

1968 Mercury Cougar XR-7G

2dr Hardtop Coupe · 8-cyl. 390cid/325hp 4bbl

#1 Concours condition

\$94,900

▾ -6%

#2 Excellent condition

\$62,200

▾ -6%

#3 Good condition

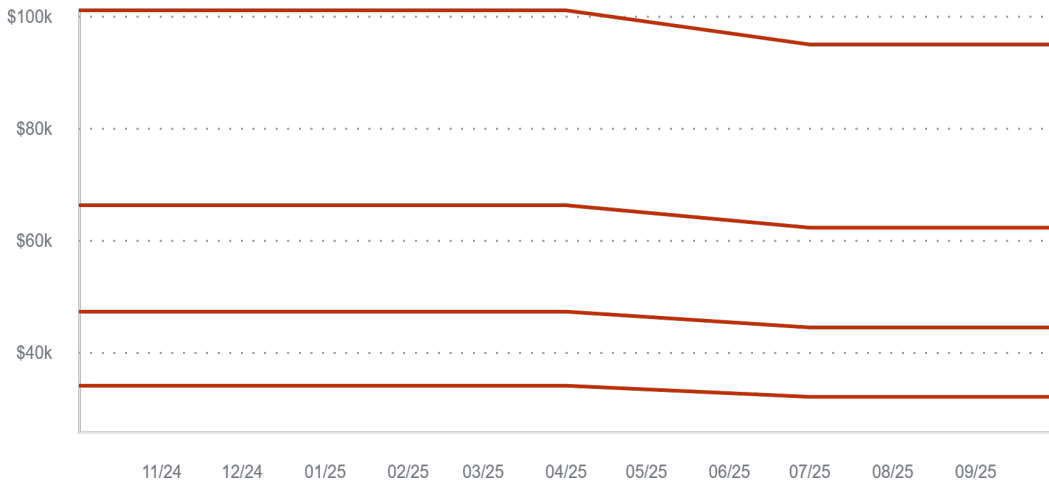
\$44,400*

▾ -5.9%

#4 Fair condition

\$32,000

▾ -5.9%



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

Value adjustments

+15%
for factory a/c.

Model description

The 1968 Cougar changed little in outward appearance from 1967, with the exception of side-marker lights. Under the hood, however, a multiplicity of engines was available. The base motor became the 210 bhp 302 cid V-8 with a two-barrel carburetor, or 230 bhp with a four-barrel carburetor. Later in the year a 195 bhp 289 cid V-8 was available for the base car.

The 390 cid Marauder V-8 returned in two stages of tune, good for 280 bhp and 325 bhp, depending on the carburetor. Later in the year the four-barrel 390 model was designated 390 GT and a 428 cid V-8 was added, good for 335 bhp.

The most desirable engine was the NASCAR-based 390 bhp, 427 cid monster, available in the high-performance GT-E. It could be recognized by the blacked-out grille with a horizontal strip across it, and dummy hood scoops. It was only available with a 3-speed automatic transmission. Curiously, the two-barrel, 280 bhp version of the 390 engine was also only available with an automatic. All other engines were available with 3-speed, 4-speed (close- or wide-ratio) or automatic.

*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)[®] 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.

Demand for the Cougar stayed strong enough that a production line was added in San Jose, though demand would skid somewhat to 113,726 units, with 32,712 XR-7s. Base price was now \$2,910, with the XR-7 from \$3,209, the GT from \$3,313 and the GT-E from \$4,221. GT-E numbers were quite limited, reflected in their value today.

The options list was extended for 1968, partly due to the number of engines available. Merc-O-Matic transmission \$206.65 with 302 V-8, \$226.10 with the 390 V-8. The 3-speed gearbox cost \$79, 4-speed was \$184.02, 4-speed with GT Group \$105.02. Air conditioning cost \$360.99, front and rear shoulder/seat belts were \$29.61 each pair, adjustable front headrests were \$42.75, cruise control was \$71.30, AM/FM stereo was \$121.25, and a tape deck was \$195.15. Two-tone paint cost \$31.10 and a vinyl roof was \$41.60. Mercury calculated 86.8% of Cougars were built with automatic transmission, 87.3 with power steering and 38.6% with power brakes.

A total of 16 exterior paint colors were available for the 1968 Cougars and 10 interior colors: Exteriors were: Onyx, Glacier Blue, Nordic Blue, Lime Frost, Saxony Yellow, Polar White, Madras Blue, Caribbean Blue, Sea Foam Green, Grecian Gold, Black Cherry, Diamond Blue, Wellington Blue, Augusta Green, Fawn and Cardinal Red. The 10 interior colors included Black, Dark Blue, Light Blue, Dark Red, Saddle, Aqua, Light Ivy Gold, Dark Ivy Gold, and Parchment. Bucket seats could be vinyl, comfort-weave vinyl and leather with vinyl, while bench seats were only available in vinyl. Vinyl tops were available in Black, White, Sandalwood, Buckskin, Dark Blue or Dark Green.

Mercury had disbanded Gurney's Trans Am team at the end of the 1967 season, as Ford pinned its hopes on the Mustang team. A bad call perhaps, as Mark Donohue and Roger Penske trounced the blue oval with the Camaro. It was especially poignant as Cougar-mounted NASCAR veteran Tiny Lund won nine races and the championship of the new Grand Touring Class, while Lloyd Ruby and David Pearson also scored one win each.

Body styles

2dr Hardtop Coupe

Engine types

8-cyl. 302cid/210hp 2bbl	8-cyl. 302cid/230hp 4bbl	8-cyl. 390cid/265hp 2bbl	8-cyl. 390cid/280hp 2bbl
8-cyl. 390cid/325hp 4bbl	8-cyl. 428cid/335hp 4bbl Cobra Jet		

1967-1970 Mercury Cougar stats

Highest sale	Lowest sale	Most recent sale	Sales
\$480,775	\$1,900	\$72,975	741

Equipment

Additional Info

Shipping Weight: 3134 lbs

Vehicle Length: 190.3 in

Wheelbase - Inches: 111 in

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.