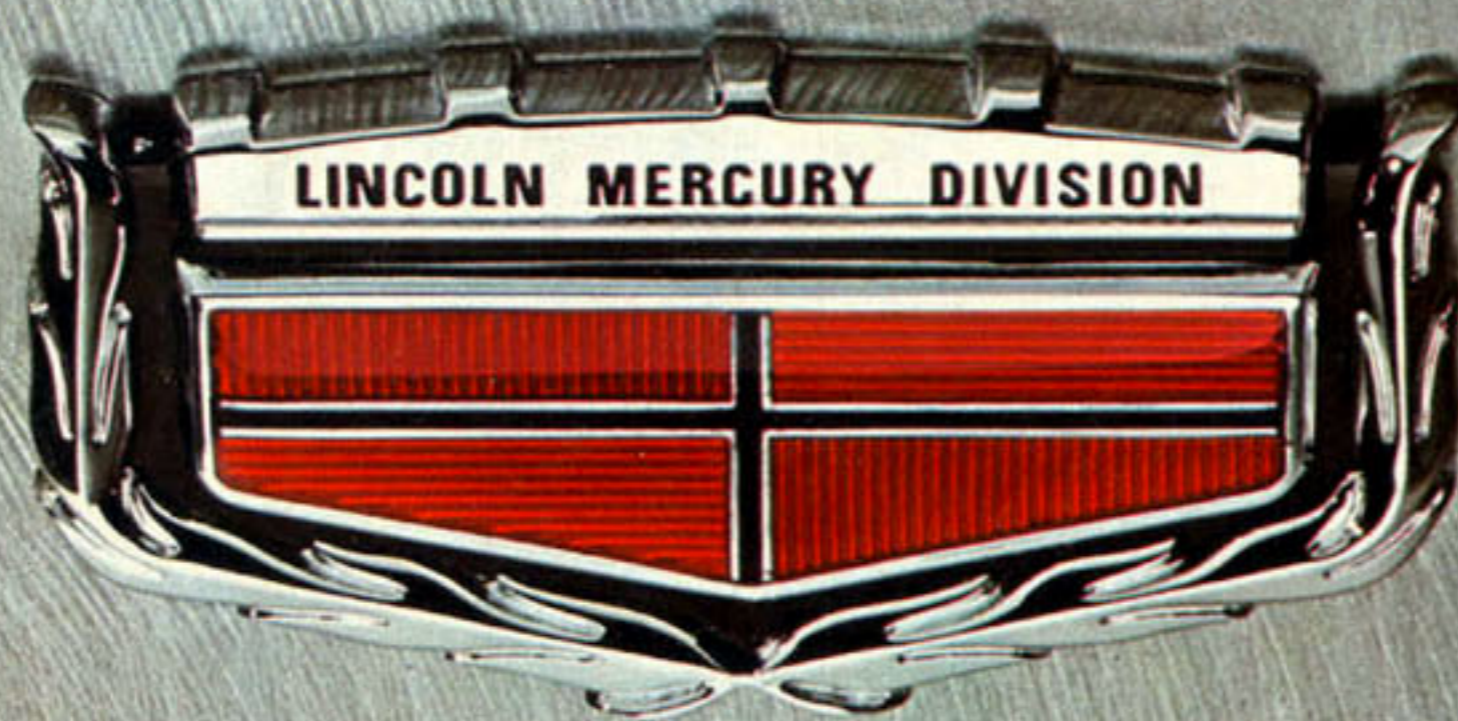


Marquis • Marauder • Monterey • Montego • Cougar



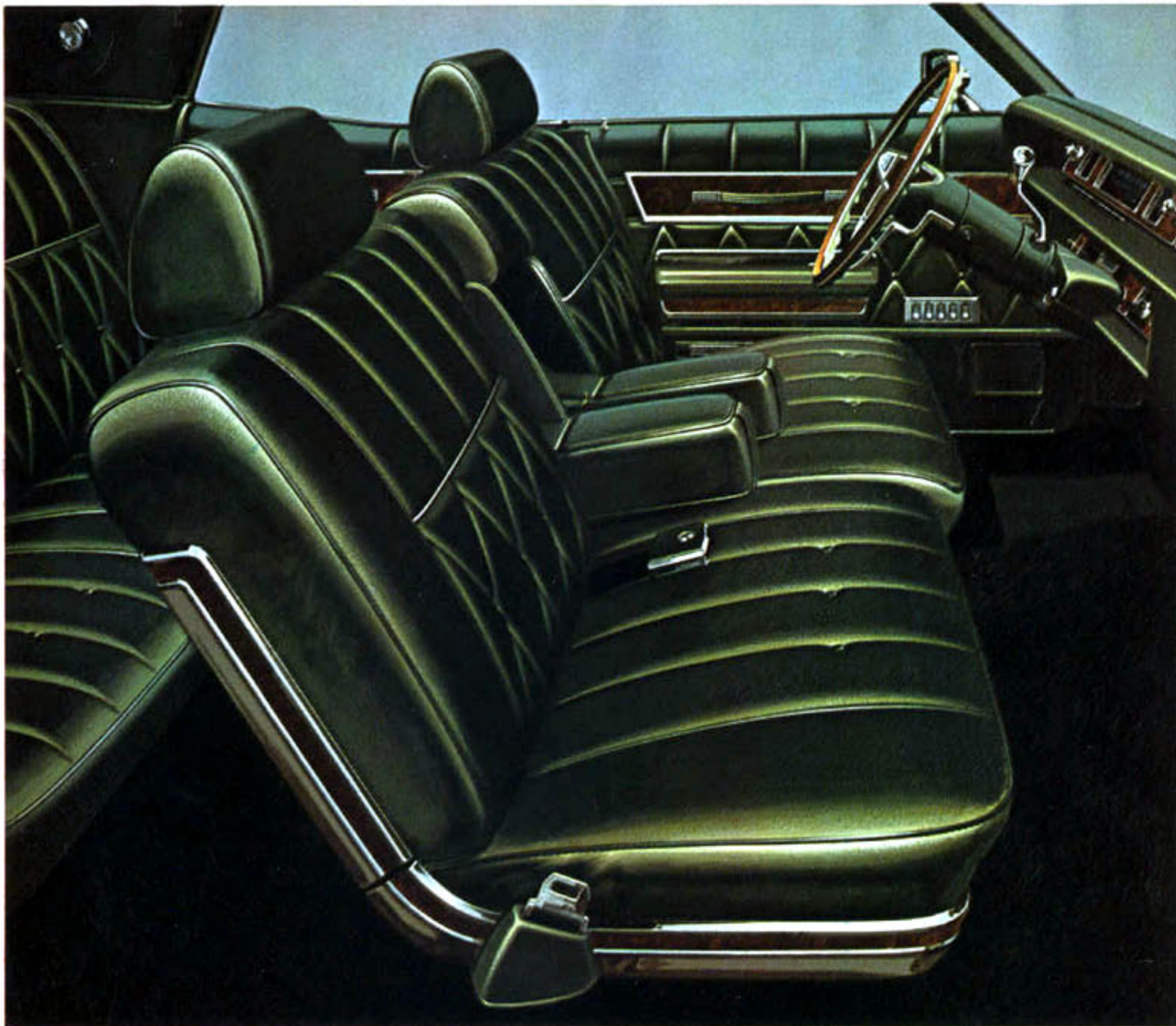
1969



Marquis Brougham: most dramatically styled car since the Continental Mark III

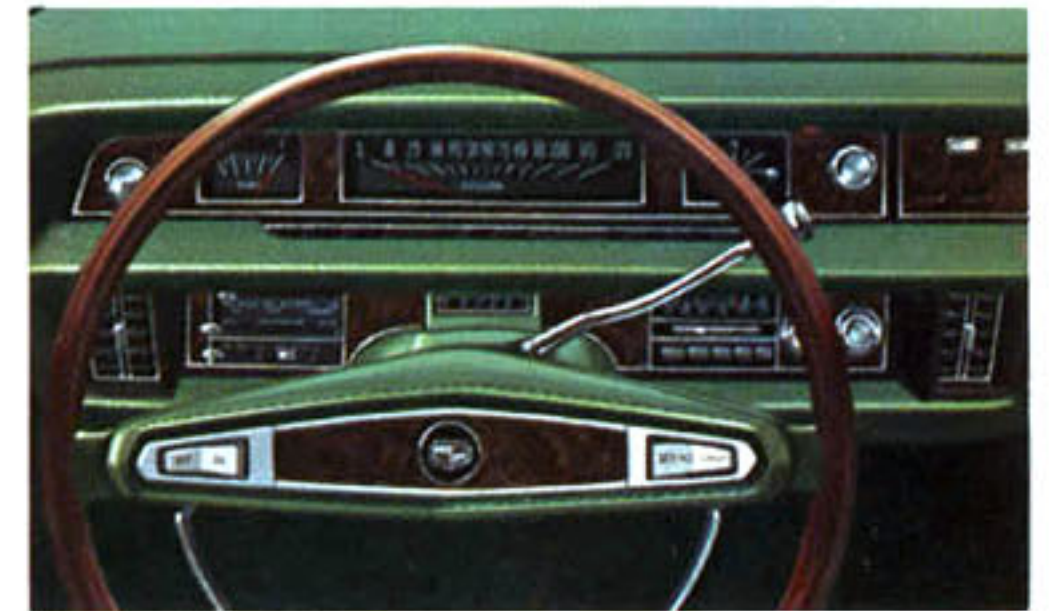
Here, from the makers of Continental Mark III, is a totally different look in medium-priced cars—the Marquis Brougham. A luxury car in the classic sense. Uniquely spacious, dramatically elegant, majestically beautiful. A great road car—with a command-performance 429-cubic inch V-8 as standard, mated with Select-Shift automatic drive that lets you change gears manually at will. Shown here are the Marquis Brougham two- and four-door hardtops (4-door sedan also available), with concealed headlamps, full width taillamps, smart new ventless side windows, distinctive Brougham crest, vinyl roof and bright ornamentation. Marquis Brougham—to let you lead the way in 1969.





The luxurious Brougham interior has individually adjustable Twin Comfort lounge seats with separate center armrests. The interior decor in richly pleated cloth and vinyl can be chosen

from five harmonious color motifs. And, of course, you can personalize your Brougham with a wide range of fine options such as the Reclining front passenger seat, shown above.

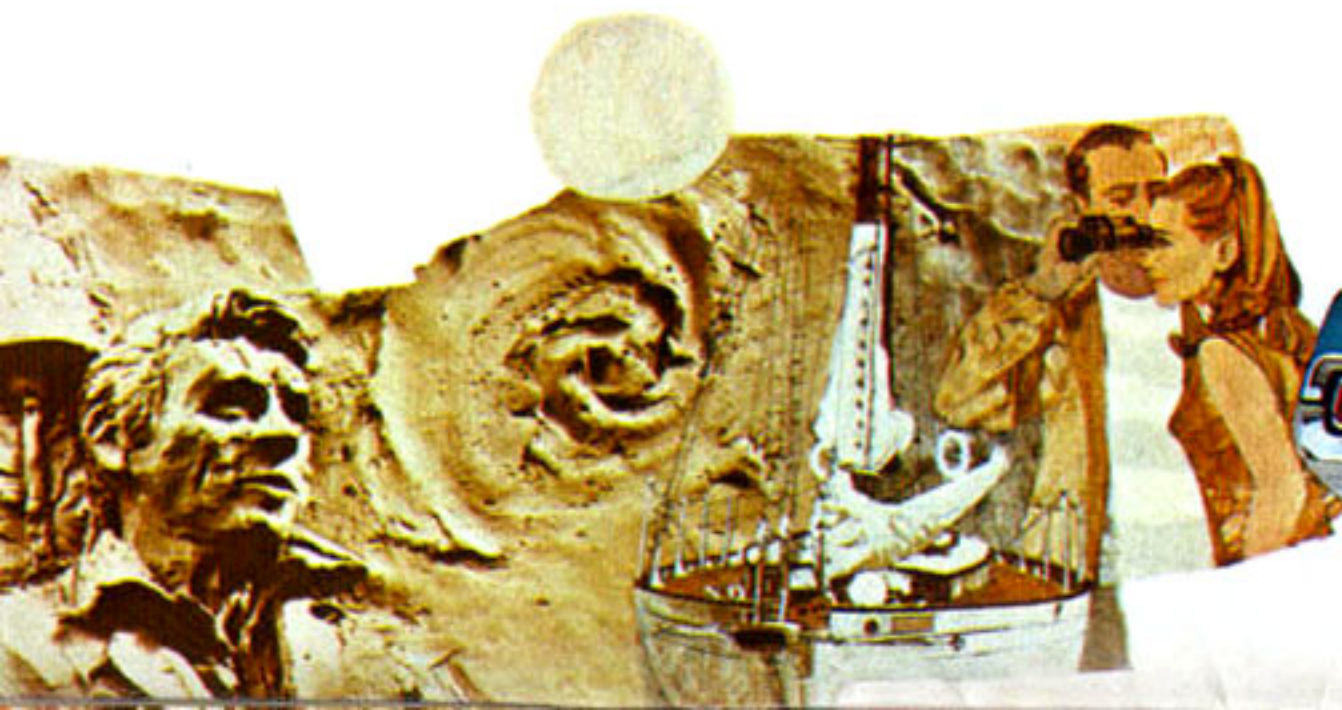




Marquis: never a medium-priced car quite so luxurious

The stunning Marquis was designed, engineered and styled by the men who make the distinguished Lincoln Continental—and nobody knows more about luxury. The Marquis, available in convertible, two- and four-door hardtop and four-door sedan models, offers you luxury usually reserved for cars like Continental—at a popular price. Like the Marquis Brougham, the Marquis features the impressive 429-2V V-8 and Select-Shift automatic transmission as standard. Dual lower body accent stripes and full-length bright curb molding

add even more distinction. Inside, you are surrounded by luxury on all sides, with passenger conveniences virtually everywhere you look. Front seat center armrest. Deep-loop nylon carpeting underfoot. Burlled-walnut vinyl paneling on dash and doors add warm beauty and richness. Among options you can select: Whisper-Aire conditioner, a new Rim-blow wood-toned steering wheel, Power seats, windows and brakes, AM/FM stereo radio—dozens more. No doubt about it—when it comes to luxury and value, Lincoln-Mercury leads the way!





Mercury Monterey Custom: the fine-car touch is everywhere

Look quickly. This beauty is the Monterey Custom for 1969—the popular-priced car with the emphasis on luxury. Totally new, longer and lower, more beautiful inside and out. With a wider track and extended wheelbase to give you the smooth, steady big-car ride. With extra room for luggage and shoulders. With bold performance from a brawny 390-cubic inch V-8. With custom touches everywhere: deluxe wheel covers, deluxe steering wheel, vinyl door pulls, woodgrained vinyl appliques, front seat center armrest, fine nylon carpeting—much more. The Monterey Custom is available in two- and four-door hardtop and four-door sedan. Beautiful proof that it's easy to step up to medium-priced luxury when Lincoln-Mercury leads the way.

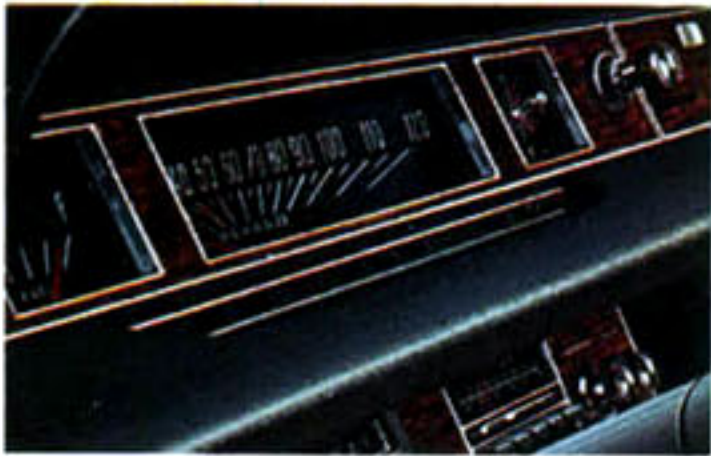




Mercury Monterey: luxury within every car buyer's reach

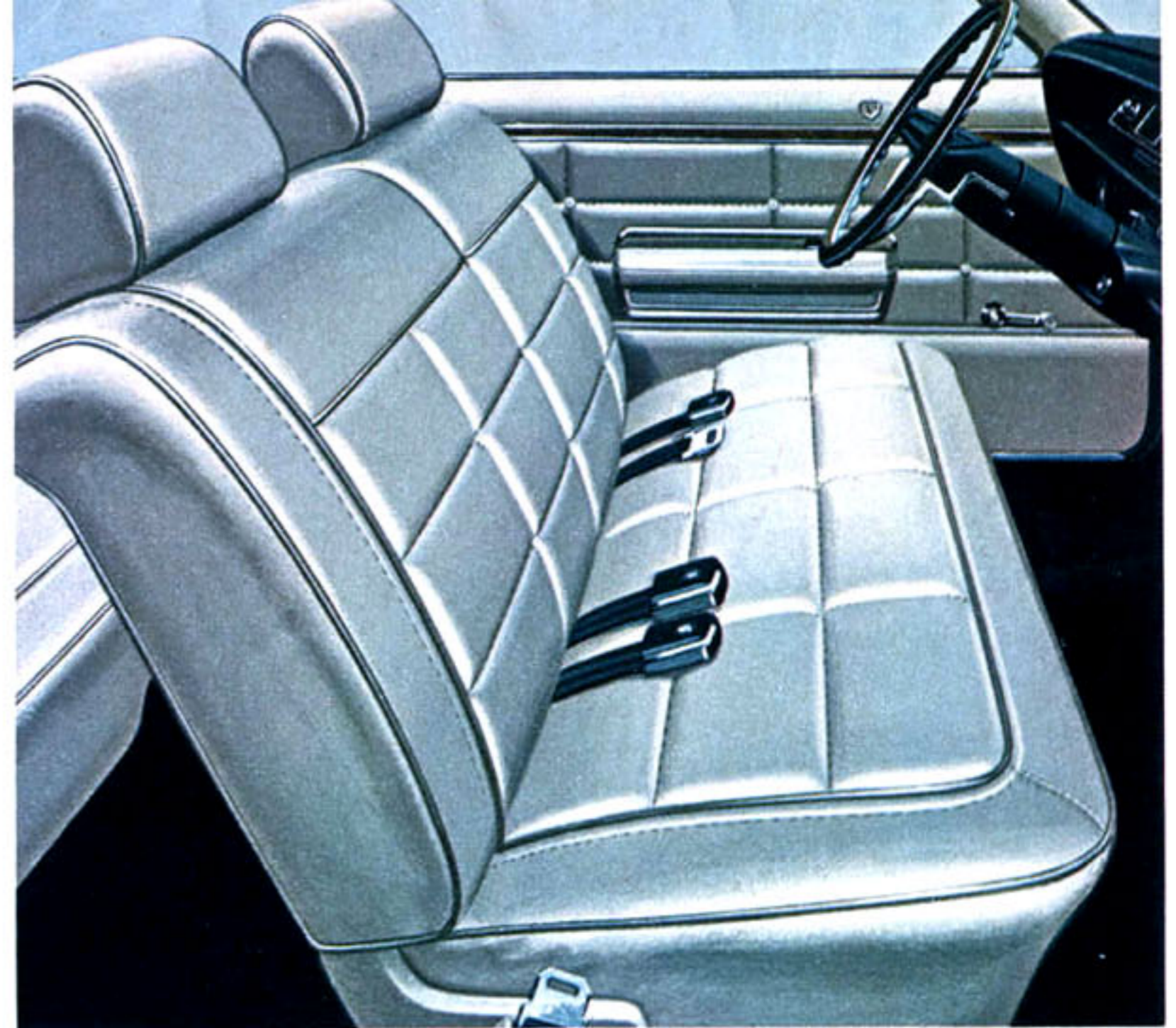
Here's a new high level of value for 1969, yours in a choice of two-door hardtop, convertible (both shown), and four-door hardtop or sedan. Now—at a price far less than you'd expect—you can enjoy the extra room, the smoother, quieter ride, the turnpike performance of a truly quality car. The full 124" wheelbase, wide-stanced tread and advanced suspension bring you a ride you'd expect from the makers of the Continental.

Monterey interiors for 1969 are replete with such fine-car touches as walnut-toned appliques, deep-loop carpeting, fashionably tailored upholstery in rich cloth and vinyl and numerous appointments to make travel a more pleasurable, comfortable and relaxing experience wherever you drive.



Monterey cloth-and-vinyl interior





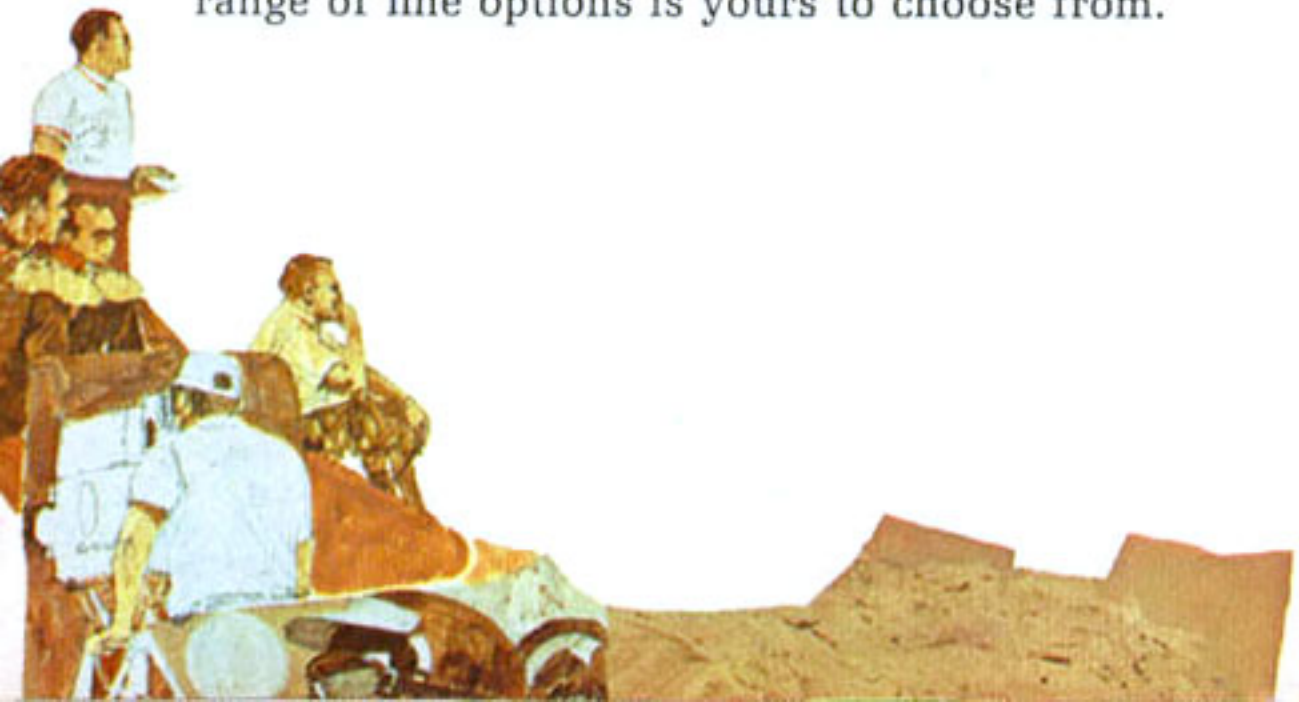
Monterey all-vinyl interior (std. in convertible, optional for other models)





Marauder:
sports car action with a luxury look

Here is sports car action that everyone can get in on—a high-spirited hardtop roomy enough for six and luxurious enough for the most demanding. The all new, all exciting Marauder. Its long-hood, short-deck design on a snug 121" wheelbase gives you the ride, the feel, the sweet, sure handling of an authentic sports machine. Its tunnel fast-back styling gives you the look of *right now*. Standard Marauder features include the velvety 390 V-8 with 3-speed manual transmission, concealed headlamps, unique taillamps, front side marker lamps, dual paint stripes. The cloth-and-vinyl interior offers luxurious comfort and convenience. Shown is the bench-seat arrangement for front seat passengers; bucket seats are optional. And, of course, a whole range of fine options is yours to choose from.





Marauder X-100. In case just luxury isn't enough

This is a more athletic Marauder, with special strengths of its own. Like a 429-cubic inch, 4-barrel V-8 that puts out 360 authoritative horsepower. Select-Shift automatic transmis-

sion. Styled aluminum wheels. WSW belted wide-tread tires. Rear fender skirts. Three-spoke Rim-blow steering wheel. Tunnel fast-back with complementary sports-tone matte finish.* Inside, choose from three seating schemes: standard bench-type with seating surfaces of leather accented by touches of vinyl, all-vinyl buckets (shown) with Sports console, or individually adjustable all-vinyl Twin Com-

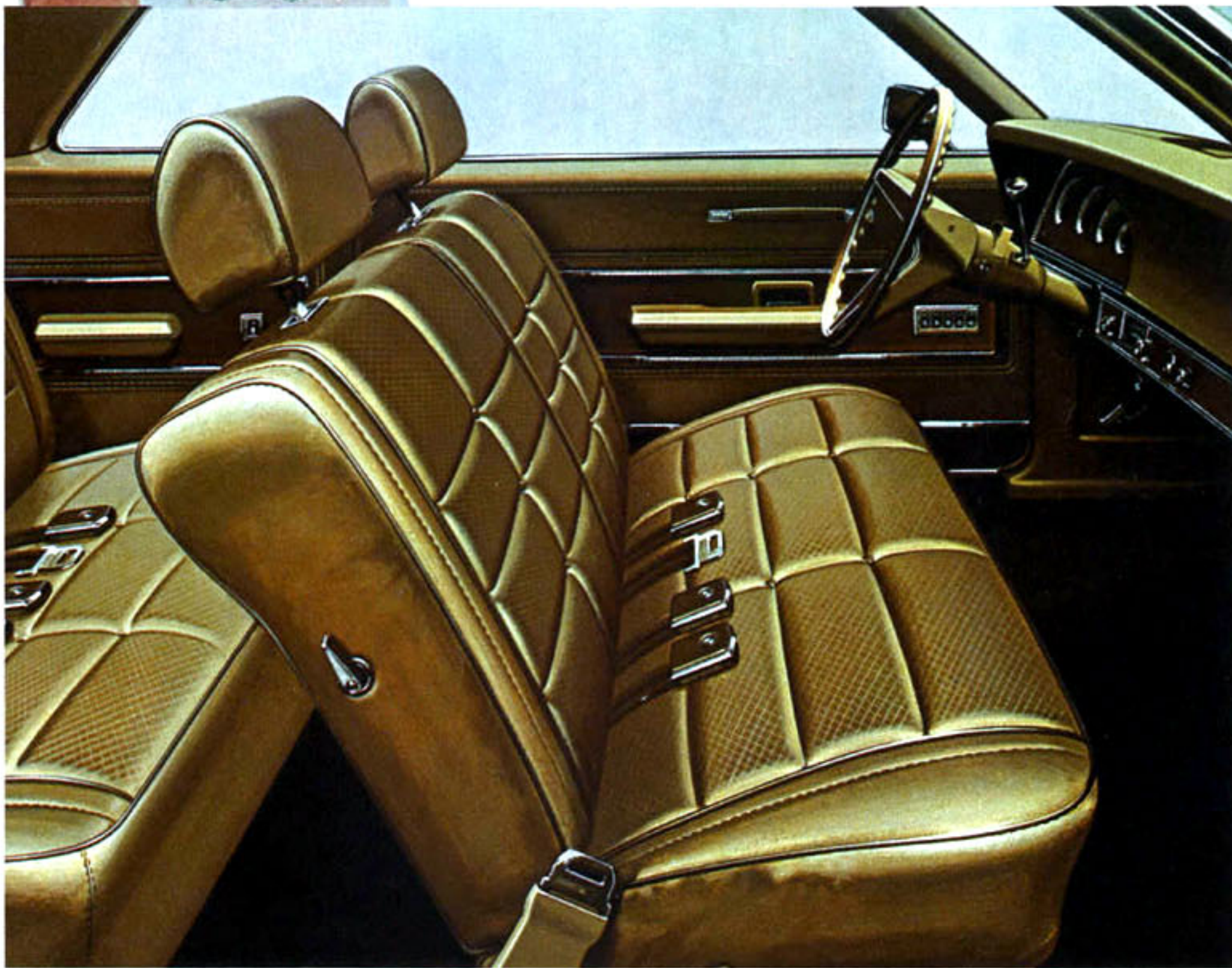
fort lounge seats with dual center armrests. Lavish appointments surround you, from deep-loop nylon carpeting to rich burled-walnut vinyl inserts on instrument panel and doors. Add Power front disc brakes, High performance axle or other options and you'll have luxury that will really move you.

*Sports tone may be deleted and cost deducted from base price.



Montego MX Brougham... luxury leader of the intermediates

For '69, Lincoln-Mercury leads the way with a great new team of intermediates! A hardtop that keeps forgetting it's a family car. An uncommon convertible. A high-performance fast-back. And more—all sized and styled to reflect a new dimension in driving. Out in front is the luxurious Montego MX Brougham with crisply styled body lines, tastefully rich interiors, and precisely responsive performance. Available in either a 2-door hardtop (shown here) or a 4-door sedan, Brougham leads the way to luxury driving in the intermediate field. Blend standard features such as Comfort-Stream ventilation system and Rim-blow steering wheel with options like a Vinyl roof, Select-Shift transmission or others and Brougham becomes a personal extension of your way of life.

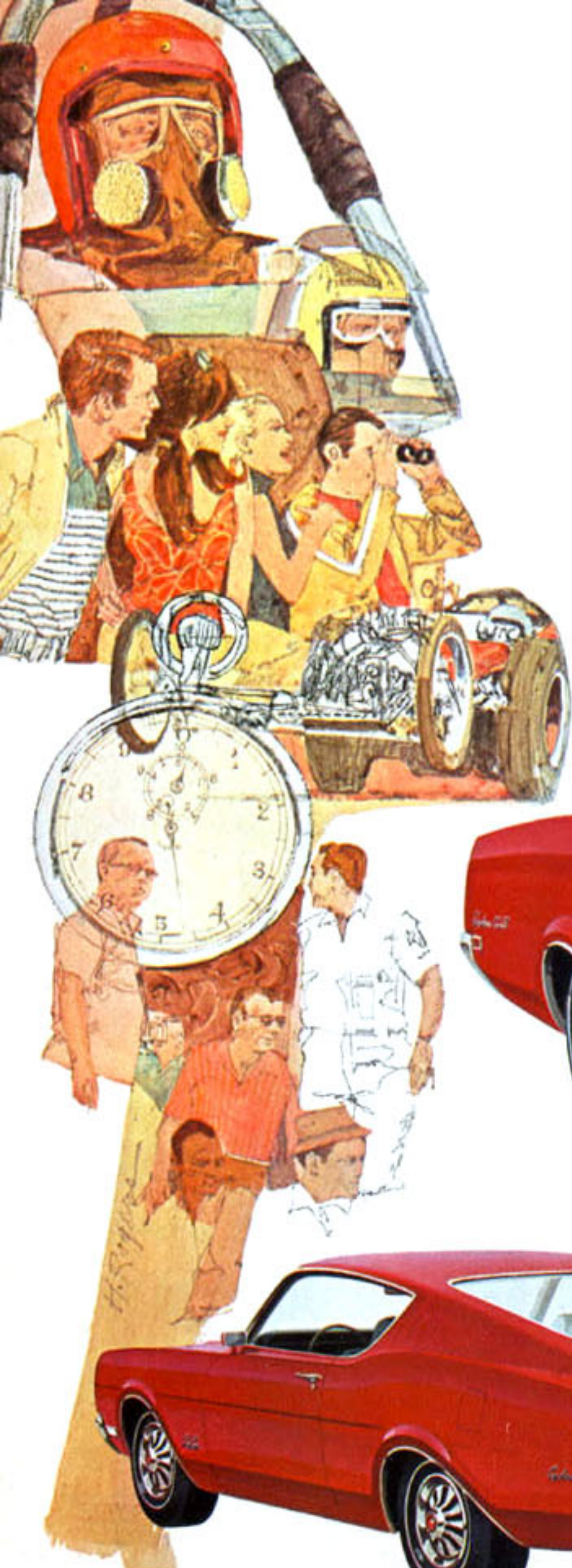


**Inside MX Brougham,
luxurious fabrics
and woodtone accents**

Imagine yourself seated at the wheel of this elegantly styled Montego MX Brougham. You settle back to secure your seat and shoulder belts and the thick, contoured padding in the bench seat promises long-lasting comfort and support. Now take a good look at your environment. Rich, carefully tailored cloth-and-vinyl upholstery in black, dark red, dark blue, nugget gold, and dark ivy gold. Woodtone trim in



warm, subtle teak color. Vinyl-covered door pulls. Color-keyed deep-loop carpeting and suspended pedals with bright trim molding. Rim-blow steering wheel. The look and feel of luxury is complete. Once in motion and for every mile you drive, you'll enjoy the luxury of Comfort-Stream ventilation and deluxe sound insulation as Montego MX Brougham leads the way to greater driving pleasure for 1969.



Cyclone CJ... high-performance fastback!

Lincoln-Mercury leads the way into the '69 high performance world with an all-new, all-exciting Cyclone CJ fastback. Outstanding performance, bold styling, an aggressive personality are the marks of this competition-bred intermediate. Based on a production CJ 428 V-8 engine, Cyclone CJ combines such wanted features as 4-speed manual transmission, competition handling package, and low-restriction dual exhausts in a model priced much lower than you'd expect!



Standard Cyclone CJ all-vinyl interior



Cyclone CJ shown with optional Ram Air induction and hood lock pins

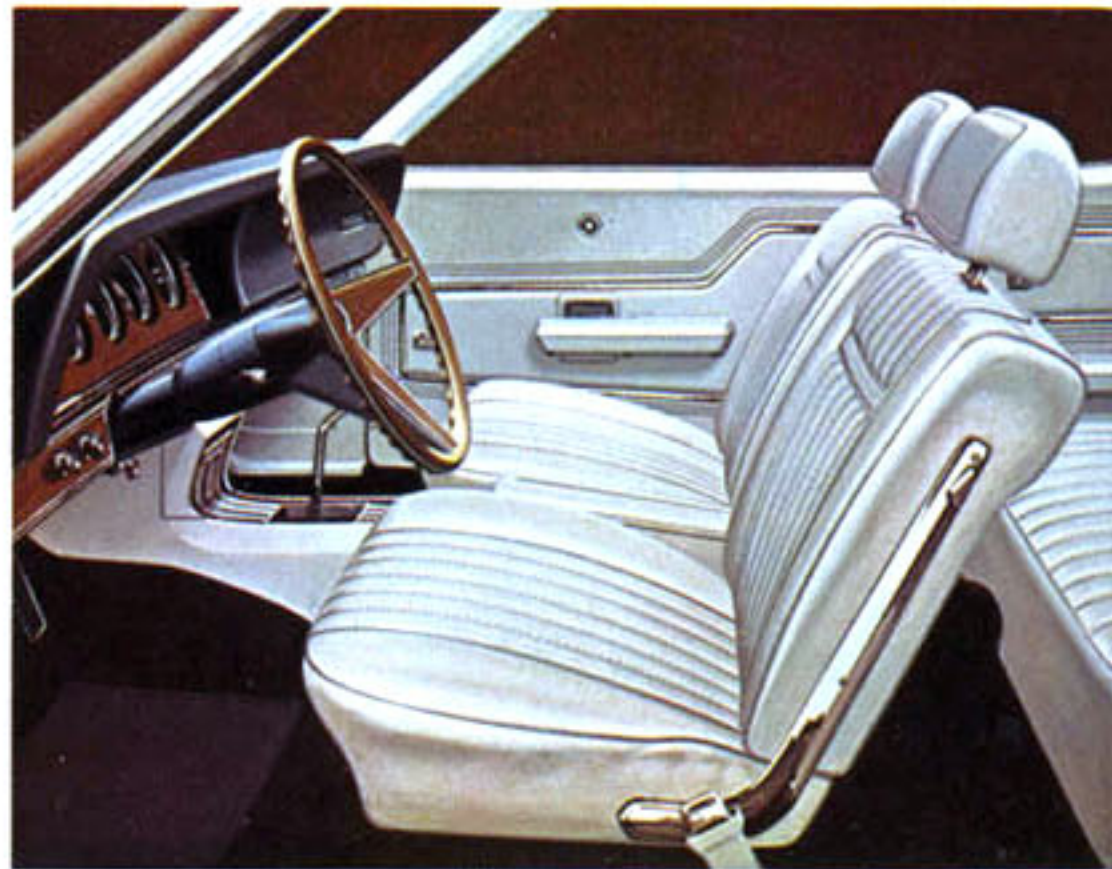




Cyclone fastback with optional dual upper body stripes and styled steel wheels

Cyclone is strictly for fun

365 days a year. Sun, snow, wind, rain . . . Cyclone leads the way to a new outlook on driving! Smooth, clean fastback lines sweep around country curves, through rush-hour traffic, and down the freeway with responsive V-8 power. Cyclone answers the call of the open road with a standard 220-hp 302 V-8, all-synchronized 3-speed manual transmission, and a sporty vinyl interior matched perfectly to the mood of fun driving. And then there are options . . . for performance, luxury, and convenience. Add the right ones, then let Cyclone lead the way back to fun driving!



Cyclone's optional bucket-seat interior and Sports console



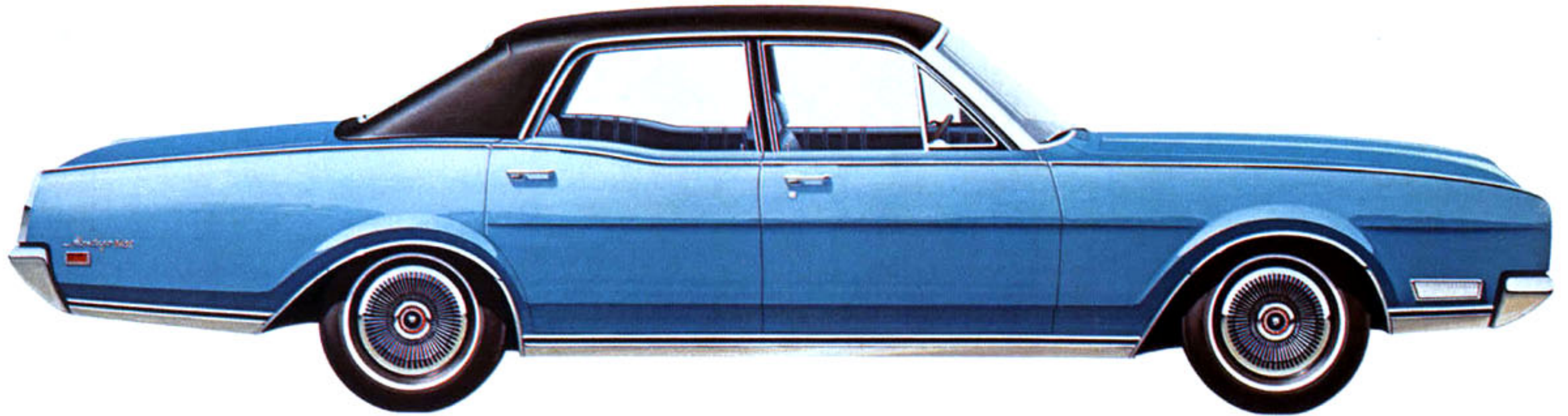
All-vinyl standard Cyclone interior with optional Rim-blow steering wheel



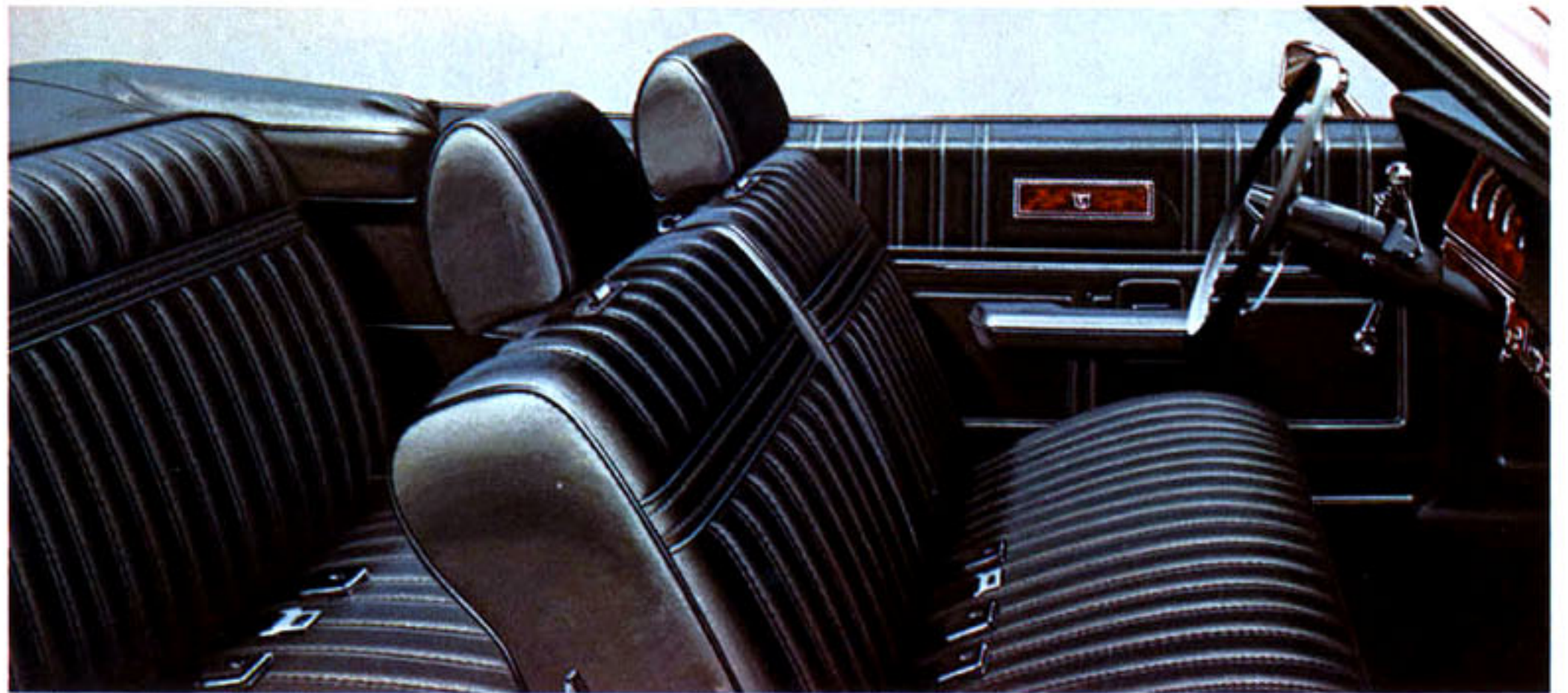
**Mercury Montego MX...
liveliness and luxury
combined at a popular price**

Of all the intermediates, Montego alone gives you Cougar-inspired spirit, Continental-inspired styling. (It's made by the same people!) This is the roomier, zoomier intermediate. Last year in its class it couldn't be topped for winning performance and this year it won't be topped for looks. The Montego MX, available in convertible, two-door hardtop and four-door sedan models, offers beautiful proof that luxury that is lively is now within every buyer's reach.





Montego MX's alluringly low price includes the lavishly appointed cloth-and-vinyl or all-vinyl interior (shown) with woodtone instrument panel appliqué, color-keyed deep-loop carpeting and appointments with the hand-crafted look. As for options, they range from Whisper-Aire conditioner to an AM/FM stereo radio. Ask your Lincoln-Mercury dealer to show you the complete list for 1969.

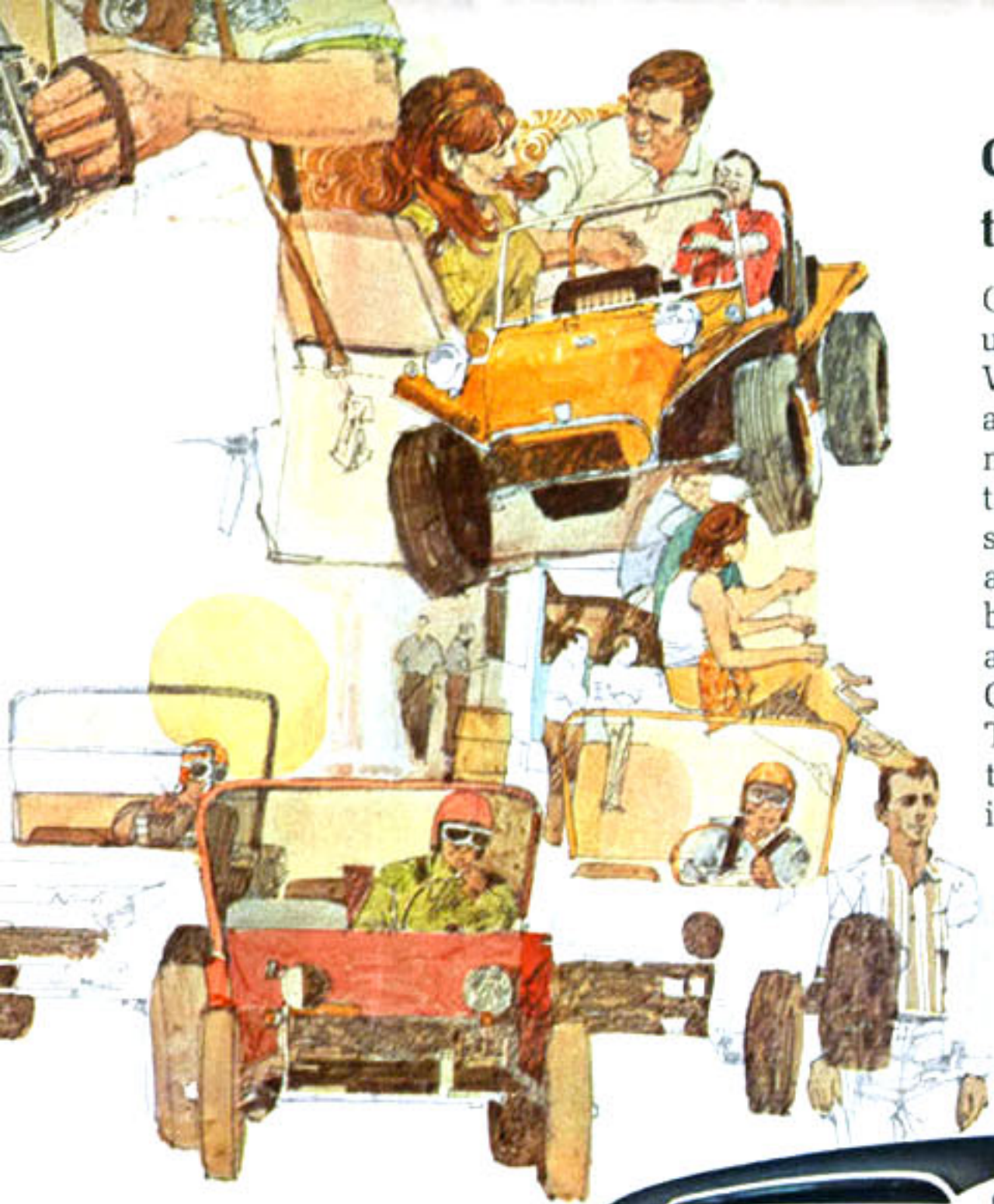




**Mercury Montego . . .
Should a family car
look so intriguing?**

Some family men go through life with a bachelor's taste in cars. And Mercury Montego has such men in mind (as well as their wives)! Here is six-passenger roominess and comfort clothed in the lean, lithe look of a sporty road machine. There's a level of luxury in Montego you'd naturally expect from the makers of the Continental . . . rich carpeting underfoot, impeccably tailored interiors in smart cloth-and-vinyl or all-vinyl, woodtoned accents with the craftsman's touch. And there's performance to match, with optional V-8's that go up to a CJ 428 V-8.





Comet Sports Coupe: the one-model car series

One Comet, or a dozen? Who's to know for sure unless you set your imagination working? We'll get you started by pointing out that there are sporty Comets (with options like the gutsy new 290 hp 351-4V engine, 4-speed manual transmission, and Deluxe wheel covers with spinners) . . . luxury Comets (optional Special appearance equipment group, 4-way Power bench seat, and Rim-blow steering wheel) . . . and high-performance Comets (optional 335 hp CJ 428 engine, Power front disc brakes, and Traction-Lok differential). You can take it from there and design your kind of Comet. Then own it for less than you'd imagine.



Soil-resistant cloth is used with durable vinyl to render the Comet Sports Coupe interior as serviceable as it is comfortable and good-looking. Teakwood-toned appliqué accents a precisely designed instrument cluster.



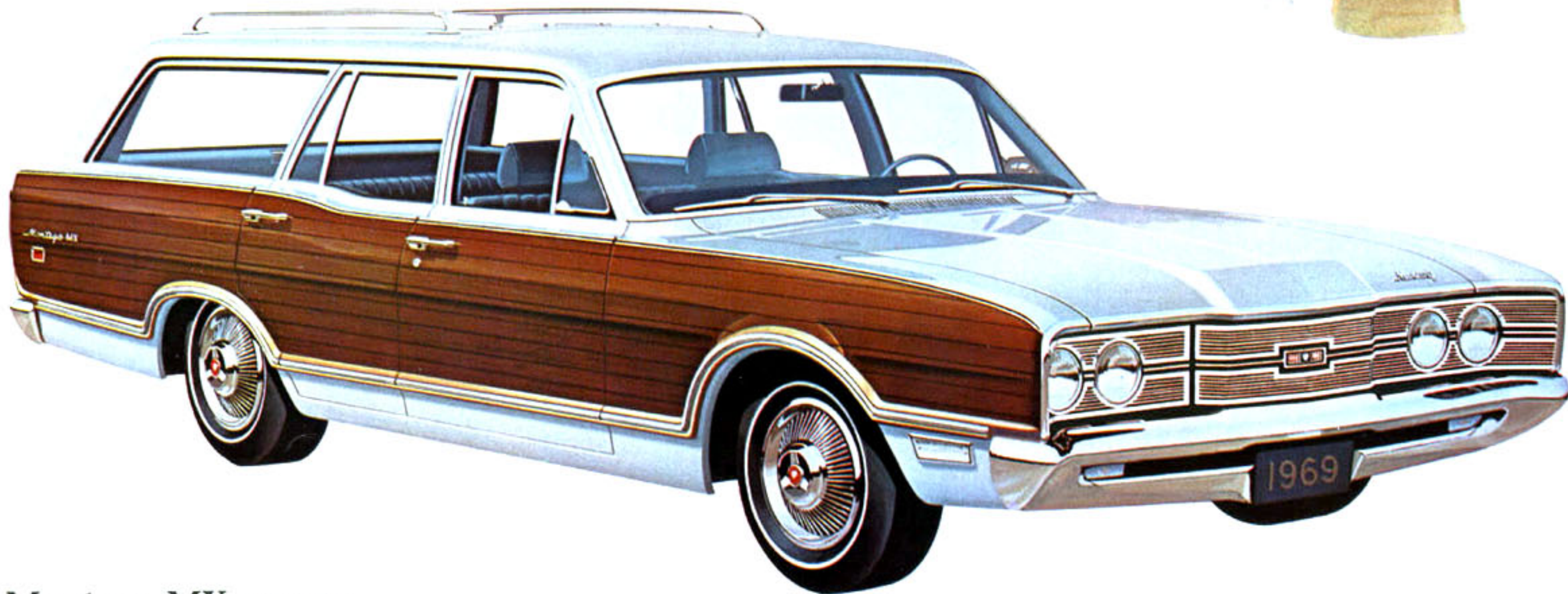
**Marquis Colony Park:
If Lincoln Continental made a
station wagon, this would be it**



Until now there was never a station wagon so rich in styling, so regal in its ride, so luxurious in appointments as the magnificent Colony Park. Totally and excitingly new. Wider in track for road poise, longer in wheelbase for a limousine ride. Elegantly paneled on body sides and tailgate. The Dual-Action Tailgate, which opens as a door with the rear window up, and the power-operated rear window are standard. Concealed headlamps, wraparound tail-lamps, tasteful brightwork—all designed to gain admiration wherever you go. A powerful 390 V-8 is standard, or you can command up to an optional 429 4V V-8 with Select-Shift transmission. Options and accessories to specify are many, including Twin Comfort lounge seats with reclining feature for passenger (shown left), Luggage racks, Power assists, Tinted glass, many more.



The Monterey and Monterey Custom (shown): station wagons. Dual-Action Tailgate and 390 V-8 are standard.

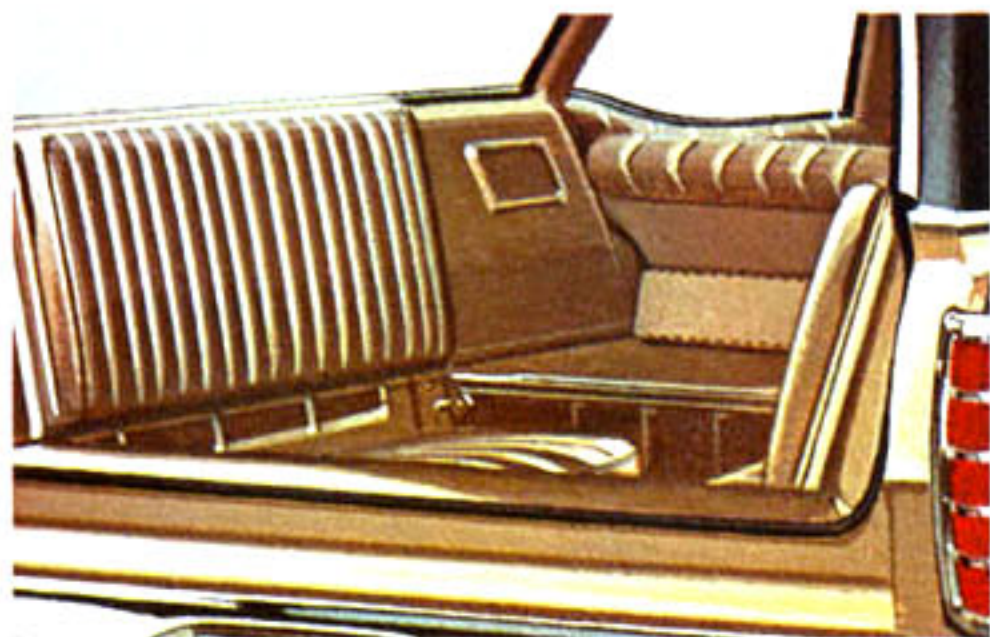


Montego MX wagon: long on looks, loadspace and liveliness

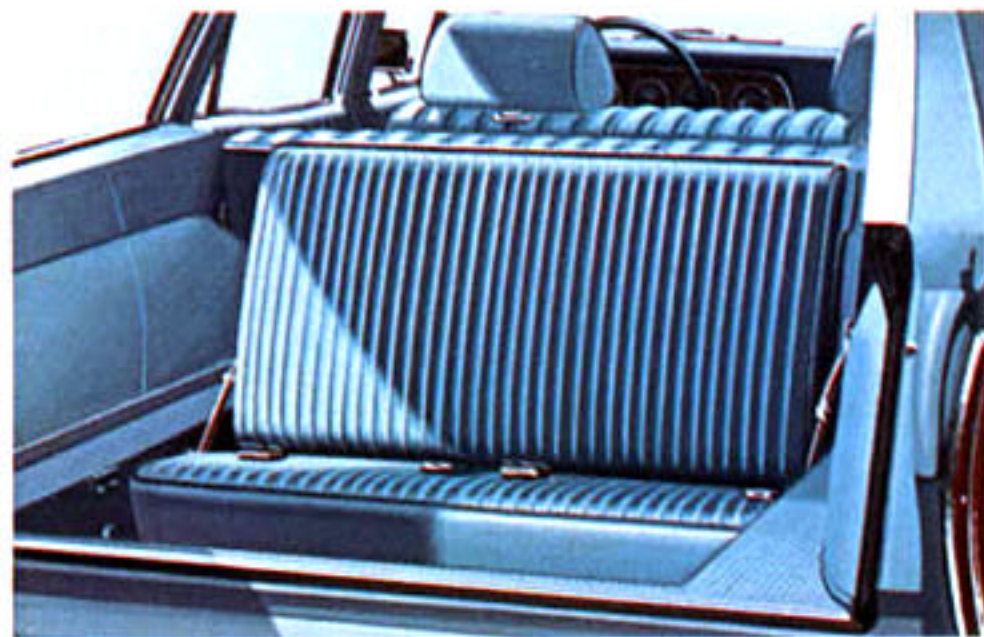
Meet our young wagon. Fast-movin', easy-handlin' Montego MX leads the way for family fun! Technically an intermediate (takes the pain out of payments, parking, and operating costs) you'll know it only as *big* when it's filled with whatever you fill a wagon with. That

crisply handsome exterior holds more than 92-cu. ft. of cargo, all-vinyl upholstery trimmed with woodtone appliques, deluxe steering wheel and deep-loop carpeting, and (at your option) a rear-facing third seat. Standard Montego MX power springs from a lively, eco-

nomical 250 "6" and all-synchronized 3-speed manual transmission. Even the Dual-Action Tailgate is standard for 1969! Options? Montego MX can be whatever you want with the addition of features like a Luggage carrier, Yacht Deck paneling, and Select-Shift transmission.



Dual center-facing rear seats are available as an option in Colony Park and Monterey station wagons.



Rear-facing third seat is just one of many desirable options for Montego MX.



The doubly convenient Dual-Action Tailgate. For passengers it swings wide like a door, even with the window raised. For packages it drops flush with the cargo deck. And it's standard on Colony Park, Monterey Custom, Monterey and Montego MX. (Does not allow door-opening with window up on Montego MX.)

New Cougars on the prowl for 1969

Has Cougar done something for an encore? You'd better believe it. Virtually everything is new for 1969, from skinside to inside. The Cougar convertible is unmistakably new, but then so is nearly everything else. There's bold new styling, sinewy and more fluid with a European flair. From rakish new grille to wraparound rear bumper, the car looks quicker, sleeker. Longer by more than three inches, wider by more than two. More room for you and your friends, more room for your luggage. For 1969, even the fuel tank is roomier to add reach to Cougar's stride.

There's new pounce under the hood: a twin venturi 351-cubic inch V-8 is standard, and power options climb all the way to a CJ 428 V-8 with Ram Air induction. And there are other exciting new options and cockpit designs to help you custom-breed your Cougar to your kind of driving.

About the only things not new for 1969 are features that are inbred to make Cougar still the best equipped car in its class: hide-away headlamps . . . sequential rear turn signals . . . full-compartment carpeting . . . contoured bucket seats. Still the top cat!



The Cougar hardtop and the Cougar XR-7 convertible.



Destined for the sports car life? Let Cougar lead the way



In this the third year of the cat (top cat, that is) more and more people will find themselves on the brink of becoming a buff. That's because Cougars are longer and stronger and sportier than ever. Take the basic Cougar for example (there's a convertible in addition to the hard-top shown at left). Note the new ventless windows and how they add to the wide-open look, the racy curve of the side window glass, the dual full-length paint stripes on the upper body sides, the tasteful use of brightwork. This is the right-now look of the U.S.A.'s foremost luxury/sports car, unique in its blend of European road car manners with American fine-car elegance. Cougar for 1969 . . . more than ever before, the top cat!



Decor group option, standard in convertible, includes custom-grade interior trim. (Sports console optional)



Standard interior in all vinyl. (Sports console optional)

The Cougar XR-7 and its enlightened interior

Let's face it; you're going to be looked at in your XR-7 and you're going to love it. It's a romance that starts the moment you put your hands to the wheel and your toe to the throttle. On the outside, a distinctive XR-7 insignia, remote-control sideview racing mirror, sculptured side panels, bright-with-black curb molding and unique wheel covers with XR-7 emblem—all mark this a higher breed of Cougar. On the inside, supple vinyl upholstery, accented by touches of genuine leather, the rich warmth of simulated burled-walnut inserts, an authentic array of switches and dials (even a tachometer, trip odometer and electric clock with elapsed time indicator) add an aura of hand-crafted elegance and sports car mystique. Cougar XR-7 is yours in a choice of hardtop or convertible, each with buckets, floor-shift, concealed headlamps, taillamps that sequentially point the way you turn, and the hot new 351 V-8 as standard. The powered convertible top sports a tempered, stain-and-scratch resistant, glass rear window that allows the top to be lowered whether the window is up or down.





Cougar with CJ 428 V-8...the high-performance cat

This is the prowler breed of Cougar that leaves tracks of its own. This is the Cougar for sports car admirers, and you can specify CJ 428 for Cougar or XR-7 models. Inside is a dressed-up CJ 428-cubic inch 4-barrel V-8, delivering 335 horsepower, teamed with four-speed stick or Select-Shift automatic, dual pipes and competition handling setup. It delivers high torque through a 3.50:1 rear axle to wheels outfitted with F70 x 14 belted whitewalls. The

power dome hood with color-keyed dual stripes signifies it has a CJ 428.

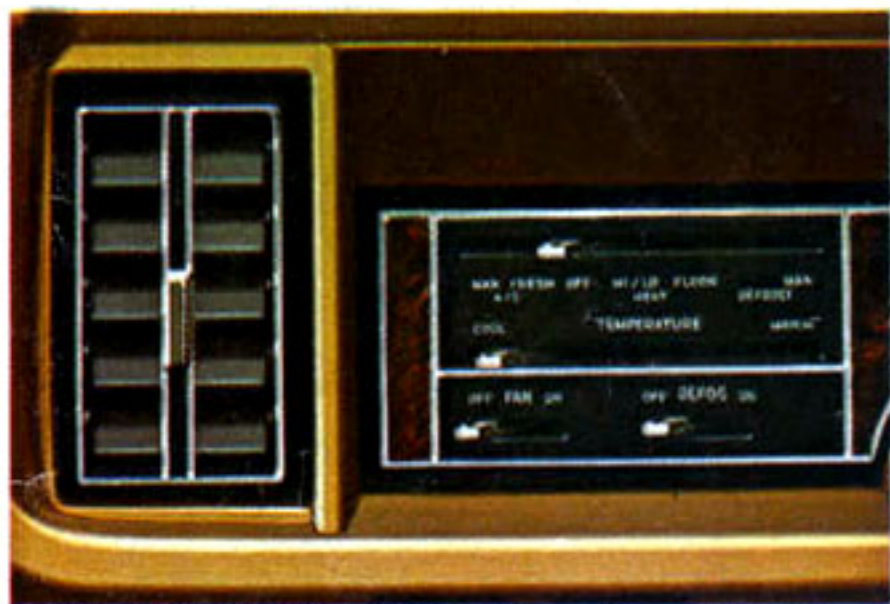
For more growl you can go with the CJ 428 Ram. This affords increased power output by the injection of cool air through the functional hood scoop with unique ram air valve (shown at right) and standard F70 x 14 BSW tires with raised white letters, no-cost optional FR70 or F70 x 14 WSW tires and racing stripes complete the picture of a cat with very sharp claws.



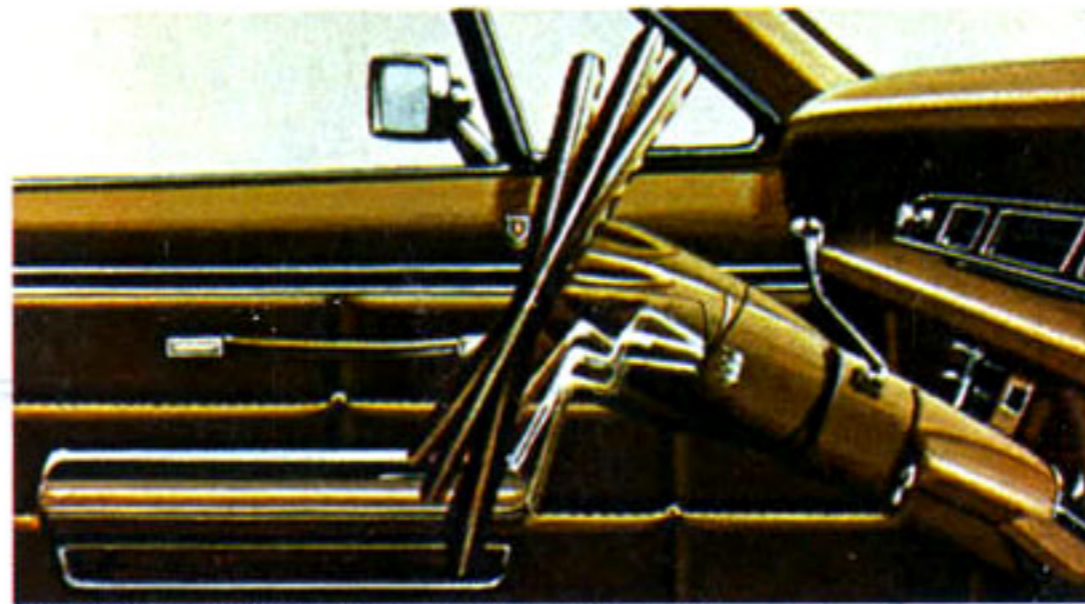
CJ 428 Ram engine

Options and accessories let you add the custom-tailored touch

Your Lincoln-Mercury dealer can acquaint you with a host of custom features that will add extra driving enjoyment and the stamp of "personally yours" to the car of your choice. Some of them are shown here and your dealer can assist you in selecting others.



Whisper-Aire Conditioner



Tilt Steering Wheel



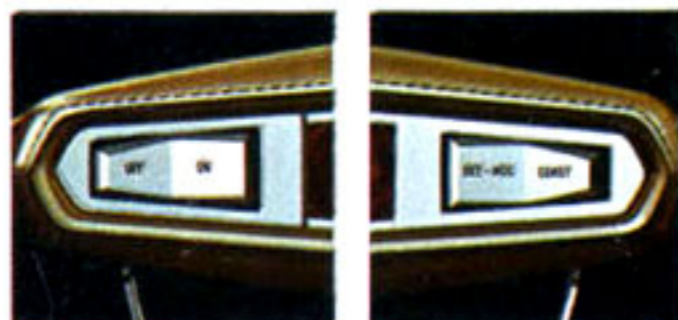
Wire Wheel Covers



Comb. AM Radio/Stereo-Sonic Tape



AM/FM Stereo Radio



Speed Control



Power Windows

In every size and performance range . . .
Lincoln-Mercury leads the way with a car to
suit your personal preference

Passenger Cars (2-door hardtop models)	Wheelbase	Overall Length	Standard Engine	Horsepower	Standard Transmission	Luggage Capacity
Marquis Brougham Marquis	124"	224.3"	429-2V V-8	320 @ 4400	Select-Shift automatic	20.6 cu. ft.
Marauder X-100	121"	219.1"	429-4V V-8	360 @ 4600	Select-Shift automatic	18.0 cu. ft.
Marauder	121"	219.1"	390-2V V-8	265 @ 4400	3-speed manual	18.0 cu. ft.
Monterey Custom Monterey	124"	221.8"	390-2V V-8	265 @ 4400	3-speed manual	20.6 cu. ft.
Montego MX Brougham Montego MX Montego Comet Sports Coupe	116"	206.2"	250-1V Six	155 @ 4000	3-speed manual	18.0 cu. ft.
Cyclone CJ	116"	203.2"	CJ 428-4V V-8	335 @ 5200	4-speed manual	17.0 cu. ft.
Cyclone	116"	203.2"	302-2V V-8	220 @ 4600	3-speed manual	17.0 cu. ft.
Cougar XR-7 Cougar	111"	193.8"	351-2V V-8	250 @ 4600	3-speed manual	10.2 cu. ft.

Station Wagons	Wheelbase	Overall Length	Standard Engine	Horsepower	Standard Transmission	Total Cargo Volume
Marquis Colony Park Monterey Custom Monterey	121"	220.5" 218.0" 218.0"	390-2V V-8	265 @ 4400	3-speed manual	105.3 cu. ft.
Montego MX	113"	204.0"	250-1V Six	155 @ 4000	3-speed manual	92.8 cu. ft.

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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.

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