sun roof is offered—blending the open air characteristics of a convertible with the styling and features of a hardtop. Another Cougar exclusive!

- Divided grille has dull-finished plastic inserts and thin bright-metal rim surrounding headlamps.
- Vent windows increase wind noise potential and obstruct visibility of driver and passenger.
- Single headlamps are exposed—less attractive; require cleaning more often.
- Taillights are of conventional design.
- Gas cap is exposed—overfilling can cause unsightly spill marks.
- Smaller back-up lights, light less area to the sides, making close clearance maneuvering more difficult.
- Interval windshield wipers are not offered, either as standard or extra-cost equipment.
- A sun roof is not offered as standard or extra-cost equipment.



COUGAR



BARRACUDA

## INTERIOR FEATURES

- Rich rosewood-tone inserts on both sides of the instrument panel provide a luxury look.
- Bucket seats have thickly padded, 3-inch thick, molded latex foam seat-cushions for greater passenger comfort.
- Color-keyed, two-spoke steering wheel features a deep-padded hub with a convenient horn ring.
- Full, vinyl-covered, door trim panels, like those used on more expensive luxury cars, have a soft-padded garnish molding area.
- Suspended pedals with attractive bright trim are standard.
- Instrument panel is fully padded to enhance luxury level of interior decor.
- Simulated wood-grain instrument panel—available only as a component of an extra-cost option—is installed on the driver's side only.
- Bucket seats have less padding and lack the comfort level of Cougar's foam cushioning.
- 3-Spoke steering wheel with horn button—lacks the richness and convenience of Cougar's wheel and horn ring. Steering wheel with horn ring is only available at extra-cost.
- Barracuda only has partial door trim panels with painted metal garnish moldings.
- Standard pedals are untrimmed—bright-metal trim is available only as a component of an extra-cost option.
- Instrument panel is padded only at top.



COUGAR



BARRACUDA

## COMFORT AND CONVENIENCE

- Large, fully padded, 15-inch armrests give extra-comfort.
- Squeeze-type door release handles are recessed into armrests—more convenient to use, more difficult to open accidentally.
- Front seat-back release latch is located at waist level on side of front seat for convenient, one-hand operation.
- Rim-Blow steering wheel, standard on convertible and all XR-7's, permits horn operation without removing hands from the wheel—you simply squeeze inner wheel rim.
- Reversible key system assures correct key insertion every time. Has keyless locking.
- Front seat passenger has no obstruction which limits leg room.
- Glove box lock and light are standard.
- Armrests are shorter than Cougar's and only partially padded.
- Paddle-type door release handles extend forward from smaller armrests.
- Front seat-back release latch is located at floor level—difficult to reach and operate.
- Rim-Blow steering wheel is not offered as either a standard or extra-cost item.
- Conventional key system—key can be inserted only one way, and must be used to lock door.
- Heater protrudes into front-seat passenger's leg-room area.
- Glove box lock and light are available only at extra-cost.

## RIDE AND HANDLING

### COUGAR

- Fully rubber-insulated front suspension with deep-coil springs, stabilizer bar and curved compliance struts that provide controlled wheel recession under high impact forces for a smoother, more comfortable ride.
- 59-Inch long, rubber-insulated rear springs with voided rubber front spring-eye bushings for a soft ride and flexible response to horizontal shocks.
- E78 x 14 tires, engineered specifically for Cougar, are standard.
- Patented Iso-Clamps isolate road noise and vibration; forward-of-center spring and axle mountings resist acceleration "squat."

### BARRACUDA

- Torsion bar front suspension, with no stabilizer bar.
- 55-Inch rear springs—4 inches shorter than Cougar's—have no voided bushings.
- Conventional 6.95 x 14 blackwall tires are standard—have less traction area than Cougar tires.
- Spring axle with conventional mounting pads and U-bolts gives more noise transmission.

## POWER AND PERFORMANCE

### COUGAR

- Choice of four V-8 engines available on any Cougar model.

351-2V, 250 hp V-8 (Regular Fuel) Std. (New)  
351-4V, 290 hp V-8 (Premium Fuel) Opt. (New)  
390-4V, 320 hp V-8 (Premium Fuel) Opt.  
CJ 428-4V, 335 hp V-8 (Premium Fuel) Opt.

- The CJ 428 V-8 engine with Ram-Air Induction offers performance-oriented power.
- Choice of floor-mounted or console-mounted shift levers with any transmission.

### BARRACUDA

- One Six and three V-8 engines are available with Barracuda; however, largest V-8 is available only in the 'Cuda 383 model or Formula "S" performance package.

225-1V, 145 hp Six (Regular Fuel) Std.  
218-2V, 230 hp V-8 (Regular Fuel) Opt.  
340-4V, 275 hp V-8 (Premium Fuel) Opt.  
383-4V, 330 hp V-8 (Premium Fuel) Opt. (Formula "S" or 'Cuda 383 only).

- Barracuda offers no Ram-Air Induction option.
- Except for the 4-speed manual transmission, shift levers are automatically column-mounted if a sports console is not purchased.



COUGAR



BARRACUDA

## BODY CONSTRUCTION

- Body welded to a platform chassis that supports all four wheels, resulting in a solid, one-piece construction that provides a quieter, vibration-free ride.
- Hood insulation, plus factory-installed undercoating and sound-deadener, offers a quieter ride at no extra-cost.

- Unitized body construction only from the cowl back. Has separate stub frame bolted on to support weight of engine, front suspension, steering and other heavy parts.
- Hood insulation and undercoating are available only as an extra-cost option.



Cougar

## COUGAR OUTVALUES MUSTANG GRANDÉ



Mustang Grandé

### EVALUATION

Cougar is priced within \$158 of Mustang Grandé on a comparably equipped basis. However, Cougar's value advantages include:

- A unique selection of models in two distinctive series — hardtops and convertibles in both Cougar and the unmatched Cougar XR-7 luxury series.
- More standard power! In its class, only Cougar offers a V-8 engine as standard — with the new 351 2V engine having over twice the horsepower of Mustang's standard Six.
- Over 500 pounds more car — longer, wider, with greater wheelbase. A difference that is bound to be reflected in the ride!
- Distinctive Cougar appearance—a unique luxury/sports car with European long hood/short deck styling flair.
- Unique luxury-level interiors with unmatched standard decor features.
- Superior standard suspension features — the longest rear springs in the field, springs that flex rearward to cushion road shocks, give Cougar the finest ride in its class.
- Many premium-car features — including a rich die-cast grille with concealed dual headlights in front and sequential turn signals in the rear—exclusive in Cougar's class.

### PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

COUGAR		MUSTANG GRANDÉ
\$2,999.00	2-Door Hardtop with V-8	\$2,954.00
<b>EXTRA-COST ITEMS</b>		
STD.	351 2V Engine	58.34
90.70	Decor Group*	STD.
51.90	Wire Wheel Covers	STD.
15.60	Clock	STD.
13.00	Racing Mirror, Remote-Control	STD.
\$3,170.20	TOTAL Comparably Equipped	\$3,012.34
	<b>PRICE ADVANTAGE</b>	<b>\$157.86</b>

\*Includes custom-grade seats, door trim panels and rear quarter trim panels with armrests; door-mounted courtesy lights; wheel covers; curb moldings; and Rim-Blow steering wheel.

### COUGAR

### SIZE-STYLING

### MUSTANG GRANDÉ

- 3-Inch longer wheelbase, 6.4-inch longer overall length, and 2.9-inch greater overall width.
- Usable trunk space—10.2 cu.-ft.
- Curb weight is 3358 pounds—the additional 523 pounds is bound to be reflected in the ride!
- 108-inch wheelbase, 187.4-inch overall length, and an overall width of 71.3 inches.
- Usable trunk space—9.8 cu.-ft.
- Curb weight is 2835 pounds.

### COUGAR

### EXTERIOR FEATURES

### MUSTANG GRANDÉ

- Full-width, die-cast grille gives a look of rich quality to the Cougar front end.
- Dual headlights are concealed behind retractable covers—a luxury-car feature for smarter appearance and protection against road spray when not in use.
- Sturdy bumpers, with wide, deep, wraparound ends provide maximum sheet-metal protection.
- Big, attractive, sequential rear turn signals—a luxury-car feature offered only by Cougar in its class!
- Large, wraparound, back-up lights illuminate to the sides as well as to the rear, providing better driver visibility.
- Gas cap is concealed behind attractive Lincoln-Mercury Division emblem in center of rear grille.
- An optional sun roof is offered — blending the open-air characteristics of a convertible with the styling and features of a hardtop. Another Cougar exclusive!
- Plastic grille has black finish.
- Dual headlights are exposed—less attractive; require cleaning more often.
- Front bumper has thin, wraparound ends; rear bumper is thinner than Cougar's—less protection of front and rear sheet-metal.
- Conventional taillights with smaller lens.
- Back-up lights are mounted well outboard, but are located lower—showing less light to the sides, making close clearance maneuvering more difficult.
- Gas cap is exposed in center of coved rear panel, above bumper—overfilling can cause unsightly spill marks.
- A sun roof is not offered as standard or extra-cost equipment.

**COUGAR****MUSTANG GRANDÉ****INTERIOR FEATURES**

- Rich, rosewood-tone inserts on both sides of the instrument panel provide a luxury look.
- Suspended pedals with attractive bright trim are standard.

- Simulated teak-tone trim accents the instrument panel. (On base Mustang models, available only at extra cost.)
- Bright-trimmed pedals standard on Grandé. (On base Mustang models, available only at extra cost.)

**COUGAR****COMFORT AND CONVENIENCE****MUSTANG GRANDÉ**

- Cougar convertible top is power-operated—provides greater driver convenience at no extra-cost.
- Glove box lock and light are standard equipment.

- No Grandé convertible. However, standard Mustang convertible top is available only as an extra-cost option.
- Glove box lock and light are available only at extra-cost.

**COUGAR****RIDE AND HANDLING****MUSTANG GRANDÉ**

- 59-inch long rear springs with voided rubber front spring-eye bushings for a soft ride and flexible response to horizontal shocks.
- Rear axle mounted to springs with patented Iso-Clamps, isolating road noise and vibration.

- Rear springs are only 53 inches long. (Voided rubber bushings used only on Grandé.)
- Iso-Clamps used on Grandé model only. (Other Mustang models have conventional clamps—more road noise transmission.)

**COUGAR****POWER AND PERFORMANCE****MUSTANG GRANDÉ**

- Standard power is new 351-2V V-8 with 250 horsepower.

351 2V, 250 hp V-8 (Regular Fuel) Std. (New)  
 351 4V, 290 hp V-8 (Premium Fuel) Opt. (New)  
 390 4V, 320 hp V-8 (Premium Fuel) Opt.  
 CJ 428 4V, 335 hp V-8 (Premium Fuel) Opt.

- Standard power is 200 CID Six; base V-8 is 302 CID with 220 horsepower—still 30 horsepower less than Cougar's standard engine.

200 1V, 115 hp Six (Regular Fuel) Std.  
 250 1V, 155 hp Six (Regular Fuel) Opt. (New)  
 302 2V, 220 hp V-8 (Regular Fuel) Opt. (Base V-8)  
 351 2V, 250 hp V-8 (Regular Fuel) Opt. (New) (Std. on Mach I)  
 351 4V, 290 hp V-8 (Premium Fuel) Opt. (New)  
 390 4V, 320 hp V-8 (Premium Fuel) Opt.  
 428 4V, 335 hp V-8 (Premium Fuel) Opt.

**COUGAR****BODY CONSTRUCTION****MUSTANG GRANDÉ**

- Cougar's luxury level of insulation makes it the quietest car in its class.

- Less insulation is used.

## COMPARE COUGAR WITH . . .

2-DOOR HARDTOPS	COUGAR	FIREBIRD	CAMARO	JAVELIN	BARRACUDA	MUSTANG
<b>EXTERIOR DIMENSIONS</b>						
Wheelbase	111"	108"	108"	109"	108"	108"
Overall Length	193.8"	191.1"	186.0"	189.2"	192.8"	187.4"
Overall Width	74.2"	73.9"	74.0"	71.9"	69.6"	71.3"
Tire Size	E78x14	E70x14	E78x14	6.95x14	6.95x14	C78x14
Tread—Front	58.5"	60.0"	59.6"	57.9"	57.5"	58.5"
—Rear	58.5"	60.0"	59.5"	57.0"	55.6"	58.5"
Curb Weight (lbs.)	3358	3220	3005	2876	2895	2835
<b>INTERIOR DIMENSIONS</b>						
Head Room—Front	37.4"	37.0"	37.0"	37.5"	37.4"	37.4"
—Rear	35.8"	36.7"	36.7"	36.0"	36.8"	35.8"
Leg Room —Front	41.1"	42.5"	42.5"	42.7"	41.7"	41.1"
—Rear	30.6"	29.5"	29.2"	31.5"	30.2"	29.5"
Hip Room —Front	55.2"	56.3"	56.3"	57.6"	57.1"	55.6"
—Rear	52.4"	54.6"	54.6"	56.4"	57.2"	51.3"
Usable Trunk Space (cu. ft.)	10.2	9.9	8.3	10.2	15.2	9.8
<b>ENGINE—STANDARD</b>						
<b>Six-Cylinder Engine</b>						
Displacement (cu. in.)	—	250	230	232	225	200
Horsepower	—	175	140	145	145	115
Torque (lb.-ft.)	—	240	220	215	215	190
Compression Ratio	—	9.0:1	8.5:1	8.5:1	8.4:1	8.8:1
Carburetion	—	1-Bbl.	1-Bbl.	1-Bbl.	1-Bbl.	1-Bbl.
<b>V-8 Engine</b>						
Displacement (cu. in.)	351	350	327	290	318	302
Horsepower	250	265	210	200	230	220
Torque (lb.-ft.)	355	355	320	285	340	300
Compression Ratio	9.5:1	9.2:1	8.75:1	9.0:1	9.2:1	9.5:1
Carburetion	2-Bbl.	2-Bbl.	2-Bbl.	2-Bbl.	2-Bbl.	2-Bbl.



## COMPARE PERSONAL SPORTS CAR BODY STYLES AND PRICES\* . . .

CAR LINE AND SERIES	2-DOOR HARDTOPS		2-DOOR FASTBACKS		CONVERTIBLES	
	6-CYL.	8-CYL.	6-CYL.	8-CYL.	6-CYL.	8-CYL.
Cougar	—	\$2,999	—	—	—	\$3,365
Cougar XR-7	—	3,298	—	—	—	3,578
PONTIAC Firebird	\$2,814	—	—	—	\$3,028	—
Firebird Sprint	2,935	—	—	—	3,149	—
Firebird 350	—	2,925	—	—	—	3,139
Firebird 350 H.O.	—	3,000	—	—	—	3,214
Firebird 400	—	3,172	—	—	—	3,386
Firebird 400 Ram-Air	—	3,253	—	—	—	3,467
CHEVROLET Camaro	2,621	2,726	—	—	2,835	2,940
Camaro SS	—	3,022	—	—	—	3,236
PLYMOUTH Barracuda	2,657	2,763	\$2,690	\$2,796	2,959	3,065
'Cuda 340	—	3,072	—	3,105	—	—
AM. MOTORS Javelin	2,512	2,613	—	—	—	—
Javelin SST	2,633	2,734	—	—	—	—
AMX	—	3,297●	—	—	—	—
FORD Mustang	2,618	2,723	2,618	2,723	2,832	2,937
Mustang Grande	2,849	2,954	—	—	—	—
Mustang Mach I	—	—	—	3,122●	—	—

\* 1969 MANUFACTURERS' SUGGESTED RETAIL PRICES, rounded off to nearest dollar.

● 4-speed floor shift, standard.

## COMPARE POPULAR OPTIONS\* . . .

CAR LINE	AIR- CONDITIONING	AM RADIO	3-SPEED AUTOMATIC TRANSMISSION		POWER FRONT DISC BRAKES	POWER STEERING	VINYL ROOF	WSW TIRES†
			6-CYL.	V-8				
Cougar	\$376	\$61	—	\$206	\$ 65	\$100	\$ 89	\$36
Firebird	376	61	\$195	206	64	105	90	32
Camaro	376	61	190	201	64	95	84	32
Barracuda	361	62	189	202	92	85	84	32
Javelin	369	61	191	201	91	95	100	34
Mustang	380	61	191	201	65	95	84	36

\*MANUFACTURERS' SUGGESTED RETAIL PRICES, rounded to nearest dollar.

†V-8 engine.



# COMPARE THESE

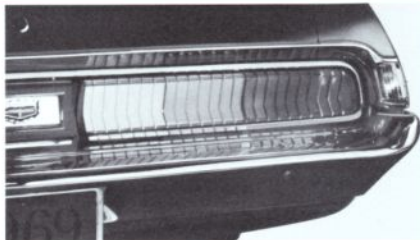
(STANDARD ON

	COUGAR	FIREBIRD	CAMARO	JAVELIN	BARRACUDA	MUSTANG
<b>EXTERIOR FEATURES:</b>						
Retractable headlamp covers	Yes	No	No	No	No	No
Dual headlamps	Yes	Yes	No	No	No	Yes
Die-cast grille	Yes	No	No	No	No	No
Dual body paint stripes	Yes	No	No	Yes	Yes	No
Bright wheel-opening moldings	Yes	Yes	No	No	Yes	No
Bright drip-rail moldings	Yes	Yes	No	No	Yes	Yes
Sequential turn signals	Yes	No	No	No	No	No
Concealed gas-tank filler cap	Yes	Yes	Yes	Yes	No	No
Power-operated convertible top, standard	Yes	No	No	N/A	Yes	No
Hardtop sun roof available (E.C.)	Yes	No	No	No	No	No
<b>INTERIOR FEATURES:</b>						
Shift lever always floor-mounted or console-mounted	Yes	No	No	No	No	Yes
High-level, seat-back release latches	Yes	No	No	No	No	Yes
Extra thick foam padding on bucket seats	Yes	No	No	No	Yes	Yes
Bright-trimmed pedals	Yes	No	No	No	No	No
Squeeze-type interior door handles	Yes	No	No	No	No	Yes
Glove box lock and light, standard	Yes	Yes	No	No	No	No
Padded, 2-spoke steering wheel with horn ring	Yes	No	No	No	No	Yes
Wood-tone instrument panel trim, standard	Yes	No	No	No	No	No
<b>FUNCTIONAL FEATURES:</b>						
V-8 power, standard	Yes	No	No	No	No	No
Base V-8 of 250 horsepower or more	Yes	Yes	No	No	No	No
Fully flexible automatic transmission	Yes	No	No	Yes	No	Yes
Underhood insulation pad	Yes	Yes	No	No	No	No
Unit-built body with platform chassis	Yes	No	No	No	No	Yes
111" wheelbase or longer	Yes	No	No	No	No	No
Compliance strut front suspension	Yes	No	No	No	Yes	Yes
Rear spring Iso-Clamp and voided spring eye	Yes	No	No	No	No	No
Reversible keys and keyless door locking	Yes	No	No	No	No	Yes
59" or longer multiple-leaf rear springs	Yes	No	No	No	No	No
Interval windshield wipers available	Yes	No	No	No	No	Yes



# EXTRA-VALUE FEATURES

(BASE MODELS)



Personal Sports Car  
Market Research Study  
Shows the **1969 COUGAR**  
to be the  
"MAKE MOST LIKELY TO BUY"

An Introduction Day survey, in which a cross-section of showroom traffic was asked to rate Cougar, Firebird, Camaro and Mustang, proved that COUGAR LEADS THE WAY in every important buying motive.

- ★ HIGHEST RATING ON OVERALL OPINION
- ★ HIGHEST RATING ON OVERALL EXTERIOR APPEARANCE
- ★ HIGHEST RATING ON OVERALL INTERIOR APPEARANCE
- ★ HIGHEST RATING ON COMFORT
- ★ HIGHEST RATING ON ROOMINESS
- ★ HIGHEST RATING ON LUXURIOUSNESS
- ★ HIGHEST RATING ON QUALITY OF WORKMANSHIP



NOTE: The information contained in this publication was carefully prepared from authoritative sources and is assumed accurate at the time of printing. However, accuracy cannot be guaranteed. Lincoln-Mercury prices and equipment are subject to change without notice.



**RED  
LETTER  
VALUES**

*Cougar*



NAME \_\_\_\_\_

SCORE	
Number of Correct Answers	

**DIRECTIONS:** There are three types of questions in this quiz. Check the correct "True" or "False" box where a direct statement is made. Circle the correct letter on multiple-choice questions. Fill the blank space where a specific answer is required.

- In addition to Cougar, which of the following sports cars offers the smooth ride features of Iso-Clamps and voided rubber spring-eye bushings at the rear springs?  
A Firebird  
B Mustang convertible  
C Camaro  
D Mustang Grandé
- Unlike Cougar, the Firebird, Camaro, Javelin and Barracuda front seat-back release latches are located:  
A on the upper outboard side of the seat-backs  
B under the forward edge of the seats  
C at floor level  
D inboard, just above the drive shaft tunnel
- Which of the following is the only car in its class to offer a V-8 engine as standard?  
A Firebird  
B Mustang Grandé  
C Cougar  
D Javelin
- Which one of the following cars offers an automatic transmission that can *not* be started in second gear for better traction on ice and snow?  
A Cougar  
B Javelin  
C Mustang  
D Firebird
- A car *not* offering a Ram-Air induction option with its biggest engine is:  
A Cougar  
B Firebird  
C Camaro  
D Mustang
- A Rim-Blow steering wheel is optional at extra-cost on:  
A Firebird  
B Camaro  
C Javelin  
D Cougar
- Which of the following options is offered exclusively by Cougar?  
A Ram-Air induction option  
B Select-Shift transmission  
C Sun Roof  
D Space-Saver spare tire

(OVER)

8. Which of the following have fully padded 15-inch arm rests for extra passenger comfort?
- A Firebird  
B Camaro  
C Barracuda  
D None of the above
9. Cougar's padded bucket-seat cushions are:
- A 2 inches thick  
B 2½ inches thick  
C 3 inches thick  
D 3½ inches thick
10.  TRUE  FALSE  
Items standard on Cougar but extra cost on Camaro include: retractable headlamp covers, multi-leaf rear springs, a floor shift for the standard transmission/engine combination, wheel opening moldings, drip rail moldings, body paint stripes, a trunk mat and a glove-box light.
11.  TRUE  FALSE  
Like Firebird, Camaro and Cougar offer a power-operated convertible top in addition to the manually operated convertible top, which is standard.
12.  TRUE  FALSE  
Firebird's wheelbase was increased 3 inches to make it equal to Cougar for 1969.
13.  TRUE  FALSE  
Cougar is the only car in its class with wood-tone instrument panel trim as standard.
14.  TRUE  FALSE  
Cougar's standard 351-2V engine has a higher horsepower rating than the base V-8 offered by any of its competitors.
15.  TRUE  FALSE  
The base V-8 for Mustang is the 351-2V engine.
16.  TRUE  FALSE  
Like Firebird and Camaro, Cougar shift levers are automatically column-mounted if a sports console is not purchased.
17. \_\_\_\_\_ is the only car in Cougar's class which has door vent windows.
18. Cougar's grille is of bright die-cast metal. All other cars in Cougar's class have grilles made of \_\_\_\_\_.
19. In Cougar's field \_\_\_\_\_ is the only car that does *not* offer a convertible model.
20. \_\_\_\_\_ is the heaviest car in Cougar's class.



MERCHANDISING DEPARTMENT

NOTE: The information contained in this publication was carefully prepared from authoritative sources and is assumed accurate at the time of printing. However, accuracy cannot be guaranteed. Lincoln-Mercury prices and equipment are subject to change without notice.