

NOTICE:

Product changes since this literature was printed

The following changes in standard and optional product equipment have been made since the printing of the Product Literature. Please check with your dealer if you have any questions.

1968 MERCURY

- ☐ The total Mercury model count is now 34 with the addition of the new Brougham 2-door hardtop. The Brougham 2-door features Marquis styled cloth and vinyl seat and door trim and twin-comfort lounge seats as standard equipment. Interior colors and materials include: Black, Dark Blue, Nugget Gold, or Dark Ivy Gold Premiere Fabrique fabric and crinkle vinyl; or Dark Red Camelot fabric and crinkle vinyl.
- ☐ The Colony Park simulated woodgrain side paneling is now offered as an option on the Park Lane and Brougham 2-door hardtops and the Park Lane convertible.
- ☐ The Oxford (vinyl covered) roof is now standard on all Brougham models.
- ☐ The Marquis styled vinyl covered roof is now offered as an option on the Montclair 2-door hardtop.
- ☐ The electric clock is now optional on Montclair.
- ☐ The windshield pillar padding has been replaced by color-keyed metal moldings on all models.
- ☐ The spare tire cover is no longer available.
- ☐ The deluxe (simulated woodgrain) steering wheel is now optional on Montclair, Park Lane and Colony Park models.
- ☐ The optional right hand side-view mirror is no longer available.
- ☐ Tinted windshield is not available. Full tinted glass is available.
- ☐ Rear seat shoulder belts are no longer available.

1968 MONTEGO, CYCLONE AND COMET SPORTS COUPE

- ☐ Deep-loop carpeting is now standard on all Montegos.
- ☐ Instrument panel courtesy lights are now optional for Montego MX hardtop, sedan and station wagon as part of the courtesy light group option.
- ☐ The reflective tape stripe option for Cyclone and Cyclone GT is no longer available.
- ☐ The Special Performance Handling Package option for the 302 cu. in. engine is no longer available. It is standard with all Cyclone GT models.
- ☐ The 427 CID engine is no longer available.
- ☐ The exterior engine emblems for 302 V-2 and 4-V engines are no longer available.
- ☐ The 289 2V (195 H.P.) engine replaces the 302 V-2 engine as the standard V-8 engine option for the Comet Sports Coupe.
- ☐ Wire wheel covers are no longer available as an option.
- ☐ The Deluxe steering wheel is now optional on all Cyclone and Cyclone GT models.
- ☐ The Visual Check Group option is no longer available.
- ☐ The optional GT engine accessory group is no longer available.
- ☐ The windshield pillar padding has been replaced by color-keyed metal moldings on all models.
- ☐ Tinted windshield is not available. Full tinted glass is available.
- ☐ Rear seat shoulder belts are no longer available.
- ☐ The second seat back pad is no longer available on the Montego MX station wagon.
- ☐ The rear window defogger is no longer available as an option.
- ☐ The Appearance Protection Group is not available as an option.

1968 COUGAR

- ☐ The windshield pillar padding has been replaced by color-keyed metal moldings as standard equipment.
- ☐ The following items are no longer standard on the base Cougar. They are now part of the optional Decor Group and standard on the XR-7:
 - Padded windshield pillars and roof rails.
 - Rear seat armrests.
 - Deluxe steering wheel with simulated woodgrain rim.
 - Rocker panel molding.
- ☐ The Visual Check Panel is not available on any Cougar except the XR-7, where it is standard.
- ☐ Front and rear bumper guards are now optional on all Cougars except the GT•E, where they are not available.
- ☐ Optional red band FR 70 x 14 radial-ply tires are no longer available. White sidewall FR 70 x 14 radial-ply tires are available.
- ☐ The 289 CID V-8 (195 H.P.) replaces the 302 CID V-8 as the standard engine in the base Cougar. The 302 CID V-8 is included in base Cougars with the Decor Group Option and in the XR-7.
- ☐ Tinted windshield is not available. Full tinted glass is available.
- ☐ Rear seat shoulder belts are no longer available.
- ☐ Deluxe seat and front shoulder belts are now optional on XR-7.
- ☐ The rear window defogger is not available as an option.

1968 LINCOLN CONTINENTAL

- ☐ The vanity mirror is now optional.

The following is the official Ford Motor Company warranty. This supersedes all Ford Motor Company warranties previously published for the 1968 model year.



FORD MOTOR COMPANY



FORD MOTOR COMPANY OF CANADA, LIMITED NEW PASSENGER CAR AND RANCHERO WARRANTIES EXCLUDING BRONCO AND CLUB WAGON

BASIC VEHICLE WARRANTY

Ford Motor Company in the case of a vehicle purchased by the owner in the United States, or Ford Motor Company of Canada, Limited in the case of a vehicle purchased by the owner in Canada, each hereinafter called "the Company", warrants to the original retail purchaser (hereinafter called "Original Purchaser") each part of a new and unused 1968 model Ford-built passenger car (except Bronco or Club Wagon) or Ranchero to be free under normal use and service from defects in factory material and workmanship for a period of 24 months from the date of original retail delivery or first use, or until it has been driven for 24,000 miles (1), or until sold by the Original Purchaser, whichever comes first.

POWER TRAIN AND STEERING, SUSPENSION, AND WHEEL WARRANTIES

In addition, the Company further warrants to the Original Purchaser each part of (i) the following Power Train components: engine block, head, and all internal engine parts, water pump, intake manifold, transmission case and all internal transmission parts, torque converter (if so equipped), drive shaft, universal joints, rear axle and differential, and rear wheel bearings, and (ii) the following Steering, Suspension, and Wheel components: suspension system, steering gear and linkage, power steering pump, road wheels, and front wheel bearings and seals, of such a vehicle to be free under normal use and service from defects in factory material and workmanship for a period of five (5) years from the date of original retail delivery or first use, or until it has been driven for fifty thousand (50,000) miles (1), or until sold by the Original Purchaser, whichever comes first.

The Power Train and Steering, Suspension, and Wheel Warranties do not include or apply to related items such as ignition, electrical, fuel, cooling, or brake systems, engine or transmission controls or linkages, steering column, clutch assembly, shock absorbers, or load-leveling system, which are covered by the Basic Vehicle Warranty.

SECOND PURCHASER WARRANTY PROVISIONS

The second retail purchaser of such a vehicle (hereinafter called "Second Purchaser") may obtain transfer and reinstatement of the Power Train and Steering, Suspension, and Wheel Warranties for the unexpired portion thereof (except for vehicles equipped with engines listed in footnotes 1, a and b) or until the vehicle is sold by the Second Purchaser, whichever comes first, provided (i) the application for transfer and reinstatement is made through a Ford, Ford of Canada, or Lincoln-Mercury dealer within 1 month or 1,000 miles of use after the Second Purchaser's acquisition of the vehicle, whichever is earlier, and the dealer determines that required maintenance services as hereinafter outlined have been performed on the vehicle and, by inspection of the vehicle, that it does not then require repair; and (ii) the Company verifies that the applicant is a Second Purchaser, that the vehicle has not exceeded the 5-year or 50,000-mile limit and that it has not suffered an occurrence which would void the warranties as hereinafter provided.

The dealer will charge a fee not to exceed \$25 for inspecting the vehicle and processing the application, and the Second Purchaser, upon transfer and reinstatement of the warranties, will pay the first \$25 of repairs and replacements made, on each visit, on a warranty basis.

GENERAL WARRANTY PROVISIONS

Upon purchase of the vehicle by the Original Purchaser, and upon receipt and verification of an application by a Second Purchaser for warranty transfer and reinstatement as above provided, the Company will issue to the Original Purchaser or Second Purchaser, as the case may be, an Ownercard in his own name. Such Ownercard must be presented to obtain warranty service. As further conditions of the Power Train and Steering, Suspension, and Wheel Warranties, Original and Second Purchasers must maintain the vehicle according to the required maintenance schedule for warranty purposes set forth in the Owner's Manual for the vehicle, and every twelve months furnish an authorized Ford, Ford of Canada or Lincoln-Mercury dealer with evidence that these maintenance services have been performed, and obtain the dealer's written certification that he has received such evidence. The dealer will charge a fee not to exceed \$2 upon issuing such certification.

All the warranties shall be fulfilled by the Selling Dealer (or if the Original or Second Purchaser is traveling or has become a resident of a different locality, by any authorized Ford, Ford of Canada or Lincoln-Mercury dealer) at his place of business replacing with a genuine new Ford part, or Ford Authorized Remanufactured part, or repairing, any such defective part, free of charge including related labor for an Original Purchaser, and free of charge including related labor, except for the first \$25 per visit, for a Second Purchaser.

None of the warranties shall apply to (i) tires or tubes (adjustments for them being provided by their manufacturers), or (ii) normal maintenance services (such as engine tune-up, fuel system cleaning, sludge or carbon removal, and wheel, brake, and clutch adjustments), or (iii) normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings), or (iv) deterioration, due to normal use or exposure, of soft trim, appearance items, hoses, belts or moulded rubber or rubber-like items.

None of the warranties shall apply to any part of a vehicle which has been subject to misuse, negligence, alteration or accident, or which shall have been repaired outside of an authorized Ford, Ford of Canada or Lincoln-Mercury dealer's place of business in any way so as, in the reasonable judgment of the Company, to affect adversely its performance or reliability. Also, none of the warranties shall apply if the vehicle participates in any competitive event. (Competitive events shall be defined as formal or informal time trials, competition with any other vehicle, or any abnormal application of stress to the vehicle or the components thereof in a competitive situation.) Further, none of the warranties shall apply if the odometer on the vehicle has been altered to indicate an untrue mileage.

The warranties herein shall not apply to any vehicle operated outside the United States, Puerto Rico, or Canada, except a vehicle ordered through an Exchange or Ship's Store of the U.S. Armed Services. A Ford-built vehicle normally operated in a country other than the United States, Puerto Rico, or Canada will be provided the dealer's warranty authorized for that country. If the Original or Second Purchaser is temporarily traveling in other countries, his U.S., Puerto Rican, or Canadian license plates or Certificate of Registration will identify him as a visiting owner entitled to the privileges of the U.S., Puerto Rican, or Canadian warranty.

The warranties herein are expressly IN LIEU of any other express or implied warranty, condition or guarantee on the vehicle or any part thereof, including any implied WARRANTY of MERCHANTABILITY or FITNESS, and of any other obligation on the part of the Company or the Selling Dealer.

- (1) (a) 90 days or 4,000 miles, whichever comes first, for High Performance solid valve lifter-equipped 302 CID engines and clutch discs, pressure plates, flywheels and above listed power train components thereof, and 24 months or 24,000 miles, whichever comes first, for the remaining components of vehicles equipped with such engines.
- (b) 12 months or 12,000 miles, whichever comes first, for 427 CID-4V engines, and for Police Interceptor 423 CID-4V engines (when purchased and operated by other than a law enforcement agency) and clutch discs, pressure plates, flywheels and above listed power train components thereof, and 24 months or 24,000 miles, whichever comes first, for the remaining components of vehicles equipped with such engines.