



MERCURY. PASSWORD FOR ACTION IN THE 70's.

CYCLONE SPOILER  
CYCLONE GT  
CYCLONE  
COUGAR ELIMINATOR



## MERCURY'S ACTION PACK STORMS INTO THE 70's

Cyclone, Cyclone Spoiler, Cyclone GT, and Cougar Eliminator: Four great new Mercurys come rumbling in with a brand of performance you haven't experienced before.

Powered by thundering Mercury engines up to 375-horsepower strong. Inspired by the legendary racing Cyclones and Cougars. And waiting, just waiting, to set you free.



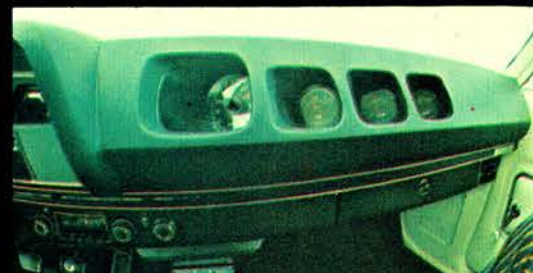
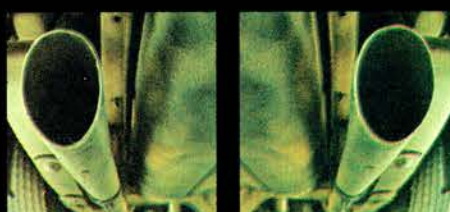


# CYCLONE Spoiler

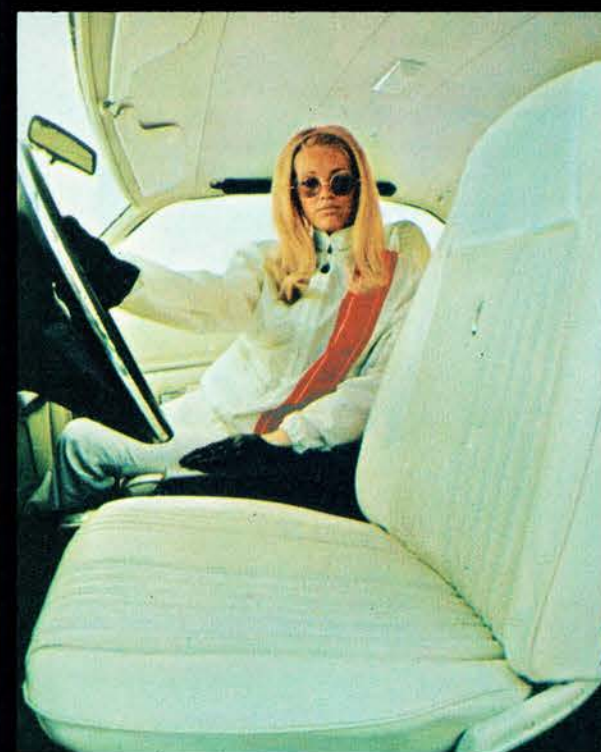
**CALL IT MUSCLE MERCURY.** Own the excitement of Spoiler. Hot 370-horsepower CJ 429... biting tires... Ram Air induction. It's all there. And you're with it. Spoiler is Muscle Mercury all the way. Spoiler... the strongest and toughest Cyclone this side of sanctioned racing.

Standard equipment includes: 370-horsepower CJ 429-4V V-8 • Ram Air induction • 4-speed transmission with Hurst Shifter® • Traction-Lok differential with 3.50:1 axle • Competition handling package • G70 x 14 traction belted tires • Front anti-lift spoiler • Rear deck air-foil spoiler • 140-mph speedometer • 8000-rpm tachometer, oil pressure, engine temperature, and ammeter gauges • Hi-back bucket seats • Racing mirrors • Special competition colors.

Optional equipment includes: 375-horsepower Super CJ 429-4V V-8 • Select-Shift transmission • Drag Pak • Super Drag Pak • 3.25:1 axle • 3.50:1 axle • 3.91:1 axle • 4.30:1 axle • Instrumentation group • For complete information see pages 14-15.



# CYCLONE & GT

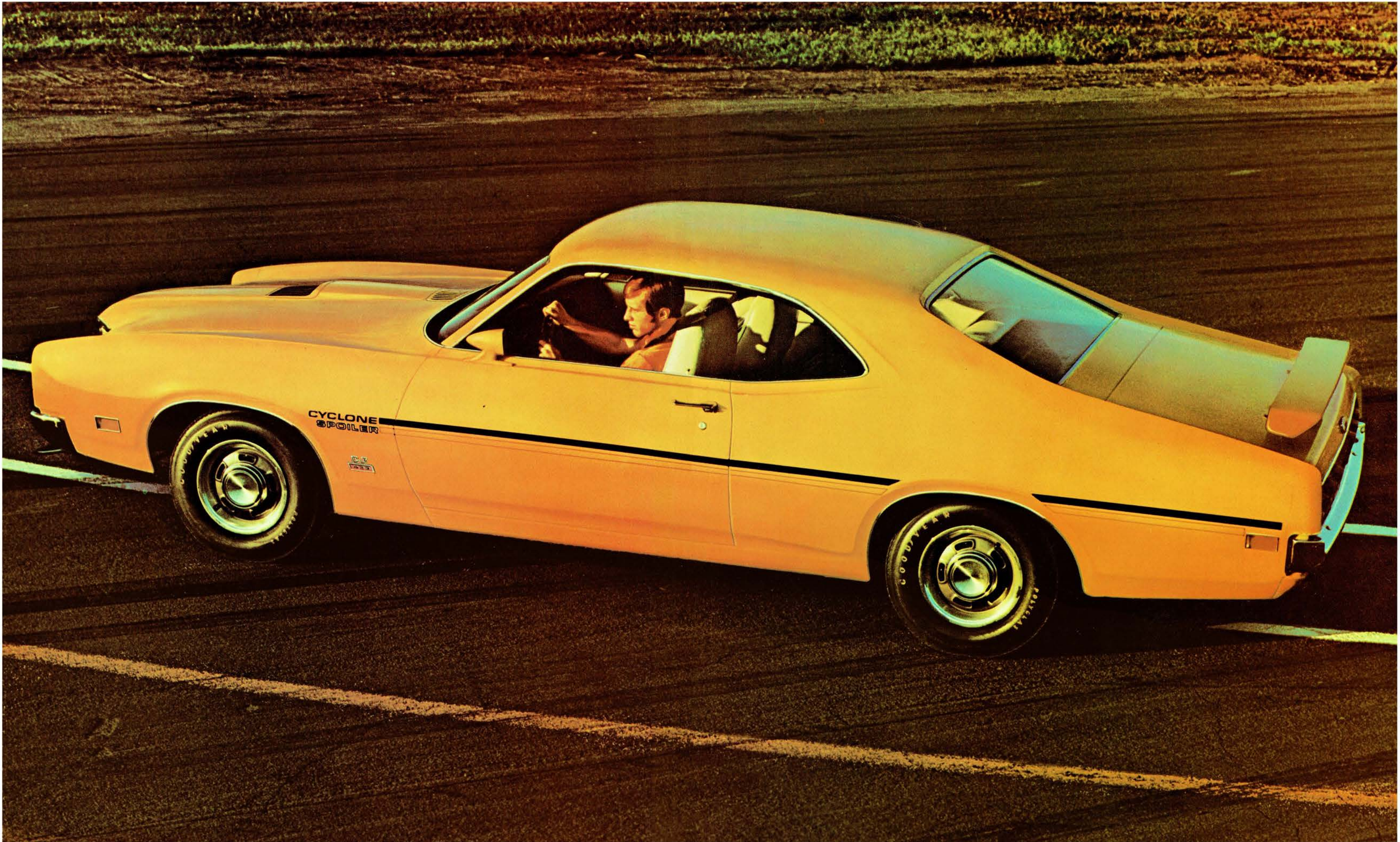


**CALL IT SOPHISTICATED.** Scooped hood, concealed headlamps, hi-back buckets. Obviously, Cyclone GT projects the image of a great road machine. And behind that image? Action. As much as you want, from the 250-horsepower 351-2V to the 375-horsepower optional Super CJ 429.

Standard equipment includes: New, competition bred 250-horsepower 351-2V V-8 with canted valves for better breathing • 3-speed manual transmission • F70 x 14 traction belted tires • Integral hood scoop • Tone-on-tone paint • Concealed headlamps • Hi-back bucket seats • Dual racing mirrors.

Optional equipment includes: 300-horsepower 351-4V V-8 • 360-horsepower 429-4V V-8 • 370-horsepower CJ 429-4V V-8 • 375-horsepower Super CJ 429-4V V-8 • Ram Air induction • 4-speed transmission with Hurst Shifter® • Select-Shift transmission • Traction-Lok differential • Drag Pak • Super Drag Pak • 3.25:1 axle • 3.50:1 axle • 3.91:1 axle • 4.30:1 axle • Instrumentation group • For complete information on options, see pages 14-15.











# Cyclone

**CALL IT THE SLEEPER.** Subtle Cyclone comes action-ready with a 360-horsepower 429-4V. Powerful, yes. But there's more. And appropriately, Cyclone's low price makes it easy to come up to more engine. And more car. Brew up a storm with 375-horsepower Super CJ 429, Ram Air induction, Super Drag Pak (including Detroit Locker and 4.30:1 axle), and one of the mild-to-wild Autolite staged performance kits described on the back cover and available from Mercury dealers.

Standard equipment includes: 360-horsepower 429-4V V-8 • 4-speed transmission with Hurst Shifter® • 3.25:1 axle • Competition handling package • G70 x 14 belted WSW tires • Bench seat.

Optional equipment includes: 370-horsepower CJ 429-4V V-8 • 375-horsepower Super CJ 429-4V V-8 • Ram Air induction • Select-Shift transmission • Traction-Lok differential • Drag Pak • Super Drag Pak • 3.50:1 axle • 3.91:1 axle • 4.30:1 axle • Instrumentation group • Hi-back bucket seats.







# Cougar Eliminator

**CALL IT THE ROAD ANIMAL.** Cat joins the three Cyclones in producing all-out driving action. Spoilers front and rear, hood scoop and bold tape stripes promise excitement. And excitement's delivered by your choice of three optional extra cost V-8 engines—a canted-valve 351-4V (300 hp), Boss 302 (290 hp) or CJ 428 (335 hp). With it, you'll get the Competition Handling Package (standard with CJ 428-4V and Boss 302; required extra cost option with 351-4V). And F70 x 14 belted traction tires are a required option with all engines.

Standard equipment includes: Hood scoop • Front anti-lift spoiler • Rear deck air-foil spoiler • Tachometer • Hi-back bucket seats • Racing mirrors • Special competition colors.

Optional equipment (in addition to engines) includes: Ram Air induction • 4-speed transmission with Hurst Shifter® • Select-Shift transmission • Traction-Lok differential • 3.50:1 axle Drag Pak with 3.91:1 axle • Super Drag Pak with 4.30:1 axle • Autolite heavy-duty battery.



# Thunder on the Road:

MERCURY  
HIGH-PERFORMANCE  
POWER TEAMS

AVAILABILITIES	351-2V	351-4V	BOSS 302	CJ 428-4V	429-4V	CJ 429-4V (a)	SUPER CJ 429-4V
Cougar Eliminator	na	opt	opt	opt	na	na	na
Cyclone	na	na	na	na	std	opt	opt
Cyclone GT	std	opt	na	na	opt	opt	opt
Cyclone Spoiler	na	na	na	na	na	std. (c)	opt
<b>SPECIFICATIONS</b>							
Displacement (cu. in.)	351	351	302	428	429	429	429
Bore x Stroke (inches)	4.00 x 3.50	4.00 x 3.50	4.00 x 3.00	4.13 x 3.98	4.36 x 3.59	4.36 x 3.59	4.36 x 3.59
Horsepower (adv. @ rpm)	250 @ 4600	300 @ 5400	290 @ 5800	335 @ 5200	360 @ 4600	370 @ 5400	375 @ 5600
Torque (adv. lb. ft. @ rpm)	355 @ 2600	380 @ 3400	290 @ 4300	440 @ 3400	480 @ 2800	450 @ 3400	450 @ 3400
Carburetor	Autolite -2V	Autolite -4V	Holley	Holley	Autolite -4V	Rochester	Holley
Compression Ratio	9.5:1	11.0:1	11.5	11.0	10.5:1	11.3:1	11.3:1
Fuel	Reg	Prem	Prem	Prem	Prem	Prem	Prem
Exhaust	Single	Dual	Dual	Dual	Dual	Dual	Dual
Valve Lifters	Hyd	Hyd	Mech	Hyd	Hyd	Hyd	Mech
Alternator (amp)	42	42	42	42	42	42	42
Oil Capacity (quarts)	5	5	5	5	5	5	5
Cooling System Capacity (quarts)	15.5	15.5	15.5	19.3	19.7	19.7	19.7
<b>TRANSMISSIONS</b>							
3-speed manual	std	std	na	na	na	na	na
Standard axle	3.25	3.25					
Optional axle	3.00	3.00					
Traction-Lok	3.00	3.00					
	3.25	3.25					
4-Speed manual with Hunt Shifter® (d)	opt	opt	opt	opt	opt	opt	opt
Standard axle	3.00	3.25	3.50	3.25 (b)	3.25	3.25 (b)	
Optional axle	3.25	3.00			3.00		
				3.50	3.50	3.50	
Traction-Lok	3.00	3.00	3.50	3.25	3.00		3.91 (g)
	3.25	3.25	3.91 (a)	3.50	3.25	3.25	
		3.50		3.91 (g)	3.50	3.50	
Detroit Locker			4.30 (h)	4.30 (h)			4.30 (h)
Select-Shift automatic	opt	opt	na	opt	opt	opt	opt
Standard axle	3.00	3.25		3.25	3.25	3.25	
Optional axle	2.75	2.75 (e)			3.00		
	3.25	3.00		3.50	3.50	3.50	
Traction-Lok	3.00	3.00		3.25	3.00		
	3.25	3.25		3.50	3.25	3.25	
		3.50 (f)		3.91 (g)	3.50	3.50	3.91 (g)
Detroit Locker				4.30 (h)			4.30 (h)

## CODE:

opt—Optional, std—Standard, na—Not Available.

(a) Includes engine dress-up—cast aluminum rocker arm covers, bright dip stick handle, bright oil filler cap, bright radiator cap, bright air cleaner.

(b) With Ram Air 3.50:1 std. axle ratio; 3.25:1 optional.

(c) Includes Ram Air Induction and 3.50:1 axle ratio with Traction-Lok.

(d) Standard on Cyclone and Cyclone Spoiler. Wide ratio (2.78 low gear) standard with both 351 engines. Close ratio (2.32 low gear) standard with all 429 engines, optional with both 351 engines.

(e) N.A. Cougar Eliminator.

(f) N.A. Cyclone GT.

(g) Requires Drag Pak.

(h) Requires Super Drag Pak.

## SPECIAL\* RECOMMENDATIONS FOR MAXIMUM-PERFORMANCE TRANSMISSION/AXLE RATIO COMBINATIONS

351-4V.....	Wide-ratio 4-speed	3.50:1	Traction-Lok
Boss 302.....	Wide-ratio 4-speed	3.91:1	Traction-Lok
CJ 428.....	Close-ratio 4-speed or Select-Shift	3.91:1	Traction-Lok
		3.50:1	Traction-Lok
429-4V.....	Close-ratio 4-speed or Select-Shift	3.50:1	Traction-Lok
		3.25:1	Traction-Lok
CJ 429-4V.....	Close-ratio 4-speed or Select-Shift	3.50:1	Traction-Lok
		3.50:1	Traction-Lok
Super CJ 429-4V.....	Close-ratio 4-speed or Select-Shift	3.91:1	Traction-Lok
		3.91:1	Traction-Lok

\*THESE SUGGESTIONS ARE OF INTEREST TO HIGH-PERFORMANCE BUYERS SEEKING MAXIMUM PERFORMANCE WITHOUT RENDERING THEIR CARS IMPRACTICAL FOR ORDINARY TRANSPORTATION. COMPLETE INFORMATION ON TRANSMISSIONS AND AXLE RATIOS, INCLUDING ALL STANDARD EQUIPMENT, IS DETAILED IN MAIN ENGINE CHART.

## MAJOR SPECIFICATIONS

	Cougar Eliminator	Cyclone Models
Wheelbase	111.1"	117"
Wheel Tread Front/Rear	58.5"/58.5"	60.5"/60.0"
Overall Length	196.1"	209.9"
Overall Height	51.3"	52.9"
Overall Width	74.9"	77.3"
Luggage Capacity	10.2 cu. ft.	16.2 cu. ft.
Fuel Tank Capacity	22 gal.*	22 gal.*
Curb Weight	3431 lbs.	3882 lbs.†

\*20 gal. in California.

†Cyclone GT: 3636 lbs.; Cyclone Spoiler: 3947 lbs.

## Ford Motor Company Lifeguard Design Safety Features

- Dual hydraulic brake systems with warning light
- Glare-reduced instrument panel padding, windshield wiper arm, steering wheel hub, horn ring, rear view mirror/mirror mounting and windshield pillars
- Energy absorbing steering column and steering wheel
- Energy absorbing armrests and safety designed door handles
- Front and rear lap belts for all seating positions
- Shoulder belts for front outboard occupants (except convertibles)
- Turn indicators with lane changing signal feature
- Inside yield-away rear view mirror
- Energy absorbing instrument panel with padding
- Padded sun visors
- Two-speed or variable speed windshield wipers
- Windshield washers
- Hi-strength laminate safety glass windshield
- Double yoke safety door latches and safety hinges

## Emergency flasher

- Back-up lights
- Side marker lights
- Energy absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety designed coat hooks (except convertibles)
- Safety designed radio control knobs and push buttons
- Outside rear view mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Head restraints—or hi-back seats for front outboard occupants
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety designed front end structure
- Safety glove box latch (on all cars equipped with glove box)

# Options & Accessories

POWER EQUIPMENT	Cyclone	Cyclone GT	Cyclone Spoiler	Cougar Eliminator
Power Brakes (front disc, rear drum)	x	x	x	x
Power Steering	x	x	x	x
Power Side Windows	x	x	x	x
Power Sunroof (Requires Vinyl Roof)	x	x	x	n.a.
Ram Air Induction (a)	x	x	std.	x
Traction-Lok Differential & Detroit Locker	x	x	x	x
Drag Pak (b)	x	x	x	x
Super Drag Pak (c)	x	x	x	x
Instrumentation Group (d)	x	x	std.	n.a.
F70 x 14 Traction Belted Tires	n.a.	std.	n.a.	std.
G70 x 14 WSW Belted Tires	std.	x	x	n.a.
G70 x 14 Traction Belted Tires (e)	x	x	std.	n.a.
Autolite Heavy Duty Battery	x	x	x	x
Cross-Country Ride Package (f)	n.a.	nec.	n.a.	n.a.
<b>INTERIOR ITEMS</b>				
Vinyl Hi-Back Bucket Seats	n.a.	n.a.	n.a.	std.
Comfortweave Vinyl Hi-Back Bucket Seats	x	std.	std.	x
Houndstooth Check Hi-Back Bucket Seats	x	x	x	x
Console	x	x	x	x
Deluxe Seat and Shoulder Belts	x	x	x	x
Whisper-Aire Conditioner (f)	x	x	x	x
Interval Windshield Wipers	x	x	x	x
AM/FM Stereo Radio	x	x	x	x
Combination AM Radio and Stereo Tape Systems	n.a.	n.a.	n.a.	x
Tilt Steering Wheel	n.a.	n.a.	n.a.	x
Rim Blow Steering Wheel	x	std.	std.	x
<b>EXTERIOR ITEMS</b>				
Vinyl Roof	x	x	x	n.a.
Concealed Headlamps	x	std.	x	std.
Hub Caps with Bright Trim Rings	x (i)	std.	std.	std.
Luxury Wheel Covers	x	x	x	n.a.
Deep Dish Wheel Covers	n.a.	n.a.	n.a.	x
Wire Wheel Covers	n.a.	n.a.	n.a.	x
Styled Steel Wheels (14")	x	x	x	x
Tinted Glass Complete	x	x	x	x
Appearance Protection Group (g)	n.a.	n.a.	n.a.	x
Deck Lid Medallion Lock Cover (h)	x	x	x	n.a.

x = optional    std. = standard    n.a. = not available    n.e.c. = no extra cost

## DRAG PAK AND SUPER DRAG PAK OPTIONS

FOR CYCLONE, CYCLONE GT AND CYCLONE SPOILER WITH SUPER CJ 429-4V ENGINE

- Drag Pak with 3.91:1 axle, Traction-Lok Differential, and engine oil cooler.
- OR
- Super Drag Pak with 4.30:1 axle, Detroit Locker Differential, and engine oil cooler.
- Choice of 4-speed manual or Select-Shift transmission.

FOR COUGAR ELIMINATOR WITH CJ 428-4V ENGINE

- Drag Pak with 3.91:1 axle, Traction-Lok Differential, engine oil cooler and special heavy-duty engine components.
- OR
- Super Drag Pak with 4.30:1 axle, Detroit Locker Differential, engine oil cooler, and special heavy-duty engine components.
- Choice of 4-speed manual or Select-Shift transmission.

FOR COUGAR ELIMINATOR WITH BOSS 302 ENGINE

- Super Drag Pak with 4.30:1 axle, Detroit Locker Differential, and engine oil cooler.
- 4-speed manual transmission.

NOTE: See your dealer for complete information on options, accessories, and color and upholstery selections.

- (a) Available on CJ 428, CJ 429 and Super CJ 429 engines only.
- (b) Mandatory with 3.91:1 axle. Includes Traction-Lok.
- (c) Mandatory with 4.30:1 axle. Not available with other ratios.
- (d) Cyclone models only. Include 3" 8,000 rpm tachometer with adjustable pointer and oil, temperature and ammeter gauges. Available on 351-4V and all 429 engines.
- (e) Standard on all Cyclone GT models equipped with 429 engines.
- (f) Not available with High Level ventilation. NA with Boss 302.
- (g) Includes front bumper guards, door edge guards, front and rear floor mats.
- (h) Dealer installed accessory only.
- (i) Includes heavy duty shocks & springs. (Competition handling package standard with all 429 C.I.D. engines).



# Staged Performance...

## A STEP-BY-STEP GUIDE OF MILD-TO-WILD PERFORMANCE MODIFICATIONS.

All Cyclone and Cougar Eliminator models are designed for everyday transportation. For the buyer interested in sanctioned competition, Autolite Staged Performance kits are available through Lincoln-Mercury dealers.

### PERFORMANCE LEVELS

"Staged" performance operates around a simple premise; namely, that you want to give your machine more sock and you've got the bucks to make it happen. Maybe it's mild, like adding a 4-bbl. induction set-up for better acceleration. Or something wild, like a high lift, long duration mechanical cam—special heads, valves and pistons—high ratio locking axle—traction bars—slicks, etc. Or, is it in between? No matter what turns you on, Staged Performance kits will do the job for you. Because we specifically designed them to certain desired performance levels.

Choosing a performance level should be your first step, keeping in mind plain truth number 1 . . . adding more horsepower usually means spending more money. For most engines, we have three kits; each one representing a successively higher performance level over the stock engine. We call them . . . IMPRESSOR . . . CONTROLLER . . . DOMINATOR.

### IMPRESSOR KITS

These kits generally include induction goodies, a HP hydraulic cam and valve train pieces, hot ignition setup and headers. Strictly bolt-on stuff. As our first performance level, this kit might be considered a "sleeper." Until you get on it. Then its big horsepower increase over stock tells you exactly what it is . . . the Impressor.

### CONTROLLER KITS

Except for minor valve train differences, Controller kits for the most part include all the pieces of Impressor kits . . . PLUS bigger cylinder heads, "pop-up" pistons and, in some cases, optional valves. About all it takes to develop this extra muscle is a few more tech specs and your Impressor kit wrench. Heavy on this one does more than just impress; it makes you . . . the Controller.

### DOMINATOR KITS

Except for minor valve train differences, Dominator kits usually include all the pieces of Controller kits . . . Plus a gutsy grind mechanical cam. This big stick adds the really big muscle to your machine. The kind of sock that tells the other guy: Big Breather Is Watching You . . . the Dominator.

These kits and modifications are detailed with identifying parts numbers in the high-performance and parts books described below.

### HIGH PERFORMANCE ENGINES AND PARTS BOOKS AVAILABLE!

High-performance Engines (\$2.00)—Covers fundamentals, operating principles, and modifications. Over 100 pages, illustrated in color.

Muscle Parts (\$1.00)—Parts, modifications, and tuning for Lincoln-Mercury vehicles. Listings include prices. 80 pages, with illustrations.

Copies of both books can be ordered from Muscle Parts Headquarters, P.O. Box 5386, Milwaukee Junction Station, Detroit, Michigan 48211.

Please send check or money order; no cash or C.O.D.

LINCOLN ■ MERCURY



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 authorized dealer.

