Lincoln-Mercury

SALESMEN'S NEWSFLASH

LINCOLN-MERCURY'S "MUSCLE CARS" MEAN BUSINESS!

Cyclone CJ
(with Ram-Air)

Cougar
(with Ram-Air)

During the last 10 years, car sales have really boomed, thanks largely to the great impact that youth . . . and youthful thinking . . . have had in the marketplace.

Today's youth has generated a demand for high-performance cars. These cars, which are the ones we call "Muscle Cars," are generally intermediate models. However, some sports specialty models are also included in this group.

The purpose of this brochure is to provide you with information on your "Muscle Car" offerings and how they compare to competition.

WHAT MAKES A "MUSCLE CAR"?

Generally speaking, "Muscle Cars" have several characteristics in common. To begin with, they have a fast-revving, hot engine. Usually one with more than 380 "cubes" and a published horsepower of 300 or more. High compression. A big four-barrelled carburetor . . . or multiple carburetors in some cases.

Then a rugged transmission that can take a pounding . . . usually a fully synchronized four-speed heavy-duty manual or a sturdy three-speed automatic, like Mercury's. Behind that is a big, husky rear axle with a ratio that's geared for powerful acceleration, not economy. Often you will also find a locking differential . . . for better starting traction, and special heavy-duty suspension to handle all that power when it is unleashed. Big brakes—the power-assisted disc type are usually specified for improved braking — plus quick, responsive power steering to help control the car. Finally, a reasonably light body to minimize weight and retain as much of the built-in performance potential as possible. And if the car can look *like* a performer, even standing still, so much the better.

YOUR "MUSCLE CARS"

In the intermediate market, your "Muscle Car" is the Cyclone CJ. It sells against Buick's GS 400, the Olds 4-4-2, Pontiac's GTO, Dodge's Charger R/T, Plymouth's Road Runner, Chevrolet's Chevelle SS-396 and Ford's Fairlane Cobra.

In the sports specialty market, Cougar, Cougar XR-7 and Cougar Eliminator are considered to be luxury "muscle car" models that have many unique features standard. So, for the prestige-oriented sports specialty buyer that wants high performance, a Cougar equipped with CJ 428 engine will outperform Firebird 400, Barracuda 383 and Camaro 396 competition . . . by up to 10 car lengths in a quarter mile. (For other significant comparisons please refer to the Cougar "Muscle Car" comparison chart on the back cover of this brochure.)

As shown on the fold-out comparison chart, your Cyclone CJ is a hot one! It not only outperforms most competitors over a standing quarter-mile distance, Cyclone CJ is priced right, too; approximately $70 less than Buick's GS 400, $190 less than Pontiac's GTO, $325 less than Olds' 4-4-2. Although Plymouth's Road Runner and Chevy's Chevelle SS-396 are priced about $180 less than the Cyclone CJ, it is important to note that they do not measure up to "CJ's" performance. Of the cars compared, only the Dodge Charger R/T is capable of outperforming the Cyclone CJ . . . and then *only* after an additional $1,000 has been paid to equip the car with a 426 CID "street-hemi" engine.

YOUR "MUSCLE CAR" BUYERS

Occasionally, "Muscle Car" owners enter their cars in one of three types of organized drag race events. Starting with the slowest class, we have:

1. "Pure stock"—basically a production car with *minor* modifications (closed exhaust system, "street" tires, and a sharp tune-up).
2. "Stock"—generally a production car with *moderate* modifications (open exhaust system, 7-inch wide "slicks," an aluminum intake manifold, etc.).
3. "Super-stock"—a production vehicle with *extensive* modifications.

"Muscle Car" buyers who enter their cars in organized performance events usually have definite ideas about what performance equipment they want on the car since they plan to use it for a specific purpose. Other buyers who are interested in performance, but not organized racing, may be undecided about how to equip their cars and would welcome your suggestions.

The "Muscle Car" comparison charts in this Newsflash are intended to broaden your product background and aid you in making performance recommendations. We hope you will find the charts helpful. To make the comparisons more meaningful, terms which appear in the charts and which are of significance to performance-minded buyers are defined below.

DEFINITIONS

Lbs/HP Index — the power-to-weight ratio is determined by dividing the car's shipping weight by the advertised horsepower of its engine. The resulting number determines the National Hot Rod Association stock car class the car will compete in. In order to equalize competition in any given class, the NHRA has the authority to establish an engine rating based on actual tested horsepower rather than the advertised horsepower published by its manufacturer.

Classes are established by half-pound categories, and are designated by letter from "A" (lowest pounds-per-horsepower, and therefore the fastest) to "V" (slowest). A given make of car might compete in many classes, depending upon the weight of the particular body style and series used as well as the horsepower rating of its engine. Sometimes, as simple a thing as a change from bucket seats might affect the car's weight just enough to change the class!

For NHRA competition, the lowest figure in the class is desirable because the weight each horsepower of the engine has to pull when competing against other cars in the class is kept at a minimum. The Cougar Eliminator or Cougar XR-7 with a non-ram CJ 428 engine is an excellent example of this. With its 11.02 pounds-per-horsepower rating, it's nearly at the low limit of 11.00 Class H Stock.

0-10 Second Distance — the number of feet a test car has travelled, wide open, in ten seconds from a standing start. This measurement is significant indication of a vehicle's acceleration characteristics, and because of the relatively short distance involved, an important indicator of a vehicle's street performance capabilities. The higher the number, the better. The figures shown in our comparison chart were taken from actual Ford Engineering tests.

Standing ¼-Mile — this is the standard distance used for most all organized drag racing events. The first figure shown indicates the number of seconds (elapsed time, or E.T.) it took the car to run the quarter-mile.

The figures shown in our comparison charts were taken from car buff magazines (May, 1969 issue of *Car Life* and *Cars* super car annual edition) and represent independent road test results. Although it is impossible to guarantee that any car listed . . . ours or competition's . . . can produce the same performance results on a given day, the data does provide a common basis for comparison.

Displacement — cubic-inch displacement is the total volume of all cylinders in an engine. It indicates the volume of fuel-air mixture that could be expected to flow into the engine as each piston moves from the top to the bottom of its cylinder. The displacement of an engine generally is an index of how much power it can be expected to produce. For additional power, it

is possible to increase the cubic-inch displacement by one of two methods. The first would be to bore out the cylinders and install oversize pistons. The second would be to increase the stroke of the crankshaft. However, unless the cam and carburetion are also modified, boring and stroking generally increase only low- and mid-range power.

Compression Ratio — is the amount of "squeeze" an engine applies to the fuel-air mixture as each piston moves from the bottom of its stroke to the top. The more the combustible mixture is compressed, the more forcibly it will expand when ignited. The more forceful the expansion, the more power produced. Therefore, the higher the compression ratio the better. An upper limit does exist, however, because at a ratio of about 11.0:1 a production engine will pre-ignite.

Bore and Stroke — the first figure is the diameter of each cylinder in the engine (bore), and the second is the distance the piston travels from top to bottom of the cylinder (stroke). Assuming the number of cylinders remain the same, the larger the bore and the longer the stroke, the greater the cubic-inch displacement of an engine—the greater the displacement of an engine, the greater its ultimate horsepower when modified for racing.

Horsepower at RPM — this specification shows the top power output of the engine, and the speed (in revolutions per minute—rpm) at which it occurs. Horsepower is a measurement of work performed in a given time. For example, one horsepower equals 550 foot-pounds per second, or the effort required to lift 550 pounds one foot in one second. Because manufacturers customarily rate the published power of their competition engines rather conservatively, this specification is of value more as an engine description than a measurement of power output.

Torque (Lbs.-Ft.) at RPM — torque is a twisting force . . . so this is a measurement of the strength of the rotating force the engine delivers to the transmission and rear axle. Gears in the transmission and rear axle increase the torque at the rear wheels . . . but reduce the speed of rotation as they do . . . to produce more powerful acceleration, up to the limit the tires can transmit.

The unit of measurement is lbs.-ft. (foot-pounds) — the amount of rotating force applied to a shaft (e.g. the force applied to a crankhandle measured in pounds times the length of the crankhandle measured in feet). In determining acceleration characteristics torque is more significant than horsepower because torque is actually the force that causes the rear wheels to turn.

Carburetor — if any one component could be singled out as being the most important one for its effect on engine "breathing," the carburetor would be the most likely. Both the quality (fuel-air ratio) and the quantity of the fuel-air mixture it delivers significantly affects engine power. Because of its adaptability to individual modification as well as its reputation as a real "performer," "muscle car" enthusiasts consider the Holley four-barrel carburetor to be a top "jug" (carburetor) for competition. The Holley four-barrel carburetor, used on Lincoln-Mercury's CJ 428 engine, has an air flow capacity of 735 cubic feet per minute, making it extremely effective at the higher engine speeds called for in competition driving. Performance enthusiasts have been known to buy Holley carburetors for Chrysler and Chevy engines.

Ram-Air Intake — a Ram-Air intake for the carburetor takes advantage of the fact that outside air is cooler . . . and therefore more dense . . . than the hot air under the hood which is normally supplied to the engine. By drawing this outside air into the carburetor at wide open throttle, engine performance is increased. According to one drag racing expert, adding the Ram-Air option to the CJ 428 will "shave two-tenths from the E.T. in the quarter-mile."

Rear Axle Ratio — is a ratio expressing the number of times the drive shaft rotates for every turn of the rear wheels. The higher the number (ratio), the better the acceleration characteristics . . . but only up to the point where the engine reaches its best power rpm. So the ideal selection of a rear axle ratio for "dragging" is one which causes engine rpm to reach maximum engine power in high gear slightly before the end of a quarter mile. Usually the high numerical ratios (like 4:30 to 1), while superior for drag racing, are geared too high for street use. The high engine rpms at normal highway and traffic speeds result in added engine noise, wear and poor economy.

For performance enthusiasts, selection of an axle ratio is almost as important as choosing the car itself. The three performance axle ratios you have to offer your prospects are: 3.50:1, 3.91:1 and 4.30:1.

The 3.50:1 ratio is for the customer concerned about some fuel economy and interior noise levels at highway speeds. The 3.91:1 ratio is for the person that drag races occasionally and is willing to put up with higher interior noise levels. The 4.30:1 ratio is for the serious competitor who is willing to sacrifice everything for acceleration.

All Lincoln-Mercury "Muscle Car" rear axles having a ratio of 3.50:1, 3.91:1 or 4.30:1 give you a selling plus. They are of the "Daytona" design, which includes fully machined axle shafts for added strength. Daytona rear axles were developed originally for Mercury and Cyclone stock cars running on the Daytona and other high-speed tracks. Another item that gives dragsters a decided traction advantage, by minimizing wheel spin, is a husky locking differential. And Lincoln-Mercury's Traction-Lok, which permits both rear wheels to get the same amount of torque, is among the best when it comes to handling the high torque output of powerful competition engines.

Ring Gear Diameter — is a valid indication of the size and strength of the differential . . . where the engine's power is "split" to both rear wheels. Generally, the larger the diameter the greater the strength of the differential. The ring gear is the part of the differential which is driven by the driveline to transmit power to both rear axle shafts.

Straddle-Mounted Pinion — the pinion gear in the rear axle transfers all the power and torque from the engine and transmission to the ring gear which drives the differential and axles. And with the extreme loads that drag racing stresses apply to the differential, its pinion gear needs all the support it can get! The straddle-mounted design places pinion shaft bearings in front of and behind the gear so it is solidly supported at both ends like a load placed on a bridge. By comparison, the overhanging pinion mount used on some competitive cars supports the gear only at one end, like a load placed on the end of a springboard! Straddle-mounted pinion gears generally maintain more accurate ring-gear tooth alignment resulting in smoother, quieter operation and longer service life.

Heavy-Duty Suspension — heavy-duty suspension is a "must" for a dragster because it helps to keep the driving wheels on the ground. Lincoln-Mercury's heavy-duty suspensions are considered outstanding for drag racing and other competitive events.

They include firmer springs, larger stabilizer bars, and bigger and firmer shock absorbers (staggered when transmission is manual). When combined with the right tires, they produce fine handling qualities for competitive driving.

Tires — are extremely essential to a drag racer. Two relatively small patches of rubber — the "footprints" of the rear tires — are where all the power from the engine reaches the road. Traction is the name of the game at this point! That's why a low aspect ratio is important. Tire aspect ratio is a numerical way of expressing the relationship of tire height (ground to rim) to width. The lower the number, the wider the tire in relation to its height. Cyclone CJ and Cougar (CJ 428) standard tires are both 70 aspect ratio, which means that the height of the tire cross-section is only 70% of its width. In other words, they're wide-tread tires for more traction.

These tires also feature belted construction. Two belts of durable fiberglass run completely around the tire carcass, under the tread. These belts minimize tread squirm and cause the tread to remain more firmly in contact with the road surface, giving better traction.

CYCLONE CJ INTERMEDIATE "MUSCLE CAR" COMPARISON CHART

CAR DIVISION		LINCOLN MERCURY	BUICK	OLDSMOBILE	PONTIAC	DODGE	PLYMOUTH	CHEVROLET	FORD
CAR MODEL		Cyclone CJ	GS 400	4-4-2	GTO	Charger R/T w/426 "Hemi"	Road Runner	Chevelle SS-396	Fairlane Cobra
PERFORMANCE:	**Data Source**								
Lbs./HP Index	NHRA	10.19	10.14	10.19	10.00	8.01 h	10.31	9.86	10.18
0-10 Second Distance	Ford Engr.	619 ft.	N/A	N/A	596 ft.	625 ft. h	584 ft.	577 ft.	622 ft.
Standing ¼-Mile Time	Car Life	14.4 a	14.4 a	15.13 b	14.53 k	13.68 j	14.7 k	14.8 j	14.9 c
ENGINE:									
Displacement		428 cu.-in.	400 cu.-in.	400 cu.-in.	400 cu.-in.	426 cu.-in.	383 cu.-in.	396 cu.-in.	428 cu.-in.
Compression Ratio		10.6:1	10.25:1	10.5:1	10.75:1	10.25:1	10.0:1	10.25:1	10.6:1
Bore and Stroke		4.13" x 3.98"	4.04" x 3.90"	3.87" x 4.25"	4.12" x 3.75"	4.25" x 3.75"	4.25" x 3.38"	4.09" x 3.76"	4.13" x 3.98"
Horsepower at rpm		335 @ 5200	340 @ 5000	350 @ 4800 d	350 @ 5000	425 @ 5000	335 @ 5200	325 @ 4800	335 @ 5200
Torque (lbs.-ft.) at rpm		440 @ 3400	440 @ 3200	440 @ 3200	445 @ 3000	490 @ 4000	425 @ 3400	410 @ 3200	440 @ 3400
Carburetor: make, no. of barrels		Holley 4V	Rochester 4V	Rochester 4V	Rochester 4V	(2) Carter 4V	Carter 4V	Rochester 4V	Holley 4V
Ram-Air intake avail.		YES	YES	YES	YES	YES	YES	NO	YES
REAR AXLE: (Standard ratio shown first; others optional at extra-cost unless otherwise noted.)									
Ratios available with 4-speed manual transmission.		3.50:1 f 3.91:1 * 4.30:1 *	3.42:1 f 3.64:1 f 3.91:1 f	3.42:1 * 3.08:1 f 3.23:1 f 3.91:1 * 4.33:1 e* 4.66:1 e*	3.55:1 f 3.08:1 f 3.23:1 f 3.36:1 f 3.90:1 * 4.33:1 *	3.55:1 * 4.10:1 *	3.23:1 f 3.55:1 f 3.91:1 * 4.10:1 * g	3.55:1 f 3.07:1 f 3.31:1 f 3.73:1 * 4.10:1 *	3.50:1 f 3.91:1 * 4.30:1 *
Ratios available with 3-speed automatic transmission.		3.50:1 f 3.91:1 * 4.30:1 *	2.93:1 f 3.42:1 f 3.64:1 f 3.91:1 f	3.08:1 f 2.56:1 f 2.78:1 f 3.23:1 f 3.42:1 * 3.91:1 * 4.33:1 e* 4.66:1 e*	3.36:1 f 3.23:1 f 3.55:1 f 3.90:1 * 4.33:1 *	3.23:1 f 3.55:1 * 4.10:1 *	3.23:1 f 3.55:1 f 3.91:1 * 4.10:1 * g	3.31:1 f 3.07:1 f 3.73:1 * 2.73:1 f	3.50:1 f 3.91:1 * 4.30:1 *
Ring Gear Diameter		9.00"	8.5"	8.54"—8.56"	8.125"	8.25"—9.75"	8.25"—8.75" g	8.875"	9.00"
Straddle-mounted Pinion		YES	YES	YES	YES	YES	NO	YES	YES
SUSPENSION AND TIRES:									
Heavy-duty Suspension		YES	YES	YES	YES	YES	YES	YES	YES
Tires (std. equipment)		F70 x 14 WSW (Belted)	7.75 x 14 WSW (Not Belted)	F70 x 14 Red line (Not Belted)	G78 x 14 Red line (Not Belted)	F70 x 15 Red line (Belted)	F70 x 14 Red line (Not Belted)	F70 x 14 White Lettered (Not Belted)	F70x 14 WSW (Belted)

* Axle ratio available only with optional extra-cost locking differential.
a With 3.91:1 axle and automatic transmission.
b With 3.42:1 axle and automatic transmission.
c With 3.50:1 axle and 4-speed manual transmission.
d Engine rated at 325 horsepower with automatic transmission.
e Available only as dealer option.
f This ratio available with a locking or non-locking differential.
g 4.10:1 ratio has a 9.75" diameter ring gear.
h Optional 426 CID "street-hemi" engine costs $648.20 extra.
j With 3.55:1 axle and 4-speed manual transmission.
k With 3.90:1 axle and 4-speed manual transmission.

CYCLONE CJ INTERMEDIATE "MUSCLE CAR" COMPARISON CHART

Manufacturers' Suggested Retail Prices

CAR DIVISION	LINCOLN MERCURY	BUICK	OLDSMOBILE	PONTIAC	DODGE	PLYMOUTH	CHEVROLET	FORD
CAR MODEL	Cyclone CJ	GS 400	4-4-2	GTO	Charger R/T	Road Runner	Chevelle SS-396	Fairlane Cobra
ENGINE	CJ 428-4V	400-4V	400-4V	400-4V	426-8V	383-4V	396-4V	428-4V
BASE VEHICLE PRICE	**$3,224.00**	**$3,181.00**	**$3,204.00**	**$3,156.00**	**$4,383.05** b	**$3,083.00**	**$3,037.60** a	**$3,181.00**
TYPICAL PERFORMANCE EQUIPMENT:								
4-Spd. Manual Transmission	Std.	184.80	184.80	184.80	Std.	Std.	184.80	Std.
Belted Tires	Std.	61.09	26.33	26.33	Std.	26.45	26.25	Std.
Locking Differential	63.50	42.13	42.13	63.19	Std.	42.35	42.15	63.51
Power Disc Brakes	64.80	64.25	64.25	64.25	91.65	91.65	Std.	64.77
Power Steering	94.60	100.05	100.05	105.32	100.00	100.00	105.35	100.26
Heavy-duty Suspension	Std.	15.80	Std.	4.21	Std.	Std.	5.30	Std.
Ram-Air Induction	138.60	Std.	279.10 c	168.51	Std.	60.70	N.A.	133.44
AM Radio	60.90	69.51	69.51	61.09	61.55	61.55	61.10	61.40
TYPICALLY EQUIPPED PRICE	**$3,646.40**	**$3,718.63**	**$3,970.17**	**$3,833.70**	**$4,636.25**	**$3,465.70**	**$3,462.55**	**$3,604.38**
Cyclone CJ Price Advantage (Disadvantage)	—	**$72.23**	**$323.77***	**$187.30***	**$989.85***	**($180.70)**	**($183.85)**	**($42.02)**

* Price not adjusted for bucket seats which are standard. Bucket seats are available on Cyclone CJ only as part of Sports Appearance Group—$149 additional. (Group also includes remote-control LH racing mirror, turbine wheel covers, and rim-blow steering wheel.)
a Includes SS-396 option.
b Includes 426-8V engine and Track-Pac option which is required with 4-speed manual transmission.
c Includes required heavy-duty radiator.

"BOSS" 302 — COUGAR ELIMINATOR

Your newest scat cat with GO looks!

"BOSS" 302 ENGINE FEATURES

- **Forged crankshaft—not cast**
- **Four-bolt main bearing supports—not two**
- **Mechanical valve lifters—not hydraulic**
- **Aluminum high-flow rate intake manifold**
- **Staggered 2.23″ intake and 1.71″ exhaust valves**
- **780 cfm (cubic feet per minute) Holley carburetor**

If your prospect wants to hit the "go button," "dig out," and "blow off" . . . and he is in the market for a sports specialty car . . . then he wants an "Eliminator." And in your language, that spells C-O-U-G-A-R E-L-I-M-I-N-A-T-O-R. (See back cover)

With the "Boss" 302 engine, 290 hp is delivered at 5800 rpm. The 302 gets its belt from engine components like a forged steel crankshaft that provides high strength with minimum weight. The four-bolt main bearing supports improve crankshaft durability under the stresses commonly experienced at high engine rpm. Mechanical valve lifters with independent-mounted rocker arms improve engine efficiency. Staggered 2.23″ intake and 1.71″ exhaust valves are provided to produce more horsepower output.

A 780 cfm Holley carburetor, rated as about the best in the business, gives those horses plenty of energy. A heavy-duty cooling system handles the heat build-up. Large diameter dual exhausts minimize horsepower loss. The Daytona 3.50 axle gives unusual torque throughout the driving range. Power through efficiency is the name of the game.

"BOSS" 302—COUGAR ELIMINATOR SPORTS SPECIALTY "MINI-MUSCLE CAR" COMPARISON CHART

CAR DIVISION		LINCOLN-MERCURY	PLYMOUTH	CHEVROLET	FORD
CAR MODEL		Cougar Eliminator "BOSS" 302	Barracuda "Cuda 340"	Camaro Z/28	Mustang "Boss" 302
PERFORMANCE:	**Data Source**				
Lbs./HP Index	NHRA	N/A	9.86	10.21	N/A
0-10 Second Distance	Ford Engineering	567 ft.	624 ft.	570 ft.	575 ft.
Standing ¼-Mile Time	Ford Engineering	14.80 a	N/A	14.72 a	14.57 a
ENGINE:					
Displacement		302 cu.-in.	340 cu.-in.	302 cu.-in.	302 cu.-in.
Compression Ratio		10.5:1	10.5:1	11.0:1	10.5:1
Bore and Stroke		4.00″ x 3.00″	4.04″ x 3.31″	4.00″ x 3.00″	4.00″ x 3.00″
Horsepower at rpm		290 @ 5800	275 @ 5000	290 @ 6000	290 @ 5800
Torque (lbs.-ft.) at rpm		290 @ 4200	340 @ 3200	290 @ 4200	290 @ 4200
Carburetor: make, no. of barrels		Holley 4V	Carter 4V	Holley 4V	Holley 4V
Ram-Air intake avail.		NO	NO	YES	NO

a With standard axle and 4-speed manual transmission.

COUGAR CJ 428 SPORTS SPECIALTY "MUSCLE CAR" COMPARISON CHART

CAR DIVISION		LINCOLN-MERCURY	PONTIAC	PLYMOUTH	CHEVROLET	FORD
CAR MODEL		Cougar	Firebird 400	Barracuda 383	Camaro 396	Mustang Mach I
PERFORMANCE:	**Data Source**					
Lbs./HP Index	NHRA	11.02 a	9.48	9.50	9.17	10.30 a
0-10 Second Distance	Ford Engineering	639 ft.	607 ft.	602 ft.	583 ft.	650 ft.
Standing ¼-Mile	"Cars" Annual	13.90	14.21	14.12	14.90	13.74
ENGINE:						
Displacement		428 cu.-in.	400 cu.-in.	383 cu.-in.	396 cu.-in.	428 cu.-in.
Compression Ratio		10.6:1	10.75:1	10.0:1	10.25:1	10.6:1
Bore and Stroke		4.13" x 3.98"	4.12" x 3.75"	4.25" x 3.38"	4.09" x 3.76"	4.13" x 3.98"
Horsepower at rpm		335 @ 5200	330 @ 4800	330 @ 5200	325 @ 4800	335 @ 5200
Torque (Lbs.-Ft.) at rpm		440 @ 3400	430 @ 3300	410 @ 3600	410 @ 3200	440 @ 3400
Carburetor: make, no. of barrels		Holley 4V	Rochester 4V	Carter 4V	Rochester 4V	Holley 4V
Ram-air intake avail.		YES	YES	NO	YES	YES

a NHRA classification for non-ram CJ 428 engine.

PERFORMANCE TERMINOLOGY

A **ALKY**—Alcohol used as automotive fuel.

ALL-OUT—Full-scale competition car; maximum car speed.

B **BINDERS**—Brakes.

BLOWER—Supercharger.

BLOW OFF—To pass a car decisively when racing.

BOMB—Car of exceptional performance.

BOOT—(verb). To apply extra speed while driving at an already fast rate.

BORE OUT—To increase engine displacement and power by increasing cylinder diameter beyond stock specifications.

BOSS—A superlative used to describe a car. A sweet young thing.

BOX—Abbr. for gearbox; usually used in reference to manual transmission.

C **CALIFORNIA RAKE**—Hot rod and custom car alteration where front axle is lowered, and larger rear tires are installed.

CHECK POINT—That point on the route of a road rally at which officials log in car, driver and navigator, and impart information relative to the next leg of the rally.

CHEATERS—Slick tread rear tires used in drag racing.

CLOCK—Slang for speedometer or tachometer; also to time a car's performance.

D **DIFF**—Slang abbr., for differential.

DIG OR DIG OUT—To accelerate rapidly from a standing start.

DOWNSHIFT — To descend through gears from higher to lower.

DRAFTING—Stock car racing term for following closely on the heels of the car ahead, to lower wind resistance and conserve fuel while maintaining speed.

DRAG STRIP—Quarter-mile race course with deceleration area; also, any paved area used for straight-line acceleration contests.

DRIFT—Maintaining a slight but controlled skid in curves, to keep speeds high in racing.

DUAL QUAD—Carburetor set-up using two carburetors each with four throats.

E **ELIMINATOR**—Drag car that wins by eliminating other cars in its class by running at a lower elapsed time.

E.T. (e.t.)—Abbr., elapsed time used in drag racing, road races, rallies.

F **F.I.**—Abbr., fuel injection, a system where fuel is sprayed directly into engine cylinders rather than through a carburetor.

FISHTAIL—Lateral sway in the rear of a car when racing; also, to drive in such fashion.

FLAT OUT—Driving at top speed.

FLAT SPOT—A point at which an accelerating engine momentarily fails to gain rpm and speed.

FLOG—Slang; to drive a car badly or hard.

FOUR-SPEED — Abbr., four-speed manual transmission; also "four-on-the-floor."

FOUR-THROAT OR FOUR-BARREL—A four-venturi carburetor.

FULL HOUSE—A car (or engine) with all possible performance modifications short of supercharging. Also called "full race."

G **GINGERBREAD**—Slang; chrome ornamentation.

GO BUTTON—Slang for accelerator pedal.

GOOK WAGON—Hot rod term for over-chromed stock car with no performance refinements.

GT—Abbr., gran turismo, a car usually sized for two people and luggage, which is equally applicable to fast over-the-road touring or class racing.

GYMKHANA—A competitive meet to test driving powers consisting of timed contests in backing, parking and avoiding obstacles, a road-e-o.

H **HAIRY**—A car that is a potent performer; also, a difficult race course.

HEADER—Racing type of exhaust manifold or exhaust tubes (headers).

HEMI—Abbr. for competition engine with hemispherical combustion chamber design.

HONKER—Drag term for potent performing car; a winning car.

I **IRON**—Slang for conventional cars (as opposed to sports and high-performance cars).

J **JUG**—Slang for carburetor.

K **KNOCK-OFF**—Quickly removable wheel lug.

L **LEADFOOT**—Fast driver.

LE MANS START—Drivers are across the track from their cars. At start, drivers run across the track, enter and start their angle-parked cars. Eliminates assigning of favored track positions.

M **MAGS**—Magnesium or aluminum wheels available in dealership or hot rod shops.

MILL—1. Slang for engine. 2. (verb) To remove metal from the base of cylinder head to make combustion chamber smaller and thus increase compression ratio.

MOON GAS—Hot rod term for fuels with with large nitromethane content.

O **OFF THE PEG**—Sports car term for pushing engine rpm beyond the upper limit of the tachometer.

OVER-REV—To run an engine too fast.

OVERSQUARE — When engine bore is greater than stroke.

P **PEAKING SPEED**—The engine rpm (and conversely, vehicle speed) at which peak performance is reached.

PEEL—Also "peel rubber." To accelerate so that rear tires deposit rubber on the roadway.

PORT—1. (verb) To enlarge valve passages for improved engine breathing. 2. (noun) The openings in the block through which fuel enters and exhaust leaves an engine.

POWER HOP—Tendency of rear wheels to shudder or hop under full-bore acceleration. Known also as axle tramp, wheel hop.

Q **QUAD**—Four-venturi carburetor.

R **RAG TOP**—Convertible.

RAIL JOB—Dragster with little or no body and exposed frame rails.

RAKE—Tilt of a car caused by front being lower than rear.

S **SANITARY**—1. Slang for a car of unusual cleanliness despite competition potential. 2. A car unusually well prepared for competition.

SCOOP—Opening in body to deliver cool air to engine, brakes, or cockpit.

SCREAMER 1. A high rpm engine. 2. A fast car. 3. A supercharged car.

SET UP—(verb) 1. To prepare a car for racing. 2. To modify a car for racing.

SLEEPER—1. Racing car which performs better than expected. 2. A car of stock appearance concealing better-than-stock performance.

SLICK—Smooth, treadless racing or drag tire of wide cross section.

SPONGE, SLUG, STONE—(noun) A car with disappointing performance.

STANDING QUARTER—In drag racing, a quarter-mile time race begun with vehicle at rest.

STOCKER—Stock car owner or driver.

STRAIGHT BOX—Three-speed manual transmission.

STROKER KIT—Crankshaft and connecting rod assembly engineered to increase engine displacement by lengthening the stroke of the piston.

SUPER STOCK—Production car with special engine and chassis modifications.

T **THROAT**—Carburetor venturi.

TIME TRAP—Distance between two synchronized timing devices which record the time required by a car to travel between them.

TOP END—Power output at high rpm or at end of quarter-mile.

U **UNGLUED**—Slang for a broken part or assembly. Also "come unglued."

V **VALVE FLOAT**—The rpm at which valve springs cannot shut the valves in time to maintain compression. Known also as "valve crash."

VENTURI—Fuel passageway in the carburetor, narrowed to increase velocity of fuel-air mixture.

W **WHEELIE**—Picking up the front wheels off the ground when coming off the line.

MERCURY
LINCOLN

MERCHANDISING DEPARTMENT
LINCOLN-MERCURY DIVISION

Item No. LM 69-123 Printed in U.S.A.

LINCOLN-MERCURY SALES & PRODUCT INFORMATION