

trend-setting trio

camaro, cougar, mustang

MOTOR TREND REPORT by John Ethridge and Steven Kelly

BOTH THE CAMARO from Chevrolet and the Cougar, a blood cousin of the Mustang from the Lincoln-Mercury division, unabashedly imitate the Mustang's long nose/short tail styling that has become the firmly established hallmark of this new breed of personal car. Ford styling director Gene Bordinat thinks appearance accounts for 80% of the reasons why a particular make or model is chosen over another.

Now that there three cars of the same type — all generally conceded to have well executed styling—to choose from, the prospective buyer will have to resort to subtler aspects of taste or turn to other criteria, such as passenger room and comfort, to make his selection. But we think what may very well ultimately decide the individual fates of each of the three cars under considera-

tion is the kind and amount of options.

In preparation of the detailed presentation for each of these cars on the following pages, it became apparent that a study of the major options — including choice of body styles — might be the best guide for discerning what each was intended to do in the market. Based on data collected on the first million Mustangs sold, the average buyer spent \$371 over the rock-bottom retail price for options to tailor the car to his individual tastes.

Examining the Cougar with an eye to what variations are available leads to some interesting conclusions. Despite the fact that some poaching is inevitable, there's evidence of corporate partitioning of the foraging territories of the Cougar and Mustang. The Cougar's single, larger-sized body style and,

except for accessories, shorter list of options — plus a higher price tag (unofficially estimated to be about \$200 more than a comparably equipped Mustang) — mark it for the buyer that might shun the Mustang for something plusher and softer riding.

Inasmuch as it's possible for one car to do so, the Camaro — like the Mustang — is intended (via the option route) to be all things to all people and cover a broad price range in the bargain. Either of these two can be had in any stage between a mild, economical 6 and a snarling Grand Touring car.

After looking at all three, we think you'll agree that any one of them would make a coveted possession, and collectively, they provide the most flair and excitement on the 1967 automotive scene as it unfolds.



Camaro



Cougar



Mustang

trend-setting trio

Late arrival enters the race with fresh ideas, wide array of options, strong bloodlines, and good odds of winning.

camaro

WHEN ASKED what the Camaro's name signifies, Chevrolet spokesmen say it has no meaning — all their cars' names start with a "C," and this one was picked because of its catchy sound. They could fool lots of people by pretending it's sanskrit or something meaning "car of many options," for that's what the Camaro is.

A full description of the exterior and interior appearance options alone would fill several pages, so we will give a short rundown for a rough idea of what we mean. The *Deluxe Exterior Molding Package* starts the list and consists of such things as brightwork around the wheel openings, sills and drip gutters.

Then comes the *Rally Sport Package* which includes everything in the *Deluxe Package* plus electrically operated covers to conceal the headlamps, relocated parking/turn signal lamps, and tail lamps ringed by a bright-edged black bezel. These tail lamps will have a single horizontal red lens. Back-up lamps are relocated in the rear valance. RS emblems located on the grille, front fenders, and gas filler cap identify Camaros thus equipped.

And that's not the end of exterior variations. When you order the *Super Sport 350* you get besides the big V-8, stiff suspension and Wide-Oval tires, a distinctive trim package. It consists of

a wide "bumble-bee" painted band around the nose, narrow stripes along the sides, and SS 350 emblems on the grille, front fenders, and gas filler cap. Special hub caps and simulated hood scoops are also included.

Inside the car, you have a similar wide choice. Thin bucket seats are standard in front, but a bench with folding armrests and individual backrests can be ordered. An optional folding rear seat backrest is available for those wanting a little extra stowage space.

An *Interior Decor Package* puts brightwork on the pedals, windshield pillars, and, on the Sport Coupe, roof rail moldings. This package is also included as a part of the *Deluxe Interior* option. This one offers a choice of seven 2-tone vinyl interiors plus special door panels with handles mounted in depressions in the integral armrests. A special oval steering wheel, hood insulation, additional interior lighting, and luggage compartment mat are among the diverse items that go to make up this option. You also get a folding rear armrest with ashtrays like the one standard on the convertible.

With any 8-cylinder engine and optional center console, an instrument package having a clock, water temperature, oil pressure, fuel and ammeter gauges mounted at the front of the console, and a tachometer mounted in the right hole in the instrument panel. What was a low oil pressure tell-tale then becomes a low fuel level tell-tale.

We had an opportunity to drive several Camaros — both coupes and convertibles — equipped in various ways. The top performer was an SS convertible with the 295-hp 350-cubic-inch V-8, 4-speed, front discs, quick manual steering, stiff suspension, and D70-14 Wide-Oval tires. This suspension wasn't as stiff — especially in roll — as some currently available which showed up in steering response. As expected, this car was more stable on undulating surfaces at high speeds than the normally suspended car. The 19-to-1 steering required about 3.25 turns lock to lock, which falls closer to the 17.5-to-1 power steering with three turns than to the 24-to-1, 4-turn standard manual setup. The wide tires and 19-to-1 ratio required lots of effort at low speeds which lightened up somewhat when we got going. The



"Bumble-bee" stripes, longitudinal hood louvers mark SS 350 as top-optioned Camaro. Single headlamps have concealing option but are shown uncovered in this photograph.



STANDARD SUSPENDED SS 350 LEANS ONLY MODERATELY THROUGH 110-MPH SWEEPER. WIND BUFFETING'S SURPRISINGLY MILD AT THIS CLIP.



Recessed hooded instruments with conical plastic lenses resemble those of Corvair. The spoke horn buttons are optional.



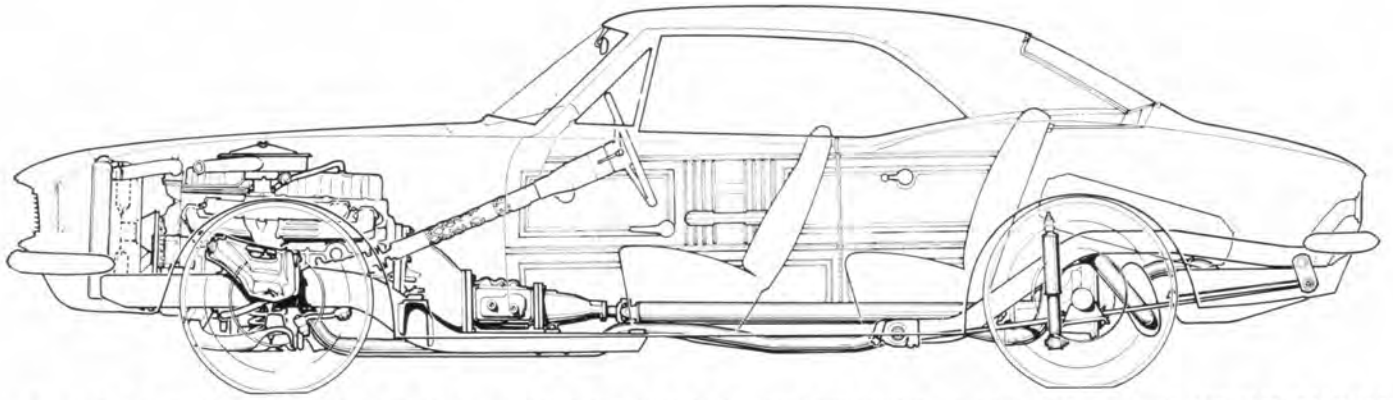
Sturdy-looking seatback latch tends to keep rear occupants from flying forward under sudden impact or severe braking.



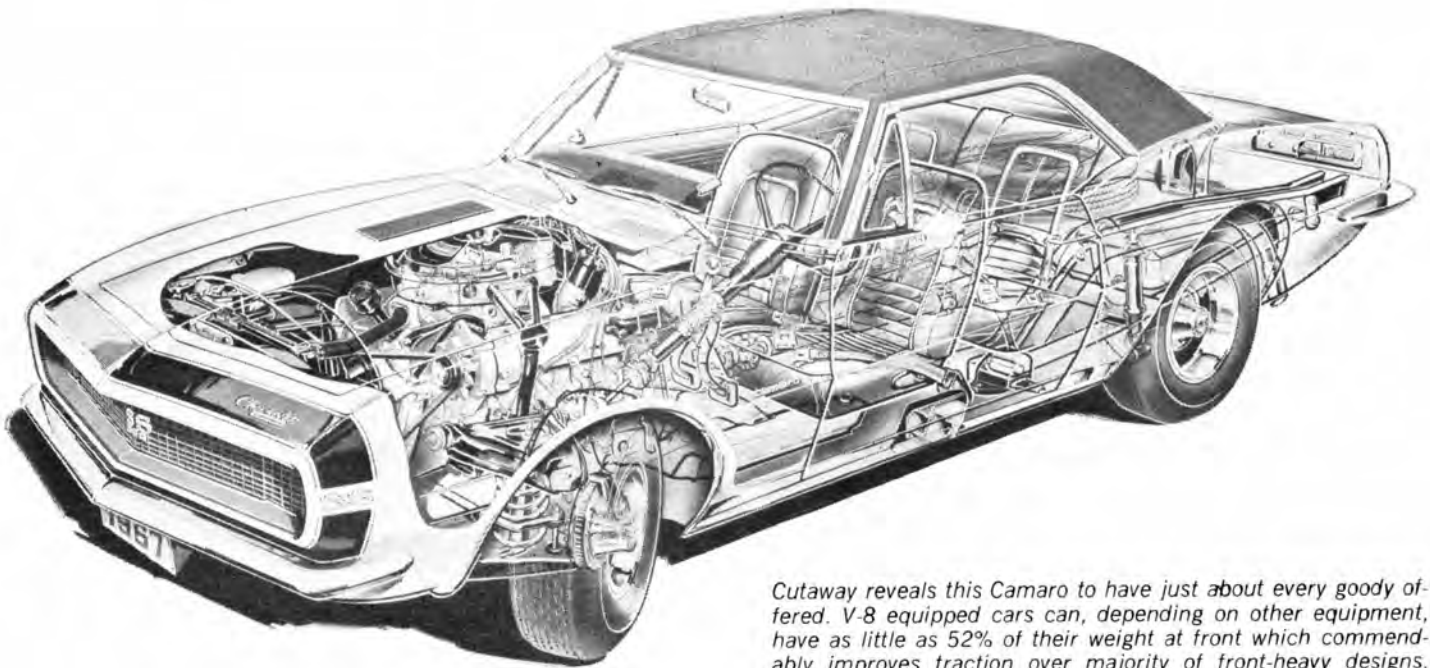
This interior differs from one at far left in that it has optional console, instrument package, 4-speed, different wheel.



THIS SPORT COUPE HAS STANDARD GRILLE TREATMENT WHICH SOME MAY PREFER TO CONCEALED LAMPS. PURITY OF LINES IS EVIDENT HERE.



CAMARO'S GENERAL ARRANGEMENT OF COMPONENTS SHOW IN THIS PHANTOM SIDE VIEW. L-6 INSTALLED IS FARTHER FORWARD THAN V-8.



Cutaway reveals this Camaro to have just about every goody offered. V-8 equipped cars can, depending on other equipment, have as little as 52% of their weight at front which commendably improves traction over majority of front-heavy designs.



Perforated steel wheels with brushed aluminum beauty rings are all yours when optional Moraine front discs are ordered.



Doors swing inboard to expose concealed headlamps. RS letters denote Rally Sport package which includes concealed lamps.



Mysterious looking cannister reposing in left trunk corner of convertibles turns out to be mass damper, tunes out vibrations.

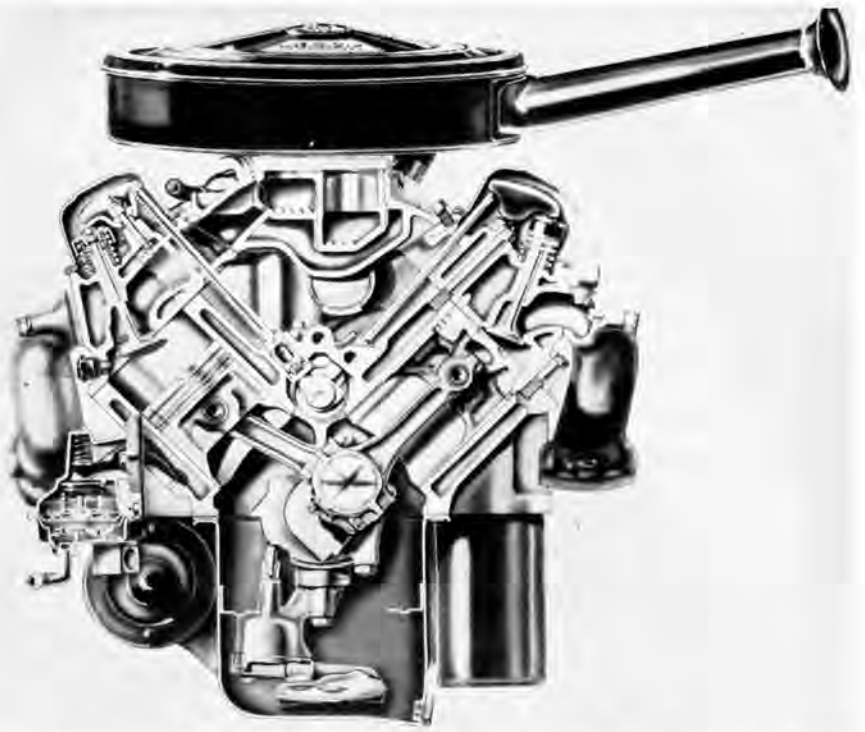
average person, we feel, would want the power setup, which is both light and quick.

Another car with the 350 engine and 2-speed Powerglide proved very pleasant to drive, but naturally couldn't match the performance 4-speed car. We think Chevrolet would have been wise to offer the 3-speed Turbo-Hydramatic on the Camaro.

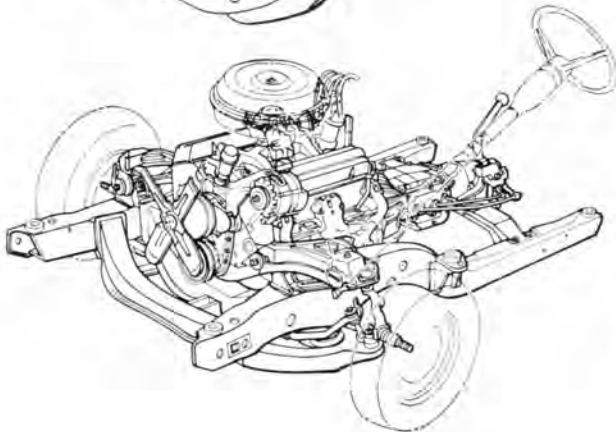
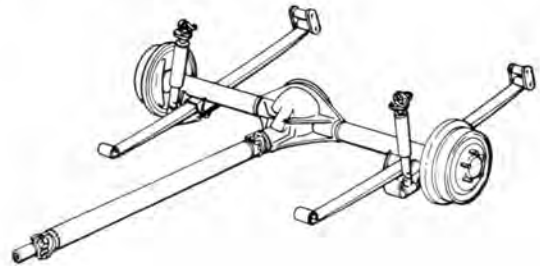
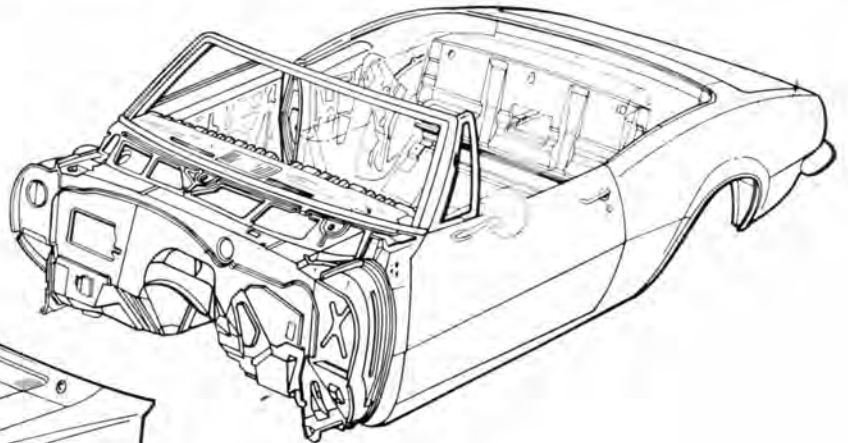
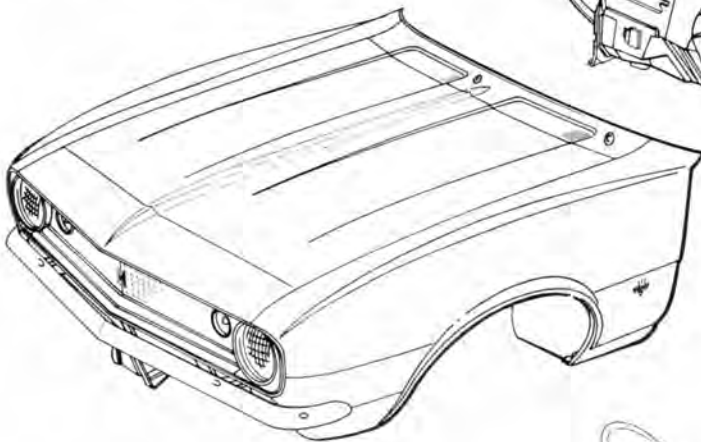
We took a coupe with standard tires and suspension over a 5-mile special test section. The surface had pot holes, washboard, raised tar strips, and every other bad feature to be found in this great land of ours. With closed windows (lucky for us the car had air conditioning) we listened for creaks and rattles which we never heard. We conclude that the rubber-isolated modular construction is highly successful and is one of the outstanding features of the Camaro. We also observed the inherently good traction of the standard suspension when cornering hard on irregular surfaces.

We drove a convertible which comes standard with 11-inch drums in front and a coupe (which is lighter) with 9.5-inch drums all around. While we liked the harder-than-normal linings—and feel they are adequate for most purposes—neither could hold a candle to the optional front discs.

The Camaro is a well-engineered, carefully thought-out car and a worthwhile addition to a class of machines that, in appreciative hands, yield far more than mere transportation.



Cross-section of new 350-cubic-inch V-8 shows resemblance to 327 on which it's based. Horsepower rating of 295 is said to be conservative in that it's honest (for a change).



This exploded view separates car into major sub-assemblies or modules. Body and frame are integral (unitized). Bolted on to this through rubber pads and bushings are other modules shown. Noise and vibrations are almost completely eliminated.

***trend-
setting
trio***

An aura of luxury, plus generous dimensions, starts a trend within a trend and could be the key that opens the vault.

cougar



LOW ANGLE REVEALS SCULPTURED FENDERS AND HOOD LINE. EMBLEM HERE IS EARLY VERSION WITHOUT NAME "COUGAR" UNDERNEATH CAT.

ENTER THE COUGAR, Lincoln-Mercury's long-awaited new one in the "sports personal" car field. After looking at it in the metal, we think that this is just the plow for a rough field. L-M is aiming at selling slightly over 100,000 Cougars the first year, but we hope that their purchasing department has standby sources for parts to complete more than this number. We predict they'll need them.

The Cougar is available only as a 2-door, 4-passenger hardtop coupe, but there are rumors of a convertible in the offering. Bucket seats are standard in front, and a bench is in back. Seating, especially in the rear, is more comfortable than the Mustang and about equal to the Camaro, due to the 2 added inches of leg room. A vinyl interior is available in the Cougar, but the synthetic-cloth upholstery sent forth as standard is one step in plushness above what its competitors offer as their regular covering.

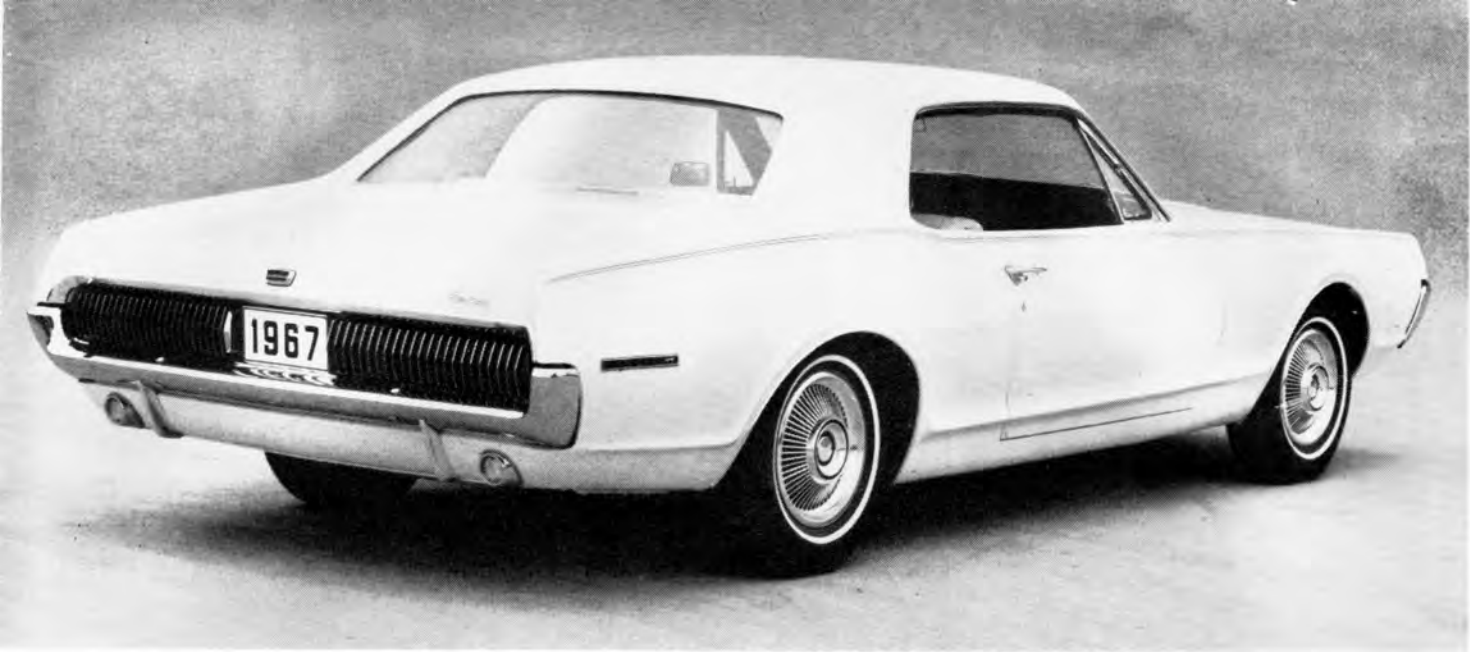
The dashboard is deceiving at first glance — it seems that something is missing. Actually, everything has been arranged in such good order — instruments in front of the driver, radio below the dash, air-conditioning built into the panel, full padding on the dash face all the way across — that the whole thing is almost too orderly. We're not used to having everything in front of us where it should be.

The Cougar's theme is one of "scaled-down luxury" rather than sportiness, although it retains a more than fair measure of the latter quality. Over 123 pounds of sound deadening material of varying kinds are put in every car, and some innovations have been made to quiet the running gear. One important one is an articulated drag strut that the Cougar shares with other FoMoCo cars, but it's put to best advantage here, considering the "quiet" theme that is an integral part of the sales pitch.

The articulated strut is a mechanical joint that allows slight rearward recession of the front wheels upon impact, to reduce the initial shock to the rest of the car. A rubber bushing in the joint helps absorb impact energy. The front suspension itself is independent with coil springs over the top "A" arm, surrounding the shock absorbers.

The Hotchkiss-design rear suspension hasn't been overlooked in the search for a smooth ride. The semi-elliptic leaf springs are tied to the axle by rubber Iso-clamps (jargon for "isolation") which eliminate metal-to-metal contact and smooth out road noise and vibration to an almost unnoticeable level. The bushing at the front of the leaf springs is horizontally "voided" — that is, cut slightly to allow fore and aft compliance of the rear end upon sharp impact — much like the articulated front strut allows the front wheels to move.

Safety looms large in the Cougar's



FRONTAL THEME CARRIES THROUGH TO REAR WITH TAIL LAMPS HIDDEN BEHIND GRILLE WORK BUT SHINING THROUGH RATHER THAN OPENING.



Dual headlamps remain stationary while doors hinge upward and inward, adjustment and aiming remaining undisturbed.

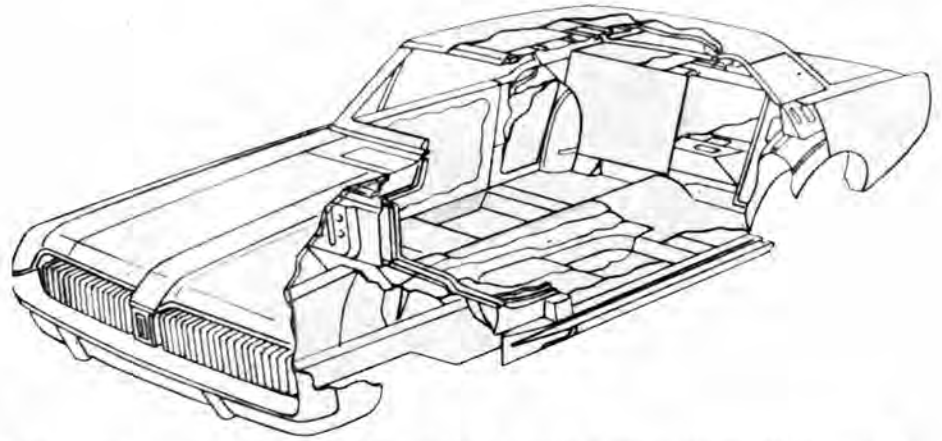


Cougar's seatbacks have energy-absorbing padding for protection of rear seat passengers. Hex screw is for rake adjustment.



WHEEL OPENINGS RECEIVE BOLD SCULPTURING A LA TORONADO FOR EMPHASIS. SHOT TAKEN WHILE TOOLING AROUND BANKED "SOUP BOWL."

SOUND DEADENING MATERIALS



Cougar gets 123 lbs. of sound-deadening materials on roof, floors, engine compartment.

cougar *continued*

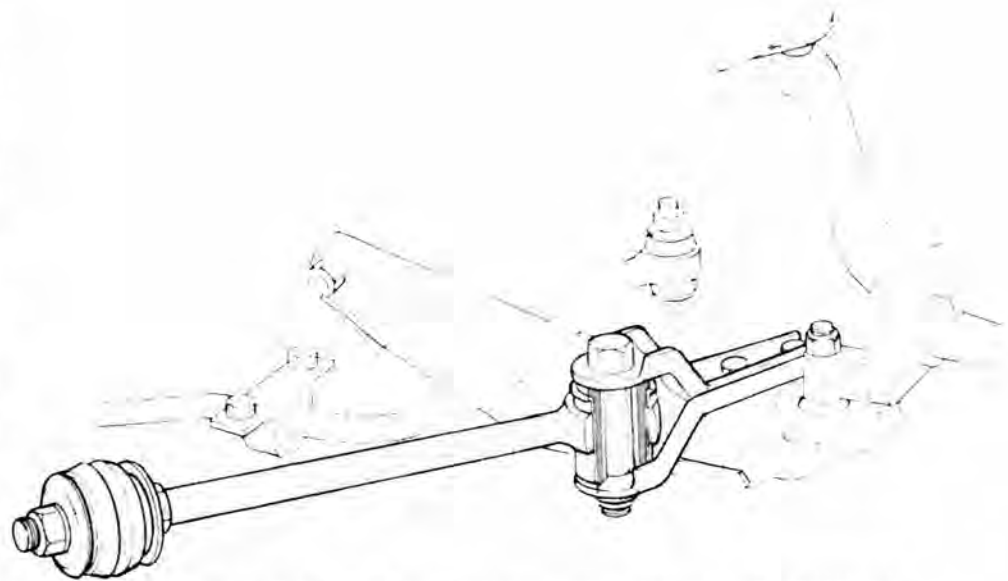
appeal. Impact-absorbing steering column, dual brake system with a pressure-loss warning light, and a lane-changing feature on the directional signals to preclude driving with them blinking, are just a few of the standard safety items included. The lane changer works through spring-loading the first detent of the signal arm. Four-way flashers, disc brakes, and Wide-Oval tires are just a few of the optionally available safety extras.

Cougar offers three powerplants: standard is a 289-cubic-inch, 200-hp V-8 with a 225-hp version available, and there is a 390-cubic-inch, 320-hp V-8 at the top of the line. Three transmissions are available: a 3-speed all-syncho as a price leader, and a 4-speed manual or 3-speed "sport shift" automatic to choose from the extra cost list.

The Cougar is real fun to drive. With the windows shut tight, the car is as quiet as its namesake stalking prey. Neither of the two handling packages was available on the cars we tested, but we still went around corners with verve, and we weren't thrown tight against the seat belt. The 225-hp engine with automatic should prove peppy enough for all but the heaviest of pedal trompers. We predict that this will be the most popular combination for normal driving. It's real agreeable. The power steering is not going to remind anyone of driving a quick-ratio sports car (though that type is available on the Cougar), but it also won't remind you of a slow over- or under-steering, heavy sedan.

The 390 V-8 equipped Cougars should be able to stay out in front of Camaros as the latter weigh almost the same and their biggest engine is 40 inches smaller and 25 hp shy.

The Cougar isn't billed as a "hot car," and it may not be the sporty package that the Camaro and the new Mustang promise to be, but it is a smooth-driving, quiet-riding, suitable-for-church-or-rallying car. If buyers do react as we predict, Mercury will be only too glad to up production — in a hurry.



Rubber-bushed articulated strut lets front suspension move backward without steering.

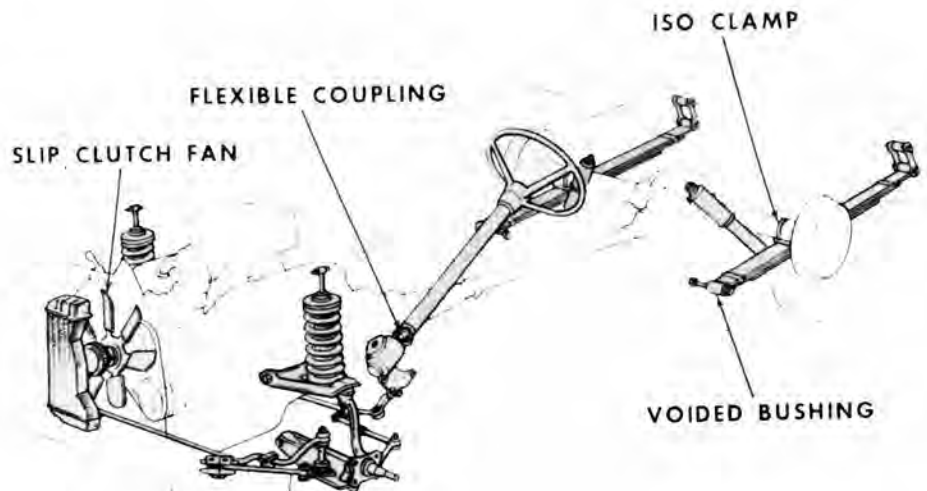
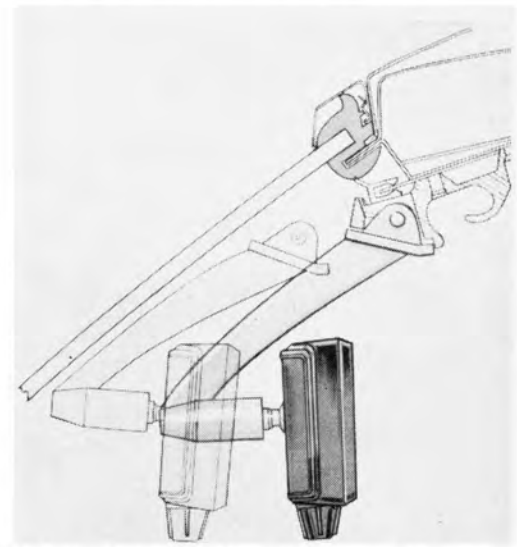
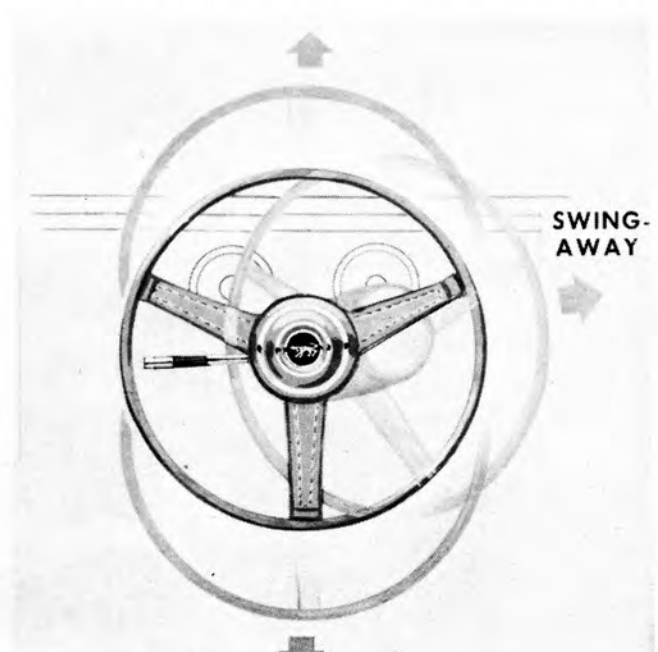
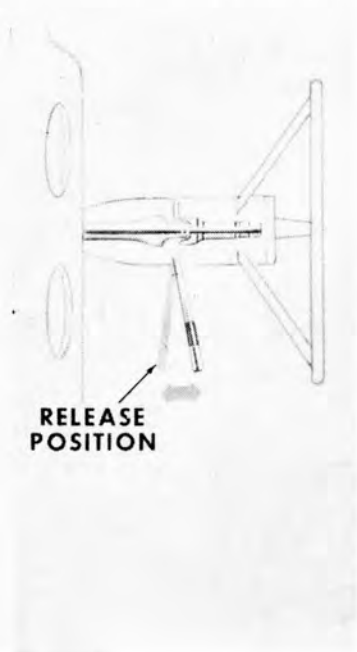


Diagram shows measures taken to quiet Cougar for stalking prey without detection.



ENERGY-ABSORBING PADDED STEERING WHEEL HUB IS CALLED A "DAGMAR." T-BIRD-LIKE CENTRAL CONSOLE IS OPTIONAL AT EXTRA COST.



Padded frame breakaway mirror falls away on impact. Sun visor hook, top of picture, is reversed to thwart injury.

Optional wheel swings up to right for entrance, exit, tilts for extra driving comfort.

trend- setting trio

Born to win, the leader has taken a deep breath, improved its breed, and is ready to run again — in front, of course.

mustang



Longer length of '67 is all in front, causing bumper and hood to thrust forward slightly.



Same basic body is used in '67 but styling touches bring it close to an all-new look.

THE '67 MUSTANG has a definite advantage over its competitors in the sports-personal category; neither the Cougar nor the Camaro has over one million editions on the road. With a record like that, the Mustang has firmly entrenched itself as *the* leader. One might be tempted, then, to ask, "How do you follow an act like that?" After driving and evaluating the '67 Mustang, it's easy to see that there isn't going to be any following — more like a whole new show.

Style-wise, the '67 has been refined and lengthened but is still easily recognizable as a Mustang. Overall length has been stretched 2 inches, all going in front. The hood has a longer downward slope, meeting a new, wider grille. More definite sculpturing is on the side panels, possibly making a suitable place to build in brake air-scoops by customizers. Three tail lights on each side, in a concave panel, change the rear end appearance from the '65-66 models.

Body styles remain at three choices: hardtop coupe, fastback, and convertible. An optional convertible rear window is glass with a split going across it to allow it to fold into the top well, through the use of a rubber tape "hinge." The fastback roof line extends to the rear edge of the trunk lid, rather than quitting just past the rear window, as on the earlier design. Side windows on all models are the curved type, part of the widening program for '67 which brought the new Mustang to 70.9 inches, from the earlier 68.2.

Inside, the new model bears little resemblance to the old. New, softer seats are vinyl covered, and the dashboard has been completely redesigned. Air conditioning, when ordered, is integrated into the dash, not hung on below. Two pods, directly in front of the driver, accept all important gauges. When the optional tachometer and trip odometer are installed, they fit in the right-hand cluster displacing the oil pressure and alternator gauges, and relegating them to "idiot" lights. Having the tach as a part of the dash is fine, but why have to give up two important gauges?

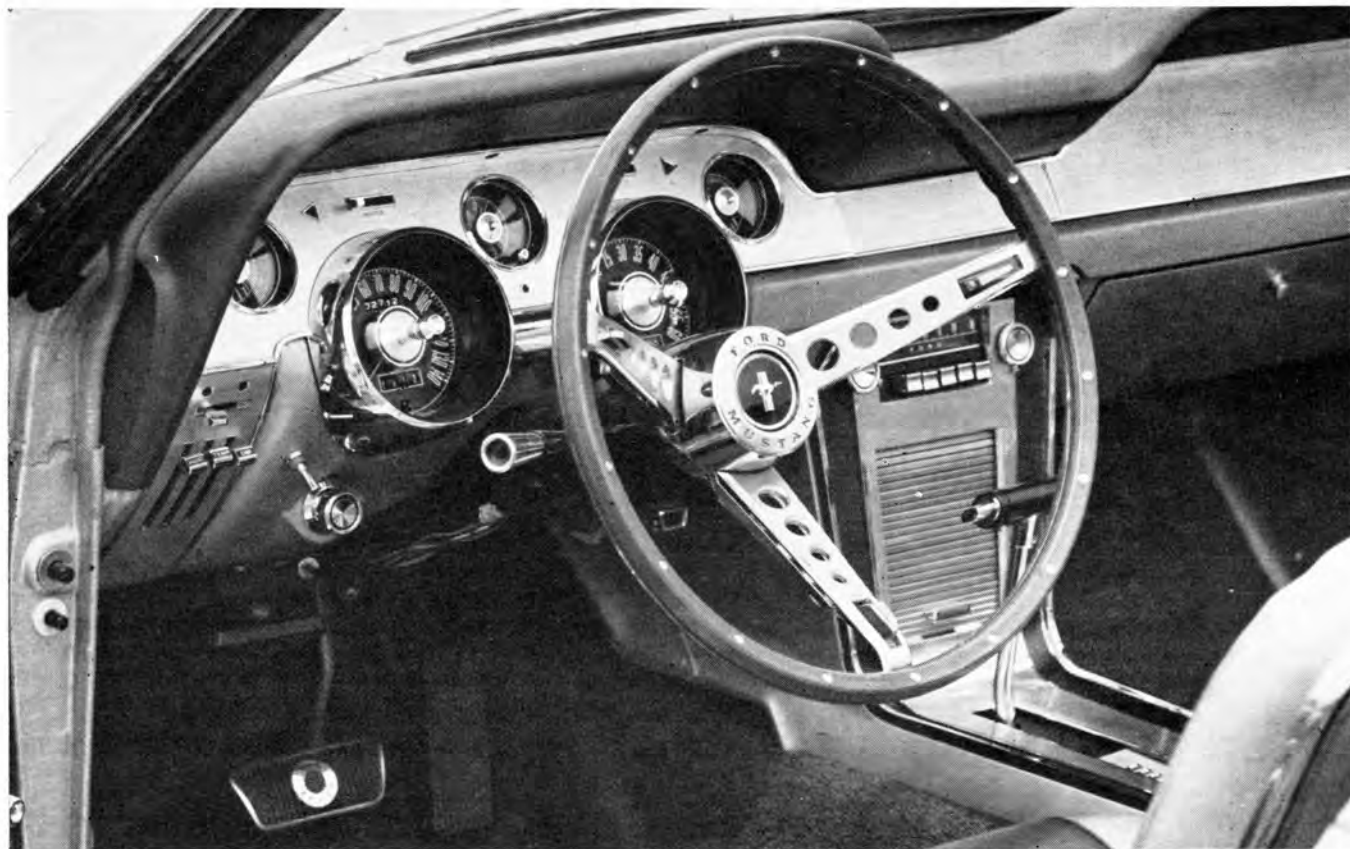
Suspension is basically the same as in '66, but some noteworthy changes have been made in the front. Tread width is now 58 inches (2 inches more than last year), and the lower "A" arm has been lengthened while the top one has been



Longer life and better vision are virtues of optional glass window in convertibles. Rubber tape "hinges" it into top well.

Triple tail lights are '67 feature, as is concave rear panel. "New" fastback can be ordered with optional cast rear grille.

Added to the GT option for '67 are Wide-Oval tires and turn signal lights visible to driver in non-functional hood scoops.



INSTRUMENTS ARE CLUSTERED ON EITHER SIDE OF STEERING POST IN ALL-NEW DASH DESIGN. OPTIONAL CONSOLE SWEEPS RIGHT INTO DASH.



FULL LENGTH, BRIGHT ROCKER PANEL MOLDINGS AND AN OPTIONAL EXTERIOR DECOR GROUP ADD CLASS TO THE ALREADY STYLISH MUSTANG.

lowered to a better pivot point. The ball joints have polyethylene-filled sockets replacing the metal bearing type, lowering friction and increasing damping qualities. Turning diameter has been shortened by almost 5 feet. All in all, the changed front suspension makes steering more responsive, and the riding easier.

An impact-absorbing steering wheel, padded windshield pillars, 4-way flashers, lane-changing directional signals, and dual brake systems, are only a few of the standard '67 Mustang safety features. Front seat shoulder harnesses, and a rear window defogger are two from the list of optional safety items. Thankfully, a dome light has been made standard in hardtop coupes.

A 390-cubic-inch, 335-hp V-8 can be ordered in any Mustang for '67. This engine is in addition to the standard 120-hp, 200-cubic-inch 6, and the optional 289-cubic-inch V-8s of 200- and 225-hp ratings. Transmission choices range from the 3-speed all-synchro manual that is regular equipment, to a 4-speed manual or 3-speed "Sport Shift" Cruise-O-Matic as extra-cost selections. Both the new 390 and "Sport Shift" transmission are the same as used in the Fairlane GTA.

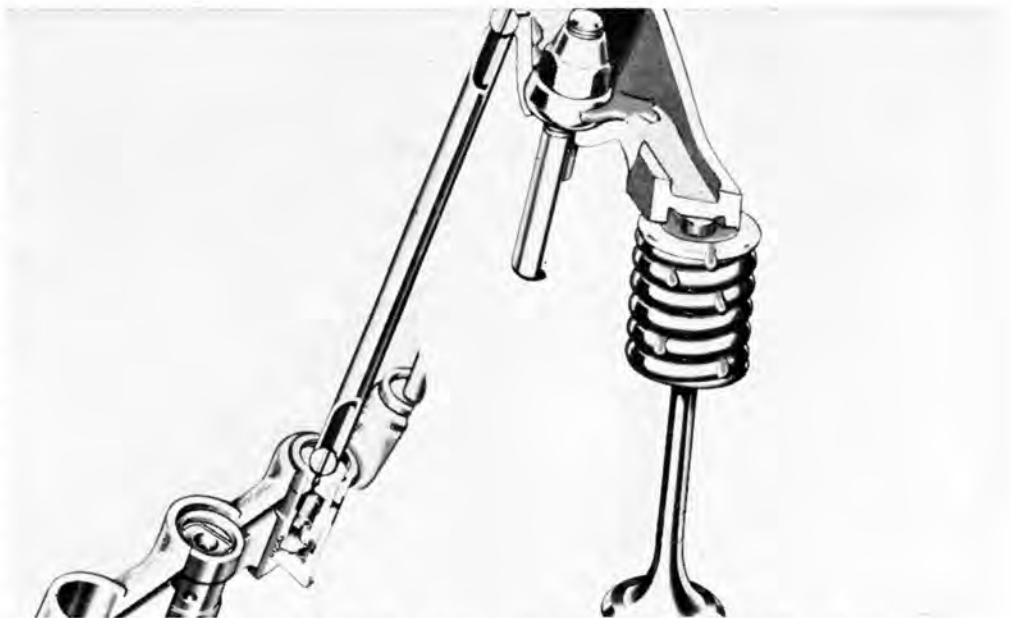
Mustangs have been recognized as good handlers right from the start, and this year will be no exception — they'll be even more so. A Competition Handling Package, available only with the GT Equipment Group (same as last year's GT option) and 289 or 390 high-performance V-8s, promises to put the Mustang first through any curve, and keep it as flat as a board. Rougher riding results from the stiffer springs, larger stabilizer bar, Koni shocks, lower-ratio steering, and Wide-Oval tires, which are included in the kit — but, oh, how it goes! We tooled a convertible with this package and a 390 V-8 with 4-speed around Ford's "ride and handling" course. Not once did we feel the urge to let up, as the harder you push it, the better it feels.

Unless they are racetrack-bound, most '67 Mustang customers will stick with the standard suspension. The smoother ride exhibited in the new version still feels more like a sports car than either of its competitors that we drove. Steering is delightfully easy and quick to reply.

By the time the '67 Mustang is introduced, quite a few more '66s will have been sold, adding to the growing ranks of Mustangers, who are usually volunteer salesmen for their pride and joy. We seriously doubt if the Mustang is going to show any sharp drop in sales just because other makers have come along with similar ideas. Mustang sales might even pick up after everyone who now owns a '65 or '66 model comes back for seconds

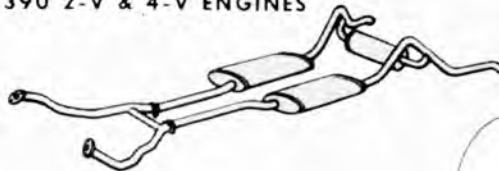


390-cubic-inch V-8 option should prove interesting after fastback's been GT 350-ized.

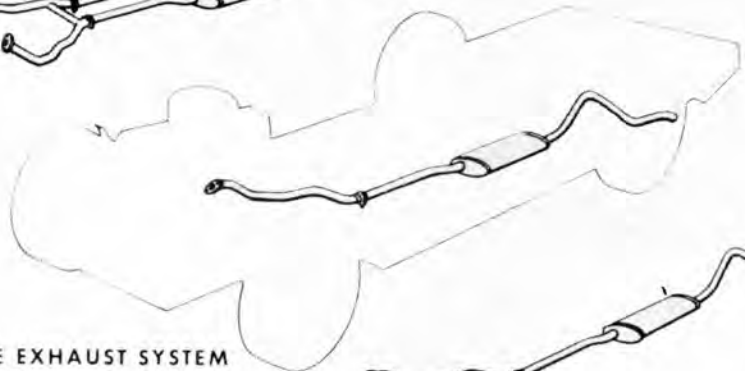


New 289 V-8 rocker arms are guided by valves, cutting down close tolerances and wear.

**DUAL EXHAUST SYSTEM
390 2-V & 4-V ENGINES**



**SINGLE EXHAUST SYSTEM
6 CYL. ENGINE**



**SINGLE EXHAUST SYSTEM
289 AND 390 ENGINES**



Quiet system for Mustang exhausts maintains engine noise at a non-irritating level.

trend- setting trio

Camaro and Cougar have all-synchro on 3-speed standard gearboxes . . . 3-speed synchro is standard only with V-8 engines on Mustangs, optional on 6s in place of crash-low box. . . Concealed headlamps are standard on Cougar, optional on Camaro, not available on Mustang . . . Camaro has far and away most trim, appearance options . . . Mustang and Cougar have big advantage of manually shiftable 3-speed automatic while automatic-equipped Camaros must make do with 2-speeds . . . Mustang is ahead in the power race with Cougar close behind and the Camaro further back . . . Camaro is the only one to announce power windows as an option . . . Camaro and Cougar offer more knee room for rear passengers . . . Cougar is most luxurious, expensive looking (and expensive) of the bunch . . . Mustang is tops on number of body styles with 3. . . Camaro, 2. . . Cougar only 1. . . Mustang convertible offers optional tempered glass backlight . . . Of the 3, only Camaro has front seatback locks (in common with other GM cars) . . . Suspension-packaged Mustang seems to have edge on like-equipped Camaro when driven near limit . . . Cougar offers suspension package but we haven't tried it . . . Camaro offers best compromise between ride and handling . . . All 3 cars offer comparable safety equipment which is abreast of the industry.

summary

CAMARO

Wheelbase: 108.1 ins.
Track: Front—59.0 ins., rear—58.9
Length: 184.6 ins.
Width: 72.5 ins.
Height: 51.0 ins.
Curb weight: 3131 lbs.
Turning diameter: 37.0 ft.
Fuel tank capacity: 18.5 gals.
Trunk capacity: 8.3 cu. ft.
Standard engine: 230 L-6, 140 hp @ 4400 rpm
Optional engines: 250 L-6, 155 hp @ 4200 rpm
327 V-8, 210 hp @ 4600 rpm
327 V-8, 275 hp @ 4800 rpm
350 V-8, 295 hp @ 4800 rpm
Transmissions: 3-spd manual, 4-spd manual,
2-spd automatic
Standard brakes: Drum
Optional brakes: Power drum, metallic lining,
power disc (front)
Body styles: 4-pass. 2-dr. Sport Coupe
4-pass. 2-dr. Convertible

COUGAR

Wheelbase: 111.0 ins
Track: Front—58.1 ins., rear—58.1
Length: 190.3 ins.
Width: 71.2 ins.
Height: 51.8 ins.
Curb weight: 3110 lbs.
Turning diameter: 39.2 ft.
Fuel tank capacity: 17 gals.
Trunk capacity: 9.1 cu. ft.
Standard engine: 289 V-8, 200 hp @ 4400 rpm
Optional engines: 289 V-8, 225 hp @ 4800 rpm
390 V-8, 320 hp @ 4800 rpm
Transmissions: 3-spd manual, 4-spd manual,
3-spd automatic
Standard brakes: Drum
Optional brakes: Power drum, power disc (front)
Body styles: 4-pass. 2-dr. Hardtop

MUSTANG

Wheelbase: 108.0 ins.
Track: Front—58.0 ins., rear—58.0
Length: 183.6 ins.
Width: 70.9 ins.
Height: 51.6 ins.
Curb weight: 2973 lbs.
Turning diameter: 37.16 ft.
Fuel tank capacity: 16 gals.
Trunk capacity: 9.0 cu. ft.
Standard engine: 200 L-6, 120 hp @ 4400 rpm
Optional engines: 289 V-8, 200 hp @ 4400 rpm
289 V-8, 225 hp @ 4800 rpm
289 V-8, 271 hp @ 6000 rpm
390 V-8, 335 hp @ 4800 rpm
Transmissions: 3-spd manual, 4-spd manual,
3-spd automatic
Standard brakes: Drum
Optional brakes: Power drum, power disc (front)
Body styles: 4-pass. 2-dr. Hardtop
4-pass. 2-dr. Convertible
4-pass. 2-dr. Fastback