

Cyclone Montego Torino REGISTRY UPDATE 6/16 covering 68-9







Another view of the intermediate row @ Ford Carlisle- always the 1st week in June- if you can only make one show in a year - this is it!



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

[illegible]

A "muscle car" has been defined as any intermediate with an engine of at least 300 CID and 300 H.P. Lincoln-Mercury's basic "muscle car," the Cyclone GJ, is priced right in the middle of this "hot" market, and its 428 CID engine will outperform any super-size V-8 available today except one. That's the Chrysler 426 CID, 8-barrel, "street hunk"—but this engine is optional at more than \$1,000. So...



**Cyclone C2
Setting
Advantages:**

- Special high-performance body design
- True fastback styling
- Blackout grille and high-performance hood design
- 18" alloy wheels

HERE'S YOUR SECOND ENTRY IN THE "MUSCLE CAR" FIELD...

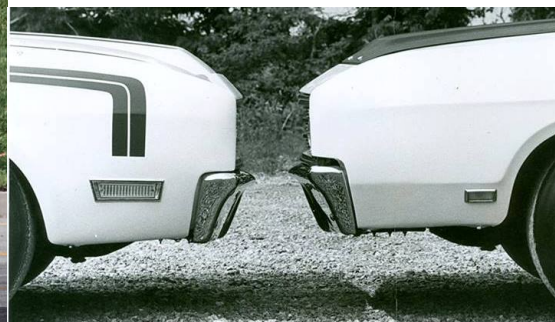


Here's the true size of your new "muscle car" opportunity: of the 370,000 "muscle cars" sold

Get "On the Muscle"—with your new Cyclone C-1 and Cyclone Scooter.



two for the money
and
one for the road



MANY OLD, TRADITIONAL BUYING PATTERNS HAVE
CHANGED... MANY NEW BUYER DEMANDS
HAVE EMERGED



The impact of youth and youthful thinking has generated a demand for sports-specialty cars (like Cougar, Mustang, Camaro, Firebird, Javelin and Barracuda)—plus the new high-performance “muscle cars” (like the Cyclone G2, Road Runner, GTX, Charger, Cobra Jet and Super Bee).



Our noncar Cyclone is a ski boat, one of many.

