

Mercury Cougar 1977

When Mercury traded claws for chrome.

This plush cruiser comes from the sunny state of Idaho, from the town of Boils. Its owner? The wife of car dealer Kris Hicks, who made this Cougar her personal ride back in 1983.

And you can tell. It's the perfect mix of dealer-grade maintenance and a woman's thoughtful care. We have everything documented—from service records to factory manuals and original papers. A rare paper trail, especially after so many decades.

This 1977 model belongs to the fourth generation of Cougars, which only lasted two years. What began as a sporty pony car in the '60s had now transformed into a luxurious cruiser—with more chrome, more velour, and much more Detroit steel.

By now, the Cougar stretched to 5.5 meters in length and weighed in at 1,819 kg, drinking 16 liters per 100 km. Thirsty? Sure. But ride comfort like this is priceless. Nearly 200,000 buyers agreed—even in the middle of an oil crisis. This was one of the last true luxury Mercurys, built for soft rides, big interiors, and effortless cruising.

Then came the '80s. Regulations, downsizing, and forgettable designs followed. But not this one. This Cougar still purrs—a proud feline from an era when driving meant space, style, and a little excess.