

Cyclone Montego Torino **REGISTRY UPDATE 1/15 covering 68-69**



The Lorain OH assembly line- where all midsize Mercs were built 68-79



A micro machine





Cale Yarborough at the Firecracker 400 in a Woods car!

entry in the young, lucrative "intermediate" market...



And Montgo represents only PART of your intermediate market...

ONE OUT OF EVERY SIX INTERMEDIATE SOLD IN 1968 WAS A "MUSCLE CAR!"

PRICE POSITION
INTERMEDIATE MODEL LINE RANGES

MODEL	1968	1967
Mustang	\$1,999 - \$2,999	\$1,999 - \$2,999
Ford	\$1,999 - \$2,999	\$1,999 - \$2,999
Chevrolet	\$1,999 - \$2,999	\$1,999 - \$2,999
Oldsmobile	\$1,999 - \$2,999	\$1,999 - \$2,999
Pontiac	\$1,999 - \$2,999	\$1,999 - \$2,999
Chrysler	\$1,999 - \$2,999	\$1,999 - \$2,999
AMC	\$1,999 - \$2,999	\$1,999 - \$2,999
Volvo	\$1,999 - \$2,999	\$1,999 - \$2,999
Alfa Romeo	\$1,999 - \$2,999	\$1,999 - \$2,999
BMW	\$1,999 - \$2,999	\$1,999 - \$2,999
Mercedes-Benz	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce	\$1,999 - \$2,999	\$1,999 - \$2,999
Bentley	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Silver Ghost	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom II	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom III	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom IV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom V	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom VI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom VII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom VIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom IX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom X	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XIV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XVI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XVII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XVIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XIX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXIV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXVI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXVII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXVIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXIX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXIV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXVI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXVII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXVIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XXXIX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XL	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLIV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLV	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLVI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLVII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLVIII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom XLIX	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom L	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom LI	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom LII	\$1,999 - \$2,999	\$1,999 - \$2,999
Rolls Royce Phantom LIII	\$1,999 - \$2,999	\$1

Mercury dealer promo flyer



Off to the races! All these 'body in white' were destined to become Nascar racers



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