

1967 MERCURY Cougar 289-2 bbl MPG= 17 Hwy

Written by Double Dragon

Saturday, 04 October 2014 22:10 - Last Updated Tuesday, 02 May 2017 10:14

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oneownercollectorcar.com

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GAS MILEAGE OF 1967 COUGAR WHEN NEW

The Mercury Cougar was introduced over summer 1966 using an ingenious and extravagant ad campaign. Journalists were tantalized with hints of the new car when reports from 'a hunter' appraised them of his progress tracking a Cougar. By the time the car was unveiled at sunset August 2, 1966 on St. Thomas in the Bahamas curiosity about the new car had been taken to the fever pitch.

Lee Iacocca who is widely known as the father of the Mustang asked his pal, Vic Damone to handle the press introduction. Damone drove a new white 1967 Cougar down the ramp of a WWII aircraft carrier to the beach in St. Thomas where he proceeded to give the audience a great show. The Cougar made a real impression and every car magazine seems to have tested one in the first year of production.

The first Cougars provided to magazines were prototypes with slightly different specs than regular production models. Aside from getting some better equipment these cars supplied provided a higher build quality than cars that would be pumped off the line in volume. A CAR LIFE July 1967 revisit to the Cougar caused them to revise their glowing opinion of a Cougar prototype they tested due to shoddy build quality on the test car they received 6 months later.

The general trend testers agreed upon was that the Cougars were smoother but somewhat slower with marginally less miles per gallon than a Mustang running the same drive train.

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The 1967 Cougar adds 3 extra inches wheelbase and 6.7 inches length compared to a 1967 Mustang. The 1967 Mustang was already wider and 2 inches longer than the 1965/6 Mustangs. Mustang added 2 inches to its track for 1967 (58.0) but Cougar track is a shade wider at 58.1. Cougar width is 71.2 compared with Mustang at 70.9. The trunks are similar size (Cougar 9.1 cu ft vs Mustang's 9.0), with the Cougar using a 17 gallon fuel tank vs Mustang's 16 gallon tank. The majority of Cougar's extra space appears in the front and rear passenger area.

123 pounds of sound deadening material in the Cougar roof, floors and engine compartment partially explains why the 1967 Mustang weighs 2,973 lbs curb while the Cougar is 3,110 lbs curb.

CAR AND DRIVER Oct 1966 drove a prototype Cougar set up with the larger 6 inch wide wheels (only available on the 390 in regular production versions) combined with manual steering and brakes (drums all round) and an automatic transmission. CD was disappointed with the optional 289 225 HP 4 barrel 0-60 MPH time of 10.1 seconds. The 289 achieved a top speed of 117 MPH with the 3.00:1 axle.

In keeping with the Mercury marketing vision ("for the man on his way up to a Thunderbird") CD summed the Cougar up as a compromise between Thunderbird luxury and Mustang sportiness making the 'just adequate' 289 engine the most appropriate engine to match the car's intended use. CD was correct: the majority of Cougars were outfitted with a 289 (not the 4 barrel but the lesser 2 barrel) and it was a reasonable compromise machine in that form. CD recorded 12-17 MPG using premium fuel.

MOTOR TREND Oct 1966 compared the new Camaro and Cougar to the Mustang. MT also predicted that the 289-225 HP engine would be the best compromise although they didn't find it lacking and in fact felt it was powerful enough for all but the leadfoots.

POPULAR MECHANICS March 1967 compared a new 1967 Cougar XR7 390 GT to an Aston Martin DB6. Mercury; who footed the bill, intentionally chose an exotic European sports car to run against the Cougar with the European influenced XR7 styling package. Retired Indy 500 champ Rodger Ward did the testing at the Las Vegas Stardust International Speedway. As expected, the DB6 lapped faster, and the XR7 accelerated more fiercely (0 to 60 was 6.1 seconds). The 4 speed Cougar with disc brakes didn't embarrass itself in the comparison which is saying something running against a true sports car.

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In 1967 Bob Estes Lincoln Mercury (Inglewood, CA) entered a 1967 Mercury Cougar 289 V8 into the Mobil Economy Run from Los Angeles, CA to Detroit, Michigan. The 2,837.8 mile trip was run from April 4-9, 1967 by Ginny Sims as driver. The Bob Estes Cougar posted higher MPG figures than a lighter Mustang 2+2 also in the event (from Galpin Ford, Sepulveda, CA). The Cougar managed 20.9925 MPG over the route while the Mustang came in with 20.7281 MPG. The class winner was a Barracuda V8 driven by Scott Harvey with 22.3198 MPG. A Camaro V8 from Nickey Chevrolet (Chicago, IL) used more gas with a final score of 19.2757 MPG.

POPULAR MECHANICS June 1967 tallied up owner's reports for the 1967 Cougar and found that the 289 delivered 16 MPG in the city (23% of 289 respondents). 15% and 17% of owners were getting 14 or 15 MPG in the city. The highway figure of 18 MPG was reported by about 22% of owners. Around 13/ 14% of owners saw highway figures of 17, 19 and 20 MPG.

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The few owners with 390 engines reported 12, 13 or 14 MPG in the city and either 14 or 17 on the highway.

1967 OOC Mercury Cougar Hwy MPG= 17

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MERCURY COUGAR OWNER IDENTIFICATION

WARRANTY NUMBER 7F91C619162

OWNER NAME Vancouver Quilting Mfg. Ltd.
STREET ADDRESS 2127 Kingsway
CITY Vancouver STATE B.C.
VEHICLE CODE 7F91C619162

VEHICLE DESCRIPTION Cougar 2 Dr. Hardtop

IGN & DOOR KEY NUMBER FA1769 GLOVE COMP. & FB0384 TRUNK KEY NO.

SELLING DEALER
Sawco Black Motors Ltd. A CODE A7029
CITY 4388 Loughheed STATE Burnaby, BC

OWNER SIGNATURE _____
DEALER SIGNATURE *[Signature]*
DATE PLACED IN SERVICE Sept. 15/67

The date placed in service indicates the starting date of your warranty coverage. If you are traveling or move to another location, it is your evidence of coverage during the published warranty period.

Your Ownercard is located in the glove compartment and should be used whenever you visit your Lincoln-Mercury dealer for warranty or service work.

ALWAYS KEEP YOUR OWNERCARD IN THE GLOVE COMPARTMENT.

This verifies that the factory recommended 6,000-Mile Quality Car Care Service has been performed as outlined on the face of this coupon.

Date _____ Mileage _____ Performance Services

Dealership Name _____ Warranty Services

Dealership Address _____ Dealer Cert. No. _____

Signed _____

This verifies that the factory recommended 12,000-Mile Quality Car Care Service has been performed as outlined on the face of this coupon.

Date 1/3/68 Mileage 12,122 Performance Services

Dealership Name Sawco Black Motors Warranty Services

Dealership Address _____ Dealer Cert. No. A7029

Signed *[Signature]*

SERIAL NUMBER LOCATION

Your car serial number is stamped on the top level edge of the left-hand fender. This is the official number that is used for car title registration purposes.

SPECIFICATIONS

Overall Length (including Bumpers)	190.3
Overall Height (hooded)	51.8
Overall Width	67.2
Tread	58.1
Wheel	58.1
Wheelbase	111.0

REFILL CAPACITIES (IMPERIAL MEASURES)

System	Imperial Measures	U.S. Measures
Cooling System (including heater)		
289 C.I.D. Engine	11.6 quarts	13.0 quarts
289 C.I.D. (including Filter)	12.0 quarts	14.0 quarts
390 C.I.D. (including Filter)	12.0 quarts	14.0 quarts
Fuel Tank (Approximate)	14.0 gallons	17.0 gallons

TRANSMISSIONS

289 C.I.D. Engine	4.0 pints
390 C.I.D. Engine	4.0 pints
Standard Transmission	3.0 pints
2-Speed	4.0 pints
4-Speed	4.0 pints
Select-Shift Merc-O-Matic Transmission (Dry System)	
289 C.I.D. Engine	18 pints
390 C.I.D. Engine	20 pints
Steering Gear	0.5 pints
Power Steering System	2.0 pints

6) Dip stick used to determine exact fill requirements.