



**Mercury's got it.  
European elegance with an American Cougar wrapped around it.**

From the outside, Cougar looks like it was tooled in Europe. Inside, you'd swear to it.

But don't let all that fine design and royal tailoring mislead you. Cougar isn't a docile pet. It's an exciting road machine.

One reason is, Cougar comes complete. At no extra cost, every Cougar comes equipped with a V-8 engine, deep-foam bucket seats, carpet, concealed

headlamps, sequential rear turn signals. And so on down a long list of goodies we think a sports car ought to have to whip up the excitement.

Most of these items merely run up the sticker price on competitive cars that claim to be in Cougar's league. Fact is, pound for pound and dollar for dollar, Cougar is America's best equipped luxury sports car. Also the best-looking, as you can see.

How did Cougar get to be top cat? We like to think it's in the tradition of the Lincoln Continental. Cougar comes from the Lincoln-Mercury Division. The men who build Cougar have a Fine Car Touch that just can't be duplicated anywhere.

Get wrapped up with a Cougar. You'll see what we mean very quickly.

**The Fine Car Touch inspired by the Continental.**

MERCURY







New Cougar XR 7-G.

## Mercury's got it. A Cougar with an electric sunroof.

Cougar is the first luxury sports car to bring you a power-operated sunroof.

Just flip a switch on the dash or console. And the roof slides back automatically.

The electric sunroof is optional at extra cost on any Cougar. But we toss in the sun and the moon and the stars for nothing. We also give you more

standard equipment than any car in Cougar's class.

Those hidden headlamps that open, catlike, at night are standard. So are the bucket seats and the carpet. The powerful V-8 is standard. The sequential turn signals are a Cougar exclusive in its class.

On the new XR 7-G, above, you get fog lamps, hood-locking pins, simulated air scoop, racing type

rear view mirror, GT exhaust extensions, etc., etc.

And you don't have to worry about Cougar being well put together. Remember who we work with—the men who make the Lincoln Continental.

That—plus our new electric sunroof—makes it an open-and-shut case for Cougar.

**The Fine Car Touch inspired by the Continental.**

MERCURY



**Mercury's got it. A quote about Cougar  
that says it better than we could.**



**“Driving comfort is so groovy, owners might want  
to move 15 or 20 miles farther from work just for  
the pleasure of the ride back and forth each day.  
Would you believe five?”**

Motor Trend magazine

The Fine Car Touch inspired by the Continental.

MERCURY

