

# 1969 MONTEGO

## LEADS THE WAY

More Power, More Luxury,  
More Comfort.



1969  
LINCOLN-MERCURY

**RED  
LETTER  
VALUES**

A critical comparison of the 1969  
Montego with its primary competition  
in the intermediate car field.

COMPETITIVE PRODUCT  
COMPARISON BOOKLET  
CONFIDENTIAL



Montego



Tempest Custom "S"

## MONTEGO TOPS TEMPEST CUSTOM "S" (2-Door Hardtops)

### RED LETTER EVALUATION

Montego is \$66 less than Tempest Custom "S" on a comparably equipped basis. Other Montego advantages include:



In 1969, Montego leads the way with 11 models in 6 different series—a choice of 2 hardtop roof lines, a 3-seat station wagon with or without yacht-deck styling, plus Brougham models.



Broader range of V-8 power with highest horsepower rating for top V-8.



Select-Shift automatic transmission is a more flexible transmission because it offers a choice of automatic or manual shifting.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



More luxurious interior styling and decor.



More standard comfort and convenience features add up to greater Montego values at a lower price.



Solid unit-body, heavily insulated, provides a quieter, vibration-free ride.



Superior suspension system provides a smoother ride.

### PRICE COMPARISON

(Manufacturer's Suggested Retail Price)

MONTEGO		TEMPEST CUSTOM "S"
\$2,588.00	2-Door Hardtop	\$2,646.00
<b>EXTRA-COST ITEMS</b>		
STD	Foam Seats	8.43
STD	Paint Stripe	N/A
\$2,588.00	Total— Comparably Equipped	\$2,654.43
\$66.43	Price Advantage	

#### MONTEGO

### SIZE-STYLING

#### TEMPEST CUSTOM "S"

- Montego models have a 4-inch longer wheelbase and are nearly 5 inches longer in overall length. More car for the money.
- Continental-inspired grille provides unique intermediate class styling . . . classic lines combined with a look of luxury and prestige.
- 4.0 more cubic feet of luggage capacity than Tempest.

- 112" wheelbase—201.5 overall length.
- Same GM body as that shared with Buick, Oldsmobile and Chevrolet intermediates . . . all have a styling resemblance.
- 14.0 cubic feet of luggage capacity.

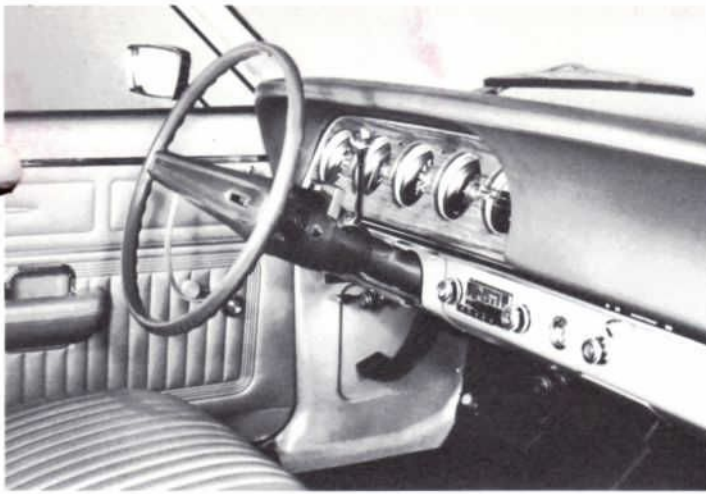
#### MONTEGO

### EXTERIOR FEATURES

#### TEMPEST CUSTOM "S"

- All newly styled front, featuring solid, die-cast grille and headlight bezels.
- Full-depth front and rear bumpers provide maximum protection and leave no exposed sheet metal below bumper.
- Turn signals and parking lights are recessed in bumper for added protection.
- Hood release is conveniently located at top leading edge of hood.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.

- Plastic grille and headlight bezels.
- No bumper. Grille serves as bumper, but is non-functional as a bumper. Sharp V-nose protrudes over bumper and can cause lower body damage.
- Turn signals and parking lights located in sheet metal below grille are exposed to damage.
- Hood latch is located below V-shaped grille where it is hard to find and difficult to operate.
- Interval windshield wipers not offered as standard or extra-cost equipment.



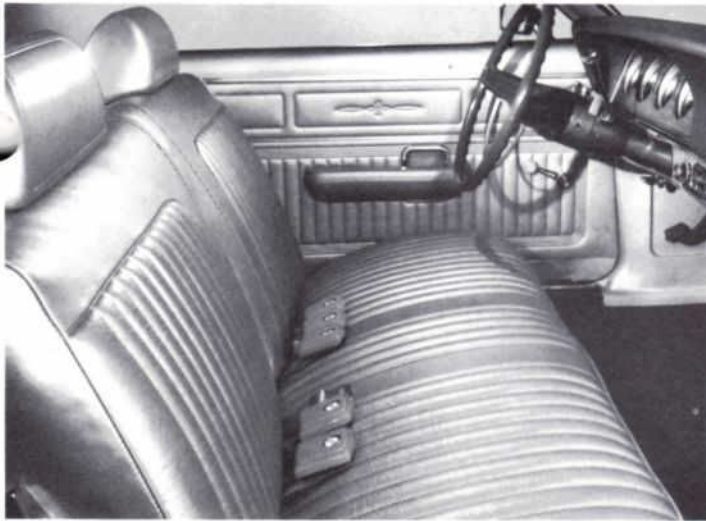
**MONTEGO**



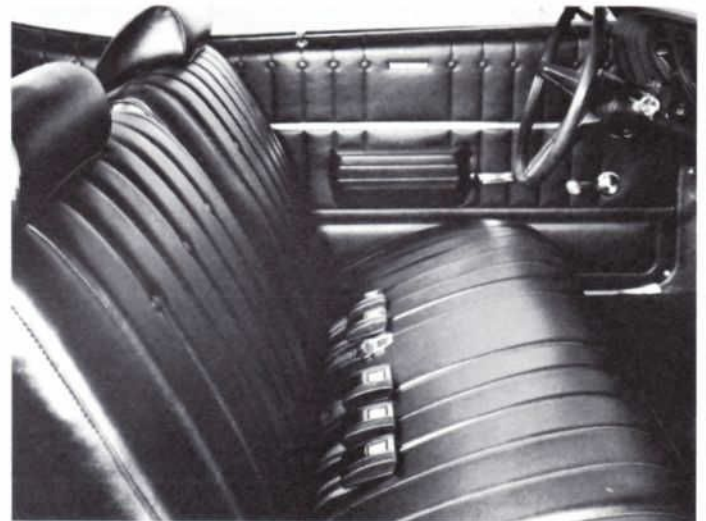
**TEMPEST CUSTOM "S"**

## INTERIOR FEATURES

- Luxurious, teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- Deep, foam-padded front seat with comfortable contour styling—standard.
- Color-keyed 2-spoke steering wheel features a deep-padded hub with convenient horn ring.
- The only simulated wood-grain is a narrow stripe on instrument panel.
- Foam padding in front seat cushions not standard—available only as an extra-cost option.
- 3-Spoke steering wheel with horn buttons—lacks the richness and convenience of Monte Carlo wheel and horn ring.



**MONTEGO**



**TEMPEST CUSTOM "S"**

## COMFORT AND CONVENIENCE

- Large fully padded 15-inch armrests add extra comfort.
- Squeeze-type door release handle is recessed into fully padded armrests—more convenient to operate, more difficult to open accidentally.
- Convenient, rim-blow steering wheel available as an extra-cost option. Permits horn operation without removing hands from wheel—simply squeeze inner wheel rim.
- Front seat-back release latch is located at waist level, on side of front seat, for convenient operation.
- Formal roof line and rear pillar styling provide more headroom for rear passenger comfort.
- Reversible key system permits correct key insertion every time.
- Armrest is common with that used throughout GM intermediate car lines . . . partially padded and only 11 inches long.
- Lever-type door release handle is fully exposed and extends from the partially padded armrest.
- Rim-blow steering wheel not offered as either a standard or an extra-cost item.
- Front seat-back release latch is located at base of front seat—difficult to reach and operate.
- Rear roof slopes sharply, and restricts rear headroom.
- Conventional key system; key must be inserted right side up.

## RIDE AND HANDLING

### MONTEGO

### TEMPEST CUSTOM "S"

- Fully rubber-insulated front suspension with deep coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides controlled wheel yield under high impact forces . . . a smoother, more comfortable ride.
- Montego's long, 58" multi-leaf rear-spring suspension system is rubber-insulated to cushion driving and braking forces; provides an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact and isolate road noise and vibration from the passenger compartment.
- Front coil springs. No compliance strut.
- Rear coil springs are not insulated; no track bar.

## POWER AND PERFORMANCE

### MONTEGO

### TEMPEST CUSTOM "S"

- Montego offers a broader range of engines . . . an economy-oriented Six, plus a choice of five V-8's with the top V-8 rated as the highest horsepower engine.
  - 250 CID, 155 hp Six (regular fuel) Std. (new).
  - 302 CID, 220 hp V-8 (regular fuel) Opt.
  - 351 CID 2-V, 250 hp V-8 (regular fuel) Opt. (new).
  - 351 CID 4-V, 290 hp V-8 (premium fuel) Opt. (new).
  - 390 CID 4-V, 320 hp V-8 (premium fuel) Opt.
  - CJ 428 335 hp V-8 (premium fuel) Opt.
- 3-Speed, Select-Shift transmission offers choice of fully automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery surfaces.
- Four engines are offered—2 Sixes and 2 V-8's.
  - 250 CID OHC, 175 hp Six (regular fuel) Std.
  - 250 CID 4-V, 230 hp Six (premium fuel) Opt.
  - 350 CID 2-V, 265 hp V-8 (regular fuel) Opt.
  - 350 CID 4-V, 320 hp V-8 (premium fuel) Opt.
- 2-Speed Powerglide automatic available with the 250 Six and 350 2V V-8.
  - Turbo Hydra-Matic, available on all engines, has only fully automatic, 3-speed shifting. Always starts in first, even when second gear is selected by driver.

## BODY CONSTRUCTION

### MONTEGO

### TEMPEST CUSTOM "S"

- All-welded unit-body with rigid floor tunnel center beam offers solid, one-piece construction for maximum strength.
- Rigid, torque-box construction with four boxes joining body to side rails at critical points increases strength, isolates road vibrations from passenger compartment, and enhances riding comfort.
- Corrosion-resistant galvanized steel is used in vital underbody areas including rocker panels. Galvanized steel resists corrosion more than twice as long as conventional steel.
- Baked Acrylic Super Enamel used for greater lasting beauty and longer mar-resistant life.
- Factory-installed undercoating and sound-deadener offers quieter ride at no extra-cost.
- Separate body-on-frame construction.
- Body bolted to frame. No torque boxes.
- Rocker panels are made of conventional steel—resist corrosion less effectively.
- Lacquer paint is used. Less durable finish.
- Undercoating is an extra-cost item.



Montego



Cutlass "S"

## MONTEGO TOPS CUTLASS "S" (2-Door Hardtops)

### RED LETTER EVALUATION

Montego is \$151 less than the Cutlass "S" on a comparably equipped basis—a decided price advantage. Other Montego advantages include:



In 1969, Montego leads the way with 11 models in 6 different series—a choice of 2 hardtop roof lines, a 3-seat station wagon with or without yacht-deck styling plus Brougham models.



Broader range of V-8 power.



Select-Shift automatic transmission is more flexible because it offers a choice of automatic or true manual shifting.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



More luxurious interior styling and decor.



More standard comfort and convenience features add up to greater Montego values at a lower price.



Solid unit-body, heavily insulated, provides a quieter, vibration-free ride.

### PRICE COMPARISON

(Manufacturer's Suggested Retail Price)

MONTEGO		CUTLASS "S"
\$2,588.00	2-Door Hardtop	\$2,728.00
	<b>EXTRA-COST ITEMS</b>	
STD	Paint Stripe	10.53
\$2,588.00	Total— Comparably Equipped	\$2,738.53
\$150.53	Price Advantage	

#### MONTEGO

### SIZE-STYLING

#### CUTLASS "S"

- Montego models have a 4-inch longer wheelbase and are over 4 inches longer. More car for the money.
- Continental-inspired grille provides unique intermediate class styling . . . classic lines combined with a look of luxury and prestige.
- One more cu. ft. of luggage capacity than Cutlass "S".

- 112" wheelbase—201" overall length.
- Same GM body as that shared with Pontiac, Oldsmobile and Chevrolet intermediates—all have a styling resemblance.
- 17.0 cubic feet of luggage capacity.

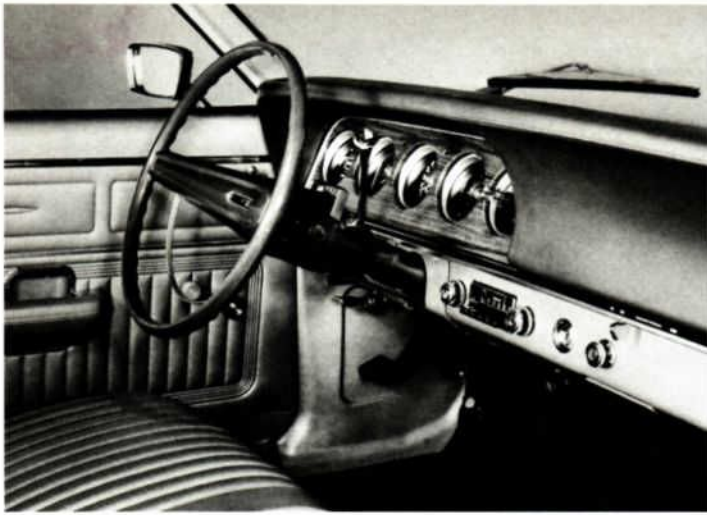
#### MONTEGO

### EXTERIOR FEATURES

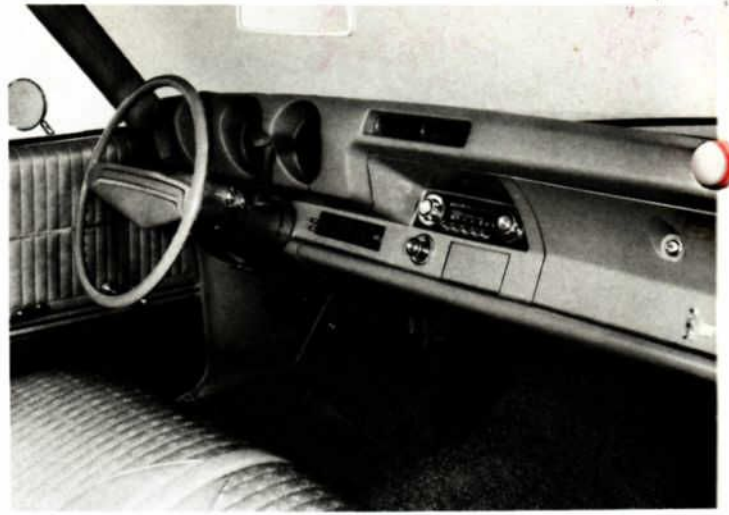
#### CUTLASS "S"

- All newly styled front, featuring solid, die-cast grille and headlight bezels.
- Full-depth front and rear bumpers provide maximum protection and leave no exposed sheet metal below bumper.
- Turn signals and parking lights are recessed in bumper for added protection.
- Hood release is conveniently located at top leading edge of hood.
- Bright and black rocker panel molding adds extra-styling appeal at no extra-cost.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.

- Plastic grille and headlight bezels.
- Bumper impact point is not full-width but restricted to an area approximately 6 inches wide at center of bumper.
- Parking lights are exposed and subject to damage.
- Hood latch located below grille where it is hard to find.
- Rocker panel molding is available only at extra-cost.
- Interval windshield wipers not offered as a standard or extra-cost item.



MONTEGO



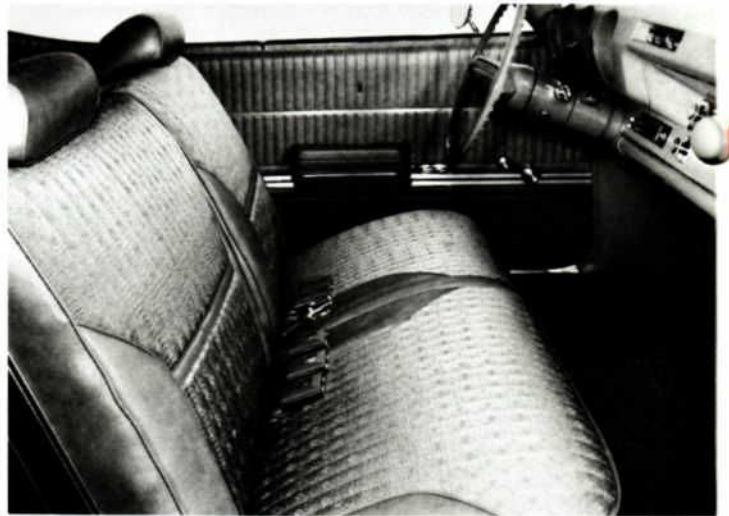
CUTLASS "S"

## INTERIOR FEATURES

- Luxurious teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- Flat-top, deep-padded dash reduces reflective glare without restricting visibility.
- Instrument panel is crinkle-finished in one color.
- Slanted dash reflects in windshield. High-positioning of dash restricts visibility.



MONTEGO



CUTLASS "S"

## COMFORT AND CONVENIENCE

- Large, fully-padded 15-inch armrests add extra-comfort.
- Squeeze-type door release handle is recessed into fully padded armrests—more convenient to operate, more difficult to open accidentally.
- Convenient, rim-blow steering wheel available as an extra-cost option. Permits horn operation without removing hands from steering wheel—simply squeeze inner-wheel rim.
- Front seat-back release latch is located at waist level, on side of front seat, for convenient operation.
- Formal roof line and rear pillar styling provides more head room for rear passengers.
- Reversible key system permits correct key insertion every time.
- Armrest is common with that used throughout GM intermediate car lines—partially padded and only 11 inches long.
- Lever-type door release handle is fully exposed and extends from partially padded armrest.
- Rim-blow steering wheel not offered as either a standard or extra-cost item.
- Front seat-back release latch located at base of front seat—difficult to reach and operate.
- Rear roof slopes sharply and restricts rear head room.
- Conventional key system; key must be inserted right side up.

## RIDE AND HANDLING

### MONTEGO

- Fully rubber-insulated front suspension with deep-coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides controlled wheel yield under high impact forces . . . a smoother, more comfortable ride.
- Montego's long, 58-inch, multi-leaf rear-spring suspension system is rubber-insulated to cushion driving and braking forces; provides an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact and isolate road noise and vibrations from the passenger compartment.

### CUTLASS "S"

- Front coil springs—no compliance strut.
- Rear coil springs are not insulated; no track bar.

## POWER AND PERFORMANCE

### MONTEGO

- Montego offers a broader range of engines—an economy-oriented Six, plus a choice of five V-8's.
  - 250 CID, 155 hp Six (regular fuel) Std. (new).
  - 302 CID, 220 hp V-8 (regular fuel) Opt.
  - 351 CID 2-V, 250 hp V-8 (regular fuel) Opt. (new).
  - 351 CID 4-V, 290 hp V-8 (premium fuel) Opt. (new).
  - 390 CID 4-V, 320 hp V-8 (premium fuel) Opt.
  - CJ 428, 335 hp V-8 (premium fuel) Opt.
- 3-Speed Select-Shift transmission offers choice of fully automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery surfaces.

### CUTLASS "S"

- Four engines are offered—1 Six and 3 V-8's.
  - 250 CID, 155 hp Six (regular fuel) Std.
  - 350 CID, 250 hp V-8 (premium fuel) Opt.
  - 350 CID, 310 hp V-8 (premium fuel) Opt.
  - 350 CID, 325 hp V-8 (premium fuel) Opt.
- 2-Speed, Jetaway automatic transmission available with 250 CID Six. Turbo Hydra-Matic available on all engines; has only fully automatic 3-speed shifting. Always starts in first even when second gear is selected by driver.

## BODY CONSTRUCTION

### MONTEGO

- All-welded unit-body with rigid, floor-tunnel center beam offers one-piece construction for maximum strength.
- Rigid torque-box construction with four boxes joining body to side-rails at critical points increases strength, isolates road vibrations from passenger compartment, and enhances riding comfort.
- Baked Acrylic Super Enamel used for greater lasting beauty and longer mar-resistant life.
- Factory-installed undercoating and sound-deadener offers quieter ride at no extra-cost.
- Corrosion-resistant galvanized steel is used in vital underbody areas, including rocker panels. Galvanized steel resists corrosion more than twice as long as conventional steel.

### CUTLASS "S"

- Separate body-on-frame construction.
- Body bolted to frame. No torque boxes.
- Lacquer paint is used . . . less durable finish.
- Undercoating is an extra-cost item.
- Rocker panels are made of conventional steel—resist corrosion less effectively.



Montego



Skylark

## MONTEGO TOPS SKYLARK (2-Door Hardtops)

### RED LETTER EVALUATION

Montego is \$209 less than the Skylark on a comparably equipped basis. Other Montego advantages include:



In 1969, Montego leads the way with 11 models in 6 different series—a choice of 2 hardtop roof lines plus Brougham models.



Broader range of V-8 power with highest horsepower rating for top V-8.



Select-Shift automatic transmission is more flexible because it offers a choice of automatic or true manual shifting.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



More luxurious interior styling and decor.



More standard comfort and convenience features add up to greater Montego values at a lower price.



Solid unit-body, heavily insulated, provides a quieter, vibration-free ride.



Superior suspension system provides a smoother ride.

### PRICE COMPARISON

(Manufacturer's Suggested Retail Price)

MONTEGO		SKYLARK
\$2,588.00	2-Door Hardtop	\$2,719.00
<b>EXTRA-COST ITEMS</b>		
STD	Foam Seats	15.80
STD	Dual Horn	3.90*
STD	Belt and Reveal Moldings	31.60
STD	Curb and Fender Moldings	26.33
STD	Paint Stripe	N/A
\$2,588.00	Total—Comparably Equipped	\$2,796.63
\$208.63	Price Advantage	

\*Cost of Convenience Group Option applicable to dual-horn.

#### MONTEGO

### SIZE-STYLING

#### SKYLARK

- Montego models have a 4-inch longer wheelbase and are 5½ inches longer overall.
- Continental-inspired grille provides unique intermediate class styling . . . classic lines combined with a look of luxury and prestige.
- 4.5 more cubic feet of luggage capacity.

- 112" wheelbase; overall length 200.7".
- Same GM body as that shared with Pontiac, Oldsmobile and Chevrolet intermediates . . . all have a styling resemblance.
- 13.5 cubic feet of luggage capacity.

#### MONTEGO

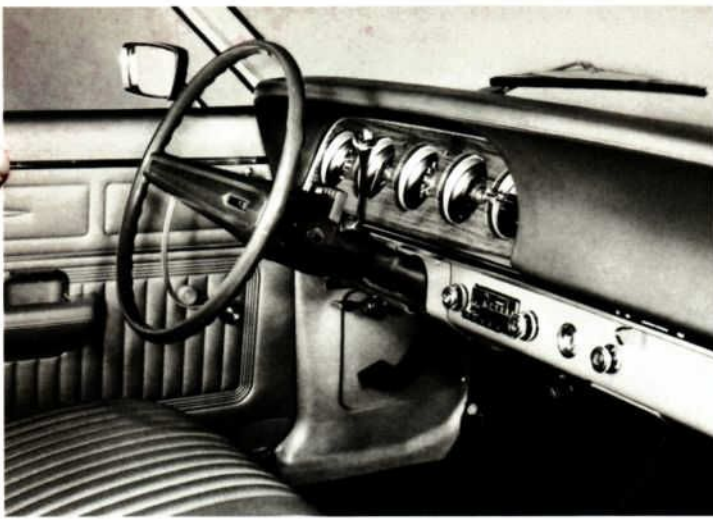
### EXTERIOR FEATURES

#### SKYLARK

- All newly styled front, featuring solid, die-cast grille and headlight bezels.
- Full-depth front and rear bumpers provide maximum protection and leave no exposed sheet metal below bumper.
- Bright-metal drip moldings, dual upper body paint stripes and bright and black rocker panel and trunk lid moldings tastefully complement styling . . . all are standard.
- Hood release is conveniently located at top leading edge of the hood.
- Optional interval windshield wipers feature intermittent operation for greater driver convenience.

- 2-Piece plastic grille with die-cast headlight bezels.
- Bumper impact point is not full-width, but restricted to pointed area at center of bumper.
- Bright-metal drip molding is available only at extra-cost. Painted rocker panels, lack of body paint stripes, and absence of trunk lid molding do not distinguish styling execution.
- Hood latch is located below grille where it is hard to find and difficult to operate.
- Interval windshield wipers not offered as standard or extra-cost equipment.





MONTEGO



SKYLARK

## INTERIOR FEATURES

- Luxurious, teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- No wood-grain finish to provide a luxury decor. Solid color instrument panel is trimmed with contrasting color scheme.



MONTEGO



SKYLARK

## COMFORT AND CONVENIENCE

- Large, fully padded, 15-inch armrest adds extra-comfort.
- Armrest is common with that used throughout GM intermediate car lines—partially padded and only 11 inches long.
- Squeeze-type door release handle is recessed into fully padded armrests — more convenient to operate, more difficult to open accidentally.
- Lever-type door release handle is fully exposed and extends from the partially padded armrest.
- Convenient, rim-blow steering wheel available as an extra-cost option. Permits horn operation without removing hands from wheel—simply squeeze inner wheel rim.
- Rim-blow steering wheel not offered as either a standard or extra-cost item.
- Front seat-back release latch is located at waist level, on side of front seat, for convenient operation.
- Front seat-back latch is at base of front seat—difficult to reach and operate.
- Formal roof line and rear pillar styling provides more head room for rear passengers.
- Rear roof slopes sharply and restricts rear head room.
- Reversible key system permits correct key insertion every time.
- Conventional key system; key must be inserted right side up.

## RIDE AND HANDLING

### MONTEGO

- Fully rubber-insulated front suspension with deep coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides controlled wheel yield under high impact forces . . . a smoother, more comfortable ride.
- Montego's long, 58-inch multi-leaf rear spring suspension system is rubber-insulated to cushion driving and braking forces; provides an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact and isolate road noise and vibration from passenger compartment.

### SKYLARK

- Front coil springs. No compliance strut.
- Rear coil springs are not insulated. No track bar.

## POWER AND PERFORMANCE

### MONTEGO

- Montego offers a broader range of engines—an economy-oriented Six, plus a choice of five V-8's, including the top rated horsepower engine.
  - 250 CID, 155 hp Six (regular fuel) Std. (new).
  - 302 CID, 220 hp Base V-8 (regular fuel) Opt.
  - 351 CID, 2-V, 250 hp V-8 (regular fuel) Opt. (new).
  - 351 CID, 4-V, 290 hp V-8 (premium fuel) Opt. (new).
  - 390 CID, 4-V, 320 hp V-8 (premium fuel) Opt.
  - CJ 428, 335 hp V-8 (premium fuel) Opt.

- 3-Speed Select-Shift transmission offers a choice of fully automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery surfaces.

### SKYLARK

- Three engines are offered—1 Six and 2 V-8's.

250 CID, 155 hp Six (regular fuel) Std.  
350 CID, 2-V, 265 hp V-8 (premium fuel) Opt.  
350 CID, 4-V, 280 hp V-8 (premium fuel) Opt.

- 2-Speed Super Turbine 300 automatic transmission is available.

Turbo Hydra-Matic, available on all engines, has only fully automatic 3-speed shifting. Always starts in first even when second gear is selected by driver.

## BODY CONSTRUCTION

### MONTEGO

- All-welded unit-body with rigid floor-tunnel center beam offers solid, one-piece construction for maximum strength.
- Rigid, torque-box construction with four boxes joining body to frame at critical points increases strength, isolates road vibrations from passenger compartment and enhances riding comfort.
- Corrosion-resistant galvanized steel is used in vital underbody areas, including rocker panels. Galvanized steel resists corrosion more than twice as long as conventional steel.
- Baked Acrylic Super Enamel used for greater lasting beauty and longer mar-resistant life.
- Factory-installed undercoat and sound-deadener offers quieter ride at no extra-cost.

### SKYLARK

- Separate body-on-frame construction.
- Body bolted to frame. No torque boxes.
- Rocker panels are made of conventional steel—resists corrosion less effectively.
- Lacquer paint is used. Less durable finish.
- Undercoating is an extra-cost item.



Montego



Coronet 440

## MONTEGO TOPS CORONET 440 (2-Door Hardtops)

### RED LETTER EVALUATION

Montego is \$126 less than Coronet 440 on a comparably equipped basis. Other Montego advantages include:



In 1969, Montego leads the way with 11 models in 6 different series—a choice of two hardtop roof lines plus Brougham models.



Broader range of V-8 power with highest horsepower rating for top V-8.



More standard comfort and convenience features add up to greater Montego values at a lower price.



More luxurious interior styling and comfort with deep-padded seats and armrests plus rich teakwood-tone accents on instrument panel.



Superior suspension system provides a smoother ride.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



Solid unit-body, heavily insulated, provides a quiet, vibration-free ride.

### PRICE COMPARISON

(Manufacturer's Suggested Retail Price)

MONTEGO		CORONET 440
\$2,588.00	2-Door Hardtop	\$2,675.00
<b>EXTRA-COST ITEMS</b>		
STD	Foam Seats	8.30
STD	Belt Moldings	13.60
STD	Undercoating and Underhood Insulation	16.60
\$2,588.00	Total—Comparably Equipped	\$2,713.50
\$125.50	Price Advantage	

### SIZE-STYLING

#### MONTEGO

- Wheelbase is 116.0"—overall length, 206.2".
- Continental-inspired grille provides unique intermediate class styling . . . classic lines combined with look of luxury and prestige.

#### CORONET 440

- Wheelbase is 117.0"—overall length, 206.6".
- Front-end styling has corporate family resemblance.

### EXTERIOR FEATURES

#### MONTEGO

- All newly styled front featuring solid, die-cast grille and headlight bezels.
- Ventless side windows provide unobstructed visibility and complement Montego's fine car styling.
- Bright-metal belt molding, a standard feature, provides a finished appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver comfort.
- Full-length dual upper body paint stripes, plus bright and black rocker panel and trunk lid moldings, add extra styling appeal at no extra-cost.

#### CORONET 440

- Thin, 2-piece extruded aluminum grille lacks the prestige associated with die-cast grilles.
- Snap-lock vent side windows increase wind noise potential and obstruct visibility of driver and passenger.
- Bright-metal belt molding is not standard—must be purchased at extra-cost.
- Interval windshield wipers not offered as standard or extra-cost equipment.
- Body paint stripes, rocker panel or trunk lid moldings not offered as standard or extra-cost items.



**MONTEGO**



**CORONET 440**

## INTERIOR FEATURES

- Luxurious teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- Color-keyed, 2-spoke steering wheel features a deep-padded hub with convenient horn ring.
- Choice of rich upholstery selections in all-vinyl or combination cloth and vinyl.
- Deep, foam-padded front seat with comfortable contour styling—standard.
- No wood-tone finish to emphasize luxury decor. Instrument panel is in two-tone scheme.
- 3-Spoke steering wheel is not color-keyed—has a thin padded hub and partial horn ring. It lacks the richness and convenience of Montego's wheel and horn ring.
- All-vinyl is the only upholstery available. Lack of cloth and vinyl upholstery selections significantly restricts interior decor combinations.
- Deep foam padding in front seat cushions not standard—available only as an extra-cost option.



**MONTEGO**



**CORONET 440**

## COMFORT AND CONVENIENCE

- Large, fully padded 15-inch armrests add extra-comfort.
- Squeeze-type door release handle is recessed into fully padded armrest—more convenient to operate, more difficult to open accidentally.
- Large glove box door with bottom hinge can be used as a tray when opened.
- Convenient rim-blow steering wheel available as an extra cost option. Permits horn operation without removing hands from steering wheel—simply squeeze inner wheel rim.
- Reversible key system permits correct key insertion every time.
- Suspended accelerator pedal, which rotates to adjust to driver's foot angle, provides greater comfort.
- Low trunk lift-over height for easier loading and unloading.
- Armrest is not fully padded and is only 10 inches long.
- Paddle-type door release handle is fully exposed.
- Glove box door swings upward to open, eliminating useful tray feature and making it difficult to see glove box contents.
- Rim-blow steering wheel not offered as a standard or extra-cost item.
- Conventional key system; key must be inserted right side up.
- Floor-mounted accelerator pedal, not as comfortable.
- Trunk lift-over height is 7 inches higher than Montego's.

## RIDE AND HANDLING

### MONTEGO

- Fully rubber-insulated front suspension with deep coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides controlled wheel yield under high impact forces . . . a smoother, more comfortable ride.
- Montego's long 58-inch multi-leaf rear spring suspension system is rubber-insulated to cushion driving and braking forces; provides an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal to metal contact and isolate road noise and vibration from the passenger compartment.
- Bigger 7.75 x 14 tires—standard.

### CORONET 440

- Torsion bar front suspension. No compliance strut.
- Multi-leaf rear spring suspension does not incorporate Iso-Clamp cushioning.
- 7.35 x 14 tires—standard.

## POWER AND PERFORMANCE

### MONTEGO

- Montego offers a broader range of engines—an economy oriented Six, plus a choice of five V-8's with the top V-8 rated as the highest horsepower engine.
  - 250 CID, 155 hp Six (regular fuel) Std. (new).
  - 302 CID 2V, 220 hp V-8 (regular fuel) Opt.
  - 351 CID 2V, 250 hp V-8 (regular fuel) Opt. (new).
  - 351 CID 4V, 290 hp V-8 (premium fuel) Opt. (new).
  - 390 CID 4V, 320 hp V-8 (premium fuel) Opt.
  - CJ 428, 335 hp V-8 (premium fuel) Opt.
- Standard 3-speed manual transmission is fully synchronized for clash-free operation—permits down-shifting into low without gear clash.

### CORONET 440

- Four engines are offered—1 Six and 3 V-8's.
  - 225 CID, 145 hp Six (regular fuel) Std.
  - 318 CID 2V, 230 hp V-8 (regular fuel) Std.
  - 383 CID 2V, 290 hp V-8 (regular fuel) Opt.
  - 383 CID 4V, 330 hp V-8 (premium fuel) Opt.
- Standard 3-speed manual transmission is not fully synchronized.

## BODY CONSTRUCTION

### MONTEGO

- All-welded unit body with rigid floor tunnel center beam offers solid, one-piece construction for maximum strength.
- Rigid, torque-box construction with four boxes joining body to frame at critical points increases strength, isolates road vibrations from passenger compartment, and enhances riding comfort.
- Hood insulation, to help isolate engine noises from the passenger compartment, is standard.
- Factory-installed undercoating and sound-deadener offers quieter ride at no extra-cost.

### CORONET 440

- Front members bolted to body in semi-unitized construction.
- No torque-box construction.
- Hood insulation is not standard, it is a component of an extra-cost option.
- Undercoating is an extra-cost option.



Montego



Chevelle Malibu

# MONTEGO TOPS CHEVELLE MALIBU

(2-Door Hardtops)

## RED LETTER EVALUATION

Montego is within \$4 of Chevelle Malibu on a comparably equipped basis. Other Montego advantages include:



In 1969, Montego leads the way with 11 models in 6 different series—a choice of two hardtop roof lines plus Brougham models.



Select-Shift automatic transmission is a more flexible transmission because it offers a choice of automatic or manual shifting.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



Greater comfort and luxury with deep foam-padded seats and armrests plus rich, teakwood-tone instrument panel trim.



Superior suspension system provides a smoother ride.



Solid unit-body, heavily insulated, provides a quieter, vibration-free ride.

## PRICE COMPARISON

(Manufacturer's Suggested Retail Price)

MONTEGO		CHEVELLE MALIBU
\$2,588.00	2-Door Hardtop	\$2,584.00
EXTRA-COST ITEMS		
STD	Foam Seats	N/A
\$2,588.00	Total—Comparably Equipped	\$2,584.00
	Price Advantage	\$4.00

## SIZE-STYLING

### MONTEGO

- Montego models have a 4-inch longer wheelbase and are over 9 inches longer overall. More car for the money.
- Continental-inspired grille provides unique intermediate class styling—classic lines combined with a look of luxury and prestige.
- 5.4 more cubic feet of luggage capacity. A big plus for those out-of-town trips.

### CHEVELLE MALIBU

- Wheelbase is 112.0"—overall length, 196.9".
- Same GM body as that shared with Pontiac, Oldsmobile and Buick intermediates—all have a styling resemblance.
- Trunk capacity is only 12.6 cubic feet.

## EXTERIOR FEATURES

### MONTEGO

- All newly styled front featuring solid, die-cast grille and headlight bezels.
- Full-depth front and rear bumpers provide maximum protection and leave no exposed sheet metal below the bumper.
- Optional interval windshield wipers feature intermittent operation for greater driver comfort.
- Bright and black rocker panel and trunk lid molding, plus bright belt molding, add extra-styling appeal at no extra-cost.

### CHEVELLE MALIBU

- Plastic grille with stamped aluminum headlight bezels.
- Bumper impact point is not full-width, but restricted to an area at the center of the bumper.
- Interval windshield wipers not offered as standard or extra-cost equipment.
- Lack of bright trunk lid and belt moldings gives less finished appearance.

**MONTEGO****INTERIOR FEATURES****CHEVELLE MALIBU**

- Luxurious, teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- Deep, foam-padded front seat with comfortable contour styling—standard.
- Choice of rich upholstery selections in all-vinyl or combination cloth and vinyl.
- No wood-tone finish to provide luxury decor. Solid-color instrument panel is trimmed with bright-metal.
- Deep foam padding in front seat cushions not available as a standard or extra-cost option.
- All-vinyl interior is available only at extra cost.

**MONTEGO****COMFORT AND CONVENIENCE****CHEVELLE MALIBU**

- Large, fully padded 15-inch armrests add extra-comfort.
- Squeeze-type door release handle is recessed into fully padded armrests—more convenient to operate, more difficult to open accidentally.
- Convenient, rim-blow steering wheel available as an extra-cost option. Permits horn operation without removing hands from steering wheel, simply squeeze inner wheel rim.
- Front seat-back release latch is located at waist level on side of front seat for convenient operation.
- Reversible key system permits correct key insertion every time.
- Formal roof line and rear pillar styling provides more headroom for rear passengers.
- Armrest is common with that used throughout GM intermediate lines . . . partially padded and only 11" long.
- Lever-type door release handle is fully exposed and extends from the partially padded armrest.
- Rim-blow steering wheel not offered as a standard or extra-cost item.
- Front seat-back release latch is located at base of front seat—difficult to reach and operate.
- Conventional key system; must be inserted right side up.
- Rear roof slopes sharply and restricts rear headroom.

**MONTEGO****RIDE AND HANDLING****CHEVELLE MALIBU**

- Fully rubber-insulated front suspension with deep coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides controlled wheel yield under high impact forces . . . a smoother, more comfortable ride.
- Montego's long 58-inch multi-leaf rear spring suspension system is rubber-insulated to cushion driving and braking forces; provides an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact and isolate road noise and vibration from the passenger compartment.
- Bigger, 7.75 x 14 tires—standard.
- Front coil springs. No compliance strut.
- Rear coil springs are not insulated; no track bar.
- 7.35 x 14 tires—standard.

**MONTEGO****POWER AND PERFORMANCE****CHEVELLE MALIBU**

- 3-Speed, Select-Shift transmission offers choice of fully automatic or true manual shifting through all gear ranges. Can be started in second gear for better traction on slippery pavement.
- 2-Speed Powerglide automatic transmission is available. Turbo Hydra-Matic is also available but has only 3-speed shifting. Always starts in first, even when second gear is selected by driver.

**MONTEGO****BODY CONSTRUCTION****CHEVELLE MALIBU**

- All-welded unit-body with rigid floor-tunnel center beam offers solid, one-piece construction for maximum strength.
- Rigid, torque-box construction with four boxes joining body to frame at critical points increases strength, isolates hood vibrations from passenger compartment and enhances riding comfort.
- Corrosion-resistant galvanized steel is used in vital under-body areas, including rocker panels. Galvanized steel resists corrosion more than twice as long as conventional steel.
- Baked Acrylic Super Enamel used for greater lasting beauty and longer mar-resistant life.
- Factory-installed undercoat and sound-deadener offers quieter ride at no extra-cost.
- Separate body-on-frame construction.
- Body bolted to frame. No torque boxes.
- Rocker panels are made of conventional steel—resist corrosion less effectively.
- Lacquer paint is used—less durable finish.
- Undercoating is an extra-cost item.



Montego



Satellite

## MONTEGO TOPS SATELLITE (2-Door Hardtops)

### RED LETTER EVALUATION

Montego is \$93 less than the Satellite on a comparably equipped basis. Other Montego advantages include:



Greater selection of 11 models in 6 different series—a choice of 2 hardtop roof lines plus Brougham models.



Broader range of V-8 power with highest horsepower rating for top V-8.



More standard comfort and convenience features add up to greater Montego values at a lower price.



More luxurious interior styling and comfort with deep padded seats and armrests plus rich teakwood-tone accents on instrument panel.



Superior suspension system provides a smoother ride.



Continental-inspired luxury car styling in the intermediate line offers Montego increased prestige at a low price.



Solid unit-body, heavily insulated, provides a quieter, vibration-free ride.

### PRICE COMPARISON

(Manufacturers' Suggested Retail Price)

MONTEGO		SATELLITE
\$2,588.00		\$2,642.00
	EXTRA-COST ITEMS	
STD	Foam Seats	8.30
STD	Belt Moldings	13.60
STD	Undercoating	16.60
\$2,588.00	Total— Comparably Equipped	\$2,680.50
\$92.50	Price Advantage	

### SIZE-STYLING

#### MONTEGO

- Wheelbase is 116.0"—overall length, 206.2".
- Continental-inspired grille provides unique intermediate class styling—classic lines combined with a look of luxury and prestige.

#### SATELLITE

- Wheelbase is 116.0"—overall length, 202.7".
- Front-end styling execution has corporate family resemblance.

### EXTERIOR FEATURES

#### MONTEGO

- All newly styled front, featuring solid die-cast grille and headlight bezels.
- Full-length, dual upper body paint stripes, and bright and black rocker panel and trunk lid moldings add extra styling appeal at no extra-cost.
- Ventless side windows provide unobstructed visibility and complement Montego's fine car styling.
- Bright-metal belt molding, a standard feature, provides a more finished appearance.
- Optional interval windshield wipers feature intermittent operation for greater driver comfort.

#### SATELLITE

- Narrow stamped black and bright aluminum grille lacks the prestige associated with die-cast grilles.
- Body paint stripes, rocker panel or trunk lid moldings not offered as standard or extra-cost items.
- Snap-lock vent windows increase wind noise potential and obstruct visibility of driver and passenger.
- Bright-metal belt molding is not standard—must be purchased at extra-cost.
- Interval windshield wipers not offered as standard or extra-cost equipment.



**MONTEGO****INTERIOR FEATURES****SATELLITE**

- Luxurious, teakwood-tone instrument panel surrounds entire 5-pod instrument cluster.
- Color-keyed 2-spoke steering wheel features a deep padded hub with horn ring.
- Deep, foam-padded front seat with comfortable contour styling—standard.

- No wood-tone finish to emphasize luxury decor. Instrument panel is trimmed in bright-metal.
- 3-Spoke steering wheel is not color-keyed—has a thinly padded hub and partial horn ring. It lacks Montego's richness and convenience.
- Deep foam padding in front seat cushions not standard—available only as an extra-cost option.

**MONTEGO****COMFORT AND CONVENIENCE****SATELLITE**

- Large, fully padded 15-inch armrests add extra-comfort.
- Squeeze-type door release handle is recessed into fully padded armrests—more convenient to operate, more difficult to open accidentally.
- Large glove box door with bottom hinge can be used as a tray when opened.
- Reversible key system permits correct key insertion every time.
- Suspended accelerator pedal, which rotates to adjust to driver's foot angle, provides greater comfort.
- Convenient rim-blow steering wheel is available as an extra-cost option.
- Low trunk lift-over height for easier loading and unloading.

- Armrest is not fully padded and is only 10 inches long.
- Paddle-type door release handle is fully exposed.
- Glove box door swings upward to open, eliminating useful tray feature, and making it difficult to see glove box contents.
- Conventional key system. Key must be inserted right-side up.
- Floor-mounted accelerator pedal not as comfortable to use.
- Rim-blow steering wheel not offered as a standard or extra-cost option.
- Trunk lift-over height is 7 inches higher than Montego.

**MONTEGO****RIDE AND HANDLING****SATELLITE**

- Fully rubber-insulated front suspension with deep-coil springs and rubber-cushioned steel compliance strut absorbs vibrations and provides a smoother, more comfortable ride.
- Montego's long, 58-inch, multi-leaf rear-spring suspension system is rubber-insulated to cushion driving and braking forces. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact and isolate road noise and vibration from the passenger compartment.
- Bigger, 7.75 x 14 tires—standard.

- Torsion bar front suspension. No compliance strut.
- Multi-leaf rear spring suspension does not incorporate Iso-Clamp cushioning.
- 7.35 x 14 tires—standard.

**MONTEGO****POWER AND PERFORMANCE****SATELLITE**

- Montego offers a broader range of engines—an economy-oriented Six, plus a choice of five V-8's with the top V-8 rated as the highest horsepower engine.
  - 250 CID, 155 hp Six (regular fuel) Std. (new).
  - 302 CID, 2V, 220 hp V-8 (regular fuel) Opt.
  - 351 CID, 2V, 250 hp V-8 (regular fuel) Opt. (new).
  - 351 CID, 4V, 290 hp V-8 (premium fuel) Opt. (new).
  - 390 CID, 4V, 320 hp V-8 (premium fuel) Opt.
  - CJ 428, 335 hp V-8 (premium fuel) Opt.
- Standard 3-speed manual transmission is fully-synchronized for clash-free operation—permits downshifting into low without gear clash.

- Four engines are offered—
  - 1 Six and 3 V-8's.
  - 225 CID, 145 hp Six (regular fuel) Std.
  - 318 CID, 230 hp V-8 (regular fuel) Std.
  - 383 CID, 290 hp V-8 (regular fuel) Opt.
  - 383 CID, 330 hp V-8 (premium fuel) Opt.
- Standard 3-speed manual transmission is not fully synchronized.

**MONTEGO****BODY CONSTRUCTION****SATELLITE**

- All-welded unit-body with rigid floor-tunnel center beam offers solid one-piece construction for maximum strength.
- Four torque boxes joining body to frame at critical points isolate road vibrations from passenger compartment.
- Hood insulation, to help isolate engine noises from the engine compartment, is standard.
- Factory-installed undercoating and sound-deadener offers quieter ride at no extra-cost.

- Front members bolted to body in semi-unitized construction.
- No torque-box construction.
- Hood insulation is not standard, it is a component of an extra-cost option.
- Undercoating is an extra-cost option.



CYCLONE  
is a winner

## CHECK THESE PRICE ADVANTAGES:

- ✓ \$355 less than Charger V-8
- ✓ \$238 less than the Skylark Custom V-8
- ✓ \$ 84 less than the Cutlass "S"
- ✓ \$175 less than LeMans

### ***And Look at the Cyclone CJ Price Advantage!***

- ✓ \$438 less than the Charger RT\*
- ✓ \$302 less than the Coronet RT\*

### ***Cyclone—the True Fastback!***

- ✓ Aerodynamically designed—tested in wind tunnels for low resistance to air flow.
- ✓ Squared-off rear styling follows European sports car design.
- ✓ Cyclone has, with its fastback roof line, head room front and rear equal to Charger and other conventional formal roof hardtops.
- ✓ Tinted rear window is standard—optional on all competitive models.
- ✓ Cast finned and flared brake drums on front (Cyclone) and front and rear on Cyclone CJ for cooler, more uniform braking. Not on Charger or Coronet RT.
- ✓ Camber and caster adjustment is by cam bolt on lower control arm—more precise adjustment can be achieved. Not available with Charger or Coronet.
- ✓ Lower center of gravity enables Cyclone to corner better at high speeds.
- ✓ Staggered shock absorbers are used with the 4-speed transmission and CJ 428 engine. Not available on Charger or Coronet RT.
- ✓ Compliance struts on Cyclone absorb high impact forces attributable to major road irregularities.
- ✓ Inertial disc drive shaft isolates road noise and vibrations.

\*Comparably equipped

too!

**CYCLONE AND  
CYCLONE CJ—  
Greater Value  
at Less Price!**

**RETAIL\*  
PRICES**

# MONTEGO CLASS

**COMPACT-  
INTERMEDIATE CARS**

## 6-CYLINDER MODELS

Car Line and Series	Sedans		Hardtops		Fastbacks 2-Door	Convertibles	Station Wagons	
	2-Door	4-Door	2-Door	4-Door			2-Seat	3-Seat
MERCURY Comet Sports Coupe	---	---	\$2,515	---	---	---	---	---
Montego	---	\$2,539	2,588	---	---	---	---	---
Montego MX	---	2,701	2,719	---	---	\$2,979	\$2,962	\$3,013
Montego MX Brougham	---	2,792	2,810	---	---	---	---	---
PONTIAC Tempest	\$2,493	2,540	---	---	---	---	---	---
Tempest Custom S	2,586	2,634	2,646	\$2,760	---	2,871	2,939	---
LeMans	2,756	---	2,818	2,948	---	3,047	3,181**	---
BUICK Special Deluxe	2,545	2,596	---	---	---	---	---	---
Skylark	---	2,698	2,719	---	---	---	---	---
OLDSMOBILE F-85	2,544	---	---	---	---	---	---	---
Cutlass	2,664*	2,705	2,728*	2,836	---	2,981*	3,038	---
CHEVROLET Corvair 500	---	---	2,242	---	---	---	---	---
Corvair Monza	---	---	2,506	---	---	2,625	---	---
Nova	2,299	2,329	---	---	---	---	---	---
Chevelle 300 Deluxe	2,441	2,471	2,504	---	---	---	2,651**	---
Chevelle Malibu	---	2,550	2,584	2,655	---	2,783	2,762††	---
Chevelle Concours	---	---	---	---	---	---	2,914	---
PLYMOUTH Belvedere	2,492	2,531	---	---	---	---	2,862	---
Satellite	---	2,618	2,642	---	---	2,858	2,980	3,089
Valiant 100	2,290	2,337	---	---	---	---	---	---
Valiant Signet	2,436	2,483	---	---	---	---	---	---
DODGE Dart	---	2,396	---	---	---	---	---	---
Dart Custom	---	2,533	2,560	---	---	---	---	---
Dart GT	---	---	2,655	---	---	2,848	---	---
Coronet Deluxe	2,537	2,572	---	---	---	---	2,905	---
Coronet 440	2,613	2,653	2,675	---	---	---	3,016	---
Charger	---	---	3,003	---	---	---	---	---
AM. MOTORS Rambler	1,998	2,076	---	---	---	---	---	---
Rambler 440	---	2,218	2,296*	---	---	---	2,478	---
Rebel	---	2,484	2,496	---	---	---	2,817	---
Rebel SST	---	2,584	2,598	---	---	---	2,947	---
Ambassador	---	2,914	---	---	---	---	---	---
Ambassador DPL	---	3,165	3,182	---	---	---	3,504	---
FORD Falcon	2,266	2,316	---	---	---	---	2,643	---
Falcon Futura	2,444/2,581	2,481	---	---	---	---	2,754	---
Fairlane	---	2,471	2,482	---	---	---	2,824	2,877
Fairlane 500	---	2,551	2,609	---	\$2,584	2,834	2,934	2,987
Torino	---	2,716	2,737	---	---	---	3,090	3,143

\*1969 Manufacturer's Suggested Retail Prices, rounded off to nearest dollar. \*\*Safari. \*Cutlass S. \*\*Nomad. ††Greenbrier. •Rogue.

## 8-CYLINDER MODELS

Car Line and Series	Sedans		Hardtops		Fastbacks 2-Door	Convertibles	Station Wagons	
	2-Door	4-Door	2-Door	4-Door			2-Seat	3-Seat
MERCURY Comet Sports Coupe	---	---	\$2,627	---	---	---	---	---
Montego	---	\$2,651	2,700	---	---	---	---	---
Montego MX	---	2,813	2,831	---	---	\$3,091	\$3,074	\$3,125
Montego MX Brougham	---	2,904	2,922	---	---	---	---	---
Cyclone	---	---	---	---	\$2,754	---	---	---
Cyclone CJ	---	---	---	---	3,207	---	---	---
PONTIAC Tempest	\$2,604	2,651	---	---	---	---	---	---
Tempest Custom S	2,697	2,745	2,757	\$2,871	---	2,982	3,050	---
LeMans	2,867	---	2,929	3,059	---	3,158	3,292**	---
GTO	---	---	3,139	---	---	3,365	---	---
BUICK Special Deluxe	2,656	2,707	---	---	---	---	3,075	---
GS 350	---	---	2,963	---	---	---	---	---
Skylark	---	2,809	2,830	---	---	---	---	---
Skylark Custom	---	2,961	2,992	3,134	---	3,135	3,448†	3,604‡
GS 400	---	---	3,164	---	---	3,308	---	---
OLDSMOBILE F-85	2,655	---	---	---	---	---	---	---
Cutlass	2,775*	2,816	2,838*	2,947	---	3,092*	3,149	---
Cutlass Supreme	---	2,921	3,019	3,094	---	---	3,440‡	3,583‡
4-4-2	3,124	---	3,187	---	---	3,378	---	---
CHEVROLET Nova	2,389	2,418	---	---	---	---	---	---
Chevelle 300 Deluxe	2,531	2,560	2,594	---	---	---	2,741**	---
Chevelle Malibu	---	2,640	2,673	2,745	---	2,872	2,852††	3,007††
Chevelle Concours	---	---	---	---	---	---	3,004	3,117
Chevelle Concours Estate	---	---	---	---	---	---	3,136	3,249
PLYMOUTH Valiant 100	2,401	2,448	---	---	---	---	---	---
Valiant Signet	2,547	2,594	---	---	---	---	---	---
Belvedere	2,582	2,621	---	---	---	---	2,952	---
Satellite	---	2,708	2,732	---	---	2,948	3,070	3,179
Sport Satellite	---	2,894	2,866	---	---	3,064	3,224	3,333
Road Runner	2,928	---	3,066	---	---	3,296	---	---
GTX	---	---	3,399	---	---	3,618	---	---
DODGE Dart	---	2,507	---	---	---	---	---	---
Dart Custom	---	2,644	2,671	---	---	---	---	---
Dart GT	---	---	2,766	---	---	2,959	---	---
Dart GTS	---	---	3,209	---	---	3,402	---	---
Dart Swinger	---	---	2,494	---	---	---	---	---
Dart Swinger 340	---	---	2,819	---	---	---	---	---
Coronet Deluxe	2,640	2,675	---	---	---	---	3,008	---
Coronet 440	2,716	2,756	2,778	---	---	---	3,119	3,229
Coronet 500	---	2,946	2,912	---	---	3,052	3,263	3,375
Super Bee	3,059	---	3,121	---	---	---	---	---
Coronet R/T	---	---	3,425	---	---	3,643	---	---
Charger	---	---	3,109	---	---	---	---	---
Charger R/T	---	---	3,575	---	---	---	---	---
Charger 500	---	---	---	---	3,843	---	---	---
AM. MOTORS Rambler 440	---	2,334	2,412*	---	---	---	2,594	---
Rebel	---	2,582	2,594	---	---	---	2,915	---
Rebel SST	---	2,682	2,696	---	---	---	3,045	---
Ambassador	---	3,014	---	---	---	---	---	---
Ambassador DPL	---	3,270	3,287	---	---	---	3,609	---
FORD Falcon	2,381	2,431	---	---	---	---	2,733	---
Falcon Futura	2,534/2,671	2,571	---	---	---	---	2,844	---
Fairlane	---	2,561	2,572	---	---	---	2,914	2,967
Fairlane 500	---	2,641	2,699	---	2,674	2,924	3,024	3,077
Torino	---	2,806	2,827	---	---	---	3,180	3,233
Torino GT	---	---	2,848	---	2,823	3,073	---	---
Cobra	---	---	3,189	---	3,164	---	---	---

\*1969 Manufacturer's Suggested Retail Prices, rounded off to nearest dollar. \*\*Safari. \*Cutlass S. †Sportwagon. ††Vista Cruiser. \*\*Nomad. ††Greenbrier. •Rogue.

# KEY SPECIFICATIONS

# MONTEGO CLASS

# COMPACT-INTERMEDIATE CARS

(Dimensions are for 4-door Sedans unless otherwise noted)	EXTERIOR DIMENSIONS†					INTERIOR DIMENSIONS†							STD. 6-CYL. ENGINE			BASE V-8 ENGINE		NO. OF V-8 ENG
	Wheel-base	Overall Length	Width	Tread F. R.		Head Room F. R.		Leg Room F. R.		Hip Room F. R.		Usable Trunk Space (Cu.Ft.)	Curb Wt. (Lbs.)	Cubic Inch	HP	Cubic Inch	HP	
Comet (2-dr. Hdtp.)	116	206.2	76.0	58.8	58.5	37.7	36.6	42.4	33.7	59.0	58.0	18.0	3206	250	155	302	220	5
Montego	116	206.2	76.0	58.8	58.5	38.6	37.4	42.4	36.0	58.0	59.5	18.0	3202	250	155	302	220	5
MX (Sta. Wag.)	113	204.0	76.0	58.8	58.5	38.6	39.2	42.4	34.5	59.5	59.5	*85.2	3536	250	155	302	220	4
Tempest (2-dr. Hdtp.)	112	201.5	75.8	61.0	60.0	37.8	36.3	42.3	32.2	59.7	58.5	14.0	3575	250	175	350	265	2
Tempest	116	205.5	75.8	61.0	60.0	38.5	37.1	42.3	34.8	59.7	59.6	14.6	3595	250	175	350	265	2
LeMans (4-dr. Hdtp.)	116	205.5	75.8	61.0	60.0	38.0	36.9	42.6	34.8	59.4	59.6	14.6	3736	250	175	350	265	2
GTO (2-dr. Hdtp.)	112	201.5	75.8	61.0	60.0	37.5	36.2	42.5	31.6	59.7	58.3	14.0	3595	—	—	400	350	4
Safari (Sta. Wag.)	116	211.0	76.3	61.0	60.0	38.0	38.3	42.7	38.4	59.7	59.4	*83.1	4051	250	175	350	265	1
Special Deluxe	116	204.7	75.6	59.0	59.0	38.6	37.3	41.8	35.0	58.3	59.4	13.5	3350	250	155	350	230	2
Special Deluxe (Sta. Wag.)	116	209.1	75.6	59.0	59.0	38.4	38.3	41.5	34.8	59.8	59.2	*83.6	3850	250	155	350	230	2
Skylark	116	204.7	75.6	59.0	59.0	38.6	37.3	41.6	34.8	59.6	59.4	13.5	3350	250	155	350	230	2
Skylark Custom	116	204.7	75.6	59.0	59.0	38.3	37.3	41.7	34.8	59.6	59.4	13.5	3550	250	155	350	230	2
GS-400 (2dr. Hdtp.)	112	200.7	75.6	59.4	59.0	37.5	36.3	41.7	32.2	59.4	58.0	13.7	3550	—	—	350	280	2
Sportswagon	121	214.1	75.6	59.4	59.0	38.0	39.9	41.6	37.8	59.4	59.2	*96.1	4200	—	—	350	230	2
F-85 (2-dr. Sedan)	112	201.9	76.2	59.0	59.0	38.2	36.4	41.5	32.5	59.5	58.3	17.0	3221	250	155	350	250	3
Cutlass	116	205.9	76.8	59.0	59.0	38.8	37.4	42.8	35.0	59.5	59.3	17.0	3300	250	155	350	250	3
Cutlass (Sta. Wag.)	116	212.6	77.2	59.0	59.0	38.9	38.3	42.8	35.0	59.8	59.5	*86.1	3701	250	155	350	250	2
4-4-2 (2-dr. Hdtp.)	112	201.9	76.2	59.0	59.0	38.2	36.3	41.5	34.1	59.7	53.0	17.0	3675	—	—	400	350	1
Vista-Cruiser	121	217.6	77.2	59.0	59.0	38.4	40.3	42.8	38.0	59.4	59.2	*100.5	4101	—	—	350	250	3
Corvair (2-dr Hdtp.)	108	183.2	70.0	55.0	56.6	37.9	36.5	40.9	30.7	56.1	54.9	7.0	2555	164	95	—	—	0
Nova	111	189.4	72.4	59.0	58.9	38.8	37.2	41.6	35.3	56.2	56.1	12.4	2990	*230	140	307	200	3
Chevelle 300 Deluxe	116	200.9	76.0	59.0	59.0	38.5	37.1	42.8	35.1	59.5	59.4	12.8	3205	230	140	307	200	7
Nomad (Sta. Wag.)†	116	207.9	76.0	59.0	59.0	38.6	38.9	42.8	35.1	59.5	59.4	*84.0	3505	230	140	307	200	2
Dart	111	195.4	69.6	57.4	55.6	38.3	37.3	41.7	35.7	57.2	57.2	14.1	2900	170	115	273	190	2
Coronet	117	206.6	76.7	59.5	58.5	38.6	37.4	41.9	36.3	60.4	60.4	17.4	3184	225	145	318	230	3
Charger (2-dr. Hdtp.)	117	207.9	76.7	59.5	58.5	37.4	36.4	41.4	34.1	60.6	60.4	11.4	3454	225	145	318	230	3
Coronet (Sta. Wag.)	117	210.0	76.5	59.5	59.2	39.4	39.3	41.9	36.3	60.4	60.4	*84.9	3733	225	145	318	230	3
Charger R/T (2-dr. Hdtp.)	117	207.9	76.7	59.5	58.5	37.4	36.4	41.4	34.1	60.6	60.4	11.4	3735	—	—	440	375	2
Valiant	108	188.4	69.6	57.4	55.6	38.4	37.3	41.7	34.5	57.2	57.2	14.5	2855	170	115	273	190	2
Belvedere	116	202.7	76.4	59.5	58.5	38.6	37.4	41.9	36.3	60.4	60.4	15.9	3143	225	145	318	230	3
Belvedere (Sta.Wag.)	117	208.0	76.4	59.5	59.2	39.4	39.3	41.9	36.3	60.4	60.4	*84.9	3618	225	145	318	230	3
Road Runner (2-dr. Hdtp.)*	116	202.7	76.4	59.9	59.2	37.3	36.7	41.8	33.1	60.6	60.6	15.6	3160	—	—	383	335	2
Rambler	106	181.0	70.8	56.0	55.0	39.0	36.6	41.9	35.0	57.4	57.1	12.0	2715	199	128	290	200	2
Rambler 440 (Sta. Wag.)	106	181.0	70.8	56.0	55.0	39.3	37.0	41.9	35.5	57.4	57.1	*66.0	2863	199	128	290	200	2
Rebel	114	197.0	77.2	60.0	60.0	39.8	37.8	42.0	38.6	60.3	60.4	18.2	3170	232	145	290	200	3
Rebel (Sta. Wag.)	114	198.0	77.2	60.0	60.0	39.8	39.6	42.0	38.6	60.3	60.4	*91.1	3438	232	145	290	200	3
Ambassador	122	206.5	77.2	60.0	60.0	39.8	37.8	42.0	38.6	60.3	60.4	18.2	3357	232	155	290	200	3
Ambassador (Sta. Wag.)	122	207.0	77.2	60.0	60.0	39.8	38.6	42.0	38.6	60.3	60.4	*99.1	3819	232	155	290	200	3
Falcon	111	184.3	73.2	58.8	58.5	38.8	38.8	42.4	33.8	59.5	59.5	12.2	2852	170	100	302	220	1
Futura (2-dr. Sedan)	111	184.3	73.2	58.8	58.5	38.8	38.8	42.4	33.8	59.5	58.3	12.2	2818	200	115	302	220	1
Falcon (Sta. Wag.)	113	198.7	73.2	58.8	58.5	38.6	38.6	42.4	34.5	59.5	59.5	*85.2	3252	200	115	302	220	1
Fairlane	116	201.1	74.8	58.8	58.5	38.6	37.4	42.4	36.0	59.5	59.5	16.2	3154	250	155	302	220	4
Torino (2-dr. Hdtp.)	116	201.1	74.6	58.8	58.5	37.7	36.6	42.4	33.7	59.0	58.0	16.2	3169	250	155	302	220	4
Torino Squire (Sta. Wag.)	113	203.9	74.6	58.8	58.5	38.6	39.2	42.4	34.5	59.5	59.5	*85.2	3259	250	155	302	220	4

\*Station Wagon Cargo Volume. †Dimensions in Inches. \*4-cyl. 90-hp Std. †Concours and Greenbrier wagons identical except 94.0 cu. ft. cargo volume, 3560 lbs. curb weight for Greenbrier, 3660 lbs. for Concours 2-seat wagons. \*GTX identical except lbs. curb weight, 375-HP, 440 V-8 only engine available.

# EXTRA-VALUE FEATURES

## MONTEGO CLASS INTERMEDIATE CARS

### ***Why Montego gives you more car for the money!!!***

- Die-cast front grille — an intermediate-class exclusive—provides classic styling combined with a unique look of luxury.
- Choice of two hardtop roof lines, formal or fastback styling—an intermediate-class exclusive.
- Hardtop styling is available in base series—an intermediate-class exclusive.
- 2-Door hardtop models have 4 inches longer wheelbase than GM competition.
- Greater overall length than GM competition.
- Turn signals and parking lights recessed into front bumper for greater protection.
- Exclusive bright belt molding.
- Deluxe bright curb molding.
- Bright drip cap molding.
- Bright window retainer molding.
- Ventless side windows to complement hardtop styling and provide unobstructed view.
- Power-operated convertible top at no extra-cost.
- Exclusive teakwood-tone instrument cluster for greater luxury.
- Contour foam-padded (2½ ") front seat cushion for luxurious comfort at no extra-cost.
- Comfortable, fully padded 15-inch armrests have recessed squeeze-type door release handles that are more convenient to operate, more difficult to open accidentally.
- Exclusive Brougham luxury with rim-blow steering wheel.
- Nylon color-keyed carpeting.
- Unit-built body with corrosion-resisting galvanized steel in underbody structure—resists corrosion twice as effectively as conventional steel.
- Unique torque-box feature helps absorb road shocks and keeps vibration from entering passenger compartment.
- More luggage compartment capacity and lower lift-over height for easier loading and unloading.
- Exclusive lighted ignition switch.
- Dual horns at no extra-cost.
- Front seat back release latches are more conveniently located.
- Exclusive reversible key system permits correct key insertion every time.



intermediate class  
market research study  
shows the  
**1969 MONTEGO**  
to be the  
"MAKE  
MOST LIKELY  
TO BUY"

An Introduction Day survey, in which a cross-section of showroom traffic was asked to rate the Montego, Tempest and Coronet, proved that MONTEGO LEADS THE WAY in every important buying motive.

- ★ Highest rating on overall opinion.
- ★ Highest rating on overall exterior appearance.
- ★ Highest rating on overall interior appearance.
- ★ Highest rating on front-end styling.
- ★ Highest rating on instrument panel appearance.
- ★ Highest rating on quality of workmanship.
- ★ Highest rating on the most luxurious.



MERCHANDISING DEPARTMENT

NOTE: The information contained in this publication was carefully prepared from authoritative sources and is assumed accurate at the time of printing. However, accuracy cannot be guaranteed. Lincoln-Mercury prices and equipment are subject to change without notice.