

# Cyclone Montego Torino REGISTRY UPDATE 9/18



young, lucrative "intermediate" market...

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

UNDERVALUED	3.00		
FAIRLY VALUED	3.00	3.00	3.00
OVERVALUED	3.00	3.00	3.00

A "muscle car" has been defined as any intermediate with an engine of at least 280 CID and 200 H.P. Lincoln-Mercury's basic "muscle car," the Cyclone CJ, 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 over \$800.00—extra-cost!



Cyclone CJ  
 Setting  
 Advantages:

- Special high-performance body design
- True fastback styling
- Blackout grille and high-performance hood design
- F-70 x 14 belted WSW tires
- CJ478 engine.

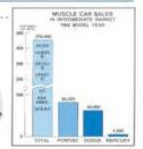
HERE'S YOUR SECOND ENTRY IN THE "MUSCLE CAR" FIELD...

The New Cyclone Spoiler is Designed and Priced to Give You the "Pole Position" in Local Competition for Young, Performance-Minded Buyers!



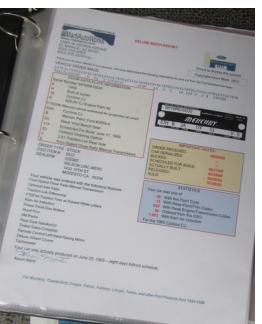
**Cyclone Spoiler Special Features:**

- Unique styling • Distinctive, race-oriented colors, white with Café Verbouwen red top and rear deck or Dark Gurrey blue top and rear deck with signature decal • Fender decal • Hood decal • Hood tabs • Stripes • Hood lock pins • Body side blue stripes • Rear-deck spoiler • Argent-styled steel wheels • Racing mirrors (L.H. remote & R.H. manual) • High-performance 3.25 to 1 axle • F-70 x 14 beehive BSW traction tires. (Required extra-cost equipment) • Cyclone CJ grille • 351 V-8 engine • dual exhausts (Required extra-cost equipment) • Vinyl seating wheel cover



Here's the true size of your new "muscle car" opportunity: of the 370,000 "muscle cars" sold in 1968, Pontiac got 54,000 sales... Dodge 64,000... Mercury only 4,000.

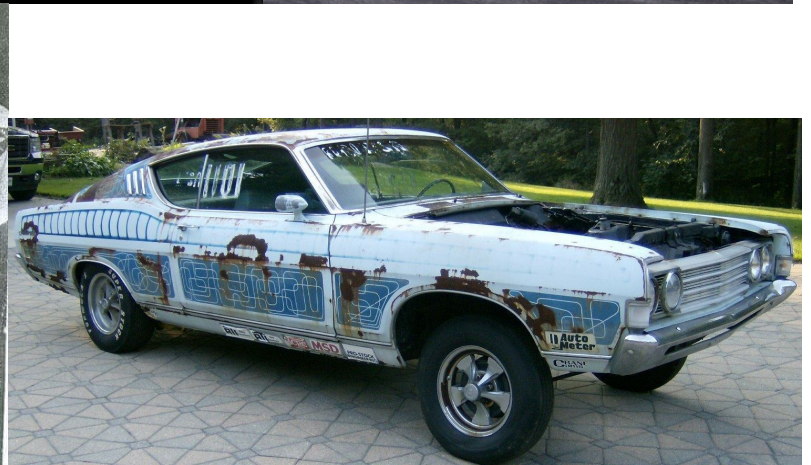
Get "On the Muscle"—with your new Cyclone CJ and Cyclone Spoiler!







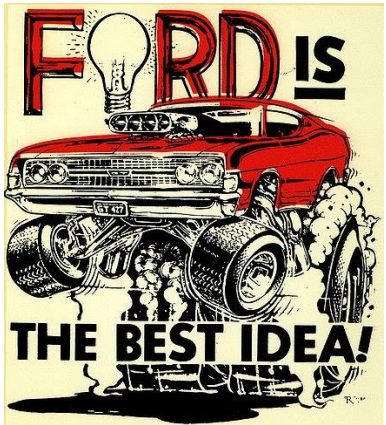
Carlisle '18



Moonshine runner in 71

Period psychedelic painted drag racer found





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