

# 1972 Mercury Cougar XR-7

2dr Convertible . 8-cyl. 351cid/164hp 2bbl

#1 Concours condition

**\$39,500**

↘ -10%

#2 Excellent condition

**\$31,600**

↘ -10%

#3 Good condition

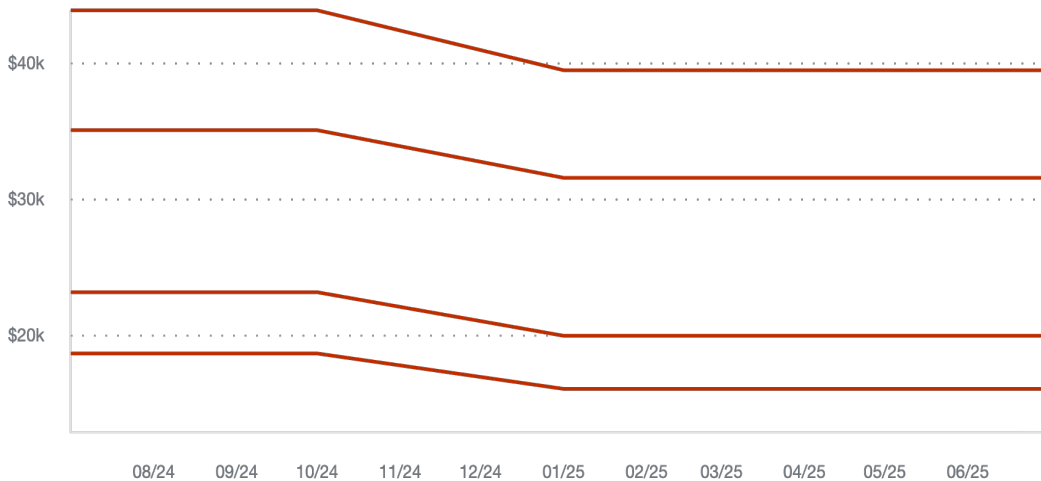
**\$20,000\***

↘ -13.8%

#4 Fair condition

**\$16,100**

↘ -13.9%



NOTE: The chart displays price changes for the last year.

## Value adjustments

**+10%**  
for factory a/c.

## Model description

It's tempting to say the Cougar was declared in 1972, as stiffer emissions laws doomed the big powerful engines. The remaining 351 cid V-8 staggered along with an 8.6:1 compression ratio. With a two-barrel carburetor it generated just 164 bhp and even with a four-barrel carburetor you got only 262 bhp with an automatic transmission.

The GT package was available for a short time at the start of the year and for \$115.95 with a hood scoop, dual racing mirrors, full instruments, a higher rated rear axle and improved cooling system. Later it was replaced by the CJ Performance Package. This offered competition suspension with front and rear sway bars, an optional 4-speed as well as an auto transmission and dual exhaust, but it was only good for 266 bhp.

Sales fell to 53,702 units, divided into 23,731 base Hardtops and 26,802 XR-7 models. Base Convertible sales skidded to 1,240 units but XR-7 Convertible sales actually increased by 200 sales to 1,929. Sticker prices dropped. The base Hardtop started at \$3,061, while the XR-7 cost \$3,323. Base Convertible began at \$3,370 and the ZR-7 was \$3,547.

Mercury analyzed the options: 98.5% had automatic transmissions, 1% 3-speeds, 0.5% 4-speeds, 99.1% had power steering, 87.9% had power disc brakes, 83.5% tinted glass, 10.6% power windows, 5.7% had power seats and 81.2% air conditioning.

\*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)<sup>®</sup> on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

