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1967 Mercury Cougar Restoration Guide

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RESTORATIONESSENTIALS

1967 Mercury Cougar

Factory-Correct Restoration Guide

Key facts at a glance

Wheelbase	111 in — concealed headlamps, sequential taillamps
Engines	289 V8 (200/225 hp); 390 V8 GT (320 hp)
Transmissions	3-speed manual, 4-speed manual, 3-speed automatic
Production	150,893 total (first-year car) Identifier VIN 7T91_/7T92_ — the 91/92 body codes are the Cougar marker Single-year coverage. Factory-correct...

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Single-year coverage. Factory-correct specifications. No guesswork.

SAMPLE EXCERPT — full guide available at the link on the cover sheet



About This Guide

This is the RestorationEssentials factory-correct restoration guide for the 1967 Mercury Cougar — one model, one year, nothing else. Every specification in this guide was checked against marque references, factory literature excerpts, and enthusiast documentation before it was written.

Our operating ethic is simple: we don't lie and we don't steal, we offer value. That means three things for this guide. First, no invented specifications — every number has a source. Second, where reputable sources disagree, the disagreement is disclosed in the text and in the Sources, Conflicts & Omissions section rather than papered over. Third, where a detail could not be verified, it is omitted and the omission is recorded — an honest gap beats a confident fabrication.

How to use this guide: start with the VIN and fender-tag (or door data plate) decoding sections to establish exactly what your car was when it left the factory. Use the engine, transmission, axle, paint, and casting sections to verify that what is on the car today matches what should be there. Use the rust and restoration-sequence sections to plan the work. And keep this guide in the shop — it is a working document, not a coffee-table book.

A final note: these cars are sixty years old. Parts have been swapped, tags have been lost, and memories have faded. Trust

the metal — casting numbers, date codes, and stampings — over stories. When in doubt, photograph everything and verify

against the factory service manual for your year.

1. Manufacturer History: Mercury

Mercury was founded in 1938 by Edsel Ford to fill the gap between Ford and Lincoln — a medium-priced car with a little more style and a little more power than a Ford. The first Mercury used a 239-cubic-inch flathead V8 (95 hp to Ford's 85) and promptly became the darling of the nascent hot-rod scene; a chopped '49 Mercury remains the definitive custom car.

The 1950s and early 1960s saw Mercury yo-yo between identities — briefly pushed upmarket, then back down — but the mid-1960s gave it a genuine performance voice. The Comet, Mercury's compact, grew teeth: the Cyclone package turned it into a credible performance car, and when the Comet moved to the intermediate Fairlane platform for 1966, the Cyclone GT's 390-cubic-inch V8 made Mercury a real player in the muscle market. The 1967 Cougar gave Mercury its own pony car.

Mercury's muscle cars were always Fords underneath, which is a gift to the restorer: engines (small-block Windsor, FE big-block, 385-series 429), transmissions (Toploader four-speed, C4/C6 automatics), and 9-inch rear axles interchange across the Ford corporate parts bin, and Ford's Master Parts Catalog plus Marti Reports (built from Ford's own production database) make documentation unusually solid for a 1960s brand.

The 1970s turned Mercury toward personal luxury (Cougar XR-7, Marquis), and the brand gradually lost its distinct identity, becoming a slightly dressed-up Ford. Ford discontinued Mercury in 2011. But the 1964-1971 Cyclones — from the Comet-based originals to the aero-warrior Spoiler II — remain some of 1967 Mercury Cougar

the most distinctive and underappreciated muscle cars of the era, and correct restoration rewards the owner with a car that stands out at any show.

2. Model History: Mercury Cougar

The Cougar was Mercury's answer to the Mustang — but it was never a rebadged Mustang. Built on a 111-inch wheelbase (three inches longer than the Mustang), the 1967 Cougar was positioned as the



Mercury's pony car: more refined, more luxurious, and more distinctive, with the two features that defined it from day one — vacuum-operated concealed headlamps and full-width sequential taillamps. It was an immediate hit: nearly 151,000 sold in its first year.

The XR-7 trim made the Cougar's luxury case with its woodgrain dash, toggle switches, and overhead console, while the GT package made its performance case. The one-year-only specials — the 1968 XR-7G (Dan Gurney's signature edition) and the GT-E with the 427 — are the blue-chip early Cougars. For 1969 the Cougar added a convertible and the Eliminator performance package (including the Boss 302), and for 1970 it carried the muscle formula to its peak with the 351 Cleveland and the 428 Cobra Jet. For 1971 the Cougar was redesigned on a 112-inch wheelbase with exposed headlights — the hidden lamps were gone — and the Eliminator was dropped. The 1971 cars are bigger, heavier, and more luxurious, with the 429 Cobra Jet topping the lineup. The 1967-1970 cars in this series are the classic Cougars: the hidden-headlamp, sequential-taillamp cars that defined Mercury's pony-car identity.

3. What Makes the 1967 Unique

The 1967 Cougar is the first-year car — the one that established everything the Cougar would be: the 111-inch wheelbase (three inches longer than the Mustang), the vacuum-operated concealed headlamps, the full-width sequential taillamps, and the European-flavored luxury positioning that separated Mercury's pony car from Ford's. Nearly 151,000 sold in year one made it one of the most successful automotive launches of the decade.

The 1967 engine lineup: the 289-cubic-inch V8 (4.00 x 2.87 inches) in two-barrel (200 horsepower) and four-barrel (225 horsepower) form, and the 390-cubic-inch FE V8 (4.05 x 3.78 inches) with the four-barrel, 320 horsepower, in the GT package. The GT also brought the heavy-duty suspension, front disc brakes, and the handling package that made the Cougar the driver's choice in the pony-car class. The XR-7 trim — woodgrain dash, toggle switches, overhead console — made the luxury case.

First-year details are the 1967 Cougar's trap: the 1967-only grille and headlamp-door mechanisms, the 1967 interior patterns, and the launch-year trim specifics. The vacuum headlamp system is the car's signature mechanism and its most common failure — restore the vacuum motors, lines, and actuators to factory specification, because converted-to-electric cars lose both correctness and value.

For the restorer, the 1967 Cougar's verification points are the VIN's engine code, the 91/92 body codes, the door data plate, and the build date. The GT package's equipment — verify against the data plate and 1967 Mercury Cougar

the Marti documentation — is frequently cloned onto standard cars. Production totaled 150,893 (MotorTrend marque history), making the 1967 the highest-production Cougar year and the most available classic Cougar.

Year-to-year changes at a glance.

- Cougar introduced — Mercury's pony car on a 111-inch wheelbase.
- Concealed headlamps and sequential taillamps from day one.
- Engines: 289 (200/225 hp), 390 GT (320 hp); XR-7 luxury trim.
- Highest Cougar production year: 150,893 cars.

4. VIN Decoding

1967 Cougar VINs read 7T91C (shown with the 289 two-barrel). The 91/92 body codes identify the Cougar hardtop.

Position

Meaning

Codes / Notes