

1969 DETROIT PREVIEW

A "sneak peek" at
what promises to be
a very good year

A year ago, when Detroit was hurrying to get the '68 models ready, all we heard was safety and exhaust emission equipment. Washington had been late in finalizing the new regulations, and it was all our auto industry could do to get the necessary equipment designed, tested and in production by new-model announcement time in September. It seemed like the usual development areas such as bodies, engines, transmissions, etc., didn't get much attention. It was all safety and smog.

Things aren't quite so hectic this year. The exhaust emission standards won't change until the 1970 models, and the new safety regulations are relatively minor compared with last year. Biggest change will be some type of head restraint for the outboard front seat passengers, to minimize whiplash injuries in rear end collisions. And these standards are still up in the air as this is written—so this area may be put over to 1970. Other small changes involve headlights, hood latches, door locks, defrosters, and additional vehicle identification numbers. These should cause no problems.

So you can look for more bread-and-butter developments on the '69 models. There will be several new body shells, much new sheet metal, some radical new styling themes, new developments in tires, and at least one new engine and a brand new transmission. Ford is going heavy for more sophisticated electronics in some of their cars. The first of the anti-skid brake systems will appear. All the corporations will introduce some special safety features without government prodding. There will be plenty of technical interest in the '69s.

And there will be significant over-all market trends. The big emphasis will be on intermediate-size cars and

medium-price big cars. This is where the big money is now. Less emphasis on low-priced big cars and economy compacts. The American car economy is getting richer fast.

It will be an interesting year . . .

1969 AT FORD

This is going to be a big year around the Dearborn diggings. Lots of changes, both in bodies and under the bodies. Ford officials are getting more and more enthusiastic about catching Chevrolet in the sales race. The fabulous success of the Mustang proved that Ford can be first.

And this is where they're going to start. The Mustang-Cougar body is all new this year—with hood four inches longer, two inches wider, a more sweeping fastback on the coupe, and beautiful spoiler at the rear of the deck. The cars will look a little bigger, and they will be. And at least 50 pounds heavier. Looks like even the compact "ponycars" are growing up! The new body also eliminates the side vent windows, which is the latest trend. Through-flow ventilation is standard. Also a new horizontal dual headlight arrangement that is attractive. The same type platform frame, with body welded to it, will be continued, and chassis components will be largely unchanged. These are beautiful new cars.

Ford's big contribution to crash safety this year will be a new frame design with the front side rails curved in an S shape—so they will collapse more easily in a front end collision. As you know, Ford has done more work on "impact absorbing" bodies than anybody else in the industry. And their '68 models



incorporate several changes in frame, body and braces in the front to give a more even rate of collapse. They were able to get things so there was no deformation in the passenger compartment in a 30 mph barrier crash. But those super-stiff front frame rails were still giving an uneven collapse curve. They've done something about it for '69 with the new S-shaped rails. On all models.

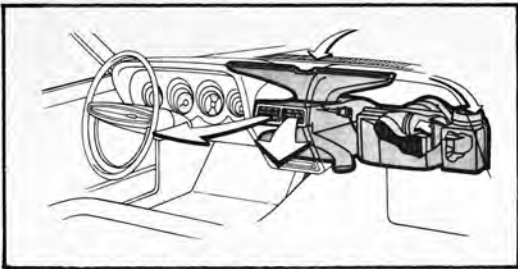
Another good safety feature will be the first of the brake skid-control systems—optional at around \$60 on '69 Thunderbirds and Continental Mk. IIIs. This little "black box" device prevents rear wheel lockup and skidding during normal braking on slippery surfaces or in panic braking in the dry. It is well known that a sliding tire gives less braking traction than a rolling tire—and, besides, the car tends to slew around sideways when the rear wheels lock up. The new skid-control system is made by Kelsey-Hayes. Essentially, we have two tiny "sensors" on each rear wheel which send signals to the computer and that are a function of rotational speed. When the wheel suddenly slows down or stops turning, as when it starts to skid, the computer (black box) automatically modulates the hydraulic line pressure to the rear brakes to prevent the skid. The mechanism cycles several times a second, so there is no chance of a skid developing before the device can react. Tests show stopping distances on wet roads to be reduced as much as 75 per cent. The effect is proportionally less on dry roads because tire skid isn't so apt to start. But this is a beautiful gimmick—to be able to jam the brakes on as hard as you want on any kind of road and not have those rear brakes lock up. Both stopping distance and directional control are improved. The device has not yet been applied to the front wheels.

On rear wheels only they say you get 80 per cent of the benefit for half the cost. This, incidentally, is expected to be around \$60 extra.

Ford will also bring out some sophisticated electronic features on '69 models. Solid-state and micro-circuitry will be used on sequential turn signals, automatic speed control systems, and interval-selector windshield wipers. These will replace mechanical switches, coils, etc., that can give so much trouble. Also the new electronic components will be much smaller and lighter. Another move is a micro-electronic voltage regulator built integral with the alternator on some '69 senior models. It's sealed and will last the life of the car—with no need for adjustment, little chance of failure, and with no change in characteristics of temperature. The day of voltage regulator failure is almost over.

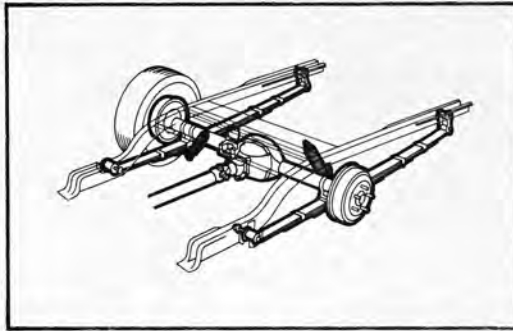
It all boils down to this: Ford seems to be leading the way in the adoption of modern solid-state control systems to replace the age-old electro-mechanical components. And this, in turn, means much better over-all vehicle reliability. Electrical systems have always been a major source of car failure.

Ford will offer a new 351-cubic inch V-8 engine in '69. Or at least this is a major modification of the basic 289/302 tooling. This 351 engine was rumored to be for the '68 models, but it wasn't developed in time. What they've done is to retain the same four-inch bore and same bore center distance as the 289/302—(so the same basic machine lines could be used)—but the stroke is lengthened out to 3.5 inches. This huge stroke increase has required longer connecting rods, bigger bearings, a higher block deck height, and bigger pistons—so this is really a major change. But the complete engine is very little bigger and



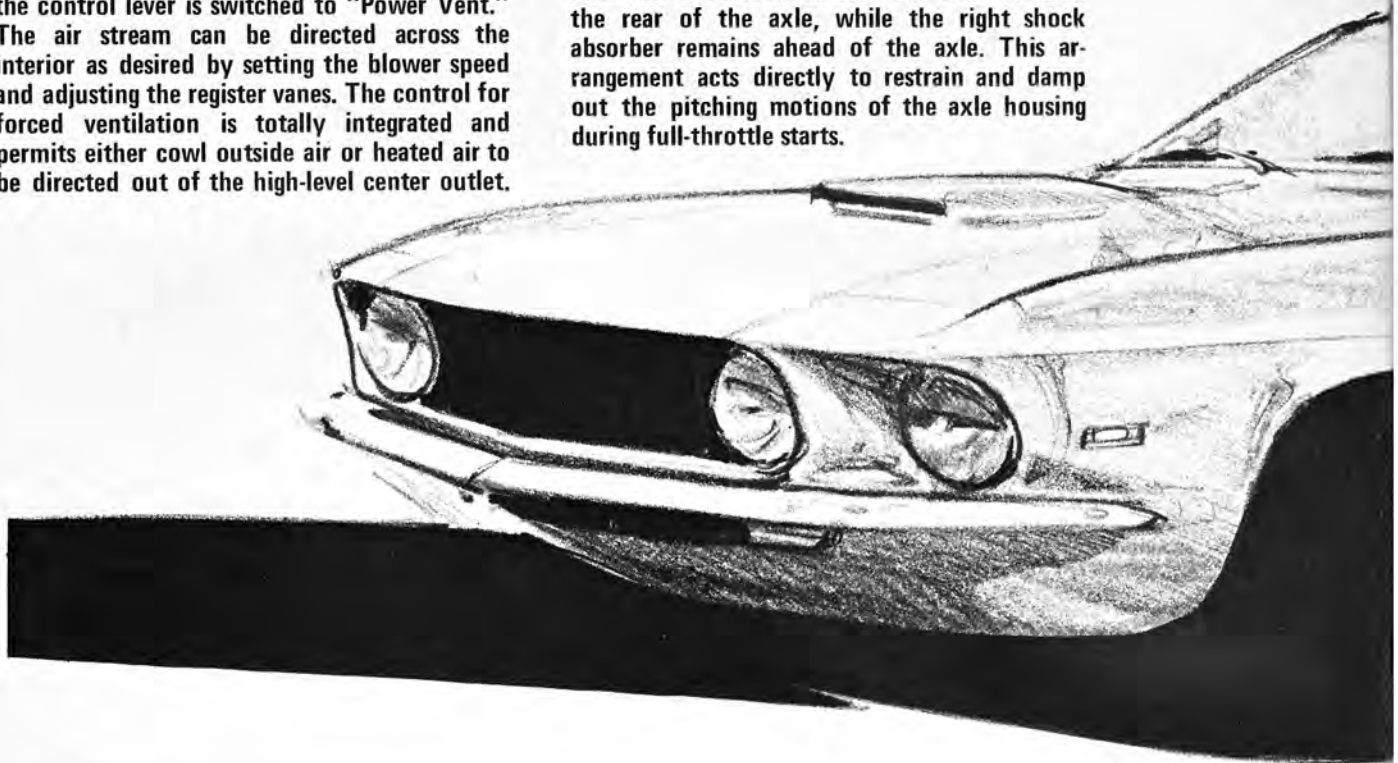
POWER VENTILATION SYSTEM

Available on Mustang for the first time, the system provides improved ventilation for windows-up comfort and operates equally as well on the move or at a standstill. Utilizing the air inlet and blower provided with the heater, a special duct is added to direct a cooling flow of air out through a high-level, center register. A vacuum-operated valve in the duct opens when the control lever is switched to "Power Vent." The air stream can be directed across the interior as desired by setting the blower speed and adjusting the register vanes. The control for forced ventilation is totally integrated and permits either cowl outside air or heated air to be directed out of the high-level center outlet.



STAGGERED SHOCK ABSORBERS

The competition suspension has a staggered shock arrangement, designed to control spring wind up and wheel hop experienced with the tremendous instantaneous torque application of models equipped with four-speed manual transmissions. The left shock absorber is relocated to the rear of the axle, while the right shock absorber remains ahead of the axle. This arrangement acts directly to restrain and damp out the pitching motions of the axle housing during full-throttle starts.



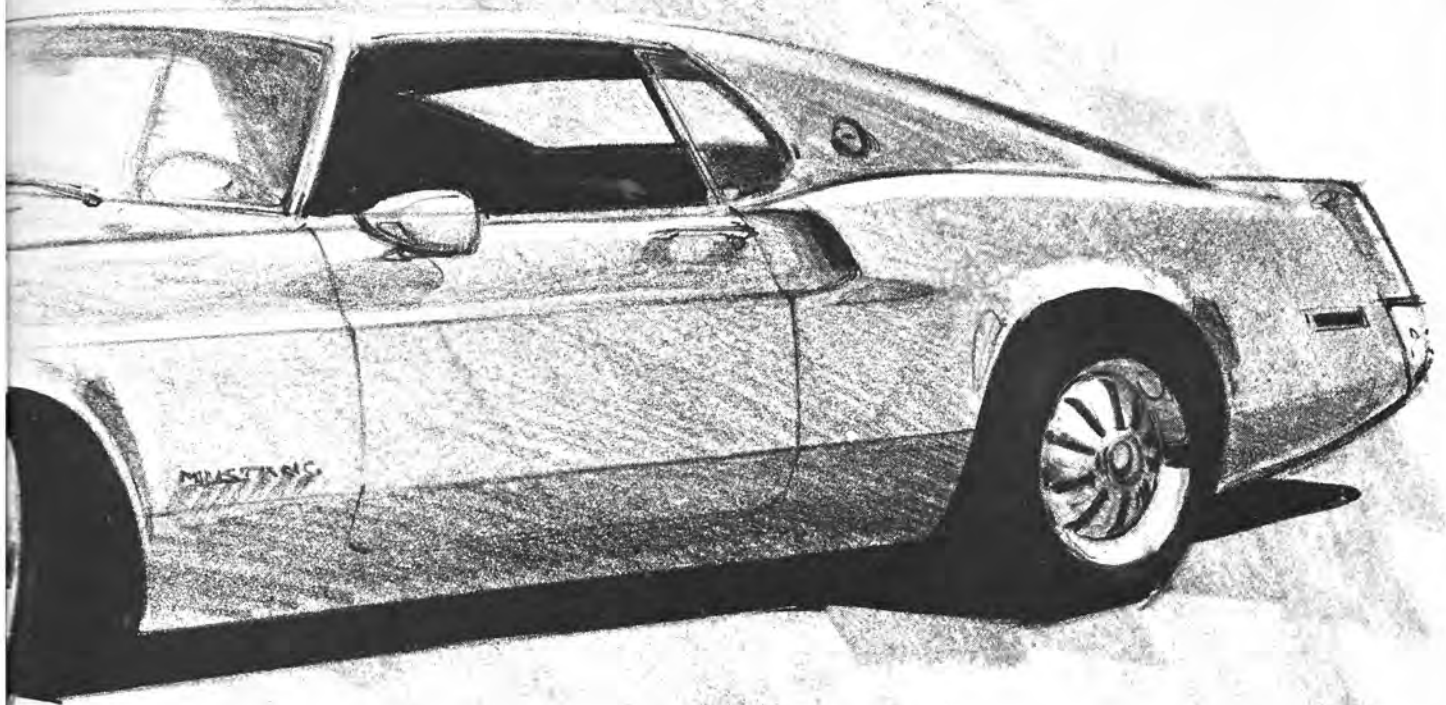
heavier than the 302. It is said to weigh less than 500 pounds with accessories, which is 50 pounds lighter than the 327 Chevy. It's still a "compact" V-8. New cylinder heads have bigger ports and valves to feed the extra inches, and various pieces of carburetion and camshaft equipment will offer various horsepower ratings.

Note: There are no plans to offer this as an all out "performance" engine at the start of the '69 model year. It will likely be used only in Mustangs and Cougars (and maybe Fairlane and Montego) at that time. Later on, possibly in the '69 model year, it will be used in other lines. Eventually it will be offered with tunnel-port heads, wild cams and carburetion, headers—and they say in hp ratings up to 450! Looks like a tremendous new engine.

No other radical mechanical innovations at Ford this year. Frames, suspensions and transmissions will continue about the same. A 250-cubic inch six-cylinder engine will be standard in Fairlanes and Mercury Montegos. The line of bigger V-8's will be about the same mechanically, but their applications will change. The new 429-cubic inch stagger-valve Thunderbird engine will be used in some senior Mercury and Ford lines. This basic engine will be subjected to some performance development later in the year. The 460-cube version of this engine, presently used only in the Continental Mk. III, will be used in the standard Lincolns. The 390 and 428 engines, based on a design started in 1958, will continue to be the bread-and-butter engines in Fords and Mercurys.

Now take a closer look at the individual lines:

1969 FORD MUSTANG 2+2



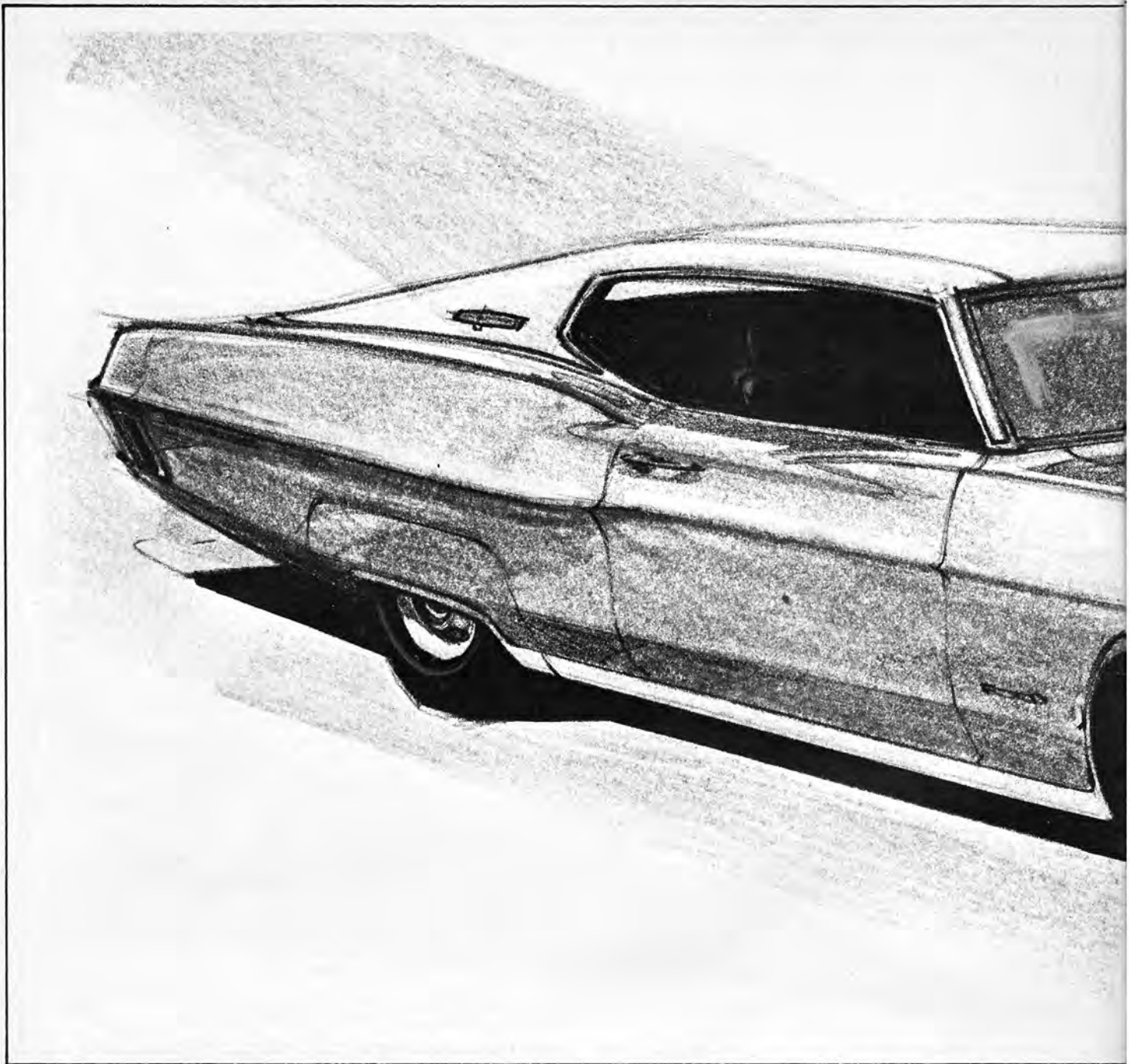
MUSTANG

We've mentioned the new body. The Mustang version will have a four-inch-longer hood, bold chrome striping on the side, and a neat rear spoiler. There is a scoop-like indentation on the top of the rear fender, just behind the door. The Mustang line will be upgraded in '69 with two new luxury/performance models: The "Mach I" will feature the boldest hood air scoop yet seen in the industry, accentuated by the sweeping fastback roofline and rear spoiler. This one will carry the new 351-cubic inch engine as standard equipment, and will be the performance model of the line. Then there will be a new "Grande" luxury model—with more subdued

body trim, but a really plush interior similar to the Cougar XR-7 today (leather seats, carpeted floor, wood grained instrument panel with round rally-type instruments, etc.) This will be a really fancy Mustang that will sticker for over \$3500 with normal options.

FALCON

Just a minor facelift. Ford isn't putting a lot of money and development into the Falcon anymore. It's not selling and the future is dim. It's too big to be a real "compact" and sell to the economy market—and it's too plain and uninteresting to sell as a family car in today's booming "luxury" market. It's a car without a home. Instead we hear rumors of Ford



developing a new foreign-type compact, code-named the "Delta," to be built at slightly lower labor rates in the Canadian factory. It would be somewhat smaller than the original 1960 Falcon (much smaller than today's Falcon), would sell for less than \$2000 with a 100-hp six-cylinder engine. The rumors were hot for awhile—until Henry Ford II came out the other day and said that Ford definitely was not planning to build an economy compact on this side of the Atlantic in the near future. So you figure it from there.

FORD FAIRLANE

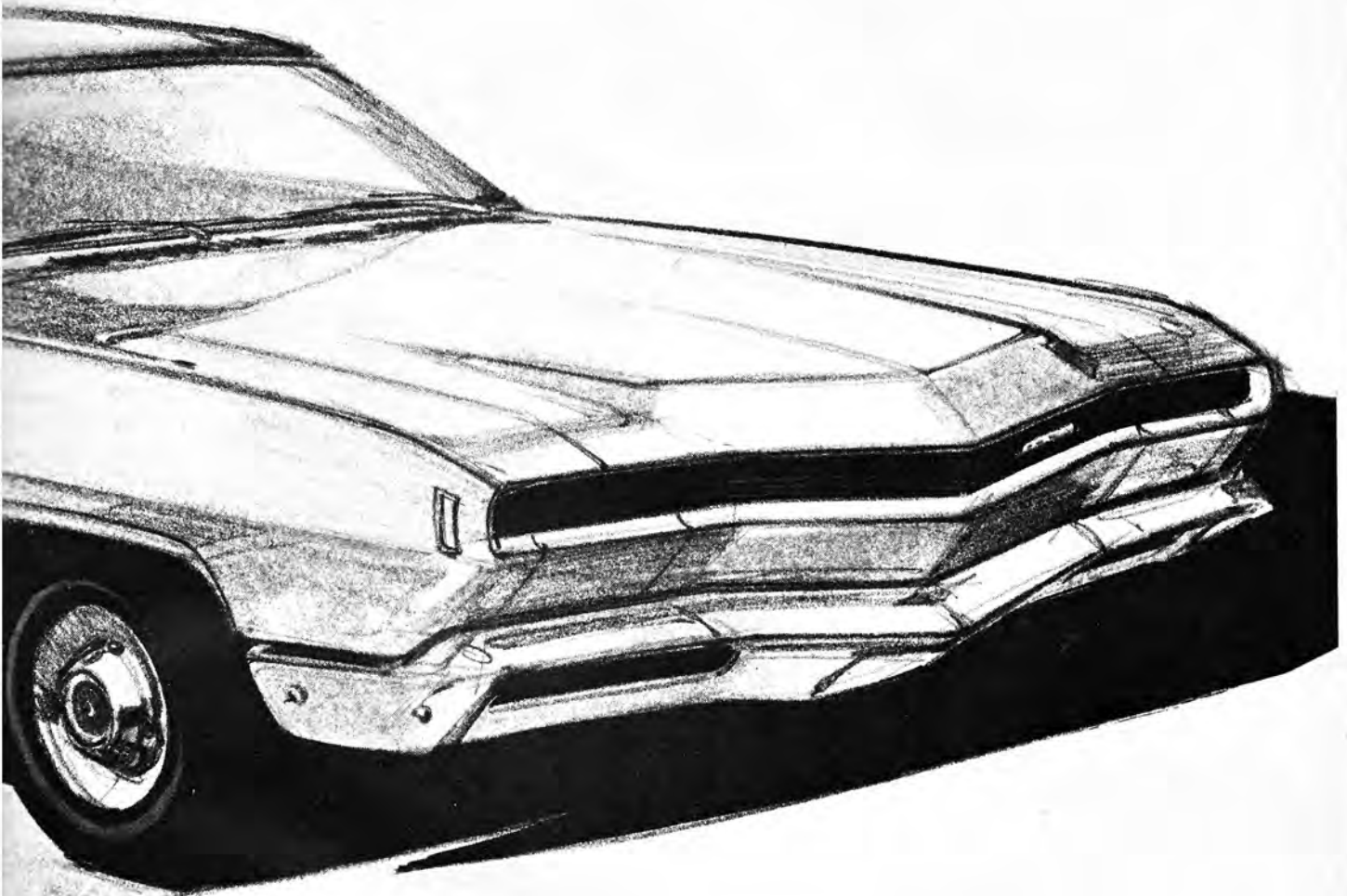
Minor facelift, since the body was new in '67. The Galaxie 240-cubic inch "Six" is being expanded to 14/motorcade

250 cubes, and will now be used as standard equipment in the Fairlane. (These cars used the 200-cubic inch "Six" as standard last year.) The cars are gradually getting heavier, and they need more torque and cubes for acceptable performance. The Torino GT line will get more attention this year, as it looks like the 428 high-performance engine has the guns to move out ahead of the GTOs and 4-4-2s and MoPar 440s in the Stoplight Grand Prix. It is possible that this engine will be made standard in the GT. Ford has got to do something about its performance image in the youth market.

FORD GALAXIE

Major sheet metal changes, but no new body shell.

1969 FORD "LTD" COUPE



Wheelbase will be lengthened two inches, to 121 inches, and over-all length will grow three inches. Chief benefit of the longer length is in rear seat legroom. The new styling theme emphasizes a slightly longer hood and shorter rear deck, a la GM. Another GM gimmick will be a "flared-fin" fastback coupe body. The new grille uses a coarse eggcrate theme, with more height in the grille area than in '68. The instrument panel is said to be all new, featuring a large rounded globe-like cluster for the main instruments in front of the driver. It's Ford's first panel design made specifically to meet the new crash safety regulations. Last year's was just a cobble-up job.

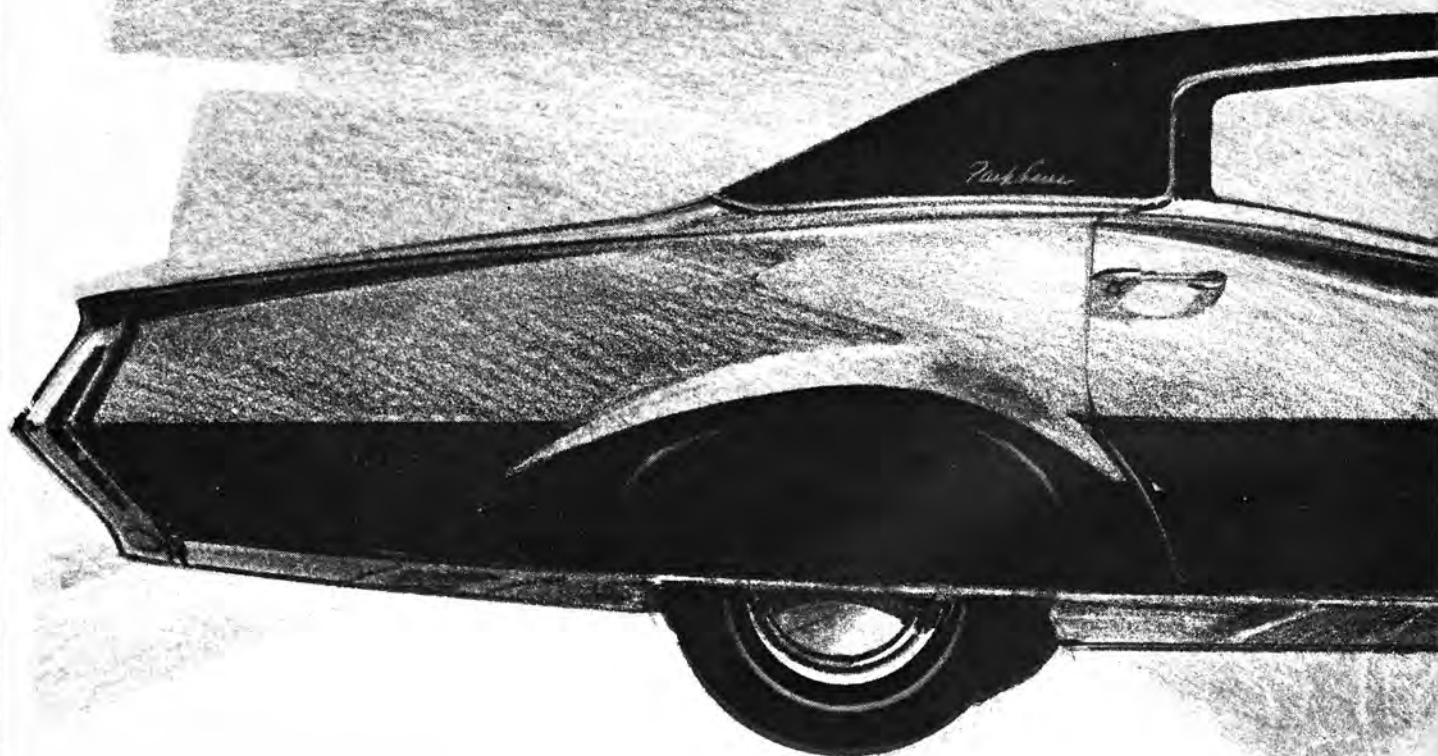
No major mechanical changes. The new 351 engine will not be used in the Balaxie at first, but maybe later in the model year. Standard Six will have 250

cubes (up from 240 in '68), and standard V-8 is the 302. But most will order the 390 or 428 engines. Performance options are being de-emphasized on the Galaxie, for additional emphasis in the smaller cars.

THUNDERBIRD

Very minor trim changes, and no major mechanical changes. Standard engine will be the new 429. The new optional Kelsey-Hayes skid-control braking system has been mentioned, and Thunderbird will use most of Ford's exotic new developments in electronics for '69. (They usually try the stuff on the higher-priced lines first.) Another gimmick that's rumored is a rear window de-icing system that uses electric wires embedded in the glass to melt the ice.

1969 MERCURY PARK LANE



T-bird has been ahead on gimmicks and gadgets for years!

COUGAR

Cougar will share the new Mustang body, with three or four inches more hood length and two inches more width. Mercury is retaining the general styling lines of the previous Cougar body, especially around the grille and back, as this was one of the best-looking bodies in the industry and sold very well. Cougar will get the convertible body this year also, to broaden its appeal in the mass market. This one is a real money maker for Mercury Division. The new 351 engine will be standard equipment in some Cougar lines this year

16/motorcade

(others will use the 302). No models will use the "Six." We hear the 390 GT engine may be dropped in favor of the 428 as the top performance option. The Cougar is appealing more to the youth market today, and you've got to keep up on the street scene to succeed here.

MONTEGO

Only minor styling changes and no major mechanical innovations. Mercury is trying to upgrade the intermediate Montego line to sell in the low/medium-price market as a family car. The economy versions haven't been selling, and the line hasn't yet found its niche in the higher-price market. One reason is that



1969 FORD FALCON

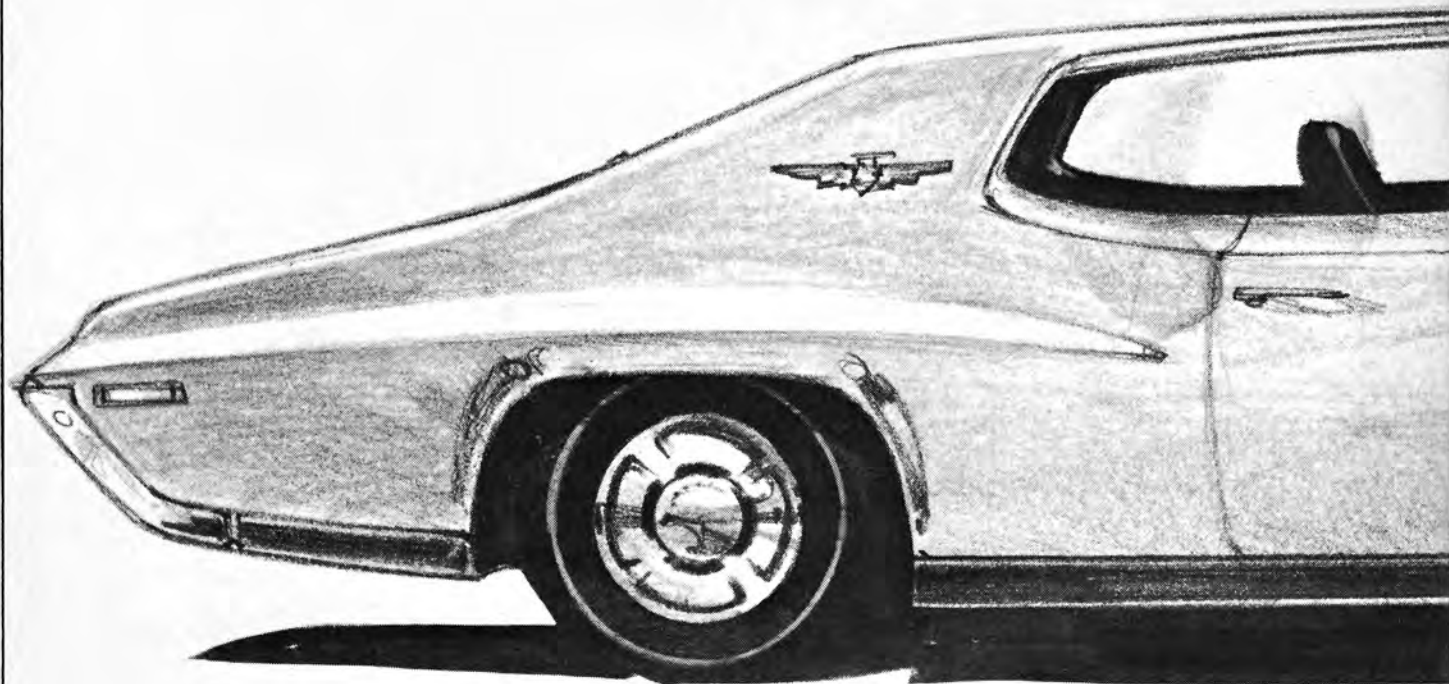


Mercury dealers and salesmen haven't been in touch with the market at which this car is aimed. They badly need a more vigorous youth image—and they're starting to get it now through the unexpected success of 427 Montegos in NASCAR racing this season. This is already rubbing off in the Southern states where stock racing is popular.

MERCURY

The latest plan at Ford is to make the Mercury into a "baby Lincoln"—to sell in the high/medium-price market, along with Chryslers and senior Olds, Buick and Pontiac models. The new top-line Marquis for '69 is stretched five inches, to 225 inch over-all length,

and the front end has been made to resemble the Lincoln. The wide low grille is very similar, and the front fenders come to a high squared-off point in front, a la Lincoln. The family resemblance is striking—and this is the way Mercury wants it. The Lincoln has been coming up fast in the luxury/prestige market, so it's really tough competition for top-line Cadillacs today. It has the image. So Ford has just decided to try to rub some of that image off on Mercury. But they are not going to try to sell them down in the low/medium-price range. The new Marquis line is even more plush and luxurious than before. And the cars will cost more money. There is a growing market for "junior prestige" cars in this country.



1969 FORD THUNDERBIRD

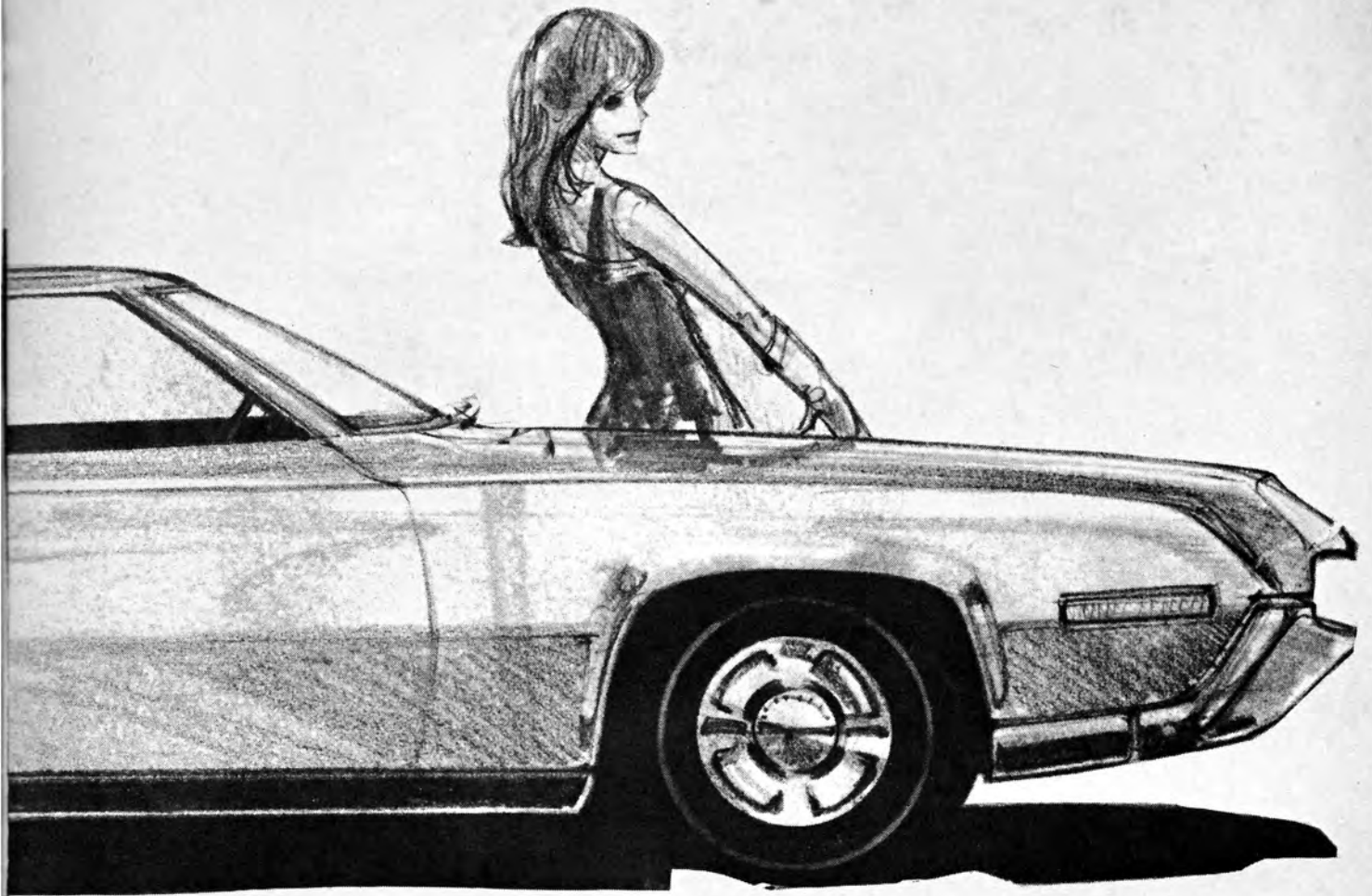
LINCOLN

Only minor styling changes, as usual. (Lincoln wants to hold "styling stability" over the years.) The new grille has a more course eggcrate theme, and taillights are bigger. But the main changes are in luxury features. Trunks will be fully carpeted, instrument panels will be of teakwood, and a luxurious hopsack material will be used for seats. Bullet-shaped outside rear view mirrors are painted to match the body, rather than chromed. They look more elegant. An interesting option we hear will be a rear window wiper and washer! We've been wondering when this would show up on an American car. The major mechanical change for Lincoln is the phasing

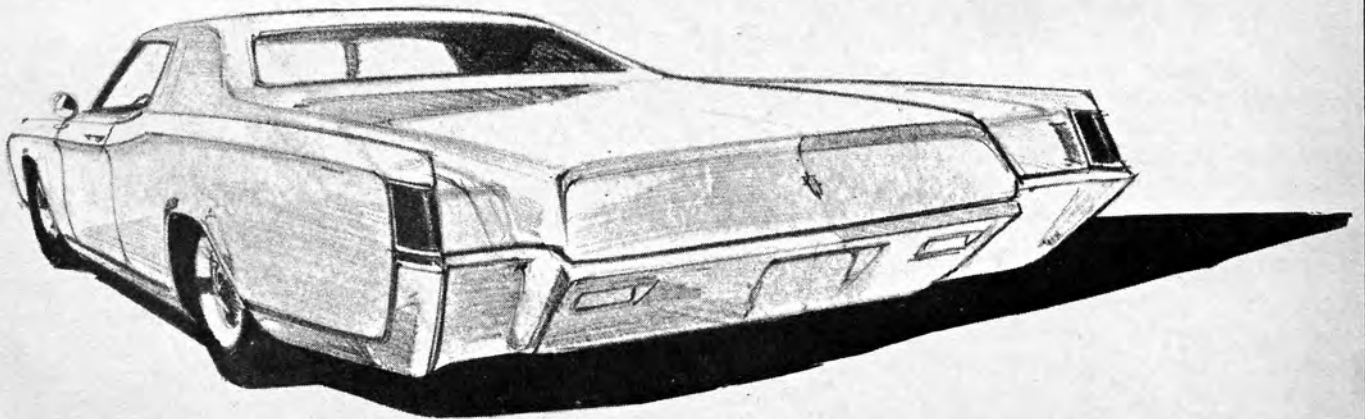
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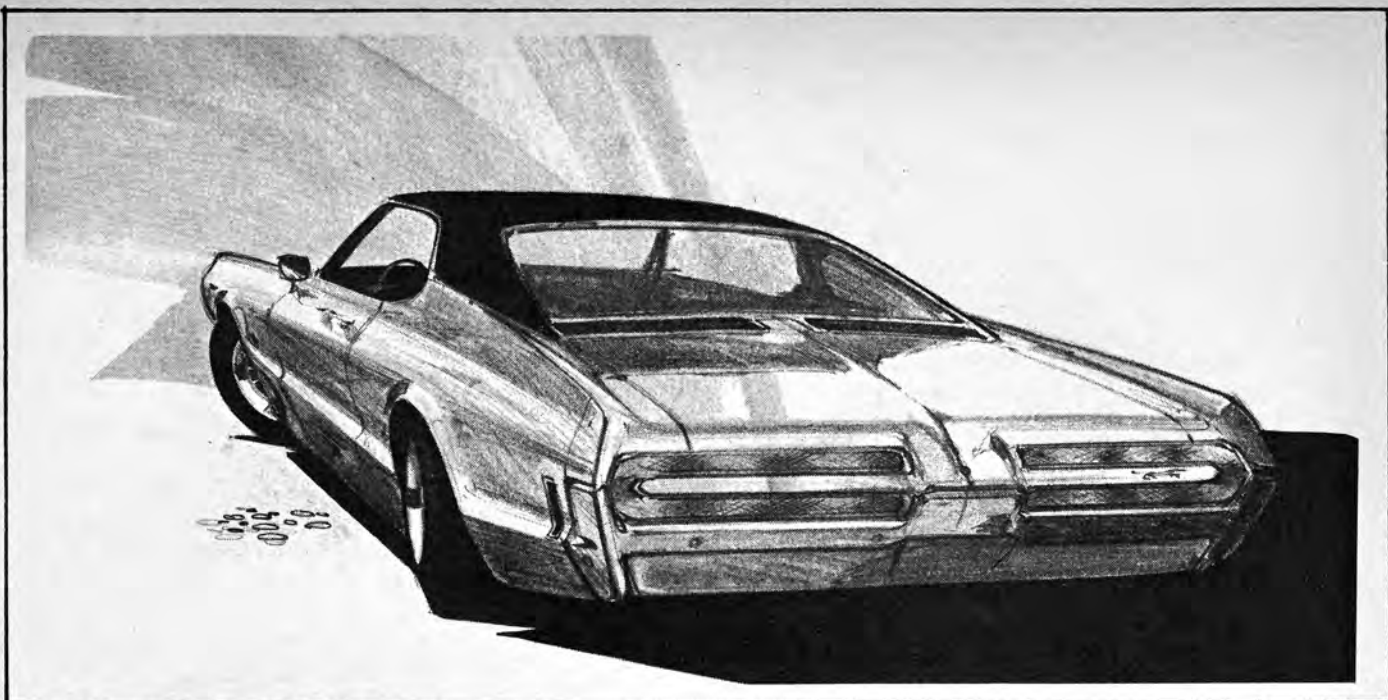
out of the old 462-cubic inch chamber-in-block engine that was first introduced in 1958 (and has been used only in the Lincoln for several years). It's a very bulky, heavy engine that costs a lot to build. The new engine will be the new 460-cubic inch stagger-valve design that was introduced in the Continental Mk. III this year. (Same basic engine as the Thunderbird 429.) This is a tremendous engine—smooth, quiet, strong, economical to build, and reliable and long-lived. It will be more widely used in Ford lines in 1969 and 1970.

How about the Continental Mk. III? Sorry, no changes for '69. This was only brought out this Spring, and the policy will be only minor year-to-year changes.

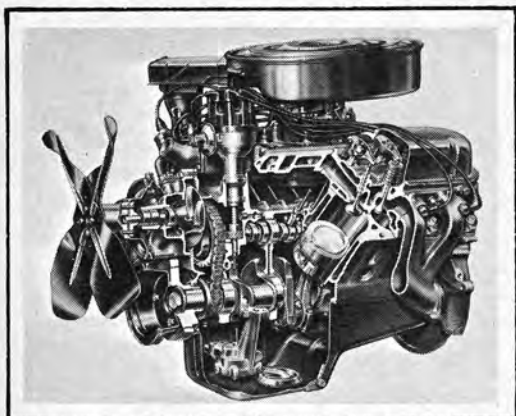


1969 LINCOLN CONTINENTAL

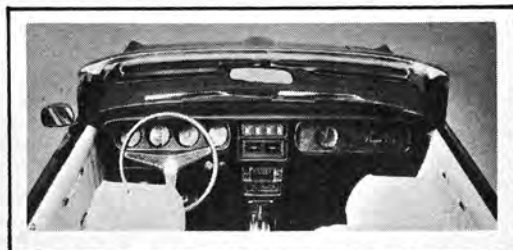




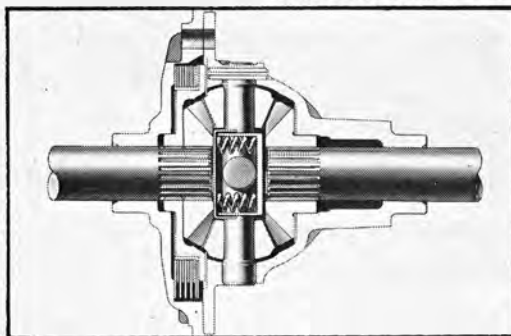
1969 COUGAR



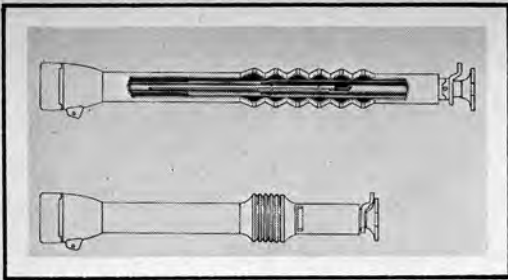
COUGAR'S 1969 MODEL STANDARD 351 V-8 with two-barrel carburetor puts out more horsepower on regular fuel. Resembling last year's 289 and 302 V-8s but with a longer 3½-inch stroke and higher 9.5 to 1 compression ratio, its huskier crankshaft has main bearing journals a full third larger. A higher capacity carburetor is mounted on the wider drop-center manifold that features improved sealing. Valves are larger, and cooling and lubrication have been improved in this new engine. An optional 4-barrel carburetor version has compression ratio of 9.8:1. Both these engines are optional on the Mercury Montego class cars.



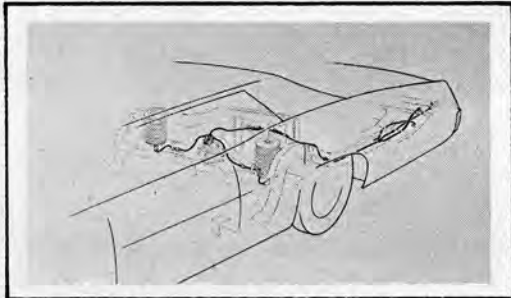
COCKPIT-TYPE instrument panel on the Cougar XR-7 for 1969 features a console-like center section separating twin simulated woodgrain instrument panel areas recessed into the surrounding vinyl panel padding. It includes many premium features that add to the luxury/sports image, including a tachometer adjacent to the speedometer. Map pockets are located on the rear of the bucket seat backs.



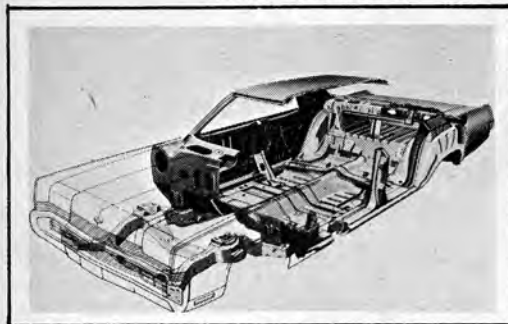
TRACTION-LOK DIFFERENTIAL is available in the 1969 Montego and Cougar. It is a torque-sensitive limited-slip design which actually locks both rear axles together more positively as power is added. Special preload springs work with the differential side gears and pinion gears to lock up the multiple-disc clutch pack more tightly as driving torque increases. The locking force increases in proportion to the amount of torque, even to the full output of the high-performance V-8s!



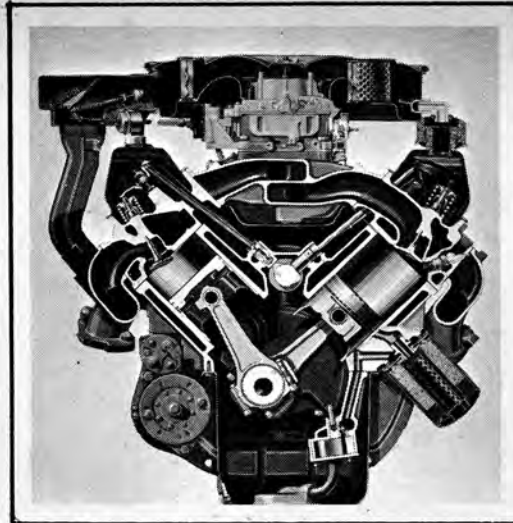
ENERGY-ABSORBING STEERING COLUMN of the 1969 Marquis and other new Lincoln-Mercury Division automobiles consists of a compressible telescoping shaft, a compressible shift tube and an outer tube with accordion-type rings which spread and flatten under impact. The column is fastened to the instrument panel with brackets containing breakaway mountings. All these components function together to allow the column to compress well over eight inches under heavy impact.



ADJUSTABLE AIR SPRINGS are available for the 1969 Marquis, Mercury Monterey and Marauder. These butyl air cells, inserted inside the rear coil springs, are an efficient and economical means of obtaining variable support to prevent over-taxing springs, maintain rear-end clearance and keep headlight beams normal under extra loads.



MARQUIS BODY CONSTRUCTION is extremely rigid, providing a greater proportion of strength to the body-frame combination. Underbody structure is of heavy steel, up to .075-inch thick in many places, with deep sills joined by four husky crossmembers and full-width reinforcements both above and below the floor pan. Parallel stiffening ribs also are stamped into the pan for added rigidity. Heavy gauge boxed rocker panels are welded to the inverted "U" sills which enclose the frame side rails. Advanced body fabrication techniques produce consistently uniform openings for doors and other attached parts.

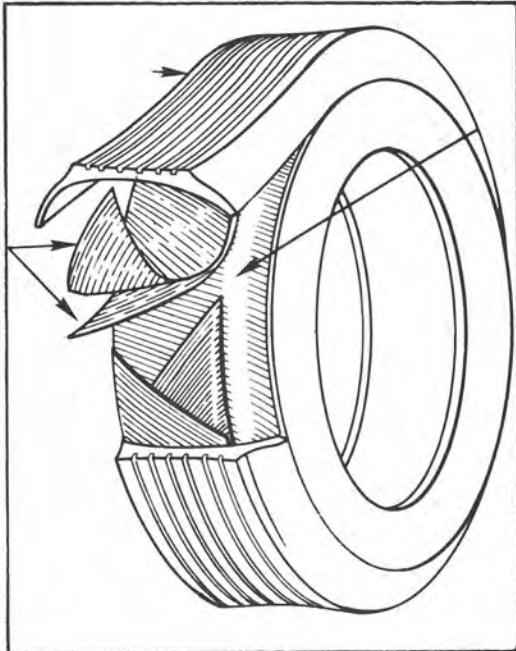
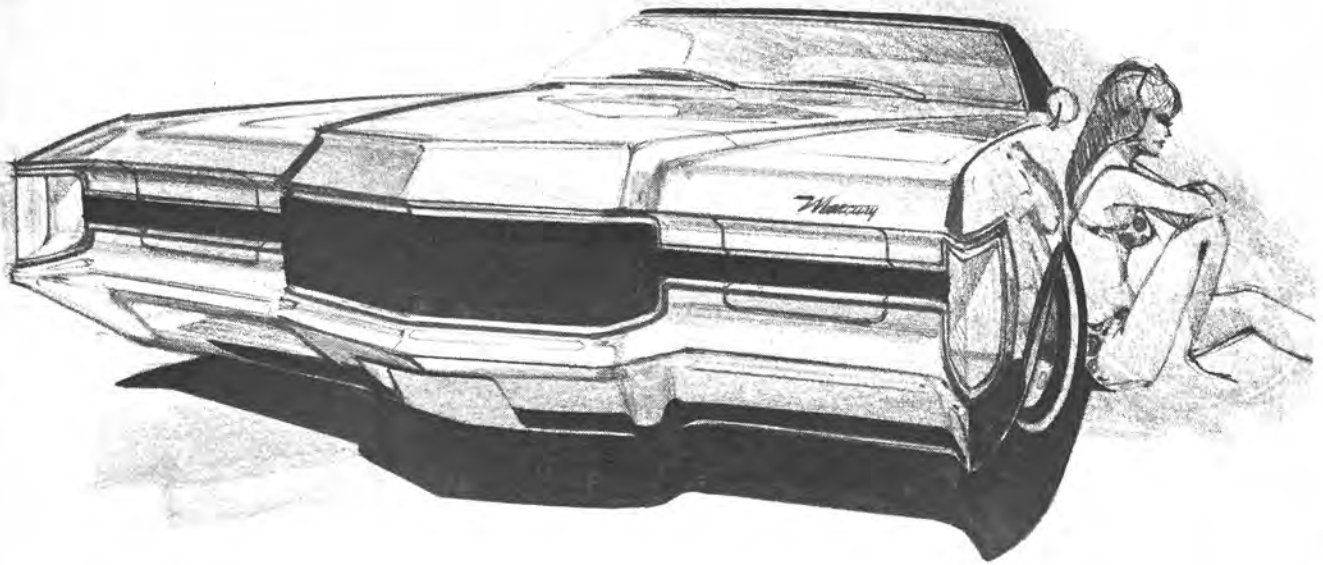


THE NEW STANDARD EQUIPMENT 429 V-8 FOR MARQUIS, shown here in cross section, has lightweight skirtless block, modified wedge-quench combustion chambers with canted valves operated by stud-mounted rail rocker arms and hydraulic lifters. The carburetor air cleaner has a hot-and-cold dual inlet system, and intake and exhaust ports are round in cross section.

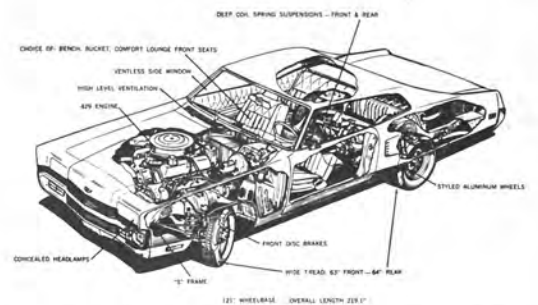
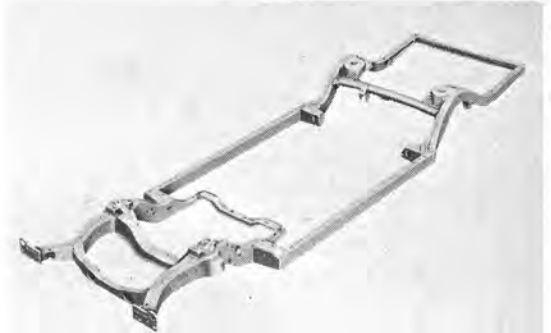


INSTRUMENT PANEL on the Mercury Cyclone is designed for maximum safety and convenience. The five dials set in a stylish simulated dark teakwood applique on the instrument cluster are directly in front of the driver for easy legibility. The teakwood applique also covers the lower dashboard. Three-spoke steering wheel with woodgrain appearance and rim blow feature (squeeze the rim to blow the horn) also are available.

1969 MERCURY MARQUIS BROUGHAM



BIAS-BELTED WIDE TREAD TIRES are available on the Marquis and other 1969 Lincoln-Mercury Division automobiles. Combining the soft ride and handling "feel" of bias-ply tires with the traction and durability of radials, they feature a double belt of fiberglass around the bias-ply carcass of uniformly strong polyester body cord. With this construction the tread rolls along the road like a belt, resisting the squirming that grinds away rubber. The fiberglass belt design also gives better puncture protection and cooler running.



The 1969 **MERCURY MONTEREY FRAME** is road-tuned and tailored to the car. Four torque boxes, one under each corner of the passenger compartment, allow the ladder-type perimeter design frame to flex and twist slightly to keep road shocks and vibration from the body. Front side members are curved outward ahead of the spring sockets to localize initial collapse in that area in the event of a serious front end collision, thus protecting the passenger compartment.