

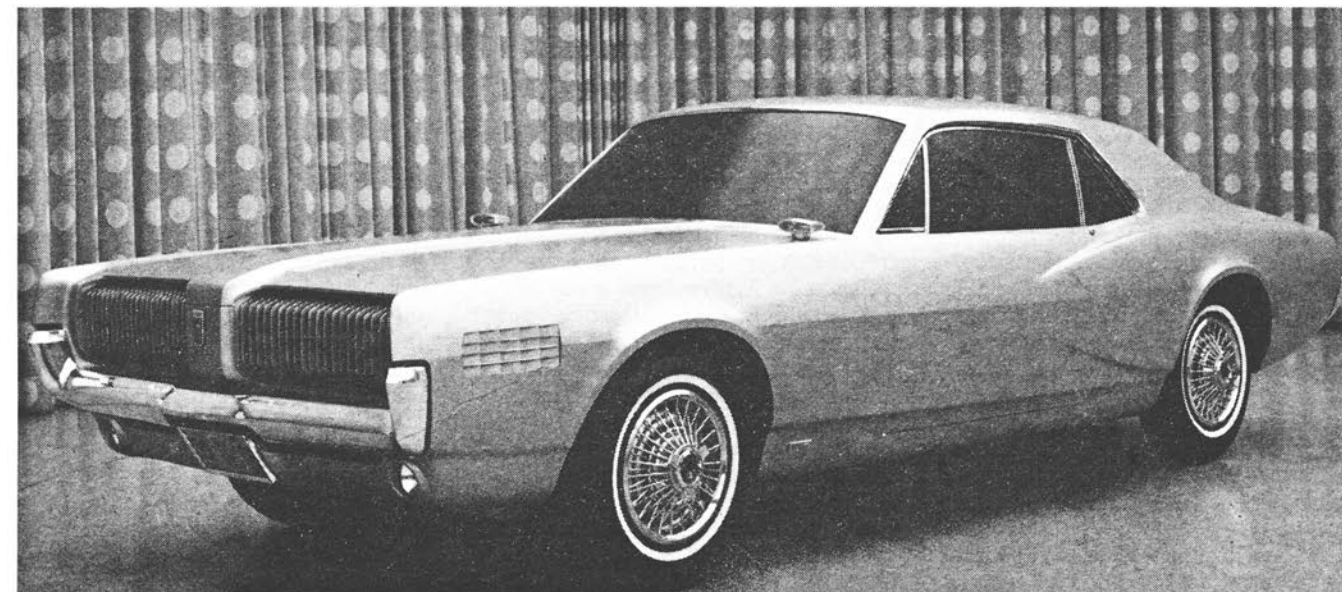
EVOLUTION OF A COUGAR

*Survival of the Fairest
At Lincoln-Mercury Styling*

THE VERY first Cougar, known at Lincoln-Mercury as Model T-7, displayed a wrapover grille with a very strong vertical motif, which, in modified form, remains a feature of all subsequent Cougar design proposals. Wire wheels, U-shaped bumper, sheetmetal indentations, exposed single headlights and front fender accent ornamentation disappeared during later styling processes. The end result, the 1967 Cougar (Pages 32-37), emerged, clean, sleek and unusually uncluttered.

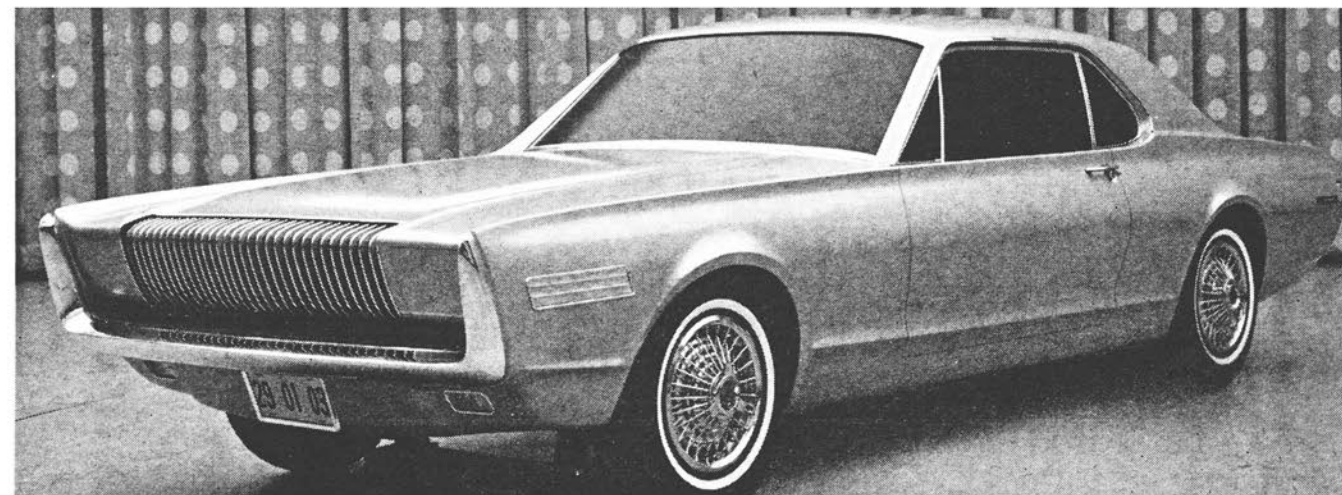


DESIGN PARAMETERS for the Cougar-to-be were that it would be given a market position midway between the Ponycars and the Plushycars; that it would appear with a semi-European flair, but would not be overly ostentatious; and that it would be a distinctive car. Within these directives, an early proposal showed a full fastback roofline.



AS THE deadline approached for approval of the final Cougar design, groups of designers prepared clay models for a selection showing. The model above introduced the divided wrapover grille treatment, with vertical lines and concealed headlights which are retained on production Cougars. Rear fender elliptical lines have disappeared, however.

GUSSIED UP for the final approval showing, the original Model T-7 retained grille, U-bumper and front end treatment essentially unchanged. Body side sheetmetal and greenhouse lines were altered, however, to display much of Cougar eventually adopted for production. The entire design process was one of refinement for ultimate smoothness.



FORD MOTOR COMPANY PHOTOS

TWO TAILLIGHT proposals were illustrated on one clay model. The driver's side design called for a modular, three-lamp style. The passenger's side style followed the vertical wrapover motif similar to that used in production Cougars.

