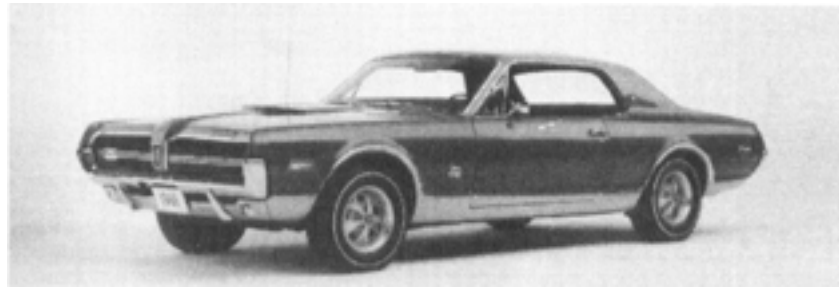


**MERCURY Cougar, V-8 1968**



**FEATURES** *MERCURY Cougar, V-8 1968*

COUGAR SERIES — If you liked the 1967 Cougar, you also liked the 1968 version. The biggest change was the addition of side marker lights. Standard equipment included: dual hydraulic brake system with warning light; front and rear seat belts; outside rearview mirror; padded dash; padded sun visors; two-speed windshield wipers and washers; four-way emergency flasher; and back-up lights.

Model Number	Body/Style Number	Body Type & Seating	Factory Price	Shipping Weight	Production Total
N/A	91	2-dr HT Cpe-5P	\$2,933	3094	81,014

**ENGINE** *MERCURY Cougar, V-8 1968*

(CYCLONE/COUGAR/COUGAR XR-7) V-8. Overhead valve. Cast iron block. Displacement: 302 cid. Bore and stroke: 4.00 x 3.00 inches. Compression ratio: 9.0:1. Brake hp: 210 at 4600 rpm. Carburetor: Autolite C8AF-9510-AF two-barrel. (Engine Code F; released Jan. 1, 1968).

**CHASSIS FEATURES** *MERCURY Cougar, V-8 1968*

COUGAR Wheelbase: 111 inches. Overall length: 190.3 inches. Tires: E70-14.

**CONVENIENCE OPTIONS** *MERCURY Cougar, V-8 1968*

COUGAR Air conditioner (\$360.90). Heavy-duty battery (\$7.44). Deluxe seat belt with reminder light (\$13.05). Deluxe front seat shoulder belts (\$29.61). Deluxe rear seat shoulder belts (\$29.61). Front seat shoulder belts (\$27.06). Power disc brakes (\$64.65). Electric clock (\$15.76). Sports console (\$57); Sports console for XR-7 only (\$72.55). Rear window defogger (\$21.25). Tinted glass (\$30.25). Tinted windshield (\$21.09). Door edge guards (\$4.40). Rear bumper guards (\$12.95). Adjustable front seat head rests (\$42.75). Remote control left-hand mirror (\$9.60). Visual-Check panel (\$39.50). Two-tone paint (\$31.10). AM radio with antenna (\$60.90). AM/FM stereo (\$21.25). Oxford roof (\$41.60). Speed control (\$71.30). Power steering (\$95). Tilt-away steering wheel (\$66.05). Stereo-sonic tape system (\$195.15). Three-speed manual transmission (\$79). Four-speed manual transmission (\$164.02). Four-speed manual transmission with GT group (\$105.02). Merc-O-Matic transmission with "302" engine (\$206.65). Merc-O-Matic transmission with "390" engine (\$226.10). Merc-O-Matic transmission with GT group (\$147.10). Deluxe wheel covers (\$21.29). Deluxe wheel covers with spinners on XR-7 (\$16.79). Deluxe wheel covers, except on XR-7 (\$72.05). Styled steel wheels on XR-7 (\$96.36). Styled steel wheels (\$117.65). Blackwall tubeless tires (\$36.35). Whitewall tube-less tires (\$36.35-\$73.40). Red band tubeless tires (\$36.95). SpaceSaver spare tires (\$6.55-\$19.50). Heavy-duty three-speed, four-speed manual, and Select-Shift Merc-O-Matic automatic transmissions were optional. The heavy-duty three-speed transmission was only available with the 325-hp engine. The four-speed manual transmission was not

available with the 260-hp or 390-hp V-8s. A 302 cid/230 hp V-8 (four-barrel); 390 cid/280 hp V-8 (two barrel); 390 cid/325 hp V-8 (four-barrel); and a 428 cid/335 hp V-8 (four-barrel) were optional. The 325-hp engine was standard with the GT option. This package also included: stiffer front and rear springs, heavy-duty shocks, low back pressure dual exhaust, power booster fan and a large diameter stabilizer bar. The 427-cid/390 hp V-8 was standard in the 7.0-liter GT-E package. It featured: twin hood scoops; styled steel wheels; quadruple trumpet exhaust; modified grille and taillight design; silver-gray trim on the lower body; extra stiff front and rear springs; heavy-duty shocks; and wide tread radial-ply tires.

## HISTORICAL FOOTNOTES *MERCURY Cougar, V-8 1968*

Mercury built a total of 6,105 Cyclone fastbacks and 334 two-door Cyclone hardtops with the Cyclone GT option. Mercurys won seven NASCAR Grand National races in 1968. Only 2.7 percent of all 1968 Cougars were equipped with a four-speed manual transmission, 86.8 percent had an automatic transmission, 87.3 percent had power steering and 38.6 percent had power brakes. An XR-7 'G' was available on special order. It had hood pins, hood scoop, running lights and a vinyl top with sun roof. The vast majority of 1968 full-size Mercurys, 99.6 percent, were equipped with automatic transmission, 99.2 percent had power steering, 42.5 percent had a tilting steering wheel, 59.5 percent had air conditioning and 32.6 percent had power windows.

## CURRENT VALUE IN 6 CONDITIONS\* *MERCURY Cougar, V-8 1968*

VehicleDetails	6	5	4	3	2	1
2d HT	\$760	\$2,280	\$3,800	\$8,550	\$13,300	\$19,000
2d XR-7 HT	\$940	\$2,820	\$4,700	\$10,580	\$16,450	\$23,500

## RECENT AUCTION PRICES REALIZED *MERCURY Cougar, V-8 1968*

Model	Equipment	Price	Condition	Auction	Location	AuctionDate
Cougar 2d Cpe	302-cid, 210-hp, Auto	\$9,500	3	Mecum Spring Classic Auction	Belvedere, IL	5/25/2006
Cougar 2d Cpe	69K	\$7,600	3	Silver HAN Reno Auction	Reno, NV	8/9/2007
Cougar 2d Cpe	302-cid, Auto	\$4,200	3	Dan Kruse New Braunfels Auction	New Braunfels TX	3/16/2001
Cougar 2d HT	V-8, Auto	\$2,000	4	ebay/Kruse/Leake Tulsa Auction	Tulsa OK	6/1/2001
Cougar 2d HT		\$5,600	4	Maring Cannonball Collection Auction	Cannon Falls MN	4/24/2005
Cougar 2d HT	289-cid, 200-hp, Auto	\$17,000	2	Barrett-Jackson Scottsdale Auction	Scottsdale, AZ	1/16/2007
Cougar 2d HT	TV show car "Rags to Riches"	\$37,500	3	Russo & Steele Monterey Auction	Monterey, CA	8/18/2006
Cougar 2d HT	w/vinyl top	\$4,450	3	Santiago/Smith Oklahoma City Auction	Oklahoma City, OK	2/8/2002
Cougar 2d HT	factory special order pink paint	\$14,500	2	Silver Hot August Nights Auction	Reno, NV	8/3/2006

Cougar 2d HT		\$3,200	4	Mecum Back to the '50s Auction	St. Paul, MN	6/18/2005
Cougar 2d HT	302-cid, A/C	\$6,100	3	Silver Hot August Nights Auction	Reno, NV	8/4/2005
Cougar 2d HT		\$2,950	4	Mecum Spring Dream Classic	Kansas City, MO	4/19/2002
Cougar 2d HT Mod	289-cid, Auto, GT whls	\$6,600	3	Fall Carlisle	Carlisle, PA	10/3/2008
Cougar 2d Race Car HT	#98 Dan Gurney road race replica, "Wreck to Riches" TV show	\$28,500	2	Russo & Steele Scottsdale	Scottsdale, AZ	1/18/2007
Cougar Cpe		\$8,750	0	Russo & Steele Monterey Auction	Monterey, CA	8/14/2004
Cougar Dan Gurney Spl 2d Cpe	302-cid, V-8, Auto	\$12,250	3	Mecum Spring Classic Auction	Belvedere, IL	5/25/2006
Cougar GT 2d HT	428-cid	\$85,500	1	Mecum Kissimmee Auction	Kissimmee, FL	1/27/2006
Cougar GT 2d HT	390-cid, Auto, A/C	\$13,000	2	Mecum Kissimmee Auction	Kissimmee, FL	1/27/2006
Cougar SR7 GT 2d HT	390-cid, 4V, C-6 Auto	\$19,000	2	ICA Omaha Auction	Omaha, NE	5/15/2004
Cougar XR7 2d Cpe	302-cid, 210-hp, Auto	\$16,000	3	Kruse Scottsdale Auction	Phoenix, AZ	1/26/2007
Cougar XR7 2d Cpe	302-cid, 210-hp, 4-Spd	\$8,500	3	Barrett-Jackson Las Vegas	Las Vegas, NV	10/16/2008
Cougar XR-7 2d Cpe	302-cid, 210-hp, Auto	\$6,000	3	Barrett-Jackson Scottsdale	Scottsdale, AZ	1/11/2009
Cougar XR-7 2d Cpe	302-cid, 210-hp, Auto, S/R	\$31,500	1	Barrett-Jackson Scottsdale Auction	Scottsdale, AZ	1/26/2005
Cougar XR7 2d HT	390-cid, Auto, A/C	\$18,500	2	Kruse Auburn Spring Motorfair	Auburn, IN	5/1/2003
Cougar XR7 2d HT		\$19,000	2	Mecum Back to the '50s Auction	St. Paul, MN	6/18/2005
Cougar XR7 2d HT Mod	390-cid, 4V, Auto, A/C, GT replica	\$4,800	3	Cox Branson Fall Auction	Branson, MO	10/14/2005
Cougar XR7 2d Mod C pe	aftermarket whls	\$4,150	3	Silver Puyallup Auction	Puyallup WA	2/9/2002
Cougar XR7 GT 2d Cpe	390-cid, Auto	\$14,500	3	Russo & Steele Monterey Auction	Monterey, CA	8/18/2006
Cougar XR7 GT 2d Cpe	S code 390-cid, 330-hp, Auto	\$21,500	3	Kruse Fall Auburn	Auburn, IN	8/28/2008
Cougar XR7-G 2d Cpe	302-cid, 210-hp, 4-Spd, factory pink, 83.5K	\$19,000	3	Barrett-Jackson Scottsdale Auction	Scottsdale, AZ	1/17/2006

## PRICING TRENDS IN 6 CONDITIONS MERCURY Cougar, V-8 1968

	6	5	4	3	2	1
<b>2001 Values</b>						
2d HT Cpe	\$450	\$1,300	\$2,200	\$4,400	\$7,700	\$11,000
2d XR-7 Cpe	\$500	\$1,550	\$2,600	\$5,200	\$9,100	\$13,000
<b>2002 Values</b>						
2d HT Cpe	\$600	\$1,800	\$3,000	\$6,000	\$10,500	\$15,000
2d XR-7 Cpe	\$680	\$2,040	\$3,400	\$6,800	\$11,900	\$17,000
<b>2005 Values</b>						
2d HT Cpe	\$720	\$2,160	\$3,600	\$8,100	\$12,600	\$18,000
2d XR-7 Cpe	\$800	\$2,400	\$4,000	\$9,000	\$14,000	\$20,000
<b>2006 Values</b>						
2d HT Cpe	\$720	\$2,160	\$3,600	\$8,100	\$12,600	\$18,000
2d XR-7 Cpe	\$800	\$2,400	\$4,000	\$9,000	\$14,000	\$20,000

### Price Trends

MERCURY Cougar, V-8 1968

2d HT Cpe in no. 1 condition

