

# *trend-setting trio*

## *camaro, cougar, mustang*

MOTOR TREND REPORT by John Ethridge and Steven Kelly

**B**OTH 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.

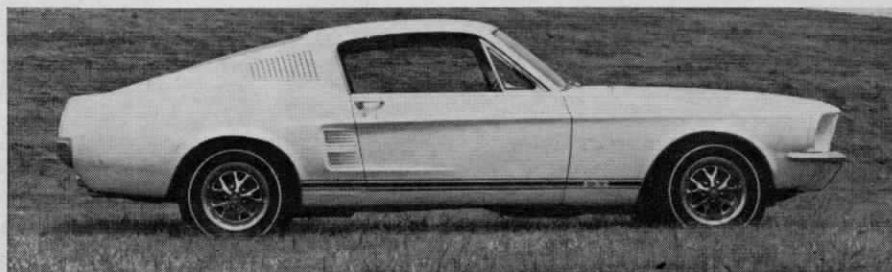
After looking at all three, we think you'll agree that any one of them would make a coveted possession, and collectively, they provide the most flair and excitement on the 1967 automotive scene as it unfolds.



*Camaro*



*Cougar*



*Mustang*

**trend-  
setting  
trio**

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.

**E**NTER 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.

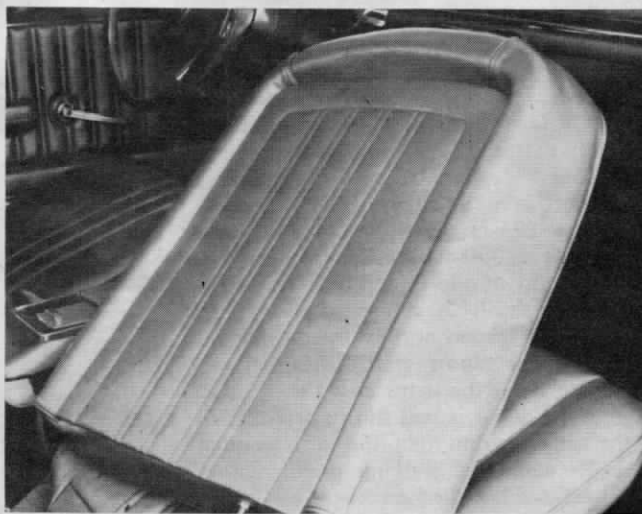
Safety looms large in the Cougar's



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.



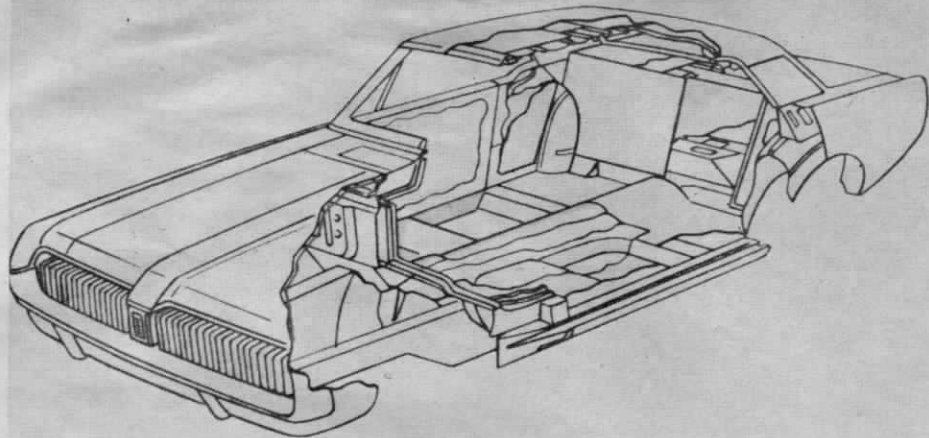
Cougar's seatbacks have energy-absorbing padding for protection of rear seat passengers. Hex screw is for rake adjustment.



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



# SOUND DEADENING MATERIALS



## cougar *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.

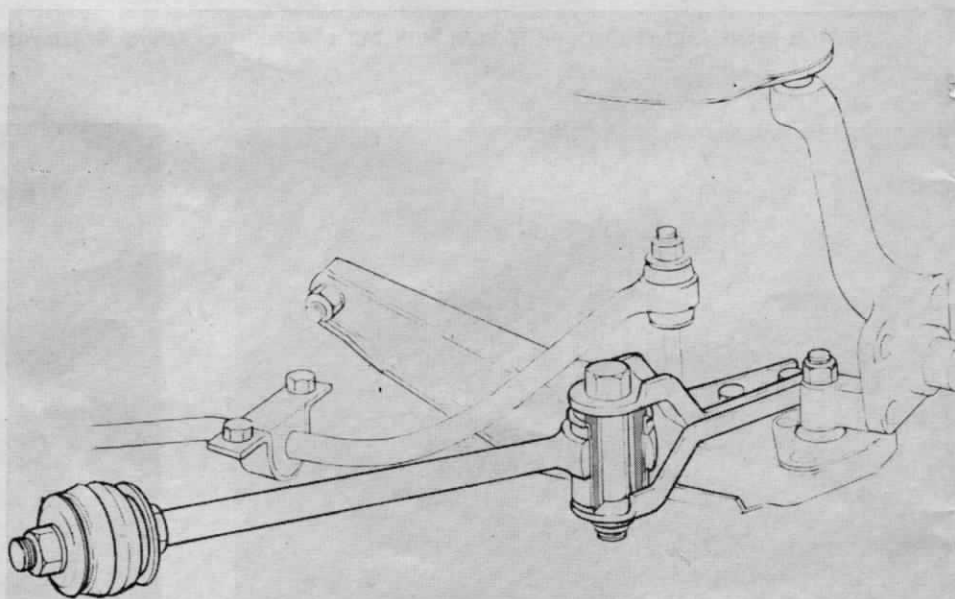
Cougar offers three powerplants: standard is a 289-cubic-inch, 200-hp V-8 with a 225-hp version available, and there is a 390-cubic-inch, 320-hp V-8 at the top of the line. Three transmissions are available: a 3-speed all-synchro as a price leader, and a 4-speed manual or 3-speed "sport shift" automatic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

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



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

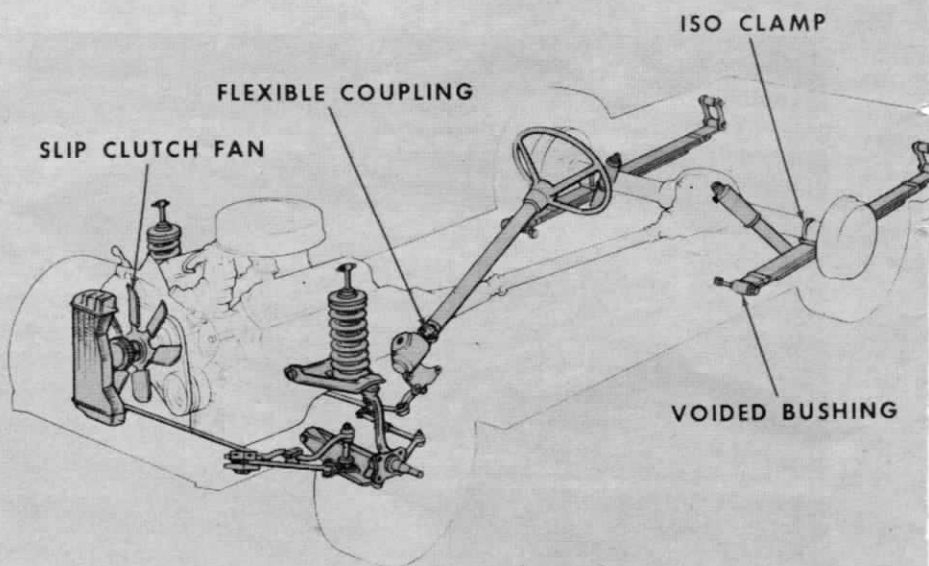
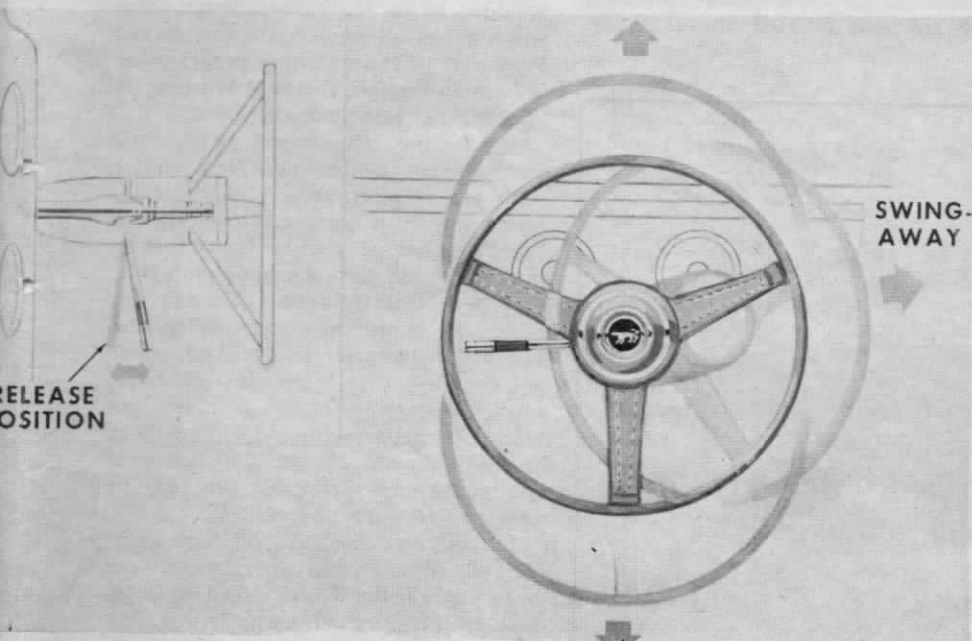


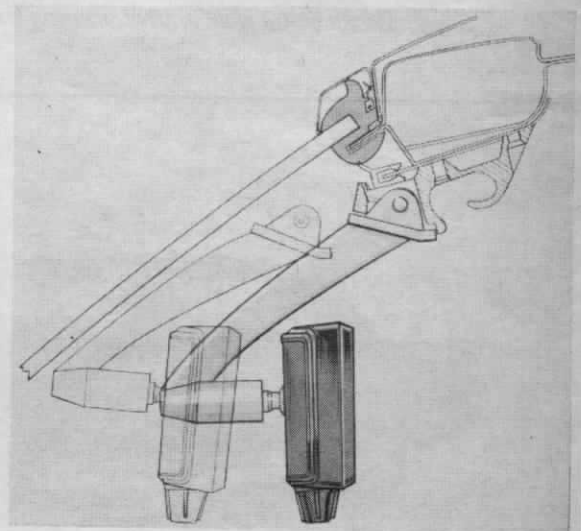
Diagram shows measures taken to quiet Cougar for stalking prey without detection.



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



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



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

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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