

1968 MERCURY

Thirty-three models
with the fine car touch
... by the makers of
Lincoln Continental

Mercury · Montego
Cyclone · Cougar



1968 Mercury
—with the fine-car touch
from the makers
of Lincoln Continental

Mercury for 1968—cars that look and feel and ride like the fine cars they are! Cars that give you greater worth and solid quality because they are crafted by the same men who make Lincoln Continental. Cars with better ideas and fine-car touches every-

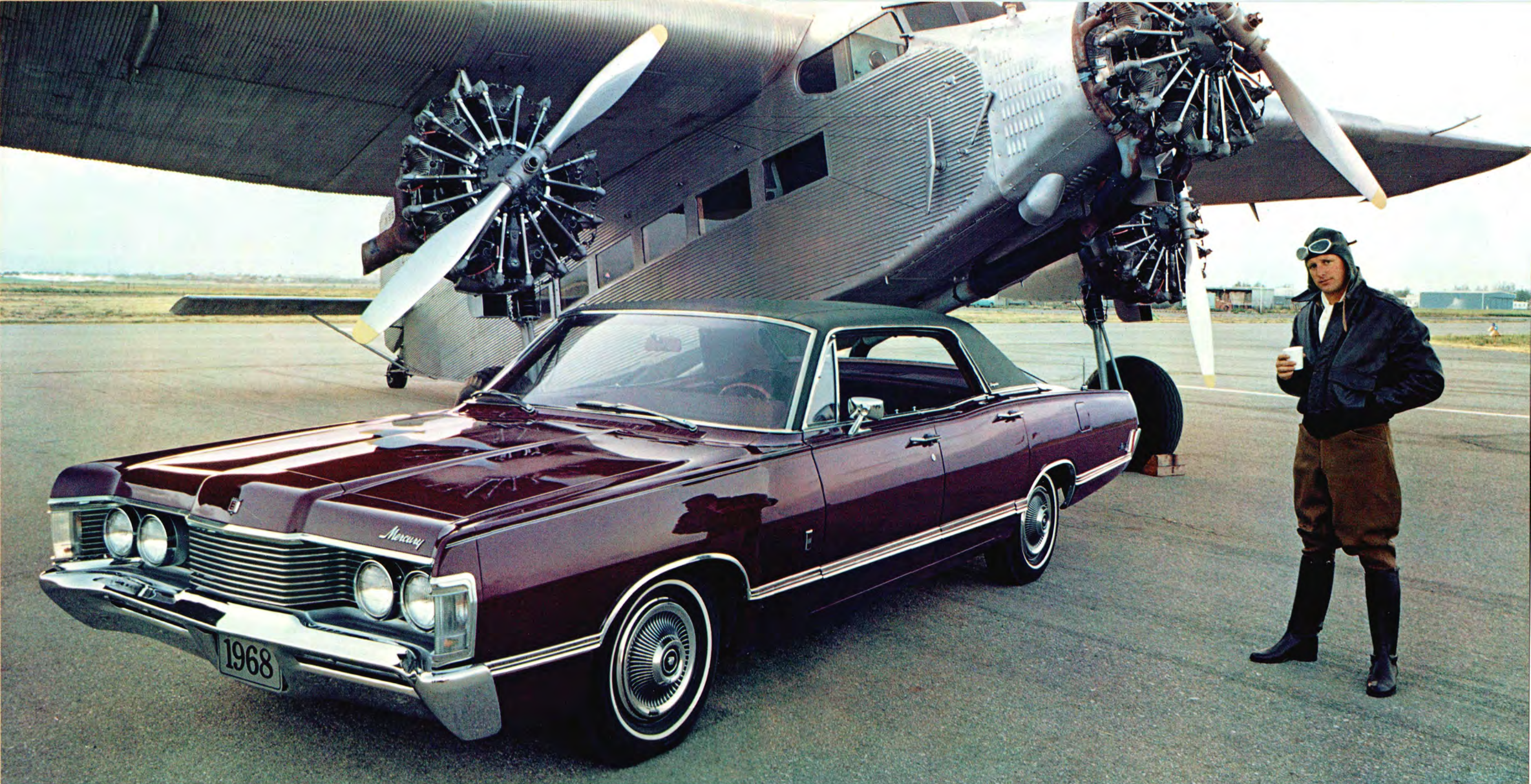
where you look.
Young ideas like exciting, provocative Montegos, featuring Cougar excitement combined with full six-passenger comfort.
Luxurious ideas like the elegant Mercury Brougham, with such fine-car touches as individually

adjustable Twin-Comfort Lounge Seats, and the quietest ride this side of Lincoln Continental. Or, if your taste runs to station wagons, select the Colony Park station wagon. If Lincoln Continental were to offer a station wagon, the most luxurious and spacious your

mind could imagine, the Colony Park would be it.
Sporty ideas like four cool new Cougars, including an all-out 7.0-Litre GT•E. Smooth cats, sleek in looks, silken in motion, super in their way of blending hand-tooled European elegance with high-

hearted American performance.
Better ideas to lift your driving to higher levels of comfort and convenience and ease of handling. A wider range of fine-car options and features like AM-FM Stereo Radio, Speed Control, Whisper-Aire Conditioner, power

front disc brakes, the feel and flavor of leather and wood-grained vinyl interiors, the jewel-like character of appointments—quality, throughout. Mercury for 1968 with 33 models bringing you everything newest and finest from the makers of Lincoln Continental!



**From a long line of better ideas,
Mercury's best: Mercury Brougham**

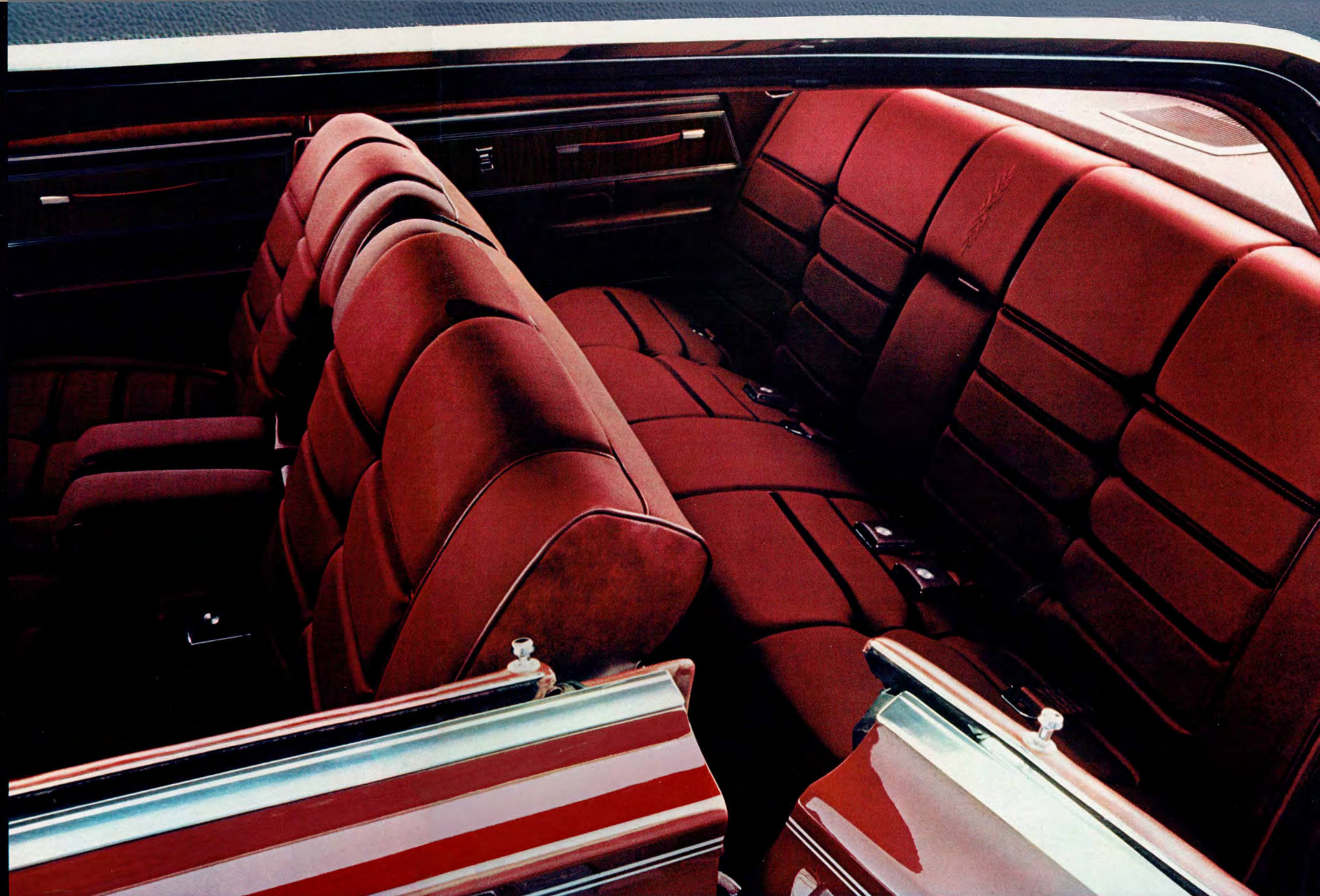
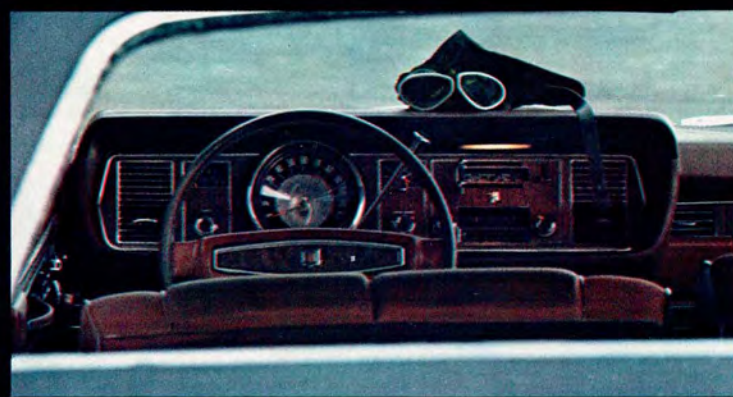
Now, from a long heritage of better ideas, comes another "better way to go": Mercury Brougham, from the makers of Lincoln Continental, America's most distinguished motorcar. Marked by distinctive exterior styling touches and attention to detail that sets it apart from other cars, here is passenger pampering, luxurious transportation in two models—4-door hard-top or 4-door sedan. From distinctive front end styling to new formal roofline, the Mercury Brougham truly reflects its fine-car heritage.

A new Marauder Super 390 V-8 teamed with optional Select-Shift Merc-O-Matic transmission moves this

impressive car with quiet authority. The ride itself is the finest this side of Lincoln Continental—supremely smooth, superbly comfortable. A wide range of modern options and accessories is available for you to equip your Brougham to your individual requirements. For instance, you may add a significant look of dignity with the optional vinyl-covered Oxford roof. And, of course, everything standard with Park Lane is yours to enjoy in the Mercury Brougham. (See pages 12-13.)

And now—for the ultimate in interior comfort and luxurious appointments, step inside . . .





Inside, the fine-car touch is everywhere you look

Complementing its stately exterior is the Mercury Brougham's luxurious passenger compartment. Twin-Comfort Lounge Seats are standard, each individually adjustable (as shown above), each with its own center armrest for the ultimate in personal comfort. Tastefully upholstered with rich Camelot fabric, the Brougham interior surrounds you with deep luxury, typified by jewel-like appointments and the warm, rich tones of wood-grained vinyl. Wide armrests invite you to relax; door assist straps are provided to allow graceful entry and exit. Other fine-car

touches are courtesy lights in the doors, a rear roof pillar light, the wood-toned instrument panel with its Brougham script on the glove box door. To let you travel comfortably in any weather, you may choose an optional Comfort Stream Ventilation and Heating System or a Whisper-Aire Conditioner. Other options to make your Brougham even more luxurious are yours to select from on pages 50-51. And your Brougham is equipped with the complete roster of Ford Motor Company Lifeguard Design Safety Features described on page 53.





Mercury Marquis: a uniquely luxurious 2-door hardtop

Beautifully impressive at rest or in motion, here is a Mercury that lets you know its fine-car heritage in a hurry. You see it in the wide-pillared vinyl-covered Oxford Roof accented by the jeweler-inspired Marquis medallion . . . in the rapier sweep of full-length body stripes . . . in the proud thrust of its massive front grille. Inside, too, you know in a hurry this is truly a unique motorcar . . . in the tailored elegance of its upholstery (either cloth-and-vinyl or all-vinyl trim) . . . in the hand-crafted look of interior appointments. You can enhance the luxury even further, with such desirable options as Twin-Comfort Lounge Seats in front that adjust individually and Whisper-Aire Conditioner. You ride smoothly, silently—powered by a standard Marauder Super 390 V-8, teamed with 3-speed manual or optional Select-Shift Merc-O-Matic transmis-

sion. And there are any number of other ways you can personalize your Marquis (check pages 50-51 for a list of fine options).

Standard Marquis equipment includes:

Marauder Super 390 V-8 engine . . . fully synchronized 3-speed manual transmission . . . outside rearview mirror . . . electric clock . . . simulated wood-grain instrument panel . . . 25-gallon cross-country gas tank . . . unique Marquis seat upholstery . . . special exterior ornamentation . . . deep-loop carpeting . . . deluxe wheel covers . . . lower body side molding and five tape stripes . . . Oxford (vinyl-covered) Roof . . . spare tire cover . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features you will find listed on page 53.





PARK LANE 2-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 12-13)



MONTCLAIR 2-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 14-15)

Modern sweptback styling in 2-door hardtops: Monterey . . . Montclair...Park Lane



There's something thoroughbred in the fleet grace and sleek sweep of line that marks a Mercury 2-door hardtop. Something in its luxurious look of power that wins you immediately. This Monterey, for instance, makes luxury a sporting thing, with such fine-car touches as distinctive die-cast roof chevrons, jewel-like taillights, bright trim highlighting windows, wheel lips and curb molding. Sporty in performance, too, with a new 280 horsepower Marauder 390P V-8 standard in both Monterey and Montclair (when teamed with optional Select-Shift Merc-O-Matic transmission). A four-barrel 315 horsepower version of this V-8 is standard in the Park Lane, optional in Monterey and Montclair. And whichever Mercury you choose, an advanced suspension gentles your ride as you relax in foam-cushioned comfort.

Among options you might consider: a bigger engine (up to 428 cubic inches) . . . an AM-FM Stereo Radio . . . front seat headrests . . . Comfort Stream Heating and Ventilation System . . . a rear window defogger. (Complete list is on pages 50-51.)

Standard Monterey equipment includes:

Marauder 390 V-8 . . . Fully synchronized 3-speed manual transmission . . . pleated cloth-and-vinyl interior trim . . . bright trim on windshield and rear window moldings . . . simulated wood-grain instrument panel . . . bright finish curb molding . . . bright wheel-lip moldings . . . color-keyed deep-loop carpeting . . . foam-padded seats . . . courtesy light group (map, glove box, luggage compartment and ashtray lights and parking brake warning light) . . . 25-gallon cross-country fuel tank . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.



MONTCLAIR 4-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 14-15)



MONTEREY 4-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED
ON PAGES 10-11)



**It's a love match, naturally,
whichever of these
Mercury 4-door hardtops
you choose**

First thing that catches your eye is the spirited Mercury hardtop styling with its bright blend of open-airiness and 4-door convenience. Glance along the sculptured length of the all-new Park Lane shown above. From front fender cloisonné coachmark to distinctive Park Lane plaque near the rear—elegance is evident everywhere. Inside this and other spacious Mercury 4-door hardtops, the warmth of simulated walnut accents instrument panel design, setting off the fine-car touch of all-vinyl or superbly tailored cloth-

and-vinyl interiors. Sound insulation is lavishly used to give you a remarkably hushed ride. A 315-hp, Marauder Super 390 V-8 is standard Park Lane power to give you silken performance befitting its elegance. And you may add such fine options as Comfort Stream Ventilation and Combination AM Radio/Stereo-Sonic Tape System. (Other options can be selected from the listing on pages 50-51.) *Standard Park Lane equipment includes:*

Marauder Super 390 V-8 engine . . . fully synchronized 3-speed

transmission . . . deluxe steering wheel . . . simulated wood-grain applique on instrument panel . . . spare tire cover . . . rear seat center armrest . . . Park Lane script on glove-box door, plaque on rear fender . . . automatic parking brake release (when equipped with Select-Shift Merc-O-Matic) . . . bright aluminum seat side shields . . . lower body side molding with simulated wood-grain inserts . . . deluxe wheel covers . . . and the list of Ford Motor Company Life-guard Design Safety Features on page 53.





MONTEREY 4-DOOR SEDAN
(STANDARD EQUIPMENT LISTED ON PAGES 10-11)



PARK LANE 4-DOOR SEDAN
(STANDARD EQUIPMENT LISTED ON PAGES 12-13)

If you like to travel relaxed, stretched out, surrounded by deep luxury in nerve-soothing, road-smoothing silence as you go—then a Mercury 4-door sedan is your ticket. You travel in high style, too, as evidenced by the fine-car look of the Montclair sedan shown above, with deluxe wheel covers, electric clock, interior trim of cloth-and-vinyl or all-vinyl and padded roof rails as standard equipment. Rear roof pillar lights and rear door courtesy light switch are also

standard with Montclair. Power to make tracks almost anywhere is delivered by a big new 265-hp Marauder V-8 or you can choose the 280-hp V-8 with optional Select-Shift Merc-O-Matic transmission. You may also select optional Breezeway Ventilation which permits the rear window to lower two inches (shown above) for flow-through ventilation with side windows closed. Additional fine-car touches: nylon carpeting, spacious luggage compartment,

foam-padded seat cushions. Add personal touches from the list of fine options on pages 50-51.

Standard Montclair equipment:

Marauder 265-hp 390 V-8 engine . . . fully synchronized, 3-speed manual transmission . . . front-seat shoulder belts and seat belts, front and rear . . . electric clock . . . deluxe wheel covers . . . bright-finish wheel-cut moldings . . . reversible keys and keyless door locking . . . suspended pedals . . .



courtesy light group (map, luggage compartment, ashtray and glove box lights and parking brake warning light) . . . and the full package of Ford Motor Company Lifeguard Design Safety Features as described on page 53.

**Choose one of these three Mercury 4-door sedans
and make beautiful tracks anywhere**



MONTEREY CONVERTIBLE
SHOWN UPPER LEFT;
PARK LANE SHOWN
ABOVE AND UPPER RIGHT



**Choose your brand of
Mercury convertible and
kick up your heels
in the wide open spaces**

Topless under the sun, tuned in to wind and sky, you'll cut a pretty caper in your Park Lane or Monterey convertible. Here are lean-muscled good looks that will make you feel tall in the saddle every mile you drive. The snug, tailored top has a tempered glass rear window that resists scratches

and doesn't need to be unzipped when you lower the top. Pony-swift power is delivered by the new Marauder 390 V-8 (twin-barreled for Monterey; a four-barrel carburetor for Park Lane). Rugged all-vinyl upholstery is standard in both models. Wide armrests have integral squeeze-type door handles,

typical of many fine-car touches you'll find in Mercury for '68. Both models include all Ford Motor Company Lifeguard Design Safety Features listed on page 53. Park Lane standard equipment listed on pages 12-13; Monterey, pages 10-11. A wide selection of fine options is covered on pages 50-51.





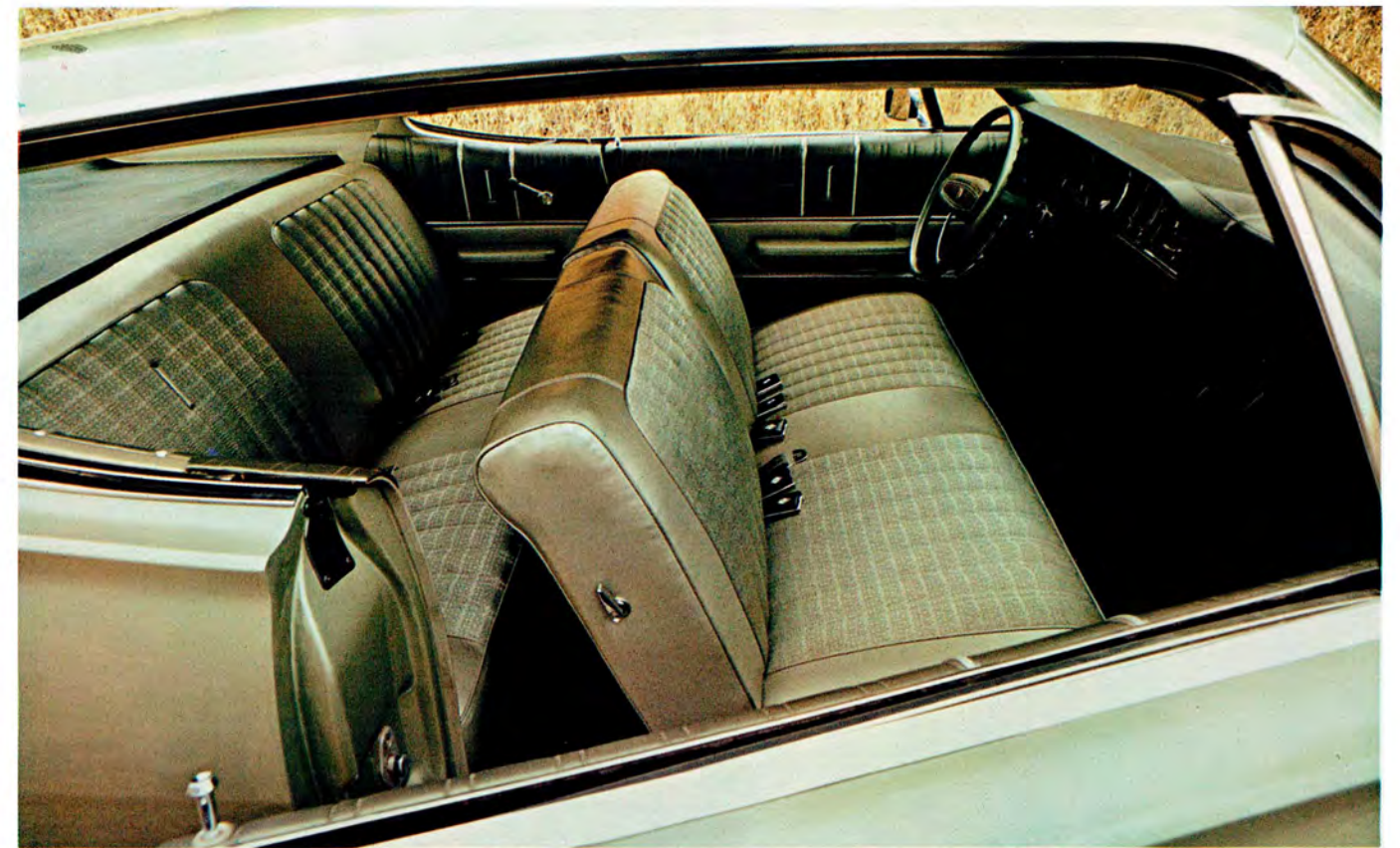
Better ideas are all around you inside Mercury for '68...

Fine appointments—the kind you would expect from the makers of Lincoln Continental—surround you inside every 1968 Mercury, as typified in the Mercury Park Lane and Mercury Marquis interiors shown. Little touches, like new squeeze-type door handles. More obvious touches, like deep, foam-padded seats tailored in luxurious fabrics and wear-

resistant vinyl. Like fashionable box pleats in the Marquis and the elegant Marquis crest on door trim panels and seats. Like wide armrests on the doors and rear seat center armrests for added comfort. The warmth of simulated walnut wood grain adds an extra touch of craftsmanship to instrument panels, and complements the pleated door trim panels.

Optional Twin-Comfort Lounge Seats on Mercury Park Lane or Marquis are individually adjustable, power-operated if you like. The deluxe steering wheel, with simulated wood grain, is standard on both Park Lane and Marquis. And there's deep-loop, color-keyed nylon carpeting underfoot in each model—wall to wall. Illustrations show an all-vinyl in-

terior (shown upper left) in a Park Lane convertible; cloth-and-vinyl interior in a Park Lane 4-door sedan at lower left. Deep-padded box pleats are shown in the Mercury Marquis cloth-and-vinyl interior on the right-hand page. If you prefer, an all-vinyl interior is also available in the Mercury Marquis at no additional cost.



...with fine-car touches in every detail

The rich good looks of Mercury exteriors only hint at what's waiting inside: interior decor and appointments in an advanced state of luxury. Meticulous attention to fine-car details is demonstrated in the richly pleated patterns of the standard Monterey cloth-and-vinyl interior shown above at left. Complementing this smart interior are such

fine-car touches found in every Mercury as deep-loop nylon carpeting, elegantly tailored upholstery fabrics, instrument panels with simulated-walnut inserts and appointments with the gleam and look of hand-crafted jewelry. Shown lower right is the Colony Park interior in Comfort-Weave vinyl (standard) and with optional headrests. Comfort-

Weave vinyl is woven with tiny pore-size holes that permit the fabric to "breathe" for a luxurious feeling of supple softness and greater comfort.

Shown upper right is the handsome cloth-and-vinyl trim standard in Montclair and optional in Monterey; an all-vinyl version is available in Montclair and optional in Monterey. Extra touches

are included at no extra cost in Montclair interiors, such as the deluxe steering wheel with its look of wood-grain, an electric clock, rear roof pillar courtesy lights and a more sumptuous grade of interior fabric and trim. For an entire selection of interior decor schemes, refer to the comprehensive color and fabric chart on pages 54-55.

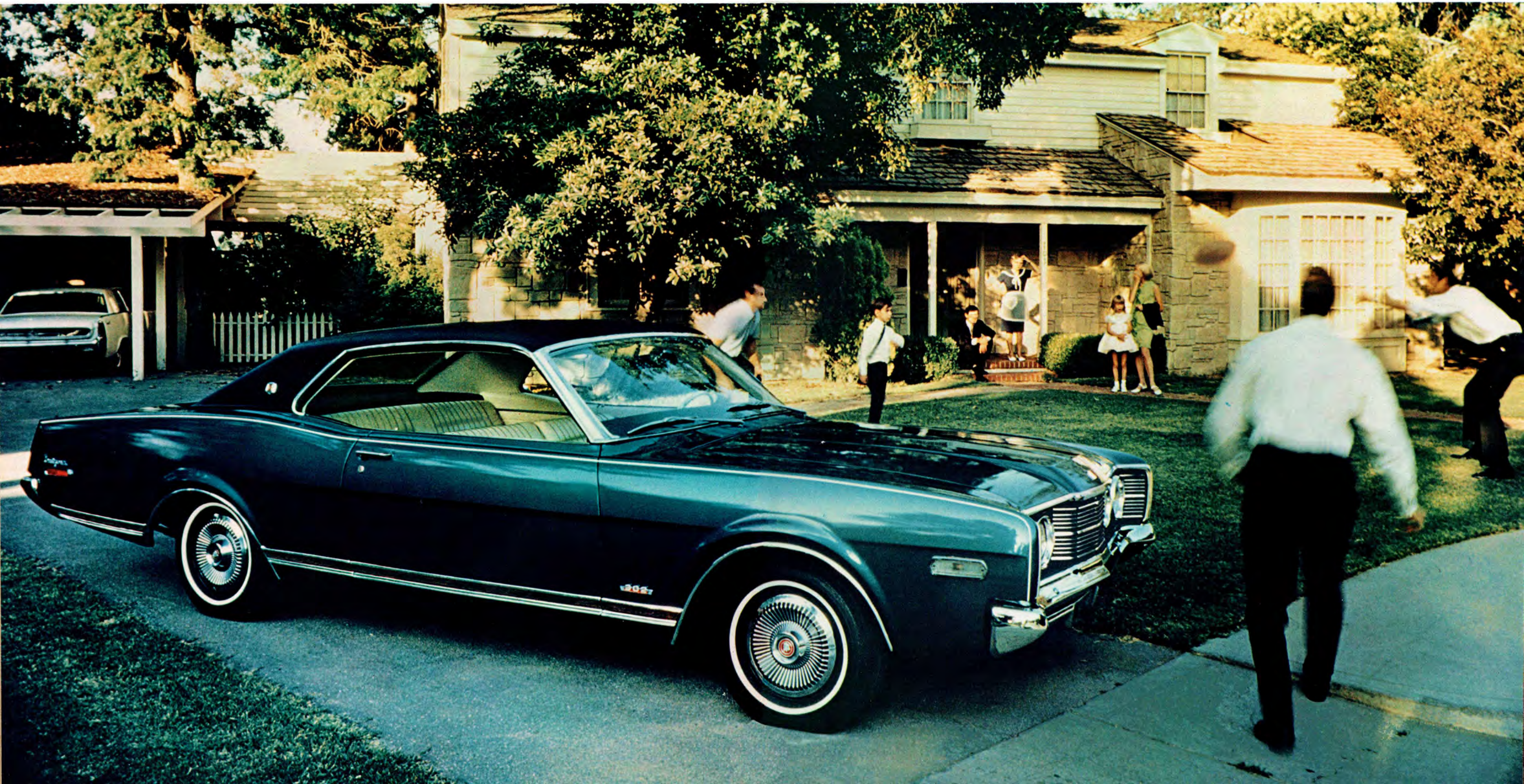
Montego MX Brougham: Mercury's newest luxury car

In the tracks of the Cougar comes Mercury Montego—a beautiful new blend of youthful spirit and luxury that combines Cougar excitement with full six-passenger comfort. With the Mercury fine-car touch inside and out, and topped with an optional vinyl roof, the Montego MX Brougham, below, is a two-door hardtop for the young-in-heart. (Four-door sedan Brougham also available). Ventless side windows allow a look of wide-open-for-fun when side windows are rolled

down. Simulated-walnut inserts add warm woodtones at lower body sides, and on instrument panel and doors inside. Bright metal accents are on door frames (sedan only) and windshield. Fine-car options such as Whisper-Aire Conditioner or Combination AM Radio/Stereo-Sonic Tape System are available, and you can choose other options from the list on pages 50-51.

Standard Montego MX Brougham equipment:
200 "6" or Cyclone 302 V-8 engine . . .

3-speed fully-synchronized manual transmission . . . door assist straps . . . color-keyed, deep-loop carpeting . . . upper body paint stripe . . . bright-finish wheel-lip moldings . . . deluxe sound insulation package . . . simulated-wood inserts, inside and out . . . cloth and vinyl interior trim . . . deluxe steering wheel . . . instrument panel-mounted courtesy lights . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.





Luxury surrounds you in a Montego MX Brougham

Tones of rich simulated walnut add a note of warmth to an already luxurious interior in Mercury's Montego MX Brougham: on the doors, on the instrument panel, and on the deluxe steering wheel. Camelot fabric and vinyl is the standard interior trim in your choice of blue, dark red, black, ivy gold or nugget gold. Unique door trim panels include passenger assist straps for graceful entry

and exit, and a Brougham ornament embellishes the instrument panel to remind you this is a truly fine car, with all the fine-car touches Continental craftsmanship can add. Extra padding makes your ride more comfortable; extra sound insulation makes your ride quieter. And if you wish to equip your Brougham even more luxuriously, there are many options and accessories listed on pages 50-51.



Montego and Montego MX 4-door sedans: every young-hearted inch, excitingly new

Mercury Montego—newest kind of Mercury going—a car that looks, feels and rides like the fine car it is. Youthful in every line with new-as-now touches like sculptured wheel openings and short-deck, long-hood design. With the warmth of simulated walnut in interiors and the tailored smartness of cloth-and-vinyl or all-vinyl upholstery. Either Montego sedan combines Cougar excitement with full six-passenger comfort, but you'll note extra touches of luxury in the

Montego MX (shown above): a more lavish use of bright metal outside, a more sumptuous level of trim inside. You can select options galore: Whisper-Aire Conditioner, Comfort-Weave vinyl bench seat (on the MX), power up to a 390-cu.-in. V-8 and a deluxe steering wheel. (Complete options on pages 50-51.)

Standard Montego MX equipment includes:

200 "6" or Cyclone 302 V-8 engine . . . 3-speed fully-synchronized manual trans-

mission . . . bright metal upper door frames (on sedan) . . . upper body paint stripe . . . lower body side molding with simulated-wood insert . . . bright wheel-lip molding . . . color-keyed, deep-loop carpeting . . . bright applique with simulated wood-grain insert on lower instrument panel . . . instrument panel-mounted courtesy lights . . . Tremblant fabric and vinyl interior trim . . . unique door trim panels, with wood-grained inserts . . . and the list of Ford Motor Company Lifeguard Design Safety Features on page 53.



MERCURY MONTEGO 4-DOOR SEDAN (STANDARD MONTEGO EQUIPMENT NOTED ON PAGES 30-31)





Swingin' free and easy... Montego MX convertible

The sweet and sassy Montego MX convertible is as right for the "go" generation as a beach party or a splash in the sun. It brings a new, young feeling to those extra special occasions, and to day-to-day driving.

A full length upper body paint stripe flows smoothly along the MX convertible's graceful silhouette, matched by a bright chrome strip encasing simulated wood-grain inserts on lower body side moldings. Your MX convertible is identified on the rear quarter panel by the shining Montego MX script, and you have your choice of three distinctive sets of wheel covers: the wire wheel covers shown below, deluxe wheel covers with radiating fins, or deluxe wheel covers with recessed spinners.

The Montego MX convertible is powered by the 200 "6" or the Cyclone 302 V-8, with Marauder 390-cu.-in. V-8's also available. Add MX's ride-quieting sound insulation and you're off to a quick fun-filled ride.

Inside, the MX convertible gets its own full treatment of fine-car luxury touches. Walnut tones on instrument panel and upper door moldings; all-vinyl seat trim, and deep-loop wall-to-wall nylon carpeting throughout.

The Montego MX convertible offers a wide range of options including vinyl bucket seats, center sports console, adjustable headrests shown at left, or many other optional features listed on pages 50-51. Standard Montego MX equipment is listed on pages 26-27.



Current attraction in 2-door hardtops: Montego and Montego MX

During a weekend at the shore or on a short hop into town, Mercury Montego 2-door hardtops are sure to draw a crowd. It all has to do with their fine-car look: smooth, clean styling with ventless side windows that permit full open sides, bold distinctive grille, bright trim around windows with bright and black curb molding on Montego 2-door hardtop shown immediately below.

Inside, the fine-car touch is continued, with a simulated wood-grain instrument panel, crinkle-vinyl door panels and vinyl-and-fabric bench seats. Optional bucket seats in Comfort-Weave vinyl (woven with tiny holes that "breathe") are also available in the MX.

Other options, such as Whisper-Aire Conditioner, Marauder 390-cu.-in. V-8 engines, AM-FM stereo radio and more are on pages 50-51.

Standard equipment on Montego includes:

200 "6" or Cyclone 302 V-8 . . . Curved glass side windows . . . Reversible keys and keyless door locking system . . . Suspended pedals . . . Foot-operated parking brake . . . Dual headlamps . . . 20-gallon fuel tank . . . Squeeze-type door handles . . . Cigarette lighter . . . Pleated cloth-and-vinyl or all-vinyl interior . . . Glove box lock . . . Curb molding . . . And the full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.



MONTIGO MX 2-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 26-27)





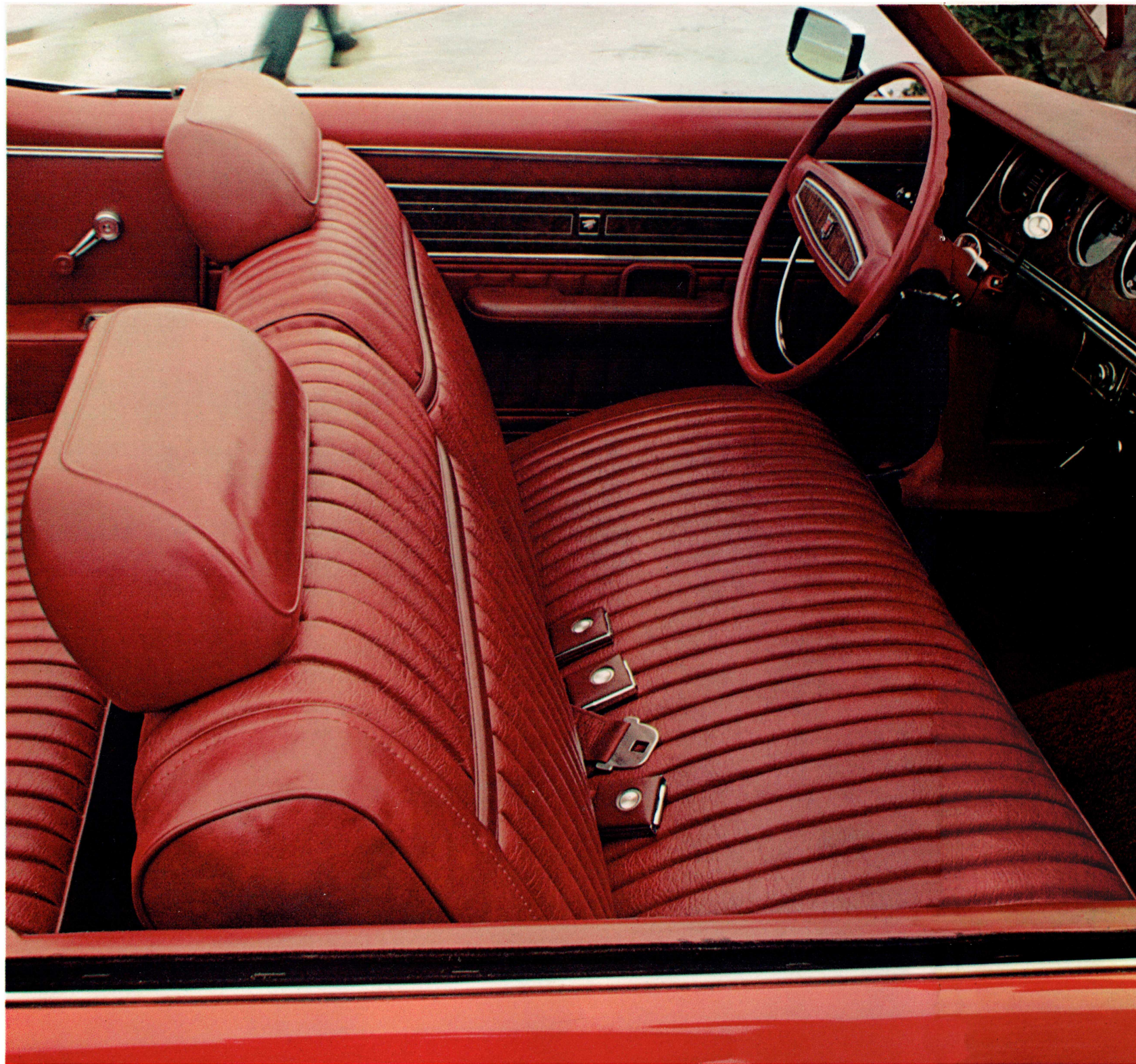
Comet Sports Coupe: beautifully on target for style and economy

Whether you bag your limit each time out, or get your game at the grocer's, you'll appreciate the good looks and thrift with which this new Comet Sports Coupe gets you there. It's designed specifically for the young-in-heart at an easy-to-handle price. Under a formal roof, there's a lot of Mercury present—206 inches of overall length, a gas-saving 200 "6" engine and a fully synchronized 3-speed manual transmission. The Sports Coupe interior (shown at right), smartly blends Excelsior fabric and crinkle-grain vinyl, styled for lasting comfort. Front

shoulder belts are standard; and you may add such options as a deluxe steering wheel, deluxe wheel covers, up to a Cyclone 427-cu.-in. V-8 engine, or other options listed on pages 50 and 51.

Standard Comet Sports Coupe equipment: 200 "6" engine or Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . reversible keys and keyless door locking . . . suspended pedals . . . armrests, front and rear . . . squeeze-type door handles and all the Ford Motor Company Lifeguard Design Safety Features listed on page 53.





Choose from a wide selection of Montego interiors

On the beach, or on the boulevard, better ideas show up fast inside every Mercury Montego. A Ruffino-vinyl interior (left-hand page) is standard on the Montego MX 2-door hardtop and convertible, and on all Cyclone models. Cloth-and-vinyl is available in the Montego MX sedan. Comfort-Weave vinyl is optional on Cyclones and the Montego MX sedan and hardtop.

Bucket seats (upper right) with "breatheable" Comfort-Weave vinyl are standard in Cyclone GT and optional in the Cyclone and Montego MX

2-door hardtops.

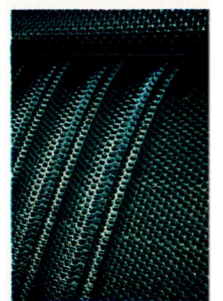
Bucket seats in Castillian vinyl are optional in the Montego MX convertible. The added flair of a sports console (optional) is available with bucket seats.

Laredo vinyl, (lower right) is standard on all Montego models. In addition, cloth-and-vinyl is available in the Montego sedan.

The color of warm walnut deftly touches the instrument panel of all Montego, Montego MX and Cyclone models. The door trim panels of the

with fine-car touches.

Montego MX are further enhanced with rich panels of simulated burled walnut. The deluxe steering wheel is standard on MX Brougham and Cyclone models. Headrests are optional. Unique door trim panels and squeeze-type door handles are standard with all three models. For a wide range of fabric and color choices, consult the chart on pages 54-55. Seat belts, front and rear, are standard with all Mercurys for '68, just one of a long list of Ford Motor Company Lifeguard Design Safety Features that you will find listed on page 53.



COMFORT-WEAVE VINYL,
WOVEN WITH TINY PORES
THAT "BREATHE"
TO ADD EXTRA COMFORT.

If Lincoln Continental made a wagon, this would be it—unsurpassed in all the station wagon world for cruising comfort and sheer smartness. Side panels with the look of richly grained veneer sweep full length, and bright moldings on drip cap and window frames add gleaming highlights. The Marauder 390 V-8 is standard power, and Mercury's advanced suspension design provides a ride that is limousine-like in its road-smoothing quiet. Interior accommodations are spacious, superbly comfortable. Comfort-Weave vinyl

—with tiny holes that "breathe" to help you keep cool—is standard, complemented by fine-car touches like bright metal seat side shields, electric clock, front and rear door armrests, standard power rear window, squeeze-type door handles. Among fine options you can elect are rear-facing and dual center-facing third seats, luggage carrier, Whisper-Aire Conditioner and Automatic Ride Leveler which keeps your wagon on an "even keel" no matter what the load. And you can add more luxury from a list of fine-car options. See pages 50-51.

Standard Colony Park equipment:

Marauder 390 V-8 . . . Fully synchronized 3-speed manual transmission . . . Dual-Action Tailgate . . . Channel-Aire rear roof pillars . . . wheel-cut moldings . . . deluxe wheel covers . . . bright window frames . . . 2-speed windshield wipers . . . Comfort-Weave vinyl seats . . . power-operated rear window . . . color-keyed vinyl headlining . . . deep-loop carpeting . . . deluxe steering wheel . . . electric clock . . . and the list of Ford Motor Company Lifeguard Design Safety Features on page 53.

Colony Park: flagship of the Mercury station wagon fleet!

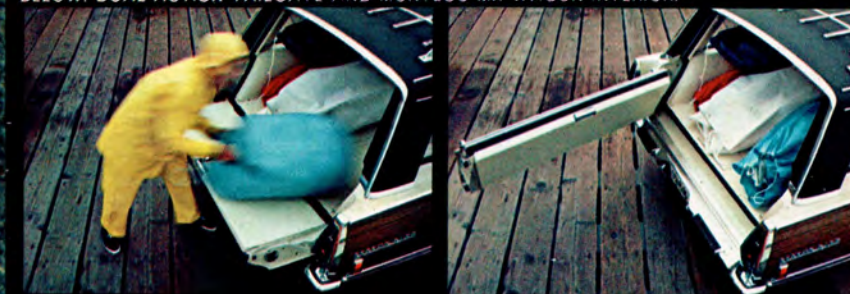




ABOVE: REAR-FACING 3RD SEAT;* BELOW: DUAL CENTER-FACING SEATS.**



BELOW: DUAL-ACTION TAILGATE AND MONTEGO MX WAGON INTERIOR.



Good looks carry extra weight in Mercury wagons—and you'll find them as versatile as they are handsome. The dual-action tailgate is a fine touch, for example (standard on Colony Park and Commuter, optional on Montego MX). It's a wide-swinging door for people; a deck that drops flush for cargo. Other Montego MX wagon features are bright work around wheel openings and on windshield moldings, door and window frames, special upper body

paint stripes, simulated wood-grain inserts on lower body and tailgate panel, deep-loop carpeting. Power rear window, car-top luggage carrier, deluxe steering wheel and third-seat options are also available. Standard power is the "200" Six or Cyclone 302 V-8 with V-8 options up to the Marauder 390 V-8. The Commuter wagon offers its own touches of prestige and practicality. Standard Commuter interior is all-vinyl in a wide range of smart color schemes.

The standard Commuter engine is the Marauder 390 V-8. For a list of desirable options to personalize your Mercury station wagon, see pages 50-51. And, of course, all Mercury wagons include the full roster of Ford Motor Company Lifeguard Design Safety Features (see page 53).

Standard Commuter equipment includes:

Marauder 390 V-8...Dual-Action Tailgate...all-vinyl interior trim...deep-loop nylon carpeting...foam-padded seats...color-keyed vinyl headlining...bright window frames...lower body side moldings...Channel-Aire rear roof pillars...bright wheel-cut moldings.

Standard Montego MX wagon equipment includes:

200 "6" or Cyclone 302 V-8...all-vinyl interior trim...curved-glass side windows...self-storing 2nd seat...foam-padded seat cushions...bright upper door frames...color-keyed deep-loop nylon carpeting...storage compartment and glove-box locks...bright wheel-cut moldings.



Montego MX and Commuter: Mercury wagons with winning ways



Mercury Cougar: no cat leads two lives so beautifully!

If you want a sports car and she wants a luxury car, or vice versa, you both want a Cougar. Named by *Motor Trend* magazine "Car of the Year", its first year out, Cougar for '68 is out to win new worlds. Four new models—each with an equipment list that would turn every other car in its class green with envy. Each with personal luxury touches previously found only on the costliest of European models.

Take the standard Cougar shown. Its Cougar 302 V-8 engine delivers 210 hp. Its exciting, inviting interior (shown directly below) makes luxury a personal thing. Pound for pound and dollar for dollar, Cougar is the best-equipped luxury sports car in America: with such standard features as deep-cushioned bucket seats, color-keyed nylon carpeting, padded instrument panel, folding door handles, a steering wheel highlighted with the tawny tones of simulated walnut, padded roof rail moldings, padded front seat backs, coat hooks, glove box light, full vinyl trim so richly supple you'd swear it was leather. For added luxury select an optional interior decor group (shown below at right) which includes deep-pleated padded seats, deluxe seat and door trim, door-mounted courtesy lights, color-keyed rear window interior moldings and deluxe wheel covers.

Standard features that make your Cougar the complete luxury sports car!

Hidden headlamps that automatically appear when lights are switched on . . . Sequential rear turn signals to positively point the way you are turning . . . Bright curb moldings . . . Front bucket seats . . . Cougar 302 V-8 engine and floor-mounted, fully synchronized 3-speed shift . . . Curved glass side windows . . . All-vinyl interior . . . Wall-to-wall carpeting . . . Extra heavy sound deadeners including super-quieting fiber glass under the hood . . . Deep-coil front springs and extra-long rear leaf springs for cat-sure handling . . . The full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.

You may even more fully personalize your Cougar from a wide range of fine options—everything from more powerful V-8s to Combination AM Radio /Stereo-Sonic Tape System, styled steel wheels, Whisper-Aire Conditioner and high-performance equipment. Turn to pages 50-51 for a comprehensive listing of these exciting extras.





Cougar XR-7: lifts you to the summit of sports car luxury!

From the outside you will think it was hand-tooled in Europe! On the inside you'll swear to it! Cougar XR-7—the very peak of sports car elegance with the hand-crafted look of Europe's most exotic road machines. Settle into XR-7's lap of luxury and let it stir your senses. Smell the rich,

glove-soft leather and vinyl lavished on seats, front and rear. Feel the supple support of the deep-cushioned bucket seats. Sweep your eyes along the burnished walnut tones of the instrument panel with its authoritative group of gauges (oil pressure, temperature, ammeter, tachometer, trip

odometer, fuel—all standard). Reach easily and touch the competition type toggle switches. Glance up at the overhead console, complete with warning lights for low fuel, parking brake, door ajar and a seat belt reminder light. Grip the simulated wood-grained gearshift knob, the sporty steering

wheel with its simulated wood-grained inlay. Flick the ignition switch and listen to the throaty purr of the high-torque Cougar 302 V-8 engine. You'll immediately know that no other American luxury sports car can take you to such a height of delight and unequalled motoring elegance.

Cougar XR-7 standard equipment includes, in addition to that listed on pages 40-41:

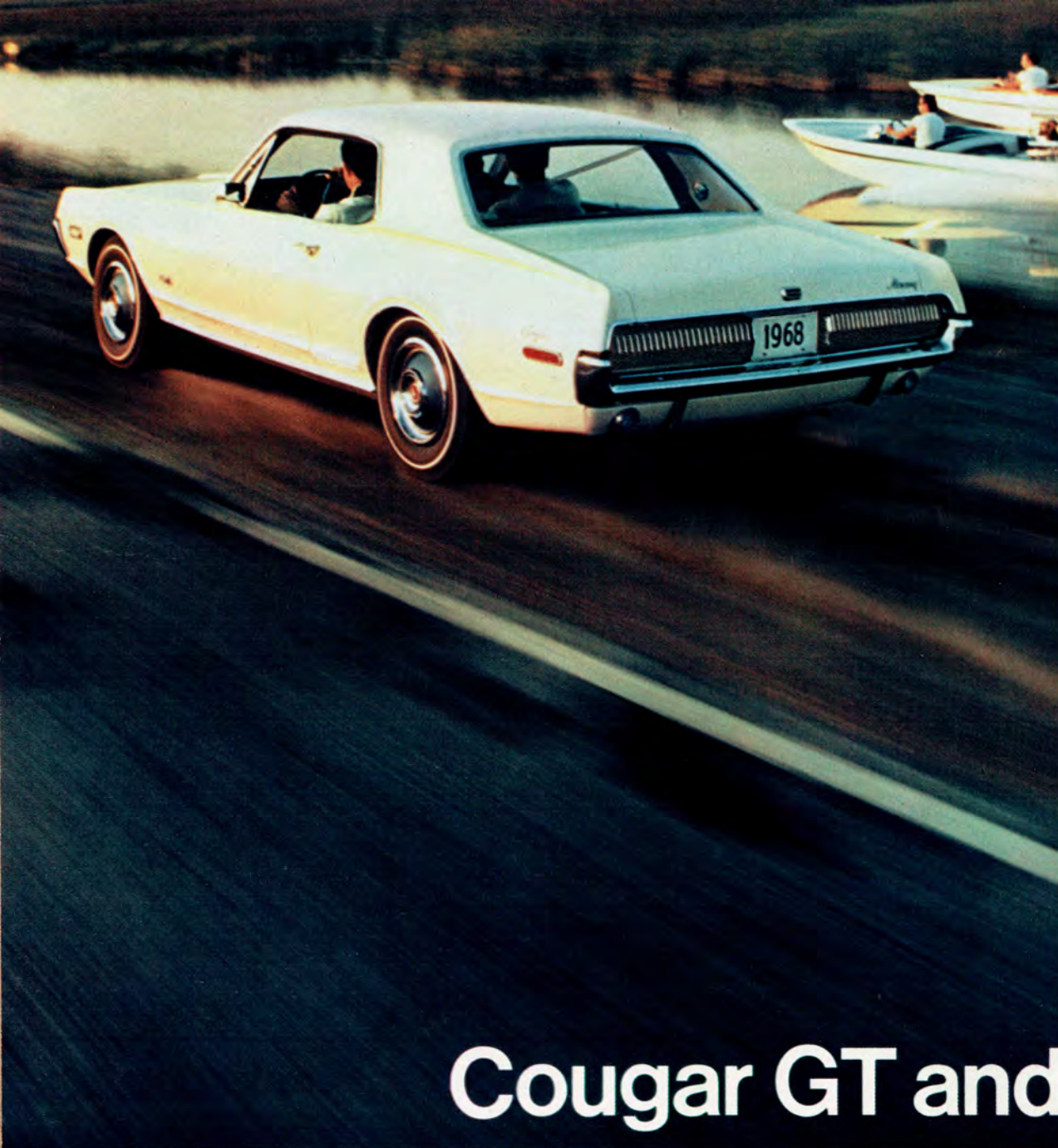
Specially styled XR-7 wheel covers* . . . XR-7 insignia on rear roof pillar . . . Leather and vinyl luxury seat trim . . . Vinyl-covered door trim panels featuring map

*Replaced with deluxe wheel covers in Pennsylvania

pockets, door assist straps and deluxe armrests . . . Luggage compartment light . . . Deluxe front and rear seat belts . . . Deluxe front seat shoulder belts . . . Full instrument complement, including tachometer and trip odometer . . . Walnut-toned instrument panel applique . . . Overhead console

with warning lights . . . Simulated wood-grained steering wheel insert . . . Rear roof pillar courtesy lights. Plus the complete list of Ford Motor Company Lifeguard Design Safety Features listed on page 53. Among options for your XR-7: sports console, electric clock, V-8 power up to 325 hp.





Cougar GT and GT-E: scat cats with silken sinews

This Cougar is for the performance-minded driver who wants something a trifle quicker than the normal version. It sports a 325-hp Marauder 390 GT V-8 with bright engine components, standard, matched to a heavy-duty, fully synchronized 3-speed gearbox (4-speed manual or Select-Shift Merc-O-Matic optional). The GT rides on wide-tread F70-14 white sidewall tires and has stiffer springing, front and rear, together with heavy-duty shock absorbers and large diameter stabilizer bar for accurate handling and surefooted cornering. Power front disc brakes, dual exhausts and power booster fan are standard. And, of course, the entire list of Cougar standard features on pages 40-41 are also yours in the GT. The GT also offers a wide range of fine-car options and accessories as listed on pages 50-51, and a choice of five appointment and interior trim schemes to match your taste.



On both of these performance-bred Cougars you will find the entire list of standard Cougar features that make Cougar the most fully equipped luxury sports car in America (see pages 40-41), and the full list of Ford Motor Company Lifeguard Design Safety Features shown on page 53. There are, of course, options you may wish to add—listed on pages 50-51.

Under the twin-scoop hood is a V-8 that's everything it's shaped up to be! The Cougar 427E V-8 (7.0 Litres) delivers 390 hp with silken smoothness and the same great V-8 dependability that won at Indianapolis three years running and led to an American victory in the classic LeMans 24-hour Grand Prix. For superior sports car handling and roadability, the GT-E boasts competition grade suspension design. Power front disc brakes, stiffer springing front and rear, massive stabilizer bar, adjustable heavy-duty shocks are standard. Also standard are a heavy-duty battery, power booster fan, engine dress-up kit, wide-tread radial-ply tires, Select-Shift Merc-O-Matic (shown with optional sports console), power steering, quad exhaust pipes and styled steel wheels. Interior choices are identical with the GT model, but the GT-E exterior is distinguished by its modified grille and taillight design, twin-scoop hood, special 7.0-Litre GT-E badge and the custom touch of argent paint on the lower body.



SHOWN FROM LEFT TO RIGHT: ENGINE DRESS-UP KIT, GT-E 7.0-LITRE INSIGNIA, SPORTS CONSOLE, STYLED STEEL WHEELS, TWIN-SCOOP HOOD, POWER FRONT DISC BRAKES

Makes the scene in a sporty manner: Cyclone 2-door hardtop

Whether you prefer the swift unbroken lines of a fastback (major illustration) or a formal roofline, Cyclone has a look of grace poised to really move.

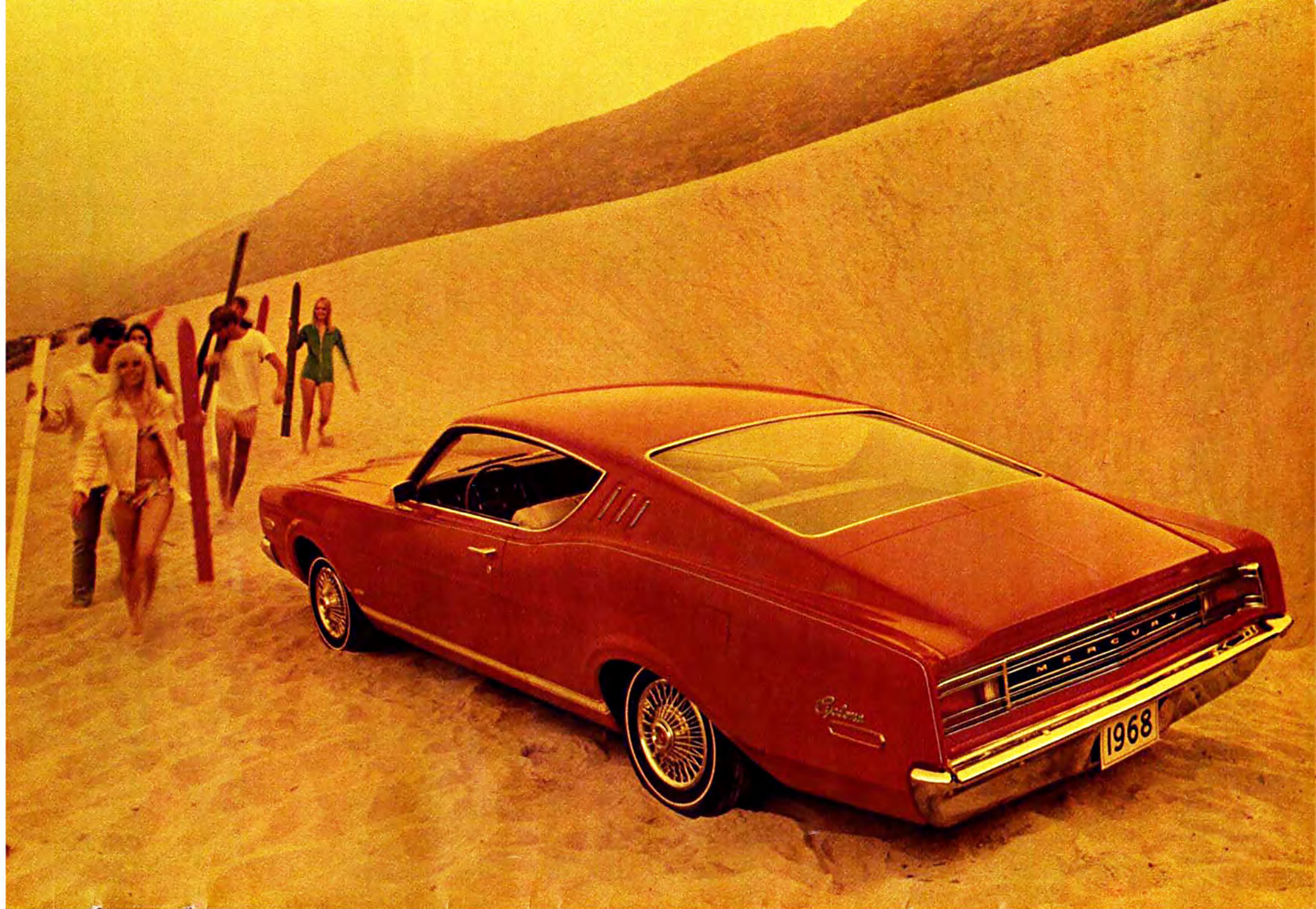
It not only looks like a performer, it is! Standard engine is a twin-throated Cyclone 302 V-8; or you can go up to the big Cyclone 427 (4V). (With this option, you get wide-tread tires, engine dress-up, heavy-duty cooling package and power front disc brakes!) The large rear window is tinted on the Cyclone fastback which is also distinguished by racy chevrons on the rear roof pillar, a unique back panel applique, taillights and rear bumper design.

Inside, a deluxe steering wheel is standard, with simulated wood-grain insert and half-horn ring. Bench seats and an all-vinyl interior are standard, or you can add optional buckets and a sports console, if you like. Front shoulder belts, color-keyed, are standard in either case. Other options range from AM-FM Stereo Radio and Whisper-Aire Conditioner to deluxe wheel covers and styled steel wheels.

(Complete options are listed on pages 50 and 51.)

Standard Cyclone equipment includes:

Cyclone 302 V-8 . . . 3-speed fully-synchronized manual transmission . . . Ruffino-grain vinyl seat trim . . . upper body paint stripe and lower body tape stripes . . . Cyclone script on rear quarter panel; plaque on glove box . . . deluxe steering wheel . . . unique door trim panels . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.



CYCLONE 2-DOOR HARDTOP, FORMAL ROOF



Buckets—GT Stripes and V-r-o-o-m for Five... Cyclone GT

On a closely-timed rally, or on a country drive, the Cyclone GT is right at home! Here's a performance-minded car with practicality for the family man. An upper body tape stripe hints at the classic performance to be had. Touch the throttle on the standard Cyclone 302 V-8 (2V) and you know! Front shoulder belts come with the

standard twin bucket seats upholstered in Comfort-Weave vinyl—a special kind of weave with tiny holes that "breathe". Handling is special with Cyclone GT, thanks to higher-rate front and rear springs, large diameter stabilizer bar and heavy-duty front and rear shocks. Wide-tread, white sidewall tires are standard with

Cyclone GT, as are the unique GT (turbine-styled) wheel covers. There's GT identification above the glove box and on the lower body tape stripe. A hands-down winner as it stands, you may add an optional 390- or 427-cu.-in. engine. An optional GT engine accessory group, with bright components (shown) and power booster

fan is also available. Other options include an electric clock or tachometer, Combination AM Radio/Stereo-Sonic Tape System, Whisper-Aire Conditioner, Select-Shift Merc-O-Matic transmission, styled steel wheels, wire wheel covers or headrests. (See pages 50 and 51 for optional equipment and accessories.)

Standard Cyclone GT equipment includes:

Cyclone 302 V-8... exhaust with stainless and aluminized steel mufflers... bucket seats... deluxe steering wheel... special performance handling package: stiffer front and rear springs, heavy-duty shocks and large-diameter stabilizer bar... wheels

with wide 5½-inch rims and GT (turbine) wheel covers... wide-tread white sidewall tires... upper and lower body tape stripes (reflective tape option available)... GT identification on lower body tape stripe... and the full list of Ford Motor Company Life-guard Design Safety Features as shown on page 53.



Choose your own better ideas for comfort and convenience with the fine-car touches of

Mercury Options and Accessories

Whether you want air conditioning or a stereo tape system, power steering or a tachometer, the choice is yours with Mercury! Since there are so many "better ideas" included as standard equipment, you may have a problem selecting those options which please you the most. But look at the fun you'll have customizing your new Mercury just the way you want it. And remember: the extra cost is surprisingly low; the extra comfort and convenience extremely high!

POWER WINDOWS may be operated singly or from a control panel at the driver's side. (Not available on Cougar.)

TILT-AWAY STEERING WHEEL swings aside for easy entering, tilts to 9 positions for driving. (Cougar only.)

AM-FM STEREO RADIO provides two-channel stereophonic sound with two front speakers.

COMBINATION AM RADIO/STEREO-SONIC TAPE SYSTEM lets you slide in an 80-minute tape cartridge for the music you prefer; quick-and-easy station selection by push buttons. (Not available on Montego.)

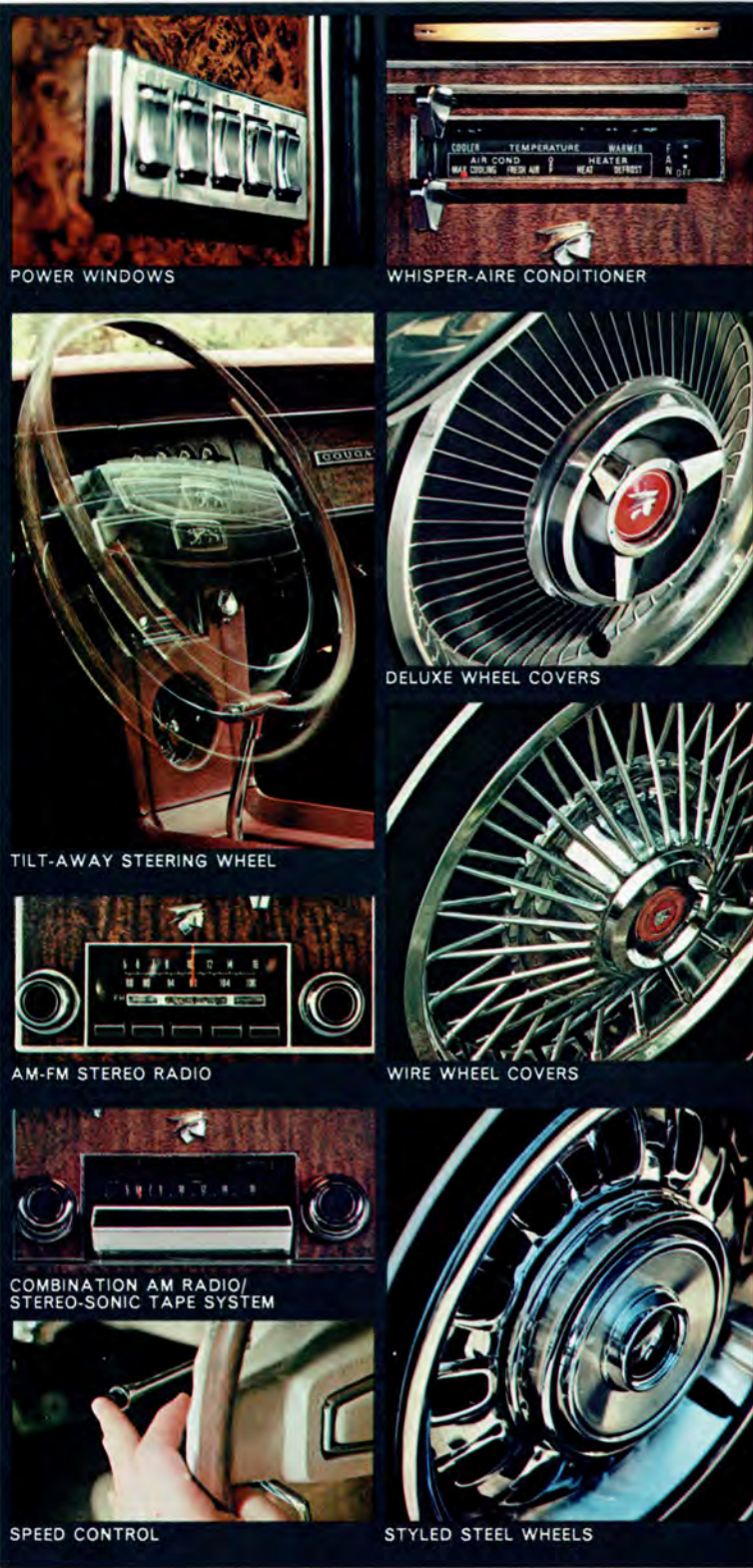
SPEED CONTROL is afforded by a speed-set button on the turn-signal lever. Especially useful on long trips. (Not available on Montego.)

WHISPER-AIRE CONDITIONER is a must for warmer areas, a welcome and popular option wherever you drive.

DELUXE WHEEL COVERS with the familiar Mercury medallion or with recessed spinners, as shown, add an even finer touch to any fine car from Mercury.

WIRE WHEEL COVERS suggest a sporty flavor and exuberant mood for the young-in-heart ('68 Mercury drivers, of course).

STYLED STEEL WHEELS are available, in sets of 5, for all Cougars and Montego class '68 Mercurys.



Use the checklist below to determine which options are available with which models. The extra cost is surprisingly low; the extra comfort and convenience extremely high!

POWER EQUIPMENT

| | |
|---|--|
| Heavy-duty battery | |
| Performance/special handling package (a) | |
| Power transfer axle | |
| Speed control (available auto trans. only) | |
| Tachometer (d) | |
| Power disc brakes (front) | |
| Power steering (e) | |
| Power windows (side) | |
| Power rear window | |
| Power vent windows (available only with power windows) | |
| Power door locks | |
| Power bench seat (6-way) | |
| 6-way power Twin-Comfort lounge seat (driver's side only or both seats) | |
| Power antenna | |

INTERIOR ITEMS

| | |
|--|--|
| AM pushbutton radio w/antenna | |
| AM-FM stereo radio w/antenna & front speakers | |
| Combination AM Radio/Stereo-Sonic Tape System (g) | |
| Dual rear seat speakers | |
| Whisper-Aire Conditioner | |
| Rear window defogger (k) | |
| Comfort stream ventilation & heating system (l) | |
| Breezeaway ventilation (sedans only) | |
| Bucket seats (2-dr. hardtops & convertibles only) | |
| Twin-Comfort lounge seat (not available on convertible) | |
| Headrests, manually adjustable | |
| Sports console (bucket seats only) (f) | |
| Sports console w/clock (bucket seats only) (m) | |
| Tilt Steering wheel (o) | |
| Tilt-Away steering wheel | |
| Deluxe seat belts and front shoulder belts, w/reminder light | |
| Shoulder belts—deluxe, rear (h) | |
| Electric clock | |
| Automatic ride leveler | |
| Remote-control deck-lid release | |
| Third seats dual, center facing (r) | |
| Third seat rear facing (r) | |
| Visual check panel (s) | |
| Courtesy light group (u) | |
| Appearance protection group (v) | |
| Decor group (w) | |
| Spare tire cover | |

EXTERIOR ITEMS

| | |
|---|--|
| Oxford (vinyl covered) roof (y) | |
| Interval-selector windshield wipers | |
| Left hand remote control side view mirror | |
| Right hand side view mirror | |
| Tinted glass | |
| Tinted windshield | |
| Dual-action tailgate | |
| Luggage carrier | |
| Wheel covers: | |
| Deluxe | |
| Deluxe, w/Medallion | |
| Deluxe, w/recessed spinners | |
| Wire | |
| Styled steel wheels | |

| | Monte- rey | Mont- clair | Park Lane | Mar- quis | Mercury Brougham | Commu- ter SW | Colony Park SW | Comet Sports Coupe | Montego MX Brougham | Montego | Montego MX | Cyclone | Cyclone GT | Montego MX SW | Cougar | Cougar XR-7 | Cougar 7.0-Litre GT-E | Cougar GT |
|---|---------------|----------------|--------------|--------------|---------------------|------------------|-------------------|-----------------------|------------------------|---------|---------------|---------|---------------|------------------|--------|----------------|--------------------------|--------------|
| Heavy-duty battery | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | S | X(c) |
| Performance/special handling package (a) | N | N | N | N | N | N | N | X(b) | X(b) | X(b) | X(b) | X(b) | S | N | X | X | S | S |
| Power transfer axle | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Speed control (available auto trans. only) | X | X | X | X | X | X | N | N | N | N | N | N | N | N | X | X | N | X |
| Tachometer (d) | N | N | N | N | N | N | N | X | X | X | X | X | X | N | S | N(p) | N(p) | |
| Power disc brakes (front) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | S | S | |
| Power steering (e) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | S | X | X |
| Power windows (side) | X | X | X | X | X | X | N | X | N | X | X | X | X | N | N | N | N | |
| Power rear window | N | N | N | N | X | S | N | N | N | N | N | N | N | X | N | N | N | |
| Power vent windows (available only with power windows) | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Power door locks | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Power bench seat (6-way) | X | X | X | N | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| 6-way power Twin-Comfort lounge seat (driver's side only or both seats) | N | N | X | X | N | X | N | N | N | N | N | N | N | N | N | N | N | |
| Power antenna | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | N | N | |
| AM pushbutton radio w/antenna | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| AM-FM stereo radio w/antenna & front speakers | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Combination AM Radio/Stereo-Sonic Tape System (g) | X | X | X | X | X | X | N | N | N | N | N | N | N | N | X | X | X | X |
| Dual rear seat speakers | X | X | X | X | X | X | X | X | X | X(h) | X | X | N | N | N | N | N | N |
| Whisper-Aire Conditioner | X | X | X | X | X | X | X(i) | X(i) | X(i) | X(i) | X(i) | X(i) | X(i) | X(i) | X(i) | N | X(i) | |
| Rear window defogger (k) | X | X | X | X | N | N | X | X | X | X | X | X | N | X | X | X | X | |
| Comfort stream ventilation & heating system (l) | X | X | X | X | X | X | X | X | X | X | X | X | X | N | N | N | N | |
| Breezeaway ventilation (sedans only) | X | X | X | N | X | N | N | N | N | N | N | N | N | N | N | N | N | |
| Bucket seats (2-dr. hardtops & convertibles only) | N | N | N | N | N | N | N | N | N | X | X | S | N | S(i) | S | S(i) | S(i) | |
| Twin-Comfort lounge seat (not available on convertible) | N | N | X | X | S | N | X | N | N | N | N | N | N | N | N | N | N | |
| Headrests, manually adjustable | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| Sports console (bucket seats only) (f) | N | N | N | N | N | N | N | N | N | N | X | X | N | X(n) | N | X(n) | X(n) | |
| Sports console w/clock (bucket seats only) (m) | N | N | N | N | N | N | N | N | N | N | N | N | N | N | N | X(n) | X(n) | |
| Tilt Steering wheel (o) | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Tilt-Away steering wheel | N | N | N | N | N | N | N | N | N | N | N | N | N | N | X | X | X | |
| Deluxe seat belts and front shoulder belts, w/reminder light | X | X | X | X | X | X | X | X | X | X | X | X | X | X | S | X(p) | X(p) | |
| Shoulder belts—deluxe, rear (h) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| Electric clock | X | S | S | S | S | X | S | X | X | X | X | X | X | X | X(q) | X(q) | X(q) | |
| Automatic ride leveler | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Remote-control deck-lid release | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | N | N | |
| Third seats dual, center facing (r) | N | N | N | N | N | X | X | N | N | N | N | N | N | N | N | N | N | |
| Third seat rear facing (r) | N | N | N | N | N | X | X | N | N | N | N | N | N | N | N | N | N | |
| Visual check panel (s) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| Courtesy light group (u) | S | S | S | S | S | S | S | X | X | X | X | X | X | X | S | X(p) | X(p) | |
| Appearance protection group (v) | X | X | X | X | X | X | X | X | X | X | X | X | X | N | N | N | N | |
| Decor group (w) | X | N | N | N | N | X | N | N | N | X | N | N | N | N | X | N | X(f) | |
| Spare tire cover | X | X | S | S | S | N | N | N | N | N | N | N | N | N | N | N | N | |
| Oxford (vinyl covered) roof (y) | X | X | X | S | X | X | X | X | X | X | X | X | X | N | X | X | X | |
| Interval-selector windshield wipers | X | X | X | X | X | X | X | X | X | X | X | X | X | N | N | N | N | |
| Left hand remote control side view mirror | X | X | X | X | X | X | X | X | X | X | X | X | X | X | S | X(p) | X(p) | |
| Right hand side view mirror | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Tinted glass | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| Tinted windshield | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| Dual-action tailgate | N | N | N | N | N | S | S | N | N | N | N | N | N | X | N | N | N | |
| Luggage carrier | N | N | N | N | N | X | X | N | N | N | N | N | N | X | N | N | N | |
| Wheel covers: | | | | | | | | | | | | | | | | | | |
| Deluxe | X | S | S | S | S | X | S | X | X | X | X | N | X | X | N | X(f) | X(f) | |
| Deluxe, w/Medallion | X | X | X | X | X | X | N | N | N | N | N | N | N | N | N | N | N | |
| Deluxe, w/recessed spinners | N | N | N | N | N | N | N | X | X | X | X | N | X | X | X | N | X | |
| Wire | X | X | X | X | X | X | X | X | X | X | X | X | X | X(x) | X(x) | N | X(x) | |
| Styled steel wheels | N | N | N | N | N | N | N | X | X | X | X | X | X | X | X | S | X | |

- CODES:**
X— extra cost item
S— standard equip
N— not available
- FOOTNOTES:**
- (a) Includes stiffer front and rear springs, heavy-duty front and rear shocks and large-diameter stabilizer bar.
 - (b) Available only on 2-door hardtops and convertibles with V-8 engines.
 - (c) Standard with 390 engine w/auto trans.
 - (d) Not available with 200 "6" engine or when electric clock is ordered. Standard with GT or GT-E with XR-7 interior.
 - (e) Not available with Cyclone 427 V-8 engine.
 - (f) Not available with XR-7 interior.
 - (g) Not available with AM-FM radio. Includes dual front speakers located in front doors and dual rear speakers. In Cougar, includes 2 speakers in cowl trim panels.
 - (h) Not available on convertibles.
 - (i) Full-width front seat is optional with decor group, not available w/XR-7 interior.
 - (j) Not available with 427 CID engine or six-cylinder station wagon.
 - (k) Not available on convertibles.
 - (l) Not available with Whisper-Aire Conditioner.
 - (m) Available only with XR-7 interior.
 - (n) Floor console requires either AM radio, AM-FM radio or Combination Radio/Stereo-Sonic Tape System.
 - (o) Requires power steering and Select-Shift Merc-O-Matic.
 - (p) Standard with XR-7 interior.
 - (q) Standard with XR-7 Sports Console.
 - (r) Includes 2 seat belts.
 - (s) Includes door-ajar warning light, seat belt reminder light, low-fuel warning light and parking brake warning light.
 - (t) Console required on base Cougar when ordered with Whisper-Aire Conditioner.
 - (u) For Montego, includes 2 instrument panel lights (standard on Montego MX and convertibles), glove box light, ashtray light, luggage compartment light (cargo light on station wagon), and rear door light switches on 4-door models. For Cougar, includes rear roof pillar lights, luggage compartment light and parking brake warning light.
 - (v) Includes door edge guards, license plate frames and vinyl twin, front and rear, floor mats.
 - (w) Monterey & Commuter include: deluxe steering wheel, rear door light switch and selected moldings. Montego includes: wheel-lip moldings, bright upper door frames for 4-door sedan, deep-loop carpeting and bright frame molding for lower back panel. Cougar includes: custom-grade seat & door trim, door-mounted courtesy lights, rear window molding and deluxe wheel covers.
 - (x) Not available on models equipped with wide-tread tires in the state of Pennsylvania.
 - (y) Not available on convertibles or Cyclone and Cyclone GT fastback models.



Swift, smooth power with the fine-car touch

Mercury engines for 1968 range all the way from an economy-minded 115 hp 200 "6" to the 390 hp Cyclone 427 V-8 . . . each one an engine that is in keeping with the engineering, design and workmanship you have come to expect from Mercury. The "6" provides optimum economy, minimum weight . . . is cast with precision from alloy-iron and is of the well-known and reliable seven-main bearing design. All the V-8s are low-friction design . . . provide less piston travel per car-mile for the highest efficiency commen-

surate with economy and long engine life. Of deep-block construction, these fine engines are cast from durable alloy iron.

Mercury transmissions for 1968 have been improved in design and engineering to provide long and trouble-free life under a wide range of driving conditions. Select-Shift Merc-O-Matic offers a built-in choice of drives: shift into first and second manually, or (with the selector in "D" position) enjoy automatic operation. With 3- and 4-speed manual systems you enjoy the



benefits of full synchronization for smooth shifting through all gears.

As with any team's performance, Mercury Power Teams depend upon individual quality and engineering and the degree to which components are matched to provide the best possible performance with each power team selection, a wide range of rear axle ratios, both standard and optional (including power transfer rear axle ratios), is available. Your Mercury dealer will furnish you the details.

For greater peace of mind as you drive a new Mercury...

In addition to the long list of Ford Motor Company Lifeguard Design Safety Features previously standard on every Mercury, a number of additional safety items have been added for 1968. These include *self-locking folding front seats* on 2-door models for greater assurance that a seat won't tip until you want it to. *Side markers* are provided, front and rear, (lights or reflectors) to help define car outline at night. *Safety-designed controls* for instruments, radio, doors and windows. *Padded seat backs* and *front seat shoulder belts*. *Center passenger seat belts*, except for Cougar or bucket seats or individually adjustable contour seat options.

Every 1968 Mercury has all the safety features listed below:

- ☐ Dual Hydraulic Brake System with warning light.
- ☐ Glare reduced, instrument-panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars.
- ☐ Energy-absorbing steering column and steering wheel.
- ☐ Energy-absorbing armrests and safety-designed door handles.
- ☐ Front and rear seat belts with front outboard retractors.
- ☐ Turn indicators with lane-changing signal feature.
- ☐ Inside day/night, yield-away, windshield-mounted rearview mirror.
- ☐ Energy-absorbing instrument panel with padding.
- ☐ Padded safety sun visors.
- ☐ Padded windshield pillars.
- ☐ Two-speed or variable-speed windshield wipers.
- ☐ Windshield washers.
- ☐ Double-thick laminate safety glass windshield.
- ☐ Double-yoke safety door latches and safety hinges.
- ☐ Positive door-lock buttons.
- ☐ 4-way emergency flasher.
- ☐ Back-up lights.
- ☐ Side marker lights or reflectors.
- ☐ Energy-absorbing front seat backs with padding.
- ☐ Self-locking folding seats.
- ☐ Shoulder belts for outboard front seat passengers (except convertibles).
- ☐ Vehicle structure designed to limit steering column displacement.
- ☐ Safety-designed coat hooks.
- ☐ Safety-designed window regulator knobs.
- ☐ Safety-designed radio control push buttons.
- ☐ Padding on back of second seat in station wagons.
- ☐ Outside rearview mirror, driver's side.
- ☐ Safety rim wheels and load-rated tires.
- ☐ Corrosion-resistant brake lines.
- ☐ Uniform transmission shift quadrant.

Your 1968 Mercury is protected by Ford Motor Company's 5 year/50,000 mile Warranty covering power train, steering and suspension—plus 2 year/24,000 mile protection on the entire car (except tires).

Basic Vehicle Warranty. Ford Motor Company in the case of a vehicle purchased by the owner in the United States, or Ford Motor Company of Canada, Limited in the case of a vehicle purchased by the owner in Canada each herein-after called "the Company," warrants to the first and second owners, purchasing this vehicle for use rather than resale each part of this 1968 model Ford-built vehicle to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of original retail delivery or first use, or until it has been driven for 24,000 miles, or until sold by such second owner, whichever comes first.

Power Train Warranty. In addition, the Company further warrants to such owners each part of the engine block, head, and all internal engine parts, water pump, intake manifold, transmission case and all internal transmission parts, torque converter (if so equipped), drive shaft, universal joints, rear axle and differential, and rear wheel bearings of this vehicle, to be free under normal use and service from defects in material and workmanship for a period of five (5) years from the date of original retail delivery or first use, or until it has been driven for fifty thousand (50,000) miles, or until sold by such second owner, whichever comes first. (1)

Steering, Suspension and Wheel Warranty. In addition, the Company further warrants to such owners each part of the suspension system, steering gear and linkage, power steering pump, road wheels, and front wheel bearings and seals of this vehicle if it is registered as a passenger car to be free under normal use and service from defects in material and workmanship for a period of five (5) years from the date of original retail delivery or first use, or until it has been driven for fifty thousand (50,000) miles, or until sold by such second owner, whichever comes first. (1)

The Power Train, Steering, Suspension and Wheel Warranties do not include or apply to related items such as ignition, electrical, fuel, cooling, or brake systems, engine or transmission controls or linkages, steering column, clutch assembly, shock absorbers, or load leveling system, which are covered by the Basic Vehicle Warranty.

General Warranty Provisions. As conditions of the Power Train, Steering, Suspension and Wheel Warranties, the owners to whom this vehicle is warranted must maintain this vehicle according to the required maintenance schedule for warranty purposes set forth in the Owner's Manual for this vehicle, and every twelve months furnish an authorized Ford, Ford of Canada, or Lincoln-Mercury dealer with evidence that these maintenance services have been performed and obtain the dealer's written certification that he has received such evidence.

All the warranties shall be fulfilled by the Selling Dealer (or if the eligible owner of the vehicle is traveling or has become a resident of a different locality, by any authorized Ford, Ford of Canada or Lincoln-Mercury dealer) replacing with a genuine new Ford, or Ford Authorized Reconditioned part, or repairing at his place of business, free of charge including related labor, any such defective part.

None of the warranties shall apply to (i) tires or tubes (adjustments for them being provided by their manufacturers), or (ii) normal maintenance services (such as engine tune-up, fuel system cleaning and wheel, brake and clutch adjustments), or (iii) normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings), or (iv) deterioration, due to normal use or exposure, of soft trim, appearance items, hoses, belts or moulded rubber or rubber-like items.

None of the warranties shall apply to any part of this vehicle which has been subject to misuse, negligence, alteration or accident, or which shall have been repaired outside of an authorized Ford, Ford of Canada or Lincoln-Mercury dealer's place of business in any way so as, in the reasonable judgment of the Company, to affect adversely its performance and reliability. Also, none of the warranties shall apply if this vehicle participates in any competitive event. (Competitive events shall be defined as formal or informal time trials, competition with another vehicle, or any abnormal application of stress to the vehicle or the components thereof.) Further, none of the warranties shall apply if the odometer on this vehicle has been altered to indicate an untrue mileage.

The warranties herein shall not apply to any vehicle normally operated outside the United States, Puerto Rico, or Canada, except a vehicle ordered through an Exchange or Ship's Store of the U. S. or Canadian Armed Services. A Ford-built vehicle normally operated in a country other than the United States, Puerto Rico, or Canada will be provided the dealer's warranty authorized for that country. If an owner is temporarily traveling in other countries, his U. S., Puerto Rican, or Canadian license plates or Certificate of Registration will identify him as a visiting owner entitled to the privileges of the U. S., Puerto Rican or Canadian warranty.

The warranties herein are expressly IN LIEU of any other express or implied warranty on this vehicle or any part thereof, including any implied WARRANTY of MERCHANTABILITY or FITNESS, and of any other obligation on the part of the Company or the Selling Dealer.

(1) (a) 90 days or 4,000 miles, whichever comes first, for High Performance solid valve lifter equipped 302 CID-4V engines and clutch discs, pressure plates, flywheels and above listed power train components therefor, and 24 months, 24,000 miles or until sold by such second owner, whichever comes first, for the remaining components of vehicles equipped with such engines.

(b) 12 months or 12,000 miles, whichever comes first, for the 427 CID-4V engine, and for Police Interceptor 428 CID-4V engines (when owned and operated by other than a law enforcement agency), and clutch discs, pressure plates, flywheels and above listed power train components therefor, and 24 months, 24,000 miles or until sold by such second owner, whichever comes first, for the remaining components of vehicles equipped with such engines.

| ENGINES: | 200 "6" | COUGAR & CYCLONE 302 V-8 | COUGAR & CYCLONE SUPER 302 V-8 | MARAUDER 390 V-8 | MARAUDER 390P V-8 | MARAUDER SUPER 390 V-8 | MARAUDER 390 GT V-8 | SUPER MARAUDER 428 V-8 | COUGAR 427E CYCLONE 427 V-8 |
|---|--|--|--|---|--|--|--|--|--|
| Standard With: | Comet Sports Coupe Montego Montego MX Montego MX Brougham | Comet Sports Coupe Montego Montego MX Montego MX Brougham Cyclone Cyclone GT Cougar Cougar XR-7 | | Monterey Montclair Commuter Colony Park | Monterey Montclair Commuter Colony Park | Park Lane Marquis Brougham | Cougar GT | | Cougar GT-E |
| Optional at Extra Cost With: | | | Comet Sports Coupe Montego Montego MX Montego MX Brougham Cyclone Cyclone GT Cougar Cougar XR-7 | Comet Sports Coupe Montego Montego MX Montego MX Brougham Cyclone Cyclone GT | Cougar Cougar XR-7 | Monterey Montclair Commuter Colony Park | Comet Sports Coupe Montego Montego MX Montego MX Brougham Cyclone Cyclone GT Cougar Cougar XR-7 | Monterey Montclair Park Lane Marquis Brougham Commuter Colony Park | Comet Sports Coupe Montego Hardtop Montego MX Hardtop Cyclone Cyclone GT |
| SPECIFICATIONS: | | | | | | | | | |
| Displacement (Cubic Inches) | 200 | 302 | 302 | 390 | 390 | 390 | 390 | 428 | 427 |
| Bore & Stroke (Inches) | 3.68 x 3.13 | 4.00 x 3.00 | 4.00 x 3.00 | 4.05 x 3.78 | 4.05 x 3.78 | 4.05 x 3.78 | 4.05 x 3.78 | 4.13 x 3.98 | 4.23 x 3.78 |
| Horsepower (Adv. ⁶⁰ rpm) | 115 ⁶⁰ 3800 | 210 ⁶⁰ 4600 | 230 ⁶⁰ 4800 | 265 ⁶⁰ 4400 | 280 ⁶⁰ 4400 | 315 ⁶⁰ 4600 | 325 ⁶⁰ 4800 | 340 ⁶⁰ 4600 | 390 ⁶⁰ 5600 |
| Torque (Adv. lb.-ft. ⁶⁰ rpm) | 190 ⁶⁰ 2200 | 295 ⁶⁰ 2600 | 310 ⁶⁰ 2800 | 390 ⁶⁰ 2600 | 403 ⁶⁰ 2600 | 427 ⁶⁰ 2800 | 427 ⁶⁰ 3200 | 462 ⁶⁰ 2800 | 460 ⁶⁰ 3200 |
| Carburetor | 1-barrel | 2-barrel | 4-barrel | 2-barrel | 2-barrel | 4-barrel | 4-barrel | 4-barrel | 4-barrel |
| Compression Ratio | 8.8:1 | 9.0:1 | 10.0:1 | 9.5:1 | 10.5:1 | 10.5:1 | 10.5:1 | 10.5:1 | 10.9:1 |
| Fuel | Regular | Regular | Premium | Regular | Premium | Premium | Premium | Premium | Premium |
| Exhaust ^a | Single | Single | Dual | Single | Single ^e | Single | Dual | Dual | Dual |
| Valve Lifters | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic |
| Alternator (Amp.) | 38 | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 42 |
| Oil Capacity (Quarts) | 4.5 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 |
| Cooling System Capacity (Quarts) | 9.5 | 15 | 15 | 20.5 | 20.5 | 20.5 | 20.5 | 20.5 | 20.5 |
| TRANSMISSIONS: | | | | | | | | | |
| Standard | 3-Speed Manual | 3-Speed Manual | 3-Speed Manual | 3-Speed Manual | Select-Shift Merc-O-Matic ^c | 3-Speed Manual | Heavy-Duty 3-Speed Manual ^b | Select-Shift Merc-O-Matic ^c | Select-Shift Merc-O-Matic ^d |
| Optional | Select-Shift Merc-O-Matic | Select-Shift Merc-O-Matic | Select-Shift Merc-O-Matic | Select-Shift Merc-O-Matic | | Select-Shift Merc-O-Matic | Select-Shift Merc-O-Matic | | |
| | | 4-Speed Manual ^e | 4-Speed Manual ^e | 4-Speed Manual ^e | | | 4-Speed Manual ^e | | |

(a)-Dual Exhausts not available Station Wagons. (b)-Standard Cougar GT; extra cost others. (c)-Installed at extra cost. (d)-Standard Cougar GT-E; extra cost others. (e)-Not available Station Wagons. (f)-Not available Monterey, Montclair.

(g)-Dual on Cougar.

Colors and Fabrics...all with the fine-car touch

| MODELS | MARQUIS | | BROUGHAM PARK LANE | | | MONTCLAIR | | MONTEREY | | | COUGAR | | MONTEGO CLASS | | STATION WAGONS | | | | |
|----------------------------------|--|--|---|--|--|--|---------------------------------|--|---------------------------------|--|---|---|---|---|---|--|----------------------------|---------------------------------|--|
| INTERIORS | CLOTH & VINYL(1) | VINYL(1) | TWIN-COMFORT LOUNGE SEATS CLOTH & VINYL | CLOTH & VINYL(2) (N.A. CONVERTIBLE) | VINYL | CLOTH & VINYL | VINYL | CLOTH & VINYL (N.A. CONVERTIBLE) | VINYL* (STD. CONVERTIBLE) | DELUXE* CLOTH & VINYL (N.A. Convertible & 2-Dr. Hardtop) | BUCKET SEATS | | MONTEGO MX CLOTH & VINYL | MONTEGO MX CLOTH & VINYL (Sedan only) | COLONY PARK (9) | | | | |
| EXTERIOR COLORS | INTERIOR COLORS | | | | | | | | | | | | | | COMFORT-WEAVE VINYL (OPT. ON COMMUTER*) | CLOTH & VINYL (OPT. ON COMMUTER*) | TWIN-COMFORT LOUNGE SEATS* | VINYL | VINYL |
| ONYX (Black) | Black, Dk. Blue, Dk. Ivy Gold, Aqua, Nugget Gold | Black, Dk. Blue, Dk. Red, Nugget Gold, Parchment | Black, Dk. Red, Dk. Blue, Nugget Gold, Dk. Ivy Gold | Black, Dk. Blue†, Dk. Ivy Gold†, Aqua† | Black#, Dk. Red†, Dk. Blue, Parchment, Dk. Ivy Gold, Aqua*, Nugget# Gold | Black, Blue, Nugget Gold, Aqua | Black, Dk. Red, Blue, Parchment | Black, Blue, Ivy Gold, Aqua, Nugget Gold | Black, Blue, Dk. Red, Parchment | Blue, Black, Ivy Gold, Aqua | Black, Aqua, Dk. Red, Dk. Red, Saddle, Lt. Ivy Gold, Lt. Blue, Nugget Gold, Parchment | Black, Aqua, Dk. Red, Dk. Red, Saddle, Dk. Ivy Gold, Dk. Blue, Nugget Gold, Parchment | Black, Dk. Blue, Dk. Red, Dk. Red, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Dk. Red, Dk. Red, Blue, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Dk. Red, Blue, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Blue, Parchment#, Ivy Gold, Dk. Red, Ivy Gold | Black, Blue, Nugget-Gold | Black, Blue, Dk. Red, Parchment | Black, Blue, Dk. Red, Nugget Gold, Parchment |
| MADRAS BLUE (Dark Aqua Metallic) | Black, Aqua | Black, Parchment | Black | Black, Aqua† | Black#, Parchment, Aqua* | Black, Aqua | Black, Parchment | Black, Aqua | Black, Parchment | Black, Aqua | Black, Parchment, Aqua | Black, Parchment, Aqua | Black | Black, Parchment, Aqua | Black, Parchment, Aqua | N.A. | Black | Black, Parchment | Black, Parchment |
| DIAMOND BLUE | Black, Dk. Blue | Black, Dk. Blue, Dk. Red | Black, Dk. Blue, Dk. Red | Black, Dk. Blue† | Black#, Dk. Red†, Dk. Blue | Black, Blue | Black, Dk. Red, Blue | Black, Blue | Black, Dk. Red, Blue | Blue, Black | Black, Lt. Blue, Dk. Red | Black, Dk. Blue, Dk. Red | Black, Dk. Blue, Dk. Red | Black, Blue, Dk. Red | Black, Dk. Red, Blue | N.A. | Black | Black, Dk. Red, Blue | Black, Dk. Red, Blue |
| GLACIER BLUE (Med. Blue Met.) | Black, Dk. Blue | Black, Dk. Blue | Black, Dk. Blue | Black, Dk. Blue† | Black#, Dk. Blue | Black, Blue | Black, Blue | Black, Blue | Black, Blue | Blue, Black | Black, Lt. Blue, Parchment | Black, Dk. Blue, Parchment | Black, Dk. Blue | Black, Blue | Black, Blue | N.A. | Black | Black, Blue | Black, Blue, Parchment |
| CARIBBEAN BLUE (Med. Aqua Met.) | Black, Aqua | Black, Parchment | Black | Black, Aqua† | Black#, Parchment, Aqua* | Black, Aqua | Black, Parchment | Black, Aqua | Black, Parchment | Black, Aqua | Black, Aqua, Parchment | Black, Aqua, Parchment | Black | Black, Parchment, Aqua | Black, Parchment | N.A. | Black | Black, Parchment | Black, Parchment |
| WELLINGTON BLUE (Dk. Blue Met.) | Black, Dk. Blue | Black, Dk. Blue | Black, Dk. Blue | Black, Dk. Blue† | Black#, Dk. Blue | Black, Blue | Black, Blue | Black, Blue | Black, Blue | Blue, Black | Black, Lt. Blue, Parchment | Black, Dk. Blue, Parchment | Black, Dk. Blue | Black, Blue | Black, Blue | N.A. | Black | Black, Blue | Black, Blue, Parchment |
| SEA FOAM GREEN | Black, Dk. Ivy Gold | Black, Parchment | Black, Dk. Ivy Gold | Black, Dk. Ivy Gold† | Black#, Parchment, Dk. Ivy Gold | Black, Ivy Gold | Black, Parchment | Black, Ivy Gold | Black, Parchment | Ivy Gold, Black | Black, Lt. Ivy Gold, Parchment | Black, Dk. Ivy Gold, Parchment | Black, Ivy Gold | Black, Parchment, Ivy Gold | Black, Parchment, Ivy Gold | N.A. | Black | Black, Parchment, Ivy Gold | Black, Parchment |
| AUGUSTA GREEN (Dk. Green Met.) | Black, Dk. Ivy Gold | Black, Parchment, Nugget Gold | Black, Nugget Gold, Dk. Ivy Gold | Black, Nugget Gold, Dk. Ivy Gold† | Black#, Parchment, Dk. Ivy Gold, Nugget Gold# | Black, Nugget Gold, Ivy Gold | Black, Parchment | Black, Nugget Gold, Ivy Gold | Black, Parchment | Ivy Gold, Black | Black, Saddle, Lt. Ivy Gold, Nugget Gold, Parchment | Black, Saddle, Dk. Ivy Gold, Nugget Gold, Parchment | Black, Ivy Gold, Nugget-Gold | Black, Parchment, Ivy Gold, Nugget Gold | Black, Parchment, Ivy Gold, Nugget Gold | Black, Parchment | Black, Parchment | Black, Parchment, Ivy Gold | Black, Nugget-Gold, Parchment |
| LIME FROST | Black, Dk. Ivy Gold | Black, Parchment | Black, Dk. Ivy Gold | Black, Dk. Ivy Gold† | Black#, Parchment, Dk. Ivy Gold | Black, Ivy Gold | Black, Parchment | Black, Ivy Gold | Black, Parchment | Ivy Gold, Black | Black, Lt. Ivy Gold, Parchment | Black, Dk. Ivy Gold, Parchment | Black, Ivy Gold, Nugget-Gold | Black, Parchment, Ivy Gold, Nugget Gold | Black, Parchment, Ivy Gold, Nugget Gold | Black, Parchment | Black, Parchment | Black, Parchment, Ivy Gold | Black, Nugget Gold, Parchment |
| GRECIAN GOLD | Black, Nugget Gold | Black, Nugget Gold, Parchment | Black, Nugget Gold | Black, Nugget Gold | Black#, Parchment, Nugget Gold# | Black, Nugget Gold | Black, Parchment | Black, Nugget Gold | Black, Parchment | Black | Black, Nugget Gold, Parchment | Black, Nugget Gold, Parchment | Black, Nugget-Gold | Black, Parchment, Nugget Gold | Black, Parchment, Nugget Gold | Black, Parchment | Nugget-Gold | Black, Nugget-Gold | Black, Nugget Gold, Parchment |
| FAWN (Lt. Beige) | Black | Black, Parchment | Black | Black | Black#, Parchment | Black | Black, Parchment | Black | Black, Parchment | Black | Black, Saddle, Parchment | Black, Saddle, Parchment | Black | Black, Parchment | Black, Parchment | Black, Parchment | Black, Parchment | Black, Parchment | Black, Parchment |
| PEWTER BEIGE | Black, Dk. Ivy Gold, Nugget Gold | Black, Nugget Gold, Parchment | Black, Nugget Gold, Dk. Ivy Gold | Black, Nugget Gold, Dk. Ivy Gold† | Black#, Parchment, Dk. Ivy Gold, Nugget Gold# | Black, Nugget Gold, Ivy Gold | Black, Parchment | Black, Nugget Gold, Ivy Gold | Black, Parchment | Ivy Gold, Black | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | Nugget-Gold | Black, Nugget-Gold | N.A. |
| SAXONY (Yellow) | Black, Nugget Gold | Black, Nugget Gold, Parchment | Black, Nugget Gold | Black, Nugget Gold | Black#, Parchment, Nugget Gold# | Black, Nugget Gold | Black, Parchment | Black, Nugget Gold | Black, Parchment | Black | Black, Saddle, Nugget Gold, Parchment | Black, Saddle, Nugget Gold, Parchment | Black, Nugget-Gold | Black, Parchment, Nugget Gold | Black, Parchment, Nugget Gold | Black, Parchment | Black, Parchment | Black, Parchment | Black, Nugget Gold, Parchment |
| TAHITIAN ROSE | Black | Black, Parchment | Black | Black | Black#, Parchment | Black | Black, Parchment | Black | Black, Parchment | Black | N.A. | N.A. | N.A. | N.A. | N.A. | Black, Parchment | N.A. | Black, Parchment | N.A. |
| BLACK CHERRY | Black | Black, Parchment, Dk. Red | Black, Dk. Red | Black | Black#, Dk. Red†, Dk. Red, Parchment | Black | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | N.A. | Black | Black, Dk. Red, Parchment |
| CARDINAL RED | Black | Black, Parchment, Dk. Red | Black, Dk. Red | Black | Black#, Dk. Red†, Dk. Red, Parchment | Black | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | Black, Dk. Red, Parchment | N.A. | Black | Black, Dk. Red, Parchment |
| POLAR WHITE | Black, Dk. Blue, Dk. Ivy Gold, Aqua, Nugget Gold | Black, Dk. Blue, Dk. Red, Nugget Gold, Parchment | Black, Dk. Red, Dk. Blue, Dk. Ivy Gold, Nugget Gold | Black, Dk. Blue†, Dk. Ivy Gold†, Aqua† | Black#, Dk. Red†, Dk. Blue, Parchment, Dk. Ivy Gold, Nugget Gold#, Aqua* | Black, Blue, Nugget Gold, Ivy Gold, Aqua | Black, Dk. Red, Blue, Parchment | Black, Blue, Nugget Gold, Ivy Gold, Aqua | Black, Blue, Dk. Red, Parchment | Blue, Black, Ivy Gold, Aqua | Black, Lt. Blue, Dk. Red, Saddle, Lt. Ivy Gold, Aqua, Nugget Gold, Parchment | Black, Aqua, Dk. Red, Dk. Red, Saddle, Dk. Ivy Gold, Dk. Blue, Nugget Gold, Parchment | Black, Dk. Blue, Dk. Red, Dk. Red, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Blue, Dk. Red, Dk. Red, Blue, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Blue, Dk. Red, Dk. Red, Blue, Parchment, Aqua, Ivy Gold, Nugget Gold | Black, Blue, Parchment#, Ivy Gold, Dk. Red, Ivy Gold | Black, Blue, Nugget-Gold | Black, Blue, Dk. Red, Parchment | Black, Blue, Dk. Red, Nugget Gold, Parchment |
| NORDIC BLUE | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | Black, Lt. Blue, Parchment | Black, Dk. Blue, Parchment | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| CALYPSO CORAL# | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | Black# | N.A. | Black, Parchment | Black, Parchment | N.A. | N.A. | N.A. |

KEY: *Optional at extra cost. †Except 2 dr. hardtops. #Except 4 dr. sedan. ‡Convertible only. *Except 4 dr. sedan and convertible. **Optional except GT.

(1) Twin Comfort lounge seats optional at extra cost. (2) Twin Comfort lounge seats optional at extra cost in black, blue (except 4 dr. sedan) and nugget gold interiors. (3) Deluxe vinyl trim with decor group optional at extra cost. (4) Full width front seat optional at extra cost with black, dark red, light blue or parchment. (Available only with decor group.) (5) Comfort Weave vinyl available in place of standard leather at reduced cost in black, dark blue, dark red or saddle. (6) Optional at extra cost for GT and GT-E Models. (7) Conventional vinyl not available, sedan, Comfort Weave vinyl optional at extra cost for 4-dr. sedan and 2-dr. hardtops, in black, dark red, parchment or blue. (8) Comfort Weave vinyl for hardtops, std. vinyl for convertible. (9) Deluxe trim available at extra cost in black, blue, ivy gold and aqua in conventional vinyl, nugget gold only in cloth and vinyl. CONVERTIBLE TOPS: Black or parchment with all exterior colors, blue available with Diamond Blue, Glacier Blue, Wellington Blue or Polar White.

OXFORD ROOFS*—Cougar and Montego Class—Black or Ivory. Not available on Cyclone Fastback or Montego MX Station Wagon. Mercury—(Std. on Marquis) Black or Ivory. Blue available with Diamond Blue, Glacier Blue, Wellington Blue or Polar White.

DIMENSIONS

| | | | | | | |
|-----------------------------------|--------|--------|--------|--------|--------|--------|
| Wheelbase | 111.0" | 123.0" | 123.0" | 123.0" | 123.0" | 119.0" |
| Wheel tread, front | 58.5" | 62.0" | 62.0" | 62.0" | 62.0" | 62.0" |
| Wheel tread, rear | 58.5" | 62.0" | 62.0" | 62.0" | 62.0" | 62.0" |
| Overall length | 190.3" | 220.1" | 220.1" | 220.1" | 220.1" | 215.4" |
| Overall height—design | 51.7" | 56.0" | 55.0" | 54.5" | 55.1" | 56.8" |
| Overall width | 71.3" | 77.9" | 77.9" | 77.8" | 77.9" | 77.5" |
| Usable luggage capacity (Cu. Ft.) | 9.2 | 19.1 | 19.1 | *8.9 | 18.7 | 91.3 |

FRONT COMPARTMENT

| | | | | | | |
|-----------------|-------|-------|-------|-------|-------|-------|
| Headroom (eff.) | 37.3" | 38.9" | 38.0" | 37.5" | 38.9" | 39.0" |
| Legroom (Max.) | 42.7" | 41.9" | 41.9" | 41.9" | 41.9" | 41.9" |
| Hiproom | 54.2" | 62.5" | 62.6" | 62.6" | 62.6" | 62.6" |
| Shoulder room | 53.9" | 60.0" | 60.0" | 60.0" | 60.0" | 60.0" |

REAR COMPARTMENT

| | | | | | | |
|-----------------|-------|-------|-------|-------|-------|-------------------------------|
| Headroom (eff.) | 35.8" | 37.7" | 37.5" | 36.7" | 37.3" | 2nd seat 3rd seat 40.0" 38.3" |
| Legroom (Min.) | 29.8" | 37.6" | 36.3" | 33.3" | 33.4" | 36.8" 32.4" |
| Hiproom | 51.7" | 62.7" | 62.8" | 61.7" | 49.7" | 62.7" 43.6" |
| Shoulder room | 53.4" | 59.9" | 59.9" | 58.7" | 49.7" | 59.9" 48.4" |

*Marquis—54.9" †Marquis—37.9" ‡Marquis—37.4"

DIMENSIONS

| | | | | | |
|-----------------------------------|--------|--------|--------|--------|--------|
| Wheelbase | 116.0" | 116.0" | 116.0" | 116.0" | 113.0" |
| Wheel tread, front | 58.8" | 58.8" | 58.8" | 58.8" | 58.8" |
| Wheel tread, rear | 58.5" | 58.5" | 58.5" | 58.5" | 58.5" |
| Overall length | 206.1" | 206.1" | 203.1" | 206.1" | 203.9" |
| Overall height—design | 55.0" | 53.5" | 53.5" | 54.5" | 56.0" |
| Overall width | 76.0" | 76.0" | 76.0" | 76.0" | 76.0" |
| Usable luggage capacity (Cu. Ft.) | 18.0 | 18.0 | 17.0 | 12.1 | 85.0 |

FRONT COMPARTMENT

| | | | | | |
|-----------------|-------|-------|-------|-------|-------|
| Headroom (eff.) | 38.5" | 37.5" | 37.5" | 38.5" | 38.5" |
| Legroom (Max.) | 42.5" | 42.5" | 42.5" | 42.0" | 42.0" |
| Hiproom | 59.5" | 59.0" | 59.0" | 59.0" | 59.0" |
| Shoulder room | 58.0" | 57.5" | 57.5" | 57.5" | 57.5" |

REAR COMPARTMENT

| | | | | | |
|-----------------|-------|-------|-------|-------|-------|
| Headroom (eff.) | 37.5" | 36.5" | 36.0" | 37.0" | 39.0" |
| Legroom (Min.) | 36.0" | 34.0" | 33.0" | 33.5" | 34.5" |
| Hiproom | 58.5" | 58.5" | 58.5" | 48.0" | 57.5" |
| Shoulder room | 58.0" | 56.5" | 56.5" | 48.0" | 58.8" |

1968 MERCURY TWO-TONE COMBINATIONS*

| LOWER BODY COLOR | ROOF COLOR | COUGAR | MONTEGO | MERCURY |
|------------------|---------------------|--------|---------|---------|
| Onyx | Polar White | X | X | X |
| Madras Blue | Polar White | X | X | X |
| Diamond Blue | Polar White or Onyx | X | X | X |
| Glacier Blue | Polar White | X | X | X |
| Glacier Blue | Wellington Blue | X | X | X |
| Caribbean Blue | Polar White | X | X | X |
| Wellington Blue | Polar White | X | X | X |
| Sea Foam Green | Polar White or Onyx | X | X | X |
| Augusta Green | Polar White | X | X | X |
| Lime Frost | Polar White or Onyx | X | X | X |
| Greecian Gold | Polar White or Onyx | X | X | X |
| Fawn | Polar White | X | X | X |
| Pewter Beige | Polar White or Onyx | X | X | X |
| Saxony | Polar White or Onyx | X | X | X |
| Isabrown Rose | Polar White or Onyx | X | X | X |
| Black Cherry | Polar White or Onyx | X | X | X |
| Cardinal Red | Polar White or Onyx | X | X | X |
| Nordic Blue | Polar White or Onyx | X | X | X |
| Calyпсо Coral | Polar White or Onyx | X | X | X |
| Polar White | Onyx | X | X | X |

*Two-tone combinations are optional at extra cost and are not available for Convertible, Station Wagon or Marquis models. In most cases, interior trims available with above two-tone combinations are same as those shown for lower body colors in chart at left.

Mercury for '68... 33 models with the fine-car touch!

MERCURY 4-DOOR HARDTOPS



BROUGHAM



PARK LANE



MONTCLAIR



MONTEREY

MERCURY 4-DOOR SEDANS



BROUGHAM



PARK LANE

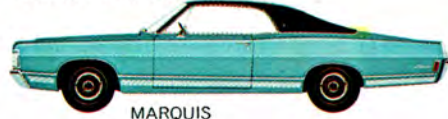


MONTCLAIR



MONTEREY

MERCURY 2-DOOR HARDTOPS



MARQUIS



PARK LANE



MONTCLAIR



MONTEREY

MERCURY CONVERTIBLES



PARK LANE



MONTEREY

MERCURY MONTEGO 4-DOOR SEDANS



MONTEGO MX BROUGHAM



MONTEGO MX



MONTEGO

MERCURY MONTEGO 2-DOOR HARDTOPS



MONTEGO MX BROUGHAM



MONTEGO MX



MONTEGO

MERCURY COMET



COMET SPORTS COUPE

MERCURY MONTEGO CONVERTIBLE



MONTEGO MX

MERCURY STATION WAGONS



COLONY PARK



COMMUTER



MONTEGO MX

MERCURY COUGAR 2-DOOR HARDTOPS



COUGAR



COUGAR XR-7



COUGAR GT



COUGAR 7.0-LITRE GT-E

MERCURY CYCLONE 2-DOOR HARDTOPS



CYCLONE



CYCLONE FASTBACK



CYCLONE GT



CYCLONE GT FASTBACK



While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer's.

Mercury for '68... 33 models with the fine-car touch!

MERCURY 4-DOOR HARDTOPS



BROUGHAM



PARK LANE



MONTCLAIR



MONTEREY

MERCURY 4-DOOR SEDANS



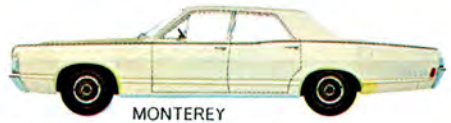
BROUGHAM



PARK LANE

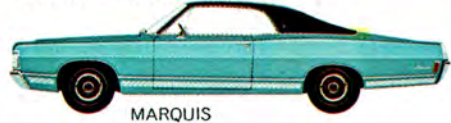


MONTCLAIR



MONTEREY

MERCURY 2-DOOR HARDTOPS



MARQUIS



PARK LANE



MONTCLAIR



MONTEREY

MERCURY CONVERTIBLES



PARK LANE



MONTEREY

MERCURY MONTEGO 4-DOOR SEDANS



MONTEGO MX BROUGHAM



MONTEGO MX



MONTEGO

MERCURY MONTEGO 2-DOOR HARDTOPS



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MERCURY COMET



COMET SPORTS COUPE

MERCURY MONTEGO CONVERTIBLE



MONTEGO MX

MERCURY STATION WAGONS



COLONY PARK



COMMUTER



MONTEGO MX

MERCURY COUGAR 2-DOOR HARDTOPS



COUGAR



COUGAR XR-7



COUGAR GT



COUGAR 7.0-LITRE GT+E

MERCURY CYCLONE 2-DOOR HARDTOPS



CYCLONE



CYCLONE FASTBACK



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1968 MERCURY

Thirty-three models
with the fine car touch
... by the makers of
Lincoln Continental

Mercury · Montego
Cyclone · Cougar