

IN 1969...

LINCOLN-MERCURY
LEADS
THE WAY

- Exciting new *kinds* of cars.
- Exceptional product value.
- Spectacular television advertising.
- Big, colorful magazine ads.
- Effective traffic-building programs.
- Fast-paced merchandising.
- Sports and youth promotions.

**LINCOLN-MERCURY
LEADS
THE WAY**

IN NEW PRODUCTS!

Five completely new kinds of cars, five new automotive concepts—in just two short years!



OCTOBER 1966

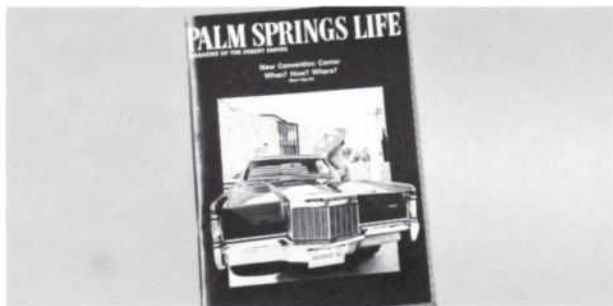
COUGAR—INSTANT SUCCESS CAR OF 1967!

"Car of the Year"—biggest conquest car in Lincoln-Mercury history—the concept of offering America's best equipped sports car helped lead Lincoln-Mercury to a new sales record!

SEPTEMBER 1967

MONTEGO—INCREASED SALES NEARLY 70%!

The new concept—a family-sized car at a family price which brought new style and a new dimension to the intermediate market.



APRIL 1968

CONTINENTAL MARK III! MOST DESIRED CAR OF THIS GENERATION!

A dramatic new kind of personal luxury car. The Mark III's "Who's Who" includes thought leaders, influential business men and the President of the United States.

SEPTEMBER 1968

MARQUIS—DRAMATICALLY DIFFERENT MEDIUM-PRICED LUXURY CAR!

Now the value of Mercury has been combined with Lincoln luxury and styling, to provide a new criterion for judging medium-priced cars.



SEPTEMBER 1968

MARAUDER—BIG-CAR LUXURY, WITH SPORTS-CAR FEEL!

Now there is no need to sacrifice either full-sized car comfort or exhilarating performance—they're both available with Marauder.

The winners from Lincoln-Mercury—a \$250-million investment dedicated to help you lead the way!

LINCOLN-MERCURY
**LEADS
THE WAY**

IN EXCITING STYLING, VALUE AND EXCLUSIVE FEATURES IN ...

9 DIFFERENT KINDS OF CARS!



Cougar—all-new all over again—and with two new convertibles!



Monterey—new formal hardtop with ventless side windows—and Brougham-like interior luxury and value.



Marquis—a new full line—all-new, distinctive styling, to promote more top-of-the-line sales.



Marauder—new concept, with unique two-tone tunnel-back styling—big-car roominess with sports-car flair and feel.



Montego—Continental-inspired styling, long list of standard features with up to four more inches of wheelbase than competition!



Continental—further refined and improved—to remain America's most distinguished motorcar—the industry's standard of perfection.



Comet Sports Coupe—handsome hardtop—priced to attract intermediate and compact-car buyers.



Cyclone—with unique fastback styling, new bigger performance and a winning reputation, catering to the performance-minded.



Continental Mark III—the most dramatically styled, most individually decisive motorcar of this generation.

**LINCOLN-MERCURY
LEADS
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LEADS THE WAY WITH A SPECTACULAR LOOK IN TELEVISION ADVERTISING

Symbol of Leadership

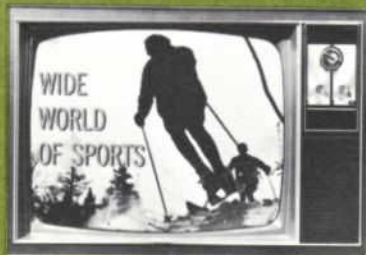


Lincoln-Mercury's spectacular 1969 products are introduced on television against equally spectacular backgrounds—atop a towering butte in the spectacular West—atop a massive dam—on the vast salt flats of Utah—or sparkling against the unique backgrounds of a Pacific island.



This active, pretty girl—and others—symbolize the beauty, youth and energy of Lincoln-Mercury's 1969 products. The costumes point it out—they're the *stars* of the 1969 model year—*No. 1* in pace-setting styling concepts and extra-value features.

1969 LINCOLN-MERCURY CARS SEEN WHERE PEOPLE WATCH THE MOST!



65 Lincoln-Mercury commercial minutes on the big audience, action-filled Wide World of Sports.



More Lincoln-Mercury commercials than ever before on the top-rated FBI series—including a 5½-minute TV special on October 6, to add extra announcement emphasis.

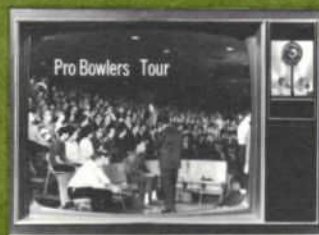


Pre- and post-game NFL football broadcasts—where your commercials will be seen 165 million times.

*More TV
than ever
Lincoln-Mercury
commercials will
be seen over
1 billion times
by car-buying
America.*



Lincoln-Mercury co-sponsors the year's greatest and most compelling sporting event—the Summer Olympics from Mexico City.



50,000,000 American bowlers are the targets of Lincoln-Mercury commercials on the televised Pro-Bowlers Tour.

**LINCOLN-MERCURY
LEADS
THE WAY**

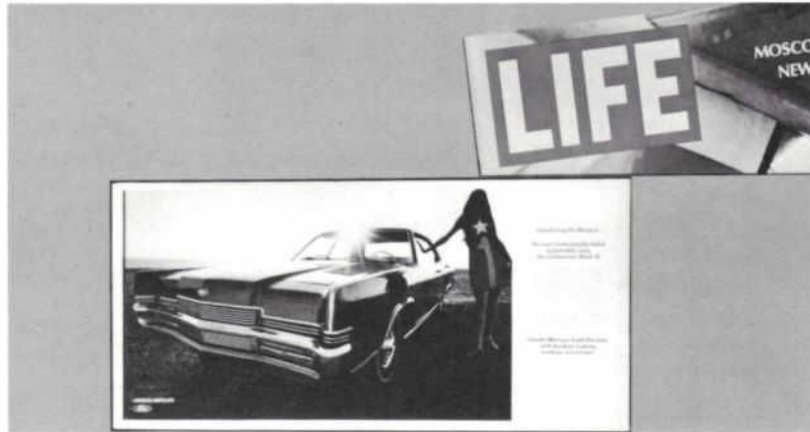
WITH DRAMATIC, BIG, FULL-COLOR MAGAZINE ADS

An industry first

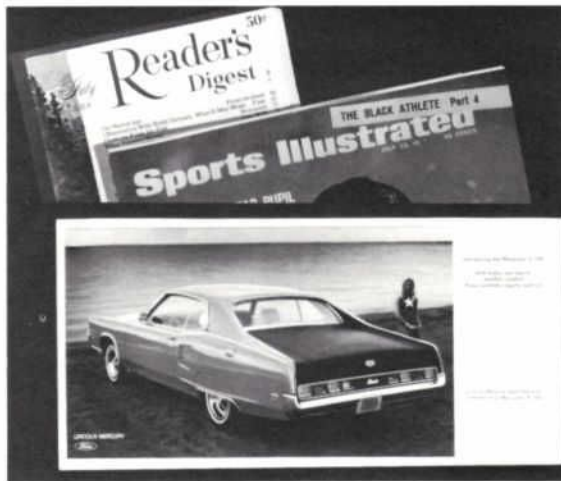
This exciting cover gatefold is ahead of all competitive ads, another indication of how Lincoln-Mercury leads the way. For the first time—a big 3-page cover gatefold ad in two consecutive issues of Life—October 4th and 11th.

NEWSSTAND FULL OF LINCOLN-MERCURY MESSAGES

The Lincoln-Mercury value story will reach readers of the nation's high-prestige, big-circulation magazines — **Time!** **Look!** **Life!** **Newsweek!** **Sports Illustrated!** **Reader's Digest!** **Motor Trend!** **Car And Driver!**—to name just a few.



Big, colorful 3-page gatefold ads in **Sports Illustrated** and **Reader's Digest**, too. A total of over 110 million readers will see your gatefold ads.



CONCENTRATED RADIO SCHEDULE REACHING PEOPLE IN MILLIONS



*"They're new and they're here!
'69 is our year!
Lincoln-Mercury leads the way!"*



OUTDOOR ADVERTISING
*Puts your sales message in front
of drivers!*

LINCOLN-MERCURY LEADS THE WAY

WITH EFFECTIVE TRAFFIC BUILDERS

DIRECT MAIL—AIMED DIRECTLY AT PRIME PROSPECTS



Direct mail programs include a special issue of the *Continental Magazine*, with a 12-page full-line Lincoln-Mercury product insert. This special issue will be mailed to over 2,000,000 prospects—including multiple car owners, Mercury and Continental owners, plus Ford and competitive owners with late-model, ready-to-trade cars. The back cover of the insert attracts them to your dealership with a special \$1,000,000 "Sweepstakes" which offers a chance to win a Mark III, 50 other new cars, or one of over 60,000 prizes.



SHOWROOM VISITORS' REGISTRATION PROGRAM

The "Sweepstakes," announcement advertising, and merchandising programs will generate big showroom crowds. The showroom registration programs help turn these lookers into buyers by collecting the prospect's name, address, and present car owned information for future follow-up. Showroom visitors will be anxious to fill out registration forms as it provides them a chance to win one of five new Marquis automobiles. One out of four visitors will buy a new car within six months—don't fail to follow up on these hot prospects.



NEW COMMUTER PROSPECT LOCATOR

The special full-line insert will also be distributed to over a quarter of a million affluent prospects on commuter trains in major markets. Commuters will have plenty of time to read this insert and learn about the 1969 cars that lead the way.

LINCOLN-MERCURY LEADS THE WAY

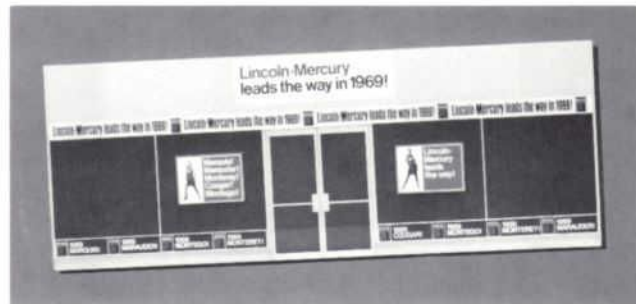
WITH FAST-PACED MERCHANDISING PROGRAMS

LINCOLN-MERCURY HAS BIG PLANS FOR YOU



Your dealership Plans Book not only tells you how Lincoln-Mercury Division is promoting the 1969 models and describes special teaser programs. It also provides lots of local promotional ideas tailorable to your *own* dealership traffic-building action.

SHOWROOM DECORATIONS HAVE THE LOOK OF LEADERSHIP



Your showroom display materials feature the "Lincoln-Mercury Leads The Way" theme and the girls with the "Look of Leadership" to tell everyone your dealership is where the leaders are!

MARQUIS LEADS THE WAY

In Dealerships

The Marquis image of extraordinary luxury at medium-price dollars gets special emphasis with a special showroom display program built around the Marquis Brougham—the car featured in national advertising. Those attracted by national effort can personally inspect the Marquis that first caught their eye.

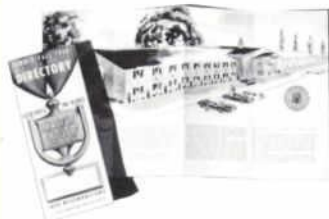


At Major Events



Marquis automobiles will be utilized in parades and major sporting events. Sky-written Marquis messages will also appear above major outdoor activities.

At Motels, Air Terminals and Resorts



Marquis will be displayed at Master Host Motels in major cities, airport terminals and will be loaned to famous resorts so that everyone will know that Marquis "is new and it is here."

With the Influential Press



300 of the nation's top auto editors will receive their family crest and history so they can find out if there is a Marquis in their family. They'll also be offered a Marquis on loan so they can learn about its new features.

Special Tie-in Programs



The Marquis will be featured in a host of tie-in promotions with other major companies. Small models will be placed in breakfast cereal boxes as premiums, Marquis will be the top prize in many highly publicized contests, and Hart Schaffner and Marks will name a new line of quality clothing—Marquis.

LINCOLN-MERCURY LEADS THE WAY

WITH SPORTS AND YOUTH PROMOTIONS



SPECIAL YOUTH PROMOTIONS



The teenage Road-E-O will again permit 1500 dealers to participate at the local level to predispose young drivers and their parents to Lincoln-Mercury. The Explorer Road Rally will also be continued, providing a double-barrelled approach to the youth market.

LINCOLN-MERCURY'S SPORTS PANEL



As part of a continuing sports-oriented program directed at the young as well as the young at heart, your Lincoln-Mercury sports panel will appear at auto shows and major events. In addition, sports-oriented promotions will be continued.

A PERFORMANCE IMAGE THAT PAYS OFF

You're looking at "a mile-and-a-half of Mercurys"—delivered before 90,000 automobile racing fans—prospects for Lincoln-Mercury's youthful, spirited cars, like the new Cyclone CJ. The racing victories will *continue* to be promoted and special performance programs utilizing the winning cars and drivers will again be used to show how Lincoln-Mercury leads the way in outstanding performance.

ACTION SPORTS FILMS LIBRARY

The Lincoln-Mercury sports film library was established to capitalize on the popularity of sports—and to further enhance the sporty, action image of Lincoln-Mercury products, themselves. Last year 5 films on golf, sailing and football were made available to dealers and the general public.

LINCOLN-MERCURY SPORTS ON TELEVISION



Two exciting films featuring sports panel member Bart Starr, quarterback of the NFL Championship Green Bay Packers, will be made available to over 600 television stations across the country. Appearing for Lincoln-Mercury sports, Starr describes what to look for during offensive and defensive plays. Arnold Palmer will show TV audiences how to play golf on NBC this fall.

"THE COMPETITIVE EDGE" SKI FILM

"The Competitive Edge"—a new color 16mm movie starring ski authority Warren Miller and the Marquis Colony Park. This film is available to ski and service clubs to show how the competitive edge makes a big difference both in skiing and the design of automobiles. A special program for dealership premieres of the film is being readied.

New Monthly Salesmen's Magazine

Your "Sales Leader" magazine will come to you monthly, from now on—and will keep you informed of competitive activity and all the new ways that Lincoln-Mercury leads the way.

Lincoln-Mercury Leads the Way!



Lincoln-Mercury **SALESMEN'S NEWSFLASH**



Cale Yarborough Sets Record With \$135,786 Won in Cyclone In 1968 Stock Car Races

Winningest combination on NASCAR's super speedways this year is Cale Yarborough and his specially modified Mercury Cyclone.

The big victories came in the Daytona 500 (February 25), the Atlanta 500 (March 31), the Firecracker 400 at Daytona (July 4), and the Southern 500 at Darlington on Labor Day.

Cale's victory in the Firecracker 400 made him the first driver to win three big ones in a row at Daytona as he repeated his Firecracker 400 victory of 1967. His Darlington victory made him the first to win four super speedway victories in one year.

His purses totaled \$135,786—an all-time record for stock car drivers.

Always a hard charger, Cale has shown the consistency of a true champion by placing in the top 5 positions in 11 of 20 starts this year.

The streamlined red and white Cyclone with the gold "21" was prepared and serviced by the famed Woods brothers of Stuart, Va.

The muscular blonde from Timmonsville, S. C., operates a tobacco farm and owns a chain of dry cleaning establishments.

Cale drives according to a philosophy that has made him a favorite with stock car fans.

"There's only one way to drive as far as I'm concerned," he says. "If you don't run as hard as you can then the other guy is going to, and he's going to beat you."

Yarborough and his famous winning red and white Cyclone with the gold "21" were a feature attraction at the Lincoln-Mercury display at the Atlanta Auto Show, November 1-5.



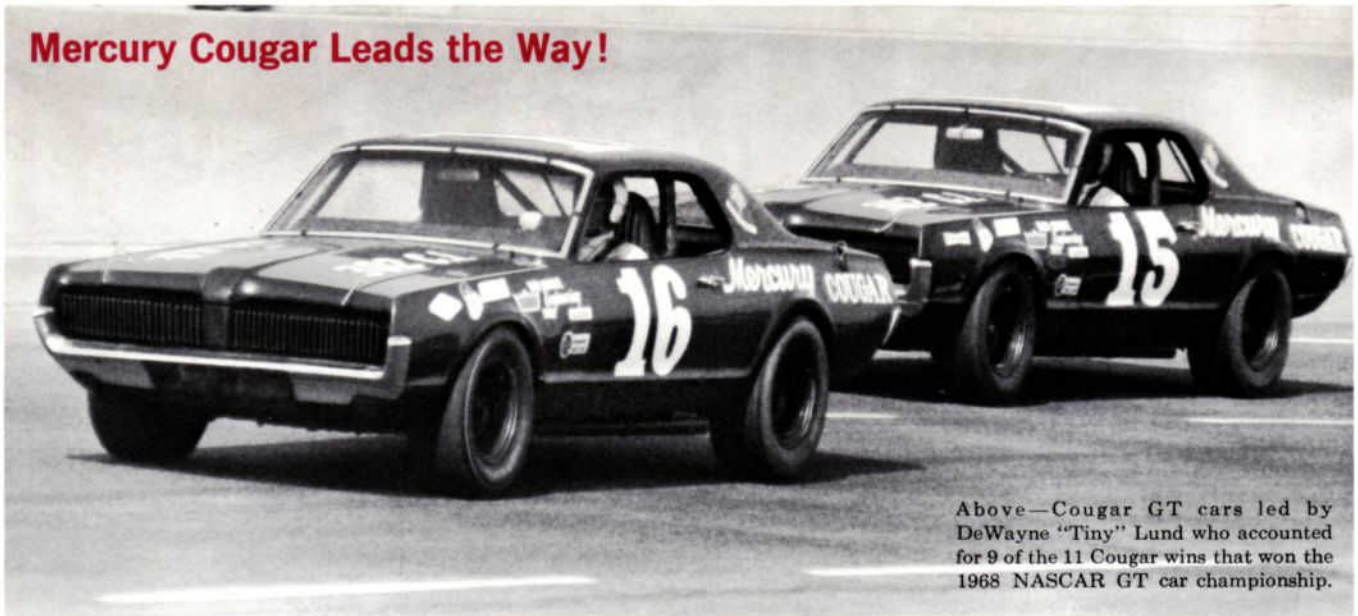
Lincoln-Mercury Honors Top Mercury Cyclone Driver

ATLANTA — Lincoln-Mercury dealers and company executives gathered for the Atlanta Auto Show honored Cale Yarborough at a luncheon on November 1, when Yarborough received a special trophy from Lincoln-Mercury commemorating his all-time record performance with Mercury during the 1968 racing season.

M. S. (Matt) McLaughlin, Ford Motor Company vice president and Lincoln-Mercury Division general manager, made the presentation.

To highlight Mercury's winning ways, 25 Lincoln-Mercury dealers from the five-state Atlanta Sales District took delivery of 25 replicas of Cale's racer — red and white Cyclone CJ hardtops with gold "21" numerals on the doors. These special models will be used by dealers in local promotions and will be sold to racing enthusiasts in the Atlanta area.

Mercury Cougar Leads the Way!



Above—Cougar GT cars led by DeWayne "Tiny" Lund who accounted for 9 of the 11 Cougar wins that won the 1968 NASCAR GT car championship.

Cougar Captures 1968 NASCAR GT Class Title ... Lund Takes GT Driver Championship

Cougar Wins 11 of Season's 19 NASCAR GT Races To Shut Out Camaro and Mustang Contenders

Cougars, specially modified for competition, won the 1968 NASCAR GT manufacturer's class for over 2-litre cars with a sensational record of 11 victories in 19 races.

During the 8-month GT circuit, Cougars accumulated 118 points to win over Camaro (96 points) and Mustang (90 points), the closest competitors, Javelin had 15 points and Dodge Dart 7 at end of the season.

DeWayne "Tiny" Lund piloted Cougars to nine GT race victories, while David Pearson and Lloyd Ruby got one each.

The Cougars were entered by the Bud Moore Engineering Co. of Spartanburg, S.C.

Cougars won all three of the big 250-mile GT races in the NASCAR GT inaugural season—Rockingham (N.C.) Sandhill 250... Paul Revere 250 at Daytona... and at the Darlington International Speedway.

Cougar pulled away from Camaro and Mustang in the chase for the manufacturer's trophy with three straight victories late in the season, and then clinched the title with a victory in the 150-miler on the North Wilkesboro (N.C.) Speedway on September 28.

The final race on the schedule, the Tarheel "250" at the Charlotte Motor Speedway, was cancelled after two postponements. However, Cougar had already won the manufacturer's championship. None of the competitors could have won enough points to reach Cougar's high total.

Cougar Driver "Tiny" Lund Leads All Drivers For Individual Honors on GT Race Circuit

"Tiny" Lund is the first driver champion of the new NASCAR GT circuit. Lund scored nine victories in 18 starts at the wheel of a Bud Moore Cougar—a record that is probably unprecedented in motor car racing. He finished in the top five a total of 13 times. Donnie Allison, a Mustang driver, was second high with five victories.

Lund who divides his time between the NASCAR circuits and his Cross, N.C., fishing camp had accumulated 1047 points for individual driver honors through the 19th race. The last race on the 1968 GT Circuit, the Tarheel "250" was cancelled, depriving Lund of an opportunity to add to his \$18,120 prize money. Allison was second high at \$10,625.

Lund, a 265-pound 6'5" veteran of 20 years of racing, is a former Air Force flight engineer. He holds the Carnegie Medal for heroism for helping save another driver following a track accident.

The driver championship is awarded the top driver in both the over 2-litre and under 2-litre classes. Buck Baker came 2nd with 1017 points, while Jack Ryan, a Porsche driver, took 3rd with 1012.

- Points for the Manufacturer's Championship are awarded on the International formula. 1st—9 points, 2nd—6, 3rd—4, 4th—3, 5th—2 and 6th—1. Points are awarded to the high finisher for each make only.
- Driver championship points are awarded on two scales: **0 to 249 Miles**—50 points to winner, and one point less for each succeeding place. **250 Miles or More**—100 points to winner, and two points less for each succeeding place.



MERCHANDISING DEPARTMENT
LINCOLN-MERCURY DIVISION

Item No. 69-7K

Litho in U.S.A. 11-68

