

Lead The Way
Over Competition With
THE 1969

MERCURY MONTEREY,
MARQUIS
and
MARAUDER!!!



1969
LINCOLN-MERCURY

**RED
LETTER
VALUES**

A critical comparison of the 1969
Mercury Monterey—Marquis—Marauder with
its primary medium-price class competition.

COMPETITIVE PRODUCT
COMPARISON BOOKLET
CONFIDENTIAL

MERCURY MONTEREY OUTVALUES PONTIAC CATALINA



Mercury Monterey



Pontiac Catalina

RED LETTER EVALUATION

Mercury Monterey is priced \$25 less than Pontiac Catalina on a comparably equipped basis. Other Monterey advantages include:

RED LETTER VALUES In 1969, Mercury Monterey — Marquis — Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.

RED LETTER VALUES Mercury Monterey is a bigger car than Catalina . . . longer wheelbase . . . longer overall.

RED LETTER VALUES All-new styling, inside and out.

RED LETTER VALUES New computer-designed, box-rail frame, with energy-absorbing front-end structure, permits controlled impact absorption.

RED LETTER VALUES New luxury-level interior fabrics and styling are equal to the 1968 Montclair. More standard exterior bright trim and quality die-cast parts.

RED LETTER VALUES A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.

RED LETTER VALUES Superior Cushion-Link front and Coil-Link rear suspension for a smoother ride and greater road stability.

RED LETTER VALUES Rugged body construction with more insulation in strategic areas, providing an exceptionally quiet and comfortable ride.

RED LETTER VALUES Full-depth bumpers provide better protection of sheet metal, both front and rear, which may result in owner savings in body repairs.

RED LETTER VALUES Better performing automatic transmission . . . Select-Shift permits automatic or manual shifting . . . will start in second gear for better traction on slippery pavement.

RED LETTER VALUES Extra-standard comfort and convenience equipment, including luxurious, full-width, wood-tone instrument panel and thick foam-padded seats.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MERCURY MONTEREY		PONTIAC CATALINA
\$3,141.00	4-Door Sedan	\$3,073.00
EXTRA-COST ITEMS		
STD.	Foam Seat Cushions	10.53
STD.	Trunk Mat	8.43
D. Gp.	Wood-Tone Steering Wheel	34.76
57.10	Decor Group	84.26
63.50	AM Radio	87.42
238.40	Automatic Transmission	227.04
\$3,500.00	TOTAL— Comparably Equipped	\$3,525.44
\$25.44	PRICE ADVANTAGE	

SIZE AND STYLING

MERCURY MONTEREY

- Mercury Monterey looks and is bigger with its new 124-inch wheelbase, and overall length of 221.8 inches.
- The Mercury Monterey's new look is one of three distinctive styling treatments offered by Mercury in 1969.
- New convertible top mechanism yields approximately 10 inches more rear hip and shoulder room — can seat 3 passengers comfortably.
- One more cubic foot of trunk space.

PONTIAC CATALINA

- Catalina's wheelbase is 2 inches less and overall length is only 217.5 inches.
- Catalina not only carries the resemblance of other Pontiacs, but shares the same body shell with Chevrolet, Buick and Olds.
- Conventional top mechanism design restricts rear hip and shoulder room — can accommodate only 2 passengers comfortably.
- Trunk space is 19.6 cubic feet.

EXTERIOR FEATURES

MERCURY MONTEREY

- Mercury Monterey's deep wraparound bumper provides greater protection of grille.
- No exposed sheet metal below Mercury Monterey bumper.
- Stylized wraparound parking lights also are safety side markers.
- Higher-quality, cowl air-intake grille at base of windshield is die-cast for better appearance.
- Die-cast taillight assemblies connected by bright applique give Mercury Monterey a quality appearance from the rear.
- Bright window frames are standard on 4-door sedans.
- Optional interval windshield wipers feature intermittent operation for improved driver visibility.

PONTIAC CATALINA

- Catalina's protruding grille is vulnerable to damage from other cars' bumpers.
- Parking lights and sheet metal beneath front bumper exposed to damage.
- Parking lights mounted low in open ports of sheet metal.
- Cowl air intake is stamped sheet metal.
- Rear styling lacks ornamentation.
- Extra-cost, available only in Decor Group on Catalina 4-door sedan.
- Interval windshield wipers not available as standard or extra-cost equipment.



MERCURY MONTEREY



PONTIAC CATALINA

INTERIOR FEATURES

- Full-width, simulated walnut trim provides a richer appearance to instrument panel.
- Deep, foam-padded front seat with comfortable contour styling, standard.
- More luxurious, color-keyed, two-spoke steering wheel has thickly padded hub section and bright horn ring.
- Deluxe wood-tone steering wheel is included as part of Decor Group option.
- Trunk mat, which gives luggage compartment a finished look, is standard.
- Quality, die-cast, bright door-lock buttons.

- Instrument panel has only narrow band of simulated wood-grain trim on passenger side.
- Comparable foam-padding in front seat cushions is not standard—available only as an extra-cost option.
- Three-spoke, color-keyed steering wheel with horn buttons has no padding.
- Deluxe wood-tone steering wheel is available only as a separate extra-cost option. Deluxe wood-tone steering wheel, plus Decor Group, costs over twice as much as comparable Mercury Monterey items.
- Trunk mat available only as an extra-cost option.
- Color-keyed, plastic door-lock buttons.

COMFORT AND CONVENIENCE

MERCURY MONTEREY

- Front armrests are 18 inches long and fully padded for maximum comfort and safety.
- Squeeze-type door release handles, concealed in armrest, minimize accidental opening.
- Swept-away design of instrument panel allows extra 2 inches of knee room in front seat.
- Easier entry and exit to rear seat, 20 inches clearance at shoulder level.
- Hood release conveniently located at top leading edge of hood.
- Reversible key system permits correct key insertion every time.

PONTIAC CATALINA

- Short, 11¼-inch armrests have only partial padding.
- Door release handle is fully exposed at front of armrest.
- Seat to instrument panel clearance is only 11¼ inches.
- Only 13 inches clearance due to forward slant of "C" pillar.
- Difficult-to-reach hood release is located at bottom of grille.
- Conventional one-sided keys must be inserted right side up.

RIDE AND HANDLING

MERCURY MONTEREY

- Cushion-Link front suspension, completely rubber insulated, with compliance struts, provides a soft, smooth, comfortable ride.
- Coil-Link rear suspension has transverse track bar, which controls side-sway for maximum stability on turns and during high-speed driving.

PONTIAC CATALINA

- Conventional front coil spring suspension—no compliance struts.
- No track bar.

POWER AND PERFORMANCE

MERCURY MONTEREY

- Standard are two 390 CID 2V V-8 engines—265 hp (regular fuel) with manual transmission, and 280 hp (premium fuel) with Select-Shift transmission. The 265 hp (regular fuel) engine is a no extra-cost option with Select-Shift transmission.
- Two optional V-8's . . . a 429 CID 2V with 320 hp and a 4V version with 360 hp.
- Select-Shift transmission permits manual shifting or fully automatic driving in all gear ranges. Can be started in second gear for better traction on slippery pavement.

PONTIAC CATALINA

- No regular fuel engine is available with manual transmission. Standard V-8 is 400 CID, 290 hp premium fuel engine. The regular fuel 400 CID, 265 hp V-8 is optional with automatic transmission only.
- Two optional engines, both with 428 CID . . . both 4V, one with 360 hp and one with 390 hp.
- Turbo Hydra-Matic has only fully automatic, 3-speed shifting. Always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MERCURY MONTEREY

- Rigidized body is mounted on new computer-designed perimeter frame that has energy-absorbing front-end structure.
- Bridge-type mounting of body with front and rear torque boxes helps isolate road shocks and vibrations from passenger compartment.
- Heavy-gauge rocker panels are reinforced by galvanized steel channels for extra-strength.
- Double-hood latches are widely spaced, preventing hood vibration. Hood release, located at leading edge of hood, is easy to use.
- Thick hood insulation is securely retained by inner panel. Body is fully insulated in all areas.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.

PONTIAC CATALINA

- Body is mounted on conventional perimeter frame.
- Frame-mounted body has no torque boxes.
- Rocker panels have no extra-strength channel reinforcements.
- Hood release is hard to reach, located under front bumper. Hood has only one center-mounted latch.
- Hood insulation retained by small snap fasteners which can come loose. Body insulated only in critical areas.
- Lacquer paint is used—has a less durable finish.

MERCURY MONTEREY OUTVALUES BUICK LeSABRE



Mercury Monterey



Buick LeSabre

RED LETTER EVALUATION

Mercury Monterey's suggested retail price is \$55 less than Buick LeSabre on a comparably equipped basis. Other Monterey advantages include:



In 1969, Mercury Monterey — Marquis — Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.



All-new styling, inside and out.



New computer-designed, box-rail frame, with energy-absorbing front-end structure, permits controlled impact absorption.



New high-quality interiors with fabrics comparable with the '68 Montclair series.



More bright-metal moldings and quality die-cast parts as standard equipment — not extra-cost items.



Many extra standard equipment features, including such comfort and convenience items as luxurious full-width, wood-tone instrument panel and thick foam-padded seats.



A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.



Superior Cushion-Link front and Coil-Link rear suspension for a smoother, more comfortable ride and greater road stability.



Ruggedly constructed body with more insulation in strategic areas, providing an exceptionally quiet and comfortable ride.



Higher standard horsepower with 3-speed Select-Shift transmission that permits fully automatic or manual shifting in all gear ranges . . . will start in second gear for better traction on slippery pavement.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MERCURY MONTEREY		BUICK LeSABRE
\$3,141.00	4-Door Sedan	\$3,199.00
EXTRA-COST ITEMS		
STD.	Foam Seat Cushion	22.11
STD.	Bright Window Frames	40.00
D. Gp.	Wheel Covers	21.05
D. Gp.	Wood-tone Steering Wheel	N.A.
57.10	Decor Group	—
63.50	AM Radio	88.41
238.40 (3-speed)	Automatic Transmission	184.80 (2-speed)
\$3,500.00	TOTAL— Comparably Equipped	\$3,555.37
\$55.37	PRICE ADVANTAGE	

SIZE AND STYLING

MERCURY MONTEREY

- Mercury Monterey is a bigger car with longer 124-inch wheelbase and 221.8-inch overall length . . . over 3.5 inches longer than LeSabre.
- The new look of Mercury Monterey is one of 3 distinctive styling treatments offered by Mercury in 1969.
- New convertible top mechanism yields approximately 10 inches more rear hip and shoulder room — can seat 3 passengers comfortably.
- 1.8 more cubic-feet of trunk space.

BUICK LeSABRE

- Wheelbase is 123 inches, overall length 218.2 inches.
- Shares same body shell with Chevrolet, Olds and Pontiac. Look-alike styling is used in all B-O-P medium-price cars.
- Buick does not offer a convertible in the LeSabre series.
- Trunk space is only 18.8 cubic-feet.

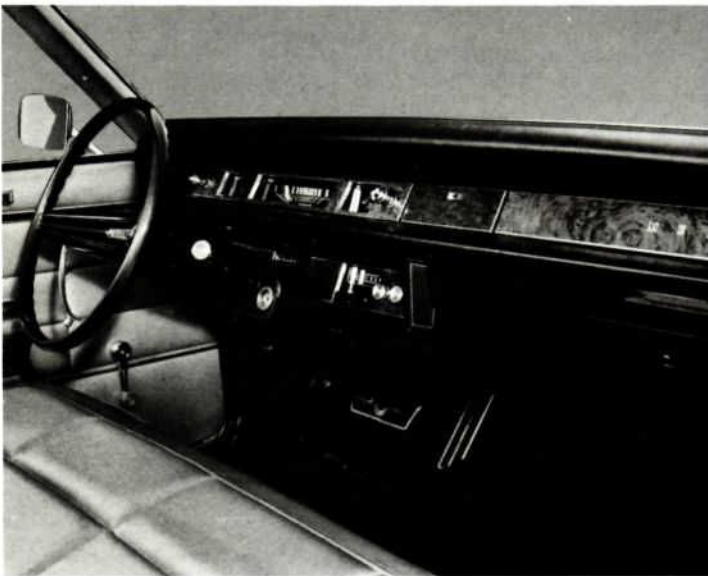
EXTERIOR FEATURES

MERCURY MONTEREY

- Large, luxurious-looking, wraparound front parking lights are located at an easy-to-see level — also function as side marker lights.
- More bright-metal trim at no extra-cost. Bright wheel-opening and belt moldings, plus bright upper door frames, are all standard.

BUICK LeSABRE

- Parking and directional lights located low in bumper.
- Bright wheel-opening and drip moldings, as well as bright-metal side window frames, are extra-cost.



MERCURY MONTEREY



BUICK LeSABRE

INTERIOR FEATURES

- Luxurious, full-width, simulated walnut-tone instrument panel provides a richer appearance. All controls easily accessible at driver's fingertips.
- Standard 2-spoke steering wheel is color-keyed with thickly padded center section, looks more stylish and expensive.
- Luxuriously styled, deluxe, wood-tone steering wheel available as part of the optional Decor Group.
- Deep, foam-padded front seat with comfortable contour styling is standard.
- Windshield-mounted inside rear-view mirror is more stylish and gives better driver visibility. Mirror is padded for extra safety.
- No wood-tone trim on conventional instrument panel. Right vent control at extreme right, under instrument panel.
- Standard wheel is 2-spoke with large unpadded plastic hub.
- Deluxe wood-tone steering wheel is not available as a standard or extra-cost item.
- Comparable foam padding in front seat cushion is not standard—available only as an extra-cost option.
- Rear-view mirror is header-mounted.

COMFORT AND CONVENIENCE

MERCURY MONTEREY

- Fully padded, 18-inch armrest provides maximum safety and comfort.
- Door release handles are the convenient squeeze-type, concealed in the well-padded armrests — minimize accidental door openings and are more attractive.
- Easier entry and exit to rear seat, 20 inches clearance at shoulder level.
- Swept-away design of instrument panel allows extra 2 inches of knee room in front seat.
- Suspended accelerator pedal rotates to driver's foot angle for greater driving comfort.
- Reversible key system permits correct key insertion every time.

BUICK LeSABRE

- Armrests are short, partially padded—not as comfortable.
- Exposed door-release levers extend in front of armrests and are less convenient to use.
- Only approximately 13 inches clearance due to forward slant of "C" pillar.
- Seat to instrument panel clearance is only 11¼ inches.
- Floor-hinged accelerator pedal is not as comfortable to use.
- Conventional one-sided keys—must be inserted right side up.

RIDE AND HANDLING

MERCURY MONTEREY

- Cushion-Link front suspension, with full rubber insulation and frame-mounted compliance struts, provides a soft, smooth ride.
- Coil-Link rear suspension has a transverse track bar to control side-sway for maximum stability on turns and during high-speed driving.

BUICK LeSABRE

- Conventional ball-joint front coil suspension—no compliance struts.
- No track bar.

POWER AND PERFORMANCE

MERCURY MONTEREY

- Standard are two 390 CID 2V V-8 engines—265 hp (regular fuel) with manual transmission or 280 hp (premium fuel) with Select-Shift transmission. The 265 hp regular fuel engine is available as a no extra-cost option with Select-Shift transmission.
- Two optional V-8 engines, 429 CID 2V and 4V, rated at 320 and 360 hp respectively.
- Select-Shift transmission permits automatic or manual shifting in all gear ranges. Can be started in second gear for better traction under all driving conditions.

BUICK LeSABRE

- Standard 350 CID V-8 is only 230 hp—with either manual or automatic transmission.
- Only one optional engine—350 CID, 280 hp—an extra-cost item for the same rated engine that is standard on Mercury Montereys equipped with Select-Shift transmission.
- Two-speed automatic transmission, available with the standard engine, has slower start-up acceleration. Super-turbine 3-speed automatic transmission is available only with the optional engine. It always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MERCURY MONTEREY

- Rigidized body, mounted on new computer-designed perimeter frame, has energy-absorbing front-end structure.
- Four torque boxes in the computer-designed perimeter frame help isolate road shocks and vibrations from the passenger compartment.
- Heavy gauge galvanized steel channels reinforce rocker panels for extra-strength.
- Double-hood latches are widely spaced, preventing hood vibration.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.

BUICK LESABRE

- Body is mounted on conventional perimeter frame.
- Frame-mounted body has no torque boxes.
- Rocker panels have no extra-strength channel reinforcement.
- Single, center-mounted hood latch is susceptible to vibration.
- Lacquer paint is used—has less durable finish.

MERCURY MONTEREY OUTVALUES OLDS DELTA 88



Mercury Monterey



Olds Delta 88

RED LETTER EVALUATION

Mercury Monterey's suggested retail price is \$103 less than Oldsmobile Delta 88 on a comparably equipped basis. Other Monterey advantages include:



In 1969, Mercury Monterey—Marquis—Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.



All-new styling inside and out.



New computer-designed, box-rail frame, with energy-absorbing front-end structure, permits controlled impact absorption.



New high-quality interiors with fabrics comparable with the '68 Montclair series.



More bright-metal moldings and quality die-cast parts as standard equipment — not extra-cost items.



Many extra standard equipment features, including such comfort and convenience items as luxurious, full-width, wood-tone instrument panel and thick foam-padded seats.



A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.



Superior Cushion-Link front and Coil-Link rear suspension for a smoother, more comfortable ride and greater road stability.



Ruggedly constructed body with more insulation in strategic areas, providing an exceptionally quiet and comfortable ride.



Higher standard horsepower with 3-speed Select-Shift transmission that permits fully automatic or manual shifting in all gear ranges . . . will start in second gear for better traction on slippery pavement.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MERCURY MONTEREY		OLDSMOBILE DELTA 88
\$3,141.00	4-Door Sedan	\$3,205.00
	EXTRA-COST ITEMS	
STD.	Foam Seat Cushion	11.64
STD.	Bright Window Frames	21.06
STD.	Bright Windowsill	19.49
D. Gp.	Wood-Tone Steering Wheel	31.60
57.10	Decor Group	—
63.50	AM Radio	86.89
238.40	Automatic Transmission	227.04
\$3,500.00	TOTAL— Comparably Equipped	\$3,602.72
\$102.72	PRICE ADVANTAGE	

SIZE AND STYLING

MERCURY MONTEREY

- Mercury Monterey is over 3 inches longer and rides on wider front and rear tread. 124-inch wheelbase is the same as Olds.
- New Mercury Monterey appearance is one of 3 distinctive styling treatments offered by Mercury in 1969.
- New convertible top mechanism yields approximately 10 inches more rear hip and shoulder room — can seat three passengers comfortably.
- 1.1 more cubic feet of trunk space.

OLDS DELTA 88

- Overall length is 218.6 inches . . . narrower tread is 62.5 inches front, 63 inches rear.
- Olds Delta 88 shares the same body shell as Chevrolet, Buick and Pontiac.
- The conventional top mechanism restricts rear hip and shoulder room, so that only two passengers can be comfortably accommodated.
- Trunk space is 19.5 cubic feet.

EXTERIOR FEATURES

MERCURY MONTEREY

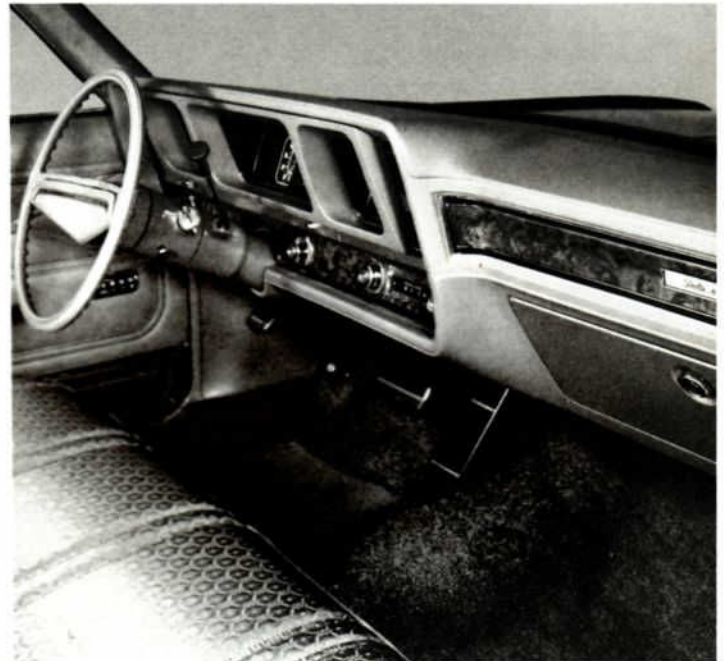
- Large, luxurious-looking, wraparound parking lights are located at an easy-to-see level, also function as side markers.
- Mercury Monterey has more bright-metal trim at no extra-cost. Bright wheel opening and belt moldings, plus bright upper door frames, are all standard.
- Cowl air-intake grille at the base of windshield is die-cast for extra-quality and better appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver visibility.

OLDS DELTA 88

- Parking lights are mounted low in bumper, more difficult to see.
- Bright window frames and sill moldings are extra-cost.
- Cowl intake grille is stamped sheet metal.
- Interval windshield wipers not available as standard or extra-cost equipment.



MERCURY MONTEREY



OLDS DELTA 88

INTERIOR FEATURES

- Luxurious, full-width, simulated walnut instrument panel provides a richer appearance. All controls are easily accessible to driver.
- Standard 2-spoke steering wheel is color-keyed and has thickly padded center section, looks more expensive.
- Simulated wood-trim adds to rich appearance of door panels.
- Deep, foam-padded front seat with comfortable contour styling—standard.

- Delta 88 has only partial simulated wood-grain trim on instrument panel. Right-hand vent control is inconveniently located under instrument panel at extreme right of passenger side.
- Standard, 2-spoke, color-keyed, plastic steering wheel is only lightly padded.
- Luxury touches of wood-grain trim not available.
- Comparable foam padding in front seat cushion is not standard—available only as an extra-cost option.

COMFORT AND CONVENIENCE

MERCURY MONTEREY

- Fully padded, 18-inch armrest provides maximum safety and comfort.
- Door release handles are the convenient squeeze-type, concealed in the well-padded armrests — minimize accidental door openings and are more attractive.
- Easier entry and exit to rear seat, 20 inches clearance at shoulder level.
- Swept-away design of instrument panel allows extra 2 inches of knee room in front seat.
- Reversible key system permits correct key insertion every time.

OLDS DELTA 88

- Armrests are short, partially padded—not as comfortable.
- Exposed door release levers extend in front of armrests and are less convenient to use.
- Only approximately 13 inches clearance due to forward slant of "C" pillar.
- Seat to instrument panel clearance is only 11¼ inches.
- Conventional, one-sided keys—must be inserted right side up.

RIDE AND HANDLING

MERCURY MONTEREY

- Cushion-Link front suspension, with full-rubber insulation and frame-mounted compliance struts, provides a soft, smooth, comfortable ride.
- Coil-Link rear suspension has a transverse track bar to control side-sway for maximum stability on turns and during high-speed driving.

OLDS DELTA 88

- Conventional ball-joint front coil suspension—no compliance struts.
- No track bar.

POWER AND PERFORMANCE

MERCURY MONTEREY

- Standard are two 390 CID 2V V-8 engines—265 hp (regular fuel) with manual transmission and 280 hp (premium fuel) with Select-Shift transmission. The 265 hp regular fuel engine is available as a no extra-cost option with Select-Shift transmission.
- The optional 429 2V and 4V engines are rated at 320 hp and 360 hp respectively.
- Select-Shift transmission permits automatic or manual shifting in all gear ranges. Can be started in second gear for better traction under all driving conditions.

OLDS DELTA 88

- Standard 350 CID V8 is only 250 hp—with either manual or automatic transmission.
- Three optional engines with hp ratings of 310, 365 and 390 are available.
- Only a 2-speed automatic transmission is teamed with the standard V-8. Turbo Hydra-Matic has only automatic 3-speed shifting. Always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MERCURY MONTEREY

- New computer-designed, box-rail frame with energy-absorbing front-end structure permits controlled impact absorption and minimizes chance of injury.
- Heavy-gauge rocker panels are reinforced by galvanized steel channels for extra-strength.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.

OLDS DELTA 88

- Body is mounted on conventional perimeter frame.
- Rocker panels have no extra-strength channel reinforcement.
- Lacquer paint is used—has a less durable finish.

MERCURY MONTEREY OUTVALUES DODGE POLARA



Mercury Monterey



Dodge Polara

RED LETTER EVALUATION

Mercury Monterey is priced \$56 below the Dodge Polara on a comparably equipped basis. Other Monterey advantages include:



In 1969, Mercury Monterey—Marquis—Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.



All-new styling inside and out.



New computer-designed, box-rail frame, with energy-absorbing, front-end structure, permits controlled impact absorption.



New luxury-level interior fabrics and styling comparable to the 1968 Montclair series.



Many extra standard equipment features, including such comfort and convenience items as luxurious, full-width, wood-tone instrument panel and thick foam-padded seats.



Superior Cushion-Link front and Coil-Link rear suspension for a smoother, more comfortable ride and greater road stability.



Ruggedly constructed body with more insulation in strategic areas, providing an exceptionally quiet and comfortable ride.



Higher standard horsepower with 3-speed Select-Shift transmission that permits fully automatic or manual shifting in all gear ranges . . . will start in second gear for better traction on slippery pavement.



Wider front and rear tread for greater directional stability.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MERCURY MONTEREY		DODGE POLARA
\$3,141.00	4-Door Sedan	\$3,078.00
	EXTRA-COST ITEMS	
STD.	Comparable V-8 Engine (383 CID)	69.70
STD.	Foam Seat Cushions	11.00
STD.	Undercoating & Hood Insulation	16.60
57.10	Decor Group	57.80
D. Gp.	Deluxe Wheel Covers	21.30
\$3,198.10	TOTAL— Comparably Equipped	\$3,254.40
\$56.30	PRICE ADVANTAGE	

SIZE AND STYLING

MERCURY MONTEREY

- Two inches longer wheelbase and one inch longer overall.
- The new look of Mercury Monterey is one of 3 distinctive styling treatments offered by Mercury in 1969.

DODGE POLARA

- 122-inch wheelbase . . . 220.8 inches overall.
- Styling theme has some corporate family resemblance.

EXTERIOR FEATURES

MERCURY MONTEREY

- Large, easy-to-see, wraparound front parking lights and turn signals — also serve as side marker lights.
- Higher quality, cowl air-intake grille at base of windshield is die-cast for better appearance.
- Butyl-sealed windshield and rear window moldings completely cover weatherseal for a more finished appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver visibility.

DODGE POLARA

- Parking lights and turn signals partially hidden low in bumper.
- Cowl air-intake openings are stamped sheet metal.
- Black rubber weatherseal is exposed around windshield and rear window moldings.
- Interval windshield wipers not available as standard or extra-cost equipment.

INTERIOR FEATURES

MERCURY MONTEREY

- Luxurious, full-width, simulated walnut-tone instrument panel provides a richer appearance to the Mercury Monterey interior decor.
- Mercury Monterey's attractive 2-spoke steering wheel is heavily padded for maximum safety.
- Deep, foam-padded front seat with comfortable contour styling is standard.

DODGE POLARA

- Conventional, color-keyed instrument and door panels lack the luxury look of wood-tone trim.
- Three-spoke steering wheel has only light padding.
- Comparable foam padding in front seat cushions is not standard—available only as an extra-cost option.

COMFORT AND CONVENIENCE

MERCURY MONTEREY

- Door release handles are the convenient, squeeze-type concealed in the well-padded armrests — minimize accidental door openings and are more attractive.
- Mercury Monterey provides the lane-changing signal feature for extra safety and convenience — at no extra-cost.
- Courtesy light group is standard.
- Reversible key system assures correct key insertion every time. Has keyless locking.

DODGE POLARA

- Foldaway door handles are located ahead of armrests—less convenient to use.
- The lane-changing signal is not offered.
- Ash tray, glove compartment and luggage lights are optional at extra-cost.
- Conventional one-sided keys must be inserted right side up. Key is required to lock door.

RIDE AND HANDLING

MERCURY MONTEREY

- Wider tread — 63-inch front, 64-inch rear — provides a better, more balanced ride.
- Cushion-Link front suspension with long coil springs and frame-mounted compliance struts is completely rubber-insulated, providing a soft, smooth, luxury ride.
- Coil-Link rear suspension has transverse track bar, which controls side-sway, for maximum stability on turns and during high-speed driving.

DODGE POLARA

- Front tread 62 inches—rear 60.7 inches.
- Torsion bar front suspension.
- Rear suspension is multi-leaf spring design.

POWER AND PERFORMANCE

MERCURY MONTEREY

- Standard are two 390 CID 2V V-8's—265 hp (regular fuel) with manual transmission . . . 280 hp (premium fuel) with Select-Shift transmission. The 265 hp, regular fuel engine is a no extra-cost option with Select-Shift transmission.
- Select-Shift transmission permits automatic or manual shifting in all gear ranges. Can be started in second gear for better traction under all driving conditions.

DODGE POLARA

- Standard V-8 develops only 230 hp.
- TorqueFlite transmission always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MERCURY MONTEREY

- Rigidized body is mounted on new computer-designed perimeter frame with energy-absorbing front-end structure.
- Complete body-to-frame insulation is assured by thick butyl-rubber body mounts, which, coupled with torque box construction, isolates road noise and vibrations from passenger compartment.
- One-inch thick hood insulation pad helps isolate engine noise from passenger compartment.
- Factory-installed undercoating and sound deadener offers extra sealing protection and quieter ride at no extra cost.

DODGE POLARA

- Body is semi-unitized with bolted-on, front stub frame.
- Semi-unitized, body-frame design has no torque boxes.
- Underhood insulation is not standard. It is a component of an extra-cost option.
- Undercoating is a component of an extra-cost option.

MERCURY MONTEREY OUTVALUES CHRYSLER NEWPORT



Mercury Monterey



Chrysler Newport

RED LETTER EVALUATION

Mercury Monterey is priced \$354 below the Chrysler Newport on a comparably equipped basis. Other Monterey advantages include:

RED LETTER VALUES In 1969, Mercury Monterey — Marquis — Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.

RED LETTER VALUES All-new styling, inside and out.

RED LETTER VALUES New computer-designed box-rail frame, with energy-absorbing, front-end structure, permits controlled impact absorption.

RED LETTER VALUES New luxury-level interior fabrics and styling comparable to the 1968 Montclair series.

RED LETTER VALUES Many extra standard equipment features, including such comfort and convenience items as luxurious, full-width, wood-tone instrument panel and thick foam-padded seats.

RED LETTER VALUES Superior Cushion-Link front and Coil-Link rear suspension for a smoother, more comfortable ride and greater road stability.

RED LETTER VALUES Ruggedly constructed body with more insulation in strategic areas, providing an exceptionally quiet and comfortable ride.

RED LETTER VALUES Higher standard horsepower with 3-speed Select-Shift transmission that permits fully automatic or manual shifting in all gear ranges . . . will start in second gear for better traction on slippery pavement.

RED LETTER VALUES Wider front and rear tread for greater directional stability.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MERCURY MONTEREY		CHRYSLER NEWPORT
\$3,141.00	4-Door Sedan	\$3,397.00
EXTRA-COST ITEMS		
STD.	Bright Upper Door Frames	22.60
STD.	Foam Seat Cushions	23.65
STD.	Undercoating & Hood Insulation	20.50
STD.	Courtesy Light Group	31.50
\$3,141.00	TOTAL— Comparably Equipped	\$3,495.25
\$354.25	PRICE ADVANTAGE	

SIZE AND STYLING

MERCURY MONTEREY

- Mercury Monterey has a 124-inch wheelbase.
- Mercury Monterey has an overall length of 221.8 inches.

CHRYSLER NEWPORT

- Chrysler Newport's wheelbase is also 124 inches.
- Overall length of Chrysler Newport is 224.7 inches.

EXTERIOR FEATURES

MERCURY MONTEREY

- Large, easy-to-see, wraparound front parking lights and turn signals—also serve as side marker lights.
- Higher quality, cowl air-intake grille at base of windshield is die-cast for better appearance.
- Bright windshield and backlite moldings completely cover weatherseal for a finished, quality appearance.
- Standard bright-metal trim includes upper door frames, belt and wheel-opening moldings.
- Optional, interval windshield wipers feature intermittent operation for greater driver visibility.

CHRYSLER NEWPORT

- Parking lights/turn signals are set low in the front bumper. Small reflectors, set beneath the molding, act as side markers.
- Cowl air-intake openings are stamped sheet metal.
- Newport's front and back windows have black weatherseal protruding from moldings.
- Bright-metal, upper-door moldings are available only at extra-cost. Wheel-opening moldings not offered.
- Interval windshield wipers not available as standard or extra-cost equipment.

INTERIOR FEATURES

MERCURY MONTEREY

- Luxurious, full-width, simulated walnut instrument panel provides a richer appearance.
- Attractive 2-spoke, color-keyed steering wheel has heavily padded center section and bright horn ring.
- More stylish, vinyl-padded, rear-view mirror is windshield mounted.
- Deep, foam-padded front seat with comfortable contour styling is standard.

CHRYSLER NEWPORT

- Instrument panel is color-keyed and conventionally trimmed.
- Three-spoke steering wheel is color-keyed, but only lightly padded; also has bright horn ring.
- Rear-view mirror is header-mounted.
- Comparable foam-padding in front seat cushions is not standard—available only as an extra-cost option.

COMFORT AND CONVENIENCE

MERCURY MONTEREY

- Door release handles are the convenient, squeeze-type concealed in the well-padded armrests—minimize accidental door openings and are more attractive.
- Mercury Monterey provides the lane-changing signal feature for extra safety and convenience—at no extra-cost.
- Standard courtesy lighting includes dome, map, ash tray, glove compartment and trunk components.
- Reversible key system permits keyless locking and correct key insertion every time.

CHRYSLER NEWPORT

- Foldaway door handles are located ahead of armrests—less convenient to use.
- The lane-changing signal is not offered.
- Map, glove box and trunk lights are available only at extra-cost on Newport.
- Conventional one-sided keys must be inserted right side up. Key is required to lock doors.

RIDE AND HANDLING

MERCURY MONTEREY

- Wider tread—63-inch front, 64-inch rear—provides a better, more balanced ride.
- Cushion-Link front suspension, with long coil springs and frame-mounted compliance struts, is completely rubber-insulated, providing a soft, smooth, luxury ride.
- Coil-Link rear suspension has transverse track bar, which controls side-sway, for maximum stability on turns and during high-speed driving.

CHRYSLER NEWPORT

- Front tread, 62 inches—rear, 60.7 inches.
- Torsion-bar front suspension.
- Rear suspension is multi-leaf spring design.

POWER AND PERFORMANCE

MERCURY MONTEREY

- Standard are two 390 CID 2V V-8's—265 hp (regular fuel) with manual transmission . . . 280 hp (premium fuel) with Select-Shift transmission. The 265 regular fuel engine is a no extra-cost option with Select-Shift transmission.
- Select-Shift transmission permits automatic or manual shifting in all gear ranges. Can be started in second gear for better traction under all driving conditions.

CHRYSLER NEWPORT

- Standard V-8 with either manual or automatic transmissions is the 383 CID, 290 hp, V-8.
- TorqueFlite transmission always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MERCURY MONTEREY

- Rigidized body is mounted on new computer-designed perimeter frame with energy-absorbing front-end structure.
- Complete body-to-frame insulation is assured by thick, butyl-rubber body mounts, which, coupled with torque box construction, isolate road noise and vibrations from passenger compartment.
- One-inch thick, hood insulation pad helps isolate engine noise from passenger compartment.
- Factory-installed undercoating and sound-deadener offers extra-sealing protection and a quieter ride at no extra-cost.

CHRYSLER NEWPORT

- Body is semi-unitized with bolted-on front stub frame.
- Semi-unitized, body-frame design has no torque boxes.
- Underhood insulation is not standard, it is a component of an extra-cost option.
- Undercoating is a component of an extra-cost option.

MARQUIS OUTVALUES PONTIAC BONNEVILLE













Marquis



Pontiac Bonneville

RED LETTER EVALUATION

The Marquis 4-door sedan is priced \$26 less than the Pontiac Bonneville on a comparably equipped basis. Other Marquis advantages include:

-  An all-new, Continental-inspired luxury car, priced well within range of the medium-price buyer.
-  Distinctively styled exterior includes rich Continental-styled, die-cast grille, concealed dual headlamps, and attractive full-width rear lighting.
-  Elegantly styled interiors have more comfort and convenience features, standard.
-  Rugged body construction with more insulation in strategic areas provides a quieter, more comfortable ride.
-  Extra comfort and convenience equipment includes—Select-Shift transmission, luxurious wood-tone steering wheel and thick foam-padded seats—these are standard, not extra-cost items.
-  A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.
-  New computer-designed, box-rail frame with energy-absorbing front-end structure that permits controlled impact absorption.
-  Superior Cushion-Link front and Coil-Link rear suspension for a smoother ride—wide tread for extra stability on the road.
-  Better performing automatic transmission—Select-Shift permits choice of fully automatic or manual shifting—will start in second gear for better traction on slippery pavement.
-  In 1969, Mercury Monterey—Marquis—Marauder lead the way with 19 beautiful models in 6 different series, with a choice of 7 different roof styles.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MARQUIS		PONTIAC BONNEVILLE
\$3,840.00	4-Door Sedan	\$3,609.00
EXTRA-COST ITEMS		
STD.	Automatic Transmission	227.04
STD.	Wood-tone Wheel	34.76
STD.	Foam Seat Cushion	10.53
STD.	Trunk Mat	8.43
71.30	Power Disc Brakes	71.62
115.30	Power Steering	115.85
190.40	AM/FM Stereo Radio	239.08
44.10	WSW 8.55 x 15	44.23
73.90	429 4V Engine	—
\$4,335.00	TOTAL— Comparably Equipped	\$4,360.54
\$25.54	PRICE ADVANTAGE	

SIZE AND STYLING

MARQUIS

- Marquis has 124-inch wheelbase; is 224.3 inches long overall.
- New dramatic styling from road to roof, patterned after the luxurious Lincoln Continental. Distinctively different from the lower priced Mercury Monterey series.
- New convertible top mechanism yields approximately 10 inches more hip and shoulder room—can seat 3 passengers comfortably.

PONTIAC BONNEVILLE

- 125-inch wheelbase; 224.0 inches overall.
- Styling resembles 1968 theme and is only slightly different from the lower priced Catalina series.
- Conventional top mechanism design restricts rear hip and shoulder room—can accommodate only 2 passengers comfortably.

MARQUIS**EXTERIOR FEATURES****PONTIAC BONNEVILLE**

- Continental-styled, die-cast grille and concealed dual headlamps provide luxury-car appearance.
- Full-depth, wraparound front and rear bumpers give maximum protection to sheet metal.
- Unique taillight assembly is full-width with large integral backup lights.
- Optional interval windshield wipers feature intermittent operation for greater driver visibility.
- Split grilles have exposed headlamps.
- Parking lights and sheet metal beneath front bumper are exposed to damage.
- Curved taillight assemblies are set at either side. Backup lights are small.
- Interval windshield wipers not available as standard or extra-cost equipment.

MARQUIS**INTERIOR FEATURES****PONTIAC BONNEVILLE**

- Luxurious, full-width, simulated walnut instrument panel provides a richer appearance.
- Attractive, deluxe wood-tone steering wheel standard.
- Deep, foam-padded front seat with comfortable contour styling—standard.
- Front door-mounted and rear roof pillar courtesy lights add luxury to the Marquis interior.
- Trunk mat, which gives luggage compartment a finished appearance, is standard.
- A narrow band of simulated wood-tone trim is used only on the passenger side.
- Deluxe, wood-tone steering wheel is an extra-cost option.
- Comparable foam padding in front seat cushions is not standard—available only as an extra-cost option.
- Bonneville does not have either feature.
- Trunk mat is available only as an extra-cost option.

MARQUIS**COMFORT AND CONVENIENCE****PONTIAC BONNEVILLE**

- Armrests are fully padded. Convenient, squeeze-type, door release handles are in center of armrests.
- Swept-away design of instrument panel allows extra 2 inches of knee room in front seat.
- Easier entry and exit to rear seat—20 inches clearance at shoulder level.
- Reversible key permits correct key insertion every time.
- Armrests are only partially padded and pull-door handles are difficult to reach.
- Seat to instrument panel clearance is only 11¼ inches.
- Shoulder clearance is 7 inches less due to slant of "C" pillar.
- One-sided keys must be inserted right side up.

MARQUIS**RIDE AND HANDLING****PONTIAC BONNEVILLE**

- Cushion-Link front suspension, completely rubber insulated compliance struts, provide a smooth, comfortable ride.
- Coil-Link rear suspension has a transverse track bar to control side-sway for maximum stability on turns.
- Conventional coil spring suspension—has no compliance struts.
- Track bar feature not used on Bonneville.

MARQUIS**POWER AND PERFORMANCE****PONTIAC BONNEVILLE**

- Select-Shift automatic transmission is standard.
- Standard engine is 429 2V V-8 with 320 hp.
- Select-Shift transmission permits manual shifting or fully automatic driving in all gear ranges. Can be started in second gear for better traction on slippery pavement.
- Standard transmission is 3-speed manual. Turbo Hydra-Matic automatic transmission is available at extra-cost.
- Standard V-8 is 360 hp 428 engine.
- Turbo Hydra-Matic has only fully-automatic, 3-speed shifting. Always starts in first, even when second gear is selected by driver.

MARQUIS**BODY CONSTRUCTION****PONTIAC BONNEVILLE**

- Bridge-type mounting of body on new computer-designed frame that has energy-absorbing front-end structure.
- Front and rear torque boxes help isolate road shocks and vibrations from passenger compartment.
- Heavy-gauge rocker panels reinforced by galvanized steel channels.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.
- Body is mounted on conventional perimeter frame.
- Frame-mounted body has no torque boxes.
- Rocker panels have no channel reinforcement.
- Lacquer paint is used—has a less durable finish.

MARQUIS OUTVALUES BUICK ELECTRA 225












Marquis



Buick Electra 225

RED LETTER EVALUATION

The Marquis 4-door sedan is priced \$306 less than the Buick Electra 225 on a comparably equipped basis. Other Marquis advantages include:

-  An all-new, Continental-inspired luxury car, priced favorably to attract the Electra 225 buyer.
-  Distinctively styled exterior includes rich, Continental-styled, die-cast grille, concealed dual headlamps, and attractive full-width rear lighting.
-  Elegantly styled interiors have more comfort and convenience features, standard.
-  Rugged body construction with more insulation in strategic areas provides a quieter, more comfortable ride.
-  A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.
-  New, computer-designed, box-rail frame with energy-absorbing front-end structure that permits controlled impact absorption.
-  Superior Cushion-Link front and Coil-Link rear suspension for a smoother ride—wide tread for extra stability on the road.
-  Better performing automatic transmission—Select-Shift permits choice of fully automatic or manual shifting—will start in second gear for better traction on slippery pavement.
-  In 1969, Mercury Monterey—Marquis—Marauder lead the way with 19 beautiful models, in 6 different series, with a choice of 7 different roof styles.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MARQUIS		BUICK ELECTRA 225
\$3,840.00	4-Door Sedan	\$4,284.00
	EXTRA-COST ITEMS	
STD.	Automatic Transmission	STD.
STD.	Foam Seat Cushions	STD.
STD.	Trunk Mat	STD.
STD.	Wood-Tone Steering Wheel	N.A.
115.30	Power Steering	STD.
10.40	Remote Control Mirror	STD.
73.90	429 4V Engine	—
—	Dual Exhaust	30.53
190.40	AM/FM Stereo Radio	268.39
31.10	Power Antenna	W/Radio
71.30	Power Disc Brakes	52.63
44.10	WSW Tires	47.05
\$4,376.50	TOTAL— Comparably Equipped	\$4,682.60
\$306.10	PRICE ADVANTAGE	

SIZE AND STYLING

MARQUIS

- Marquis convertible with new top mechanism yields approximately 10 inches more rear-seat hip and shoulder room—can seat 3 passengers comfortably.
- Wheelbase is 124 inches . . . overall length 224.3 inches.
- New dramatic styling from road to roof, patterned after the luxurious Lincoln Continental. Distinctively different from the lower priced Mercury Monterey series.
- 3.1 more cubic feet of trunk space—room for substantially more luggage.

BUICK ELECTRA 225

- Electra 225 does not offer a convertible.
- Electra wheelbase is 126 inches with an overall length of 224.8 inches.
- 1969 styling similar to 1968. Also has striking resemblance to lower priced LeSabre.
- Trunk space is only 17.5 cubic feet.

EXTERIOR FEATURES

MARQUIS

BUICK ELECTRA 225

- Rich, Continental-styled, die-cast grille houses concealed dual headlamps, providing a distinctive luxury-car appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver visibility.
- Die-cast grille has conventional exposed headlamps.
- Interval windshield wipers not available.

INTERIOR FEATURES

MARQUIS

BUICK ELECTRA 225

- Interiors are given a rich appearance through the tasteful use of simulated burled-walnut trim on instrument panel and door panels.
- Attractive 2-spoke steering wheel with simulated walnut is well padded for extra safety—standard equipment item.
- Interiors are color-keyed with some bright trim, but lack the luxury touch added by attractive wood-tone trim.
- Standard 2-spoke steering wheel is color-keyed and lightly padded. Simulated wood-tone steering wheel is not available.

COMFORT AND CONVENIENCE

MARQUIS

BUICK ELECTRA 225

- Armrests are fully padded for maximum comfort. Door release handles are convenient squeeze-type, hidden in center of armrest.
- Reversible key system permits correct key insertion every time.
- Armrests are only partially padded. Pull-up door release handle sticks out from front of armrest and is not convenient to operate.
- Conventional one-sided keys must be inserted right side up.

RIDE AND HANDLING

MARQUIS

BUICK ELECTRA 225

- Cushion-Link front suspension, with completely rubber-insulated and frame-mounted compliance struts, provides a soft, smooth, comfortable ride.
- Coil-Link rear suspension has a transverse track bar to control side-sway for maximum stability on turns and during high-speed driving.
- Conventional coil spring suspension—has no compliance struts.
- Track bar feature not used on Electra 225.

POWER AND PERFORMANCE

MARQUIS

BUICK ELECTRA 225

- Standard engine is 429 2V V-8 with 320 hp. The optional 429 4V engine has 360 hp.
- Select-Shift transmission permits manual shifting or fully automatic driving in all gear ranges. Can be started in second gear for better traction on slippery pavement.
- Electra models offer only one engine, rated at 360 hp.
- 3-Speed automatic transmission always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MARQUIS

BUICK ELECTRA 225

- Rigidized body is mounted on new computer-designed perimeter frame that has energy-absorbing front-end structure.
- Bridge-type mounting of body with front and rear torque-boxes helps isolate road shocks and vibrations from passenger compartment.
- Rugged construction of body includes heavy-gauge rocker panels reinforced by galvanized steel channels for extra beam strength.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.
- Body is mounted on conventional perimeter frame.
- Frame-mounted body has no torque-boxes.
- Rocker panels have no channel reinforcement.
- Lacquer paint is used—has a less durable finish.

MARQUIS OUTVALUES OLDS NINETY-EIGHT












Marquis



Olds Ninety-Eight

RED LETTER EVALUATION

The Marquis 4-door sedan is priced \$258 less than the Olds Ninety-Eight on a comparably equipped basis. Other Marquis advantages include:

-  An all-new, Continental-inspired luxury car, priced favorably to attract the Olds Ninety-Eight buyer.
-  Distinctively styled exterior includes rich, Continental-styled, die-cast grille, concealed dual headlamps, and attractive, full-width rear lighting.
-  Elegantly styled interiors have more comfort and convenience features standard.
-  Rugged body construction with more insulation in strategic areas provides a quieter, more comfortable ride.
-  A convertible model with revolutionary rear seat that accommodates 3 passengers comfortably.
-  New, computer-designed, box-rail frame with energy-absorbing front-end structure that permits controlled impact absorption.
-  Superior Cushion-Link front and Coil-Link rear suspension for a smoother ride—wide tread for extra stability on the road.
-  Better performing automatic transmission—Select-Shift permits choice of fully automatic or manual shifting—will start in second gear for better traction on slippery pavement.
-  In 1969, Mercury Monterey—Marquis—Marauder lead the way with 19 beautiful models in 6 different series, with a choice of 7 different roof styles.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MARQUIS		OLDS NINETY-EIGHT
\$3,840.00	4-Door Sedan	\$4,238.00
EXTRA-COST ITEMS		
STD.	Automatic Transmission	STD.
STD.	Foam Seat Cushion	STD.
STD.	Trunk Mat	STD.
STD.	Wood-Tone Steering Wheel	15.80
73.90	429 4V Engine	—
115.30	Power Steering	STD.
190.40	AM/FM Stereo Radio	238.03
71.30	Power Disc Brakes	52.66
44.10	WSW 8.55 x 15	48.76
\$4,335.00	TOTAL— Comparably Equipped	\$4,593.25
\$258.25	PRICE ADVANTAGE	

SIZE AND STYLING

MARQUIS

- Marquis has a 124-inch wheelbase; 224.3 inches overall length.
- New dramatic styling from road to roof, patterned after the luxurious Lincoln Continental. Distinctively different from the lower priced Mercury Monterey series.
- New convertible top mechanism yields approximately 10 inches more hip and shoulder room—can seat 3 passengers comfortably.

OLDS NINETY-EIGHT

- Ninety-Eight's wheelbase is 127 inches, with 224.4 inches overall length.
- The Olds Ninety-Eight, like Buick and Pontiac, has made little styling change from the '68 models.
- Conventional top mechanism design restricts rear hip and shoulder room—can accommodate only 2 passengers comfortably.

EXTERIOR FEATURES

MARQUIS

OLDS NINETY-EIGHT

- Rich, Continental-styled, die-cast grille houses concealed dual headlamps, providing a distinctive luxury-car appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver visibility.
- Die-cast grille has conventional exposed headlamps.
- Interval windshield wipers not available.

INTERIOR FEATURES

MARQUIS

OLDS NINETY-EIGHT

- Interiors are given a rich appearance through the tasteful use of simulated burled-walnut trim on instrument panel and door panels.
- Attractive 2-spoke steering wheel with simulated walnut is well padded for extra safety—standard equipment item.
- Simulated wood-grain trim used on instrument panel but not on door panels.
- Standard 2-spoke steering wheel is color-keyed and lightly padded. Simulated wood steering wheel is not available.

COMFORT AND CONVENIENCE

MARQUIS

OLDS NINETY-EIGHT

- Armrests are fully padded for maximum comfort. Door release handles are convenient squeeze-type, hidden in center of armrests.
- Marquis' standard Select-Shift transmission has an automatic parking brake release for extra convenience. When the driver puts the car in gear, the brake is automatically released.
- Reversible key system permits correct key insertion every time.
- Armrests are only partially padded. Door release handles not as convenient to operate.
- Olds does not offer this feature. The driver must remember to manually release the brakes.
- Conventional one-sided keys must be inserted right side up.

RIDE AND HANDLING

MARQUIS

OLDS NINETY-EIGHT

- Cushion-Link front suspension, with full rubber insulation and frame-mounted compliance struts, provides a more comfortable ride.
- Coil-Link rear suspension has transverse track bar to control side-sway for maximum stability on turns and during high-speed driving.
- Wide tread—63 inches front, 64 inches rear—provides excellent road handling.
- Conventional coil spring front suspension—does not have compliance struts.
- Rear suspension has no track bar.
- Tread is slightly narrower—62.5 inches front, 63 inches rear.

POWER AND PERFORMANCE

MARQUIS

OLDS NINETY-EIGHT

- Standard engine is 429 2V V-8 with 320 hp. The 429 4V 360 hp engine is also available.
- The standard, 3-speed, Select-Shift transmission permits manual shifting or fully automatic driving in all gear ranges. Can be started in second gear for better traction on slippery pavement.
- The standard engine is rated at 365 hp.
- 3-Speed Turbo Hydra-Matic transmission has only fully automatic shifting. Always starts in first, even when second gear is selected by driver.

BODY CONSTRUCTION

MARQUIS

OLDS NINETY-EIGHT

- Rigidized body is mounted on new computer-designed perimeter frame that has energy-absorbing front-end structure.
- Bridge-type mounting of body with front and rear torque boxes helps isolate road shocks and vibrations from passenger compartment.
- Rugged construction of body includes heavy-gauge rocker panels, reinforced by galvanized channels for extra beam strength.
- Baked Acrylic Super Enamel is used for greater lasting beauty and longer mar-resistant life.
- Body is mounted on conventional perimeter frame.
- Frame-mounted body has no torque boxes.
- Rocker panels have no channel reinforcement.
- Lacquer paint is used—has a less durable finish.

MARAUDER X-100 OUTVALUES GRAND PRIX











Marauder X-100



Grand Prix

RED LETTER EVALUATION

Manufacturers' suggested retail prices on comparably equipped cars show Marauder X-100 with a \$168 advantage over the Pontiac Grand Prix. Plus these additional Marauder X-100 advantages:

-  A completely new, full-sized, luxury sports car, with a special appeal for the style-conscious and performance-minded individual.
-  Sporty, tunnel-roof, fastback styling with distinctive front end, featuring a quality die-cast grille and concealed dual headlights.
-  A full-sized car with unique wheelbase, wide tread, and H70 x 15 belted WSW tires, for easier maneuverability and greater road stability.
-  Spacious interiors with comfortable seating room for 6 passengers.
-  New, computer-designed, box-rail frame with energy-absorbing front-end structure for controlled impact absorption.
-  Superior Cushion-Link front and Coil-Link rear suspensions, tailored for sports-car handling.
-  Better performing automatic transmission . . . column or console-mounted Select-Shift permits automatic or manual shifting . . . will start in second gear for better traction on slippery pavement.
-  Standard power is 429 4V V-8 engine, rated at 360 horsepower.

PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MARAUDER X-100*		GRAND PRIX
\$4,074.00	2-Door Hardtop	\$3,777.00
EXTRA-COST ITEMS		
STD.	Automatic Transmission	227.04
STD.	WSW Belted 70 Aspect Ratio Tires	97.95
STD.	Styled Wheels	63.19
STD.	Wood-tone Steering Wheel	34.76
STD.	Trunk Mat	8.43
STD.	Fender Skirts	N.A.
STD.	Automatic Parking Brake Release	N.A.
71.30	Power Disc Brakes	71.62
63.50	AM Radio	96.89
\$4,208.80	TOTAL—Comparably Equipped	\$4,376.88
\$ 168.08	PRICE ADVANTAGE	

*The Marauder has a manufacturer's suggested retail price of \$3,351, or \$723 less than the Marauder X-100.

SIZE AND STYLING

MARAUDER X-100

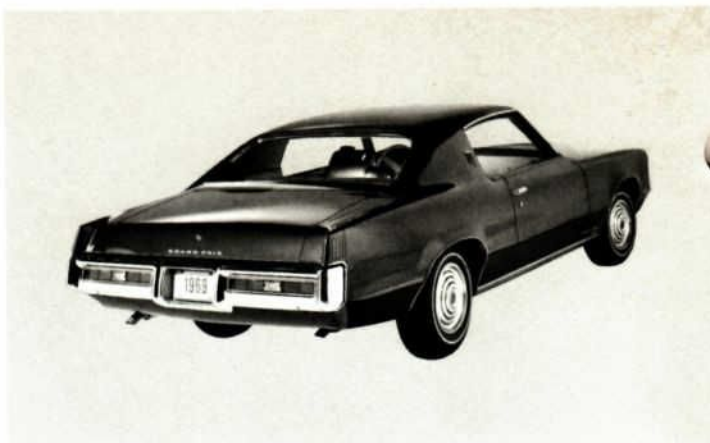
- A choice of two sports-oriented models . . . one for every pocket book . . . the luxury-equipped Marauder X-100, or the lower priced Marauder.
- Marauder X-100 is bigger—3-inch longer wheelbase . . . over 8 inches longer overall; and nearly 4 inches wider. Wider 63-inch front and 64-inch rear tread provide sports-car handling.
- Distinctive styling, featuring long hood and short deck with tunneled roof fastback design, gives the Marauder X-100 a sporty, "ready-for-anything" look.
- 3.7 more cubic feet of trunk space—substantially more room for luggage or sports equipment.

GRAND PRIX

- Only one model offered.
- Wheelbase 118 inches, 210.2 inches overall and 75.7 inches wide. Tread is 4 inches narrower in the rear, one inch narrower in front.
- The conventional roof line of the Grand Prix resembles other Pontiac 2-door models.
- Trunk space is only 14.3 cubic feet.



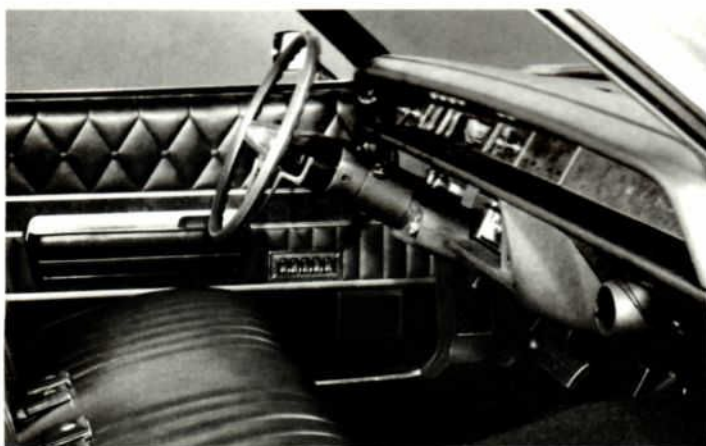
MARAUDER X-100



GRAND PRIX

EXTERIOR FEATURES

- The attractive 2-tone matte paint, in the tunnel window and rear deck area, is standard—or, if you prefer, it can be deleted as a credit option.
 - Two-tiered, quality die-cast grille with concealed dual headlights provides a distinctive front-end appearance.
 - Full-depth, wraparound front and rear bumpers provide maximum protection for sheet metal, give a more finished appearance.
 - Rear wheel fender skirts, with bright molding and simulated vent ornament on rear quarter panel, provide Marauder X-100 with unique exterior identity.
 - Marauder X-100 standard equipment also includes styled aluminum wheels and H70 x 15 inch belted WSW tires.
 - Optional interval windshield wipers feature intermittent operation for greater driver visibility.
- Two-tone paint is not offered.
 - Smaller center grille is made of extruded aluminum.
 - Narrow bumpers leave sheet metal exposed to damage—both front and rear.
 - Fender skirts are not offered.
 - Styled wheels and belted tires are available only at extra cost.
 - Interval windshield wipers not available as standard or extra-cost equipment.



MARAUDER X-100



GRAND PRIX

INTERIOR FEATURES

- Luxurious, full-width, simulated walnut instrument panel provides a luxury-level interior.
 - Unique rim-blow steering wheel is standard on Marauder X-100.
 - Marauder X-100 offers 3 seat style choices; bench seat—standard; bucket seats and sports console—a no extra-cost option; Twin-Comfort Lounge Seats—also a no extra-cost option.
 - Marauder X-100 has roomier, full-size interiors . . . 2.5 inches more rear leg room . . . hip room advantage is almost 5 inches in the front, and over 8 inches in the rear.
- Wood-tone trim is used only on the passenger side of the instrument panel.
 - Rim-blow steering wheel not offered. Conventional deluxe wood-tone wheel is available only at extra-cost.
 - Grand Prix offers only one seat style . . . bucket seats with center console.
 - Interior dimensions reflect Grand Prix's smaller size—only a 4-passenger model.

COMFORT AND CONVENIENCE

MARAUDER X-100

- Marauder X-100 with Select-Shift transmission, standard, has an automatic parking brake release. When the transmission is put into gear, the parking brake releases automatically.
- Reversible key system permits correct key insertion every time.

GRAND PRIX

- Automatic parking brake release is not offered. When conventional brake is set, it must be released by hand.
- Conventional, one-way key must be inserted right side up.

RIDE AND HANDLING

MARAUDER X-100

- Greater road-car handling and cornering result from Marauder's much wider tread . . . 63 inches front and 64 inches rear.
- Marauder X-100's superior Cushion-Link front suspension, with frame-mounted compliance struts, and Coil-Link rear suspension, with transverse track bar, provides excellent ride and handling.

GRAND PRIX

- Pontiac, with all of the publicity about wide-track, has given the Grand Prix a 62-inch tread in front and only 60-inch tread in the rear—one inch narrower than Marauder X-100 in front and four inches narrower in the rear.
- Conventional front and rear suspensions are used on the Grand Prix. No improvements are made for sports-car ride and handling.

POWER AND PERFORMANCE

MARAUDER X-100

- The standard engine on the Marauder X-100 is the 429 CID 4V, 360 hp V-8.
- Adding to the Marauder X-100's performance image is the standard 3-speed, Select-Shift transmission; permits fully automatic or manual shifting in all gear ranges. Can be started in second gear for better traction on slippery pavement.

GRAND PRIX

- Standard V-8 is the 400 CID 4V, developing 350 hp.
- Standard transmission is a 3-speed manual. Not only is Turbo Hydra-Matic transmission optional at extra-cost, it does not provide manual shifting. Always starts in first, even when second is selected by driver.

BODY CONSTRUCTION

MARAUDER X-100

- New computer-designed box rail frame has energy-absorbing front-end structure that permits controlled impact absorption.
- Bridge-mounted body with front and rear torque boxes helps isolate road shocks and vibrations from the passenger compartment.

GRAND PRIX

- Grand Prix uses conventional perimeter frame.
- The conventional frame-mounted body has no torque boxes.

MERCURY
FULL-SIZE
STATION WAGONS
OUTVALUE
COMPETITION



Mercury Colony Park



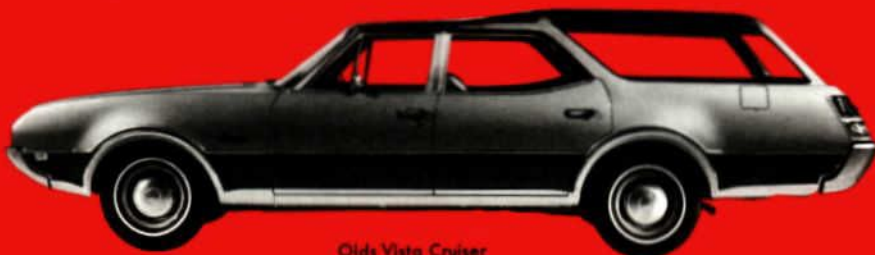
Pontiac Catalina



Dodge Polara



Buick Sportwagon



Olds Vista Cruiser

RED LETTER EVALUATION

The 1969 Mercury Monterey, Mercury Monterey Custom and Marquis Colony Park are the best full-size station wagon buys, because they offer more for the money. Their extra-value features include:



Two distinctive styling treatments, with the luxurious Marquis Colony Park styled in the tradition of the Lincoln Continental.



Better performance with more standard horsepower than most medium-price station wagons.



More exclusive comfort and convenience features.



The most versatile automatic transmission available for station wagon use.



More luxurious interiors with extra-comfort and convenience features.



Extra-stability and better overall roadability from the finest suspension system offered on any station wagon.



Three full-size station wagons, available in 6-passenger, 2-seat, or with the unique, dual center-facing rear seats. A wider selection than competition.

SIZE AND STYLING

- Over 105 cubic-feet of cargo-carrying space, including a convenient 9.1 cubic-foot locking area below the floor. Cargo area is over four feet wide between wheelhouses.
- The only station wagons to offer 2 individual front-end styles. The grille of the Marquis Colony Park with concealed dual headlights has the style and luxury reminiscent of the Lincoln Continental.
- The Buick Sportwagon and the Oldsmobile Vista Cruiser are merely stretched-out versions of intermediate models; the only station wagon offered by Chrysler is the Town and Country, priced over \$1000 more than Mercury Monterey.
- Mercury Monterey, Monterey Custom and Marquis Colony Park station wagon interiors are more luxurious with a generous use of wood-tone appliques on the instrument panel and door panels—unmatched by competition.

COMFORT AND CONVENIENCE

- Extra-long, fully padded armrests provide maximum comfort. Convenient squeeze-type door release handles are hidden in the center of the armrests. Competition has shorter armrests that are only partially padded . . . door release handles are exposed at the front of the armrests.
- Instrument panel is swept-away design, allowing more front-seat knee room than in most competitive wagons.
- Optional dual center-facing rear seats are still an exclusive with Mercury Monterey, Monterey Custom and Marquis Colony Park station wagons.
- Reversible key system permits correct key insertion every time. Especially convenient at night . . . not available on GM or Chrysler wagons.
- Still one step ahead with a dual-action tailgate that can be opened as a door with the window up . . . not true of competition.

POWER AND PERFORMANCE

- Mercury Monterey, Monterey Custom and Marquis Colony Park station wagons offer more standard horsepower than most competitive wagons: 35 more horsepower than Buick Sportwagon, Polara and Fury wagons, and 15 more than the Oldsmobile Vista Cruiser. With automatic transmission, an additional 15-horsepower advantage is added.
- Select-Shift transmission permits automatic or manual shifting in all gear ranges for best traction under all driving conditions . . . can start in second gear for better traction on slippery pavement. GM and Chrysler automatic transmissions do not offer the versatility of Select-Shift—must always start in first gear.

RIDE AND HANDLING

- The new longer 121-inch wheelbase combines with the Cushion-Link front and Coil-Link rear suspensions for a smoother ride with greater stability and better handling. This feature is particularly important in station wagons because of the extra-body length and heavy loads that are carried.
- Front and rear torque-boxes in the new, computer-designed, perimeter frame help soak up road shocks and vibration before they reach the passenger compartment. The new frame has an exclusive energy-absorbing front-end structure that permits controlled impact absorption for greater driving safety.
- The 1969 Mercury station wagons have wider tread . . . 63 inches, front . . . 64 inches, rear . . . another feature that contributes to the greater stability of these models.

COMPARE SIZE

MERCURY MONTEREY • MARQUIS •

Dimensions are for (4-Door Sedans unless otherwise noted)		EXTERIOR DIMENSIONS					INTERIOR			
		Wheelbase	Overall		Tread		Head Room		Leg Room	
			Length	Width	F.	R.	F.	R.	F.	R.
MERCURY	Monterey	124	221.8	79.2	63.0	64.0	38.7	37.3	41.7	38.3
	Monterey Station Wagon	121	218.0	79.4	63.0	64.0	38.9	39.4	41.7	37.1
	Marquis	124	224.3	79.2	63.0	64.0	37.7	36.8	41.7	39.7
	Marquis Colony Park Wagon	121	220.5	79.4	63.0	64.0	38.9	39.4	41.7	37.1
	Marauder (2-Dr. H.T.)	121	219.1	79.6	63.0	64.0	37.6	36.4	41.7	34.1
	Marauder X-100 (2-Dr. H.T.)	121	219.1	79.6	63.0	64.0	37.6	36.4	41.7	34.1
PONTIAC	Catalina	122	217.9	79.8	64.0	64.0	39.0	37.7	42.4	38.1
	Catalina Station Wagon	122	220.5	79.8	64.0	64.0	39.2	39.0	41.5	38.2
	Bonneville	125	224.0	79.8	64.0	64.0	39.0	37.7	42.4	38.1
	Grand Prix (2-Dr. H.T.)	118	210.2	75.7	62.0	60.0	37.5	36.2	42.4	31.6
BUICK	LeSabre	123	218.2	79.5	63.0	63.0	39.1	37.7	42.3	37.9
	Wildcat	123	218.2	80.0	63.5	63.0	39.1	37.7	42.2	37.9
	Electra 225	126	224.8	80.0	63.5	63.0	39.1	38.3	42.2	40.4
	Sportwagon	121	214.1	75.6	59.4	59.0	38.0	39.9	41.6	37.8
OLDSMOBILE	Delta 88	124	218.6	79.9	62.5	63.0	39.4	37.7	42.5	39.6
	Ninety-Eight	127	224.4	80.0	62.5	63.0	39.6	38.2	41.7	40.6
	Vista-Cruiser Station Wagon	121	217.6	77.2	59.0	59.0	38.4	40.3	42.8	38.0
CHEVROLET	Caprice	119	215.9	79.8	62.5	62.4	38.7	37.6	41.4	39.0
	Kingswood Station Wagon	119	216.7	79.8	63.5	63.4	39.3	38.8	41.8	37.1
CHRYSLER	Newport	124	224.7	79.1	62.1	60.7	38.7	37.9	41.8	42.2
	New Yorker	124	224.7	79.1	62.1	60.7	38.7	37.9	41.8	42.2
	Town & Country Station Wagon	122	224.8	79.1	62.1	63.4	39.6	40.2	41.8	39.4
DODGE	Polara/Monaco	122	220.8	79.3	62.1	60.7	38.8	38.4	41.8	39.7
	Station Wagons	122	220.8	79.2	62.1	63.4	39.6	40.2	41.8	39.4
PLYMOUTH	Fury III	120	214.5	79.6	62.1	60.7	38.8	38.4	41.8	38.6
	Station Wagon	122	219.1	79.6	62.1	60.7	39.6	40.2	41.8	39.4
FORD	LTD	121	216.0	79.8	63.0	64.0	39.2	37.4	41.2	38.7
	Station Wagon	121	217.0	79.8	63.0	64.0	39.4	39.6	42.1	37.1

MARAUDER VS. COMPETITION

DIMENSIONS					STANDARD V-8 ENGINE						
Hip Room		Shoulder Room		Usable Trunk Space (Cu. Ft.)	Curb Wt. (Lbs.)	Cubic Inch	H.P.	Torque	Comp. Ratio	Carb. (Bbls.)	
F.	R.	F.	R.								
62.3	62.3	62.0	61.8	20.6	4153	390	265	390	9.5:1	2	
62.3	62.4	62.0	62.0	*96.2	4473	390	265	390	9.5:1	2	
62.3	62.3	62.0	61.8	20.6	4417	429	320	460	10.5:1	2	
62.3	62.4	62.0	62.0	*96.2	4572	390	265	390	9.5:1	2	
62.3	61.1	62.0	60.7	18.0	4249	390	265	390	9.5:1	2	
62.3	61.1	62.0	60.7	18.0	4382	429	360	480	10.5:1	4	
63.8	63.5	62.3	61.3	19.6	4161	400	290	428	10.5:1	2	
63.8	62.9	62.1	61.3	*91.7	4659	400	290	428	10.5:1	2	
61.8	62.0	60.9	60.9	21.8	4430	428	360	472	10.5:1	4	
57.5	52.7	58.2	56.5	14.3	3867	400	350	445	10.5:1	4	
63.9	62.9	62.2	61.3	18.8	4200	350	230	350	9.0:1	2	
63.1	62.2	61.6	60.7	17.3	4300	430	360	475	10.25:1	4	
63.7	62.4	62.2	61.3	17.5	4501	430	360	475	10.25:1	4	
59.4	59.2	58.2	57.5	*96.1	4200	350	230	350	9.0:1	2	
63.8	63.5	62.3	61.4	19.5	4098	350	250	350	9.0:1	2	
63.5	62.6	62.2	61.5	20.5	4515	455	365	510	10.25:1	4	
59.4	59.2	58.3	57.5	*100.5	4101	350	250	350	9.0:1	2	
63.4	62.9	62.3	61.3	17.0	4025	327	235	325	9.0:1	2	
63.7	63.0	62.3	61.4	*105.0	4355	327	235	325	9.0:1	2	
63.2	63.4	63.4	63.2	22.0	4180	383	290	390	9.2:1	2	
63.2	63.4	63.4	62.8	19.6	4390	440	350	480	10.1:1	4	
63.2	63.4	63.4	62.8	*93.1	4640	383	290	390	9.2:1	2	
63.3	63.4	63.4	62.8	22.1	†3985	#318	230	340	9.2:1	2	
63.3	63.6	63.4	62.8	*93.1	4445	318	230	340	9.2:1	2	
63.3	63.4	63.4	62.8	21.5	3840	318	230	340	9.2:1	2	
63.3	63.4	63.4	62.8	*93.1	4345	318	230	340	9.2:1	2	
62.3	62.3	62.0	61.8	18.0	3853	302	220	302	9.5:1	2	
62.3	62.4	62.0	62.0	*96.2	4192	302	220	302	9.5:1	2	

• Monaco standard engine is 383-2v, 290 h.p., 390 torque, 9.2:1 comp.

COMPARE MODELS and PRICES

1969 Manufacturers' Suggested Retail Prices
Models equipped with Base V-8 Engine

	Sedans		Hardtops		Fastbacks 2-Door	Convertibles	Station Wagons	
	2-Door	4-Door	2-Door	4-Door			2-Seat	3-Seat
MERCURY	Monterey	\$3,141	\$3,220	\$3,296		\$3,523	\$3,519	\$3,611
	Monterey Custom	3,360	3,442	3,516			3,740	3,832
	Marquis	3,840	3,902	3,973		4,107	3,878	3,970
	Marquis Brougham	4,112	4,174	4,245				
	Marauder					\$3,351		
	Marauder X-100					4,074		
PONTIAC	Catalina	3,073	3,157	3,227		3,459	3,502	3,647
	Executive	3,377	3,439	3,508			3,855	4,000
	Bonneville	3,609	3,671	3,739		3,879		4,087
	Grand Prix		3,777					
BUICK	LeSabre	3,199	3,281	3,339				
	LeSabre Custom	3,293	3,369	3,433		3,562		
	Wildcat	3,474	3,579	3,634				
	Wildcat Custom		3,800	3,849		3,931		
	Electra 225	4,284	4,305	4,414				
	Electra 225 Custom	4,499	4,484	4,593		4,625		
	Riviera		4,683					
OLDSMOBILE	Delta 88	3,205	3,260	3,336		3,573		
	Delta 88 Custom	3,415	3,508	3,583				
	Delta 88 Royale		3,819					
	Ninety-Eight	4,238	4,444	4,506		4,702		
	Ninety-Eight Luxury	4,518		4,675				
	Toronado		4,818					
CHEVROLET	Biscayne	\$2,734	2,776				3,152	
	Bel Air	2,834	2,876				3,215	3,328
	Impala/Custom		2,999	3,016/3,068	3,069	3,244	3,335	3,448
	Caprice			3,277	3,329		3,548	3,661
CHRYSLER	Newport		3,397	3,468	3,532		3,806	
	Newport Custom		3,563	3,635	3,713			
	"300"			4,087	4,166		4,433	
	New Yorker		4,470	4,522	4,598			
	Town & Country						4,566	4,652
DODGE	Polara		3,078	3,100	3,171		3,360	3,612
	Polara 500			3,297		3,559		
	Monaco		3,435	3,511	3,574		3,900	4,029
PLYMOUTH	Fury I	2,789	2,832				3,319	
	Fury II	2,901	2,929				3,419	3,510
	Fury III		3,067	3,088	3,138		3,307	3,701
	Sport Fury			3,266			3,485	
	VIP			3,365	3,416			
FORD	Custom	2,737	2,779				3,179	
	Custom 500	2,836	2,878				3,243	3,356
	Galaxie 500		3,002	3,070	3,071	3,018	3,247	3,478
	Ford XL					3,157	3,385	
	Ford LTD		3,093	3,135	3,163			3,644



MERCHANDISING DEPARTMENT

NOTE: The information contained in this publication was carefully prepared from authoritative sources and is assumed accurate at the time of printing. However, accuracy cannot be guaranteed. Lincoln-Mercury prices and equipment are subject to change without notice.