

1967
Mercury



COUGAR

SUBSEQUENT OWNER REGISTRATION

MERCURY ★ COMET

The individual named below is the purchaser of this Mercury used unit and as such is entitled to warranty adjustments for the unexpired portion of the original warranty. This warranty is IN LIEU OF any other express or implied warranty.

Owner Name R. E. Moore, Jr. Vehicle Warranty No. 7F93A599345

Street Address 1107 Dogwood City & State Tyler, Texas

Original Selling Dealer Tyler Line-Merc, Inc

Original Date of Sale* 7-29-67 Total Mileage 1867

Issuing Dealer Tyler Line-Merc, Inc & A Code 10887

City and State Tyler, Texas

Subsequent Owner Signature X

Dealer Signature William J. Cole, Secy-Texas

*Date Vehicle First Sold Retail or First Placed in Service (whichever occurred first.)

NOTE: The tire guarantee does not apply to this vehicle. See the tire manufacturer's representative if tire service is required.

THE GLOVE COMPARTMENT

your
1967

Mercury Cougar

The Warranties and Special Coupons contained in this manual have been developed expressly for use in the United States, Puerto Rico and Canada and for units ordered through a U. S. Armed Services Exchange. Since their application to Ford Motor Company products sold in foreign countries is subject to local practice, this manual is provided in such instances for purposes of owner operating and maintenance reference only.

The information and specifications included in this publication were in effect at the time of approval for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change specifications or design at any time without notice and without incurring any obligation whatsoever.

SERVICE DEPARTMENT
LINCOLN-MERCURY DIVISION



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FORD MOTOR COMPANY NEW VEHICLE WARRANTIES

BASIC WARRANTY

Ford Motor Company warrants to the owner each part of this 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, whichever comes first. (1)

POWER TRAIN WARRANTY

In addition, Ford Motor Company further warrants to the owner 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, whichever comes first. (1)

STEERING, SUSPENSION AND WHEEL WARRANTY

In addition, Ford Motor Company further warrants to the owner each part of the suspension system, steering gear and linkage, power steering pump, road wheels, and front wheel bearings, and seals 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, whichever comes first. (1)

The further 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.

GENERAL WARRANTY PROVISIONS

It is a condition of all the warranties that the owner maintain this vehicle according to the maintenance schedule set forth in the Customer Maintenance Record in the Maintenance section of this Owner's Manual. It is also a condition of all the warranties that, every twelve months, the owner furnish an authorized Ford 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 owner is traveling or has become a resident of a different locality, by any authorized Ford 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.

The warranties herein shall not apply to any vehicle normally operated outside of 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 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, including any implied WARRANTY of MERCHANTABILITY or FITNESS, and of any other obligation on the part of the Company or the Selling Dealer.

- (1) 90 days or 4,000 miles, whichever comes first, for 289 CID-4V (271 horsepower), 427 CID, or 428 CID Interceptor (when owned and operated by other than a law enforcement agency) engines and related power train components and 24 months or 24,000 miles, whichever comes first, for the remaining components of vehicles equipped with such engines.

BATTERY WARRANTY

(For vehicles normally operated in the U.S., Puerto Rico or Canada)

The Autolite battery which is installed in your vehicle at the time of delivery is guaranteed by Ford Motor Company against defects in material and workmanship for a period of 36 months from the time you purchase the vehicle. This protection varies with the length of time the vehicle has been in use and the mileage it has been driven as outlined below.

Batteries which fail because of a defect during the first 24 months or 24,000 miles, whichever occurs first, will be replaced by your dealer on a no charge basis.

Should the Autolite battery in your vehicle fail after the basic vehicle warranty period (over 24 months or over 24,000 miles), but within the 36 months guarantee, the defective battery can be exchanged for a new Autolite battery of equal or greater capacity on a pro rata basis at the place of business of an authorized Lincoln-Mercury dealer or Autolite battery dealer.

The number of months remaining between the time of failure and 36 months will determine the amount of credit you receive. For example, if the battery fails during the 25th month of service you will receive 11 months' credit, if it should fail during the 20th month of service, but after 24,000 miles of driving, then you will receive 16 months of credit.

This pro rata guarantee period applies to normal passenger car usage. If your car is used as a police car or taxicab, see your dealer for the guarantee period details.

NEW TIRE GUARANTEE

As noted in your New Vehicle Warranty, your tires are separately warranted by the tire manufacturer.

The Owner Identification on the inside front cover serves to identify you, and to indicate the purchase date of your vehicle. Should tire warranty service be required, show this owner information to the tire manufacturer's representative.

Your Lincoln-Mercury dealer will assist you in presenting any tire problem to the tire manufacturer's designated field station.

EXPLANATION OF YOUR NEW VEHICLE WARRANTIES

COMPREHENSIVE WARRANTY PROTECTION

Lincoln-Mercury vehicles normally operated in the U.S., Puerto Rico or Canada have very comprehensive warranty protection that provides you with a lot of value. A basic concept of your new vehicle warranties is to give you as much protection and satisfaction as possible, with a minimum of inconvenience.

You'll get most value and peace of mind from the warranties if you thoroughly understand their protective features. So why not take a few minutes right now and read the warranty provisions shown on pages 2 and 3 of this manual.

Now that you've read them, let's talk about the coverage outlined.

About tires: These are excluded from the vehicle warranty coverage because they are separately warranted by the tire manufacturer. Your Lincoln-Mercury dealer will assist you in taking up any tire problem with the tire manufacturer's representative.

About the rest of the vehicle: Normally warranty work will be performed by the dealer who sold you the vehicle. He knows you and your vehicle and he is interested in keeping you satisfied. However, if you are traveling or in the event you become a resident of a different locality, any authorized dealer can honor the New Vehicle Warranties.

PRE-DELIVERY—YOUR DEALER'S RESPONSIBILITY

Your new Mercury Cougar is wonderfully tough and your complete satisfaction with it is a genuine concern to your Lincoln-Mercury dealer. This satisfaction is achieved through a team effort by the Ford Motor Company, your dealer and yourself.

Naturally, it's Ford Motor Company's job to design and build a vehicle that will provide the kind of motoring satisfaction that you, the customer, expect. Also naturally, as a customer, you expect your dealer to carefully inspect your new vehicle and perform any adjustments that may be required to meet the high standards for Ford Motor Company products. For this reason, it's your dealer's job to inspect and precondition your vehicle according to pre-delivery procedures recommended by Ford Motor Company. However, if after taking delivery of your vehicle, you should feel that it requires additional pre-delivery-type inspections or adjustments, please return to your selling dealer as soon as possible so that he can make the necessary corrections. Corrections of this nature, except the labor and adjustments listed as owner maintenance items on page 6, are part of your dealer's pre-delivery responsibility. He will make the necessary adjustments at his expense prior to 6 months or 6,000 miles of service.

EXPLANATION OF YOUR NEW VEHICLE WARRANTIES

YOUR RESPONSIBILITY AS A LINCOLN-MERCURY OWNER

Your part—having the recommended Quality Car Care service performed is the final link in this team effort and represents an equal share to assure continued satisfaction.

Under the terms of the new vehicle warranties, certain services must be performed every 6 months or 6,000 miles. These services are listed in the Periodic Maintenance Schedule on page 63. When adding oil, changing oils or filters, at other than Lincoln-Mercury or Ford Dealers, be sure to specify Rotunda oils and Autolite filters or their equivalent. The service bills that you receive must indicate that Rotunda, Autolite, or equivalent quality was installed. When the above services are performed by other than an Authorized Lincoln-Mercury or Ford Dealer, you must save the service bills or receipts and present them to such a Dealer for verification and certification every twelve months.

The additional services required at regular intervals to keep your car operating properly are also listed on the Periodic Maintenance Schedule.

Pages 42 to 44 lists other necessary services which are not scheduled at regular intervals but which should be performed when needed.

Depending on your individual driving habits, usage, and type of terrain on which you drive, additional mechanical and body adjustments or tightening operations may become necessary after 6 months or 6,000 miles of service. These are regarded as a part of normal maintenance and, as such, are to be performed at your expense.

About paint, trim and other appearance items: Imperfections in these areas are usually apparent and corrected by the dealer at the time of pre-delivery. However, if you should discover an imperfection after you take delivery of your new vehicle, you should return to your selling dealer as soon as possible so that he can make the necessary correction. As you would expect, however, *your warranty does not cover normal deterioration of paint, trim and appearance items due to normal use and exposure.*

EXPLANATION OF YOUR NEW VEHICLE WARRANTIES

WHO PAYS FOR MAINTENANCE SERVICES?

Normal maintenance services and normal replacement of service items are not covered by the warranty and you will be charged for having them performed. The following list will help you recognize the kinds of services for which you are responsible.

Maintenance Items requiring adjustments as a part of normal operation:

- Engine Tune-Up
- Fuel System Cleaning
- Front Wheel Alignment
- Wheel Balancing
- Brake and Clutch Adjustment

Service Items requiring replacement as a part of normal operation:

- Filters
- Spark Plugs
- Ignition Points
- Brake and Clutch Linings: After 6,000 Miles When Required by Wear
- Wiper Blades: After 6,000 Miles When Required by Wear
- Belts, hoses and rubber or rubber-like items: After 6,000 Miles When Required by Wear

NOTE: If replacement of these parts is required due to a defect in workmanship or material during the warranty period, the replacement will be made at no cost to you.

WHEN YOU CHANGE YOUR ADDRESS

If you change your address, it is to your advantage to use the post-card in the front of this manual to notify us where you can be reached. If you move again, or if the card has been used by a previous owner, your nearest Lincoln-Mercury Dealer can arrange for this notification.

WHEN YOU SELL OR TRADE YOUR VEHICLE

When you sell or trade your vehicle, the Ownercard, all maintenance certification forms, and this manual should be left in the glove compartment since they contain warranty information important to the subsequent owner.

NOTICE OF TRANSFER OF OWNERSHIP

Within 30 days after acquiring the vehicle, subsequent owners should have a Lincoln-Mercury or Ford Authorized Dealer submit a notice of transfer of ownership to Ford Motor Company certifying the mileage and service history of the vehicle. If previous owners have had the required maintenance services performed as outlined in the Periodic Maintenance Record Schedule (Page 63), and such services have been properly certified at 12 month intervals by a Lincoln-Mercury or Ford Authorized Dealer, any remaining coverage of the Ford Motor Company vehicle warranties will continue to apply.

SIMPLIFIED, LOW COST MAINTENANCE SERVICE

An Ownercard containing pertinent information about your vehicle is located in the glove compartment. You should present the Ownercard to your dealer whenever you visit him for warranty or other service work. It will simplify the handling of any warranty problems which may arise and it will help your dealer to expedite his diagnosis and to write-up your service instructions quickly and accurately.



OWNERCARD IMPORTANT

KEEP THIS CARD IN YOUR VEHICLE AT ALL TIMES
FOR PRESENTATION TO YOUR DEALER'S SERVICE
DEPARTMENT WHENEVER YOU REQUEST SERVICE

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65A M 2B 09J 34 1 5



STARTING YOUR 1967 MERCURY COUGAR

REVERSIBLE KEY LOCKING SYSTEM



IGNITION
DOOR LOCKS

LUGGAGE COMPARTMENT
GLOVE COMPARTMENT

NOTE: Each key has identical "bits" top and bottom and may be inserted either way into the lock.

COMBAT CAR THEFT: Always remove ignition keys and lock all doors when leaving car unattended.

Identification numbers are stamped on the tags which are attached to the keys. Have them available to enable your dealer or locksmith to make duplicates in the event of loss or damage.

IGNITION SWITCH



All accessories can be operated when the key is in the accessory position without running the engine.

As soon as the engine starts, release the key.

STARTING THE ENGINE

Automatic Transmission—Place the selector lever in the "N" or "P" position.

Manual Transmission—Place the shift lever in neutral and depress the clutch.

Cold Engine—Position the automatic choke by depressing the accelerator pedal slowly to the floor and then releasing it.

NOTE: If air temperature is below $+10^{\circ}\text{F.}$, or vehicle has been idle for several days, depress accelerator two or three times before starting.

Warm Engine—Depress accelerator pedal halfway down and hold in this position while starting.

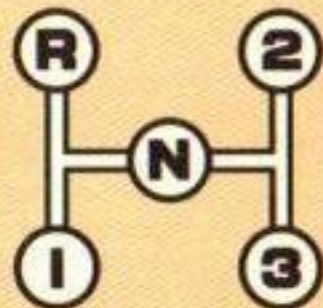
Allow the engine to operate freely at slightly faster than idle speed momentarily, then release the accelerator pedal.

CAUTION: If the engine stalls or falters in starting, make sure the starter has stopped spinning before re-engaging it, otherwise, the starter may be damaged.

STARTING THE ENGINE UNDER ADVERSE CONDITIONS

To Start a Flooded Engine—Press the accelerator pedal to the floor and hold it there. Hold the ignition key in the start position until the engine starts; then, immediately release the key and the accelerator pedal. Allow the engine to run at fast idle until it has cleared.

DRIVING WITH THE MANUAL TRANSMISSION

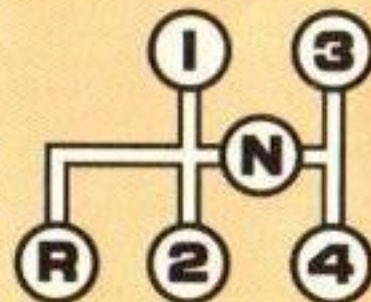


Three-Speed Manual Transmission—This transmission is fully synchronized for up and down shifts in all forward gears. The shift pattern is the familiar "H"

DOWNSHIFTS

When downshifting always downshift high to second and then to low. Do not shift directly from high to low. Follow the recommendations in the chart below.

Four-Speed Manual Transmission—This transmission is fully synchronized for up and downshifts in all forward gear ratios. The shift pattern is shown on the knob of the floor-mounted shift lever. The cross bar at the center of the shift pattern represents the neutral position. Reverse gear is to the left of the pattern as indicated on the shift knob.



It is necessary to lift upward on the release latch before moving the shift lever into the reverse position.

DOWNSHIFTS

When downshifting, always downshift high to third to second and then to low. Do not shift directly from high to low. Follow the recommendations in the chart below.

RECOMMENDED DOWNSHIFT SEQUENCE

GEAR POSITION	VEHICLE SPEED
3rd to 2nd	*40-20 M.P.H.
2nd to 1st	*20- 0 M.P.H.

**Do not downshift at speeds greater than shown.*

RECOMMENDED DOWNSHIFT SEQUENCE

GEAR POSITION	VEHICLE SPEED
4th to 3rd	*55-25 M.P.H.
3rd to 2nd	*35-15 M.P.H.
2nd to 1st	*20- 0 M.P.H.

**Do not downshift at speeds greater than shown.*

CAUTION: Always bring the car to a complete stop before shifting into reverse gear.

CAUTION: Always bring the car to a complete stop before shifting into reverse gear.

CLUTCH—When shifting, fully depress the clutch pedal; release the pedal slowly. To avoid premature clutch wear and failure, do not drive with your foot resting on the pedal.

DRIVING TIPS WITH MANUAL TRANSMISSIONS

When it is necessary to reduce speed due to slowing traffic, turning corners or driving up steep hills, downshift to a lower gear before the engine starts to labor. The fully synchronized transmissions make this easy to do. Downshifts at the right time (see chart) improve both fuel economy and performance, and provide better acceleration when you wish to resume speed. By learning the sports driving habit of using the engine as a brake, you do not have to use the brakes as much. On steep downgrades, downshifting the transmission to second gear helps to maintain a safe speed and to prolong brake life.

DRIVING WITH THE SELECT-SHIFT MERC-O-MATIC TRANSMISSION

The Select-Shift Merc-O-Matic automatic transmission provides for either fully automatic operation in the D (Drive) position or for manual control of the speed at which the upshifts are made by permitting start ups in either first gear (1) or second gear (2) and manually making the upshift to the next gear ratio. The push button on the end of the selector lever must be depressed in order to move the lever into the P, R, 2 or 1 positions.

The following are the Select-Shift selector positions:

"P" (Park)—After the car has fully stopped, shift the selector lever to "P" and then as an added precaution apply the parking brakes.

"R" (Reverse)—Use the "R" position to back up. When the car is completely stopped, hold your foot on the brake pedal and move the lever to the "R" (Reverse) position.



CAUTION: Do not shift into reverse ("R") when the car is moving forward. Do not shift into a forward range when the car is moving backward.

"N" (Neutral)—When the transmission selector lever is placed in the "N" position, there is neither forward nor reverse gear engagement.

"D" (Drive)—The normal driving range is indicated by "D"; this will permit the car to start in first gear giving the best combination of automatic gear shifts to provide for economy and full power starts. As the accelerator is depressed and the car picks up speed, automatic shifts to second and high gears will occur. The transmission will automatically downshift from high as speed decreases.

2 (Second)—In this selector position, the transmission starts up and remains in second gear. To permit an upshift to high gear, move the selector to the "D" position. The "2" position is particularly useful

when ascending moderately steep grades or for braking purposes on mountain grades. Use the "2" position for starting up when the roads are wet or slippery.

CAUTION: Do not exceed 70 MPH in "2" position.

1 (First)—In this selector position, the transmission starts up and remains in first gear. Also, to help brake the car on hilly roads where the "2" position does not provide sufficient braking, shift the selector lever to "1". The transmission will shift to and remain in second gear at speeds above approximately 18 to 33 MPH, depending on axle ratio and tire size. If vehicle speed drops below 18 to 33 MPH, the transmission will automatically shift to and remain in first gear. To prevent unnecessary wear, do not drive faster than 35 MPH in first gear. Upshifts from "1" should be made by manually shifting from "1" to "2" and then from "2" to "D" position.

CAUTION: On slippery road surfaces (wet, icy, gravel, greasy, etc.), do not shift into "1" position at speeds above 20 MPH, because the slippery surface might cause the vehicle to skid when the powerful braking action resulting from the shift is imparted to the rear wheels. Under normal conditions, the transmission may be shifted to the "1" position at speeds up to 70 MPH.

Forced Downshifts ("D" position only)—At speeds between 30 to 75 MPH in the "D" range, you can get the quick power and acceleration needed to pass moving cars or to climb steep grades by flooring the accelerator pedal to downshift from high to second gear.

A forced downshift from high or second to low gear is possible at speeds under 35 MPH.

NEW CAR BREAK-IN

Up to 250 miles, avoid wide open throttle starts and drive slowly until the engine warms up. Brake linings will seat better if hard stops are avoided. In fact, brake lining wear can be materially reduced by avoiding severe stops throughout the life of the car.

250 to 500 miles, drive normally up to speeds of 60 miles per hour. Variable speeds are best during the break-in period.

500 to 2000 miles, drive at any legal speed. Top speed should be avoided until the car has been driven at least 2000 miles.

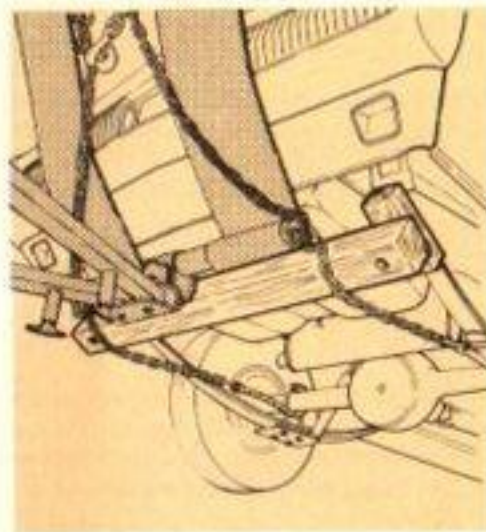
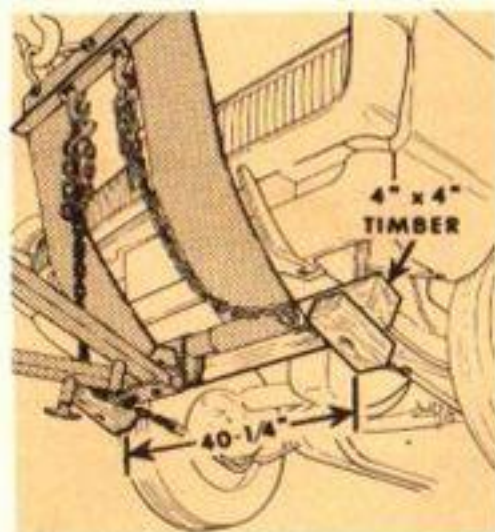
Don't look for top economy in your new car until it has been driven at least 2000 miles. It's normal for a new car to use more fuel during the break-in period. Fuel economy will be improved by avoiding wide open throttle starts.

PUSHING

Vehicles Equipped with Select-Shift Merc-O-Matic Transmission—If your car is equipped with an automatic transmission, do not attempt to start it by pushing. Use a booster battery or jumper cables from the battery of another car.

Vehicles Equipped with Manual Transmission—If your engine cannot be started normally, a push from another car will usually get you going, providing the battery isn't "dead." Since a sudden, forward surge often occurs when the engine starts, having your car towed to "start" the engine is not advisable.

Turn the ignition key on, fully depress the clutch and shift to high gear. Hold the accelerator pedal about half way down, when car speed reaches 10 MPH, slowly release the clutch pedal to start the engine.



TOWING

Make sure the parking brakes are released and the transmission gears are in neutral. It is important to know that the transmission and rear axle are in proper working order before pushing or towing. To move a car with an inoperative axle, it is necessary to raise the rear wheels. If the transmission is inoperative, the driveshaft must be removed or the rear wheels raised, whichever is more convenient.

If the car being towed has an automatic transmission and is moving with the rear wheels on the ground, do not exceed 30 MPH or a distance of 15 miles. If this is not possible, it is advisable to tow the car with the rear wheels raised off the ground or with the driveshaft disconnected from the rear axle.

NOTE: To avoid damage to the lower, painted body panels, a special sling similar to that in the illustration should be used to lift the car.

ROCKING THE CAR

If you become stuck in loose sand or deep snow, shift back and forth between Reverse and Low ("R" and "1" with an automatic transmission) to "rock" the car. Avoid racing the engine. If the car is still stuck after a minute or two of rocking, have the car towed out to prevent overheating or possible damage to the transmission.

USE OF BATTERY "JUMPER" CABLES

If battery "jumper" cables are used to start a car with a rundown battery, extreme care must be used in connecting the battery which is being used as a booster to the "rundown" battery. The positive (+) terminals of the batteries must be connected through one cable (usually red), and the negative (-) terminals connected through the other cable. If this procedure is not followed, extensive damage may be done to the charging system of your car.

CAUTION: Since explosive hydrogen gas is always present, sparks, or flames should not be allowed near the battery.

When using battery "jumper" cables, the cables should always be hooked to the booster battery first to reduce the possibility of sparks near a charged battery.

BRAKES

Service Brakes—A self-adjusting mechanism is included in each brake assembly, which automatically compensates for normal brake lining wear. Automatic adjustment is obtained, as necessary, by applying brakes firmly when making reverse stops. Actually, normal driving will ordinarily provide enough reverse stops for the required adjustment.

NOTE: If normal driving is such that the reverse stops are infrequent, several firm reverse stops should be made to bring about the required adjustment.

Disc Type Front Brakes (Extra cost option)—With disc type front brakes, it is important that you do not drive with your foot resting on the brake pedal when braking is not required.

CAUTION: "Riding" the brake pedal can result in abnormally high brake temperatures, excessive lining wear and possible damage to the brakes.

DUAL MASTER CYLINDER

A dual tandem master cylinder is used in the brake system; one piston of the master cylinder energizes the front brakes, the other piston energizes the rear brakes. If through any circumstance there is an accidental loss of fluid in either the front or rear brake system, the unaffected brake system will still be operative; however, the distance required to stop the vehicle will be increased. In case of a loss of fluid or hydraulic pressure in either the front or rear brakes, a "BRAKES" warning light on the instrument panel will light up. Any indicated malfunction in the hydraulic braking system should receive immediate mechanical attention. See Instruments and Control Section in this manual for the "BRAKES" warning light location.

BRAKE FLUID

ALL EXCEPT DISC BRAKES—CAUTION: Use only Rotunda Heavy Duty Brake Fluid B7AZ-19542-A or SAE 70R3 when adding fluid. Use of other brake fluids may result in brake failure.

DISC BRAKES—CAUTION: Use only Rotunda Extra Heavy Duty Brake Fluid C6AZ-19542-A when adding fluid. Use of other brake fluids may result in brake failure.

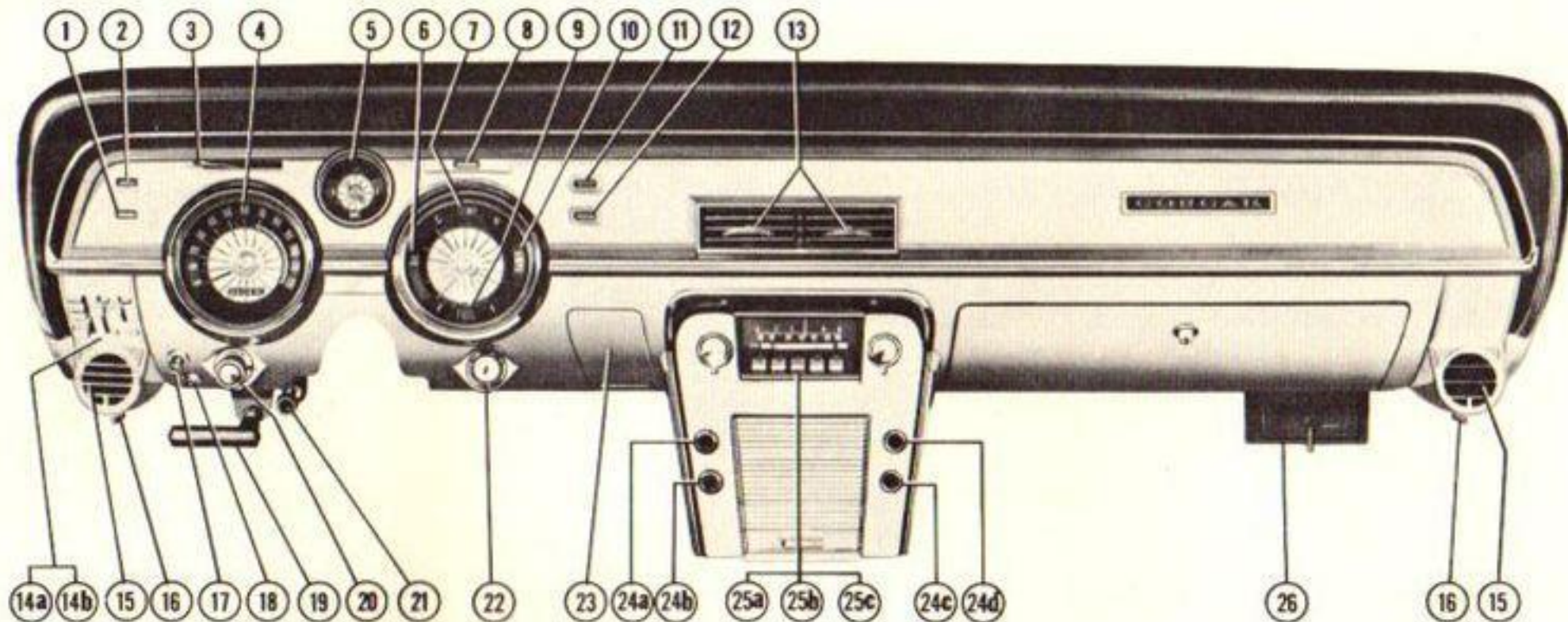
PARKING BRAKES

The parking brake handle is located at the left of the steering column, just beneath the instrument panel. To apply the parking brakes, pull the handle outward while depressing the foot brake pedal. This provides a more positive application of the parking brake. The handle will automatically lock. To release the brakes, turn the handle a quarter turn to the left while pulling slightly outward; then, push the handle all the way in.



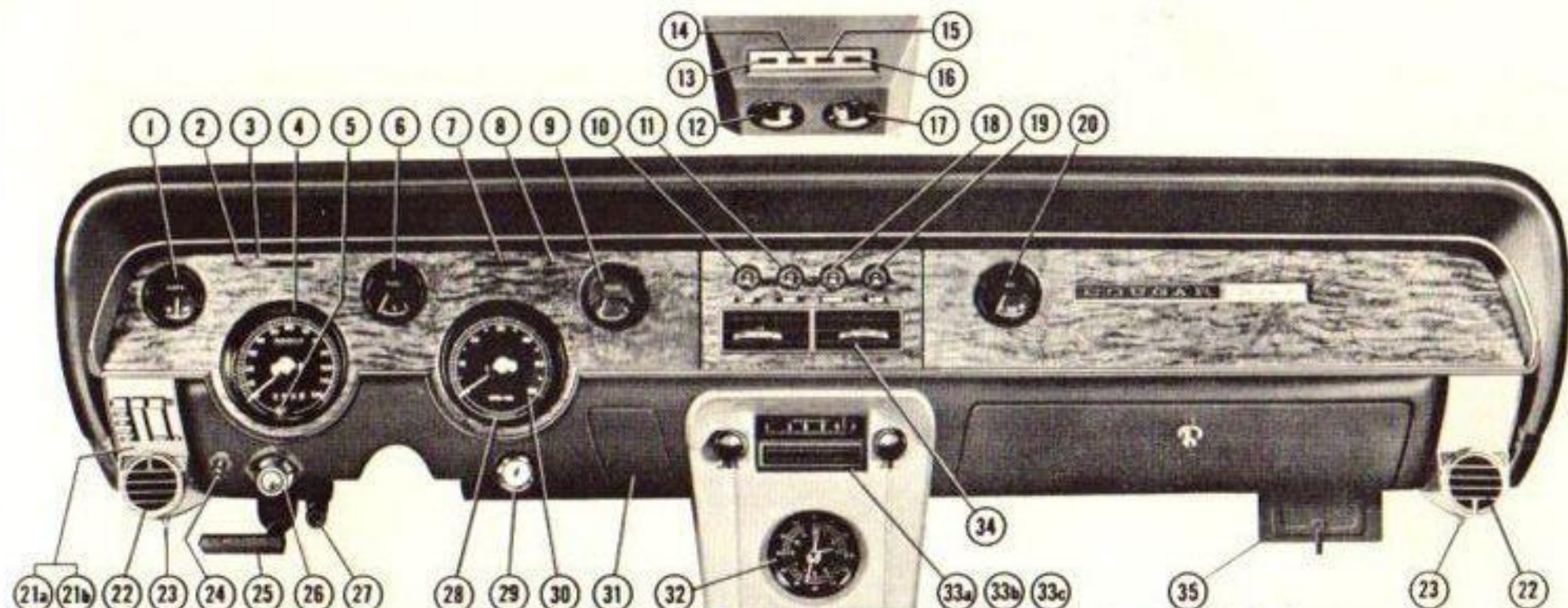
TOWING A TRAILER

A large percentage of light trailers can be hauled with a conventional car using no special equipment other than a proper hitch. However, because of the many type and sizes of trailers, it is advisable to consult your dealer about the special equipment, factory designed wiring harnesses and ROTUNDA hitches that might be required or recommended for the type and weight of trailer you plan to tow. He also has a brochure which covers trailer towing.



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2. Left Turn Indicator Light.....	17	13. Air Conditioner Registers.....	28	23. Ash Tray and Concealed Lighter.....	18
3. Two Speed Wiper Control.....	20	14a. Air Conditioner Controls.....	28	24. Visual Check Panel	
4. Speedometer and Odometer.....	17	14b. Heater Controls.....	26	a. Door Ajar Warning Light.....	33
5. Clock.....	18	15. Air Conditioner Register.....	28	b. Seat Belt Reminder Light.....	33
6. Oil Pressure Warning Light.....	16	16. Register Shut-off.....	29	c. Parking Brake Warning Light.....	33
7. Engine Temperature Gauge.....	16	17. Speed Control Switch.....	30	d. Low Fuel Warning Light.....	33
8. Hi Beam Indicator Light.....	17	18. *Parking Brake Warning Light.....	33	25a. AM Radio.....	23
9. Fuel Gauge.....	16	19. Parking Brake Release.....	13	25b. AM-FM Radio.....	24
10. Alternator Charge Indicator Light.....	16	20. Light Switch.....	19	25c. Stereo-Sonic Tape Player with AM Radio.....	25
11. Right Turn Indicator Light.....	17	21. Left Air Vent.....	26	26. Right Air Vent Door (with Heater only).....	26

**Not available with Visual Check Panel installations.*



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|--|----|--------------------------------------|----|--|----|
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| 12. Left Map Light..... | 18 | 24. Speed Control Switch..... | 30 | 35. Right Air Vent Door (with heater only).... | 26 |
| 13. Seat Belt Reminder Light..... | 17 | 25. Parking Brake Release..... | 13 | | |

Warning lights, as the name implies, are intended to warn the driver that an unsafe or undesirable operating condition exists. Under normal operating conditions the warning light windows are dark in appearance.

Other lighted indicators are used to act as signals or denote operational conditions.

OIL PRESSURE WARNING LIGHT

The "OIL" warning light is connected to the engine's oil pressure system. Loss of oil pressure causes the light to glow. Have the cause for the loss of oil pressure corrected before continuing to operate the car.



OIL PRESSURE GAUGE—XR-7

When the engine is first started, the needle will have a tendency to move toward the high end of the operational band and remain there until the engine reaches normal operating temperature. During normal driving operation with the engine at normal operating temperature, the needle will usually register somewhat to the right of the center of the operational band. Some tendency of the needle to move toward the "L" end of the gauge can be expected when the engine slows to idle speed at stoplights, etc.

CAUTION: If the needle fluctuates widely during any driving condition or does not move off the "L" position when the engine is first started, shut off the engine immediately and check the engine oil level. Add oil if necessary. Start the engine and observe the needle. If it continues to fluctuate or remain on "L", it will be necessary to check the gauge circuit and the engine lubrication system before running the engine any longer.

ALTERNATOR WARNING LIGHT

Operation of the "AMPS" warning light at normal highway speeds indicates a malfunction in the charging system that should be corrected as soon as possible to prevent a complete discharging of the battery.

ALTERNATOR CHARGE INDICATOR GAUGE XR-7

This gauge indicates whether or not the battery is being charged. Any reading towards the discharge "D" end of the scale indicates that the battery is being discharged. Except at low engine idle speeds, the needle should register between the midposition and the charge "C" end of the scale; the exact position depends on the battery's state of charge.

TEMPERATURE (TEMP) GAUGE

When the engine is running, the needle normally stays near the center band of the gauge. When the temperature gauge indicates "H" under extremely adverse conditions (such as heavy traffic or moving short distances between extended stopping periods), the high temperature reading is normal—unless boiling or loss of coolant is also experienced.

NOTE: If this temperature reading ("H") is attained while driving at highway speeds or in traffic when the ambient (outside) temperatures are moderate, the cooling system or temperature gauge is probably not functioning properly and the cause should be investigated.

FUEL GAUGE

The gauge operates whenever the ignition switch is in either the accessory or ignition "ON" position and will read "F" when the tank is filled to its capacity.

HIGH BEAM INDICATOR LIGHT

The "HI BEAM" indicator will be illuminated with a blue light when the headlights are operating on high beam.

BRAKES SYSTEM PRESSURE WARNING LIGHT

The word "BRAKES" will be illuminated on application of the brakes if the system has sustained a loss of brake fluid or hydraulic pressure to either the front or rear brakes. Any indication of such a malfunction requires that the brake system receive immediate mechanical service.

NOTE: The "BRAKES" warning bulb will light when the ignition key is in the starting position to prove that the bulb is satisfactory. The light will go out when the key is released to the normal "ON" position.

SEAT BELT REMINDER LIGHT

This warning light is an important safety feature. As soon as the ignition switch is turned on, the word "BELT" is illuminated to alert the driver and passengers to fasten their seat belts. The warning light will remain on for a few seconds.

NOTE: The above reminder light is not used when the vehicle is equipped with a visual check panel. See page 33 for a description of the Visual Check Panel.

TURN INDICATOR LIGHTS

The turn indicator lever projects from the left side of the steering column. Pulling this lever downward flashes the left front parking light and operates the left, three light sequential rear turn signals as well as the green indicator light on the instrument panel. Pushing the lever upward activates the right hand combination of exterior signal lights and the green indicator light.

Lane Changing Signal—When signaling for lane changing purposes, instead of moving the turn signal lever to the limit of its travel, apply only slight pressure on the turn signal lever arm in the direction of the turn and hold in this position until the maneuver is completed. The signal will automatically cancel when the lever is released. This feature should be used when the extent of the turn is not great enough to cause mechanical cancellation when the turn is completed.

NOTE: If the indicator light on the instrument panel does not flash, remains on continuously, or no flasher sound can be heard when signaling a turn, there is a malfunction in the system that should be corrected as soon as possible by a qualified service technician. Until the repair is made, be sure to use the accepted hand signals to indicate your driving intentions.

PARKING BRAKE WARNING LIGHT (OPTIONAL)

This indicator will light whenever the parking brake and ignition switch are on at the same time. It thus serves as a reminder to release the parking brake before moving the car.

SPEEDOMETER AND ODOMETER

The odometer records the total mileage that the car has been driven and is thus particularly useful in determining when regular maintenance is required.

Trip Odometer XR-7—The trip section of the odometer can be reset to zero by pressing inward on the reset knob located in the lower face of the speedometer dial.

TACHOMETER

The tachometer indicates the engine revolutions per minute (rpm). When reading the tachometer, add two zeros to the indicated number; for example, 5 is 500 rpm, 25 is 2500 rpm.

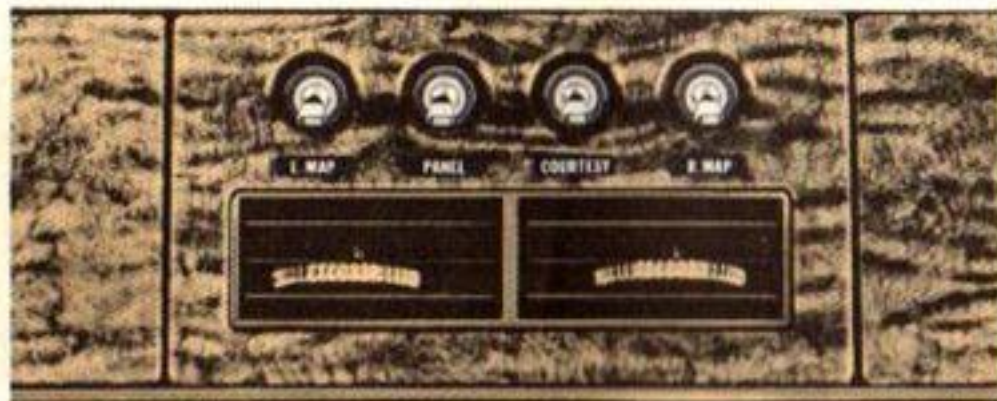
COURTESY LIGHTS

These lights are turned on whenever the doors are opened. The courtesy lights can also be turned on by rotating the light switch knob counterclockwise as far as possible.

XR-7—The courtesy lights located under each end of the instrument panel are turned on by raising upward on the second toggle switch from the left marked "PANEL".

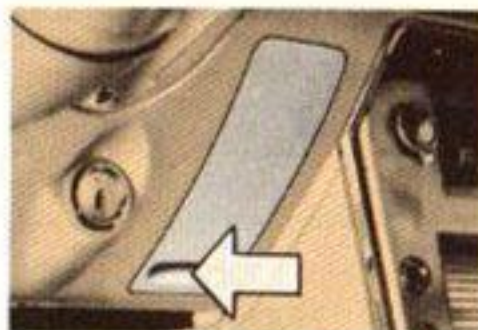
The rear interior courtesy lights are turned on by raising upward on the second toggle switch from the right marked "COURTESY".

These courtesy lights are also illuminated whenever either door is opened.



MAP LIGHTS

XR-7—The overhead map lights are turned on by raising upward on the outer toggle switches marked L. Map and R. Map; the left toggle switch controls the left map light, the right switch controls the right map light.



ASH TRAY AND LIGHTER

Tip the bin type ash tray downward by pressing forward on the lower portion of the door to expose the ash tray and the cigarette lighter. To remove the tray, pull upward on the snuffer tab. To operate the lighter, push it in all the way and release it. In a few seconds, the lighter will spring back to its normal released position, ready for use.

ELECTRIC CLOCK

The electric clock (optional on some models) can be adjusted to compensate for "fast" or "slow" running. If the clock is not keeping accurate time, the hands should be reset by pulling outward on the reset knob and turning it counterclockwise to move the clock hands back to correct for fast running or clockwise to move the hands forward to correct for slow running. This action will cause the self-regulating mechanism within the clock to automatically correct the clock speed by a small increment.

If, for example, the clock's timekeeping error is greater (fast or slow) than 3 minutes in 24 hours reset the clock to the correct time once each day. If the timekeeping error (fast or slow) is less than 3 minutes in 24 hours, let the error accumulate for a few days and then reset the clock to the correct time.

LIGHT SWITCH OPERATION



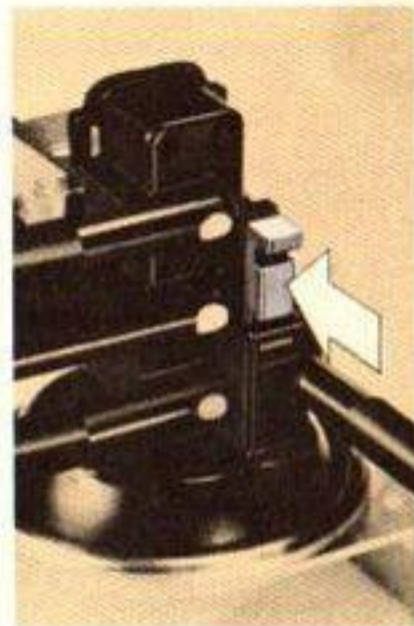
CONCEALED HEADLAMPS

When the light switch is pulled outward to turn on the headlights, the portion of the grill that covers the headlights is automatically raised by a vacuum powered mechanism.

NOTE: The headlamp doors can be manually raised without turning the lights on by the use of a special valve located on the left fender apron and to the rear of the radiator support.

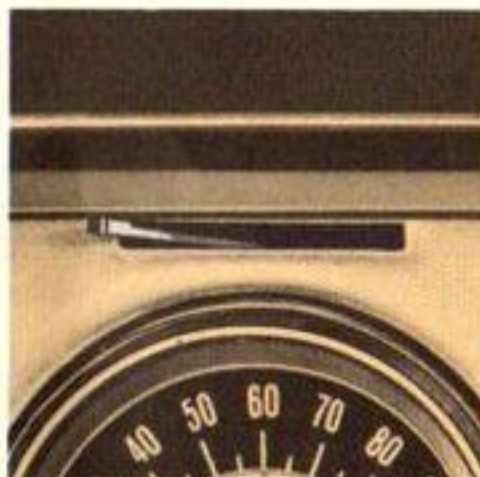
To raise a headlamp door manually, first press downward on the stem portion of the valve (the part that is light in color) to the limit of its travel. It will automatically lock in place. Either or both retractable doors can now be raised. Each door when fully raised will lock into the "UP" position. The retractable doors can also be manually lowered as long as the valve stem remains in the depressed position.

When the need for maintaining the retractable doors in the raised position no longer exists, press on the side of the depressed valve stem and it will be released to its normal position for automatic operation.



TWO SPEED ELECTRIC WINDSHIELD WIPERS

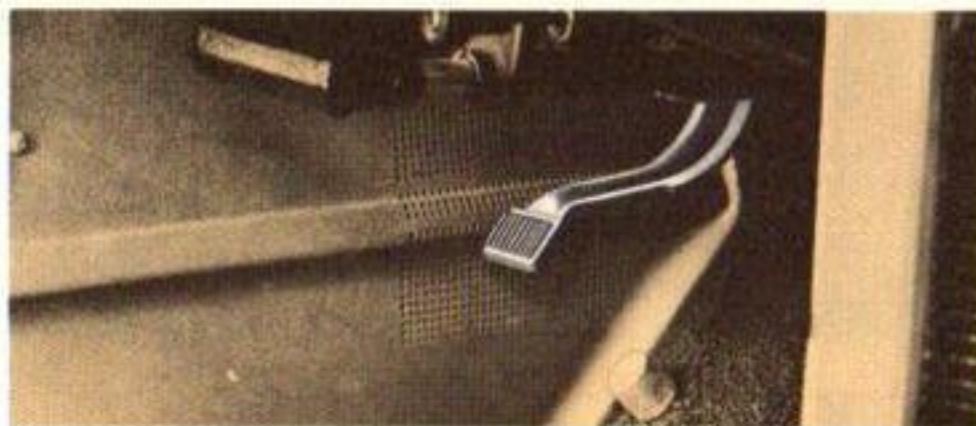
The standard two speed windshield wipers are controlled by a sliding switch located on the instrument panel. Move the switch lever to the right to actuate the wipers. The first position provides the slowest speed; moving the lever to the next position provides the highest speed operation.



CAUTION: To avoid damage to the wiper arms and pivots, do not move the wiper arms manually across the windshield.

WINDSHIELD WASHER CONTROL

To operate the washers, press on the foot control pedal which will start the washer spray action. The wipers, if not in use, will automatically operate and wipe the windshield dry and then shut off when the foot is removed from the pedal.



WINDSHIELD WASHER ADDITIVES

A windshield washer additive is designed primarily to act as a solvent for removing grime from a windshield. Some solutions are designed to be used full strength; others are to be diluted with water according to directions that are given on the container.

There are also windshield washer solvents that contain an anti-freeze that, if used according to directions, will reduce the freezing point of the solution. However, in freezing weather the solution should never be sprayed on a cold windshield while the car is in motion. Under this condition, the solution may freeze and thus obscure your vision. When contemplating the use of the windshield washers in freezing temperatures, first warm the windshield with the defrosters.

ROTUNDA Windshield Solvent and De-Icer is recommended for year around use.

EMERGENCY FLASHER

An emergency flasher system is provided for added safety during emergency parking. When the system is operated, all four turn signal lamps flash a warning at the same time.

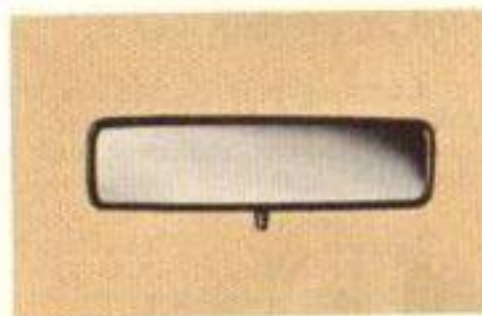
The switch that activates the system is located on the right side of the steering column. Press the switch inward to activate the flashers; pull the switch outward to stop the flashing action.

CAUTION: Do not use the emergency flasher system while moving on the highway. Such operation is prohibited in certain states.



DAY-NITE NON-GLARE REAR VIEW MIRROR

This two position inside rear view mirror features a daytime position and a nighttime non-glare position which effectively reduces headlight glare from the rear. Turn the small lever to select the position desired.



REMOTE CONTROL SIDE VIEW MIRROR

This mirror is adjusted by moving the inside control knob in the direction that the mirror is to be moved. Move the control knob up or down to move the mirror up or down. Move the control knob fore or aft to move the mirror inward or outward.

LOCKS — SEATS — DOORS

POSITIVE DOOR LOCKING SYSTEM

The door outside locks are located below the push button portion of the door handles. To lock the door with the key, insert the key and turn it toward the front of the car; turn the key toward the rear of the car to unlock the door. All doors can be locked on the inside by depressing the door lock control knobs.

The doors can also be locked by depressing the inside door lock control knobs when the door is open, then holding the door outside handle plunger inward while closing the door.

Door Latch Inside Release Handle—As a safety precaution, the doors cannot be opened by the inside release handle when the lock control knob is in the depressed position. The latch release handle is operative only when the control knob is in the upward position.

FRONT SEAT CONTROLS

The front seat is adjusted by means of a control lever located near the front lower edge of the seat. To adjust the seat, move the lever and glide the seat to the most suitable position. The seat will lock in position when the control lever is released.

CAUTION: The driver's seat adjustment should be made only when the car is standing still. Never adjust the seat when the car is in motion.

MAP POCKET—XR7

An expanding-type pocket is located on the lower portion of each front door trim panel. This pocket is convenient for storing road maps and travel brochures.



FRONT SEAT BACK TILT ADJUSTMENT

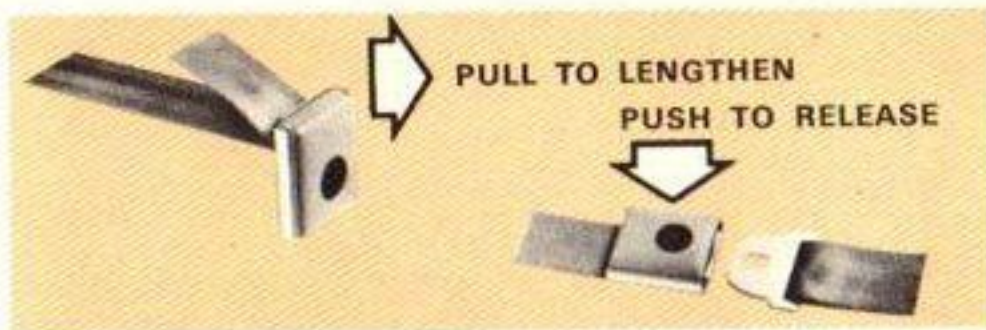
The degree of tilt of the back of each front seat can be changed by means of an adjusting screw. To change the angle of a seat back, tip the back forward to expose the adjusting screw, loosen the locknut and turn the screw in or out to obtain the desired tilt. Tighten the locknut after the adjustment is completed.



SEAT BELTS

Wear seat belts even on short trips.

Adjusting Seat Belts—To lengthen a seat belt, tip the buckle end downward, as illustrated and pull the buckle until the belt ends can be joined. Insert the belt end into the open end of the buckle until a snap is heard.



To shorten a seat belt, pull the loose end of the web, after the belt is fastened, until the belt is snug.

Be sure the belt is snugly fitted and not twisted. Only one person should be fastened in each seat belt. Do not fasten a front seat belt until the seat has been properly positioned.

NOTE: It is extremely important that you always pull the belt completely out of the retractor before adjusting and fastening the other half of the belt unit. Pull firmly at the belt to be sure no slack is left in the retractor. A definite stop will be left when the belt is completely extended.

CAUTION: Never install a retractor on the belt to which the buckle is attached.

Seat Belt Anchorage—Special bolts are used for fastening the belt and hardware to the floor. For your own safety, occasionally check the bolts for tightness.

Cleaning Seat Belts—The seat belt webbing can be cleaned with any commercial soap or mild detergent.

CAUTION: Do not clean belt webbing with carbon tetrachloride, naphtha, etc. Bleaching or redyeing is not recommended because of the possible loss of webbing strength.

SHOULDER BELTS

Refer to OPTIONS AND ACCESSORIES SECTION.

HOOD RELEASE

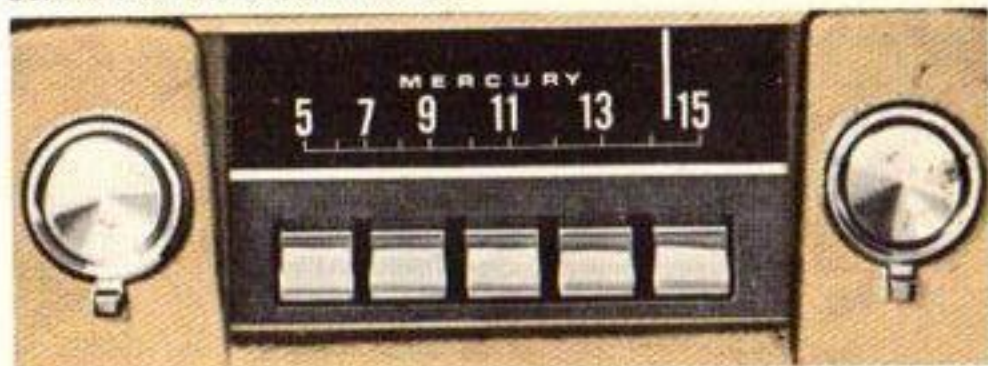
To release the hood pull outward on the release lever as shown in the illustration. Hold the lever outward until the hood has cleared the auxiliary catch; then release the lever.



OPTIONS—ACCESSORIES

RADIO (AM)

The AM radio has five push buttons for station selection. Other stations may be selected by the manual tuning knob at the right side of the radio dial. A combination "ON-OFF" and "VOLUME" control knob is located to the left of the dial. A tab type "TONE" control is located behind the volume control knob.



Adjust the push buttons as follows:

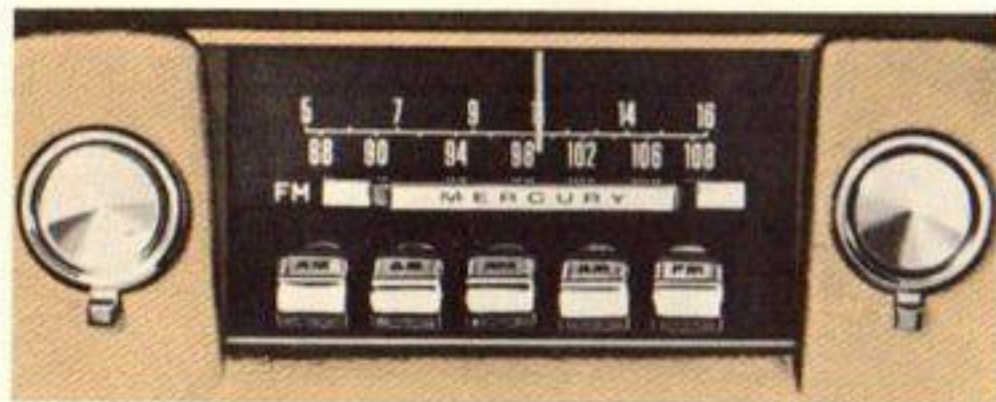
- Turn the radio on.
- Pull the selector button straight out until it stops. Tune in the station you want with the manual tuning knob at the right side of the radio dial.
- After the station is clearly tuned in, push the selector button straight in until it stops, then release it.
- Repeat Steps 2 and 3 for the remaining station selector buttons.

NOTE: The antenna must be extended to the limit of its travel for best reception.

AM-FM RADIO

Station selection is controlled by five push buttons and a manual tuning control. A band selector switch is provided for the selection of either the AM or FM band. The five push buttons can be preset to select five AM stations, or five FM stations, or any combination thereof.

Band Selection and Identification—The slide bar selector switch, located above the push buttons, when it is moved to the right uncovers the letters "FM" which indicates that the radio circuits are switched to FM operation. Move the selector switch to the left for AM operation. The letters "AM" will be exposed at the right end of the



slide bar selector. Pressing in on a push button marked AM will also switch the radio circuit to AM operation. Pushing inward on an FM push button will switch the circuit to FM operation.

After the AM or FM band has been selected turn the manual tuning knob to the desired station. Adjust the volume and tone.

FM tuning is more critical than AM tuning. When the desired station is tuned in, adjust the dial pointer to the center of the area over which the station can be heard. If the desired FM station is weak, carefully adjust the manual tuning knob for minimum noise. When proceeding away from a station, it may be necessary to retune the radio for minimum noise as the signal becomes weaker. When the fringe area is reached and the station can no longer be heard without excessive noise or "flutter", it is necessary to retune to a stronger station. For best FM reception, adjust the antenna to a height of approximately 33 inches.

Push Button Setting for AM and FM Operation—To set the push buttons to the stations in your area, proceed as follows:

FM SETTINGS

- Turn the radio on.
- Adjust the antenna to a height of approximately 33 inches.
- Move the slide bar selector switch until the letters "FM" appear at the end of the slide bar.
- Manually tune in a desired FM station.
- Select any push button, pull the button outward, if the letter "AM" is visible, rotate the button until "FM" appears.

NOTE: A push button can be rotated only when it is in its full outward position.

- Push the selected push button inward to lock in the FM station.
- Proceed as above to set as many push buttons as desired for FM listening. However, if a push button is used for a FM station, it cannot at the same time be used for an AM station.

AM SETTINGS

AM SETTINGS

- Move the slide bar until the letters "AM" appear at the end of the bar.
- Manually tune in a desired AM station.
- Select a push button not being used for FM operation. Pull the button outward and then push inward to lock in the station.
- If the selected station is weak, extend the antenna to increase volume.

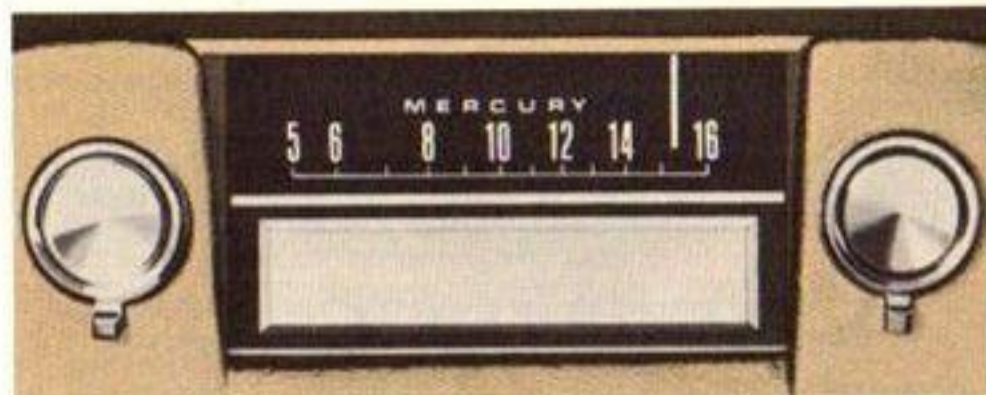
REAR SEAT SPEAKER

A rear seat speaker is an optional accessory for all models with either the AM radio or the AM-FM radio.

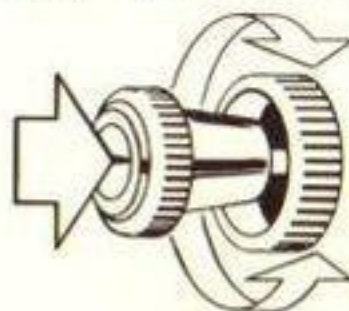
A fader control tab for the accessory rear seat speaker is located behind the manual tuning knob. Rotate this tab fully in one direction to operate the front speaker. Rotating the tab in the other direction operates the rear speaker. At a point midway between the rotation of full front or rear operation, both speakers will operate with an equal output.

STEREO-SONIC TAPE SYSTEMS

Two Stereo-Sonic Tape Systems are available. One system includes a non-push button AM radio; the other system is the type that is located below the instrument panel and is separate from the radio installation. With this latter type unit either the push button AM radio or the AM-FM can be installed in addition to the stereo unit.



To Operate Stereo-Sonic Tape System—Turn the volume knob to right to turn unit on—Instrument Panel Unit, or push the tape cartridge to the bottom of the slot—Hang On Unit. Insert cartridge label side up and open end first—into the tape slot. Make sure cartridge is firmly seated. Adjust volume and balance.



Channel Selection—Although the units will play all four channels automatically and in order, a manual override is provided to allow channel selection at will. To change channels, push the volume knob in and release it. Each time the knob is pushed and released, the unit will step to the next channel, returning to the first channel when all channels have been selected.

Stereo Balance Control—is the ringknob on the right of the tape slot. Turning the control clockwise reduces the volume on the left speakers and increases the volume of the right speakers, while turning the control counterclockwise does just the opposite.

CAUTION: The tape cartridge should always be disengaged approximately 1 inch when not playing. Protect the open end of the cartridge from damage and dirt.

NOTE: During extremely cold weather, the unit may take a few minutes to warm up to operating temperature.

To operate the radio portion of the stereo that is installed in the instrument panel, disengage the tape cartridge from the tape slot approximately one inch or remove entirely. This automatically switches the radio section of the unit on, and the tape section off. Now the small right-hand knob can be used to tune stations in the conventional manner. All other controls are common to both sections.

STUDIO SONIC REAR SEAT SPEAKER

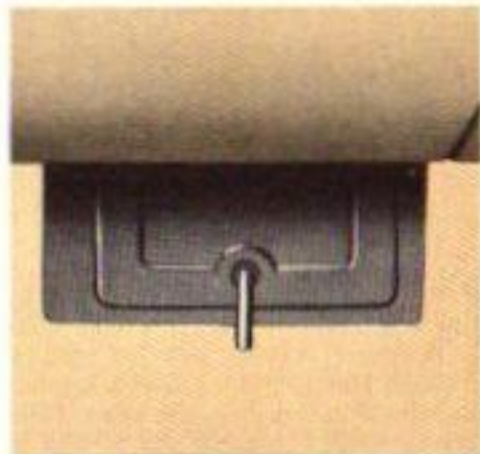
The optional Studio Sonic Rear Seat Speaker (Reverberator) is operated by the radio fader control (small tab located behind the station selector knob) and a foot switch located near the headlight dimmer switch. To operate, turn the radio on and tune in a station, adjust the radio fader control for the desired balance between the front and rear speakers, then depress the foot switch.

VENTILATING, HEATING AND DEFROSTING

VENTILATING SYSTEM

One knob and an air intake door control the air flow through the ventilation system. Pull the air knob located to the left of the steering

column outward. This admits air through the left side of the system. To admit air through the right side of the system, open the right ventilation door. This door is located under the right end of the instrument panel. A small handle must be turned to latch or unlatch the door. This door is not provided with Whisper-Aire conditioning systems.



NOTE: A partial opening of the air knob will restrict the air flow if less ventilation is desired.

TO VENTILATE THE CAR

- Move the three heater levers to their uppermost position.
- Pull the left air control knob outward.
- Open the right side ventilation door (if so equipped).

NOTE: All heater levers are "off" when they are in the uppermost position.

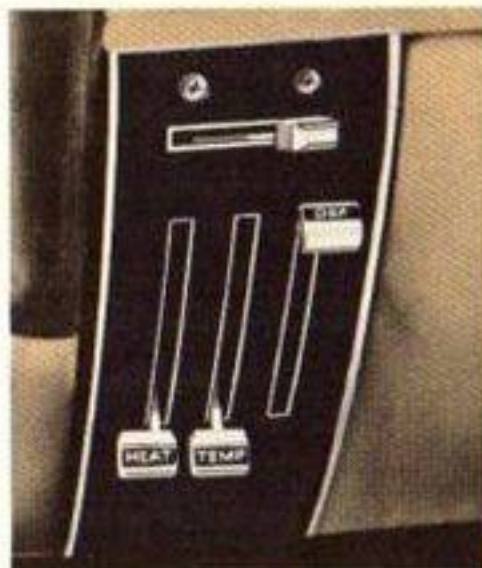
HEATER CONTROLS

Three vertically sliding levers control the Heater-Defroster system. The lever to the left, labeled "HEAT", sets the internal controls so that the heater may function. The center "TEMP" lever as it is moved downward increases the temperature of the system. The right hand "DEF" lever arranges the internal heater system so that a portion of the air flow from the heater will be directed to the windshield defroster outlets.

A switch located above the sliding levers controls a three speed blower motor. The left position is "OFF". The far right position provides the highest speed.

TO HEAT THE CAR WHEN THE ENGINE HAS REACHED NORMAL OPERATING TEMPERATURE

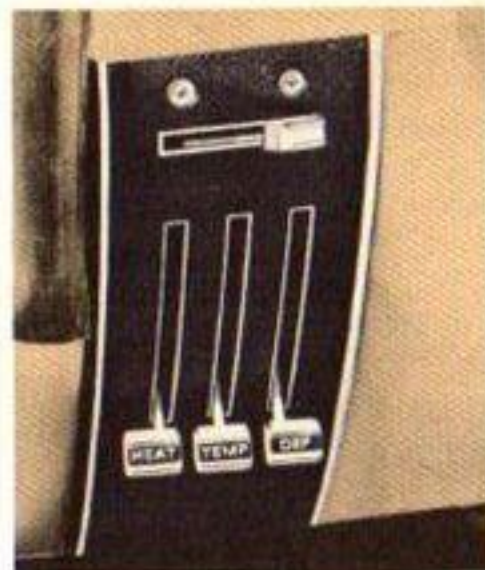
- Move the "HEAT" and "TEMP" levers to the bottom of their travel.
- Close both ventilation controls.
- Move the blower switch to one of the three speeds as desired. The high blower speed does the best job of keeping the car windows from fogging.



- After the interior reaches the desired temperature, the "TEMP" control may be moved upward to any position less than full off to maintain the temperature desired.
- Move the "FAN" switch to the desired blower speed if the speed of the car does not force sufficient air through the car heater. Because variations in car speed will, without fan operation, cause fluctuations in air flow, heater operation will generally be more uniform if the fan is operated. The high speed does the best job of keeping the car windows from fogging.

TO DEFROST THE WINDSHIELD

- Move the "HEAT" and "TEMP" levers to the bottom of their travel.
- Move the "DEF" lever to the bottom of its travel.
- Move the fan switch to one of the three speeds as desired.
- If less defroster air is desired and more car heat is required, the "DEF" lever may be moved upward to any position less than full off. The farther upward the lever is moved the less will be the defroster air flow and the greater will be the heater air output.



TO DEFOG THE WINDSHIELD

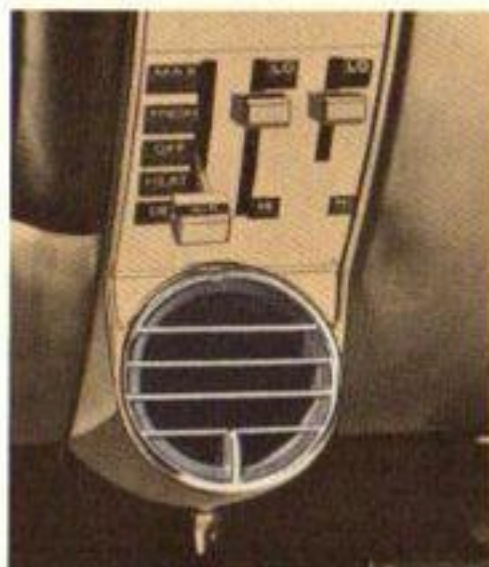
- Use the same procedure as for defrosting except the **"TEMP"** lever should be in its upward most position. This will allow the removal of the fog with unheated air.
- If some heated air is desired move the **"TEMP"** lever downward to a position that will maintain the desired temperature.

WHISPER-AIRE CONDITIONER

If your car is equipped with a factory installed Whisper-Aire conditioner, the upper end of the left side control lever will include two positions for air conditioning. The **"MAX"** position is for operating the air conditioner with recirculating air. The **"FRESH"** position operates on 100% outside air for added comfort; particularly helpful in removing smoke or inside odors. The center **"TEMP"** lever controls the outlet temperature with the upward position providing the maximum cooling. The three speed fan is controlled by the lever on the right side.

TO COOL THE CAR

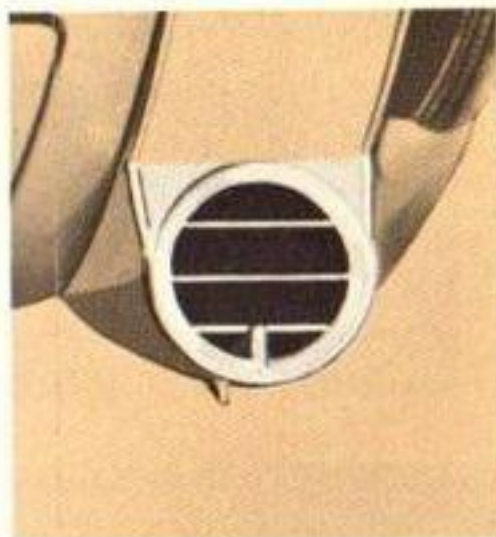
- Push the left air vent knob in.
- Move the left control lever to the **"MAX"** position. (The car will cool more quickly to a lower temperature in this position).



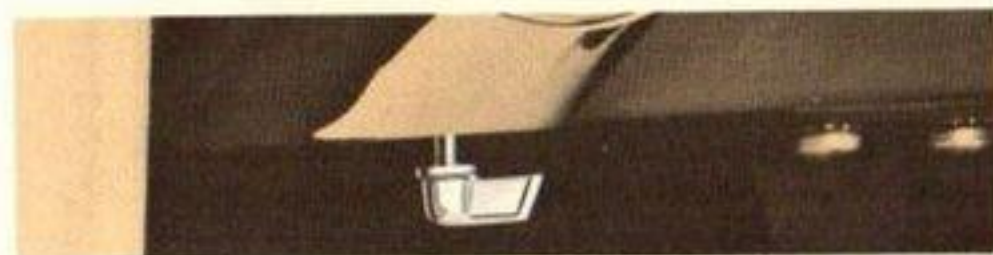
- Slide the **"TEMP"** lever to the **"COOL"** position and move the **"FAN"** switch to the bottom of its travel.
- Continue to operate the air conditioner using the fan high speed, until the desired temperature is reached. Then, adjust the **"TEMP"** lever between **"COOL"** and **"WARM"** as necessary to maintain the desired temperature. Adjust the **"FAN"** control for the desired air output. It may be desirable to move the left control lever from **"MAX"** to **"FRESH"**. This will allow the introduction of outside fresh air to the system. When driving in heavy city traffic, move the control lever to the **"MAX"** position.



Cooled air is directed throughout the vehicle through two registers located in the instrument panel and two round registers one at each end of the panel. Air distribution from the center registers is controlled by louvers which are adjusted by a control wheel located in the center of each group of louvers. Pressing the wheel down deflects the air downward. Pressing the wheel up deflects the air upward. Rotating the wheel sidewise deflects the air in the direction of the wheel movement.

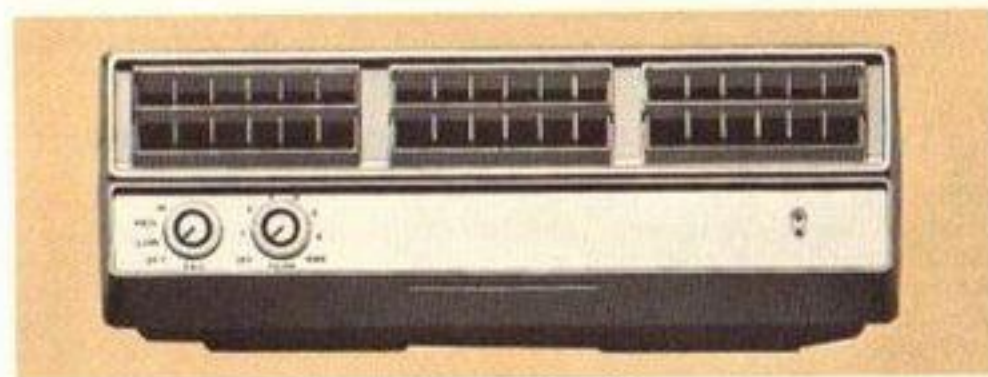


The cold air flow from the two round registers can be controlled by rotating the deflectors. Rotating the small lever below the round registers controls the air flow volume and can be used to completely shut off the cold air flow if so desired.



NOTE: Heater-Defroster operation with a factory installed air conditioner is accomplished by moving the control lever to the "HEAT" or "DEF" position and moving the "TEMP" control lever to a position between "COOL" and "WARM" to obtain the desired air temperature. Move the "FAN" control switch downward to one of the three fan speed positions to obtain the desired air flow.

AIR CONDITIONER (DEALER INSTALLED)



OPERATION

Air temperature is controlled by the rotating knob with a range between "OFF" and "MAX" (maximum) to permit easy selection of a controlled cooling range.

Air velocity is controlled by the fan switch which is the rotating knob with increment markings of "OFF", "LOW", "MED", "HI", to permit easy selection of blower speeds.

TO OPERATE THE AIR CONDITIONER, PROCEED AS FOLLOWS:

- Push the left air vent knob inward and close the right air vent door.
- Move the three heater control levers to their upward position.
- Make sure the heater fan is off.
- With the engine running, turn the temperature control knob of the air conditioner to the "MAX" cooling position and the fan control knob to the number "HI" position.
- Adjust the air deflection louvers as desired.
- Leave the controls in their high positions until the car interior temperature suits your comfort. Then, the temperature and fan

- controls may be adjusted to maintain the desired temperature.
- Move the louvers in the front of the unit to direct the cooled air in the desired direction.
 - Rotate the louvers in the ends of the unit to direct the cooled air to the desired area of the floor.

TIPS FOR BETTER AIR CONDITIONING

If the car has been parked with the windows closed during hot weather (especially under a direct sun), the air conditioner will do a much faster job of cooling if you will drive for two or three minutes with the side windows and the ventilation doors open. This will force most of the warm air out of the car. Then, close the windows and the two ventilation controls, and operate the air conditioner in the regular manner.

When stopped in traffic for extended periods of time in hot weather, place the automatic transmission lever in PARK position to increase engine idle speed. This aids in engine cooling and air conditioner efficiency.

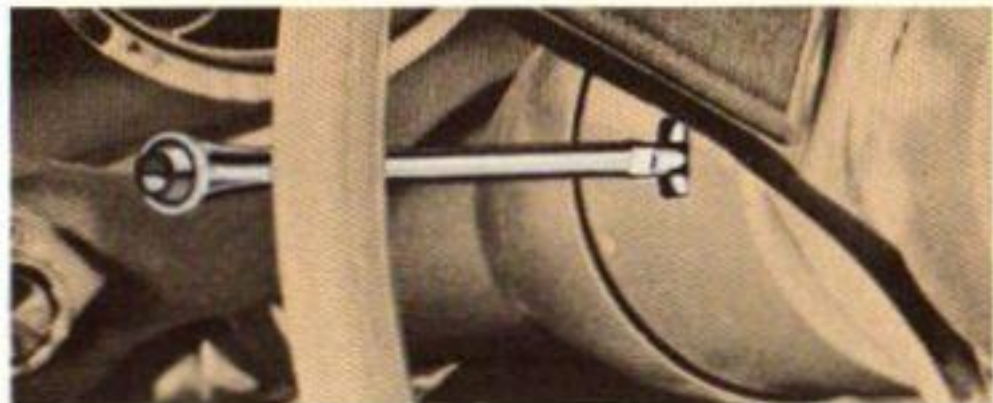
When you are not using your air conditioner regularly (particularly during cold weather), turn the air conditioner on for a few minutes once or twice a month, while the engine is running. This periodic operation of the system throughout the year will help keep the air conditioner in good operating condition.

NOTE: When the air conditioner is not in use, move the controls to their off position.

NOTE: An air conditioner, as part of its normal operation, removes a considerable amount of moisture (water) from the air as it passes through the cooling unit. A drain hose leads from the air conditioner to a point under the car. Oftentimes after the car stops, a pool of water may collect on the ground or pavement below the drain hose outlet.

SPEED CONTROL

The speed control provides a means of automatically controlling car speed. By taking advantage of this control, travel will be less fatiguing and the resultant trip more pleasant. Because the device causes the vehicle to maintain a constant speed, fuel economy is generally improved while it is in use.



AUTOMATIC OPERATION

- Move the switch in the speed control panel to the "ON" position
- Accelerate the car to the speed that is desired (must be above 25 MPH) and momentarily press the small button on the end of the turn signal lever part way in until a detent is felt. To avoid a further increase in the car's speed, do not hold the button in the

first detent position. Release the accelerator pedal and the car speed will be automatically maintained.

- The speed at which automatic control is desired can be increased by either of two methods:
 1. Accelerate normally by use of the accelerator pedal to the desired speed and momentarily depressing the button on the turn signal lever to the first detent. When the button is released, the automatic speed control will take over.
 2. The car speed can also be increased by depressing the button on the end of the turn signal lever to the first detent and holding it there until the desired higher speed is reached. Release the button and the control will resume automatic operation.
- To lower the speed at which automatic control is desired, press the button on the end of the turn signal lever to the end of its travel. The car will then gradually slow down. When the lower road speed is reached at which automatic control is desired, release the button.

CANCELLING AUTOMATIC OPERATION

- Automatic control is cancelled by any of the following methods:
 1. Slightly depressing the brake pedal.
 2. Moving the switch or the control to the "OFF" position.

The speed control is also cancelled each time the ignition switch is turned off.

Automatic operation can be resumed at any time by following the procedures described under Automatic Operation.

NOTE: Once the speed control automatic operation is cancelled by depressing the brake pedal, the system will not again assume automatic control until the push button on the end of the turn signal lever is momentarily depressed to its first detent position.

SHOULDER BELTS

The method of adjusting, claspings, and maintenance is the same as that of the regular seat belts described in the Seats, Windows, Locks, and Hood Release Section.



To use a shoulder belt, pull the belt loose from its stowed position and place it across the body as illustrated. Buckle the belt in the same manner as a regular seat belt.

NOTE: For riding comfort, leave approximately two inches of slack in the belt.

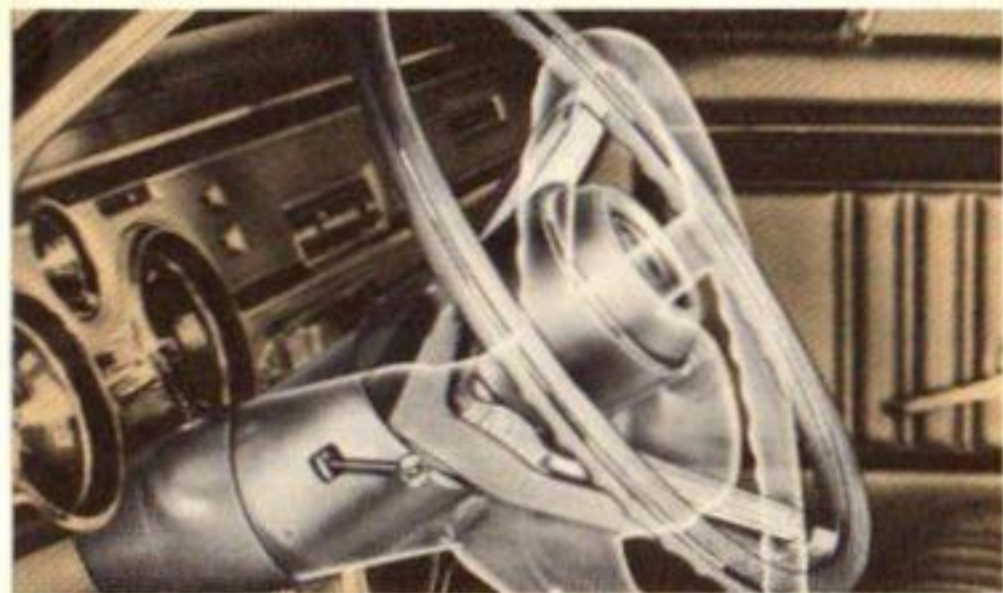
To stow a shoulder belt, fold the belt as shown and then press the belt against the fabric plate located above the side window.

CAUTION: Shoulder belt should never be worn without the regular lap seat belt.

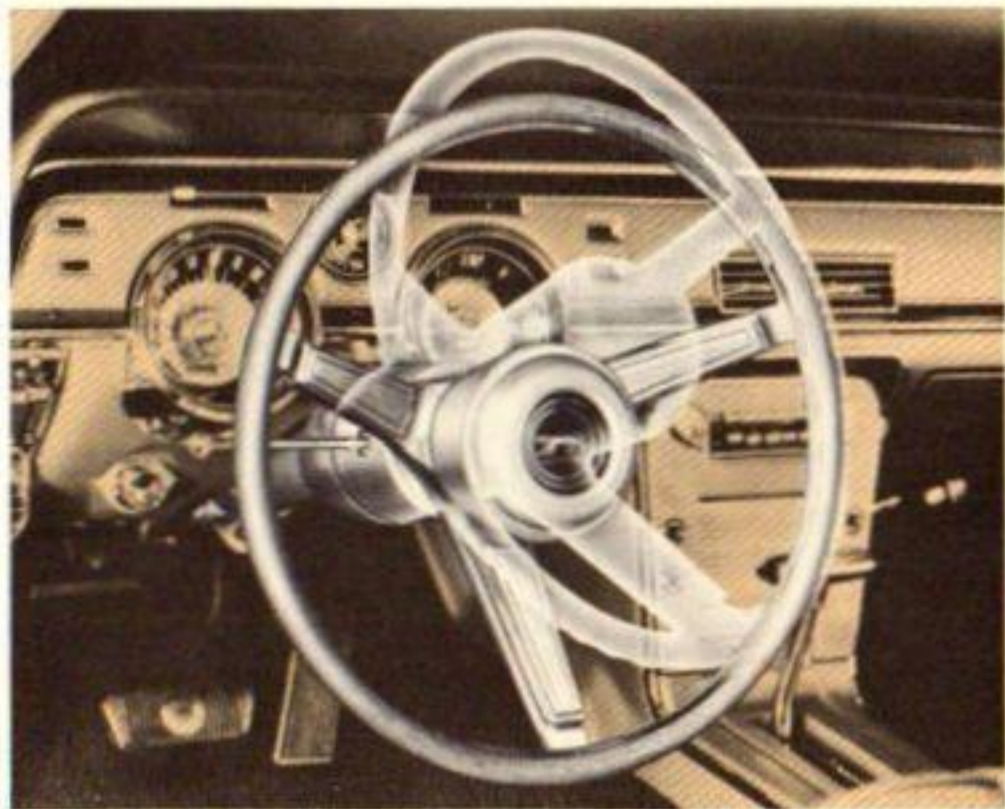
TILT-AWAY STEERING WHEEL

To change the up or down position of the steering wheel, press downward (away from the steering wheel) on the turn signal lever. Move the steering wheel upward or downward to the desired position and release the lever.

NOTE: The steering wheel tilt position may be changed when the car is in motion; however, if this is done, hold the steering wheel firmly at the top or bottom to prevent turning the wheel while repositioning it.



In addition to the tilting feature, the wheel will swing to the right and up towards the instrument panel whenever the driver opens his door, provided the ignition switch is turned off. When re-entering the vehicle on the driver's side, pull the steering wheel back to the driving position, and the wheel will automatically lock into its previous position, provided the door is closed. On cars with this option it is impossible to start the engine when the steering wheel is in the swing away position.





VISUAL CHECK PANEL (OPTIONAL)

The visual check panel, centrally located under the instrument panel,

in console equipped vehicles or in the center portion of the instrument panel in vehicles which do not have a Whisper-Aire Conditioner and console, provides warning lights to remind the driver and passengers to fasten their seat "BELTS," (the light will automatically turn off after a few seconds), to indicate if a "DOOR" is ajar, the "PARK"ing brake is released, and if the "FUEL" level is "LOW".

ADJUSTABLE AIR SPRINGS

Adjustable air springs (optional accessory) are available to help maintain a level attitude when the vehicle is carrying a heavy load. The adjustable air springs are attached to the rear springs and are inflated from 2 to 15 pounds pressure, depending on the load requirements. Prior to loading a vehicle, inflate the air springs to 15 pounds (the valve is located in the left rear corner of the trunk). Load the vehicle, then deflate the air springs until the vehicle is level.

For unloaded vehicles, maintain at least two pounds pressure in the air springs.

ACCESSORIES

Your new car has so much style and luxury—no wonder it's a leader in its class. Its tasteful appearance is equalled only by its driving ease and passenger comfort. To help you personalize and protect your new purchase, a list of major accessories for 1967 has been provided below. You'll be pleasantly surprised with the many ways you can individualize your car. Check the list carefully and then make your selections.

- Air Conditioner, (Hang-on)
- Air Springs, Adjustable
- AM Radio/Stereo Sonic Tape System Combination
- Antenna, Power
- Bumper Guards, Rear
- Clock, Electric
- Clothes Rod, Adjustable
- Cougar Kit (289 C.I.D. Engine)
- Compass
- Defogger—Rear Window
- Door Edge Guards
- Door Sill Guards
- Fire Extinguisher
- Floor Mats, Rubber Cover-All
- Harness, Seat (Child's)
- Head Rests

- Heater, Engine Coolant
- Highway Emergency Kit
- License Plate Frame (Front Only)
- Light, Engine or Luggage Compartment
- Lite-Lighter
- Litter Basket
- Locking Cap, Fuel Tank
- Luggage Carriers, Deck Lid Mounted
- Mirror, Right Hand Side View
- Power Brakes
- Power Steering
- Radio (AM or AM-FM) with antenna
- Radio, Two Way Citizen Band
- Rear Seat Speaker
- Retractors—Seat Belt (Rear Seat)
- Reflectors Flares
- Screen, Radiator

- Seat, Astro-Guard (Child's)
- Seat Cushions, Ventilated
- Ski Carrier and Adaptors
- Speaker, Studio Sonic Rear Seat
- Speed Control
- Spotlight
- Stereo-Sonic Tape System
- Stereo-Sonic Tape System with AM Radio
- Trailer Hitch and Wiring Harness
- Television, 9" and Bracket
- Tire Chains
- Tissue Dispenser
- Tool Kit
- Vacuum Cleaner
- Warning Light, Parking Brake
- Wheel Covers, Deluxe with Spinners
- Wheel Covers, Simulated Wire

Your Mercury Cougar Dealer will be happy to show you any of these genuine Accessories.

THE OWNER'S RESPONSIBILITIES FOR MAINTENANCE

Your Lincoln-Mercury dealer uses FOMOCO and AUTOLITE parts designed, engineered and manufactured expressly for your car. Always insist on genuine Ford Motor Company engineered parts when your car is serviced.

USE THE RIGHT ENGINE OIL

Have the engine oil level checked at each fuel stop. Keep the level between the "FULL" and "ADD OIL" marks.

OIL QUALITY

It is important to use only motor oils which state on the container that the oil meets automobile manufacturers' requirements for service MS when tested by the ASTM sequence methods. Such oils should meet Ford Motor Company Service-Fill Specification ESE-M2C101-A. ROTUNDA 6,000 Mile Motor Oil is such an oil and is available at Lincoln-Mercury dealers. It is a super premium oil especially designed and recommended for use in vehicles built by Ford Motor Company. It will provide long life and superior engine performance with recommended oil and filter change intervals of 6,000 miles or 6 months (whichever occurs first). ROTUNDA 6,000 Mile Motor Oil exceeds ALL car manufacturers' requirements for most severe (MS) service. It offers outstanding protection against corrosion, sludge, and varnish formation, and the causes of sticking and noisy valves and lifters.

OIL VISCOSITY

For most seasons, climates, and types of driving, use an oil of SAE grade 10W-20W-30 viscosity. SAE 20W-40 grade oil should be used if the sustained temperatures are above 90°F. For easier starting at sustained temperatures below -10°F., SAE grade 5W-20 should be used; however do not use this weight oil if extended high speed operation above 75 miles per hour is anticipated.

ADDING OIL

When adding oil on the road or when ROTUNDA 6,000 Mile Motor Oil is not available, select a reputable brand which is marked on the container that it meets Ford Motor Company Specification ESE-M2C101-A or has passed all car manufacturers' requirements for MS service when tested by the ASTM sequence methods.



USE THE RIGHT OIL FILTER

Your new car is equipped with an AUTOLITE 6,000 Mile Depth-Type Oil Filter and a filter of this quality should be used throughout the life of the car. It is designed to protect your engine by filtering all harmful abrasive or sludgy particles without clogging up or blocking the flow of oil to vital engine parts.

The exclusive two stage filtering action of the AUTOLITE 6,000 Mile Depth-Type Oil Filter has been shown by tests to be far more effective than ordinary paper filters in over-all ability to keep the oil clean. This filter is especially designed for use in vehicles built by Ford Motor Company to give successful operation with 6,000 mile (or six months) oil and filter change intervals.



ROTUNDA 6000 MILE MOTOR OIL AND AUTOLITE 6000 MILE DEPTH-TYPE OIL FILTERS are available at your dealer. One of the best ways of keeping the PERFORMANCE built into your new car is to make sure the oil and filter installed in your car are ROTUNDA and AUTOLITE products or their equivalents.

FUEL REQUIREMENTS

Generally, the grades of fuel recommended in the specifications table of this manual will provide satisfactory engine performance. However, if "pinging" or "spark knock" occurs and cannot be eliminated by spark timing or other engine adjustments, change to the next higher grade of fuel.

If you must drive your car in areas where your travel agent or auto club indicates United States or Canadian fuel quality is not available, have the ignition timing temporarily adjusted by an authorized dealer. This will result in a loss of performance and fuel economy, but will avoid engine damage. Readjust the ignition timing when recommended fuel quality is again available.

COOLING SYSTEM MAINTENANCE

Your Mercury Cougar's engine cooling system has been factory filled with a 50-50 solution of ROTUNDA anti-freeze and water for both winter and summer protection. This will provide protection against freezing to 35°F. below zero. With the use of this coolant, it will be necessary to drain and flush the cooling system only every two years or 36,000 miles, whichever occurs first. When it is necessary to replace or add coolant, fill with a 50-50 solution of ROTUNDA Permanent Anti-Freeze and water. Ordinary tap water may be used in an emergency except in areas where water is known to have a high alkali content. In areas where the temperatures fall below the level of 35°F.

below zero, a stronger than 50-50 coolant solution will be required to provide special anti-freeze protection. The prescribed anti-freeze available from your dealer, must be diluted according to the temperature range scale provided on the container. If it is necessary to use a permanent anti-freeze other than ROTUNDA, use the same ratio of anti-freeze to protect against freezing at a given temperature. If the prescribed ROTUNDA Permanent Anti-Freeze is not used, the cooling system should be drained at least once a year, preferably just before winter. If the drained coolant appears dirty and/or rusty, the system should be flushed. Water only is not recommended as a coolant. It may be used in an emergency but should be drained out of the system and the above prescribed 50-50 solution added as soon as possible.

Hoses—Because of the high underhood temperatures encountered in the present day cars, some of the engine hoses are subjected to temperatures that, over a long period of time, cause deterioration (Whisper Aire conditioner models only). To protect the engine and avoid a serious loss of coolant, it is imperative that the hose that connects the water valve to the intake manifold (with factory installed air conditioner only) be replaced every 30 months or 36,000 miles (whichever occurs first). See the 36,000 Mile Quality Car Care Coupon. Make sure all hose connections are dry. Any wet areas indicate a probable coolant leak. Replace cracked or deteriorated hoses and tighten all clamps and connections securely.



CHECKING COOLANT LEVEL

You should check the level of coolant at least once a month, preferably when the engine is cool. It should be about one inch below the ring inside the filler neck. Do not fill above this level.

The use of alcohol or methanol type of anti-freeze is not recommended. Never mix methanol solutions with permanent anti-freeze.

CAUTION: Use extreme care when removing the radiator cap if the coolant is overheated; always turn the cap slowly to the partially open stop to relieve internal pressure before removing the cap. It is advisable to cover the cap with a cloth before turning it. If possible, avoid removing the radiator cap until the engine has cooled sufficiently to relieve the pressure. If you have to add coolant more than once a month or if you have to add more than a quart at a time, have your Lincoln-Mercury dealer check the cooling system for leaks.

CRANKCASE EMISSION REDUCTION SYSTEM

All Ford Motor Company passenger car engines are equipped with a crankcase emission reduction system that materially reduces the quantity of burned gases in the crankcase that would normally be discharged into the atmosphere. This feature, in order to function properly, must be serviced at regular intervals. See the Quality Car Care Coupons in the back of this manual for the maintenance requirements.

NOTE: Failure to clean and maintain the crankcase emission reduction system according to the recommended procedures and/or the use of low quality oil will result in a serious accumulation of sludge within the engine which is likely to result in premature engine wear.

EXHAUST EMISSION CONTROL SYSTEM

Cars built for sale in the state of California are equipped with an exhaust system that reduces the emission of certain unburned substances from the engine. In order for this system to function as designed and thus meet the state requirements, the air pump filter (if so equipped) must be replaced at regular intervals. See the Quality Car Care Coupons in the back of this manual for maintenance details.

AUTOMATIC TRANSMISSION FLUID LEVEL

The fluid level in the automatic transmission should be checked at the mileage intervals indicated in the Quality Car Care Coupons. We suggest that you have your dealer make this check because of the several steps which are involved in obtaining an accurate reading.



If in an emergency, you are required to check the fluid level yourself, start the engine and run it until normal operating temperatures and engine idling conditions are stabilized. Then, apply the brakes and move the transmission shift lever through all drive positions and place the lever in park ("P") position. With the engine running, wipe off the oil level indicator cap.

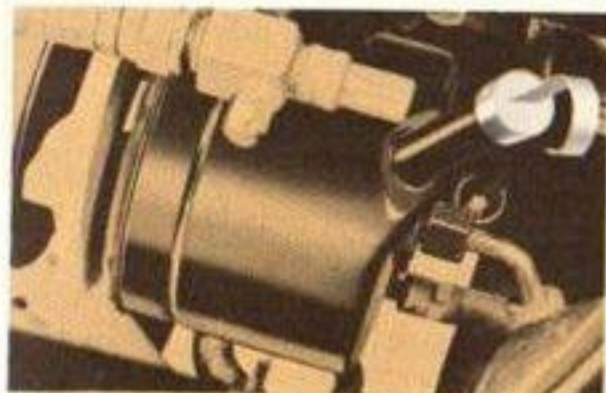
Withdraw the oil level indicator from the transmission filler tube and wipe the fluid from the end of the indicator. Re-insert the indicator all the way into the indicator tube, withdraw it and check the level.

CAUTION: Do not fill above the "FULL" mark. See specifications Section for recommended fluid.

POWER STEERING RESERVOIR

Fluid Level—Start the engine and turn the steering wheel back and forth several times to expel any air that may be trapped in the system. The engine and power steering fluid should be at normal operating temperature. Stop the engine before checking the fluid. Fluid level must be at "FULL" mark on dipstick.





CAUTION: Do not overfill. See "specifications" for recommended fluid.

BRAKE MASTER CYLINDER

Fluid Level—Wipe off the brake master cylinder cover and release the retaining clip. Remove the cover and gasket. Add fluid if necessary to maintain the level between $\frac{1}{4}$ " and $\frac{1}{2}$ " from the top of the housing. Reinstall the cover and gasket and snap the bail clip into place.

ALL EXCEPT DISC BRAKES—CAUTION: Use only ROTUNDA Heavy Duty Brake Fluid B7AZ-19542-A or SAE 70R3 when adding fluid. Use of other brake fluids may result in brake failure.

DISC BRAKES—CAUTION: Use only ROTUNDA Extra Heavy Duty Brake Fluid C6AZ-19542-A when adding fluid. Use of other brake fluids may result in brake failure.



AIR CLEANER FILTER

The carburetor AUTOLITE air cleaner filter element should be periodically cleaned and replaced at the intervals detailed on the Quality Car Care Coupons.

CHASSIS LUBRICATION

Your automobile is equipped with an extended chassis lubrication feature which was pioneered by Ford Motor Company. This extended lubrication interval is made possible by a special type chassis lubricant combined with unique seals and bearing materials which completely outmodes the old concept of 1,000 mile chassis lubrication. Lubricating the chassis components at low mileage intervals is not only unnecessary, but may, in fact, cause damage to the seals. Also, if a conventional chassis lubricant is used, it may be incompatible with the factory lubricant and thus reduce the lubricating effect.

Your dealer is equipped to perform the chassis lubrication and handles the special lubricants required. See the Quality Car Care Coupons for the mileage at which this lubrication is recommended.

ORIGINAL EQUIPMENT TIRES

The original equipment tires installed on your new Mercury Cougar are superior tires for these reasons:

First, Mercury Cougar engineers worked closely with the major tire manufacturers to engineer them. We know the performance of these tires and the care which went into their manufacture.

Second, original equipment tires have been carefully designed to achieve, in addition to reliability, the best possible balance of desirable qualities for your car's performance. These qualities include stability at high speed and in severe steering maneuvers, good traction on dry and wet pavement, comfortable ride, all combined with good tread life.

Third, original equipment tires have been carefully engineered to match the characteristics of your car's suspension. Both car and tires are designed to work together.

To achieve this reliability, balanced quality, and suspension matching original equipment tires for our 1967 models have undergone diverse and lengthy testing at Ford Motor Company proving grounds. This was in addition to extensive testing carried out by the tire manufacturers who produce them. For these reasons your vehicle is equipped with 2 ply-4 ply rating tires.

The "2 ply-4 ply rating" term means that the 2 ply tire is equal in carcass strength to the 4 ply tire of equivalent size and ply rating. This is because the strength of each ply of the 2 ply tire has been doubled by the use of larger cords.

SNOW TIRES

Snow tires provide better traction on snow and ice than conventional tires although they are less effective than tire chains. Add 4 pounds to the recommended rear tire inflation pressure. Your dealer can recommend a snow tire suited to your Mercury Cougar.

NOTE: Sustained speeds over 75 MPH, one hour or more, are not recommended for snow tires.

IMPORTANT INFORMATION ABOUT RADIAL PLY TIRES

If your car is equipped with radial ply tires, the following information is important to you:

TIRE DURABILITY

Radial ply tires are designed to give longer tread life and improved puncture resistance.

RIDE AND PERFORMANCE

You may expect a smoother ride at highway speeds but slightly harder ride at lower speeds on some types of road surfaces.

TIRE PRESSURES

Use the following cold inflation pressures: front 28, rear 28. Radial ply tires will appear to be underinflated at these pressures when compared with conventional tires. **This is normal.** Do not inflate beyond the recommended cold inflation pressures.

REPLACEMENT

The size 185R14 tires with which your car is equipped have been designed and engineered as a four tire system to give you balanced handling and ride performance. When replacing individual tires (including snow tires) install only radial ply tires of the same size, otherwise unbalanced handling and ride performance may result.

TIRE CARE

Note in the tire inflation chart that only one inflation pressure is recommended for all passenger and luggage loads up to the full load capacity of your car (See chart). It is not necessary to raise tire pressure when the vehicle load is increased from moderate to heavy unless you plan to drive for sustained periods (one hour or more) at speeds above 75 MPH. Refer to the load and inflation pressure chart for instructions covering high speed and maximum car loads.

Tire tread life varies from car to car because of driver habits. Aside from good driving practices, the most important factor in obtaining maximum tread life is maintaining proper tire pressure. Pressure lower than recommended will reduce the allowable full rated load and may affect vehicle handling. Over-inflated tires reduce ride comfort by magnifying rather than absorbing road shocks and are more vulnerable to damage from road surface impacts.

Check tire pressure frequently and while "cold" (preferably after the car has been parked at least one hour and before driving more than three miles).

Operation at high speeds or heavy loads will increase a tire pressure considerably. An 8 pound increase over "cold" pressure is not unusual. Therefore, never bleed air from a "hot" tire because the pressure is above normal.

When checking tire pressure, also check for cuts, bruises, and punctures. Remove glass, nails, or other objects embedded in the tread. Repair tire damage immediately.

When preparing to travel, the car's full rated load should not be exceeded (See chart). In determining the load, remember to include the weight of passengers, luggage, and tongue load if a trailer is towed.

RECOMMENDED TIRE PRESSURE CHART (COLD) UP TO FULL RATED LOAD

All Models (Except as noted below) GT Models and other vehicles with high speed capability and radial ply tires	FRONT 24	REAR 24
	FRONT 28	REAR 28

FULL RATED LOAD CHART

All Models	775 pounds MAXIMUM	Driver + 3 Passengers and 175 pounds luggage
Trailer Towing	Up to 200 pounds actual tongue load	Driver + Passengers + Luggage + Tongue Load Must Not Exceed Full Rated (MAXIMUM) Load
	For heavier tongue loads, see your Mercury Cougar Dealer.	

For sustained high speed driving (one hour or more) over 75 MPH, cold inflation pressure must be increased 4 pounds.

While we strongly discourage excessive speed, if the car is to be driven at sustained speeds over 90 MPH, special high speed tires are required.

SEE PAGE 49 FOR TIRE SIZES.

AIR CONDITIONING

At the start of the air conditioning season, have the system checked for sufficient refrigerant charge. If there has been a loss of refrigerant the compressor oil level must also be checked.

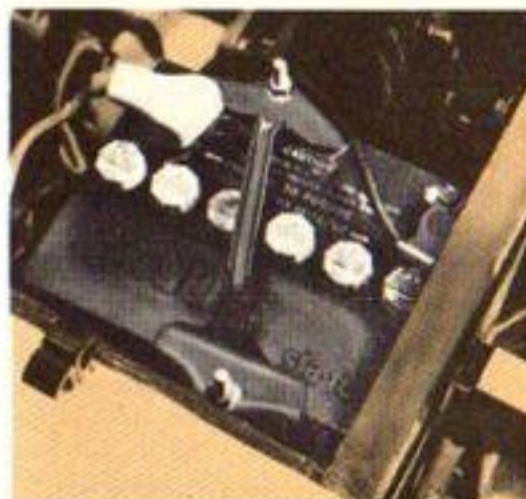
NOTE: It is beneficial to the air conditioner system to run it occasionally for a few minutes even when the temperature is too cool to require its operation.

ELECTRICAL SYSTEM

Battery Care—An AUTOLITE battery is located in the right front corner of the engine compartment. The fluid level in each battery cell should be checked frequently. As indicated on the filler caps, "fill to ring". Use distilled water to replace lost fluid. The level should be checked more often in hot weather.

Have the battery's state of charge checked frequently, particularly during cold weather. Charge the battery if the specific gravity falls below 1.230. Also, make sure the battery cables are tightly clamped to the battery terminals. Keep the top of the battery clean and dry. Corrosion can be removed from the cables and terminals with a solution of baking soda and water. Periodically lubricate the battery terminal felt washer by saturating it with engine oil to prevent corrosion.

CAUTION: Keep lighted cigarettes, flames, and sparks away from the top of open battery cells as highly combustible gas is always present.



Lights and Wiring — Major safety items, such as headlights, tail lights, turn signals, and stop lights should always be in good operating condition. Prompt replacement of burned-out bulbs and repairs to damaged wiring is a must for safety.

OTHER MAINTENANCE REQUIRED

There are certain maintenance operations which are not required at definite periodic intervals but should be performed on an as required basis. The most effective and economical practice is to have your Mercury Dealer check these items when your judgment or an inspection by his service personnel indicates they are necessary.

CARBURETOR

Carburetor idle speed and mixture should be adjusted if engine stalls, idles too fast, or idles roughly.

Adjustment of the accelerator pump setting may be required when average outside temperature changes more than 50°F., adjust to leanest setting that prevents engine "hesitation" while accelerating.

NOTE: Fuel economy will normally be less in cold weather than when it is warm.

DISTRIBUTOR POINTS AND SPARK PLUGS

Distributor points and spark plugs should be cleaned, adjusted or replaced (depending on their condition), if engine misses, is hard to start, loses "pep" on acceleration, or if fuel economy decreases.

FUEL FILTER

The first indication of a clogged fuel filter is the engine's inability to reach higher speeds. Operation is usually normal up to the cut-off point; however, opening the throttle further will cause the engine to stall. When this occurs, the filter should be replaced.

COOLING SYSTEM HOSES

See page 37 for service details.

ENGINE ACCESSORY DRIVE BELTS

Engine accessory drive belts should be adjusted if they slip or squeal. A loose power steering belt should be adjusted at the dealer's service department to avoid damaging the pump assembly.

SELECT-SHIFT MERC-O-MATIC TRANSMISSION

Automatic transmission rear band (with all engines except 390 C.I.D.) should be adjusted if transmission "slips" in the "R" selector position. The transmission kickdown linkage should be lubricated if abnormal accelerator pressure is required to downshift into passing gear.

CLUTCH PEDAL AND LINKAGE

The clutch pedal should move about an inch before any substantial effort is required to move it further. This "free travel" should be maintained by linkage adjustment as required. Failure to maintain the recommended "free play" can result in damage to the clutch system.

FRONT WHEEL ALIGNMENT AND STEERING LINKAGE

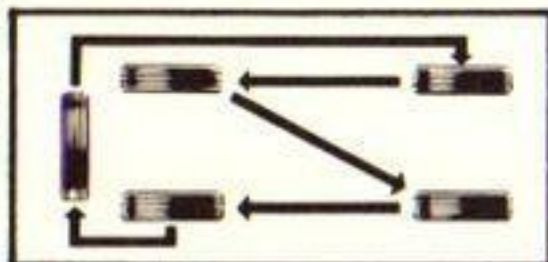
The front wheel alignment and steering linkage should be checked if abnormal tire-wear or ride and handling characteristics such as vehicle lead or wander are experienced with properly inflated tires.

STEERING GEAR PRELOAD

Adjust when steering wheel feels "loose" when driving in a "straight ahead" direction.

ROTATE WHEELS AND TIRES

If abnormal or uneven tire wear is experienced, the reason for the uneven wear should be located and corrected. Rotation of the tires is then recommended to provide more even and uniform wear.



PARKING BRAKE

The parking brake should be adjusted if the brake doesn't hold in the applied position.

ALL HINGES, HINGE CHECKS AND LATCHES

The movable mechanical parts of the body are lubricated at the assembly plant for proper quiet operation. However, if additional lubrication should be needed, use the lubricant specified on page 53.

DOOR WEATHERSTRIPS

A light coating of rubber lubricant may be required if the weatherstrips emit squeaks or undesirable noise.

BODY DRAIN HOLES

Check body drain holes and dust valves for proper operation.

WINDSHIELD WIPER BLADES

Clean the windshield wiper blade at least once a month with a mild solution of soap and water, more often in dusty weather and in areas having a large amount of air-borne contaminants. The wiper blades should always be free of road tars as this type substance retains all grit and other foreign particles than can mar the windshield glass.

CAUTION: Leather and vinyl type cleaners should never be used to clean wiper blades.

BEAUTY MAINTENANCE

WASHING

Frequent washings are recommended to maintain the car's original

beauty. If tree sap, insect or other type sprays, road salt, fallout from chimneys or any type foreign material are evident, the car should be washed as soon as possible. These deposits often contain chemicals that, if allowed to remain on the painted surfaces, may cause extensive damage. Never wash a car with hot water, in the direct rays of the sun or while the sheet metal is hot. Never wipe dirt from dry painted surfaces as this may scratch the finish. The use of strong soaps or detergents should be avoided. The use of ROTUNDA Liquid Car Wash is recommended. Any cleaning agent used should be promptly flushed from the surface with clear water and should not be allowed to dry as it may streak the finish.

POLISHING

Prompt washing may not always remove damaging material from the painted surfaces. However, properly applied ROTUNDA brand polish will provide excellent protection by preventing harmful deposits from coming in contact with the paint.

Your dealer has the equipment and know-how to do a professional polishing job for you. You may also secure a polishing kit from your dealer which you can apply. Follow the directions on the container.

Other very satisfactory materials are Blue Coral, ROTUNDA Custom Auto Polish, and ROTUNDA Auto Wax.

CHROME CARE

Many parts of your Mercury Cougar, such as the bumpers and body hardware, are chrome plated. Chrome plating is susceptible to corrosion due to salt air near coastlines, factory smoke and other conditions found in today's cities. When such conditions exist, frequent washing and the use of ROTUNDA Chrome Cleaner are recommended.

OXFORD ROOF CARE

Proper care of the vinyl top material will maintain its appearance and durability.

To clean the top, proceed as follows:

- Rinse the vinyl top material with water to remove all loose dirt and grime.
- Using a soft bristle brush, apply ROTUNDA Leather and Vinyl Cleaner to the top. Clean a two square foot area at a time, overlapping each section to avoid streaking.
- After a section has been cleaned, rinse thoroughly with clear water. Exercise care to prevent the cleaner from drying on the body finish and causing streaks.

CAUTION: To avoid damage to the vinyl material, use only the specified cleaner.

WHITE SIDEWALL TIRE CLEANING

If the tires become very dirty or scuffed, clean them with ROTUNDA Triple Clean following the directions on the container. Avoid strong caustics that may stain the bright metal wheel covers. When you're through, rinse the tires and wheels with plenty of clean water.

CARE OF UPHOLSTERY AND INTERIOR TRIM

Only the finest materials are used in the upholstery and trim of your Mercury Cougar. Cleaning these materials when the need arises will maintain their beauty and durability. Vacuuming the carpets will greatly reduce the accumulation of dirt and dust.

The products that are described in the following paragraphs are a few of the products available at your dealer and are recommended as an aid in maintaining your car in "like new" condition.

NOTE: Since volatile-type cleaners are harmful to rubber, those parts where foam rubber is used (seat cushions, etc.) should not be soaked with cleaning solutions. Also, because many cleaners on the market are injurious to vinyl trim, make sure the cleaner selected is recommended for the material to be cleaned.

ROTUNDA LEATHER AND VINYL UPHOLSTERY CLEANER

Instantly removes soil, grime, grease, stains, and imbedded dirt from all leather and vinyl materials. This superior product cleans, softens and protects.

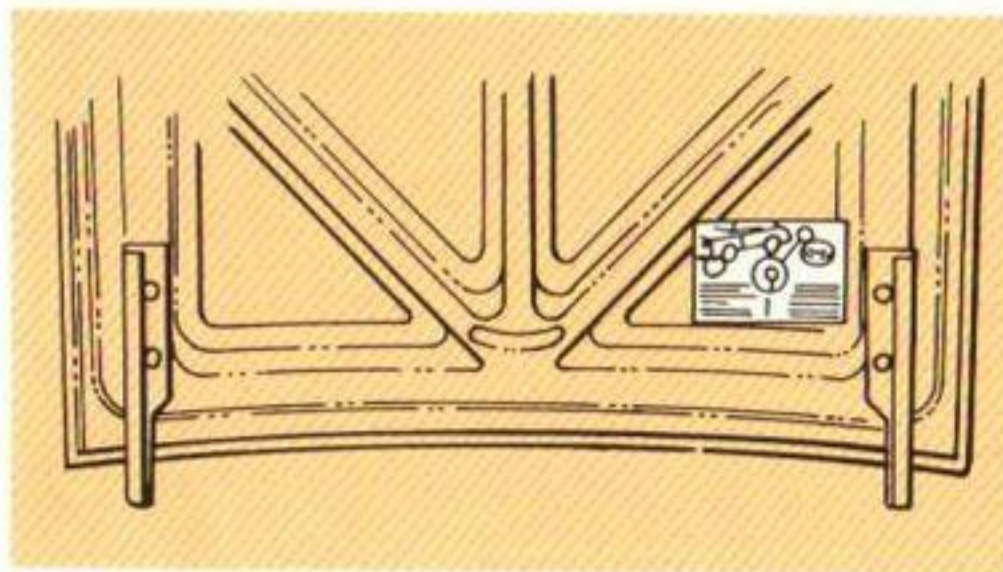
ROTUNDA LIQUID CAR WASH

This material when added to the wash water will speed up and improve the washing of a car.

CHANGING TIRES

SPARE TIRE AND JACK STORAGE

Refer to the illustration that is attached to the vehicle in the spare tire area for correct spare tire and jack storage.



CHANGING WHEELS

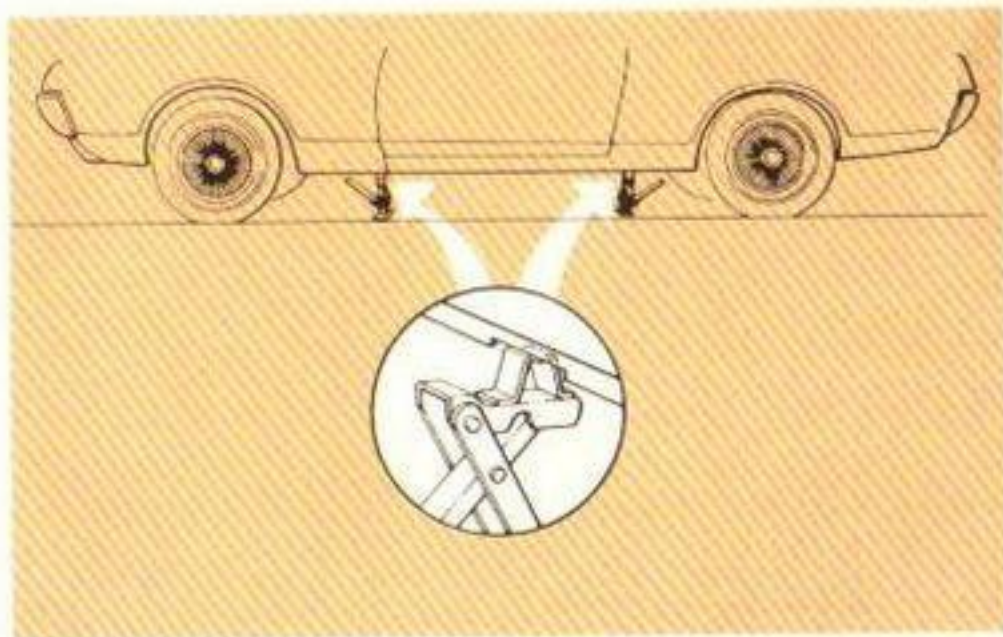
If a tire begins to lose pressure rapidly while driving, stop as quickly as is consistent with safety. Park the car on a level spot. On manual transmission equipped cars, set the parking brake and put the shift lever in reverse. On Select-Shift Merc-O-Matic Transmission equipped cars, place the selector lever in "P" (park) position and set the parking brake. As an added precaution, block the wheel diagonally opposite the one to be changed.

CAUTION: Do not attempt repairs on heavily traveled roads or highways. Drive the car off the road to change the tire.

A decal in the luggage compartment contains useful information regarding the changing of wheels. To change a wheel, proceed as follows:

- Remove the spare wheel and tire from its stowage compartment. Lean the wheel carefully against the car, near the wheel to be changed.
- Pry the hub cap or wheel cover off with the tapered end of the jack handle.
- Loosen the wheel nuts one or two turns each, but do not remove them until the wheel is raised off the ground.
- Place the scissor type jack under the side of the car and near the front or rear tire that is to be changed. The jack must be located so that it contacts a notched area as indicated in the illustration.
- Place the wrench on the jack screw. Turn the jack screw clockwise until the wheel is clear of the ground. Remove the wheel nuts and lift the wheel off.

- Immediately install the spare wheel and tire; then, replace and snug-up the wheel nuts. Be sure that the beveled end of the nuts face inward.
- Turn the jack screw counterclockwise to lower the car.
- Remove the jack and tighten the wheel nuts. Replace the hub cap (or wheel cover). Make sure the valve stem is centered in the hole provided.
- Stow the tire and jack components.



SERIAL NUMBER LOCATION

Your car serial number is stamped at the top, inner edge of the left front fender. This is the official number that is used for car title registration purposes.



SPECIFICATIONS

Overall Length including Bumpers	190.3
Overall Height (loaded)	51.8
Overall Width	71.2
Tread	
Front	58.1
Rear	58.1
Wheelbase	111.0

REFILL CAPACITIES

	Imperial Measures	U. S. Measures
Cooling System (including heater)		
289 C.I.D. Engine	11.6 quarts	15.0 quarts
390 C.I.D. Engine	16.2 quarts	20.5 quarts
Engine Oil (Including Filter)	4 1/4 quarts	5.0 quarts
Fuel Tank (Approximate)	14.0 gallons	17.0 gallons

Rear Axle

With 289 C.I.D. Engine	4.0 pints
With 390 C.I.D. Engine	5.0 pints

Standard Transmission:

3-Speed	3.5 pints
4-Speed	4.0 pints

Select-Shift Merc-O-Matic Transmission (Dry System)

All Except 390 C.I.D. Engine	18 pints @
390 C.I.D. Engine	26 pints @

Steering Gear	0.5 pounds
Power Steering System	2 1/4 pints @

@ Dip stick used to determine exact fill requirements.

REFILL CAPACITIES (IMPERIAL MEASURES)

The Canadian Provinces employ an Imperial liquid measure which is 1/5 larger than similar units of liquid measure used under United States standard. If the approximate equivalent liquid capacities are desired, multiply the specified U. S. measure by .83 to obtain Imperial gallons. Multiply the Imperial measure by 1.2 to obtain the approximate equivalent in U.S. gallons.

TRANSMISSIONS

Select-Shift Merc-O-Matic Transmission:

Speeds	Three Speeds, Forward One Reverse
Type	Single stage torque converter with three speed fully automatic planetary gear train

Manual Transmission:

Three speeds forward, one reverse (Fully synchronized in all forward gears)

Four speeds forward, one reverse (Fully synchronized in all forward gears)

TIRES**Size:**

Standard Except GT Option..... 4 Ply Rated 7.35 x 14

Optional instead of 7.35 x 14 tires..... 4 Ply Rated F70 x 14

Standard with Cougar GT Performance

Group Option..... 4 Ply Rated F70 x 14

Radial Tires

Optional with GT Performance Group..... Type A 185R14

PRESSURE (PSI) See page 41 for details.

RADIATOR FILLER CAP (PSI) 12-15

ALTERNATOR (AMPERAGE)

Without Whisper Aire Conditioner..... 42

With Whisper Aire Conditioner..... 55

BATTERY

	STANDARD	OPTIONAL
Ampere Hour Rating.....	45	55*
Volts.....	12	12
Ground Terminal Polarity.....	Negative	Negative
Number of Cells.....	6	6
Number of Plates Per Cell.....	9	11

**Standard with 390 C.I.D. engine with automatic transmission*

DISTRIBUTOR (Standard Ignition)

Point Gap (Inches).....	.017*
Dwell at Idle (Degrees).....	26-31*

**Use either specification when installing new points.*

**SPARK PLUGS (AUTOLITE)
(Standard Ignition):**

Type (All Engines except 390-4V).....	BF-42
390-4V.....	BF-32
Thread Size.....	18mm
Gap (Inches).....	0.032-0.036
Torque (Lbs.-Ft.).....	15-20

MERCURY COUGAR ENGINES

	COUGAR 289 (2V) ENGINE	COUGAR SUPER 289 (4V) ENGINE	MARAUDER 390 GT (4V) ENGINE
No. of Cylinders	8	8	8
Bore	4.00	4.00	4.05
Stroke	2.87	2.87	3.784
Compression Ratio	9.3	9.8	10.5
Brake Horsepower (a) rpm	200 (a) 4400	225 (a) 4800	320 (a) 4800
Max. Torque (lbs. ft. (a) rpm)	282 (a) 2400	305 (a) 3200	427 (a) 3200
Firing Order	1-5-4-2-6-3-7-8	1-5-4-2-6-3-7-8	1-5-4-2-6-3-7-8
Fuel Grade Recommended	Regular	Premium	Premium
Octane Rating Required to Meet Factory Adjustment	94	99.8	99.8
Idle Speed (rpm)* Non Exhaust Emission Control			
Manual Transmission in Neutral	575	600	600
Select-Shift Merc-O-Matic in Drive	475	525	525
Idle Speed (rpm)* With Exhaust Emission Control			
Manual Transmission	625	625	625
Select-Shift Merc-O-Matic in Drive	550	550	550
Ignition Timing (B.T.D.C.) Non Exhaust Emission Control			
Manual Transmission	6°(a)	6°(a)	12°(a)
Select-Shift Merc-O-Matic	6°(a)	6°(a)	12°(a)
Ignition Timing (B.T.D.C.) With Exhaust Emission Control			
Manual Transmission	0°	0°	6°(a)
Auto. Transmission	6°(b)	0°	6°(a)

*With headlights on. On cars equipped with air conditioning, the engine idle speed should be set with the air conditioning turned on for a minimum of 20 minutes and the blower speeds on "HI". The car windows should also be open.

- (a) If the individual requirements of the vehicle and/or use of sub-standard fuels dictate, the initial timing may have to be retarded from the "Pre-Delivery" or "Normal" setting to eliminate detonation. If retarding is necessary, it should be done progressively and not exceed 2° B.T.D.C.

(b) 0° prior to Nov. 15, 1966.

LINCOLN-MERCURY DIVISION DISTRICT SALES OFFICES

Lincoln-Mercury dealers with their factory trained personnel are prepared to render whatever service your Mercury Cougar may require. If you are driving in an unfamiliar area and are in need of service, you may contact the nearest Lincoln-Mercury District Sales Office for a convenient dealer location.

ATLANTA DISTRICT

340 S. Central Avenue Poplar 1-5431
P. O. Box 488
Hapeville, Georgia (30054)

BOSTON DISTRICT

Worcester Turnpike at
Speen Road Olympic 3-4000
P. O. Box 239
Natick, Massachusetts (01761)

BUFFALO DISTRICT

570 Delaware Avenue TT 2-6406
Buffalo, New York (14209)

CHICAGO DISTRICT

2225 W. North Avenue Esterbrook 9-1000
Melrose Park, Ill. (60160)

CINCINNATI DISTRICT

Millcreek Expressway &
By-Pass 50 Princeton 1-9960
Evendale, Ohio (45215)

CLEVELAND DISTRICT

5800 Grant Avenue Vulcan 3-7600
P. O. Box 6539 Main Post Office
Cleveland, Ohio (44101)

DALLAS DISTRICT

521 North Industrial
Boulevard Riverside 1-5031
P. O. Box 5414
Dallas, Texas (75222)

DENVER DISTRICT

2650 E. 40th Avenue Alpine 5-3461
P. O. Box 5588, Terminal Annex
Denver, Colorado (80217)

DETROIT DISTRICT

50000 Grand River 349-2400
P. O. Box 400
Wixom, Michigan (48096)

JACKSONVILLE DISTRICT

1616 Prudential Building Flanders 9-2281
841 Miami Road, P. O. Box 1769
Jacksonville, Florida (32201)

LOS ANGELES DISTRICT

8900 E. Washington Blvd. Oxford 2-6911
P. O. Box 212
Pico-Rivera, California (90662)

MEMPHIS DISTRICT

2970 Jackson Avenue Fairfax 3-8561
Hollywood Station, P. O. Box 405
Memphis, Tennessee (38108)

NEW YORK DISTRICT

U.S. Highway No. 46 Atlas 8-9400
Teterboro, New Jersey (07608)

OAKLAND DISTRICT

360 22nd Street Glencourt 2-2100
Oakland, California (94612)

PHILADELPHIA DISTRICT

Parkade Building Woodlawn 4-1611
518 Market Street
Camden, New Jersey (08102)

ST. LOUIS DISTRICT

7822 Bonhomme Ave. Volunteer 2-5400
Clayton, Missouri (63105)

SEATTLE DISTRICT

521 Second Avenue W. Atwater 4-7920
Seattle, Washington (98119)

TWIN CITIES DISTRICT

610 Prudential Building Franklin 4-1220
3701 Wayzata Boulevard
Minneapolis, Minnesota (55440)

WASHINGTON DISTRICT

3900 Wisconsin Avenue, N.W. 244-7400
Washington, D.C. (20016)

LINCOLN-MERCURY DIVISION

