

Mercury Cougar 1968

Still has claws. And class.

This red-and-white beauty hails from the sunny and faraway state of Idaho, from the town of Boils. The owner? The wife of car dealer Kris Hicks, who drove this Cougar as her personal car since 1983.

And honestly—you can tell. The perfect combination of dealership-level maintenance and a woman's attention to detail is visible in every inch of this car. We even have the full documentation: service records, original manuals, and factory paperwork—all the things that usually get lost over time.

This Cougar belongs to the first generation (1967–1970), widely considered the most elegant and desirable. Finished in its original factory colors, it's a stunning reminder of the era when Mercury really turned heads.

And it wasn't just a design darling—it sold like hotcakes, making up over 40% of Mercury's total production in its heyday.

We're proud to host this piece of Detroit steel. It represents a time when power, style, and boldness were more important than emissions standards or fuel economy.

An era when driving was still fun—and your car had a personality.

This Cougar? Still full of spirit.